Community Health Needs Assessment Implementation Strategy Plan

Bryan East Campus
January, 2019
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2018 Community Health Needs Assessment
Implementation Strategy Plan
Bryan Medical Center, Bryan East Campus
January 2019

I. Introduction

Bryan Medical Center, Bryan West Campus is part of Bryan Health, a non-profit, Nebraska-owned health care organization with two acute care facilities and several outpatient clinics. Bryan Health provides a comprehensive range of health care services with more than 4,000 staff members and outreach sites that span the state of Nebraska, and into Iowa, Kansas and Missouri. Bryan Health comprises a wide array of facilities and programs, which are listed below:

<table>
<thead>
<tr>
<th>Bryan Health Entity</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bryan Medical Center</td>
<td>An acute care hospital with two facilities in Lincoln, Nebraska, nationally recognized for services and outcomes in many specialties, including cardiac, orthopedic, spine, trauma and behavioral health.</td>
</tr>
<tr>
<td>Crete Area Medical Center</td>
<td>A 24 bed critical access hospital located in Crete, Nebraska, with three physician clinic sites.</td>
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<tr>
<td>Merrick Medical Center</td>
<td>A 20 bed critical access hospital located in Central City, Nebraska, with two physician clinic sites.</td>
</tr>
<tr>
<td>Bryan Heart</td>
<td>A comprehensive cardiology practice with cardiologists and cardiovascular surgeons providing a full range of cardiac services throughout the region.</td>
</tr>
<tr>
<td>Bryan Physician Network</td>
<td>A physician network that employs an array of primary care and specialist physicians to meet the needs of the community.</td>
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<tr>
<td>Bryan Health Connect</td>
<td>A physician hospital organization that supports independent physicians and hospitals throughout Nebraska.</td>
</tr>
<tr>
<td>Bryan LifePointe</td>
<td>A medically based health promotion and disease management facility for patients and the public.</td>
</tr>
<tr>
<td>Bryan Foundation</td>
<td>An organization that secures private funds to support Bryan Health entities and programs.</td>
</tr>
<tr>
<td>Bryan College of Health Sciences</td>
<td>An accredited college that trains roughly 700 students per year in nursing, biomedical sciences, sonography, education &amp; leadership, and nurse anesthesia.</td>
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In the calendar year of 2017, Bryan Health provided $99.7 million in community benefits, of which $13.6 million was charity care and $75.2 million was unreimbursed care for Medicare and Medicaid.

Over the past year, representatives from Bryan Medical Center participated with CHI Health St. Elizabeth and the Lincoln-Lancaster County Health Department to gather more than 70 members of the Lincoln-Lancaster County Mobilizing for Action through Planning and Partnership (MAPP) process to review and adjust the objectives and goals of the 2015 Community Health Needs Assessment. Because the Lincoln-Lancaster County Health Department has already scheduled to conduct new research for all these documents next year in preparation for their 2019-2020 Community Health Assessment, the three organizations agreed to consult with the public health partners and other non-profit organizations and coalitions for annual updates in 2017-2018, and to rely in good faith on the other research assessments conducted in 2015 and annual updates thereafter. The four priority health needs identified in the 2015 Community Health Needs Assessment were Access to Care, Behavioral Health Care, Chronic Disease
Prevention, and Injury Prevention. The more than 70 members of the MAPP process came together across four meetings to review each goal separately. This process is outlined in the 2018 Community Health Needs Assessment. The assessment identifies the geographic area and population served, available health care resources, the methods with which the priority health needs were reviewed and adjusted, and Bryan’s steps leading up to the Implementation Strategy Plan.

After this, members of Bryan Medical Center’s internal staff met to explore what Bryan is currently doing to address each of these needs. They consulted the 2015 Community Health Implementation Strategy Plan to see which strategies from this past evaluation were still in effect, and which ones needed to be updated or removed. Then the team explored what new strategies have been introduced in the past three years to address each CHNA priority. The names of Bryan’s internal staff members who contributed to this Implementation Strategy Plan are listed below:

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>April Deis</td>
<td>Nurse Manager, Mother/Baby</td>
</tr>
<tr>
<td>Ashley Schroeder</td>
<td>Marketing Specialist, Advancement</td>
</tr>
<tr>
<td>Becky Loewe</td>
<td>Marketing Specialist, Advancement</td>
</tr>
<tr>
<td>Bob Ravenscroft</td>
<td>Vice President of Advancement &amp; Chief Development Officer, Executive Offices</td>
</tr>
<tr>
<td>Brenda Downey</td>
<td>Medical Staff Services Manager, Medical Staff Services</td>
</tr>
<tr>
<td>Brenda Lieske</td>
<td>Neuroscience Service Line Manager, Gogela Neurosciences Institute</td>
</tr>
<tr>
<td>Brenda Mueller</td>
<td>Independence Center Business Manager, Independence Center-Adult/Youth</td>
</tr>
<tr>
<td>Brian Cross</td>
<td>Wellness Specialist, Employee Health Services</td>
</tr>
<tr>
<td>Brittni Clark</td>
<td>Trauma Outreach &amp; Injury Prevention Coordinator, Trauma</td>
</tr>
<tr>
<td>Carol Friesen</td>
<td>Vice President of Health System Services, Executive Offices</td>
</tr>
<tr>
<td>Celia Weskamp</td>
<td>Drug Information/Drug Policy Coordinator, Pharmacy</td>
</tr>
<tr>
<td>Dave Miers</td>
<td>Counseling &amp; Program Development Manager, Clinical Services Admin</td>
</tr>
<tr>
<td>Dawn Brock</td>
<td>Rural Health Services Director, Rural Health Services</td>
</tr>
<tr>
<td>Deb Boehle</td>
<td>Marketing &amp; Media Relations Manager, Advancement</td>
</tr>
<tr>
<td>Edgar Bumanis</td>
<td>Public Relations/Marketing Director, Advancement</td>
</tr>
<tr>
<td>Elizabeth Johnson</td>
<td>Staff RN – Women &amp; Children, Mother/Baby</td>
</tr>
<tr>
<td>Eric Mooss</td>
<td>President of Bryan Physician Network, Executive Offices</td>
</tr>
<tr>
<td>Galen Bernadt</td>
<td>ED Connections Program Coordinator, Clinical Services Admin</td>
</tr>
<tr>
<td>Heather Talbott</td>
<td>Trauma Program Manager, Trauma</td>
</tr>
<tr>
<td>Jennifer Preston</td>
<td>Cardiac/Vascular Services Director, Cardiac Services Admin</td>
</tr>
<tr>
<td>Jenny Sundberg</td>
<td>Senior Marketing Specialist, Advancement</td>
</tr>
<tr>
<td>Jerome Barry</td>
<td>Independence Center Director, Independence Center-Adult/Youth</td>
</tr>
<tr>
<td>Judy Arnold</td>
<td>Cardiovascular Early Detection &amp; Screening RD, Mobile Screening</td>
</tr>
<tr>
<td>Julie Lacy</td>
<td>Accounting &amp; Tax Manager, Payroll and Tax Compliance</td>
</tr>
<tr>
<td>Kathy Helmink</td>
<td>Certified Diabetes Educator, Diabetes Center</td>
</tr>
<tr>
<td>Kathy Wolf</td>
<td>Stewardship Supervisor, Advancement</td>
</tr>
<tr>
<td>Kim Dierks</td>
<td>Nurse Manager, Pediatrics</td>
</tr>
<tr>
<td>Kim Russel</td>
<td>President/CEO – Health System, Executive Offices</td>
</tr>
<tr>
<td>Leslie Bonelli</td>
<td>Care Transitions Director, Nursing Administration</td>
</tr>
<tr>
<td>Linda Jeffery</td>
<td>Therapy Manager, Rehabilitation Services Admin</td>
</tr>
<tr>
<td>Marcy Wyrens</td>
<td>Clinical Services Director, Clinical Services Admin</td>
</tr>
<tr>
<td>Marisa Shaffer</td>
<td>Nurse Educator, Mother/Baby</td>
</tr>
<tr>
<td>Mary Luebbert</td>
<td>Certified Diabetes Educator, Diabetes Center</td>
</tr>
<tr>
<td>MaryEllen Hook</td>
<td>Clinical Nurse Specialist, Nursing Administration</td>
</tr>
<tr>
<td>Nathan Albright</td>
<td>Market Analyst/Planning Strategist</td>
</tr>
<tr>
<td>Patty Evans</td>
<td>Employee Health &amp; Wellness Manager, Employee Health Services</td>
</tr>
<tr>
<td>Paula Fankhauser</td>
<td>Benefits Director, Employee Benefits</td>
</tr>
<tr>
<td>Ruth Vangerpen</td>
<td>Clinical Nurse Specialist, Nursing Administration</td>
</tr>
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</table>
II. How Bryan Medical Center Will Address The Community Health Needs

Bryan Medical Center, on the Bryan East Campus and the Bryan West Campus, uses health status information to develop its strategic plan. The planning process begins with a review of the Mission and Vision of the medical center. Then, an environmental assessment is conducted to identify community needs and how services and resources can be best utilized to help address those needs. A Community Health Needs Assessment, which includes extensive health status information, has been a valuable resource in the hospital’s planning process. Information from the Community Health Needs Assessment has been shared with the Bryan Medical Center Board of Trustees, as well as senior leadership. In addition, representatives from Bryan Medical Center and Bryan Health participated in the MAPP review and evaluation sessions that defined the Community Health Improvement Plan. Bryan Medical Center has a rich history of working with the community to address community health needs; staff from throughout the organization are involved in committees, community groups, and initiatives that seek to address such needs. The medical center will continue to address community needs by providing care to those in need, regardless of their ability to pay, in keeping with its charitable mission.

III. Bryan Medical Center Community Health Implementation Strategies

Bryan Medical Center’s Mission Statement is “To provide excellent care and promote health with a focus on quality, collaboration and compassion.”

Toward this end, Bryan Medical Center is dedicated to developing strategies that address community health. The following implementation strategies represent Bryan Medical Center’s commitment to support the Community Health Improvement Plan and its objectives over the next three years.

Through the process of meeting with senior leaders, directors, managers and front-line staff at Bryan Medical Center to discuss the implementation strategies set forth in this plan, it became clear that many of the programs and services at Bryan Medical Center address multiple health priorities within the community simultaneously. To keep the implementation strategy concise, attempts have been made to categorize each program and service under its most applicable strategy, although many would be relevant under several or all strategies.

Access to Care

- Screening Services and the Early Detection Center: Within Lancaster County and beyond, Bryan Medical Center offers online, mobile and on-site screenings to identify individuals with high risk for certain conditions and to ensure they get timely access to preventive care. The Early Detection Center located on Bryan Medical Center, Bryan East Campus provides follow up
consultations for screening participants to identify possible risk factors. The Early Detection Center also conducts mobile screenings, education and health fairs for community businesses and other organizations, such as the City of Lincoln Employees, the Lincoln Police Department, and Lincoln Fire and Rescue. In 2017, Bryan’s Early Detection Center provided screenings and education at six different fairs for the Malone Community Center, whose mission is to honor and strengthen the African American community in Lincoln and Lancaster County by serving as a cornerstone for educational, cultural, and advocacy programs for all people. Bryan’s Early Detection Center celebrates its 10th anniversary in 2018.

- **HeartAware Screenings**: HeartAware is an online screening program that identifies risk factors for coronary artery and vascular disease, as well as screening for diabetes. This service is free to employers, employees, and all members of the community. Bryan has provided this service to approximately 27 businesses including the City of Lincoln and Lancaster County. 1,137 HeartAware screening consultations were completed in 2017. As of July 2018, Bryan has completed 776 HeartAware consultations. The Early Detection Center provides HeartAware consultations to some critical access hospitals in the area, and Bryan Medical Center partners with local businesses like restaurants and grocery stores to promote the screening to the public during February, which is heart month.

- **Other Online Screenings**: Bryan offers several other online screening tools, including LungAware, a lung cancer screening tool; WeightAware, a screening tool for many of Bryan’s nutrition and weight loss programs, including its medically-supervised weight loss program, its medical nutrition therapy program, and its weight loss surgery program; and SleepAware, a sleep apnea screening tool. Bryan offers a host of online behavioral health screening tools, mentioned under the Behavioral Health needs section.

- **Bicuspid Aortic Valve Screenings**: Bryan’s Bicuspid Aortic Valve (BAV) Screening is used to screen first-degree relatives of patients diagnosed with a bicuspid aortic valve. BAV is among the most common of the congenital heart disorders, and about 10 percent of bicuspid aortic valve cases are attributed to hereditary causes. Early detection is critical, since as many as 40 percent of those with BAV will experience complications by the time they reach their 50s. 35 BAV screenings were completed in 2017, and 14 were completed as of July 2018. The Early Detection Center is using platforms like the regional Bryan Heart conference to raise awareness of this service among critical access hospitals in the area.

- **Vascular Screenings**: The Early Detection Center offers abdominal aortic aneurysm, carotid artery disease and peripheral artery disease screenings at a nominal charge (Bryan’s cost) to community members in and around Lincoln, as well as in 21 hospitals across Nebraska and Missouri. In-town screenings are given at the Early Detection Center at Bryan Medical Center, Bryan East Campus, and off-site screenings are given in a mobile unit that can be driven across the state. 1,093 vascular screenings were completed in 2017, and 787 screenings have been completed as of July 2018.

- **Atrial Fibrillation Screenings**: The Early Detection Center offers atrial fibrillation screenings, detecting irregular heart rhythms with an EKG rhythm strip. These are available to the community in Lincoln and Lancaster County as well as the 21 hospitals
across Nebraska and Missouri, often in conjunction with the Center’s vascular screenings. 286 atrial fibrillation screenings were completed in 2017, and 200 have been completed as of July 2018.

- **Patient Support and Advocacy:**
  - **Nurse Navigators:** Bryan Medical Center currently employs three nurse navigators to support cancer patients, with a focus on patients with lung, breast and colorectal cancers. There also continues to be respiratory therapy navigators for chronic obstructive pulmonary disease, pulmonary hypertension, and severe asthma; and an orthopedic care navigator. Bryan is currently developing a palliative care navigator position. As part of Bryan Health, Bryan Heart has implemented heart failure nurse navigators to identify potential care gaps that can lead to readmissions. All of these navigators provide education on diagnosis and treatment, access to available resources and services, and emotional support. Furthermore, by participating in value-based initiatives with Medicare and BCBS, Bryan Physician Network has been able to provide care navigators in its physician offices to help high risk and chronic disease patients. These navigators give care to all patients, including Medicaid/Medicare patients.

- **Community Support and Advocacy:**
  - **Community Health Endowment:** Bryan Health’s CEO has a permanent seat on the Community Health Endowment Board. The Community Health Endowment is the designated organization in Lincoln to further the health and safety of the community. To do this, it coordinates a variety of health efforts with local organizations and individuals. Its mission is for Lincoln to be the healthiest city in the nation.
  - **Financial Commitments:** Bryan Medical Center annually provides more than $200,000 in contributions to various health and community needs-related causes within Lincoln and Lancaster County. These include Community Crops, providing healthy food options; YMCA, promoting physical health and well-being for kids; Food Bank of Lincoln, providing food at no cost to those without access to it; St. Monica’s Services for Women, a center for victims of domestic abuse; and many others – several of which are identified throughout this plan. A full list of contributions can be found on Bryan Medical Center’s Form 990.

- **Physician Recruitment and Education:** Bryan Medical Center actively works to develop, recruit and maintain physician talent within Lincoln/Lancaster County, with the hope that all community members can have access to high-quality health care across an array of specialties.
  - **Physician Recruitment:** Bryan Health recruiters have partnered with local private practices to match community needs and place qualified physicians for more than 20 years. Bryan’s recruiters work with stakeholders to source and screen physicians, develop compensation package recommendations, assist with on-site interviews, provide relocation, and onboard new physicians. Additionally, Bryan Health has formed a Reinvestment Pool with the Heartland Health Alliance. This is a long-term strategy to help rural communities enhance their physician succession plans. Members of Bryan Health also work with groups such as the Nebraska Center for Nursing to help create and analyze nursing supply and demand models for the state of Nebraska.
  - **Physician Education:** Through collaboration with its physician and advanced practice partners, Bryan Health offers a wide range of ACCME accredited education
opportunities available in-person and virtually. These programs enhance physician knowledge, competence and performance. To help improve access to specialized care across Nebraska, Bryan Health has provided post-partum hemorrhage simulation training to OB doctors in 12 communities across the state.

- **Student Training:** Bryan has made it a priority to serve as a training site for counselors, social workers, nurses, physician’s assistants and primary care physicians through the Lincoln Medical Education Partnership, Southeast Community College, Doane College, Bryan College of Health Sciences, University of Nebraska-Lincoln and other educational institutions. Furthermore, Bryan Medical Center recently increased its support of the Lincoln Medical Education Partnership with a one-time gift of $200,000.

- **Bryan College of Health Sciences:** The Bryan College of Health Sciences, located in the Bryan Medical Center on the Bryan East Campus and the Bryan West Campus, has created more than 6,600 graduates. Currently there are 716 students enrolled in graduate, undergraduate, certificate and non-degree seeking programs through Bryan’s School of Nursing, health professions, graduate and nurse anesthesia programs. The Bryan College of Health Sciences is one of the top 15 sonography programs in the nation, and it is the number one nursing school in Nebraska for pass rates of the National Council Licensure Exam. Along with ongoing financial support for the College, Bryan Medical Center acts as a training center for the students. On average, about 50 percent of the College’s graduating class stays to work at Bryan Medical Center. To further highlight the value of this investment to the Lincoln community, turnover rate for Bryan College of Health Sciences graduates working at Bryan Medical Center from 2015-2017 was 6.9 percent, compared to the FY 2016 total turnover at Bryan Medical Center of 13.3 percent.

- **Health Career Camp and Biomedical Sciences Camp:** The Bryan College of Health Sciences holds the Health Career Camp and Biomedical Sciences camp, which draws students from the Midwest. In 2018, the camps drew 60 students. The events allow campers to work in Bryan’s Simulation Center, visit with medical professionals, produce ultrasound images, work on college prep techniques and much more.

- **Bryan Health Discovery Days:** Bryan Health partners with the College, Lincoln Public Schools and others for career discovery days each semester, encouraging the medical aspirations of thousands of high school students from Lincoln, Omaha, and surrounding communities. The event regularly draws 500 students per year.

**Strategies to Improve Logistical Access to Care:**

- **Handicap-Accessible Transportation:** Madonna Rehabilitation Hospital is the designated organization in Lincoln that provides handicap-accessible bus transportation for community members to and from doctors’ appointments, therapy and other outpatient appointments. Bryan provides an annual contribution of $25,000 for these services, so that those who are unable to arrange for their own travel will have access to medical care.

- **Bryan Health ezVisit:** Bryan Health ezVisit was introduced in 2015 and continues to grow its impact in both Lincoln and the surrounding Lancaster County area. With Bryan Health ezVisit, patients are able to answer a series of questions through their computer or mobile device, and ezVisit’s board certified doctors will respond with a diagnosis and
treatment plan within one hour, guaranteed. Individuals also have the ability to directly schedule with a Bryan Physician Network provider if symptoms are too severe or cannot be assessed by an ezVisit.

- **Bryan Telemedicine**: Bryan Telemedicine works with medical partners in the region to offer a broad range of on-call consultations and medical support services, including emergency department, inpatient, outpatient, mental health and specialty care. Bryan Health provides telemedicine services to locations in Lincoln, as well as 36 locations across Nebraska and in Iowa, Kansas, Kentucky, Missouri and New Mexico.

- **Epic Electronic Health Record**: Bryan Health has implemented Epic as its new Electronic Health Record (EHR) system. Implementation for Epic took place over two years. Throughout 2017, the entire health system worked toward a March 3, 2018 go-live, but by December of 2017, the system had launched, with a 10-week training period for all clinical staff and providers. Epic now provides a comprehensive repository covering all aspects of care provided within the health system, at all Lincoln, Crete Area Medical Center and clinic locations. The all-encompassing nature of Epic will help to ensure great care coordination across the health system and among caregivers. The methods by which patients can access information, communicate with caregivers and receive billing information also are improved.

  - **MyChart**: As part of Epic, Bryan Health launched MyChart, a secure and convenient online portal for patient information, to Bryan Medical Center, Crete Area Medical Center, Bryan Heart and Bryan Physician Network offices, as well as Crete Medical Clinic, Wilber Medical Clinic and Friend Medical Clinic. MyChart allows patients to quickly and easily access health records and test results for themselves and their family, schedule appointments, pay bills, request prescription refills, communicate with their doctors and nurses, and more.

- **Website Improvements**: Bryan Health has made tremendous improvements to the organization’s web presence, including a refreshed website with several new features to enhance patient access. These features include detailed physician profiles with patient-provided star ratings and online appointment requests. Many people use Bryan’s website as their initial point of contact with the system, and as such, all inquiries receive replies.

- **Podcasts**: Starting in 2016, Bryan Health began publishing podcasts twice per month, covering a wide array of topics, including child development, mental health, blood pressure guidelines, post-partum depression, cancer screenings, diabetes management, and many others. In 2017, Bryan Health podcasts were played or downloaded 15,502 times. As of September, Bryan Health podcasts have been played or downloaded 12,190 times in 2018. Bryan has started producing ‘Medical Minutes’, condensing informative parts of its podcasts into 60-second spots to be played as a broadcast radio announcement. This has not only helped the information reach more listeners, but also boosted downloads of the complete podcasts.

- **Community Crops Sponsorship and Veggie Van**: Bryan Health maintains an active partnership with Community Crops, a local organization dedicated to increasing food security for refugees, immigrants, and low-income people in Nebraska through community gardens, farmers market stands, workshops, and educational programming.
The Veggie Van in particular brought fresh produce to sell in needed areas of Lincoln. In 2017, the Veggie Van had 434 customers, 60 percent of which belonged to SNAP/EBT programs. It sold $11,500 worth of vegetables, and delivered another 2,547 pounds of vegetables to the Food Bank of Lincoln.

- **Bryan Heart Outreach Clinic Sites:** In an effort to improve access to care across the state, Bryan Heart provides outreach clinics to more than 35 communities across the region, including Iowa, Kansas, Missouri and greater Nebraska.

- **Strategies to Improve Financial Access to Care:**
  - **Community Health Center Support:** Bryan Medical Center has consistently supported Lincoln’s community health centers, including Bluestem Health (formerly known as the People’s Health Center), the Health 360 Clinic and Clinic with a Heart. Many Bryan employees and providers volunteer their time and talents at these locations. As an example, in 2018 (as of September 30), Bryan partnered with Clinic with a Heart to provide 341 visits to patients, and Bryan volunteers donated 1,063 hours of service. These facilities provide both mental and physical health care services to the community’s medically underserved and uninsured populations. Bryan Medical Center senior leaders also serve on the board of directors for many of these organizations.
  - **ED Connections:** Bryan Health provides ED Connections, a program that works to connect individuals presenting in the ED with resources and support attuned to their needs.
    - **Case Management:** ED Connections works with high utilizers of the emergency department to help establish a medical home or health care services appropriate to their needs, with the goal of decreasing unnecessary and non-emergency ED visits. The program is free to patients and is voluntary, so patients must agree to enroll.
    - **Narcotic Monitoring and Diversion Service:** ED Connections enacts a narcotic monitoring and diversion service for individuals who have been identified as inappropriately using the emergency department to obtain narcotics or controlled medications. Referrals or identification from the ED or another provider source is needed to flag an individual and initiate this service. This service has had great success in decreasing the number of return visits for these patients.
    - **Medication Assistance Program:** The Lancaster County Medical Society helps individuals who are unable to pay for certain approved prescriptions given in the emergency department. ED Connections manages this program.
    - **Mental Health Discharge Medication Assistance and Service Coordination:** ED Connections assists individuals discharging from inpatient mental health services, helping them to obtain prescribed medications they are otherwise unable to afford, and ensuring the individuals complete follow up services to avoid potential inpatient readmissions or return visits to the emergency department.
    - **Medical Equipment Donation:** ED Connections also donates used medical equipment to people who are unable to afford or obtain it. This helps the discharge process for people who need assistive devices to be able to go home.
from the hospital, and also helps avoid unnecessary future hospital or ED visits that may occur if the individual is unable to access the appropriate equipment on his or her own. It also helps with the healing process or disease management for that individual, and increases his or her safety when dealing with conditions. Roughly 260 pieces of used medical equipment were donated in 2017, and ED Connections is on track to donate more than 300 items in 2018.

- **Employee Health Insurance Subsidies:** Several years ago, Bryan Health and its entities, including Bryan Medical Center, began providing an additional subsidy for health insurance premiums to Bryan Health employees under a certain wage level. This program was created because large numbers of lower-wage employees were declining Bryan’s insurance plan, electing to remain uninsured due to premium costs. The additional subsidy has provided access to insurance for nearly 400 employees and their dependents annually.

- **Bryan Physician Network Acceptance of Medicaid/Medicare:** Many private practice physicians in the Lincoln area have elected not to serve Medicaid and/or Medicare patients in their outpatient clinics for financial reasons. Bryan Physician Network physicians accept Medicaid/Medicare patients into their practice by policy; therefore, as Bryan Physician Network continues to expand within the community, so does access to physician care for area Medicaid/Medicare patients.
  - **Bryan Physician Network Addition of Physicians:** Bryan Physician Network has added two outpatient neurologists to meet a neurology shortage in the community. This expands access to outpatient neurological care for Lincoln and Lancaster County, especially since these two neurologists take Medicaid/Medicare patients. Bryan Physician Network also recently added an OB/GYN that takes Medicaid/Medicare patients. Since 2015, Bryan Physician Network has added seven outpatient behavioral health providers – five advanced practitioners and two physicians. Three of these seven providers see children.

- **Bryan Health Clothing Closet:** Bryan hosts a donor-driven clothing closet for discharging patients in need of clothes. These may be trauma patients whose clothes are destroyed, homeless individuals who have no clothes or patients who have no family nearby to get them clothing. Bryan Health supplies roughly $40,000 in free clothing per year through the closet.

**Behavioral Health**

- **Substance Use:** Bryan Health made a strong commitment to support behavioral health in the community in 2014 by opening a new Bryan Independence Center facility for substance use treatment. This state-of-the-art facility provides an improved environment for treating and healing individuals from Lancaster County and beyond who are seeking inpatient or outpatient treatment for substance use. The Bryan Independence Center continues to provide intervention nurses at the bedside to assess substance use.
  - **Inpatient Services:**
    - **Alcohol Detoxification:** The Bryan Independence Center has three private rooms for alcohol detoxification. This service is for those experiencing acute or potential withdrawal and requiring medical supervision to detoxify safely. Each
individual is assessed for continuing care needs, and medical services are available 24 hours a day. Individuals are evaluated at the emergency department prior to admission to ensure they are medically stable enough for treatment.

- **Opiate Detoxification**: The Bryan Independence Center also uses private rooms for opiate detoxification. Individuals requesting opiate detoxification are evaluated, and their admission is coordinated with the prescribing physician. A plan is then established for ongoing treatment following detoxification. Individuals are evaluated at the emergency department prior to admission to ensure they are medically stable enough for treatment.

- **Residential Services**:
  - **Short Term Residential Treatment**: Bryan Independence Center’s residential services consist of a highly structured, full day of treatment groups and activities lasting from morning through evening. Staff for residential treatment includes 24-hour nursing seven days a week with full medical services available as needed, as well as on-site counseling and paraprofessional staff. Adolescents must be 16-18 years old to participate in this level of care, and individuals 18 and older are assigned to adult levels of care as appropriate. Afternoon scheduling includes an on-site teacher who provides structure and coordinates coursework with the individuals’ schools.

- **Outpatient Services**:
  - **Day Services**: Bryan Independence Center’s Day Services provides six hours of intensive substance use services group, psychoeducational lectures and individual treatment sessions, integrated with residential services. Day service programming is integrated throughout the day with short term residential starting at 8:45 a.m. and ending 4 p.m. Adults and adolescents are eligible to participate in day services. Adolescents must be 15 or older and assessed for day services. Afternoon scheduling includes an on-site teacher who provides structure and coordinates coursework with the individuals’ schools.
  - **Morning Intensive Outpatient Treatment**: Bryan Independence Center holds morning intensive outpatient treatment services Monday through Friday, 8:45 a.m. to 11:30 a.m. These services include group therapy and psychoeducational programming. Clients are seen on an individual basis at least once per week. Adults and adolescents at least 15 years old are eligible for this level of care.
  - **Evening Intensive Outpatient Treatment**: Bryan Independence Center holds evening intensive outpatient treatment services Monday, Tuesday and Thursday evenings for three hours. Adolescent programming runs from 4 p.m. to 7 p.m.; adult programming runs from 6 p.m. to 9 p.m. Programming includes group therapy and psychoeducational lectures. Clients are seen on an individual basis at least once per week. Adults and adolescents at least 15 years old are eligible for this level of care. Adolescents participate in 90 minutes of group therapy; a 30-minute skill-building session led by a paraprofessional; and 60 minutes of psychoeducational group.
- **Adult Outpatient Groups:** In Bryan’s Adult Outpatient Groups, adults participate in one-hour sessions of group therapy weekly, and meet with the counselor for an individual session at least once per month; most meet at least twice per month.

- **Adolescent Outpatient Groups:** In Bryan’s Adolescent Outpatient Groups, adolescents at least 15 years old participate in group therapy two hours weekly and are engaged in individual therapy at least twice per month. Some individuals may only be seen weekly for individual sessions at this level of care due to lack of engagement or working to develop skills to actively participate in treatment.

  - **Substance Use Evaluations:**
    - **Substance Use Screenings:** In Bryan’s substance use screenings, a licensed alcohol/drug counselor or licensed mental health practitioner assesses clients for substance use, along with current risk factors that allow professional staff to recommend care that is appropriate to the client’s presentation, usage, support resources and wellbeing.
    - **Evaluation:** Bryan provides an in-depth assessment of an individual’s substance use, addiction history, support resources and prior services. This includes gathering collateral information from resources such as family members, employers and prior service providers. The information gathered for this evaluation is used to refer to an appropriate level of care to meet the client’s needs.
    - **Intervention Nurse Consultation:** Intervention nurses respond to requests by physicians at Bryan Medical Center on the Bryan East Campus and the Bryan West Campus, CHI Health St. Elizabeth, Madonna Rehabilitation, and CHI Health Nebraska Heart Institute to complete a consultation. This includes an interview with the client, along with an assessment of substance use and frequency that allows them to make a recommendation to an appropriate level of care following the individual’s medical stabilization.

  - **Other Services:**
    - **Family Support Group:** Led by a licensed alcohol and drug counselor or a licensed mental health practitioner, Bryan Independence Center offers free family support groups to friends and families of those struggling with addiction. This is a drop-in service that provides support, resources and information for loved ones, such as setting boundaries and self care.
    - **Family Workshops, Day and Evening:** Led by a licensed alcohol and drug counselor or a licensed mental health practitioner, these free workshops are offered to friends and family members of clients in treatment at the Bryan Independence Center. Here, they receive education about the disease of addiction and resources such as Al-Anon, and are able to ask questions about addiction and how they can support their family member in recovery. The workshop also includes a communication exercise with the family and the person in treatment. The workshop is offered at alternating day and evening times.
- **Community Outreach Liaison:** Bryan’s Community Outreach Liaison performs many roles, all focused on preventing substance abuse within the adolescent and college-age demographic. This includes: intervention (coaching how to intervene with empathy, care and support); navigation (coaching how to access substance use services); service connection (showing parents and families where to go for help and information); community connection (collaborating to organize and sponsor sober events); education connection (teaching educators to better understand addiction and recovery – this could include scheduling guest speakers or offering on-site consultations); family connection (facilitating and leading a weekly parent/family support group that is open to the community); treatment and continuing care connection (helping high-risk adolescents and the professionals working with them on post-treatment connections - such as next levels of care, next appointments, physician follow-ups, medications, and school re-entry).

- **Lancaster County Juvenile Drug Court:** The Bryan Independence Center continues to contract with Lancaster County for Juvenile Drug Court treatment services.

- **Early Adolescent Drug and Alcohol Education Classes:** Bryan has created drug and alcohol education classes specifically for 13- to 14-year-olds. This is intended to be an early-intervention deterrent. Bryan made this class at the request of Lincoln Public Schools and the School Community Intervention and Prevention (SCIP) program.

- **Telehealth Intervention Nurse Consultations:** The Bryan Independence Center is expanding its intervention nurse consultations to Heartland Health Alliance member hospitals through use of telehealth. Bryan received a contract from the Department of Health and Human Services for this; the program will focus on opioid use. The program will start with critical access hospitals in Alliance, Falls City and Lexington.

- **Nebraska Health Association Opioid Steering Task Force:** The director of the Bryan Independence Center is on the Nebraska Hospital Association’s Opioid Steering Task Force. A current task force initiative is getting all NHA member hospitals to use the same screening tool – the Prescription Drug Monitoring Program (PDMP).

- **Bryan Health Pain Management and Opioid Stewardship Program:** In response to the growing presence and awareness of opioid misuse and abuse in the community and across the nation, Bryan Health created the Pain Management and Opioid Stewardship Program in summer 2018. Local pain management specialist Kelly Zach, MD leads a 24-member steering team to run the program. The team includes representation from medical staff, hospital administration, pharmacy, nursing, behavioral health, substance abuse, physical therapy and organizational quality. This ongoing program will evaluate and utilize evidence-based best practices to achieve safe and appropriate pain management, while reducing the risk of opioid addiction, overdose and deaths. The program focuses on seven key areas: Leadership and Culture; Organizational Policies, Processes
and Workflow; Patient Caregiver Education and Engagement; Clinical Therapeutics; Metrics; Accountability; and Community Outreach.

- **Partnerships with LPS:** In 2017, Bryan Independence Center collaborated with Lincoln Public Schools (LPS) and other organizations such as School Community Intervention and Prevention, Region V, and the Lancaster Prevention Coalition, to support four community events held at LPS locations throughout the school year. Topics in 2017 included mental health and behavioral health, healthy relationships, social media and substance use; more than 140 people attended throughout the year. Topics for 2018 include: “The Truth About Vaping,” “The Impact of Stress and Anxiety on our Youth,” “Human Trafficking and our Youth,” and “High in Plain Sight: Preventing Youth Substance Use.”

- **Mental Health:** Bryan Medical Center is the only acute care hospital in the Lincoln/Lancaster County area to provide behavioral health services, and is one of only a few acute care hospitals in the nation to support a dedicated mental health emergency department. As such, Bryan actively engages with providers to help meet the area’s health needs, and to support the expanded role of behavioral health treatment in the community and region.
  - **Mental Health Inpatient Services**
    - **Adult Psychiatric Unit:** Bryan’s inpatient adult psychiatric unit provides acute stabilization for a variety of psychiatric diagnoses, including schizophrenia, personality disorders, dual diagnosis, bipolar disorder, depression, organic personality disorders and dementia.
    - **Senior Mental Health Unit:** Bryan’s inpatient senior mental health unit is for individuals age 55 and older, and provides acute stabilization for patients experiencing mental health disorders, especially those related to dementia and the specialized needs of older people.
    - **Affective Disorders Unit:** Bryan’s inpatient affective disorders unit provides acute stabilization for depression and mood disorders, using a cognitive therapy focus for treatment.
    - **Youth Mental Health Services Unit:** Bryan’s inpatient youth mental health services unit provides acute stabilization for youth ages 6 to 8. A range of diagnoses is treated, utilizing individual and group structured therapies and activities. The most frequent diagnoses are major depression, mood disorders and adjustment disorders.
  - **Mental Health Partial Hospitalization**
    - **Adult Partial Hospitalization Services:** Provided at the Bryan Counseling Center, adult partial hospitalization services include group and individual treatment for people experiencing acute psychiatric symptoms or clinical conditions that severely impair capacity to function on a day-to-day basis, and at risk for inpatient hospitalization.
    - **Youth Partial Hospitalization Services:** Provided on the appropriate inpatient unit, Bryan’s youth partial hospitalization services include group and individual treatment, integrated with inpatient services, for youth ages 5-18 experiencing acute psychiatric symptoms or clinical conditions that severely impair capacity to function on a day-to-day basis, and at risk for inpatient hospitalization.
Mental Health Counseling Center

- **Individual and Family Therapy Services:** In its Counseling Center, therapists provide treatment in an office setting.
- **Psychological Evaluations:** Bryan has trained psychologists providing general psychological evaluations, as well as specialty psychological evaluations for bariatric surgery and spinal cord stimulator surgery.
- **Educational Presentations:** Bryan Mental Health provides speakers upon request.

Mental Health Emergency Department

- **Mental Health Emergency Services:** In Bryan’s mental health emergency department, specially trained mental health nurses or mental health social workers complete a brief evaluation and confer with emergency services physicians and/or on-call psychiatrists regarding treatment options.
- **Mental Health Observation Services:** Bryan’s mental health emergency department includes five observation rooms, allowing extended observation to assess and make decisions for mentally ill or substance-abusing adults. This offers observation, treatment and stabilization at a less intensive level of care than inpatient hospitalization. It is intended for up to 12 hours before disposition, and is not to exceed 23 hours and 59 minutes.

Mental Health Integrated Care

- **Provision of Integrated Care to Outpatient Offices:** Bryan Medical Center has health psychologists providing integrated care services for selected Bryan Physician Network and Crete, Nebraska-area outpatient physician offices.
- **Telehealth Utilization:** Bryan currently utilizes telehealth as a part of providing integrated care (see below for details).
- **Advocacy for Integrated Mental Health Care:** Mental health leaders and managers with Bryan Medical Center are meeting with a host of managed care entities to maximize services to clients, as well as appropriate reimbursement for services.
- **Communication with Primary Care Physicians:** Bryan has provided outreach on the benefits and importance of integrated mental health care to primary care physicians within the Lincoln/Lancaster County community.

Mental Health Telehealth Services

- **Mental Health Emergency Department Evaluations:** Bryan Medical Center provides mental health emergency department evaluations with selected acute care hospitals to help their emergency department providers complete a comprehensive disposition for their patients.
- **Mental Health Counseling:** Bryan also provides outpatient mental health counseling through the Bryan Counseling Center to select contracted sites in the state.

Mental Health Support Groups

- **Wellness Recovery Action Plan (WRAP) Community Groups:** Bryan Medical Center hosts voluntary support groups for youth and adults that are facilitated by peer specialists. These groups help individuals create a wellness plan that is
individualized, self-directed and empowering. Bryan uses peer specialists to lead one youth and two adult community wellness group sessions per week at no cost.

- **Peer Specialist Support and Advocacy**: Bryan completed work to formalize peer support and peer specialists as an identified level of care and identified providers, respectively, with the Division of Medicaid and Long Term Care, and the Division of Behavioral Health in the state of Nebraska.

- **Transitions Program**: Bryan Medical Center has partnered with CHI St. Elizabeth to create a community transitions program, using a social worker and peer specialist to provide continued support of patients discharging from the hospital until their first appointment with their outpatient provider.

- **Mental Health Screenings**
  - **Online Mental Health Screenings**: Bryan Medical Center provides confidential, online mental health screenings for depression, anxiety, post-traumatic stress disorder, alcohol abuse and adolescent depression. In 2018, Bryan added a confidential online psychosis screening. All of these are available at no cost to the public on the Bryan Health website: [www.bryanhealth.org/onlinescreenings](http://www.bryanhealth.org/onlinescreenings)

- **Mental Health Adjunct Services**
  - **ECT Clinic**: Located in the mental health assessment and observation area of the emergency department, the Bryan ECT clinic provides scheduled Electroconvulsive Therapy (ECT) treatments. ECT is a procedure that uses electricity to treat patients with severe depression and other mental illnesses who cannot use or do not respond to medications or psychotherapy.

- **Community Mental Health Education and Awareness**
  - **Community Awareness of Mental Health**: Bryan Medical Center supports mental health education to the community and its professionals. Bryan has been a proud co-sponsor and host of Mental Illness Awareness Week activities, working with a committee of providers to plan and carry out community education and foster awareness for mental health throughout the state. This event takes place each year in October. Bryan also facilitates Mental Health Month community activities that occur each May. Supporting May and October activities increases community exposure to mental health, and reinforces wellness, identification and treatment.

- **Mental Health Strategies for Underserved and Special Needs in the Community**
  - **Community Partnerships**: Bryan Medical Center works with other Lincoln providers and organizations across the state to address gaps in the special needs and underserved populations. These include Health 360’s Integrated Care Clinic; the Bridge Behavioral Health to improve coordination of care for clients requiring emergency detoxification; and CenterPointe’s dual-diagnosis treatment facility. Bryan also works with the Behavioral Health Education Center of Nebraska for workforce development of peer specialists, Nebraska Department of Health and Human Services initiatives, Medicaid, Long-Term Care, Behavior Health and Developmental Disability.
Suicide Prevention: Bryan Medical Center’s mental health department has long been a leader in suicide prevention for the community and state. Bryan has been involved in various suicide prevention efforts; some specifically targeted at the local level, and others targeted at the state level.

- Nebraska State Suicide Prevention Coalition: The Nebraska State Suicide Prevention Coalition was formed in July 1999 with the help of Bryan Medical Center to focus on suicide prevention. The Bryan Counseling Center and program development manager co-chaired the state coalition for many years, and continues to sit on the executive board. Meetings are held monthly at Bryan Medical Center.

  - LB 923 Participation: The Nebraska State Suicide Prevention Coalition worked in collaboration with other entities and former Senator McGill on LB 923 that went into effect in 2015. This bill requires annual one-hour training on suicide awareness and prevention for all school personnel in Nebraska. The state coalition worked with the state of Nebraska, which was awarded a five-year, $3.5 million Garrett Lee Smith Substance Abuse and Mental Health Administration Grant focused on youth suicide prevention. This grant started in 2014 and has helped provide several things, including: the training required in LB 923; gatekeeper training for the general public; training for clinicians; awareness on suicide prevention and postvention (see details on postvention in the LOSS team section below).

- Local Suicide Prevention Coalition: In December 2014, a local suicide prevention coalition was formed in Lincoln, Nebraska. The local coalition comprises individuals from public and private schools, agencies, business leaders, hospital representatives, colleges and many other organizations. Bryan Medical Center’s counseling and program development manager is on the leadership group for the coalition. The Local Suicide Prevention Coalition worked with Region V to host an evidence-based training session at Bryan Medical Center, where a select group of Lincoln leaders were brought together for two days to develop goals focused on youth suicide prevention in Lincoln. The coalition formed sub-groups to achieve the goals established in this training.

  - Parking Garage Signage: One of the sub-groups set a goal to install signs in the City of Lincoln parking garages. Bryan Medical Center placed suicide prevention signs in its own parking garages in 2015, and helped the local sub-group by working with the City of Lincoln to have its suicide prevention signs placed in all City of Lincoln parking garages. Plans are in place to address private garages throughout the city as well. CHI St. Elizabeth and the University of Nebraska-Lincoln also have adopted Bryan’s parking garage signage. The university puts these signs in their dorm rooms, and Bryan puts them in key areas of its College of Health Sciences.

  - SBQ-R Usage: Bryan Medical Center took a key lead with Lincoln Public Schools to implement a tool for at-risk students: the Suicide Behavior Questionnaire Revised (SBQ-R). Bryan helped develop protocol and training to all LPS personnel, and LPS piloted the program in four schools during the 2016-2017 school year. It was then rolled out to all schools in 2017-2018 and again in 2018-2019. The goal is not only to prevent suicide in youth, but to have a common
language within the community. This common language, (SBQ-R scores, and other related concepts) helps psychologists, school staff, police officers and hospital staff work together to facilitate a comprehensive evaluation for at-risk individuals. Private schools and other entities in Lincoln are interested in working with Bryan to implement the SBQ-R as a standardized tool.

- **Local Outreach to Suicide Survivor (LOSS) Team:** Bryan Medical Center’s counseling and program development manager helped develop Nebraska’s first Local Outreach to Suicide Survivor (LOSS) Team in summer 2009. This team is operational in Lincoln; its monthly meetings are held at Bryan Medical Center. LOSS teams consist of two people who have lost someone in their lives to suicide (suicide survivors) and a mental health clinician. This team of three responds to families who have lost someone to suicide in Lincoln. The Lincoln Police Department has incorporated a standard operating procedure where the Lincoln Police chaplain or officer informs the family of the LOSS team. The chaplain or officer makes a call to the LOSS team coordinator, who calls the family to set up a time for the team to meet with the family. In Lancaster County, the County Sheriff makes this connection. The LOSS team provides resources to families on support groups and suicide survivor information. Postvention efforts are considered a form of prevention, since suicide survivors are at a higher risk for suicide. Research conducted on LOSS teams indicate that families who do not have contact with a suicide survivor wait 4.5 years before seeking supportive services. Those who have contact with another survivor such as a LOSS team wait only 39 days on average before reaching out for support.

  - **LOSS Team Expansion:** The Garrett Lee Smith Substance Abuse and Mental Health Administration Grant supports the expansion of LOSS teams across the state. The goal is to have one team in each of the six behavioral health regions by the end of the five-year grant. So far, Bryan Medical Center’s counseling and program development manager has worked to develop LOSS teams in Omaha, Kearney, Chadron and Norfolk. Bryan also is working to start new LOSS teams in Scottsbluff, North Platte, Columbus, Seward, Grand Island/Hastings and Beatrice.

  - **LOSS Team Conferences:** Bryan Medical Center hosted the first two national LOSS team conferences, which sparked the national LOSS conference model. Bryan Medical Center’s counseling and program development manager is on the committee. National LOSS conferences have been held in Ohio, Texas and Arizona, with upcoming conferences scheduled for California. These national conferences have helped spark the development of LOSS teams in each of these states.

- **Primary Care Provider Suicide Prevention Toolkits:**
  - **Primary Care Provider Suicide Prevention Toolkit Dissemination:** Bryan Medical Center is actively targeting primary care providers and schedulers in Lincoln and across the state to give training with primary care provider suicide prevention toolkits. This toolkit improves knowledge and enhances the ability to identify and refer patients who may be suicidal. Bryan is working with the executive director of the Lancaster County Medical Society and hospitalists from Inpatient
Physician Associates to implement this training at all available primary care offices.

- **Primary Care Physician Suicide Provider Education:** The Bryan counseling and program development manager co-provided a webinar through the Nebraska Medical Association (providing continuing medical education credits with the course) across the state for suicide prevention among youth. The primary care provider suicide prevention toolkit was provided during that webinar.

### Chronic Disease

- **Cancer Programs:** Bryan Medical Center supports the prevention, screening, early diagnosis and treatment of cancer in the community.
  - **Bryan Cancer Committee:** Bryan Medical Center sponsors a cancer committee of physicians, nurses, cancer registrars, administrators, social workers and community volunteers. The committee focuses on ensuring high quality and comprehensive cancer care through evaluation of patient outcomes and implementation of quality improvement measures.
  - **Bryan Cancer Conferences:** Bryan Medical Center hosts a weekly community-wide conference for all cancers, as well as a bi-monthly thoracic conference, consisting of multi-specialty professionals. Together, participants review newly diagnosed cancers and offer recommendations for further diagnostics and treatment.
  - **Nurse Navigators:** Bryan Medical Center currently employs three nurse navigators to support patients, with a focus on patients with lung, breast and colorectal cancers. All of these navigators provide education on diagnosis and treatment options; access to available resources and services; and emotional support.
  - **Incidental Pulmonary Nodule Program:** Bryan’s Incidental Pulmonary Nodule program conducts weekly review and follow-up with providers and patients on scans that are done for other concerns, but where incidental nodules or masses are identified and further review is recommended.
  - **Participation with the Nebraska Cancer Research Center:** Bryan Medical Center participates with the Nebraska Cancer Research Center (NCRC) in offering clinical trial opportunities locally to cancer patients. NCRC is a program of Lincoln Medical Education Partnership, a non-profit organization. Since 1984, more than 2,100 patients have been enrolled in National Cancer Institute-sponsored treatment and cancer control trials through NCRC and more than 250 individuals have participated in prevention trials. The Nebraska Cancer Research Center also partners with Nebraska Medicine to enroll patients into the lymphoma study group.
  - **Cancer Screening Programs:** Bryan Medical Center offers annual skin cancer screenings to the community as part of its outreach, and free, online lung cancer screening on the Bryan Health website. Bryan staff provide follow-up for these screenings.
  - **LifeSpring Cancer Recovery Program:** Bryan Medical Center supports the LifeSpring Cancer Recovery Program, an exercise and education program designed to reduce cancer-related fatigue in patients.
  - **Community Cancer Awareness and Education:** Education on cancer prevention and screening, and other cancer topics are presented to service groups and organizations as part of Bryan Medical Center’s community outreach. Bryan hosts educational classes on
smoking cessation, radon prevention, the links between obesity and cancer, and caring for a loved one with cancer. Bryan also raises community awareness surrounding lung cancer every November with its Shine a Light on Lung Cancer event. Its 2017 event brought together 69 attendees, while its 2016 event gathered 73.

- **Diabetes**: Bryan Medical Center employs a host of strategies to address diabetes within the community.
  - **Diabetes Education**: Bryan Diabetes Center offers Diabetes Self-Management Education in individual and group settings. Other diabetes educational opportunities provided to the community include basic chronic disease management tips, healthy cooking techniques, exercise options and problem-solving skills.
  - **Heartland Health Alliance Diabetes Initiative**: Bryan Health is working to provide diabetes self-management education and support throughout the region through its sponsorship of the Heartland Health Alliance Diabetes Initiative. In it, participating members can become accredited diabetes education programs through the American Diabetes Association (ADA) because of their affiliation with Bryan Health. This not only lends further credibility to the program, but it also allows members, many of which are critical access hospitals, the ability to provide diabetes education as a billable service. Currently, the initiative has more than 20 participating members.
  - **Diabetes Prevention**: The Bryan Diabetes Center utilizes the National Diabetes Prevention Program, a one-year diabetes prevention program that cuts the risk of developing type 2 diabetes in half. In the 2017 calendar year, Bryan’s clients have lost 7.2 percent of their body weight, over 2 percent more than the CDC goal of 5 percent. Over the last three years, the Bryan Diabetes Staff coordinated with the Center for Disease Control and Prevention to qualify for recognition. This recognition is necessary in order to receive reimbursement from Medicare and insurance companies for prediabetes education. Diabetes prevention classes are offered three times a year to the community and corporate business partners. Bryan Diabetes Center staff coordinates with 13 corporate sites in the area to see if they qualify for the prediabetes program and offer informational sessions. Training sessions are primarily held at Bryan LifePointe. In 2017, the Diabetes Center Staff went to four local health fairs.
  - **Employee Wellness Diabetes Management Initiative**: In 2016, the employee wellness program at Bryan Medical Center conducted a Diabetes Management Initiative that promoted a chronic disease management and prevention model. Employees that were part of the pilot took part in the yearlong diabetes self-management education and support program. The aim was to ensure medication compliance and mental well being, while also focusing on nutrition and physical activity. Participants worked with primary care providers, health coaches, and mental health providers to reach their goals. In the future, Bryan hopes to modify the program to use for other chronic diseases.
  - **Bryan Diabetes Conference**: Bryan holds an annual diabetes conference for staff and educators across the state. It offers classes and training sessions to keep participants abreast of current standards and best practices. Continuing Medical Education credits are provided.

- **Other Strategies to Promote Chronic Disease Prevention and Management:**
o **Breastfeeding Efforts:** Much research supports breastfeeding as an important determinant of future health, including obesity prevention. Bryan Medical Center currently is the only facility in Nebraska designated as a Baby-Friendly Hospital by Baby-Friendly USA. This organization implements the Baby-Friendly Hospital Initiative, a global program sponsored by the World Health Organization (WHO) and the United Nations Children’s Fund (UNICEF). Bryan Health also is an active member of the Lincoln Community Breastfeeding Initiative (LCBI), a collaborative partnership of health care providers and community organizations. The LCBI focuses on improving breastfeeding rates by creating consistent, accurate messages for new mothers across the spectrum of care. Bryan Health also sponsored a breastfeeding nook at Lincoln’s Pinnacle Bank Arena, the first of its kind in an arena in the nation.

o **Lincoln Public Schools and Partnership for a Healthy Lincoln:** To protect the community’s future, Bryan Medical Center supports Lincoln Public Schools in promoting health and wellness to elementary school age children. Bryan Medical Center also partners with and financially supports Partnership for a Healthy Lincoln, a local organization that works with schools to meet specific health and wellness metrics outlined in the Community Health Improvement Plan for Chronic Disease Prevention and other national programs. Partnership for a Healthy Lincoln provides programming, screenings and education to children and families. Many of its initiatives focus on reducing childhood obesity, encouraging healthy eating and promoting regular physical activity. PHL also encourages physician groups to report screening rates for colon and breast cancers, in an effort to measure and manage Lincoln’s screening rates.

o **Bryan Health Employee Wellness programming:** Because it is the largest private employer in Lincoln, Bryan Medical Center has given particular focus to chronic disease prevention among its employees. Employee wellness programming includes weight management, diabetes prevention and management, and smoking cessation. Employees also participate in various wellness initiatives and educational programs that result in an incentive that offsets the cost of health insurance premiums. Bryan has added medically driven care programming for those at high-risk for cardiac, diabetic, blood pressure and stress management issues. These programs are directed through partnerships with Bryan Physician Network, Bryan Health Connect, and Bryan Employee Health and Wellness. As an act of community outreach, Bryan Employee Health and Wellness also collaborates with local companies to provide health education for their employees.

o **Bryan LifePointe Programming:** Bryan offers physical therapists, fitness experts and health coaches, along with a leading-edge facility to provide exercise and health programs, rehabilitation and physical therapy programs, nutrition and weight loss programs, wellness and safety programs, and a spa and medspa. Free seminars are given to the community on topics such as joint pain, restless leg syndrome, SI joint pain, yoga for cancer and heart health. Other offerings include women’s and men’s health symposiums and special classes for senior groups. Bryan Medical Center’s LifeTracks weight management program is held here, as is LifeFit, Bryan’s medically based wellness program. The Bryan Bariatric Advantage program works with Bryan LifePointe to address the needs of individuals considering bariatric surgery as part of its comprehensive bariatric surgery program.
Support Groups: A number of support groups exist in Lincoln and Lancaster County, allowing those with cancer diagnoses and other conditions to come together for support, inspiration and information. Monthly support groups are held for general cancer; specific support groups include breast cancer, prostate cancer, oral/head/neck cancer and thyroid cancer. Support groups also are held for stroke survivors and individuals with ostomies. Bryan Health hosts some of these support groups, while other organizations within the community host the others.

Cooking with a Cardiologist and Farmers Markets with Chef Nazim: Bryan Medical Center’s executive chef, Nazim Khan, hosts a farmer’s market booth with Bryan staff six times a year, providing healthy recipes, demonstrations and samples to the public. Bryan Health also partners with the Hy-Vee grocery chain to host “Cooking with a Cardiologist,” a public cooking class where Bryan Heart cardiologists work with a dietitian to create delicious and heart healthy meals.

Community Education and Awareness:

Bryan Health Indoor Triathlon: Each winter, Bryan Medical Center encourages the community to continue focusing on physical well being by hosting the Indoor Triathlon at Bryan LifePointe. To compete, participants run on a treadmill, bike on a stationary bike, and swim in the lap pool. The event consistently draws more than 100 participants.

Home Run for Health: In the summer, Bryan hosts Home Run for Health, a family-oriented health and safety fair held at Haymarket Park during a Lincoln Saltdogs baseball game. The event consistently draws more than 3,000 individuals. Bryan distributed 111 free bicycle helmets at the most recent Home Run for Health.

Capital City Classic: In the fall, Bryan has collaborated with the Lincoln Track Club to host the Capital City Classic, a race that engages the community in an active lifestyle whether the participant’s goal is to win their age division, break their own personal time record, finish their first 15K, or simply join their family and friends in a 5K walk. The race distances offered are 15K, 5K and a 1-mile kid’s run. The event drew 936 participants in 2016, and 570 participants in 2017. It is suspected that 2017 attendance was lower due to conflicting events held at the same time (a bye-week for the Nebraska Cornhuskers football team and a Garth Brooks concert held that day).

Event Sponsorship and Volunteering: Bryan Health makes a number of volunteer commitments and financial contributions to local health-related events, including the Lincoln Marathon and the Lincoln Halfsy half marathon. It also supports a number of other events and organizations including Junior Achievement and City Impact’s Gifts of Love program.

Kids’ Club Newsletter: Bryan Health’s Kid’s Club newsletter is mailed quarterly to about 3,000 members, and contains safety and health information designed to engage kids. The 2017 spring newsletter contained a car seat safety article and a home safety article, and the 2017 fall newsletter contained a concussion and helmet safety article.

Injury Prevention

Trauma Prevention:

Trauma Center Programs: According to the American College of Surgeons, trauma centers must have an organized and effective approach to injury prevention and must prioritize those efforts based on local trauma registry and epidemiologic data. Bryan
Medical Center shows a continued commitment to trauma care through its reverification by the American College of Surgeons as a Level 2 Trauma Center and participation in the Nebraska Statewide Trauma System. Bryan Trauma Center in Bryan Medical Center, Bryan West Campus continues to develop a trauma survivors network within the community to raise awareness as well as create a support system for those who have survived accidents and other traumas. Additionally, members of the trauma program hold positions on the Statewide Trauma Advisory Board.

- **Trauma Champions Event:** This event raises awareness of the emergency response system in the state. Tribute to Trauma Champions recognizes a trauma survivor and his or her caregivers: first responders, trauma team members, and rehabilitation and therapy teams. It serves as a reminder to both caregivers and the community that it takes the entire emergency response system working together to save lives.

- **Trauma Community Education:** Bryan Medical Center not only provides education on childhood injury prevention, but also speaks to many different community organizations and groups on topics including concussions, falls, and bicycle and pedestrian safety. Bryan’s physicians often speak to school campuses and student groups, and Bryan’s trauma outreach coordinator recently provided a series on cervical spine education in Hastings, Nebr., with one of Lincoln’s neurosurgeons. A representative from the Bryan Trauma Center also serves on the Safe Driving Coalition and Suicide Prevention Coalition.

- **Stop the Bleed Training:** Bryan Medical Center is a major advocate within Nebraska for Stop the Bleed. This national campaign encourages bystanders to become trained, equipped and empowered to help in a bleeding emergency before professional help arrives. Bryan Health started offering this class in 2017 and has trained more than 4,300 people. Bryan has held Stop the Bleed training at Bryan Medical Center, the Nebraska Community Blood Bank, community centers, high schools, public works such as the City of Lincoln and Lincoln Electrical Systems, childcare associations, shooting ranges, the Pinnacle Bank Arena, the Lincoln Airport, Lincoln Fire and Rescue, local businesses, the Red Cross, and more. As of August 2018, Bryan has partnered with more than 30 organizations to host off-site Stop the Bleed classes in 2018. Bryan is working with leaders from Lincoln Public Schools to get Stop the Bleed training into all schools. Bryan also collaborates with other Nebraska hospitals and trauma centers to help ensure everyone in their organizations and surrounding communities is trained. Representatives from Bryan Trauma Center go to critical access hospitals across the state to help host training and launch Stop the Bleed programs within their respective communities. To help all these efforts, the Community Health Endowment recently committed to a two-year grant for approximately $98,000 to teach citizens of Lincoln how to respond in bleeding emergencies. Because of this grant, Bryan now can give free tourniquets to Stop the Bleed class participants. Bryan’s Stop the Bleed efforts were highlighted in an American College of Surgeons report, commenting on the number of people touched by this initiative.

- **Violence Prevention:**
o **Operation Tipping Point and Community Violence:** Bryan Trauma Center continues its involvement with Operation Tipping Point, which provides help for members of gangs and others involved in violence who seek alternatives in their lives.

o **Human Trafficking Awareness and Education:** Bryan Health’s trauma outreach coordinator gives human trafficking education to the community. This general course addresses topics such as what human trafficking is; the degree to which human trafficking exists in Nebraska; what to look for and what to do if you suspect human trafficking; and nearby organizations to contact when you witness or suspect human trafficking. Nebraska has several human trafficking initiatives, including signs in the women’s restrooms at rest stops to text for help (so that they do not need to make a call). These texts automatically alert troopers near the area. Truck drivers also are getting training to identify and help with human trafficking.

- **Home Safety:**
  
  o **Safe Kids Coalition and Home Safety Task Force:** Representatives from Bryan Health are on the Lincoln-Lancaster County Safe Kids Coalition and they co-chair the coalition’s Home Safety Task Force. The two representatives recently created a home safety checklist for community members to find and address potential hazards in their homes. Bryan Health has committed to pay the printing costs to distribute these checklists to the community.

  - **Home Safety Product Distribution:** In one of the efforts of the Home Safety Task Force, Bryan Health partners with the Center for People in Need to distribute free home safety products to people who might not otherwise have access to them. In 2017, Bryan distributed 50 sets of furniture straps, 50 sets of foam corner cushions, 120 doorknob covers, 50 nonslip bathtub mats and 25 doorway safety gates.

  - **Safe Kids Events:** Bryan Health annually hosts a number of events in the community. In March 2018, Bryan held a safe kids event at the Lincoln Children’s Museum. During the event, representatives from Bryan Health gave more than 100 free bicycle helmets to children, while trained representatives from the Safe Kids Coalition provided free helmet fittings to those same kids.

  - **KLKN Midday Forums:** KLKN, Lincoln’s local ABC-affiliated television station hosts midday forums on a number of topics throughout the year, and representatives from Bryan Health participated in two forums in 2017. One was on home safety in the bathroom; the other was on home safety in the kitchen.

  o **Safe Sitter Class:** Bryan Health is the only registered provider of Safe Sitter classes in Lincoln. In Safe Sitter classes, students learn safety skills, childcare skills, first aid and rescue skills, as well as life and business skills, preparing children to safely babysit and stay home alone. Bryan Health offered nine Safe Sitter classes in 2017, producing 77 graduates.

- **Youth and Elderly Safety:**

  o **Senior Center Balance Assessments:** In addition to the many fall prevention education opportunities offered at Bryan Medical Center and Bryan LifePointe, a physical therapist at the medical center regularly visits area senior centers or senior living facilities with balance assessment equipment to provide additional awareness and education in the
community. Bringing these assessments to the centers provides greater access and helps identify risk for falls within a specific at-risk population. Bryan also has a physical therapist on the Nebraska Older Adult Fall Coalition.

- **Bicycle Helmet Distribution:** Bryan Medical Center currently offers a free bicycle helmet to anyone who comes into its emergency department with a bicycle related accident, trauma or otherwise. Bryan also distributes free bicycle helmets at many of its community events. In 2017 alone, Bryan distributed 200 free bicycle helmets to members of the community.

- **Athletic Trainer Provision:** Bryan Medical Center provides athletic training services at Lincoln youth football games, YMCA soccer tournaments, YMCA lacrosse tournaments, and Lancaster County youth softball tournaments. Bryan also subsidizes the athletic trainers at Waverly High School, Lincoln Christian High School, Lincoln Lutheran High School and Parkview Christian School. The schools pay a token amount for a service they might not otherwise be able to access. In addition, Bryan provides baseline concussion testing for Lincoln youth football.

- **Car Seat Check-Up Events:** Once a year, Bryan offers a free car seat check-up event in cooperation with Safe Kids Nebraska, allowing members of the community to have their car seats inspected by an expert, helping to provide any needed adjustments and/or car seat education.

**Community Health Needs Not Being Addressed:**

Bryan directly engages each of the priorities outlined in the Community Health Needs Assessment, and Bryan works to specifically address as many of the strategies within those needs as possible. Even with that internal commitment, Bryan remains supportive of other entities who are also improving the community. Whether it is through direct involvement, financial support or other means, Bryan Medical Center works to address the needs of Lincoln and Lancaster County as comprehensively as possible.

**IV. Adoption/Approval**

This Community Health Needs Assessment Implementation Strategy Plan was approved and adopted by the Bryan Medical Center Board of Trustees on Monday, November 26, 2018.