

CORTLAND REGIONAL MEDICAL CENTER

COMMUNITY SERVICE PLAN

2016-2018

INTRODUCTION

Cortland Regional Medical Center's Comprehensive Community Service Plan is prepared in compliance with New York State Public Health Law, which requires all New York State hospitals to produce a Comprehensive Community Service Plan every three years. Cortland Regional Medical Center (CRMC) is proud to use this opportunity to demonstrate its commitment to meeting the health care needs of its service area which includes Cortland County and the surrounding area.

The New York State Department of Health (NYSDOH) has set forth the goal of making New York the healthiest state in the nation and has adopted the Prevention Agenda that establishes priorities to help reach that goal. Hospitals and local health departments have been enlisted to engage in collaborative efforts to address these priorities. Cortland Regional Medical Center's Community Service Plan describes the Medical Center's participation with community partners to assess community needs and sets forth Prevention Agenda priorities for the local community. These priorities have been established in response to the community needs assessment and in consultation with the Cortland County Health Department, 60 Central Avenue, Cortland, NY 13045. The information contained in this report is intended to inform the community about the process undertaken to identify and prioritize the community's healthcare needs and the plans Cortland Regional Medical Center has developed to address the most urgent needs.

Copies of Cortland Regional's Community Service Plan are available at local public libraries, in the Medical Center's in-house library, from Administration and other locations within the Medical Center. Summaries are also made available to community agencies through the Seven Valleys Health Coalition. Additionally, this document is posted on the Cortland Regional website at www.cortlandregional.org. Cortland Regional welcomes public comment on this report, as well as on the organization, its services, and community involvement. Submit comments and inquiries to:

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EXECUTIVE SUMMARY

Three Prevention Agenda priority areas were chosen: 1) Chronic Disease; 2) Healthy Babies/Mothers/Children; and 3) Mental Health and Substance Abuse. The third priority was added in late 2016 in response to a community survey reflecting concern about the increased intravenous drug use and related overdoses/ Local data used in this project comes from *Cortland Counts: An Assessment of Health and Well-Being in Cortland County* and the NYSDOH. In addition to Cortland County Department of Health, Prevention Agenda partners include: Seven Valleys Health Coalition, area school districts, CNY Regional Center for Tobacco Health Systems at St. Joseph's Hospital Health Center, Cortland County Planning Department, business owners, Cortland County Community Action Program, Inc (CAPCO), Child Development Council, Family Health Network (FHN), Cortland Area Communities That Care Coalition (CACTC), Cortland County Mental Health, Cortland Prevention Resources, SUNY Cortland, several dental and medical practices, and the community at large. Partner roles vary by availability, specialty, and resources but most serve actively as facilitators, participants, educators, and grant writers. Community participation is obtained through community surveys, the Seven Valleys Health Coalition Annual Community Forum, and community engagement efforts by our organizational partners along with interventions, strategies and activities. Health disparity groups include low income families, pregnant women, residents living in the rural areas, and people with disabilities. Progress and improvement being tracked to evaluate activities are identified on the attached work plan. All actions in this plan will positively impact a health disparity.

SERVICE AREA

MEDICAL CENTER SERVICE AREA

Cortland Regional Medical Center (CRMC) is located in the City of Cortland, County of Cortland, in the central region of New York State. Cortland Regional is approximately 35 miles south of Syracuse, New York; 40 miles north of Binghamton, New York; and 24 miles northeast of Ithaca, New York. As the only hospital in Cortland County, CRMC is federally designated a sole community hospital. It serves all of Cortland County and neighboring parts of seven contiguous counties, including Onondaga, Madison, Chenango, Broome, Tioga, Tompkins, and Cayuga.

DESCRIPTION OF SERVICE AREA

Cortland Regional Medical Center defines its service area as an 18-zip-code area in and around Cortland County. It accounts for approximately 93% of Cortland Regional Medical Center's total inpatient admissions and approximately 43.2% market share. Its primary service area is Cortland County, a rural community located in Central New York with a population density of 99 people per square mile. About 55% of the County's population resides in the City of Cortland, with the majority (95%) race being white, 2.5% Hispanic/Latino and 1.8% Black/African American. Less than 25% of Cortland's population have bachelor degrees or higher. In addition to the local residents, seasonal and year-round migrant workers, a small Amish community and over 7,000 students attending SUNY Cortland live in this community. Designated a Health Professional Shortage Area (HPSA) for primary care and mental health services for low-income residents, the lack of access negatively impacts local health outcomes. For example; 31% of Cortland's children and 61% adults are overweight/obese; 28% of adults have had permanent teeth extracted due to decay or gum disease; and mental health issues continue to be prevalent resulting in high rates of indicated child abuse and maltreatment reports (38.5%). Ranked 41 of 62 New York counties on the County Health Rankings, poverty, mental health and substance abuse contribute greatly to the disparate health outcomes in this community. Women, children and elderly are most vulnerable, especially those living outside the city of Cortland, where limited public transportation restricts access to

services. Cancer, heart disease and chronic lower respiratory disease are the top three causes of premature death in Cortland with smoking identified as a significant contributing cause of death. Low income women in Cortland are most likely to smoke during pregnancy.

DATA FOR SERVICE PLAN

With input from community members and partner agencies, Cortland chose the following priorities to focus on: 1) Chronic Disease; 2) Healthy Babies, Mothers and Children; and 3) Mental Health and Substance Abuse. Community input was gathered from surveys conducted at the U.S. Military's Innovative Readiness Training (IRT) in 2016, and at the Cortland Counts Annual Community Forum. In a joint meeting with the Cortland County Department of Health and Seven Valleys Health Coalition, along with other key partners, the priorities were chosen. Work groups were developed and plans progressed. Listed below are key goals and objectives. For more detail refer to the attached work plan.

SELECTED PREVENTION AGENDA PRIORITIES

Based on data analysis, the Cortland County Health Department and Cortland Regional Medical Center will collaborate on the following Prevention Agenda priorities:

Prevent Chronic Disease: Focus will be on smoking cessation, with a special focus on pregnant women. Increasing access to primary care services for community residents will be addressed, as well as promoting awareness about existing programs to increase physical activity

Promote Healthy Mothers, Babies, and Children: The primary focus will be on increasing the number of babies exclusively breastfed while in the hospital. Decreasing the smoking rate among pregnant women will also be addressed.

Promote Mental Health and Prevent Substance Abuse: Partners will work together to identify and begin to close the gaps in mental health and addiction screening and services. They will establish a coalition to focus on strengthening mental health, addiction services and infrastructure and a task force to begin to address and prevent prescription drug misuse and abuse. Ensuring community members use,

store and dispose of prescription drugs safely and appropriately through education and outreach will also be addressed.

STATUS OF PRIORITIES

Please see attached work plan.

ENGAGEMENT WITH COMMUNITY PARTNERS

There will be ongoing meetings between the Cortland County Health Department and Cortland Regional Medical Center. Initially, these meetings will be held on a monthly basis, and then moving to quarterly to monitor the progress of common initiatives. Depending on the initiative, involved community partners will be invited to meetings that involve their respective topic areas or interventions.

DISSEMINATION OF COMMUNITY SERVICE PLAN

PUBLIC INFORMATION

Pertinent information regarding Cortland Regional Medical Center's public health programs, as outlined in its Community Service Plan, will be disseminated to the public in a variety of ways and will include information about the availability of, and instructions for making application for, financial assistance.

- Libraries: A copy of Cortland Regional's Community Service Plan will be placed in the County's public libraries, including Cincinnatus, Cortland, Homer, Marathon, and McGraw. A copy will also be available in the Medical Center's in-house library.
- Websites: Cortland Regional's Community Service Plan will be posted on the Medical Center's website at www.cortlandregional.org and on the website of the Seven Valleys Health Coalition at www.sevenvalleyshealth.org.

**Cortland Regional Medical Center
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WORK PLAN**

Focus Area – Chronic Disease. Reduce illness, disability and death related to obesity, tobacco use and second hand smoke exposure.

Goal: 1. Expand the role of health care and health service providers in obesity prevention			
Outcome Objectives: 1-1. <i>Increase access for children and adolescents ages 3 through 17 years to primary care provider or obstetrics/gynecology practitioner</i>			
Interventions/Strategies/Activities: <i>Increase number of primary care providers in service area</i>			
Recruit primary care providers to community through Cortland Regional Medical Practice and provide resources for other community practices for their recruitment.	CRMC, FHN, private physicians	Staff, resources	2016
Educate providers/parents /agencies on available primary care services.	CRMC, FHN, private physicians, 7VHC	Referrals	2018
Outcome Objectives: 2-1. <i>Promote Increased physical activity</i>			
Interventions/Strategies/Activities: <i>Promote awareness among residents about existing programs to increase physical activity</i>			
Educate providers/agencies/residents on community programs that will increase physical activity.	CRMC, FHN, private physicians, 7VHC	Referrals	2018
CRMC will join an effort to publicize existing programs.	CRMC, FHN, private physicians, 7VHC	Staff, resources, referrals	2018
Goal: 2. Decrease number of women who smoke during pregnancy			
Outcome Objectives: 2-1. <i>Reduce the rate of cigarette use by women in Cortland during pregnancy by at least 12% to 28.9%</i>			
Interventions/Strategies/Activities: <i>Decrease percent of service area residents who smoke during pregnancy</i>			
Prenatal providers will be enlisted to participate in an effort to decrease the number of pregnant woman who smoke by providing education about public health referrals and evidenced-based smoking cessation strategies for pregnant women.	CRMC, FHN, private providers, County DOH	Staff, resources	2018
Goal: 3. Increase access of diabetic patients to screening and health care			
Outcome Objectives: 3-1. <i>Increase access of diabetic patients for appropriate HbA1C screening while hospitalized to 60%.</i>			
Interventions/Strategies/Activities: <i>Increase number of diabetic patients with HbA1C drawn while inpatient.</i>			
This initiative will include determining the status of HbA1C testing, lipid testing, dilated eye exams, and nephropathy monitoring in the CDE’s overall evaluation of inpatient diabetics. There will an effort to increase the number of patients receive HbA1C testing during their hospital stay.	CRMC, private providers	Staff, resources	2018
Educate providers who care for these patients outside the hospital.	CRMC, private providers	Staff, resources, referrals	2018

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Focus Area- Maternal Infant Health.

Goal: 1. Reduce premature births			
Outcome Objectives: 1-1. <i>Reduce the rate of cigarette use by women in Cortland during pregnancy by at least 12% to 28.9%</i>			
Interventions/Strategies/Activities: <i>Ensure pregnant women are provided with adequate opportunity to quit smoking before, during and after pregnancy</i>			
Expand number of providers participating in perinatal/postpartum tobacco health systems plan.	CRMC, County DOH, FHN, private providers	Staff, resources, referrals	2017
Goal: 2. Increase the proportion of babies that are breastfed			
Outcome Objectives: 2-1. <i>Increase the % of infants born in Cortland County who are exclusively breastfed in the hospital by 10% to 66.3%</i>			
Interventions/Strategies/Activities: <i>Encourage exclusive breastfeeding for babies born in Cortland County and promote access to breastfeeding support from a health care professional during pregnancy to improve breastfeeding outcomes.</i>			
Continue with Cortland County Breastfeeding Partnership	CRMC, County DOH	Staff, resources	2018
Ongoing educational messaging to pregnant women, women of child-bearing age about the benefits of breastfeeding.	CRMC, County DOH, 7VHC, FHN	Staff, resources, community outreach, social/other media outlets	2018
Outcome Objectives- 2-2. <i>Increase the % of WIC infants that are breastfed through 4-6 months by 20% (current rate for Cortland County is 6.4%)</i>			
Interventions/Strategies/Activities: <i>Encourage exclusive breastfeeding for WIC infants through age 4-6 months. Ensure access to professional support for breastfeeding women post-hospital discharge.</i>			
Ongoing educational campaign addressing the importance and benefits of breastfeeding.	CRMC, County DOH, 7VHC	Staff, resources, social/other media outlets	2018
Work with County DOH to develop a system for referral of breastfeeding women to professional support post-hospital discharge.	CRMC, County DOH	Staff, resources	2018

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Focus Area - Mental Health and Prevention Substance Abuse

Goal: 1. Identify and begin to close the gaps in Mental Health and Addiction screening and services			
Outcome Objectives: 1-1. <i>Increase/Promote mental health and addiction screenings in appropriate outpatient locations</i>			
Interventions/Strategies/Activities: <i>Encourage education and participation to improve emotional wellbeing and decrease substance abuse in Cortland through increased community engagement</i>			
Partner with the County DOH, Mental Health agencies and other community partners to establish a coalition to focus on strengthening mental health, addiction services and infrastructure	CRMC, County DOH, 7VHC, FHN, and community agencies	Staff, resources	2018
Outcome Objectives: 1-2. <i>Prevent opioid overdose deaths through the use of Narcan</i>			
Interventions/Strategies/Activities: <i>Inform and education community members on the appropriate response to opioid and/or heroin overdose and the appropriate use of Narcan</i>			
Develop an educational campaign making community members aware of Narcan use and distribution throughout the community.	CRMC, County DOH	Staff, resources, social media outlets	2018
Outcome Objective: 1-3. <i>Ensure community members use, store and dispose of prescription drugs safely and appropriately through education and outreach.</i>			
Interventions/Strategies/Activities: <i>Promote ongoing medication drop boxes and "take back" drug events</i>			
Develop a task force to consider ways to begin to address and prevent prescription drug misuse and abuse.	CRMC, County DOH, 7VHC, FHN, and community agencies	Staff , resources	2018