

# Community Service Plan

Peconic Bay Medical Center

2015-2016





## Executive Summary

Peconic Bay Medical Center's Community Service Plan (CSP) provides a roadmap to improve the health status of the community the Hospital serves by integrating the hospital's health care services with effective and high priority public health interventions.

The plan defines the Peconic Bay Medical Center's mission, describes the continuum of health care services provided, defines the population served by the Medical Center and its affiliated medical staff and identifies the planned programs that will address the health care needs of its communities.

The plan not only identifies strategies to improve access to comprehensive and high quality health care services but also eliminates existing health disparities in the Medical Center's service area. The CSP, therefore, addresses the public health priorities identified by the Suffolk County Department of Health under the leadership of Dr. James Tomarken, Suffolk County Commissioner of Health, and the Nassau Suffolk Hospital Council:

- (1) obesity and
- (2) the treatment and management of chronic diseases.

## ▼ Mission & Peconic Bay Medical Center Overview

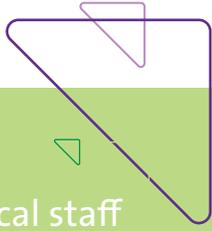
The stated mission of Peconic Bay Medical Center is as follows: “committed to improving the health of our communities by providing quality, comprehensive and compassionate care.” The Medical Center’s mission is embodied in its vision: “To be the healthcare provider of choice for our communities.” [Note: There has been no change in mission since the last Community Service Plan report.]

Peconic Bay Medical Center is a 200-bed not-for-profit community hospital that provides acute and critical inpatient and outpatient services, including emergency medicine, dialysis, physical therapy, radiology, respiratory therapy, and laboratory services. The Medical Center has a 60-bed hospital based skilled nursing facility that provides short term sub-acute care and long-term skilled nursing care; a palliative care center; a certified home care agency; professional education programs that train new generations of physicians and radiologic technicians; and a new Campus for Advanced Ambulatory and Primary Care.

Peconic Bay Medical Center has a dedicated, caring and clinically excellent team of more than 260 physicians and 1,300 professional staff and employees

who work collaboratively to meet the health care needs of their community. The Medical Center provides services that focus on every stage of life with clinical services anchored on family and specialty practice physicians that provide timely and accessible care at convenient locations. These services range from primary and preventive care provided by family practitioners and internists to minimally invasive trained surgical sub-specialties. Working in a clinical environment that supports care coordination across all specialties, the medical staff has improved the quality of health care and enhanced the array of services already available in the community.

Peconic Bay Medical Center is proud of its track record over the past sixty years of meeting its mission by providing excellent and compassionate health care to the communities of Eastern Long Island. Our growth reflects the success with which the Medical Center has organized services to meet community need most notably over the past ten years. Since 2001, volume in the emergency department grew by 45%; ambulatory surgery grew by 72%; and the Skilled Nursing Facility (SNF) patients grew by 330%.



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## ▼ Hospital Partnerships:

Recognizing the changing health care environment, Peconic Bay Medical Center entered into important affiliations with the other hospitals and medical practices serving the region. In 2016, PBMC entered into a partnership with Northwell Health.

Northwell Health, formerly North Shore-LIJ Health System, strives to improve

the health of the communities it serves and is committed to providing the highest quality clinical care; educating the current and future generations of healthcare professionals; searching for new advances in medicine through the conduct of bio-medical research; promoting health education; and caring for the entire community regardless of the ability to pay.

## ► Serving the Communities Health Care Needs:

In addition to recognizing the importance of forming collaborative partnerships with other health care providers, Peconic Bay Medical Center also recognizes the importance of using various tools to measure the health care needs of the community it serves and to organize services that meet these needs.

In 2006, Peconic Bay Medical Center became a designated stroke center, establishing a strong focus on improving the standard of and access to quality of care for stroke patients. The facility was the recipient of the “Get with the Guidelines” Stroke Bronze Achievement award from the American Heart Association.

The Kanas Center for Advanced Surgery, established in 2007, is one of the most advanced surgical facilities on Long Island, ranking in the top ten (10) percent in the nation for inpatient and outpatient surgery. In 2010, Peconic Bay Medical Center opened six technologically advanced, state-of-the-art operating rooms and had the distinction of being the first community hospital in Suffolk County to offer the minimally invasive da Vinci Surgical System to its patients. Since the system has been installed, the Medical Center has received recognition by Consumer Reports as one of the top two hospitals for patient safety in the New York Metro Region and one of the top three in New York State.

Peconic Bay Medical Center’s Richard B. Rubenstein, MD Center for Bariatric Surgery is an accredited Center of Excellence for Bariatric Surgery and a

designated Aetna Institute of Quality Bariatric Surgery Facility. Peconic Bay Medical Center is also a recipient of the prestigious Joint Commission Gold Seal of Approval for Total Joint Replacement for Hip and Knee. We received a grant from the New York State Department of Health to expand its cancer services, becoming the sole provider of the NYS Cancer Services Program for Suffolk County. Peconic Bay Medical Center and the Cancer Services Program work together to provide outreach and education activities that promote cancer screening services among medically underserved populations.

Building on the Medical Center’s focus on understanding and meeting the health care needs of the residents of Eastern Suffolk and adapting to changes in the health care environment, the Medical Center continues to tailor programs, services, and policies to fit the needs of the community and all those it serves. The future of Peconic Bay Medical Center will include:

- Expansion of facilities, “bricks and mortar”, advanced health care technologies, and clinical and community outreach services;
- Improvement in health information technology;
- Enhancements in program initiatives;
- Recruitment and retention of the most qualified physicians and clinical staff; and,
- Improved geographic access to high quality, comprehensive health care services.

In 2012, the highest percentage of discharges from Peconic Bay Medical Center by area came from Riverhead, The Moriches, and Eastport. Individuals within The Moriches/Eastport service area have had limited access to health-care due to lack of medical services in close proximity. We have chosen to address the unmet need for health care within this growing community by establishing a new medical campus in Manorville. The Gertrude and Louis Feil Campus for Ambulatory Care, opened in September 2013, provides a spectrum of healthcare services closer to home for those living in Manorville and the surrounding communities, including the Moriches/Eastport region.

The first building is home to a primary/family/pediatric care office, urgent care center, orthopedics and urology. The second building, or Winslow Specialty Care Center, includes a multi-disciplin-

ary team that of physician practices specializing in digestive disorders, general surgery, orthopedics, spinal therapy. The third building, the Grossman Imaging Center, is the East End's most advanced radiology center, equipped with the newest GE CT, MRI, Ultrasound and 3D Digital Mammography technology.

As the leading healthcare provider of choice in its area, Peconic Bay Medical Center is also committed to continuous quality improvement and providing care that addresses all the health and wellness needs of those living in Eastern Suffolk County. The Medical Center is accredited by The Joint Commission on Accreditation of Healthcare Organizations meeting these national standards for promoting quality health care for its patients.

Peconic Bay Medical Center's Quality Management Department oversees the





Hospital's quality activities and is responsible for ensuring that the Hospital maintains excellence in all clinical areas. The Department reviews patient satisfaction surveys and holds meetings to address any complaints or areas of improvement that may arise. Case managers consistently communicate with patients to make sure that they are receiving patient-focused care and that Medical Center staff are meeting the needs of their patients and their families in a way that is satisfactory to both.

Department staff is also developing ways to help patients remain in compliance with those behaviors that will insure they do not return to the hospital post discharge. Currently, Peconic Bay Medical Center's Quality Management is working on preventing readmissions of patients with Congestive Heart Failure by ensuring that the nursing staff provides them with a clear understanding of their medication regime after leaving the Hospital.

The Medical Center also recognizes the importance of patient education and community outreach. The Medical Center's team has a long and successful history of community outreach and an ongoing commitment to patient communication and educational programs throughout the community and Suffolk County.

Peconic Bay Medical Center's website, [www.pbmhealth.org](http://www.pbmhealth.org), informs patients

of the full range of services offered by the hospital and provides current information on community forums and events that the Medical Center either sponsors or supports. The site also has a communications library that members of the community can access to receive educational information on various health topics and a doctor's directory that allows individuals of the community to locate a physician by searching for their name, location or specialty.

Peconic Bay Medical Center reaches out to employees and other individuals in the community through e-mail, newsletters and social media. The Medical Center sends out e-mails that include information on various health topics and community health events sponsored by the hospital. Ongoing activities including support groups for patients with chronic disease, blood drives, philanthropic events, town hall meetings, and lecture series. Peconic Bay Medical Center's Foundation and External Affairs Office communicates directly with local media companies to successfully reach out to members of the community through television, newspapers, radio stations, and various social media websites. The Medical Center produces flyers, brochures, postcards, direct mail, seminars and posters to inform the public.

## Definition and Description of Community Served

The following is an overview of the population that Peconic Bay Medical Center serves. Demographics were determined using data collected by the United States Census Bureau and service area data was determined using the most recent SPARCS data available, January thru September 2012.

Peconic Bay Medical Center serves a large and diverse region that includes overlapping service areas with its neighboring hospitals.

Peconic Bay Medical Center is located in Riverhead, NY – a town situated at the intersection of the two forks of Eastern Long Island. The town has 15,424 total housing units and 497.1 people per square mile. The town of Riverhead is a thriving community. According to the

2011 American Community Survey of the U.S Census, 90% of individuals in the town of Riverhead had graduated high school or a higher level of education (compared to 84.6% state-wide); its poverty rate then was 9.3% (compared to 14.5% state-wide); and its median income was \$60,097 (compared to \$56,951 state-wide).

Peconic Bay Medical Center serves Eastern Suffolk County, including the North and South Forks to Orient Point and Montauk. The Medical Center has identified four towns that have regions represented in their primary and secondary service areas: the town of Riverhead; the town of Brookhaven; the town of Southampton; and the town of Southold.



The Table below provides population by town.

Town	Population (2010 Census)
Riverhead	33,401
Brookhaven	485,854
Southampton	56,826
Southold	21,963

Peconic Bay Medical Center’s Primary and Secondary Service Area: As the map below shows, Peconic Bay Medical Center’s primary service area includes four contiguous zip codes: Riverhead (11901); Calverton (11933); Manorville (11949); and Hampton Bays (11946). In 2011, these zip codes accounted for a total population of 70,681 individuals. Approximately 60% of the Medical Center’s discharges came from the primary service area.

The Medical Center’s secondary service area is significantly larger than the primary service area, extending north from Riverhead to Greenport, South from Westhampton to Mastic and Mastic Beach and West to Ridge and Wading River.

The area includes the following zip codes: East Quogue (11942); Mattituck

(11952); Westhampton Beach (11978); Eastport (11941); Center Moriches (11934); East Moriches (11940); Westhampton (11977); Cutchogue (11935); Shirley (11967); Wading River (11792); Southold (11971); Ridge (11961); Mastic (11950); Greenport (11944); and Laurel (11948). In 2011, these zip codes accounted for a total population of 138,613 individuals. Approximately 40% of the Medical Center’s discharges came from the secondary service area.

Peconic Bay Medical Center’s service areas have seen a population increase in the past decade that continues to grow and age. This change in the demographic profile is important to note because the growth in population is disproportionately in the age cohort 55+, individuals most likely to require health care. The service area has more than 198,912 individuals and the population is expected to grow by 5.2% from 2011-2016. It is projected that Peconic Bay Medical Center’s primary service area will continue to increase at a rate that nearly doubles the national average rate. According to the 2011 U.S. Census data, the population in the town of Riverhead grew by 21 percent in the last decade, which accounts for the larger percentage increase than

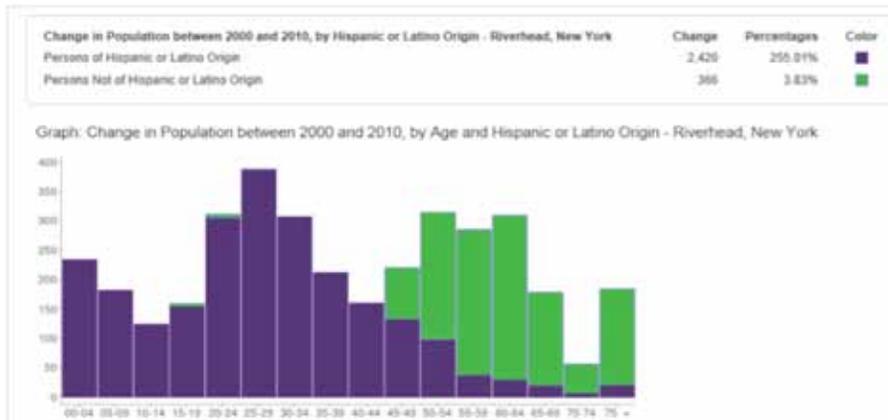


any other town in Suffolk County. The biggest increase in actual population also occurred within one of PBMC's service areas, the Town of Brookhaven.

that have been accounted for in order to maintain and improve a health care system that satisfies the needs all those in the community.

The population of the community continues to become more diverse. The number of Hispanic/Latino residents in Suffolk County grew by 56 percent since the 2000 U.S. Census. The total Hispanic/Latino population now accounts for 15 percent of the county's population. This population grew by 77 percent in the town of Riverhead within the past decade, more than any other race/ethnic group in the town. In 2011, the Hispanic/Latino population was 25% of the total population in the primary zip code area of Riverhead (11901). These are important figures

The growth in the minority sub-populations has played a key role in the new planning strategies Peconic Bay Medical Center has implemented to eliminate health disparities within the communities it serves. The Medical Center has a national board-certified medical interpreter as part of its team that facilitates communication between non-English speaking patients and their physicians, nurses, lab technicians, and other care providers. The Medical Center also offers a 24-hour educational TV channel in English and Spanish that provides advice for mothers on newborn



## Riverhead, New York - Overview

	2010 Census		2000 Census		2000-2010 Census	
	Counts	Percentage	Counts	Percentage	Change	Percentage
<b>Total Population</b>	13,299	100.00%	10,513	100.00%	2,786	26.50%
<b>Population by Race</b>						
American Indian and Alaska Native alone	76	0.57%	58	0.55%	18	31.03%
Asian alone	226	1.70%	119	1.13%	107	89.92%
Black or African American alone	2,097	15.77%	2,504	23.82%	-407	-16.25%
Native Hawaiian and Other Pacific Native alone	15	0.11%	8	0.08%	7	87.50%
Some Other Race alone	1,616	12.15%	226	2.15%	1,390	615.04%
Two or More Races	482	3.62%	241	2.29%	241	100%
White alone	8,787	66.07%	6,357	69.98%	1,430	19.44%
<b>Population by Hispanic or Latino Origin (of any race)</b>						
Persons of Hispanic or Latino Origin	3,369	25.33%	949	9.03%	2,420	255.01%
Persons Not of Hispanic or Latino Origin	9,930	74.67%	9,464	90.97%	366	3.83%
<b>Population by Gender</b>						
Male	6,765	50.87%	5,005	47.61%	1,760	35.16%
Female	6,534	49.13%	5,508	52.39%	1,026	18.63%
<b>Population by Age</b>						
Persons 0 to 4 years	807	6.07%	673	6.40%	134	19.91%
Persons 5 to 17 years	1,924	14.47%	1,860	17.69%	64	3.44%
Persons 18 to 64 years	8,120	61.06%	5,953	56.63%	2,167	36.40%
Persons 65 years and over	2,448	18.41%	2,027	19.28%	421	20.77%

and infant care. Peconic Bay Medical Center has a variety of other bi-lingual information and support services for Spanish speaking members of the community.

As longevity increases, the average age in Peconic Bay Medical Center's primary service area has increased as well. According to the 2011 U.S Census,

the median age of Riverhead residents was 44.1 (compared to 38 state-wide) – an increase from the 2000 U.S Census median age of 40.6 (compared to 35.9 state-wide). Our primary service area continues to have a significantly higher percentage of elderly than the average of Suffolk County, Nassau County and New York State. Roughly 32% of individuals in Peconic Bay Medical

Center's primary and secondary service areas are over the age of fifty-five (55), accounting for a higher percentage than the United States average of 25%. This data remains of significant importance because the elderly tend to have a higher need for health care services than the younger population.

When compared to the rest of New York State, the town of Riverhead and surrounding service areas differ in the percentage of individuals working in specific occupations. Eastern Long Island has a higher percentage of workers in natural resources, construction, and maintenance; agriculture, forestry, fishing and hunting, and mining; construction; retail trade; arts; entertaining, recreation and accommodation; and public administration.

Agriculture is one of Suffolk County's leading industries. Many of the agricultural workers in our county are seasonal workers, individuals who move to different regions of the country in response to the availability of seasonal work. The variation in occupation in Peconic Bay Medical Center's service area is significant because of the effect that certain occupations can have on an individual's physical and mental health. In addition, some jobs, such as agriculture, are less likely to offer health insurance benefits than other jobs. Many of the agricultural workers that are uninsured and unable to speak English rely on the hospital's Emergency Department and the Suffolk County Health Clinic located in Riverhead.

The town of Riverhead has a higher

percentage of individuals without health insurance who were foreign born (48.6%) than the New York State average (23.8%). We are aware that cultural factors may play a role in the number of foreign born citizens and immigrants without health insurance. When not addressed, lack of health insurance can ultimately have a burden on a hospital and the region it serves. Peconic Bay Medical Center is continually working to increase access to healthcare for individuals that do not reap the same benefits as others within the community. Culturally competent employees strive to create affordable and accessible health care to all individuals in the region. The Medical Center's prominent establishment of the sole NYS Cancer Services Program for Suffolk County reaches out to individuals regardless of insurance coverage, race, age, disability, sexual orientation, gender identity and/or geographic location.



## Public Participation

The following is an overview of the methods in which Peconic Bay Medical Center obtains and integrates input from its communities and partners in the design and operations of its hospitals, clinical programs and community based services.

The primary organizational approach that Peconic Bay Medical Center uses for community involvement and perspective is through various committees and partnerships. The needs of the community are continually assessed by the Peconic Bay Medical Center Health Board of Directors, PBMC Health and the Medical Center management and staff, volunteers, and local leaders of local not-for-profit organizations and governmental agencies.

Peconic Bay Medical Center informs the public about community programs in a number of ways: direct mail, flyers, newsletters, seminars, calendar listings, e-mail communications, telephone information lines, newsprint advertising, and local cable television. Community members are encouraged to give their perspective on Peconic Bay Medical Center's community programs via e-mail and surveys that are collected at many of its public events.

Peconic Bay Medical Center's web site, [www.pbmchealth.org](http://www.pbmchealth.org) provides a user-friendly format and easy access to information on the spectrum of services and programs. The site allows physician searches, on-line inquiries and

on-line job applications. There is also a public communications library available for members of the community that includes health videos, television and radio spots, news, and print publications.

Peconic Bay Medical Center's Strategic Planning Committee is actively involved in assessing the health needs of the community and developing strategies to address these needs. This collaborative effort includes input from key stakeholders. This input is critical in developing and implementing a successful five year strategic plan for the Medical Center. Peconic Bay Medical Center plans to meet with representatives from the following key stakeholder groups:

- Our Medical Staff
- Management and departmental staff
- Community leaders
- Local town hall membership
- Key community-based organizations
- Our Hospital Board of Trustees and Foundation Board
- The leadership of the East End PHO
- Representatives from our physician enterprise

In addition to these key stakeholders, the strategic planning committee also assesses the following:

- National and State Health Care Policy
- Regional and Local Health Systems
- The External and Internal Environment
- Opportunities for Physician Recruitment and Physician Alignment Strategies

The East End PHO has a number of committees established for a specific purpose in order to assess the needs of the community. The clinical integration committee structure includes:

- Quality Recruitment Credentialing Committee
- Patient Centered Medical Home Committee
- IT/MedVentive Implementation Committee
- Diabetes Management Committee
- Budget Committee

Peconic Bay Medical Center has responded to the needs of the community by sponsoring several Community Health Fairs. During these health fairs, the Medical Center offers health and wellness information as well as free blood pressure, cholesterol and glucose screenings.

In order to fully grasp the health needs of the community, PBMC held two events in which they received community input:

- Riverhead Town Board Meeting: During the August 21, 2013 meeting community members were given the opportunity to give their feedback about what the health needs of the community are and what programs/

services they felt PBMC Health should emphasize on. The Riverhead Town Board strongly encouraged public interaction during the meeting and provided helpful information in order to promote quality of life for Riverhead residents.

- The Hospital also participated in a second Healthcare Symposium on October 16, 2013 to assist business owners in addressing the new healthcare initiatives. During the symposium, Peconic Bay Medical Center President & CEO Andrew Mitchell was a keynote speaker. In addition, there was a panel of experts from the medical, business, law, and health insurance fields. During this event, break-out sessions were held where businesses could address any health concerns that they feel must be addressed within the communities.

Public notification of these events was done through mail, internet, radio, television, and newspapers. A flyer for the symposium was made for the purposes of public notification. Peconic Bay Medical Center, Riverhead Chamber of Commerce, and other chambers of commerce in the area distributed this flyer to the community electronically.



## **Assessment and Selection of Public Health Priorities**

Peconic Bay Medical Center actively participated in the collaborative planning process with the Suffolk County Department of Health, the Nassau-Suffolk Hospital Council and community partners to assess community health needs and identify health priorities and strategies to meet the identified needs. In 2013, Peconic Bay Medical Center, along with representatives from other hospitals located in Suffolk and Nassau County, participated in the Nassau-Suffolk Hospital Council collaborative effort to select public health priorities. Suffolk and Nassau County agreed on three priority areas as a region to focus on: obesity; treatment and management

of chronic diseases; and mental health. These priorities were selected as a result of survey results that indicate that community-based organizations throughout Long Island identified these health issues as significant health concerns for the residents of the region.

The group met on June 25, 2013 and discussed three Strategy Maps, one for each of the three selected focus areas. These Strategy Maps were used as a guide during the community health planning process for the Medical Center’s focus areas. A template for treatment and management of chronic diseases:

<b>Priority</b>	<b>Reduce Chronic Diseases Focus: TREATMENT/MANAGEMENT Strategy Map</b>
Outcomes	<p>Specific Goal(s): Provide targeted populations with info about importance of managing chronic diseases to prevent initial onset and/or complications; and with links to community/clinical programs and services</p> <p>Overall Goal: Achieve enhanced understanding of chronic disease process among:</p>
Community Implementation	<p>Overarching public awareness campaign (explain what initiative is about, why, how it works)</p> <p>Use social media and traditional media outlets; design identifying logo; design web page; (one spot that lists all links to programs/services such as HITE site); prepare collateral materials (all web-based to minimize costs); launch with press event (provide examples of community/clinical partnerships) (keep ongoing internal list for collaborative group’s use)</p> <p>Share link with collaborative members for posting on websites</p>

<b>Priority</b>	<b>Reduce Chronic Diseases Focus: TREATMENT/MANAGEMENT Strategy Map</b>
Process & Tools	<p data-bbox="581 373 1315 457">Brief assessment of targeted population’s knowledge of chronic disease process and complications to establish baseline – administered at start of any and all CBO-based/provider-based programs</p> <p data-bbox="581 489 1328 546">Follow up assessment at programs’ conclusion - chart change (academia could help here)</p> <p data-bbox="581 577 1274 634">Compile all assessment results for analysis by year and/or quarterly (academia could help here)</p> <p data-bbox="581 665 1315 722">Develop and advocate for public policies that support healthier lifestyle and would lead to less chronic disease</p>
Community Assets	<p data-bbox="581 779 1286 863">Identify new and existing best practices/programs related to chronic disease prevention and management and share with collaborative members (ongoing)</p> <p data-bbox="581 894 1299 951">Identify providers and CBOs that offer evidence-based chronic disease prevention and management programs/services</p> <p data-bbox="581 982 1295 1039">Encourage hyper local and regional partnerships among these clinical and community providers</p>

It is important to note that these strategy maps are working documents and will be refined throughout the year. The group reconvened on July 30, 2013 to discuss community outreach and evaluation methods for programs and services that address the priority areas. The group formed a survey that will be utilized by hospitals to assess the outcomes of the programs/services implemented. The group, called the Long Island Health Collaborative, meet throughout 2014.

Using information from external and internal sources, Peconic Bay Medical Center’s service areas are identified as being at risk for chronic diseases given the demography of the region and having high prevalence of overweight and obese residents. Peconic Bay Medical Center selected obesity and treatment and management of chronic diseases as its focus for this Community Service Plan.

## ▼ Priority Area: Obesity

Over the last twenty years, obesity rates have escalated rapidly in our country. Second to smoking, obesity is the second leading cause of preventable death in the United States. Obesity is a major underlying risk factor for many diseases. Individuals who are overweight and obese are more likely to be at risk for diabetes, heart disease, kidney failure, leg amputations and blindness. Obesity can also place significant social, psychological and financial burdens on an individual. Peconic Bay Medical Center has chosen to focus on obesity to address a health disparity within our community. Race, ethnicity, socioeconomic status and limited access to physical activity/ healthy food establishments are just some of the key disparities associated with obesity among children and adults.

Data from the past decade indicate that Suffolk County is experiencing America's obesity epidemic; the county obesity rate was 30.5% in 2011, compared to 24.3% in 2001. Suffolk County also has a higher prevalence of adults who are obese or overweight (57%) than adjacent Nassau County (52%). The child obesity rate is also relatively high in Suffolk County, especially among specific sub-groups. Approximately 22.3% of low-income preschoolers are considered obese in the County. Peconic Bay Medical Center has chosen to focus

on eliminating obesity among children, no matter what their socioeconomic status is.

There are many programs already in place in Suffolk County that address the obesity health priority. In 2011, the County was awarded a \$1.2 million grant to develop healthy places to live, work and play. The Cornell Cooperative Extension of Suffolk County focuses on preventing and reducing obesity-related health problems in the towns of Babylon, Riverhead, and Southampton. The East End Wellness Center of Riverhead offers a weight loss program and nutrition counseling for individuals within the community.

Peconic Bay Medical Center along with many other hospitals in Suffolk County offer programs and support groups to reduce obesity. Peconic Bay Medical Center is one of the many hospitals that collaborate with community-based organizations to reduce obesity. Community-based programs are essential in order to reduce obesity rates within Suffolk County. The Medical Center has partnered with Suffolk County Lions Diabetes Education Foundation to address the underlying causes of obesity and other related diseases within our community's schools.

## ▼ Priority Area: Treatment and Management of Chronic Diseases

The treatment and management of chronic diseases was selected as a priority by the County and by Peconic Bay Medical Center given the disproportionately high incidence of these health issues in our community, and the impact of chronic diseases on the mortality and morbidity of residents of Eastern Long Island. In addition to negatively impacting both the quality and length of life, these chronic diseases – cancer, diabetes and heart disease – also are the primary drivers of escalating health care costs likely not sustainable in the long run.

As of February 2011, cancer and heart disease were the two leading causes of premature death in Suffolk County. According to the Centers for Disease Control and Prevention, over 125 million people in the United States suffer from at least one chronic disease and nearly half of all people over the age of 65 have three or more conditions. These statistics are particularly important in

the region served by the Medical Center given the aging of the population in Eastern Long Island and the higher incidence of these chronic diseases in the elderly population.

A focus on how better to avoid, treat and manage these conditions is critical to the Medical Center's mission and the organization's goal to improve the health of their community. In response to this need, Peconic Bay Medical Center has developed multi-faceted strategies for improving the treatment and management of chronic diseases and made the necessary investment to implement these strategies.

Peconic Bay Medical Center's Cancer Services Program, funded through a New York State Health Department grant, is a collaborative effort between the Medical Center, other health care providers in the community -- both physicians and Hospitals -- to provide breast, cervical and colorectal cancer



screening and treatment services for uninsured individuals throughout the entirety of Suffolk County. The program provides access to free screenings, diagnostic exams, education, outreach and recruitment, and treatment coverage through Medicaid when appropriate.

Peconic Bay Medical Center has a number of complementary services aimed at improving health outcomes for patients with chronic disease within its service area. The Medical Center holds support groups for individuals with epilepsy and Parkinson Disease along with programs for those at risk of a stroke or those who have suffered strokes, along with programs for patients who are undergoing or have undergone bariatric surgery.

The hospital holds educational lecture series for the community on conditions that are frequently associated with chronic conditions. The topics covered by these lectures range from “Keep the Mind Strong” -- keeping your brain healthy and active in order to prevent a decline in cognition – to “Common Causes of Shoulder Pain” -- the common causes of shoulder pain and the role of physical therapy in improving the condition.

Peconic Bay Medical Center also has an Ostomy Program, addressing the acute and rehabilitative needs for people with disorders of the gastrointestinal, genitourinary and/or integumentary system. Wound Ostomy Continence (WOC) Nurse Specialists provide direct care to people with abdominal stomas, wounds,

fistulas, drains, pressure ulcers, and/or continence disorders. The program offers medical and social work services that include short-term counseling and referral support to outside community resources. The program also makes available a registered dietician who evaluates patients and based on the evaluation recommends the appropriate nutritional diet. Home health aides are available to meet the personal care needs of these patients.

The East End PHO, a collaborative effort with affiliated physicians, represents yet another investment by Peconic Bay Medical Center to improve the care of patients with chronic disease. The East End PHO has a sophisticated population management tool, MedVentive’s Point of Care Registry, which permits physician practices to identify high risk patients with chronic disease so that conditions can properly be managed and treated. The PHO currently has approximately ninety participating physicians and more than 80,000 individual patient’s information in the system.

The physicians participating in the PHO utilize the product to group similar patients in specific disease registries so that physicians can work together to provide the best possible care. The East End PHO Care Management program is designed to focus on overcoming the complex issues that patients with a chronic disease frequently face with a behavioral health approach to effectively address behavioral and social barriers to a patient’s ability to effectively deal with his or her disease. This program decreases unnecessary



hospitalizations, emergency room visits, and deteriorating health of patients. Care Management is also working with primary care physicians in private practice to achieve NCQA recognition for the care of patients with diabetes.

Other County resources include diabetes self-management education series that are held in various towns throughout the County. These classes are a joint effort by the Department of Health Services and Cornell Cooperative Extension of Suffolk County. The goal of the lecture series is to empower residents who have diabetes by teaching effective self-management skills so that they can lead a healthy

lifestyle. The program offers tips on keeping blood sugar in the target range, choosing a healthy meal plan and balancing exercise, food and medications. This program not only strives to manage and treat diabetes, but other serious health conditions which can accompany this disease.

Peconic Bay Medical Center is committed to addressing these two priority areas over the next three years. The hospital will continue to work with our local health department and other partners in order to successfully improve the health of the communities that we serve and eliminate any health disparities that are prevalent.

## Plan of Action

### Priority Area: Obesity

Peconic Bay Medical Center has chosen to partner with the Suffolk County Lions Diabetes Education Foundation and Project Fit America to promote health and wellness within the Riverhead Central School District. Project Fit America is a not-for-profit public charity that works through a grant process to provide cardiovascular health and lifetime fitness education programs to elementary schools, all over the United States in partnership with health care providers and other community based organizations. Project Fit America is a self-sustaining program that becomes a permanent part of the school curriculum and community life.

The collaboration with Project Fit America brought the first ever Project Fit America program to New York State. The specific goal of Peconic Bay Medical Center's partnership with Project Fit America is to reduce childhood obesity and raise awareness in the community around the causes of and strategies to reduce the incidence of diabetes.

Physical Education teachers will be provided with the resources they need to teach children to take personal responsibility for their health. A Project Fit America Physical Education Trainer visited each school site to conduct teacher training. The program focuses on self-esteem, smoking intervention, fitness as fun, exercise, nutrition and understanding the body. There is also state-of-the-art outdoor, above

ground fitness equipment at each of the elementary schools that will target those fitness areas where children score poorly. The program also provides indoor mobile fitness equipment to each of the schools.

Outcome testing and evaluation is one of the key aspects of Project Fit America. Employees of the project work directly with each school to make sure that the measurement component of the program is fulfilled. The expected outcome of the Project Fit America program is to improve the fitness and health status of children and promote lifelong health and wellness year after year. One class in each grade will be selected to assess health status prior to the initiation of the program and to test health status after the program is started. These pre- and post-tests will be conducted twice per school year. The students will be followed through the program and their progress will be continually monitored and recorded. Project Fit America staff will compute data from the classes and compile reports.

The program will use the national testing guidelines established by The President's Council on Physical Fitness and The American Alliance of Physical Education, Recreation and Dance to measure the impact of the program. These guidelines use the following areas: half of full mile walk/run (measuring cardiovascular endurance);

sit and reach (measuring flexibility); flexed arm hang/standard pull up (measuring upper body strength); sit-ups (measuring abdominal strength). Schools may also elect to offer measurement and outcomes testing for changes in Body Mass Index, student absenteeism, and disciplinary occurrences.

Testing was conducted at the beginning of the semester, prior to implementing Project Fit America and again at the end of the semester after the program has been conducted. In addition to test results, the program will be evaluated on the various program components, including equipment usage and the program's curriculum. Each school will also complete a year-end teacher evaluation of the program. The evaluation will also have a free-form narrative of up to three pages.

Because of PFA, the students at these schools have shown a significant increase in physical fitness. The students' performance on the different facets of physical fitness has improved significantly compared to the pre-PFA testing. Since the equipment is permanent and the PE teachers regularly speak with master trainers from PFA, the program is constantly evolving, impacting hundreds and thousands of children for years to come.

The success of the PFA program has rippled throughout Peconic Bay Medical Center's service area. Students take their

fitness and nutrition education home to discuss with their parents. During 2015 the Medical Center has also leveraged this success to forge a new coalition of supporters to implant PFA into three more schools in 2016: the Riverhead Charter School, Cutchogue East Elementary and Greenport Elementary School.

In addition to the Project Fit America program which is targeted for children, PBMC also has a Center for Bariatric Surgery that provides a surgical solution to those adults who are morbidly obese and that is complemented by patient support and education post-surgery. The Center is designated by the American Society for Metabolic and Bariatric Surgery as a "Center of Excellence". Services offered include minimally invasive laparoscopic and open gastric bypass, lap band procedures, gastrectomy, and revision surgeries. These bariatric surgeries can have a positive impact on reducing obesity as well as obesity-related conditions, including diabetes, heart disease, osteoarthritis, GERD, HTN, and metabolic syndrome. Pre- and post-operative programs are available to help patients through their transformations. Patients are counseled by a psychiatric nurse practitioner, who helps them through the emotional and physical changes that may come with undergoing weight loss surgery. There is also a bariatric surgery support group that patients are encouraged to attend to manage their weight loss.

## Plan of Action

### Priority Area: Treatment and Management of Chronic Diseases

The East End PHO is a group of clinically integrated physicians w. The mission of the PHO is as follows: “To sustain and grow a clinically integrated and collaborative network of physicians serving the residents of the East End of Long Island with a data driven approach to: (1) improve the quality of health care; (2) enhance access to healthcare; and (3) achieving significant efficiencies in providing health care”. PHO physician members have the authority and responsibility to recruit and maintain the physician network and oversee quality and manage costs. There are three components to the PHO Clinical Integration Program: (1) population management – MedVentive, (2) electronic communication and messaging – ClipBoard MD and (3) care management.

The East End PHO strives to develop and enhance services that address community health care needs. The partnership strives to meet the needs of those who are underserved in our market. The collaboration creates an integrated health care resource that supports and directs growth for our physicians and members of the community. The East End PHO reduces the number of patients that utilize services outside of the region through strategic development of their Centers of Excellence. Keeping patients in the network helps physicians properly manage and treat a patient’s condition.

In order to effectively treat and manage chronic diseases, Peconic Bay Medical Center and the collaborating East End hospitals, through the PHO, have made a significant financial investment and investment of physician time to create a “real time” point of care population management tool that supports physicians in identifying high risk patients and supporting their compliance with best practices and evidence based clinical protocols. The PHO has selected MedVentive, a web based population management tool to support clinical integration and the coordination of care across all levels of care. The system takes physician claims data on a daily or weekly basis and uses the ICD-9codes to organize patient disease registries that are either related to those chronic conditions that are significant drivers of health care costs or important preventive care services.

The system then integrates pharmacy and laboratory data with the claims data and identifies patients that are out of “compliance” with any of the measures in real time and at the point of care so that appropriate measures can be taken to address the problems associated with these patients.

The registry consists of over thirty areas and some of the measures currently in place are as follows:

- **Coronary Artery Disease:** Percentage of patients aged 18 years and older with a diagnosis of CAD who was prescribed oral antiplatelet therapy.
- **Diabetes:** Percentage of patients aged 18 through 75 years with diabetes mellitus who had most recent hemoglobin A1 greater than 9% in prior year (poor control).
- **Heart Failure:** Percentage of patients aged 18 years and older with a diagnosis of heart failure and LVSD who were prescribed ACE inhibitor or ARB therapy.
- **Preventive Care:** Percentage of patients aged 50 through 75 years who received the appropriate colorectal cancer screening.
- **Tobacco Use:** Percentage of patients aged 18 years and older who were screened for tobacco use one or more times within 24 months AND who received cessation counseling intervention if identified as a tobacco user.

- and benchmarks against national norms
- Physician alerts identifying patients that have process and outcome measures outside of best practices
- Automated outreach tools and work queues to drive proactive, timely guideline compliance

The PHO electronic communication and message system ClipBoardMD also plays a key role in treatment and management of chronic diseases. This system enhances patient access and satisfaction and allows clinical information to flow efficiently and securely among physicians and between physicians and their patients. The web portal, "Access Health", can be accessed by patients and physicians via multiple devices. The portal includes a personal health record that is accessible by patients and not tied to one particular provider or payer. Each physician can tailor patient messaging to best fit their practice. Physicians can also attach images, clinical summaries and monitor communication flow between patients and other providers.

MedVentive takes data from several sources and gives the physicians and the network information with the following abilities:

- Automatic assignment of patients to the appropriate disease registry
- Automatic attribution of patients to providers
- Incorporation of data from a pharmacy clearing house, commercial and hospital laboratories, and hospital emergency rooms
- Shared data across the continuum of care, supporting care coordination and collaboration
- Performance reports that trend physician patterns, network patterns

The East End PHO Care Management Program specifically focuses on strategies to work with patients and their physicians to overcome behavioral and social barriers associated with their chronic disease. The program uses MedVentive to identify patients who are at risk of a chronic disease as early as possible. Behavioral barriers are also identified so that PHO physicians can work with patients to motivate and support lifestyle changes. The team collaboratively shares information between providers and patients through

ClipBoardMD so that all members can effectively make the right health decisions for patients. The program also develops individualized care plans that incorporate task scheduling and accountability for the patients. There is a strong focus on promoting patient self-monitoring and access to information, treatment and choice. In addition, patient results are monitored and proactive follow-up is another component of that program that effectively works to treat and manage a patient's illness.

The East End PHO primary care physicians and endocrinologists are continually working to meet the NCQA standards for the care of diabetics. The primary care physicians also strive to meet the accreditation for patient centered medical home care. The East End PHO has plans to add new programs, refine existing systems and add participating providers in the future.

Supporting the activities of the East End PHO, the Medical Center holds events for members of the community that aim to manage and treat various chronic diseases:

- **Healthy Mind, Healthy Mood:** Individuals can attend this to learn a variety of meditation and relaxation techniques. This class is targeted for stress management.
- **Living with Diabetes:** Individuals within the community can access a free interactive group session to learn how to best manage medications, treatments, exercise, and nutrition. Individual counseling is available as well.

- **Hypnosis for Weight Loss:** These sessions include hypnosis techniques to help individuals lose weight.

In addition to an organized focus on the treatment and management of patients with chronic disease, Peconic Bay Medical Center is the sponsor organization of the Cancer Services Program for all Suffolk County residents. This program is focused on providing those who are uninsured/underinsured, 250% below the poverty level, and fit the screening guidelines recommended by the American Cancer Association, with access to screening and treatment of breast, colorectal and cervical cancers. The Patient Navigator Program offers follow up services to assist clients who have had abnormal clinical findings. A patient navigator works to identify barriers to follow up care and assists with resources and support. In addition, the Medicaid Cancer Treatment Program provides Medicaid eligibility for low-income men and women who have been diagnosed with breast, cervical, colorectal or prostate cancer or have pre-cancerous breast and cervical conditions.

A primary focus of Peconic Bay Medical Center has been the early detection of cancer through proper screenings. Early detection of cancer has been proven to improve outcomes and reduce patient suffering. Through outreach and education the Medical Center sought to improve screening rates in 2015.

Firstly, the Medical Center's Cancer Services Program, which helps to screen and navigate underinsured and uninsured clients, started targeted

outreach to the Hispanic Community. Not only are Hispanics one of the fastest growing populations in our service area, they also traditionally have lower screening rates compared to the national average.

The Cancer Services Program produced and released a Spanish-language outreach video, using a patient testimonial to highlight the importance of timely screenings. The CSP client who volunteered for the video had lost three siblings to cancer, and if she had not gotten screened when she did she too could have lost her life. Instead, the colorectal cancer was detected early enough that she made a full recovery after surgery and treatment. This video was shared using social media and across a robust network of community partners at health fairs and educational seminars.

Second, Peconic Bay Medical Center again spearheaded “Main Street Go Blue.” Participating businesses on Riverhead’s main street displayed blue lights and distributed info about screenings for colorectal cancer, the third leading cause of cancer death. In

2015, the Medical Center also helped to promote “80% by 2018.” This initiative created by the American Cancer Society and Center for Disease Control seeks to have 80% of adults over the age of 55 screened regularly by 2018.

The Peconic Bay Medical Center Pegasus House Palliative Care Center also has a focus on management and treatment of chronic diseases within the community. The unit consists of six beds that are dedicated to giving enhanced level of pain-relief and compassionate care to patients facing challenging health issues, many of which are chronic diseases. The Palliative Care Program strives to ease pain and suffering while providing quality of life care for patients with chronic or life-limiting illnesses. The program also places a strong emphasis on communication with the patient’s family. PBMC recognizes the importance of working with family members in providing optimal comfort and care for the patient. All staff members working in this program are trained to recognize the need for sensitivity when caring for palliative care patients and their families. In



## Dissemination of the Plan to the Public

This plan will be available through brochures that will be distributed to individuals within the community. Peconic Bay Medical Center uses the Foundation and External Affairs office as well as the organization Nightingale & Nightingale to successfully disseminate the information to the public. A full report will also be posted on our website, [www.pbmchealth.org](http://www.pbmchealth.org).

## Maintaining Engagement with Local Partners and Evaluation

The Project Fit America Program will be maintained through recording the children's results and compiling the data into a report. The data will be evaluated at the end of every semester.

WellCare Health Plans, Inc. works with the East End PHO to ensure that patients are receiving the proper care that they need. The organization has case managers that continually reach out to patients in the network to make sure that they understand and are taking their medications properly. They communicate with patients through telephone, e-mail, and house visits to ensure that they are satisfied with the care that they are receiving. The employees at WellCare Health Plans, Inc. group patients with similar diagnoses and form reports in order to successfully aid in managing and treating chronic diseases.

Note: The PBMC Health Executive Board approved the 2013-2015 Community Service Plan on Friday, November 1, 2013.





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