



Community Health Needs Assessment Plan

Summary

Title:	Adults without a Primary Care Physician/Provider
Product:	Primary Care Referral Program
Operations Contact:	Board of Trustees/Maureen Tills, Community Benefit
Marketing Contact:	Matthew Gerrell & Chris McGahee
S.M.A.R.T. Goal:	To secure a follow-up appointment for 1,500 Health First Emergency Department patients, without a primary care physician/ provider, with Brevard Health Alliance or Health First Medical Group by September 30, 2016.
Time Frame:	October 1, 2013 to September 30, 2016 (FY 2014 through FY 2016)
Tactics:	Case managers/social workers from Health First Emergency Departments will assist patients upon discharge without a primary care physician/provider in securing a follow-up appointment with Brevard Health Alliance or Health First Medical Group

Background Information: Data obtained from the Community Health Needs Assessment, conducted by the Health Council of East Central Florida in Fall 2012, identified adults without a primary care physician/provider as a disparity.

S.M.A.R.T. Goal:

To secure a follow-up appointment for 1,500 Health First Emergency Department patients, without a primary care physician/ provider, with Brevard Health Alliance or Health First Medical Group by September 30, 2016.

Audience:

Adults without a primary care physician/provider, focusing on males, ages 18-44, presenting to Health First Emergency Departments for treatment.

Messages:

1. Residents of Brevard County can achieve better health when followed by primary care physician/provider. Prevention is the key to wellness.
2. Health First can assist patients in Emergency Departments upon discharge by securing an appointment for follow-up with the Brevard Health Alliance or Health First Medical Group. Informational brochures will be distributed.

Call to Action:

Patients without a primary care physician/provider in Health First Emergency Departments upon discharge will be assisted by case managers/social workers in scheduling a follow-up appointment with the Brevard Health Alliance or Health First Medical Group.



Community Health Needs Assessment Plan

Summary

Title:	Adults with Cardiovascular Disease
Product:	Programs to Reduce Risk Factors for Cardiovascular Disease
Operations Contact:	Board of Trustees/Maureen Tills, Community Benefit
Marketing Contact:	Matthew Gerrell & Chris McGahee
S.M.A.R.T. Goal:	Business Goals: <ul style="list-style-type: none">▪ To identify 150 adults with cardiovascular disease, who currently smoke cigarettes, and enroll them in a smoking cessation program by September 30, 2016.▪ To identify 150 adults with cardiovascular disease and enroll them in the Health First LivFit program by September 30, 2016.
Time Frame:	October 1, 2013 to September 30, 2016 (FY 2014 through FY 2016)
Tactics:	<ul style="list-style-type: none">▪ Partner with local organizations offering smoking cessation programs and provide them with referrals of patients diagnosed with cardiovascular disease, who currently smoke cigarettes.▪ Provide a 75% discount to enroll patients diagnosed with cardiovascular disease and/or at risk for heart attack, in the Health First LivFit program.

Background Information: Data obtained from the Community Health Needs Assessment, conducted by the Health Council of East Central Florida in Fall 2012, identified adults with cardiovascular disease as a disparity.

S.M.A.R.T. Goal:

- To identify 150 adults with cardiovascular disease, who currently smoke cigarettes, and enroll them in a smoking cessation program by September 30, 2016.
- To identify 150 adults with cardiovascular disease and enroll them in the Health First LivFit program by September 30, 2016.

Audience:

Adults with cardiovascular disease, focusing on African-American males, diagnosed by a Health First Medical Group physician, Brevard Health Alliance physician or upon discharge from a Health First facility.



Community Health Needs Assessment Plan

Messages:

Health First can assist patients with cardiovascular disease in reducing the risk factors for hypertension and heart attack through referrals to smoking cessation programs and participation in the Health First LivFit wellness program.

Call to Action:

1. Patients who are diagnosed with cardiovascular disease, who currently smoke cigarettes, will be referred to a smoking cessation program.
2. Patients diagnosed with cardiovascular disease will be offered a 75% discount to enroll in the Health First LivFit program in an effort to reduce the risk factors for hypertension and heart attack.



Community Health Needs Assessment Plan

Summary

- Title:** **Adults with Cerebrovascular Disease**
- Product:** Programs to Reduce Risk Factors for Cerebrovascular Disease
- Operations Contact:** Board of Trustees/Maureen Tills, Community Benefit
- Marketing Contact:** Matthew Gerrell & Chris McGahee
- S.M.A.R.T. Goal:**
- To identify 150 adults with cerebrovascular disease and who currently smoke cigarettes and enroll them in a smoking cessation program by September 30, 2016.
 - To identify 150 adults with cerebrovascular disease and enroll them in the Health First LivFit program by September 30, 2016
- Time Frame:** October 1, 2013 to September 30, 2016
(FY 2014 through FY 2016)
- Tactics:**
- Partner with local organizations that offer smoking cessation programs and provide them with referrals of patients diagnosed with cerebrovascular disease and who currently smoke cigarettes.
 - Provide a 75% discount to enroll patients diagnosed with cerebrovascular disease, in the Health First LivFit program.

Background Information: Data obtained from the Community Health Needs Assessment, conducted by the Health Council of East Central Florida in Fall 2012, identified adults with cerebrovascular disease as a disparity.

S.M.A.R.T. Goal:

- To identify 150 adults with cerebrovascular disease and who currently smoke cigarettes and enroll them in a smoking cessation program by September 30, 2016.
- To identify 150 adults with cerebrovascular disease and enroll them in the Health First LivFit program by September 30, 2016.

Audience:

Adults with cerebrovascular disease, focusing on African-American males and females, diagnosed by a Health First Medical Group physician, Brevard Health Alliance physician or upon discharge from a Health First facility.



Community Health Needs Assessment Plan

Messages:

Health First can assist patients with cerebrovascular disease in reducing the risk factors for hypertension and stroke by through referrals to smoking cessation programs and participation in the Health First LivFit wellness program.

Call to Action:

1. Patients who are diagnosed with cerebrovascular disease and who currently smoke cigarettes, will be referred to a smoking cessation program.
2. Patients diagnosed with cerebrovascular disease will be offered a 75% discount to enroll in the Health First LivFit program in an effort to reduce their risk factors for hypertension and stroke.



Community Health Needs Assessment Plan

Summary

Title:	Adults without a Regular Dentist
Product:	Dedicated Adult Dental Clinic for Health First Emergency Department Patients
Operations Contact:	Board of Trustees/Maureen Tills, Community Benefit
Marketing Contact:	Matthew Gerrell & Chris McGahee
S.M.A.R.T. Goal:	To partner with the Brevard County Health Department's Adult Dental Clinic, and provide 900 referrals of patients, presenting to Health First Emergency Departments with acute dental pain, by September 30, 2016.
Time Frame:	October 1, 2013 to September 30, 2016 (FY 2014 through FY 2016)
Tactics:	Upon discharge from the Health First Emergency Department, patients meeting established criteria for and completing a referral form for follow-up, will be contacted by the Health Department's Dental Coordinator to schedule a follow-up appointment with a dentist.

Background Information: Data obtained from the Community Health Needs Assessment, conducted by the Health Council of East Central Florida in Fall 2012, identified adults without a regular dentist as a disparity. Health First has partnered with the Brevard County Health Department (BCHD) to establish a referral-based program for individuals who present to an Emergency Department with acute dental pain, needing treatment by a dentist. Through this program, an appointment with a BCHD dentist is made to treat the source of the problem. Subsequently, the patient can be followed up as an established patient of the BCHD Adult Dental Clinic.

S.M.A.R.T. Goal:
To partner with the Brevard County Health Department's Adult Dental Clinic, and provide 900 referrals of patients presenting to Health First Emergency Departments with acute dental pain by September 30, 2016.

Audience:
Patients presenting to Health First Emergency Departments with acute dental pain, with an income of <\$25,000/year, no dental insurance and without a regular dentist.

- Messages:**
1. Health First can assist low-income/uninsured patients needing acute dental care with an opportunity to receive full services from a dentist.
 2. Health First Emergency Departments are not staffed or equipped for dental needs.



Community Health Needs Assessment Plan

Call to Action:

Patients presenting to Health First Emergency Departments, who meet eligibility criteria, will complete a referral form for follow-up treatment by a dentist at the Brevard County Health Department's Adult Dental Clinic.



Community Health Needs Assessment Plan

Summary

Title:	Adults & Children who are Overweight/Obese
Product:	Weight Reduction/Wellness Program
Operations Contact:	Board of Trustees/Maureen Tills, Community Benefit
Marketing Contact:	Matthew Gerrell & Chris McGahee
S.M.A.R.T. Goal:	<ul style="list-style-type: none">▪ To identify 150 adults who are overweight/obese and enroll them in the Health First LivFit program by September 30, 2016.▪ To identify 150 children who are overweight/obese and enroll them in a program focusing on healthy lifestyles by September 30, 2016
Time Frame:	October 1, 2013 to September 30, 2016 (FY 2014 through FY 2016)
Tactics:	<ol style="list-style-type: none">1. Provide a 75% discount to adult patients who are diagnosed as overweight/obese, in the Health First LivFit program.2. Enroll children who are diagnosed as overweight/obese, in a program focusing on healthy lifestyles.

Background Information: Data obtained from the Community Health Needs Assessment, conducted by the Health Council of East Central Florida in Fall 2012, identified adults and children who are overweight or obese as a disparity.

S.M.A.R.T. Goal:

- To identify 150 adults who are overweight/obese and enroll them in the Health First LivFit program by September 30, 2016.
- To identify 150 children who are overweight/obese and enroll them in a program focusing on healthy lifestyles by September 30, 2016.

Audience:

Adults and children who are overweight or obese with a BMI of >25, focusing on adult males, ages 18-44, and African-American and Hispanic males, ages 10-17, diagnosed by a Health First Medical Group physician, Brevard Health Alliance physician or upon discharge from a Health First facility.

Messages:

Health First can assist adults and children who are overweight/obese by providing weight reduction and wellness programs.



Community Health Needs Assessment Plan

Call to Action:

1. Adult patients who are diagnosed as overweight/obese, will be referred to the Health First LivFit program and offered a 75% discount in an effort to reduce their risk factors for chronic disease.
2. Children who are diagnosed as overweight/obese, will be eligible for enrollment in a program focusing on healthy lifestyles in an effort to reduce their risk for being overweight/obese as an adult.



Community Health Needs Assessment Plan

Summary

- Title:** **Adults & Children who have a Poor Diet/Lack of Physical Activity**
- Product:** Nutrition/Activity/Wellness Program
- Operations Contact:** Board of Trustees/Maureen Tills, Community Benefit
- Marketing Contact:** Matthew Gerrell & Chris McGahee
- S.M.A.R.T. Goal:**
- To identify 150 adults who have a poor diet/lack of physical activity and enroll them in the Health First LivFit program by September 30, 2016.
 - To identify 150 children who have a poor diet/lack of physical activity and enroll them in a program focusing on healthy lifestyles by September 30, 2016.
- Time Frame:** October 1, 2013 to September 30, 2016
(FY 2014 through FY 2016)
- Tactics:**
3. Provide a 75% discount to adult patients who are diagnosed as having a poor diet/lack of physical activity, in the Health First LivFit program.
 4. Enroll children who are diagnosed as having a poor diet/lack of physical activity, in a program focusing on healthy lifestyles.

Background Information: Data obtained from the Community Health Needs Assessment, conducted by the Health Council of East Central Florida in Fall 2012, identified adults and children having a poor diet and lack of physical activity as a disparity.

S.M.A.R.T. Goal:

- To identify 150 adults who have a poor diet/lack of physical activity and enroll them in the Health First LivFit program by September 30, 2016.
- To identify 150 children who have a poor diet/lack of physical activity in a program focusing on healthy lifestyles by September 30, 2016.

Audience:

Adults and children who are overweight or obese with a BMI of >25, focusing on adult white females, ages 45+, and children, ages 14-18, diagnosed by a Health First Medical Group physician, Brevard Health Alliance physician or upon discharge from a Health First facility.

Messages:

Health First can assist patients who have a poor diet/lack of physical activity by providing wellness programs focusing on healthy lifestyles.



Community Health Needs Assessment Plan

Call to Action:

1. Adult patients who are diagnosed as having a poor diet/lack of physical activity, will be referred to the Health First LivFit program and offered a 75% discount.
2. Children who are diagnosed as having a poor diet/lack of physical activity, will be eligible for enrollment in a program focusing on healthy lifestyles in an effort to reduce their risk for having an unhealthy lifestyle as an adult.