

2016

Northwest Hospital & Medical Center Implementation Strategy



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Introduction

Northwest Hospital & Medical Center is affiliated with the UW Medicine Health System. Established in 1960, Northwest Hospital & Medical Center is a full-service, nonprofit community hospital that offers comprehensive medical, surgical and therapeutic services. The hospital mission is to raise the long-term health status of our community by providing personalized, quality care with compassion, dignity, and respect.

Community Health Needs Assessment

In 2016, Northwest Hospital & Medical Center conducted a Community Health Needs Assessment (CHNA) to comply with federal regulations guiding tax exempt hospitals. The CHNA is posted on the hospital website and can be accessed at <http://nwhospital.org/aboutus/community-health-needs-assessment.asp>. Public comment on the CHNA is encouraged and comments are used to inform and influence this work.

The Community Health Needs Assessment incorporated demographic and health data for the communities served by the hospital. Significant health needs were identified from issues supported by primary and secondary data sources gathered for the Community Health Needs Assessment. The needs were indicated by secondary data sources, key informant interviews and community surveys. Health indicators were considered health needs when they exceeded benchmark data, specifically county or state rates or Healthy People 2020 objectives. The following health needs were identified:

- Access to health care
- Cancer
- Heart disease
- Mental health
- Overweight/obesity
- Preventive practices
- Smoking
- STD/HIV

A complete description of these health needs can be found in the 2016 CHNA report.

Priority Health Needs

The identified significant health needs were prioritized with input from the community. Interviews with community stakeholders were used to gather input on the identified health needs. The following criteria were used to prioritize the health needs:

- Severity – the perceived impact of the health need on the community.

- Change over time – determination if the health need has improved, stayed the same or worsened.
- Resources – availability of resources in the community to address the health need.

The stakeholder interviewees were sent a link to an electronic survey in advance of the interview. They were asked to rank each identified health need. The percentage of responses were noted as those that identified the need as having severe or very severe impact on the community, had worsened over time, and had a shortage or absence of resources available in the community. The prioritized health needs can be found in the 2016 CHNA.

Significant Health Needs the Hospital will Address

This Implementation Strategy describes how Northwest Hospital plans to address the selected significant health needs identified in the 2016 Community Health Needs Assessment. Northwest Hospital examined the significant health needs and applied the following criteria to identify the health needs they will address: organizational capacity, established relationships, ongoing investment, and acknowledged competencies and expertise. As a result, Northwest Hospital will address the following health needs through a commitment of community benefit programs and charitable resources.

- Access to health care
- Cancer
- Heart disease

For each health need the hospital plans to address, the strategy describes: actions the hospital intends to take, including programs and resources it plans to commit; anticipated impacts of these actions; and planned collaboration between the hospital and other organizations.

Access to Health Care

Goal

Increase access to health care for the medically underserved.

Strategies

Northwest Hospital will commit the following programs and resources to address access to health care:

1. Provide financial assistance through both free and discounted care for health care services, consistent with the hospital's financial assistance policy.
2. Provide financial counseling services to assist patients to sign up for Medicaid or health exchange insurance products.
3. Provide transportation support to increase access to health care services.

4. Partner with Planned Parenthood, Puget Sound Christian Health Clinic at Haller Lake, RotaCare Free Clinic, and Country Doctors Community Clinic to accept referrals for uninsured patients.

Impact

The anticipated impact of these actions will be to:

- Increase availability and access to health care.
- Provide financial assistance to qualified patients.
- Aid access to health care services by providing transportation assistance.
- Provide needed screening and diagnostic mammograms, ultrasounds and biopsies for uninsured women.

Collaboration

To address access to care, Northwest Hospital plans to collaborate with:

- Country Doctors Community Clinic, a community clinic providing primary care services regardless of the patient's ability to pay.
- Planned Parenthood
- Puget Sound Christian Health Clinic at Haller Lake, a free clinic in North Seattle providing health care to the underserved community
- RotaCare Free Clinic , a coalition of Rotarians, Physicians, Nurses, Pharmacists, Medical Technicians, Social Workers, Translators, Clerical Workers, and other volunteers who provide free medical care in a collaborative effort with hospitals, clinics, community service organizations and service groups. Through a "Pro Bono" specialty referral network, patients are referred for consultation or continued care to local medical providers as needed.

Cancer

Goal

Reduce the impact of cancer and increase the focus on prevention and treatment.

Strategies

Northwest Hospital plans to provide comprehensive and personalized oncology care across the continuum to fit each individual's experience. This starts in the primary care office with healthy lifestyles, smoking cessation, and evidence-based screening recommendations. Northwest Hospital will partner with Seattle Cancer Care Alliance to develop a smoking cessation counseling program to further support the efforts of the primary care team.

Through focusing on prevention and early detection, Northwest Hospital aims to decrease the numbers of those presenting with cancer, and to detect cancer at its earliest stages where the best outcomes can be obtained. Specifically, Northwest

Hospital will further expand on existing infrastructure to support the new lung cancer screening program that meets the United States Preventative Services Taskforce recommendations, and continue work to minimize access barriers to colorectal and breast cancer screening in our community.

For those who are diagnosed with cancer, we aim to provide state-of-the-art oncology treatment and supportive care. This includes diagnostics, surgical specialists, oncologic rehabilitation, medical and hematologic oncology, gynecologic oncology, and radiation oncology, including proton therapy. A comprehensive panel of supportive services includes experts in palliative care and oncology rehabilitation. Northwest Hospital aims to expand existing survivorship resources and implement Survivorship Care Plan methodologies to smooth care transitions by creating comprehensive treatment summaries that help communicate medical monitoring needs to primary care teams. To expand availability of the collaborative American Cancer Society at Northwest Hospital Cancer Resource Center, NWH will engage additional volunteers and plans to employ a dedicated American Cancer Society Navigator.

Northwest Hospital will commit the following programs and resources to address cancer:

- Provide financial, educational, and emotional support resources and services through the collaborative American Cancer Society at Northwest Hospital Cancer Resource Center through active volunteer recruitment and employment of an oncology navigator.
- Provide improved access to cancer screening programs through infrastructure development, outreach to referring providers and continued provision of multiple community health clinics with no-cost screenings.
- Provide support groups, fitness and dietary classes and educational opportunities in partnership with Cancer Lifeline to optimize the quality of life for those with cancer, cancer survivors, families, and friends.

Impact

The anticipated impact of these actions will be to:

- Increase detection of cancer in its earliest stages.
- Increase public awareness and adherence to cancer prevention and early detection recommendations.
- Increase availability of supportive resources for individuals with cancer and their families.

Collaboration

To address cancer, Northwest Hospital plans to collaborate with:

- American Cancer Society

- Cancer Lifeline
- Puget Sound Christian Clinic
- Rotacare Northgate
- Seattle Cancer Care Alliance

Heart Disease

Goal

Reduce impact of heart disease and increase the focus on prevention and treatment.

Strategies

Northwest Hospital is identified as a Level I Cardiac Center by the Washington State Department of Health. This is a voluntary certification awarded by the State to Cardiac Centers who meet and exceed high quality cardiac care. With this designation, Northwest Hospital is required to maintain community based educational programs to provide early warning symptoms of a heart attack and cardiovascular disease prevention. At Level I Cardiac Centers, there is a strong collaborative process to work closely with the medic systems to ensure efficient and timely process from the onset of symptoms in the field to cardiovascular interventions.

Northwest Hospital will commit the following programs and resources to address heart disease:

- Provide heart disease prevention education, screening and treatment.
- Provide CPR training.

Impact

The anticipated impact of these actions will be to:

- Increase the identification and treatment of heart disease.
- Increase public awareness of heart disease prevention.

Collaboration

To address heart disease, Northwest Hospital plans to collaborate with:

- American Heart Association
- King County and Snohomish County medic systems

Evaluation of Impact

Northwest Hospital will monitor and evaluate the programs and activities outlined above. The hospital has a system that tracks the implementation of the strategies and documents the anticipated impact. The reporting process includes the collection and

documentation of tracking measures, such as the number of people reached/served, increases in knowledge or changes in behavior as a result of planned strategies, and collaborative efforts to address health needs. An evaluation of the impact of the hospital's actions to address these significant health needs will be reported in the next scheduled Community Health Needs Assessment.

Needs the Hospital will Not Address

Taking existing hospital and community resources into consideration, Northwest Hospital will not dedicate charitable resources to the remaining health needs identified in the CHNA including: mental health, overweight/obesity, preventive practices, smoking and STD/HIV. Since Northwest Hospital cannot address all the health needs present in the community, it will concentrate on those health needs it can most effectively address given its areas of focus and expertise. Therefore, the hospital's charitable resources will be dedicated to the selected priority health needs.