



# BayCare Alliant Hospital

Implementation Plan – Report



August, 2013

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## Introduction

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BayCare Alliant Hospital is a 48-bed long-term acute care hospital located in Dunedin, FL. In response to its community commitment, BayCare Alliant Hospital contracted with Tripp Umbach to facilitate a comprehensive Community Health Needs Assessment (CHNA). The community health needs assessment was conducted between October 2012 and June 2013 (See the BayCare Alliant Hospital Community Health Needs Assessment for the full report).

This report is the follow-up implementation plan that fulfills the requirements of a new federal statute established within the Patient Protection and Affordable Care Act (PPACA), requiring that non-profit hospitals develop implementation strategies to address the needs identified in the community health needs assessment completed in three year intervals. The community health needs assessment and implementation planning process undertaken by BayCare Alliant Hospital, with project management and consultation by Tripp Umbach, included extensive input from persons who represent the broad interests of the community served by the hospital facility, including those with special knowledge of public health issues. Tripp Umbach worked closely with leadership from BayCare Alliant Hospital and a project oversight committee, which included representatives from each of the 10 not-for-profit hospitals that comprise BayCare Health System to accomplish the assessment and implementation plan.

This implementation plan includes plans to address access to affordable and necessary medical care, communication and education, bedside dialysis, and transportation for patients of BayCare Alliant Hospital beginning at patient intake and following patients, in some cases, through post-discharge. As a non-profit hospital; BayCare Alliant Hospital intends to provide care to residents regardless of their insurance status as required by the state of Florida.

## Community Definition

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While community can be defined in many ways, for the purposes of this report, the BayCare Alliant Hospital community is defined as the population of seniors that may require long-term acute care services in Pinellas and Pasco Counties, Florida. The patient population served by BayCare Alliant Hospital is a senior population with 72% being older than 60 years of age. (See Figure 1 & Table 1). The needs identified in this report pertain to seniors that may require long-term acute care services in Pinellas and Pasco Counties, Florida.

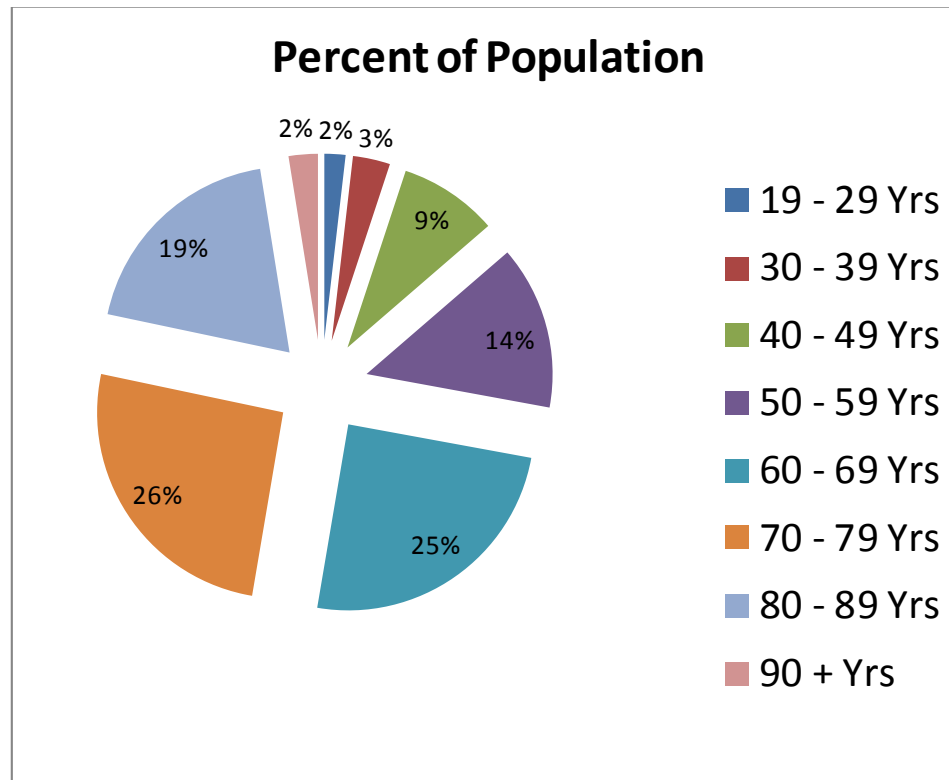
### BayCare Alliant Hospital Community

Table 1

Population	County
Seniors that may require long-term acute care services	Pinellas
Seniors that may require long-term acute care services	Pasco

### BayCare Alliant Hospital Community Definition

Figure 1



## Methodology

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Tripp Umbach facilitated and managed an implementation planning process on behalf of BayCare Alliant Hospital resulting in the development of an implementation strategy and plan to address the needs identified in their community health needs assessment (i.e., Access to necessary medical care and Communication and education) completed in 2013.

### **Key elements of the implementation planning process included:**

- ❑ **Implementation Strategy Process Planning:** A series of meetings were facilitated by the consultants and the CHNA oversight committee consisting of leadership from BayCare Alliant Hospital.
- ❑ **Community Health Needs Assessment Review:** Tripp Umbach worked with the BayCare Alliant Hospital to present a review of the Community Health Needs Assessment findings to hospital leaders in a meeting held July 25th, 2013.
- ❑ **Review of CHNA, Needs Identification and selection:** Tripp Umbach facilitated a brief overview of the CHNA findings and facilitated a discussion process during a webinar held on August 8th, 2013 with hospital leadership from BayCare Alliant Hospital. Attendees were asked to review the community health needs assessment, community resource inventory, and identify the significant health needs found in the CHNA results. Attendees then participated in a discussion to determine which of the previously identified significant needs could be and which could not be addressed by BayCare Alliant Hospital. Once needs were selected; hospital leadership were asked to provide rationale for the needs that the hospital could not meet.
- ❑ **Review of Best Practice Examples:** Tripp Umbach provided an inventory of national best practice resources which included resources from, The Grant Institute, County Health Rankings (Population health Institute of Wisconsin & Robert Wood Johnson Foundation), CDC the CDC's Guide to Community Preventive Services Task Force, Healthy People 2020, and other valid national resources. Hospital leadership reviewed the best practice inventory and selected the best practices that best fit with the expertise, resources, mission and vision of BayCare Alliant Hospital.

- ❑ **Committee Review of Evidence-Based Practices and Plan Development:** Tripp Umbach facilitated a review of strategy and evidence-based practices among hospital leaders on August 16th, 2013 at the BayCare Alliant Hospital in Dundin, FL. Based on the evidence-based practices previously provided; hospital leadership reviewed and discussed the action steps and strategy needed to incorporate the selected evidence based practices into their implementation plan. Hospital leaders aligned needs with best practice models and available resources, defined action steps, timelines and potential partners for each need.
  
- ❑ **Final Implementation Planning Report:** A final report was developed that details the implementation plan the hospital will use to address the needs identified by the BayCare Alliant Hospital Community Health Needs Assessment.

## Community Health Needs and Implementation Plan

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### **Community Health Needs Identification, Prioritization and Implementation Planning Meeting**

Qualitative and informational data were presented during a meeting held on August 8th, 2013 which BayCare Alliant Hospital leadership held for the purpose of identifying and prioritizing community health needs for implementation planning.

Tripp Umbach presented the results of the CHNA and used these findings to engage the hospital leaders in a group discussion related to the needs that BayCare Alliant Hospital would address in implementation planning. The hospital leaders were asked to share their vision for the community, discuss a plan for health improvement in their community, and select the needs that they felt the hospital could address and assist the community in resolving and those that they felt the hospital would not be well positioned or qualified to help resolve.

During the process, hospital leaders discussed community health needs that centered around two themes: 1) Improving access to necessary medical care and 2) Communication and education

During the process, hospital leaders were asked to ascertain the needs that were identified through the assessment process that they did not feel they could meet and provide a rationale for the decisions. The following is a list of those needs that were identified as not being met by the hospital during this reporting period, including a rationale for those decisions.

1. Care Coordination:
  - a. Hospital leaders are interested in this issue, and will maintain an ongoing evaluation of what resources that are available through partner organizations (i.e., BayCare Health System); however, the staffing and financial resources are not currently available at BayCare Alliant Hospital.
  
2. Long term chronic vent facilities:
  - a. While hospital leaders are interested in this issue; the need for an increase in long term chronic vent facilities is not congruous with the mission of BayCare Alliant Hospital. BayCare Alliant will; however, indirectly strive to meet this need



in their own facility by maintaining a higher than average weaning rate onsite to reduce the need for chronic vent services. For 2012, BayCare Alliant Hospital had a vent weaning rate of 89.5%, which is higher than the national average.

3. Information and/or education related to types of insurance:

- a. While hospital leaders are interested in this issue; BayCare Alliant Hospital is not permitted to tell patients what insurance is “best” for them. However, BayCare Alliant Hospital does provide information about the types of insurances that are accepted in facility and refers patients to available sources of information to the extent possible.

Hospital leaders believe the following health needs are those to which BayCare Alliant Hospital is best positioned to dedicate resources to address within their community.

**1. Access to necessary medical care:**

- ✓ *Continue to maintain a high rate of charity care for patients in BayCare Alliant Hospital service area; through which care is provided to patients regardless of payment/insurance status*
- ✓ *Continue the unfunded care program, through which BayCare Alliant Hospital contracts with community hospitals to admit under/uninsured patients for a lower per diem rate. The Unfunded Care Program allows hospitals to admit a greater number of unfunded patients for long term acute care than would otherwise be admitted without the program.*
- ✓ *Continue to ensure the safe discharge of patients being treated on-site at BayCare Alliant Hospital regardless of payment/insurance status.*
- ✓ *Increase the access that patients have to post acute care by increasing the awareness and availability of the BayCare Alliant Hospital Charity Care initiative: a fund developed, maintained and administered by BayCare Alliant Hospital to provide under/uninsured patients, that qualify, access to post-acute care upon discharge.*

**2. Communication and education**

- ✓ *Increase resident awareness about programs/services available and insurance accepted at BayCare Alliant Hospital by increasing the amount, quality, or effectiveness of information being disseminated through the development and tracking of outreach goals.*

### 3. Access to bedside dialysis

- ✓ *BayCare Alliant Hospital will continue to meet the need for bedside dialysis on-site with a comprehensive team approach dialysis program with oversight from a medical director for patients that are suffering from kidney failure.*

### 4. Transportation

- ✓ *BayCare Alliant Hospital will continue to maintain the complimentary transportation program that is provided up to three times per week to loved ones of qualifying patients. BayCare Alliant Hospital believes that the ability of each patient to achieve recovery and stability of mind and soul is contingent in part upon an adequate presence of loved ones at patient bedside. In order to help foster this presence, BayCare Alliant Hospital offers a complimentary transportation program. To utilize the complimentary transportation program, loved ones must contact BayCare Alliant Admissions Office or the Administrative Assistant to the facility director in advance. Additionally:*
  1. *Transportation is available within Pinellas and Pasco County.*
  2. *Each patient is allotted three transports per week for their family/friends, which includes both a transfer to and from a particular location. These three transports are in total, not per family member/friend.*
  3. *The service is available between 9:00 am to 11:00 am or 1:00 pm and 5:00 pm Monday through Friday.*

Tripp Umbach completed an independent review of existing data, in-depth interviews with community stakeholders representing a cross-section of agencies, and detailed input provided by the focus group, which resulted in the prioritization of key community health needs that hospital leaders felt related to the BayCare Alliant Hospital population. Community leaders identified the following top community health needs that are supported by secondary and/or primary data: 1) Improving access to necessary medical care, 2) Communication and education. A summary of these top needs in the BayCare Alliant Hospital community and the implementation strategy developed to address those needs follows:

#### **KEY COMMUNITY HEALTH NEED #1:**

#### **IMPROVING ACCESS TO NECESSARY MEDICAL CARE**

**Underlying factors identified by secondary data and primary input from community stakeholders and focus group participants:**

- **Need for increased access to affordable healthcare through insurance**
- **Availability of healthcare providers and services**

According to key stakeholders, there is a need for coordinated care for seniors. Key stakeholders and focus group participants agree that while there are medical resources and healthcare facilities in the community, access to healthcare resources can be limited by health insurance issues and the cost of healthcare for under/uninsured, the availability of providers, communication among providers and consumers. Nursing home administrators perceived that access to patient-centered care that is necessary is limited due to insurance restrictions, physician support, facility budget, insurance reimbursement rates, etc. The result often is increased hospital re-admits, poorer health among seniors, longer rehabilitation periods, poorer quality of care, less credentialed staff, etc.

While BayCare Alliant hospital provides access to necessary medical care upon intake through their unfunded care program; on-site with a high rate of underinsured (at least 10% of patient days are underinsured) and upon discharge through the BayCare Alliant Hospital Charity Fund: hospital leadership felt that the most effective strategy to further increase access to necessary medical care is through an expansion of the BayCare Alliant Hospital Charity Fund. Hospital leadership developed a three-year strategy to improve access to necessary medical care for patients being discharged from BayCare Alliant Hospital that are under/uninsured and in need of post-acute care:

<b>NEED:</b> Improving access to necessary medical care				
<b>UNDERLYING FACTORS:</b> Access to affordable services and unfunded post-acute services upon discharge for under/uninsured patients				
<b>GOAL:</b> Increase the access residents have to post acute care				
<b>Objective</b>	<b>Target Population</b>	<b>Strategies and Action Description</b>	<b>Timeframe/ Measures</b>	<b>Potential Resources/ Partners</b>
Increase the availability of the BayCare Alliant Hospital Charity Fund care initiative to increase access to	BayCare Alliant Hospital Patients that 1) meet criteria for	Increase the amount of funding available to secure necessary medical care for the under/uninsured patients discharged from BayCare Alliant Hospital through the organization and development of a formal fundraising strategy.  <b>Year 1:</b> 1. Develop a formal fundraising strategy:	<b>Year 1:</b> Document the amount of	Best practice from:

<b>NEED:</b> Improving access to necessary medical care <b>UNDERLYING FACTORS:</b> Access to affordable services and unfunded post-acute services upon discharge for under/uninsured patients <b>GOAL:</b> Increase the access residents have to post acute care				
Objective	Target Population	Strategies and Action Description	Timeframe/ Measures	Potential Resources/ Partners
post-acute care services.	BayCare Alliant Hospital Charity Fund; 2) are being discharged and 3) require post-acute care	<p>A. Determine the number of patients served by the fund today and the number of patients fund aims to help in three years, the types of resources committed to each patient served by the fund today and the projected resources in three years. This should give you a three year goal for fundraising</p> <p>B. Each year BayCare Alliant Hospital will set a fundraising goal.</p> <p>C. Identify the laws that govern fundraising activities.</p> <p>D. Outline past, current and future sources of income and aim to approach as many funders as possible to increase your chances of success and diversify your funding sources. Brainstorm fundraising ideas (i.e., staff monthly donations, community competitions, grants, etc.)</p> <p>E. Assign fundraising tasks and timelines to interested staff and implement fundraising strategy.</p> <p>E. Evaluate and track progress quarterly</p> <p><b>Year 2:</b></p> <p>1. Review goals and accomplishments from year 1 and share with funders:</p> <p>A. Revise year 2 goals based on successes and short-comings of year one.</p> <p>B. Each year BayCare Alliant Hospital will set a fundraising goal.</p> <p>C. Outline past, current and future sources of income</p>	<p>money raised for the BayCare Alliant Charity Fund over the course of a year and report total as a percentage of the fund balance at the beginning of the reporting period (i.e., FY).</p> <p><b>Year 2:</b></p> <p>Document the amount of money raised for the BayCare Alliant Charity Fund over the course of a year and report total as a percentage of the fund balance at the beginning of</p>	<p>MPM Foundation                      SAH Foundation                      SJB Foundation</p> <p>Web based solutions such as grantnet.com</p> <p>BCHS Annual Giving Campaign</p> <p>BCAH website</p> <p>Health system resources (human resources, IT, PR, etc.)</p>

<p><b>NEED:</b> Improving access to necessary medical care  <b>UNDERLYING FACTORS:</b> Access to affordable services and unfunded post-acute services upon discharge for under/uninsured patients  <b>GOAL:</b> Increase the access residents have to post acute care</p>				
Objective	Target Population	Strategies and Action Description	Timeframe/ Measures	Potential Resources/ Partners
		<p>and brainstorm fundraising ideas (i.e., staff monthly donations, community competitions, grants, etc.)                      D. Assign fundraising tasks and timelines to interested staff and implementat fundraising strategy.                      E. Evaluate and track progress quarterly</p> <p><b>Year 3:</b>                      1. Review goals and accomplishments from year 1 and share with funders:                      A. Revise year 2 goals based on successes and short-comings of year one.                      B. Each year BayCare Allinat Hospital will set a fundraising goal.                      C. Outline past, current and future sources of income and brainstorm fundraising ideas (i.e., staff monthly donations, community competitions, grants, etc.)                      D. Assign fundraising tasks and timelines to interested staff and implementat fundraising strategy.                      E. Evaluate and track progress quarterly</p>	<p>the reporting period (i.e., FY).</p> <p><b>Year 3:</b>                      Document the amount of money raised for the BayCare Alliant Charity Fund over the course of a year and report total as a percentage of the fund balance at the beginning of the reporting period (i.e., FY).</p>	
<p><b>NEED:</b> Improving access to necessary medical care  <b>UNDERLYING FACTORS:</b> Access to affordable services and unfunded post-acute services upon discharge for under/uninsured patients  <b>GOAL:</b> Increase the access residents have to post-acute care</p>				
Objective	Target Population	Strategies and Action Description	Timeframe/ Measures	Potential Resources/ Partners

<b>NEED:</b> Improving access to necessary medical care <b>UNDERLYING FACTORS:</b> Access to affordable services and unfunded post-acute services upon discharge for under/uninsured patients <b>GOAL:</b> Increase the access residents have to post acute care				
Objective	Target Population	Strategies and Action Description	Timeframe/ Measures	Potential Resources/ Partners
Increase the awareness of the BayCare Alliant Hospital Charity Fund to increase access to post-acute care services.	BayCare Alliant Hospital Patients that 1) meet criteria for the BayCare Alliant Hospital Charity Fund; 2) are being discharged and 3) require post-acute care	Increase awareness about the availability of the BayCare Alliant Hospital Charity Fund.  <b>Year 1:</b> 1. Patients that are being discharged from BayCare Alliant Hospital that meet the criteria for the BayCare Alliant Hospital Charity Fund will be informed of the charity being provided through collaborative effort during the discharge process.  2. BayCare Alliant Hospital will increase awareness about the BayCare Alliant Hospital Charity Fund among community members through fundraising efforts.  <b>Year 2:</b> 1. Patients that are being discharged from BayCare Alliant Hospital that meet the criteria for the BayCare Alliant Hospital Charity Fund will be informed of the charity being provided through collaborative effort during the discharge process.  2. BayCare Alliant Hospital will increase awareness about the BayCare Alliant Hospital Charity Fund among community members through fundraising efforts.  <b>Year 3:</b> 1. Patients that are being discharged from BayCare Alliant Hospital that meet the criteria for the BayCare Alliant Hospital Charity Fund will be informed of the charity being provided through collaborative effort during the discharge process.	<b>Year 1:</b> The number of patients that are helped by and therefore informed of the BayCare Alliant Hospital Charity Fund will be tracked. Progress will be reported to the IRS  <b>Year 2:</b> The number of patients that are helped by and therefore informed of the BayCare Alliant Hospital Charity Fund will be tracked. Progress will be reported to the IRS  <b>Year 3:</b> The number of patients that are helped by and	KCI (medical equipment)  Walgreens (Infusion & pharmaceuticals)  Transportation partners (Care Ride, Pronto, Yellow Cab)  Bradenton Medical Enterprises (dialysis)  BayCare Home Health

<b>NEED:</b> Improving access to necessary medical care <b>UNDERLYING FACTORS:</b> Access to affordable services and unfunded post-acute services upon discharge for under/uninsured patients <b>GOAL:</b> Increase the access residents have to post acute care				
Objective	Target Population	Strategies and Action Description	Timeframe/ Measures	Potential Resources/ Partners
		2. BayCare Alliant Hospital will increase awareness about the BayCare Alliant Hospital Charity Fund among community members through fundraising efforts.	therefore informed of the BayCare Alliant Hospital Charity Fund will be tracked. Progress will be reported to the IRS	

**KEY COMMUNITY HEALTH NEED #2:**  
**COMMUNICATION AND EDUCATION**

**Underlying factor identified by primary input from community stakeholders and focus group participants:**

- **The access the seniors have to information and education in their communities.**

Key stakeholders and focus group participants believed that residents are not always aware of the services available to them. Focus group participants indicated that seniors are often being talked into switching the type of insurance without a clear understanding of their options and the outcomes, a trend that is leaving seniors unaware that they are underinsured until they need the insurance coverage. Often, residents are not aware about what insurances local providers accept when choosing health insurance providers, which can lead to placements a lengthy distance away at facilities that will accept a specific brand of insurance. Patients and families do not always understand the deductible, co-pay structure, and/or covered services of their particular insurance plan, which may leave families paying out-of-pocket expenses that may be unaffordable when acute care placements are required.

Patients and family members are not always aware of the risks associated with particular treatment options, leaving them with unrealistic expectations. Also, focus group participants and stakeholders believed that residents do not always follow up with provider instructions, which can lead to poorer treatment outcomes. Key stakeholders and focus group participants indicated that the health and wellness of residents may be negatively impacted by a lack of effective information dissemination and education.

While BayCare Alliant Hospital is not permitted to tell patients what insurance is “best” for them; they do currently provide a variety of information and hospital leadership felt that the most effective strategy to address the need for communication and education on-site is to develop a formal communications strategy. Hospital leadership developed a three-year strategy to improve communication and education on-site:

<b>NEED:</b> Communication and education				
<b>UNDERLYING FACTORS:</b> Improving communication and education (i.e., service options, available facilities, etc.)				
<b>GOAL:</b> Increase resident awareness about programs, services available and insurance accepted at BayCare Alliant Hospital				
<b>Objective</b>	<b>Target Population</b>	<b>Strategies and Action Description</b>	<b>Timeframe/ Measures</b>	<b>Potential Resources/ Partners</b>
Increase the amount, quality, or effectiveness of information disseminated by BayCare Alliant hospital related to available programs, services and types of insurances that are accepted.	BayCare Alliant Hospital Patients that 1) meet criteria for unfunded care initiative; 2) are being discharged and 3)	Increase the effectiveness of information that is disseminated by BayCare Alliant Hospital through an outreach and marketing plan.  <b>Year 1:</b> 1. Develop an outreach plan: A. Define what information BayCare Alliant would like to communicate. B. Define the goal for each outreach activity. C. Document the amount of outreach and education provided annually (i.e., Date, type of event, audience, estimated attendance and purpose/accomplishment).	<b>Year 1:</b> Document the number of outreach activities (e.g., presentations, printed materials, sponsorships, presence at community events, continuing education, open house, outreach and education of professionals and	Chamber of commerce, local skilled nursing facilities, physicians, etc.  Web based resources (e.g., CDCynergy)



<b>NEED:</b> Communication and education <b>UNDERLYING FACTORS:</b> Improving communication and education (i.e., service options, available facilities, etc.) <b>GOAL:</b> Increase resident awareness about programs, services available and insurance accepted at BayCare Alliant Hospital				
Objective	Target Population	Strategies and Action Description	Timeframe/ Measures	Potential Resources/ Partners
	require post-acute care	<p><b>Year 2:</b></p> <ol style="list-style-type: none"> <li>1. Evaluate outreach from year 1</li> <li>2. Revise efforts and implement the outreach plan:                             <ol style="list-style-type: none"> <li>A. Define what information BayCare Alliant would like to communicate.</li> <li>B. Define the goal for each outreach activity.</li> <li>C. Document the amount of outreach and education provided annually (i.e., Date, type of event, audience, estimated attendance and purpose/accomplishment).</li> </ol> </li> </ol> <p><b>Year 3:</b></p> <ol style="list-style-type: none"> <li>1. Evaluate outreach from year 2</li> <li>2. Revise efforts and implement the outreach plan:                             <ol style="list-style-type: none"> <li>A. Define what information BayCare Alliant would like to communicate.</li> <li>B. Define the goal for each outreach activity.</li> <li>C. Document the amount of outreach and education provided annually (i.e., Date, type of event, audience, estimated attendance and purpose/accomplishment).</li> </ol> </li> </ol>	<p>providers).</p> <p><b>Year 2:</b>                      Document the number of outreach activities (e.g., presentations, printed materials, sponsorships, presence at community events, continuing education, open house, outreach and education of professionals and providers).</p> <p><b>Year 3:</b>                      Document the number of outreach activities (e.g., presentations, printed materials, sponsorships, presence at community events, continuing education, open house, outreach and education of professionals and providers).</p>	BCHS resources (PR, Communications, Creative Services, etc.)

# APPENDIX A

## Implementation Strategy

BAYCARE ALLIANT HOSPITAL  
June, 2013

<b>NEED:</b> Improving access to necessary medical care <b>UNDERLYING FACTORS:</b> Access to affordable services and unfunded post-acute services upon discharge for under/uninsured patients <b>GOAL:</b> Increase the access residents have to post acute care				
Objective	Target Population	Strategies and Action Description	Timeframe/ Measures	Potential Resources/ Partners
Increase the availability of the BayCare Alliant Hospital Charity Fund care initiative to increase access to post-acute care services.	BayCare Alliant Hospital Patients that 1) meet criteria for BayCare Alliant Hospital Charity Fund; 2) are being discharged and 3) require post-acute care	Increase the amount of funding available to secure necessary medical care for the under/uninsured patients discharged from BayCare Alliant Hospital through the organization and development of a formal fundraising strategy.  <b>Year 1:</b> 1. Develop a formal fundraising strategy: A. Determine the number of patients served by the fund today and the number of patients fund aims to help in three years, the types of resources committed to each patient served by the fund today and the projected resources in three years. This should give you a three year goal for fundraising B. Each year BayCare Alliant Hospital will set a fundraising goal. C. Identify the laws that govern fundraising activities. D. Outline past, current and future sources of income and aim to approach as many funders as possible to increase your chances of success and diversify your funding sources. Brainstorm fundraising ideas (i.e., staff monthly donations, community competitions, grants, etc.) E. Assign fundraising tasks and timelines to interested staff and implement fundraising strategy. E. Evaluate and track progress quarterly	<b>Year 1:</b> Document the amount of money raised for the BayCare Alliant Charity Fund over the course of a year and report total as a percentage of the fund balance at the beginning of the reporting period (i.e., FY).	Best practice from: MPM Foundation SAH Foundation SJB Foundation  Web based solutions such as grantnet.com  BCHS Annual Giving Campaign  BCAH website  Health system resources (human resources, IT, PR, etc.)

<b>NEED:</b> Improving access to necessary medical care <b>UNDERLYING FACTORS:</b> Access to affordable services and unfunded post-acute services upon discharge for under/uninsured patients <b>GOAL:</b> Increase the access residents have to post acute care				
Objective	Target Population	Strategies and Action Description	Timeframe/ Measures	Potential Resources/ Partners
		<p><b>Year 2:</b></p> <p>1. Review goals and accomplishments from year 1 and share with funders:</p> <ul style="list-style-type: none"> <li>A. Revise year 2 goals based on successes and shortcomings of year one.</li> <li>B. Each year BayCare Alliant Hospital will set a fundraising goal.</li> <li>C. Outline past, current and future sources of income and brainstorm fundraising ideas (i.e., staff monthly donations, community competitions, grants, etc.)</li> <li>D. Assign fundraising tasks and timelines to interested staff and implement fundraising strategy.</li> <li>E. Evaluate and track progress quarterly</li> </ul> <p><b>Year 3:</b></p> <p>1. Review goals and accomplishments from year 1 and share with funders:</p> <ul style="list-style-type: none"> <li>A. Revise year 2 goals based on successes and shortcomings of year one.</li> <li>B. Each year BayCare Alliant Hospital will set a fundraising goal.</li> <li>C. Outline past, current and future sources of income and brainstorm fundraising ideas (i.e., staff monthly donations, community competitions, grants, etc.)</li> <li>D. Assign fundraising tasks and timelines to interested staff and implement fundraising strategy.</li> <li>E. Evaluate and track progress quarterly</li> </ul>	<p><b>Year 2:</b></p> <p>Document the amount of money raised for the BayCare Alliant Charity Fund over the course of a year and report total as a percentage of the fund balance at the beginning of the reporting period (i.e., FY).</p> <p><b>Year 3:</b></p> <p>Document the amount of money raised for the BayCare Alliant Charity Fund over the course of a year and report total as a percentage of the fund balance at the beginning of the reporting period (i.e., FY).</p>	
<b>NEED:</b> Improving access to necessary medical care				

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Objective	Target Population	Strategies and Action Description	Timeframe/ Measures	Potential Resources/ Partners
<b>UNDERLYING FACTORS:</b> Access to affordable services and unfunded post-acute services upon discharge for under/uninsured patients <b>GOAL:</b> Increase the access residents have to post-acute care				
Objective	Target Population	Strategies and Action Description	Timeframe/ Measures	Potential Resources/ Partners
Increase the awareness of the BayCare Alliant Hospital Charity Fund to increase access to post-acute care services.	BayCare Alliant Hospital Patients that 1) meet criteria for the BayCare Alliant Hospital Charity Fund; 2) are being discharged and 3) require post-acute care	Increase awareness about the availability of the BayCare Alliant Hospital Charity Fund.  <b>Year 1:</b> 1. Patients that are being discharged from BayCare Alliant Hospital that meet the criteria for the BayCare Alliant Hospital Charity Fund will be informed of the charity being provided through collaborative effort during the discharge process.  2. BayCare Alliant Hospital will increase awareness about the BayCare Alliant Hospital Charity Fund among community members through fundraising efforts.  <b>Year 2:</b> 1. Patients that are being discharged from BayCare Alliant Hospital that meet the criteria for the BayCare Alliant Hospital Charity Fund will be informed of the charity being provided through collaborative effort during the discharge process.  2. BayCare Alliant Hospital will increase awareness about the BayCare Alliant Hospital Charity Fund among community members through fundraising efforts.	<b>Year 1:</b> The number of patients that are helped by and therefore informed of the BayCare Alliant Hospital Charity Fund will be tracked. Progress will be reported to the IRS  <b>Year 2:</b> The number of patients that are helped by and therefore informed of the BayCare Alliant Hospital Charity Fund will be tracked. Progress will be reported to the IRS	KCI (medical equipment)  Walgreens (Infusion & pharmaceuticals)  Transportation partners (Care Ride, Pronto, Yellow Cab)  Bradenton Medical Enterprises (dialysis)  BayCare Home Health

<p><b>NEED:</b> Improving access to necessary medical care  <b>UNDERLYING FACTORS:</b> Access to affordable services and unfunded post-acute services upon discharge for under/uninsured patients  <b>GOAL:</b> Increase the access residents have to post acute care</p>				
Objective	Target Population	Strategies and Action Description	Timeframe/ Measures	Potential Resources/ Partners
		<p><b>Year 3:</b></p> <p>1. Patients that are being discharged from BayCare Alliant Hospital that meet the criteria for the BayCare Alliant Hospital Charity Fund will be informed of the charity being provided through collaborative effort during the discharge process.</p> <p>2. BayCare Alliant Hospital will increase awareness about the BayCare Alliant Hospital Charity Fund among community members through fundraising efforts.</p>	<p><b>Year 3:</b></p> <p>The number of patients that are helped by and therefore informed of the BayCare Alliant Hospital Charity Fund will be tracked.</p> <p>Progress will be reported to the IRS</p>	
<p><b>NEED:</b> Communication and education  <b>UNDERLYING FACTORS:</b> Improving communication and education (i.e., service options, available facilities, etc.)  <b>GOAL:</b> Increase resident awareness about programs, services available and insurance accepted at BayCare Alliant Hospital</p>				
Objective	Target Population	Strategies and Action Description	Timeframe/ Measures	Potential Resources/ Partners
Increase the amount, quality, or effectiveness of information disseminated by BayCare Alliant hospital related to available programs, services and types	BayCare Alliant Hospital Patients that 1) meet criteria for unfunded care initiative;	<p>Increase the effectiveness of information that is disseminated by BayCare Alliant Hospital through an outreach and marketing plan.</p> <p><b>Year 1:</b></p> <p>1. Develop an outreach plan:</p> <p style="margin-left: 40px;">A. Define what information BayCare Allinat would like to communicate.</p> <p style="margin-left: 40px;">B. Define the goal for each outreach activity.</p> <p style="margin-left: 40px;">C. Document the amount of outreach and education</p>	<p><b>Year 1:</b></p> <p>Document the number of outreach activities (e.g., presentations, printed materials, sponsorships, presence at community events, continuing</p>	<p>Chamber of commerce, local skilled nursing facilities, physicians, etc.</p> <p>Web based resources (e.g., CDCynergy)</p>

<b>NEED:</b> Improving access to necessary medical care <b>UNDERLYING FACTORS:</b> Access to affordable services and unfunded post-acute services upon discharge for under/uninsured patients <b>GOAL:</b> Increase the access residents have to post acute care				
Objective	Target Population	Strategies and Action Description	Timeframe/ Measures	Potential Resources/ Partners
of insurances that are accepted.	2) are being discharged and 3) require post-acute care	<p>provided annually (i.e., Date, type of event, audience, estimated attendance and purpose/accomplishment.</p> <p><b>Year 2:</b></p> <ol style="list-style-type: none"> <li>1. Evaluate outreach from year 1</li> <li>2. Revise efforts and implement the outreach plan:                             <ol style="list-style-type: none"> <li>A. Define what information BayCare Alliant would like to communicate.</li> <li>B. Define the goal for each outreach activity.</li> <li>C. Document the amount of outreach and education provided annually (i.e., Date, type of event, audience, estimated attendance and purpose/accomplishment.</li> </ol> </li> </ol> <p><b>Year 3:</b></p> <ol style="list-style-type: none"> <li>1. Evaluate outreach from year 2</li> <li>2. Revise efforts and implement the outreach plan:                             <ol style="list-style-type: none"> <li>A. Define what information BayCare Alliant would like to communicate.</li> <li>B. Define the goal for each outreach activity.</li> <li>C. Document the amount of outreach and education provided annually (i.e., Date, type of event, audience, estimated attendance and purpose/accomplishment.</li> </ol> </li> </ol>	<p>education, open house, outreach and education of professionals and providers).</p> <p><b>Year 2:</b>                      Document the number of outreach activities (e.g., presentations, printed materials, sponsorships, presence at community events, continuing education, open house, outreach and education of professionals and providers).</p> <p><b>Year 3:</b>                      Document the number of outreach activities (e.g., presentations, printed materials, sponsorships, presence at community events, continuing education, open house, outreach and education of professionals and providers).</p>	<p>BCHS resources (PR, Communications, Creative Services, etc.)</p>