



2014-16 Community Health Plan

Florida Hospital Zephyrhills conducted a Community Health Needs Assessment (CHNA) in 2013. With oversight by a community-inclusive Community Health Needs Assessment Committee, the Assessment looked at the health-related needs of our broad community as well as those of low-income, minority and underserved populationsⁱ. The Assessment includes both primary and secondary data.

The Community Needs Assessment Committee, hospital leadership and the hospital board reviewed the needs identified in the Assessment. Using the Priority Selection processes described in the Assessment, the Committee identified the following issues as those most important to the communities served by our hospital. The hospital Board approved the following priorities and the full Assessment.

1. Stroke Awareness
2. Heart Disease
3. High Prevalence of Uncontrolled Diabetes
4. Access To Care/Rate of Uninsured
5. Healthy Living/Obesity

With a particular focus on these priorities, the Committee helped Florida Hospital Zephyrhills develop this Community Health Plan (CHP) or “implementation strategyⁱⁱ.” The Plan lists targeted interventions and measurable outcome statements for each effort. Many of the interventions engage multiple community partners. The Plan was posted by May 15, 2014 at the same web location noted below.

Florida Hospital Zephyrhills’s fiscal year is January-December. For 2014, the Community Health Plan will be deployed beginning May 15, 2014 and evaluated at the end of the calendar year. In 2015 and beyond, the Plan will be implemented and evaluated annually for the 12-month period beginning January 1 and ending December 31. Evaluation results will be posted annually and attached to our IRS Form 990.

If you have questions regarding this Community Health Plan or Community Health Needs Assessment, please contact Cheryl Kennison, Community Benefit Manager, at cheryl.kennison@ahss.org.

ⁱ The full Community Health Needs Assessment can be found at www.floridahospital.com/zephyrhills under the Community Benefit heading.

ⁱⁱ It is important to note that this Community Health Plan does not include all Community Benefit activities. Those activities are noted on Schedule H of our Form 990.

Florida Hospital Zephyrhills

2014-2016 Community Health Plan

OUTCOME MEASUREMENTS

OUTCOME GOALS

CHNA Priority	Outcome Statement	Target Population	Strategies/Outputs	Outcome Metric	Current Year Baseline	Year 1 Outcome Goal - #	Year 1 Actual	Year 2 Outcome Goal - #	Year 2 Actual	Year 3 Outcome Goal - #	Year 3 Actual	Hospital \$	Matching \$	Comments
Stroke Awareness	Provide Community Outreach & Education to raise awareness of stroke prevention & treatment	Residents of East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Hold community lectures related to Stroke Awareness and Prevention	Number of community lectures held	5	5		6		7		In-kind Staff time		
		Residents of East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Hold community lectures related to Stroke Awareness and Prevention	Number of Attendees per class	10	10		12		14				
		Residents of East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Hold community lectures related to Stroke Awareness and Prevention	Percentage of attendees who report increased understanding of stroke prevention and awareness	75%	80%		85%		85%				
		Residents of East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Education through material distribution at health fairs and community events	Number stroke cards distributed at events	25	25		27		29				
	Increase Staff Education on Stroke Awareness	Employees at FHZ	Educate all employees on recognizing signs of stroke	Education through campus communication vehicles	0	>1 educational opportunities on Stroke Awareness		>2 educational opportunities on Stroke Awareness		>3 educational opportunities on Stroke Awareness				
		Employees at FHZ	Educate all employees on recognizing signs of stroke	Number of employee participants	0	100		300		300				

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		Employees at FHZ	Educate all employees on recognizing signs of stroke	Percentage of employee attendees who report enhanced understanding of stroke symptoms	0	80%		85%		90%				
Heart Disease	Provide Community Outreach & Education to raise awareness of heart disease prevention & treatment	Residents of East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Host annual community screening event with free screenings	Percent of attendees with hypertension and high cholesterol referred to physicians for follow-up care		10%		12%		15%		Staff and physician in-kind time, collateral materials and promotion		
		Residents of East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Hold community lectures related to heart disease	Number of community lectures related to heart disease held	4	4		5		5				
		Residents of East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Hold community lectures related to heart disease	Total number of attendees	10	10		12		14				
		Residents of East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Hold community lectures related to heart disease	Percentage of attendees who report a greater understanding of heart disease symptoms & prevention	75%	80%		85%		85%				
		Residents of East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Hold free screenings for cholesterol and hypertension	Number of screenings held	1	1		2		3				

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		Residents of East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Hold free screenings for cholesterol and hypertension	Total number of people screened	20	25		50		75				
		Residents of East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Offer monthly healthy heart nutrition class	Number of classes held	10	10		10		10				
		Residents of East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Offer monthly healthy heart nutrition class	Total number of attendees	5	5		7		10				
		Residents of East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Offer monthly healthy heart nutrition class	Percentage of attendees reporting an increased understanding of good nutrition	75%	80%		85%		85%				
		Residents of East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Smoking Cessation Program	Number of classes held	10	10		10		10				
		Residents of East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Smoking Cessation Program	Total number of attendees	5	5		7		10				
	Provide activities that promote heart healthy living.	Residents of East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Offer programming at campus that encourages walking and healthy living	Number of heart healthy walks and education workshops	0	1 quarterly walk (4/year)		1 quarterly walk with a workshop (4/year)		1 quarterly walk with a workshop (4/year)		Materials and promotion		

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		Residents of East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Offer programming at campus that encourages walking and healthy living	Number of participants in each walk/workshop	0	5		10		12				
High prevalence of diabetes and uncontrolled diabetes	Reduce A1c3 levels in uninsured people	Uninsured residents with diabetes in zip codes 33542, 33541 33540, 33525, 33523	Diabetes classes offered free of charge to uninsured individuals who meet established criteria	Number of classes held	0 classes	0 (Establish Program)		Ten 2-part series classes		Twelve 2-part series classes			DOH & ADA education materials	
		Uninsured residents with diabetes in zip codes 33542, 33541 33540, 33525, 33523	Diabetes classes offered free of charge to uninsured individuals who meet established criteria	Total number of attendees/year	0 attendees	0 (Establish Program)		10 attendees		15 attendees				
		Uninsured residents with diabetes in zip codes 33542, 33541 33540, 33525, 33523	Diabetes classes offered free of charge to uninsured individuals who meet established criteria	A1c3 levels to be reduced in percentage of patients as measured by beginning of class & 90 days post	0 attendees	0 (Establish Program)		50%		60%				
	Increase awareness and early detection of diabetes	Residents of East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Offer blood glucose screenings and participation in a diabetes risk assessment based on American Diabetes Association guidelines.	Number of blood glucose screenings opportunities offered annually.	0 screenings	1		2		3				

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		Residents of East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Offer blood glucose screenings and participation in a diabetes risk assessment based on American Diabetes Association guidelines.	Total number of people screened	0 screenings	25		50		75				
		Residents of East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Offer blood glucose screenings and participation in a diabetes risk assessment based on American Diabetes Association guidelines.	Total percentage of people with elevated blood sugars who are referred to a physician for follow-up	0 screenings	25%		30%		40%				
	Provide support, education and community outreach for people with diabetes	Residents affected by diabetes in East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Offer monthly diabetes support group	Number of support groups held	10	10		10		10				
		Residents affected by diabetes in East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Offer monthly diabetes support group	Total number of people who register for the support groups	20	20		25		30				

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		Residents affected by diabetes in East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Offer monthly diabetes support group	Percentage of attendees who report a greater understanding of diabetes management skills	75%	80%		85%		85%				
Access to health care/rate of uninsured	Increase number of patients with some type of medical insurance	Uninsured Residents of East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Refer patients to Enrollment Navigators	Number of patient referred through admissions/registration in the ED	0	25		50		75				
	Explore the feasibility of a partnership/agreement/referral process from the hospital to the Premier FQHC for patients needing follow-up care at discharge	Uninsured Residents of East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Work with Premier on possible contractual agreement	Decide whether or not a project/process should/can be developed	0	Research Feasibility		N/A		N/A				
	Increase patient referrals to Premier FQHC	Uninsured Residents of East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Provide Premier brochure/information for Level 1 self-pay ED patients	Number of ED referrals	0	25		50		75				
		Uninsured Residents of East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Provide Premier brochure/information for self-pay inpatient discharges	Number of inpatient referrals	0	25		50		75				

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	Partner with Zephyrhills School System to provide physicals to students	Residents in East Pasco County in zip codes 33542, 33541, 33540	Offer free Back-to-school physicals	# of physicals provided	75	75		75		75				
	Increase availability of primary care	Uninsured Residents of East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Establish three additional primary care practices in market	Total number of primary care physicians in market		5 (1 additional PCP)		6 (1 additional PCP)		7 (1 additional PCP)				
Healthy Living / Obesity	Provide Community Health Outreach through Creation Health	Residents in East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Offer classes on healthy living utilizing Creation Health programming	Total classes offered	3	3		3		3				
		Residents in East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Offer classes on healthy living utilizing Creation Health programming	Total number of attendees	12	12		15		17				
		Residents in East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Offer classes on healthy living utilizing Creation Health programming	Percentage of attendees who report enhanced learning on healthy lifestyles	75%	80%		85%		85%				
		Residents in East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Promote healthy eating choices utilizing Creation Health programming	Distribution of Creation Health Student Guide to local students	70	70		70		70				
		Residents in East Pasco County in zip codes 33542, 33541 33540, 33525, 33523	Promote healthy eating choices utilizing Creation Health programming	Number of community events where Creation Health educational materials distributed	20	20		22		24				