

Straub Clinic and Hospital Implementation Strategy Plan

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1 Introduction

Straub Clinic and Hospital is pleased to share their Implementation Strategy Plan, which follows the development of the June 2013 Community Health Needs Assessment (CHNA). In accordance with requirements in the Affordable Care Act and IRS 990 Schedule H requirements, this Plan was approved by the Board of Directors for Straub Clinic and Hospital and Hawaii Pacific Health on July 8, 2013.

2 Community Served by Straub Clinic and Hospital

Straub Clinic and Hospital serves the health needs of Hawaii residents.

In 2011, Hawaii had a population of 1,374,810. Hawaii's population is slightly older than the rest of the country, with a median age of 38.5 (compared to 37.3 for the U.S.). Children under 18 make up only 22.1% of the state's population, while 23.7% of the total U.S. population is under 18.¹ As measured by the decennial Census, the population density in the state is much higher than the U.S. overall.²

The population reporting a race of White only makes up 25.0% of the population, compared to 74.1% in the U.S., almost three times greater. Black/African American, Hispanic/Latino, and Other race/ethnic groups are also much smaller than the U.S. overall. The largest single race group in Hawaii is Asian; the majority of which identifies as Filipino or Japanese. Hawaii also has much larger Native Hawaiian/Other Pacific Islander and multiracial populations than the rest of the country. Native Hawaiians make up the largest share of the Native Hawaiian/Other Pacific Islander single race group.¹

Income in Hawaii overall is high, with a median income of \$28,882 in 2006-2010, compared to the U.S.'s \$27,334. Hawaii also has a smaller population living in poverty compared to the U.S., at 9.6% vs. 13.8%. However, some race/ethnic groups are more affected by poverty: the American Indian/Alaska Native and Native Hawaiian/Other Pacific Islander populations have the highest poverty rates; the two least impoverished groups are Asian and Black or African American. It is also important to note that federal definitions of poverty are not geographically adjusted so the data may not adequately reflect the proportion of Hawaii residents who struggle financially due to the high cost of living in the state.³

Hawaii is well educated compared to the rest of the nation, whether measured by the proportion of residents ages 25 and over with at least a high school degree or by those with at least a bachelor's degree.³

Health Resources and Services Administration (HRSA), a federal agency of the U.S. Department of Health and Human Services, has designated the majority of the State of Hawaii as either being a Medically Underserved Area or as having Medically Underserved Populations. Such designations indicate many Hawaii residents encounter provider shortages and/or economic, cultural, and linguistic barriers when trying to access primary medical care services.

¹ U.S. Census Bureau, American Community Survey, 2011 Estimates

² U.S. Census Bureau, 2010 Census

³ U.S. Census Bureau, American Community Survey, 2006-2010 Estimates

3 Community Benefit Planning Process

3.1 HAH Advisory Committee and Development of CHNA

The state of Hawaii is unique in that all of its community hospitals and hospital systems joined efforts to fulfill new requirements under the Affordable Care Act, which the IRS developed guidelines to implement. The Healthcare Association of Hawaii (HAH) led this collaboration to conduct state- and county-wide assessments for its members.

Twenty-six Hawaii hospitals, including Straub Clinic and Hospital, participated in the CHNA project. The CHNA process has been informed by hospital leaders and other key stakeholders from the community who constitute the Advisory Committee. A statewide CHNA was one of the outcomes of the collaborative CHNA process. <http://www.straubhealth.org/docs/straub-chna.pdf>

3.2 Straub Clinic and Hospital Community Benefit Team

Straub Clinic and Hospital established an internal community benefit team composed of nine staff members to develop the Implementation Strategy and support the hospital's community health improvement plans. The team consists of:

- Chief Executive Officer
- Chief Medical Officer
- Director of Quality & Safety
- Manager of Health Management
- Director of Risk Management
- Director of Financial Planning
- Director of Business Operations
- Vice President of Operations/Chief Nurse Executive
- Vice President of Clinic Operations

This newly formed team's goal is to continue to refine and expand the impact of the hospital's community benefit activities. The Community Benefit team has access to and a reporting relationship with the Straub Clinic and Hospital and Hawaii Pacific Health Boards of Directors.

Straub Clinic and Hospital contracted with Healthy Communities Institute to work with the hospital community benefit team to develop the Implementation Strategy.

3.3 Areas of Need

The CHNA identified 20 topic areas of need in the State of Hawaii. The needs assessment looked at health broadly and considered a wide array of health and quality of life data.

Access to Health Services	Exercise, Nutrition, & Weight	Mental Health & Mental
Cancer	Family Planning	Disorders
Diabetes	Heart Disease & Stroke	Older Adults & Aging
Disabilities	Immunizations & Infectious	Oral Health
Economy	Diseases	Respiratory Diseases
Education	Injury Prevention & Safety	Social Environment
Environment	Maternal, Fetal & Infant	Substance Abuse & Lifestyle
	Health	Transportation

3.4 Priorities

On March 6, 2013, the Straub Clinic and Hospital community benefit team used the Nominal Group Planning Process, facilitated by Healthy Communities Institute, to prioritize the identified needs from the assessment. Two priorities were selected and are the focus of the three-year Implementation Strategy:

1. Access to Health Services
2. Heart Disease and Stroke

The group used the following criteria for selecting priorities:

- Magnitude/Severity of problem
- Opportunity to intervene at prevention level
- Alignment with Straub Clinic and Hospital's mission/strengths/programs
- Opportunity for partnership
- Solution could impact multiple problems
- Feasibility of change
- Importance of problem to community

3.4.1 Validation of Priorities

Straub Clinic and Hospital shared and obtained feedback on the selected priorities through interviews, conducted by HCI, with two key public health stakeholders: Hawaii Department of Health Director Loretta Fuddy, and Senator Suzanne Chun Oakland.

3.4.2 CHNA Areas of Need not Addressed

The following areas of need identified from the CHNA will not be addressed in this Implementation Strategy Plan.

Cancer	Family Planning	Older Adults & Aging
Diabetes	Immunizations & Infectious	Oral Health
Disabilities	Diseases	Respiratory Diseases
Economy	Injury Prevention & Safety	Social Environment
Education	Maternal, Fetal & Infant Health	Substance Abuse &
Environment	Mental Health & Mental	Lifestyle
Exercise, Nutrition &	Disorders	Transportation
Weight		

These needs were not selected because they are beyond Straub Clinic and Hospital's current community benefit resources and/or expertise.

It is expected that the priorities that were selected will incorporate activities that have impact on multiple topic areas, including Cancer, Diabetes, Exercise, Nutrition, and Weight, and Respiratory Disease.

4 Implementation Strategy

4.1 Strategy 1: Increase access to screening for heart disease and stroke risk factors

Priority Area: Heart Disease and Stroke

Goal: Increase access to and availability of screening tests for heart disease and chronic disease risk factors for all residents, including residents from low socio-economic status (SES) geographies.

Activities

- Valentine in Paradise: This free annual event provides heart disease education, screening, and follow-up recommendations for attendees. Physician consultations are offered on site.
- A'ha Kane Health Screening: The A'ha Kane conference, an annual Native Hawaiian men's health conference, is produced by Ke' Ola Mamo, in partnership with the Department of Hawaiian Affairs, and Straub Clinic and Hospital provides heart disease, stroke, and diabetes screening and risk factor education for participants.
- American Heart Association Heart Walk Screening: This annual event is held in partnership with the American Heart Association and provides heart disease, stroke, and diabetes screening and risk factor education for men and women. Cardiologist consultations are offered on site through the "Ask a Doc" service.
- Pacific Business News: Women Who Mean Business Screening: This annual event provides heart disease, stroke, and diabetes screening and risk factor education for women.
- Hawaii Pacific Health Women's 10k Race: This annual running and walking event provides screening for heart health to participants and the community. Physician consultations are offered on site.

4.2 Strategy 2: Increase community health education opportunities on heart disease and stroke prevention

Priority Area: Heart Disease and Stroke

Goal: Increase opportunities for the community to learn about heart health and make positive changes to their lifestyle patterns and choices.

Activities

- Nutritional Counseling Program for Healthy Local Diet: In partnership with local community health centers, dieticians provide education on local adaptations of the USDA healthy diet program, MyPlate, twice a year. Dietician provides education and materials on nutrition, based on the MyPlate healthy local diet program in partnership with Senior Community Centers.
- Hawaii Pacific Health Women's 10k Race: This annual running and walking event distributes heart health and wellness education materials to participants and the community.
- American Heart Association Heart Walk: This event provides education and wellness materials, including information on the MyPlate healthy local diet program.

- Valentine in Paradise: This free annual event provides heart disease education and wellness materials focused on women.

4.3 Strategy 3: Increase access to and availability of specialty medical care for underserved populations and neighbor islands

Priority Area: *Access to Health Services*

Goal: Increase access to and availability of quality specialty medical care through visiting specialty physicians program, especially for residents in medically underserved neighbor islands areas and those from low socio-economic status (SES) geographies.

Activities

- Straub Burn Center: Straub Clinic and Hospital operates the only statewide multidisciplinary burn treatment center for all residents.
- Straub Clinic and Hospital provides specialty care throughout the State of Hawaii by regularly sending:
 - Physicians specializing in oncology to serve residents of Maui Island.
 - Physicians with specialties across eight practice areas to serve residents of Kona and Hilo on Hawaii Island. Residents would not have access to these areas of specialized care outside of this program.
 - Cardiology
 - Ear, Nose, and Throat
 - Endocrinology
 - Electrophysiology
 - Gastroenterology
 - Nephrology
 - Rheumatology
 - Urology
 - Physicians with specialties across four practice areas to serve residents of Kauai Island. Residents would not have access to these areas of specialized care outside of this program, which is a partnership with Kauai Medical Clinic:
 - Endocrinology
 - Oncology
 - Neurosurgery
 - Vascular Surgery

4.4 Strategy 4: Provide specialty medical services, health screening, and wellness education for Lanai Island residents

Priority Area: *Access to Health Services; Heart Disease and Stroke*

Goal: Increase availability of health services and wellness education for Lanai Island residents, a medically underserved population.

Activities

- Straub Clinic and Hospital physicians specializing in nephrology are regularly sent to serve residents of Lanai Island.
- Straub Clinic & Hospital operates the only pharmacy in Lanai.
- Lanai Health Fairs

- These events offer residents health and wellness education and screening opportunities. The health fairs are produced in partnership with Lanai Federally Qualified Health Centers, State Consortium of Hospitals, Hawaii Health Systems Corporation, Native Hawaiian Health Systems, and local employers.

4.5 Strategy 5: Provide community health education on prevention, self-treatment, and wellness

Priority Area: *Access to Health Services*

Goal: Increase opportunities for low-income, low health literacy residents to learn about prevention, wellness, and self-treatment for minor injuries.

Activity

- Health care professionals to provide education on wound care and hygiene in low-income Micronesian neighborhoods in Honolulu.

4.6 Strategy 6: Increase capacity for Native Hawaiian women to access cancer treatments and medical care

Priority Area: *Access to Health Services*

Goal: Provide knowledge and skills needed to navigate the medical system for cancer-related healthcare to Native Hawaiian women who can then provide cancer health services navigation assistance for peers in the Native Hawaiian community.

Activity

- Cancer Navigator: This program provides Native Hawaiian women with one-on-one training in navigating cancer and health care resources. Participants then have the knowledge and capacity to support other Native Hawaiian women in need of cancer treatment and services. This service is delivered in partnership with Hale Kai.

4.7 Strategy 7: Evaluate community benefit activities and assess new opportunities for community health improvement

Priority Area: *Access to Health Services; Heart Disease and Stroke*

Goal: Refine the implementation strategy through the exploration of new programs, enhancements to current programs, and new partnerships that can expand the impact of Straub Clinic and Hospital's community health improvement efforts.

Activities

Straub Clinic and Hospital plans to evaluate current community benefit programs and explore new program opportunities and partnerships that:

- Align with at least one of Straub Clinic and Hospital's selected priorities of Access to Health Services and Heart Disease & Stroke.
- Are evidence-based or evidence-informed approaches to improving health in the community.