



MEMORIAL HOSPITAL



Community Health Needs Assessment

2012

TABLE OF CONTENTS

Executive Summary	2
Mission and Vision Statements	4
Organizational Commitment	5
Introduction of Services	6
Community Description	9
Community Health Needs Assessment And Data Collection Methodology	10
Formulating Goals and Strategies	14
Community Health Plan Worksheet: Chronic Diseases	17
Strategic Action Plans	18
APPENDIX	26

Executive Summary

Protestant Memorial Medical Center, Inc. d/b/a Memorial Hospital and Memorial Care Center is a not-for-profit locally-owned and governed community resource located in St. Clair County, Illinois. Memorial Hospital opened in 1958, but its early roots date back to the 1920's with the growing conviction among Belleville physicians and others that the city needed an additional hospital. The Depression put the original hospital building plans on hold. However, they were restored some years later with renewed enthusiasm and support.

Memorial Care Center was acquired in 1964 making it the first St. Clair County extended care facility owned and operated by a hospital.

Memorial's primary service area is St. Clair County with a population of 270,056 (2010 Census). The secondary service area includes Madison, Clinton, Monroe, and Randolph Counties. Total population in the primary and secondary service areas is 643,533 (2010 Census).

Memorial Hospital with its 316-beds and Memorial Care Center with 84-beds employs over 2,400 people.

2011 Statistics

Hospital Inpatient Admissions	16,404
Memorial Care Center Admissions	896
Emergency Department Visits	61,940
Outpatient Department Visits	316,773

Memorial is recognized as a MAGNET facility by the American Nurse Credentialing Center – the highest recognition in nursing. Only six percent of hospitals nationwide have achieved this designation and Memorial is the only Illinois hospital south of Springfield to achieve this honor.

HealthGrades, an independent health rating organization, recently designated Memorial as a 2012 Distinguished Hospital for Clinical Excellence placing it among 263 top-performing hospitals in the country. Memorial also received these other designations from HealthGrades:

- Critical Care Excellence Award – ranked among the Top 5% in the Nation and among the Top 100 Hospitals nationwide for two consecutive years (2012-2013)
- Top 10% in the Nation for Cardiology Services (2013)
- Pulmonary Care Excellence Award – ranked among the Top 10% in the Nation for Overall Pulmonary Services for two consecutive years (2012-2013)
- Five-Star Rated for Treatment of Heart Failure for three consecutive years (2011-2013)
- Five-Star Rated for Treatment of Stroke for two consecutive years (2012-2013)
- Emergency Medicine Excellence Award for two consecutive years (2011-2012)
- Cardiac Surgery Excellence Award placing them in the top 10% in the nation for cardiac surgery (2011).

Memorial also received recognition from JD Power and Associates for Outstanding Patient Experience in Inpatient and Cardiovascular Services (2011).

Memorial Hospital is the leading healthcare provider in St. Clair and surrounding counties. Memorial's commitment to the healthcare needs of the communities resulted in over \$40.2 million in community benefit in 2011. Included in this total is \$20.5 million in unpaid costs for providing care to Medicaid and Medicare patients, \$15.8 million in bad debts and \$2.4 million in charity care for members of our communities who are unable to afford medical services.

Beginning in the spring of 2010, Memorial, in cooperation with the St. Clair County Health Department and other local agencies participated in a 12-month community health assessment and planning process which included the following elements:

- A community organizational capacity assessment
- A community health needs assessment
- A community health plan and implementation strategy

Conclusion

The priority health issues identified for St. Clair County residents through the Community Health Needs Assessment process and adopted as strategic initiatives by Memorial Hospital's Board of Directors were:

1. Lung Cancer
2. Chronic Obstructive Pulmonary Disease (COPD)
3. Diabetes
4. Cardiovascular Disease

The assessment process provided renewed partnerships and the use of innovative tools for multi-organizational strategic alignment.

Memorial's ongoing commitment includes establishment of a Community Benefit Steering Committee to provide oversight for its community benefit activities. Composition of this group would include community members along with staff from Memorial.

Reviewed by Administrative Leadership Team: 12/7/2012

Adopted by the Protestant Memorial Medical Center, Inc.
Board of Directors: 12/18/12

MISSION

Memorial Hospital's mission is to ***provide exceptional healthcare and compassionate service.***

VISION

Memorial, in partnership with its medical staff, employees, volunteers and the community, is committed to being the healthcare provider of choice by:

- Delivering extraordinary clinical care and compassionate service to patients - every day
- Continually identifying performance improvement opportunities
- Expanding services based on community need and enhancing accessibility to care
- Providing physical facilities and acquiring the advanced technology to exceed patient and physician expectations
- Being the employer of choice; continuing to recruit and retain staff committed to providing service excellence to patients, visitors and co-workers

ORGANIZATIONAL COMMITMENT

As an organization, Memorial has long recognized that the healthcare needs of the community can best be served by offering a wide spectrum of services in a variety of convenient settings.

Memorial's Administrative Leadership Team comprised of President and CEO Mark J. Turner, along with the chief operating officer, vice presidents, chief information officer and chief marketing/development officer ensures that necessary resources are available to assess, create and implement initiatives to meet community needs and works with community partners to bridge the gap in responding to identified unmet health needs.

In addition, the Administrative Leadership Team developed a Medical Student Grant program to financially assist medical students with the goal of increasing the number of physicians practicing in Memorial's service area. Currently, there are seven students utilizing this Grant program.

The Hospital Board of Directors reviews and approves the Community Benefit Report and Plan as well as regularly reviews progress on implementation of the plan.

Hospital Management Team, along with staff from throughout the organization is involved in programming designed to improve the health of the community. Memorial also partners with area high schools, colleges and universities to provide education and training opportunities for students pursuing healthcare careers.

INTRODUCTION

For more than 54 years, Memorial has responded to the healthcare needs of the community by providing a broad spectrum of programs and services including:

- **Breast Health Center of Excellence** as recognized by the American College of Radiology (2010) is a specialized mammography unit featuring state-of-the-art, low-dose mammography equipment, stereotactic-guided breast biopsies, ultrasound guided breast biopsies, and bone density testing. It is a certified MammoPad facility – offering women ‘high-tech, soft-touch’ mammography. A Breast Health Nurse Navigator to provide support and assistance to women who have been diagnosed with breast cancer/disease.
- **Healthy Direction** a mobile unit purchased by Memorial Foundation, Inc. and Auxiliary to provide digital screening mammograms throughout the communities served by Memorial.
- **Emergency Department** with over 60,000 annual visits. With physicians employed by CEP America, Memorial’s Emergency Department now utilizes Rapid Medical Evaluation (RME), a proven method that improves throughput and patient satisfaction.
- **Chest Pain Center**, accredited by the Society of Chest Pain Centers.
- **Emergency Medical Service (EMS) Resource/RHCC Hospital** for Illinois Department of Public Health Region 4.
- **The Sleep Disorders Centers** are accredited by the American Academy of Sleep Medicine.
- **The Heart and Vascular Center of Excellence** features a state-of-the-art cardiac catheterization and vascular laboratory along with a team of dedicated physicians and staff dedicated to quality outcomes.
- **Heart Failure Clinic**, an outpatient clinic which provides patient education on how to manage heart failure, risk factors and monitor therapy compliance.
- **GI/Endoscopy Lab**, expanded in 2006 provides physicians, patients and their families with increased comfort and efficiency.
- **Senior Care**, an outpatient program designed to renew quality of life for adults age 60 and older who struggle with depression and anxiety issues.
- **Magnetic Resonance Imaging** offering the 3 Tesla system and an open unit featuring the Ambient experience. Memorial’s MRI Center is accredited by the American College of Radiology (ACR).

- **PACS (Picture Archiving and Communications Systems)**, state-of-the-art imaging technology allowing physicians to view images from hospital workstations, their offices and home.
- **Outpatient and Diagnostic Treatment Services** to meet patients' needs for convenient services.
- **Palliative Care Program** designed to provide the best quality of life possible for terminally-ill patients and their families.
- **The Center for Diabetes Education**, an outpatient diabetes education program that has earned the American Diabetes Association (ADA) Education Recognition Certificate.
- **Memorial Home Care** service for homebound patients or patients making the transition from hospital to home.
- **Health promotions and community education/screening programs** offer the community with opportunities to learn about various diseases, risks and prevention.
- **Memorial Care Center**, an 84-bed short-term post-acute rehabilitation facility.
- **Belleville Health and Sports Center**, where a wide array of fitness and exercise programs are offered.
- **YMCA**, an affiliation between Memorial Hospital and the YMCA of Southwest Illinois allows both institutions to provide a variety of additional wellness programs to individuals and businesses of the community by being able to utilize facilities and the expertise of combined personnel. Southwest Illinois Health Ventures jointly owns the YMCA facility on Seven Hills Road in O'Fallon.
- **The Memorial/St. Elizabeth's Cancer Treatment Center** provides the latest cancer treatment service using the most advanced technology available through a partnership between Memorial and St. Elizabeth's hospitals. Located in Swansea, the Center is the only comprehensive cancer facility in Southwestern Illinois conveniently providing outpatient cancer services under one roof.
- **Southern Illinois P.E.T. Imaging Center** in Swansea, a joint venture between Memorial and St. Elizabeth's hospitals. The Positive Emission Tomography (P.E.T.) scanner provides images to detect and evaluate cancer, detect heart disease and diagnose specific neurological disorders.
- **Memorial Healthcare Centers** in O'Fallon provides close-to-home access to Memorial's services. Memorial Healthcare Centers provide x-ray, lab draws and physical therapy services.
- **The Center for Orthopedic and Neurosciences**, located on Memorial Hospital's Belleville campus, opened in December, 2011. The 85,000 square foot facility includes physician offices for orthopedic, neurosurgery, pain management, sports medicine, physical, occupational, speech

and hand therapy. A full range of physical therapy equipment and aquatic therapy also is located in the Center, as well as, an open MRI.

Community Description

Considered part of the greater St. Louis metropolitan area, Memorial is located in St. Clair County, Illinois – largely an urban community. The 2010 census reported that 89% of the population lived in urban areas with 11% in rural areas.

Overall population for St. Clair County is 270,056 (2010 Census) with 48% male and 52% female. St. Clair County covers 664 square miles and is located directly across the Mississippi River from St. Louis, Missouri.

On average, 386 people live within each square mile of the county. In 2000, there were 256,082 people living in the county within 96,810 households (an average of 2.6 people in each household) but by 2010 the population had increased to 270,056 – a 5.5% increase).

The greatest concentrations of people throughout the county are found in Belleville, Fairview Heights, and O'Fallon and the northwestern urbanized sections of the county - East St. Louis and Cahokia. O'Fallon is among the fastest growing cities in Southern Illinois at 29%. Shiloh, Mascoutah and Swansea also have seen substantial population growth. According to the 2010 Census, Belleville and East St. Louis changed places in regard to population standing. Belleville increased by 2.9 percent to 42,705, while East St. Louis decreased by 25.8% to 40,944. (SEE ADDENDUM – St. Clair County Demographics, page 26)

St. Clair County is largely an urban community. The 2000 census reported that 87.5% of the population resided in urban areas, while 12.5% lived in rural communities. Additional land use development over the last several years had lead to the conversion of farmland to more urban uses. In 2012, the percent shift of urban verses rural residents was reported as 89% and 11% respectively.

Since the 1980s, St. Clair County has been characterized by similar population trends that impacted virtually every urban county location within a large metropolitan area. The County's population became somewhat more diverse despite the fact that the percentage of white residents remained relatively stable. Increasing populations of Native American, Asian and individuals of Spanish origin, which offset population declines among white and black residents, served to increase the cultural and ethnic diversity of the County.

The percentage of households in St. Clair County which were living in traditional families declined over most all sectors of the County with the largest declines seen in the fastest growing communities such as Fairview Heights, Swansea, Shiloh and O'Fallon.

Community Health Needs Assessment and Data Collection Methodology

Memorial Hospital, along with other members of the St. Clair County Health Care Commission, initiated a community health needs assessment and planning process in spring 2010 using a model known as MAPP (Mobilizing for Action through Planning and Partnership). The MAPP model was developed by the National Association of County and City Health Officials in 2004. In 2006, the Commission selected and used MAPP as an effective approach to addressing the essential elements of the Commission's mission to collaboratively improve the health of the citizens of St. Clair County.

The MAPP process encompasses a Community Health Needs Assessment and Community Health Intervention Plan that is in accordance with the applicable requirements of the Illinois Department of Public Health (Title LXXVII, Public Health, Chapter I, Department of Public Health, Subchapter H, Local Health Departments, Part 600, certified Local Health Department Code) for conducting local community health needs assessment. The MAPP model is also being utilized to address Section 9007 of the Patient Protection and Affordable Care Act which requires non-profit hospitals to: (1) conduct a community health needs assessment at least every three years and (2) adopt an implementation strategy to meet the community health needs identified by the assessment. The community health needs assessment must include input from persons who represent the broad interests of the community served by the hospital facility.

MAPP is comprised of six phases and four different assessments (**Figure 1**). Staff from Memorial Hospital, as well as other members of the Health Care Commission, formed four MAPP Leadership and Assessment Teams began their assessment efforts after receiving appropriate training.

The initial aim of each MAPP assessments is:

The **Community Health Status Assessment** collects and analyzes health data and describes health trends, risk factors, health behaviors and issues of special concern.

The **Community Themes and Strengths Assessment** uses participants to make a list of issues of importance to the community, identify community assets and outline quality of life concerns.

The **Forces of Change Assessment** identifies local health, social, environmental or economic trends that affect the community or public health system.

The **Local Public Health System Assessment** measures the local public health system's ability to conduct essential public health services.

Figure 1: The MAPP Model



Between May 2010 and July 2011, the Assessment Leadership Teams completed the following steps as part of the overall needs assessment and planning process:

1. Develop a MAPP timeline for St. Clair County.

2. Review the mission, vision and values of the Health Care Commission
3. Recruit Commission members to serve as a MAPP Leadership and Assessment Team
4. Provide follow-up training and coordination to the MAPP Leadership and Assessment Team.
5. Conduct the four MAPP assessments and report relevant findings (Phase Three)
6. Convene a partnership forum to prioritize and establish strategic health issues.
7. Conduct workshops for health problem analysis and planning

The four MAPP assessment teams conducted a comprehensive assessment of the entire population through the use of community surveys, a review of population trends, health outcomes and behaviors over the last 5 years. Secondary assessments occurred among key informants and focus groups for select segments of the population represented by participating health and human service organizations (i.e. the homebound elderly, persons with disabilities, senior citizens, residents of county housing authorities, the faith community, health advocacy groups, medically managed individuals and those persons with serious mental illness). The results of the assessment and planning process are described under the separate headings for the following areas:

- 1. Demographic and Socioeconomic Factors**
- 2. General Health Indicators and the Needs of the Community**
- 3. Communities Served by Memorial Hospital**
- 4. Hospital Resources and Services**
- 5. Identifying Strategic Issues**
- 6. Formulating Goals and Strategies**
- 7. The Action Cycle**

Since 1991, the collaborative partnership known as the St. Clair County Healthcare Commission has conducted numerous community health assessments, planning projects and annual forums. Memorial Hospital has been and continues to be an active member of the Commission in working to expand services to meet the identified needs of the community.

Healthcare Commission Members and Affiliates (1991-2011)

- American Heart Association
- American Lung Association
- Area Agency on Aging
- Asthma Coalition for the Greater St. Louis Metro East Area
- East Side Health District
- March of Dimes
- McKendree University
- Memorial Hospital
- Pioneering Healthier Communities
- Programs and Services Persons
- Regional Office of Education
- Scott Air Force Base Health and Wellness Center
- St. Clair County Health Department
- St. Clair County Medical Society
- St. Clair County Mental Health Board
- St. Clair County Office on Aging
- St. Clair County Youth Coalition
- St. Elizabeth's Hospital
- Southwestern Illinois Coalition Against Tobacco
- Southern IL Healthcare Foundation
- Southern Illinois University, School of Nursing
- Southwest Illinois HIV/AIDS Coalition
- Touchette Regional Hospital
- Willard C. Scrivner, MD Public Health Foundation
- YMCA of Southwest Illinois

Priority Issues Emerging from the MAPP Assessments

Community Health Status Assessment

1. Safety Awareness and Injury Prevention (Unintentional and Intentional Injuries)
2. Behavioral Health (Suicide, Substance Abuse, Mental Disorders, Quality of Life)
- 3. Respiratory Health (Lung Cancer, COPDs)**
- 4. Cardiovascular Disease and Diabetes**
5. Maternal and Child Health (IMR, Teen Pregnancy, Sexually Transmitted Infections)

Community Themes and Strengths Assessment (Quality of Life)

1. Economic concerns – lack of jobs, and jobs that provide adequate wages and benefits.
2. Transportation concerns- lack of public transportation, and affordable transportation for people with limited economic means
3. Safety concerns- worries about crime with special concern for children. Traffic safety and lack of sidewalks also cited as a concern
4. Food Access – an issue new on this survey, the fourth most cited concern. Likely compounded by economic and transportation concerns.
5. Tolerance /Community Involvement – similar to the 2006 survey, this remained a top concern even though scores showed some improvement since the last survey.
6. Lack of recreational opportunities and activities that are affordable and meet the diverse needs of St. Clair County residents.

Forces of Change Assessment

1. The need for full employment with jobs that provided a liveable wage.
2. The need for a strong and effective educational system that helps young people develop essential skills in literacy and problem solving, working with others and other life skills in preparation for becoming healthy and productive members of society.
3. The need for a health care system that provides insurance coverage for all persons and is genuinely accessible by eliminating cultural, geographical, or system barriers.
4. The need to reduce violence of all types (domestic, child-abuse, and criminal) through both prevention and intervention measures.
5. The need for creating a health-enabling environment through development and redevelopment of our transportation system, establishment of communities where it is safe to walk, improving access to parks and recreation facilities and through pollution prevention measures.

Local Public Health System Assessment

1. **Workforce assessment** -projecting the optimal numbers and types of personnel and the formulation of plans to address identified workforce shortfalls or gaps.
2. **Continuing Education** - providing the public health workforce, faculty, and students with opportunities for relevant interaction and learning.
3. **Profiling the Health of the Community** - developing a common set of measures to prioritize the health issues, allocate and align resources, and to monitor population-based health status improvement over time.
4. **Evaluation of Health improvement** - establishment of performance criteria to evaluate specific indicators for population-based services and, personal health services and collect data to assess program effectiveness and to allocate resources.
5. **Health Communication** -development of communications strategies to build awareness of the priority public health issues and to align strategic goals of local partners.

St. Clair County Health Department hosted a conference in April 2011 in which 70 participants representing 32 community groups and organizations met to review results of the MAPP assessments and forum participant poll. Based on the feedback received from this conference in which a broad cross-section of community interests was represented as well as discussion by Memorial's Community Health Needs Assessment Committee, Memorial identified its area of focus as Chronic Diseases as they relate to:

- Lung Cancer
- Chronic Obstructive Pulmonary Disease (COPD)
- Diabetes
- Cardiovascular Disease

Formulating Goals and Strategies

Over 130 million Americans live with one or more chronic diseases and 75% of the nation’s total medical costs go to treating people with those conditions. About half of the deaths associated with chronic disease can be attributed largely to preventable behaviors – such as poor diet and physical inactivity. St. Clair County has mirrored the national trend over the last 20 years and has increased efforts to address these behaviors with a focus on these growing healthcare concerns. The table below shows combined Premature Mortality Rates (<65 years of age) for leading chronic disease in St. Clair County.

Premature Mortality Rates for Leading Chronic Disease Conditions in St. Clair County	
Cardiovascular Disease	74.5
Chronic Obstructive Pulmonary Disease	11.0
Diabetes	16.7
Lung Cancer	22.1
Rates are calculated per 100,000 population. Source: CDC Wonder	

General Health Indicators and the Needs of the Community

A review of general health and access to care indicators was conducted using the State of Illinois IPLAN Data System, as well as information from Hospital Discharge Data, CDC Wonder Mortality Data and the University of Wisconsin County Health Rankings Report to determine significant health issues for the general population of St. Clair County. Figures 2-3 and Table 3 highlight the more significant findings of general mortality and morbidity measures.

Figure 2: Leading Causes of Years of Potential Life Lost (before age 64) to St. Clair County Residents during the Years 2004-07

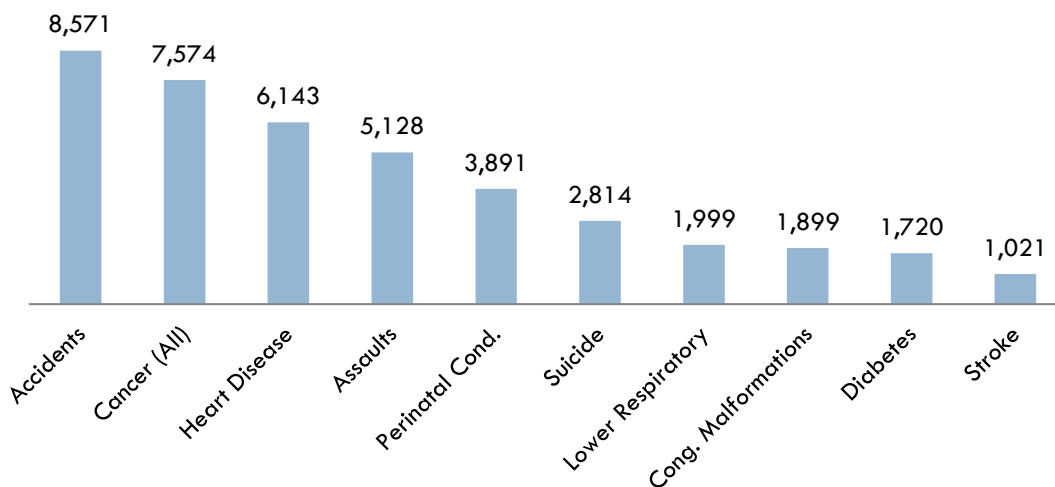


Figure 3: Cost of Leading Causes of Hospitalizations to St. Clair County Residents (<75) during the Years 2004-07

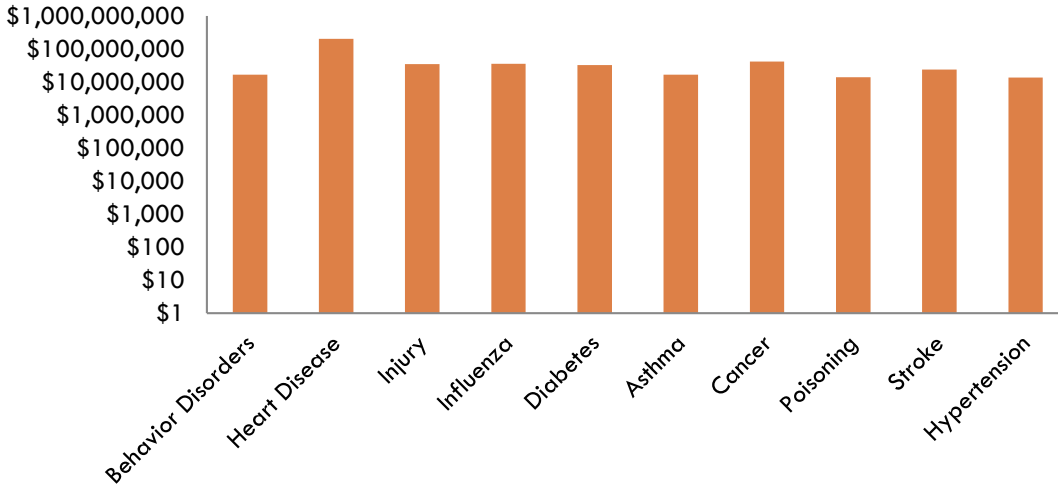


Table 3 – Leading Causes of Premature Mortality and Hospitalizations for St. Clair County Residents (<65 Years)

2004-07 Premature Death Rate (per 100,000 pop.)	Frequency of Hospitalizations (2004-07)
1. Heart Disease (97.1)	1. Behavioral Disorders (14,724 discharges)
2. Accidents (31.3)	2. Heart Disease (6,956)
3. Lung Cancer (25.8)	3. Injury (1,822)
4. Diabetes (25.2)	4. Influenza (1,818)
5. COPDs (24.7)	5. Diabetes (1,726)
6. Colon Cancer (19.2)	6. Asthma (1,335)
7. Homicide (15.0)	7. Cancer (1,259)
8. Stroke (13.2)	8. Poisoning (1,226)
9. Suicide (10.6)	9. Stroke (1,099)
10. Hypertension (2.0)	10. Hypertension (771)

Source: CDC Wonder

Source: IDPH Hospital Discharge Data

General health comparisons for St. Clair County using the University of Wisconsin County Health Rankings Report¹ released in 2011 show that St. Clair County ranks –

1. **94 out of 102** Illinois counties for health outcomes such as premature mortality, poor physical health, poor mental health.
2. **101 out of 102** Illinois counties for health behaviors such as tobacco use, excessive drinking, teen pregnancy, obesity and motor vehicle crash death rate.
3. **25 out of 102** Illinois counties for clinical care such as uninsured adults, primary care physicians, preventable hospital stays, diabetic and mammography screenings.
4. **99 out of 102** Illinois counties for social and economic factors such high school and college graduation rates, unemployment, children in poverty, inadequate social support and violent crime rate.
5. **64 out of 102** Illinois counties for physical environment factors such as air pollution ozone days, access to healthy food and access to recreational facilities (University of Wisconsin Population Health Institute, 2011).

¹The County Health Rankings, commissioned by the Robert Wood Johnson Foundation are based on a model of population health that emphasizes the many factors that, if improved, can help make communities healthier places to live, learn, work and play.

Community Health Plan Worksheet: Chronic Diseases

<p>Description of the health problem(s), risk factors and contributing factors:</p> <p>The 2003-07 premature mortality rate per 100,000 populations for select chronic diseases such as Lung Cancer (42.6), Chronic Obstructive Pulmonary Disease (24.7), Heart Disease (97.1) and Diabetes (25.2) is significantly higher than the Illinois and U.S. equivalents. Addressing the risk factors of inactivity, poor diet and tobacco use has been identified as the principle mechanisms for reducing these outcomes by 20% in the next five years.</p>																									
<p>Related Healthy People 2020 Objectives:</p> <p>D-3: Reduce the diabetes death rate. <u>Target:</u> 65.8 deaths per 100,000 population</p> <p>D-16.1: Increase the proportion of persons at risk for diabetes with pre-diabetes who report increasing their levels of physical activity <u>Target:</u> 49.1 percent</p> <p>HDS-2: Reduce coronary heart disease deaths <u>Target:</u> 100.8 deaths per 100,000 population</p> <p>C-2: Reduce the lung cancer death rate <u>Target:</u> 45.5 deaths per 100,000 population</p>																									
<p>Corrective actions to reduce the level of the indirect contributing factors:</p> <p>By conducting smoking awareness and cessation programs for hard to reach groups (adolescents, African Americans, working moms/dads) rates of smoking among county residents will diminish.</p> <p>By expanding community and school activities to promote health and wellness residents will find more opportunities to engage in physical activity and develop healthy eating habits.</p>																									
<p>Proposed community organizations/businesses to provide and coordinate the activities:</p> <table> <tr> <td>American Cancer Society</td> <td>Memorial Hospital</td> </tr> <tr> <td>American Heart Association</td> <td>Southern Illinois University - Edwardsville</td> </tr> <tr> <td>American Diabetes Association</td> <td>St. Clair County Health Department</td> </tr> <tr> <td>American Lung Association</td> <td>St. Clair County Office on Aging</td> </tr> <tr> <td>March of Dimes</td> <td>St. Elizabeth's Hospital</td> </tr> <tr> <td>Southwest Illinois Area Agency on Aging</td> <td>University of Illinois</td> </tr> <tr> <td>Get Up & Go</td> <td>YMCA of Southwest Illinois</td> </tr> <tr> <td>Illinois Tobacco Quitline</td> <td>Farmer's Market</td> </tr> <tr> <td>McKendree University</td> <td></td> </tr> <tr> <td>Lindenwood University</td> <td></td> </tr> <tr> <td>Southwestern Illinois College</td> <td></td> </tr> <tr> <td>District 201 – Belleville East Health Education Club</td> <td></td> </tr> </table>		American Cancer Society	Memorial Hospital	American Heart Association	Southern Illinois University - Edwardsville	American Diabetes Association	St. Clair County Health Department	American Lung Association	St. Clair County Office on Aging	March of Dimes	St. Elizabeth's Hospital	Southwest Illinois Area Agency on Aging	University of Illinois	Get Up & Go	YMCA of Southwest Illinois	Illinois Tobacco Quitline	Farmer's Market	McKendree University		Lindenwood University		Southwestern Illinois College		District 201 – Belleville East Health Education Club	
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<p>Evaluation plan to measure progress towards reaching objectives:</p> <p>The Healthcare Commission's Risk Factor Prevention for Chronic Disease team will meet regularly to monitor objectives and sub-objectives for outcome and impact. Utilizing the scorecard tool introduced to the Healthcare Commission in 2009, this tool will allow to teams to integrate new objectives and tasks as necessary.</p>																									
<p>Anticipated sources of funding and/or in-kind support:</p> <table> <tr> <td>Federal, State and Local Grants</td> <td>Local Government</td> </tr> <tr> <td>Local Health Departments</td> <td>Local Hospitals</td> </tr> <tr> <td>IL Tobacco Quitline</td> <td>Pioneering Healthier Communities</td> </tr> <tr> <td>Willard Scrivner, MD Healthcare Foundation</td> <td>Get Up & Go</td> </tr> <tr> <td>Private contributions</td> <td></td> </tr> </table>		Federal, State and Local Grants	Local Government	Local Health Departments	Local Hospitals	IL Tobacco Quitline	Pioneering Healthier Communities	Willard Scrivner, MD Healthcare Foundation	Get Up & Go	Private contributions															
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Strategic Action Plans

Identified Community Health Need: Chronic Diseases

Community Health Need Being Addressed: Lung Cancer and COPD

The St. Clair County IPLAN indicated the premature mortality rate for per 100,000 population is 42.6 for lung cancer and 24.7 for COPD.

Goals: Reduce premature mortality rates among St. Clair County residents for lung cancer and COPD by 20% over the next five years.

Enhance access to programs and services that address prevention and/or maintenance of the disease in order to provide a better quality of life

Objective: Reduce premature mortality rates per 100,000 population by the year 2020 as follows:

Lung Cancer	45.5
COPD	19.5

Programs/Resources:

Smoking Cessation

Freedom from Smoking

In cooperation with the American Lung Association and Cancer Treatment Center, Memorial offers a three-session Freedom from Smoking Self-Help Plus Program. These sessions, taught by a respiratory therapist are offered two to three times annually at no charge to the participant. The program helps participants identify why they smoke, provides motivation to help them quit, offers coping skills and reward systems as well as equips them with the skills to “quit for life.” Tips on developing an exercise program and healthy eating habits also are part of the curriculum. In the past, approximately half of those who began the program completed it. Follow-up calls are made after completion of the course.

Smoking Cessation Consultations

Respiratory therapists, upon request, meet individually with inpatients to offer smoking cessation resources including referral to the Quit Line and St. Clair County Health Department where they can obtain free nicotine patches.

Education to school-aged children

In an effort to provide early education about the hazards of smoking and chewing tobacco, Memorial's respiratory therapists present programs via involvement with Radio Disney's Move-It Program, as well as Youth Health Fair and other such events at local area grade schools.

Chronic Obstructive Pulmonary Disease

Pulmonary Rehab Program

Inpatients and outpatients, by physician referral, can lead a normal life with COPD. This program helps patients maximize physical strength, increase exercise tolerance, enhance emotional well-being and adjust in all areas of life. Individualized programs of self-care and exercise are developed to meet the patient's needs in an effort to reduce the number of premature deaths from this disease.

Lively Lungs was designed for those who want to continue their exercise regimen after completing the pulmonary rehab program. This program is offered at Belleville Health and Sports Center as well as the O'Fallon YMCA.

Aqua Lungs is a water exercise program for those individuals who need oxygen while they workout in the pool. A therapist works with the patient and monitors their oxygen needs. This program is held at the O'Fallon YMCA.

Pulmonary Rehab Support Group is an avenue for patients with COPD to support each other as well as learn from speakers about various respiratory issues. A monthly newsletter also is published as an educational vehicle.

Asthma Education

Memorial Hospital is involved with the Southwest Illinois Asthma Coalition; our pulmonary rehab specialist is the current president. The Southwest Illinois Asthma Coalition is developing a county-wide school policy for treating asthma similar to the one adopted by the Chicago/Cook County School District.

Memorial's Respiratory Care Department staff also is available to provide asthma education to patients by physician referral.

Clean Air Hotline

Memorial supports the Clean Air Hotline, which provides the daily air quality report.

Promote programs to help maintain/increase healthy lung function at Belleville Health and Sports Center, owned and operated by Memorial Hospital, as well as the O'Fallon YMCA, a jointly owned by Memorial Hospital and the YMCA of Southwestern Illinois.

Access to services will be enhanced as Memorial brings a 94-bed satellite hospital online in 2015 to serve residents in Shiloh, O'Fallon and other areas to the east.

Identified Community Health Need: Chronic Diseases

Community Health Need Being Addressed: Diabetes

The St. Clair County IPLAN indicated the premature mortality rate for per 100,000 population is 25.2 for diabetes – significantly higher than Illinois and U.S. equivalent.

Goals:

- Reduce premature mortality rates among St. Clair County residents for diabetes by 20% over the next five years.
- Enhance access to programs and services that address prevention and/or maintenance of the disease in order to provide a better quality of life.
- Continue efforts to enhance self-management of chronic conditions to benefit individuals and their families.

Objective: Reduce premature mortality rates per 100,000 population by the year 2020.

Programs/Resources:

Memorial’s **Center for Diabetes Education** provides a multi-disciplinary approach to managing diabetes through education and monitoring. The Center is certified through the American Diabetes Association, a certification Memorial has held since 2006.

Diabetes Support Group also provides resources and education to assist diabetics and their families maintain a healthy lifestyle.

Blood Sugar Screenings
Memorial’s Community Relations Department provides complimentary blood sugar screenings throughout the year at various health fairs for the community as well as for staff.

Community Health Education Programs
In addition to free blood sugar screenings, Memorial also provides educational materials as well as offers a community education programs featuring local vendors and a sampling of tasty diabetic foods along with recipes.

Access to services will be enhanced as Memorial brings a 94-bed satellite hospital online in 2015 to serve residents in Shiloh, O’Fallon and other areas to the east.

Promote programs to help maintain/increase a healthy lifestyle at Belleville Health and Sports Center, owned and operated by Memorial Hospital, as well as the O'Fallon YMCA, a jointly owned by Memorial Hospital and the YMCA of Southwestern Illinois.

Identified Community Health Need: Chronic Diseases

Community Health Need Being Addressed: Cardiovascular Disease

The St. Clair County IPLAN indicated the premature mortality rate for per 100,000 population is 97.1 for cardiovascular – significantly higher than Illinois and U.S. equivalent.

Goals: Reduce premature mortality rates among St. Clair County residents for cardiovascular disease by 20% over next five years

Enhance access to programs and services that address prevention and/or maintenance of the disease in order to provide a better quality of life.

Continue efforts to enhance self-management of chronic conditions to benefit individuals and their families.

Objective: Reduce premature mortality rates per 100,000 population by the year 2020.

Programs/Resources: Established the **Heart and Vascular Center for Excellence** to excel in providing premier heart and vascular care to the community

Memorial's **Cardiac Rehabilitation Program** is staffed with registered nurses and an exercise physiologist who specialize in cardiac rehab. A physician supervised program, the goal is to stabilize, slow or reverse the progression of cardiovascular disease through education, proper diet and regular exercise.

Specially trained staff helps cardiac patients improve their mental, social, physical health and wellness after diagnosis of cardiovascular disease, post CABG or PCI.

Memorial's Cardiac Rehabilitation Program, accredited by the American Association of Cardiovascular and Pulmonary Rehabilitation, provides:

- Phase I – Hospitalized cardiac patients newly diagnosed and/or recovering from a cardiac event
- Phase II – A supervised, monitored outpatient program
- Phase III – A supervised maintenance program
- Cardiac Wellness – a maintenance program available at Belleville Health and Sports Center

The **Heart Failure Clinic at Memorial** was established to help heart failure patients improve the quality of life through education and encouragement. A skilled multi-disciplinary team, including nurses, pharmacists, and dietitians along with the patient's physician works closely with the patient to develop an individualized treatment plan based on medication compliance, diet, exercise and lifestyle changes.

Move-It Program

Memorial Hospital partnered with Radio Disney to encourage students in 19 grade schools throughout the metro-east to lead an active healthy lifestyle. Nearly 15,000 students participated in last year's Move-It program – a 25% increase over the previous school year.

In addition, Memorial supports the **Taste Buds program**, in cooperation with the YMCA of Southwest Illinois and the local Farmer's Market to encourage children to try healthy snacks.

Take It To Heart and Heart Healthy Happy Hour

Providing educational opportunities to the community is central to Memorial's mission.

These events offer presentations, health screenings, cardiac risk profiles, patient testimonials as well as an opportunity to enjoy a heart healthy meal or snack as well as exhibits.

Heart Walk

For the past several years, Memorial Hospital has taken a leadership role in the American Heart Association Heart Walk raising thousands of dollars in the fight against heart disease. Several of Memorial's managers also are actively involved with American Heart Association by serving on various boards and committees.

Mended Hearts

A support group for patients who have had open heart surgery and their families, Mended Hearts, provides a valuable resource and opportunity for those to share information and experiences.

9-1-1 Education/Time is Muscle

Memorial launched a campaign to educate the community about the importance of calling 9-1-1 when experiencing chest pain or

symptoms of a heart attack. In addition to distributing magnets and brochures, an advertisement also was placed on the homepage of the *Belleville News Democrat* web site.

Employee Health Fair

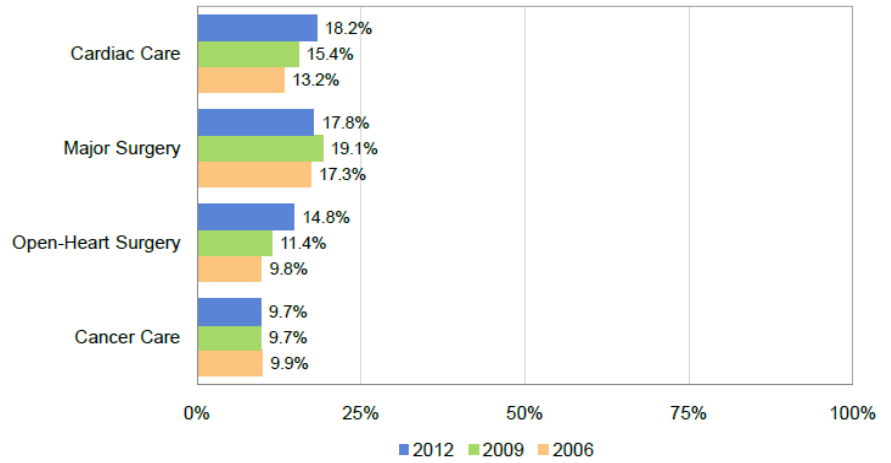
Valuing the health and well-being of its employees, Memorial holds an annual health and wellness fair giving staff a chance to take advantage of a wide range of health screenings and information. In the past four years, another program was introduced. Wellness Wins financially rewards employees who attain established wellness goals.

As a result of this program, Memorial has twice been named a Platinum Level Fit Friendly Company by the American Heart Association.

Promote programs to help maintain/increase cardiac health and reduce risk of heart disease at Belleville Health and Sports Center, owned and operated by Memorial Hospital, as well as the O'Fallon YMCA, a jointly owned by Memorial Hospital and the YMCA of Southwestern Illinois.

Access to services will be enhanced as Memorial brings a 94-bed satellite hospital online in 2015 to serve residents in Shiloh, O'Fallon and other areas to the east.

Consumer perception of cardiac related services at Memorial has improved over the past six years indicating that the public recognizes Memorial's quality outcomes and quality patient satisfaction scores. (***Consumer Perception Study conducted by Professional Research Company***)



APPENDIX

Table 2: Demographic Characteristics for St. Clair County

*Identification as
MEMORIAL
HOSPITAL
as best for
various medical
treatments
(Historical
Comparison)*

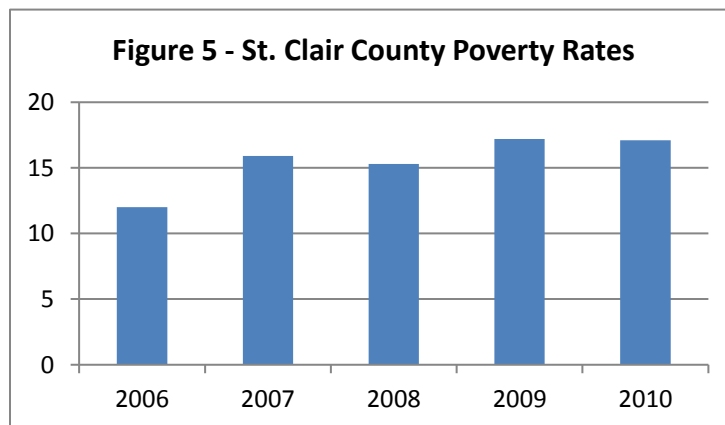
1980 1990 2000 2010

Total Population	267,931	262,852	256,082	270,056
% Male	47.1%	47.8%	47.8%	47.8%
% Female	52.1%	52.2%	52.2%	52.2%
Population by Age				
Median Age (Years)	28.5	32.0	35.3	35.0
% 18 Yrs& Older	68.5%	71.2%	72.3%	74.7%
% 21 Yrs& Older	NA	67.1%	68.2%	NA
% 65 Yrs& Older	10.9%	12.7%	13.2%	12.6%
Population by One Race				
% White	71.3%	71.5%	67.9%	64.6%
% African American	27.5%	27.1%	28.8%	30.5%
% Asian	0.5%	0.8%	0.9%	1.2%
% Amer. Indian/Alaskan Native	0.1%	0.2%	0.3%	0.2%
Hispanic or Latino (of any race)	1.2%	1.5%	2.2%	3.3%
% of Population Below Poverty	N/A	N/A	14.5%	17.1%

Source: US Census Bureau

Health Issues of the Uninsured Persons, Low-Income Persons, and Minority Groups

The dynamics and history of St. Clair County has changed significantly since Memorial Hospital opened its doors in 1958. A significant change has been in poverty which limits the ability of individuals and families to meet their basic needs, affects their sense of self-worth, and compromises the stability of entire communities. Information from the U.S. Census Bureau reveals that this hardship continues to be a reality for thousands of people in St. Clair County. The percentage of St. Clair County residents living in poverty has steadily increased from 12 percent in 2006 to 15% in 2008 and 17% in 2010 (Figure 5).



Extreme poverty, living on an annual income of less than half the poverty line (below \$10,325 for a family of four), affects 17,319 people in St. Clair County, an extreme poverty rate of 6.7%. The extreme poverty rate has risen from 4.9% in 2006 and has declined from 6.8% in 2000 (Figure 6). Those living in extreme poverty are often in unsafe living conditions and struggle to meet the most basic of their needs.

In addition to the 46,651 people who are poor in St. Clair County, an additional 18.1%, are at risk of falling into poverty. These individuals, often called low income, have family incomes that fall between the official poverty line and twice the poverty line. This leaves them dangerously close to the edge, where just one event, such as an illness or job loss, can push them into poverty.

The current poverty line fails to give an accurate picture of what families need to achieve a decent, though modest, standard of living. Estimates that take into account the local cost of living reveal that it takes \$45,545 for a family of four to make ends meet in St. Clair County (*The Self Sufficiency Standard for Illinois*, in 2008 dollars).

Children are particularly vulnerable to poverty. An estimated 17,757 children live below the poverty line in St. Clair County, a child poverty rate of 26.9%. This reflects a dramatic rise in child poverty from that of 19.1 percent in 2006. The median household income in St. Clair County is \$46,435, meaning half of all households in St. Clair County have incomes higher and half have incomes lower than this amount. Median household income has declined \$1,531 since 2006 and has declined \$2,280 since 2000 (when adjusted for inflation). Unemployment in St. Clair County has also shown an alarming rise since 2006. The 2010 rate of 11 percent represents an 80 percent increase since 2006 (Figure 7).

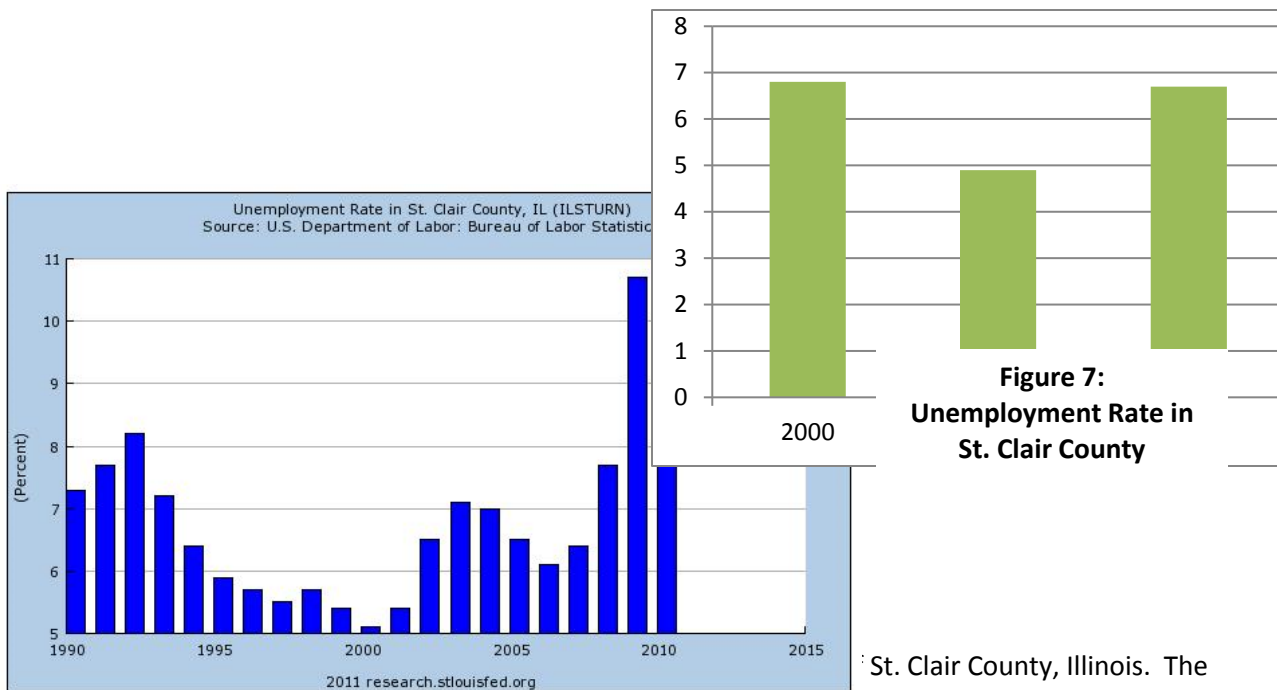
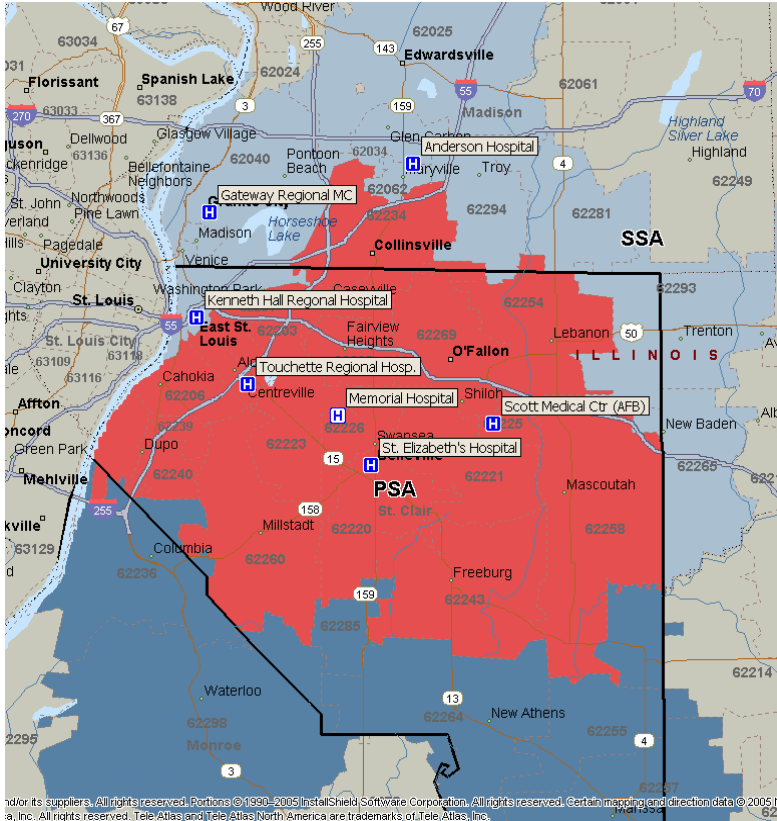


Figure 7:
Unemployment Rate in
St. Clair County

St. Clair County, Illinois. The physical location of the hospital and its satellite facilities are located within the county. Over 80% of admissions originate from zip codes within St. Clair County.



The area in red represents Memorial's Primary Service Area with the Secondary Service Areas to the North and South represented by the light and darker blue respectively.

Also note the locations of other hospital resources within these service areas

NOTE: Kenneth Hall Regional Hospital is no longer open and Scott Medical Center serves only as an outpatient clinic no longer housing inpatients.

Community Assets Related to Identified Needs

Memorial Hospital – Belleville

- Community hospital – 316 beds

- Independent, locally owned and operated
- Skilled nursing facility
- OB services
- Geriatric outpatient mental health
- Heart and Vascular Center of Excellence with a full range of cardiac services including open heart surgery and cardiac rehabilitation
- Emergency Department with Accredited Chest Pain Center
- Heart Failure Clinic
- Center for Diabetic Education
- Pulmonary Rehabilitation
- Intensive Care Unit and Intermediate Care Unit
- Medical/surgical/oncology/telemetry
- Inpatient and outpatient physical therapy/rehab services
- Healthy Direction, mobile unit offering screening mammography and other health screenings

St. Elizabeth's Hospital – Belleville

- Community hospital – 260 beds
- Part of hospital system based in Springfield, Illinois
- Intensive Care Unit
- OB services with Level II Nursery including perinatologist and neonatologist
- Certified rehabilitation unit
- Adult psychiatric unit
- Emergency services
- Medical/surgical/telemetry
- Full range of cardiac services including open heart surgery and cardiac rehabilitation
- Inpatient and outpatient physical therapy/rehab services

Touchette Regional Hospital – Centreville

- Community hospital – 115 beds
- 12-bed psychiatric unit
- Cardio-pulmonary services
- OB unit
- Medical/surgical/telemetry beds
- Emergency services

Cancer Treatment Center – Swansea

- Jointly owned by Memorial and St. Elizabeth's Hospital
- Comprehensive range of cancer treatment services

St. Clair County Health Department

- Cardiovascular and related health screenings
- Breast and cervical cancer management and screening
- Tobacco use prevention

- Healthcare Coalition – community clearinghouse for county health agencies
- Immunizations
- WIC program
- TB control
- AIDS/HIV/STD prevention programs
- Domestic violence
- High risk infants and pregnancies
- Teen pregnancy program

East Side Health District – East St. Louis

- Diabetes prevention and management program
- Tobacco-free sponsor
- Oral cancer prevention
- Dental
- WIC and community nutrition programs
- Family planning
- Family case management
- STD prevention

Southern Illinois Healthcare Foundation (SIHF)

SIHF is a community-based, Federally Qualified Health Center (FQHC) network. As a FQHC, SIHF predominately serves low income or medically underserved populations throughout southern Illinois.

- Regional partnerships with facilities in seven southern Illinois counties
- Mental Health Services
- Outpatient clinics
- Primetime – non-urgent care clinic within St. Elizabeth’s Hospital
- Dental services
- Sponsorship of family practice residency program in partnership with St. Louis University, United States Air Force and St. Elizabeth’s Hospital

Mental Health/Violence Prevention Agencies

- Chestnut Health System
- Community Mental Health Services – East St. Louis
- Windsor Center
- Gateway Foundation
- 708 Mental Health Board
- Call for Help (suicide prevention, sexual assault victims care unit, temporary housing)
- Violence Prevention Center of Southwestern Illinois
- Treatment Alternatives for Street Crimes (TASC)