



2014-16 Community Health Plan

Florida Hospital North Pinellas 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. Increase of cancer screening and education
2. Address heart disease
3. Increase flu shot compliance
4. Address lack of physical exercise
5. Promote overall health and wellness to primary service area

With a particular focus on these priorities, the Committee helped Florida Hospital North Pinellas 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 North Pinellas’ 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 Paul Hoover, Community Benefit Manager, at paul.hoover@ahss.org.

ⁱ The full Community Health Needs Assessment can be found at www.floridahospitalnorthpinellas.org under the Community Benefit heading.

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

Florida Hospital North Pinellas

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OUTCOME GOALS

OUTCOME MEASUREMENTS

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
Cancer Screening	Increase Cancer Screenings for Melanoma - Also provide education on age/risk appropriate cancer screening	General population in 34689, 34688, 34684, 34683	Operation Sunshine program	Number of people screened for year.	2013: 1,174 screened patients	Increase by 500 to 1,674		1750 people screened		1750 people screened		\$48,747 (2014 Budget)		program Funded by foundation through 2015
				Number of people referred for follow-up	2013: 299 referred for follow-up	Increase to 426 referred for follow-up		Increase to 445 referred for follow-up		Increase to 445 referred for follow-up				
				Number of educational sessions/lectures	2013: 39 screenings	Hold 100 screenings		Hold 100 screenings		Hold 100 screenings				
	Increase overall age/risk appropriate cancer screenings for PSA			Number of people referred for age/risk appropriate screenings	2013: 48 referred for additional screening	increase to 75 referred for additional screening		increase to 100 referred for additional screening		increase to 100 referred for additional screening				
Heart Disease	Congestive Heart Failure Clinic and Chronic disease self-management program (CDSMP)	CHF patients served at FHNP (IP/ER/OP)	weekly class for CHF patients: decrease CHF readmissions by 10%	CHF readmissions decrease over prior year	28.57% re-admit rate (march 2014)	<= 17.91% (AHS Goal)		<= 17.91% (AHS Goal)		<= 17.91% (AHS Goal)		\$52,500 over 3 years	\$210,000 over 3 years	CREATION Health principles used in education/support group
				Number of chronic illness classes held	new for 2014	2 classes in 2014		4 per year		4 per year				

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
				Number of Support Group Classes per year	new for 2014	36		50		50				
				Number of attendees to weekly support group	new for 2014	10 attendees per week		10 attendees per week		10 attendees per week				
Flu Shot Compliance	Increase flu shot compliance in Pinellas County (flu shot compliance rate among people 60 and older is 22%)	Senior population in 34689, 34688, 34684, 34683	Health Happenings Lectures & Healthy Happenings Publication	Article in publication sent to 50,000 homes in our PSA.	0	1 article in Healthy Happenings Publication - Call to action returned by 1,000 readers committing to get flu shot		1 article in Healthy Happenings Publication		1 article in Healthy Happenings Publication		cost to produce publication (\$6,250) 20% of quarterly cost (20% of publication dedicated to topic		
				Number of people who get flu shots	Unknown	1,000		1,100		1,200				
Lack of Physical Exercise	Develop initiatives to increase physical exercise	General population in 34689, 34688, 34684, 34683	Participation with Tampa Bay Buccaneers	Number of participants	0	TBD planning in progress								
			Mayors Fitness Challenge (City of Tarpon Springs)	Number of participants	0%	TBD planning in progress								Mayor fitness challenge still under-development. Aimed at getting city "moving" and make it more active

