




***inspira*** HEALTH

# Community Health Implementation Plan

2022-2024



Inspira Health completed a comprehensive Community Health Needs Assessment (CHNA) adopted by the Board of Directors in April 2022. In partnership with the Walter Rand Institute, Inspira conducted the CHNA in adherence to federal requirements for nonprofit hospitals set forth in the Affordable Care Act by the Internal Revenue Service. The CHNA, which covers Gloucester, Salem and Cumberland Counties in New Jersey, incorporated input from representatives of the community, community members and various community organizations. Through focus groups, interviews and surveys, community members shared their concerns and thoughts about health in their communities. We are grateful for those who took the time to share their voices.

The complete CHNA report is available electronically at <https://www.inspirahealthnetwork.org/community-programs/community-health-needs-assessment> or printed copies are available upon request via email to [CommunityBenefits@ihn.org](mailto:CommunityBenefits@ihn.org).

**Through the CHNA process, the following broad health priorities were identified:**

- COVID-19
- Mental Health
- Accessibility, Availability and Affordability of Care
- Access to Children's Health Care
- Food and Diet

# Hospital Mission Statement and Information

To ensure Inspira Health is positioned to care for the evolving needs of our community and sustain our growth, in 2021 we developed a new, three-year strategic plan with five key areas of focus—along with a reimagined mission, vision and values.

## Mission

To provide a safe and compassionate experience that improves the health and well-being of our community by placing the safety of our patients and support of our employees at the center of all we do.

## Vision

Inspira Health inspires and empowers healthier communities by creating the highest quality and most desirable patient experience in the region.

## Values

**I.C.R.E.A.T.E.:** Innovation, Compassion, Reliability, Empathy, Access, Teamwork, Empowerment

# Key Areas of Focus:

## **Quality clinical excellence, patient safety and experience of care—**

continually raising the bar to deliver safe, high-quality and compassionate care for our patients.

## **A robust medical staff and physician platform—**

expanding access to more physicians and new services to support our patients' health care needs.

## **Patient- and consumer-centric**

**accessibility and convenience—**refining our patient experience to be as seamless as possible.

## **Talent acquisition, development and retention, and cultural engagement—**

building the next generation of leaders to help us grow access for our communities.

## **Population health management and community health—**

extending our care beyond our walls and into the community to support a healthier South Jersey.

In 2022 and moving forward, we are taking the vision outlined in the strategic plan and leveraging tactics that will best help us achieve those goals through an initiative called Operational Advantage, which will thread each domain through the lens of operations. Operational Advantage is a road map that sets our strategic course and provides opportunities for measurement and optimization along the way.



## Brief Description of Need

COVID-19 deeply affected all avenues of daily life over the past two years. Both quantitative and qualitative data collected through the CHNA and through other recent projects (related to workforce, social service delivery and resident experiences during COVID-19 in southern New Jersey) highlight the ways the pandemic exacerbated inequities, disrupted patterns and routines, and changed how we work, play and live in our communities.

### GOALS

- Improve emergency preparedness and response by building community resilience

### OBJECTIVES

- Develop a playbook template, procedural template and presentation template that utilize a hierarchy of control specifically for pandemics (COVID-19), with guidelines for each level of control

### STRATEGIES

- Continue to respond to the COVID-19 pandemic, providing health care and vaccination to the community
- As a high reliability organization, employ an iterative approach to evaluate the successes and challenges of our response to COVID-19 and ensure we are meeting our mission
- Participate in the Southern New Jersey Regional Coalition, a shared response center, to coordinate surge and overflow plans, regional responses to needs (i.e., equipment) and predictive data modeling

### PROGRAMS

- **COVID-19 Vaccine Distribution:** Offers vaccines at sites on our medical center campuses in Vineland and Mullica Hill and delivery to homebound patients, churches, businesses, schools and nursing homes
- **COVID-19 Testing:** Offers convenient testing at Urgent Care locations across the region
- **COVID-19 Enhanced Treatment Options:** Access to the most up-to-date treatment options, such as monoclonal antibodies
- **COVID-19 Recovery Program:** Treats patients experiencing persistent symptoms
- **Frequent Communication:** Updates on COVID-19 news via town hall events, social media and community education opportunities

### PARTNERS

- Blackhorse School District
- Chelton House Products
- Clayton High School
- Funny Farm Animal Rescue
- Logan Township
- New Jersey Department of Health
- New Jersey Hospital Association
- Pureland Industrial Complex
- Taylor Farms
- Vineland High School
- Washington Township High School
- Williamstown High School and Middle School
- Woodstown High School



## Brief Description of Need

Resources and services for mental health care remain a priority for residents in the three-county region. The uncertainty, isolation and collective trauma experienced during the pandemic not only increased mental health challenges during this time, but also crystallized the importance of availability of mental health treatment and services. When asked about health issues in their community, residents report mental health was the top issue, with 66 percent saying mental health was an issue in their community.<sup>1</sup> Survey results demonstrated substance misuse was also a concern among residents in this three-county region, with illegal drug use ranking third (53 percent), alcohol use ranking eighth (39 percent) and prescription drug use ranking No.13 (35 percent).<sup>2</sup>

### GOALS

- Reduce drug and alcohol addiction
- Improve mental health

### OBJECTIVES

- Increase access to treatment for behavioral health conditions
- Decrease the number of deaths from substance misuse

### STRATEGIES

- Strengthen relationships with service providers and community-based organizations to enhance connectivity to behavioral health services
- Continue offering behavioral health services via telemedicine
- Launch Psychiatry residency program
- Participate in County Inter-Agency Coordinating Council (CIACC) meetings focused on coordinating behavioral health services
- Launch awareness campaign of behavioral health services and programs in community
- Recruit Spanish-speaking providers into programs

### PROGRAMS

- **Behavioral Health and Addictions Response Team:** Links patients in Emergency departments to desired care interventions
- **Narcan Distribution and Education:** A lifesaving drug that can reverse the effects of opioid overdose
- **Deterra Distribution:** A method for safe at-home medication disposal
- **Smoking and Tobacco Quit Center:** Offers free assistance for people attempting to quit smoking, smokeless tobacco products or vaping
- **Project Effective Mental and Behavioral Health Emergency Diversion (EMBHD):** Places a social worker in Millville Police Department
- **Youth Mental Health First Responder Certification for Emergency Medical Technicians**
- **Cumberland County NJ Youth Violence Cessation Initiative:** Collaboration to prevent and respond to community violence with mentoring, trauma counseling and recreation

### PARTNERS

- Acenda Integrated Health
- CompleteCare Health Network
- County Prosecutors Offices
- Cumberland County Dept of Human Services
- Pinnacle Behavioral Health Services
- Quartet Health
- The Southwest Council

<sup>1,2</sup>2022-2024 Community Health Needs Assessment. Inspira Health.



## Brief Description of Need

Data examination revealed another important theme of access, availability and affordability of services in the three-county region. The topic of access to care remains an essential concern for people around the country as COVID-19 brought people’s lives and their daily routines to a sudden halt. Moreover, in rural areas in our region, additional challenges existed around transportation, availability of providers and affordability of care throughout the pandemic.

### GOALS

- Reduce barriers to receiving care with a focus on local care delivery

### OBJECTIVES

- Increase complement of primary care, specialist and mental health providers in the service area, including Spanish-speaking providers
- Increase access to affordable prescription medication
- Increase preventive health and cancer screenings
- Increase clinical navigation program offerings
- Increase number of insured individuals
- Increase initiation of prenatal care

### STRATEGIES

- Promote telemedicine options for care
- Expand physician base through provider recruitment and retention plan
- Deliver services to residents through mobile screening unit
- Expand access to and awareness of transportation services
- Expand clinical navigation programs to ensure coordination of services and adherence to care plans for complex patients
- Offer assistance with applications for discounted medications
- Assist residents with eligibility determination and enrollment in health insurance
- Evaluate options and partners to provide home-based services
- Facilitate introduction to prenatal care for pregnant women

### PROGRAMS

- **Inspira Health+ Technology-Assisted Care Management Program:** A remote patient monitoring and chronic care management service that enables exchange of real-time biometric data and intervention
- **Babyscripts App:** A remote monitoring platform for high-risk prenatal patients
- **New Jersey Cancer Education and Early Detection Program (NJCEED) and Screen New Jersey Program:** Free prostate, breast, cervical, colorectal and lung cancer screenings for eligible patients
- **Preventive Cardiac Screenings:** Blood pressure, body mass index (BMI) and electrocardiogram (ECG) screenings
- **Inspira Go! and ModivCare Transportation Programs:** Free-of-charge non-emergent transportation for patients with access barriers to medical care
- **Patient Assistance Program:** Provides access to discounted prescription medication
- **Get Covered NJ Navigator Program:** Provides assistance with health insurance enrollment
- **Camden Coalition Maternal Health Pilot:** Connects pregnant women with prenatal care

### PARTNERS

- Camden Coalition
- CompleteCare Health Network
- Cooper University Health Care
- FamCare
- New Jersey Department of Health
- New Jersey Hospital Association





## Brief Description of Need

There are several barriers related to children and their health, well-being and care that exist in Cumberland, Gloucester and Salem Counties. These regions are underserved in terms of medical providers, mental health experts, specialized care, community resources, educational institutions and childcare. Parents, caregivers, community members, service providers and key stakeholders all reported the ongoing struggles with accessing the necessary services for children due to transportation challenges, not enough providers for pediatric and mental health care, and obstacles to accessing care and services. The community survey data highlighted that nearly 20 percent of residents across the three counties reported that children/youth were underserved members of their community, and nearly 33 percent said that pediatric service providers were a resource missing in their communities.<sup>3</sup>

### GOALS

- Improve the health and well-being of children in our region

### OBJECTIVES

- Increase pediatric and mental health providers for children/youth
- Help young people navigate their adolescent years, finish their education, obtain skills leading to employment and graduate healthy and drug free
- Help children develop skills for healthy living and positive life choices

### STRATEGIES

- Broaden pediatric specialty services offered locally
- Expand current child and youth services that promote a healthy lifestyle

### PROGRAMS

- **Pediatric Cardiologist Collaboration:** Embeds cardiologists in Maternal Fetal Medicine departments to perform fetal echocardiology exams
- **Pediatric Behavioral Health Collaboration:** Embeds behavioral health provider in pediatricians' offices
- **Early Intervention Program:** Provides services for children with confirmed or suspected developmental, neurobehavioral and learning disabilities
- **Family Success Centers:** Community-based, family-focused neighborhood centers that offer family support, information and services
- **Parent Linking Program:** Provides support for any pregnant or parenting student enrolled in Vineland High School
- **School-based Youth Services:** A comprehensive health and wellness program that provides direct services to local school students
- **Smoking and Tobacco Quit Center:** Statewide service for youth who smoke and vape
- **Region 10 Cancer Coalition:** Cancer, HPV and tobacco education for youth
- **Healthy Habits Program:** A program where registered dietitians bring key health and nutrition

### PARTNERS

- Cumberland County Department of Health
- DH/Perfil Latino TV, Inc.
- Gloucester County Department of Health
- Nemours Children's Hospital
- New Jersey Department of Children and Families
- Rutgers Cooperative Extension
- Salem County Department of Health and Human Services
- Salem Health and Wellness Foundation
- The Southwest Council

<sup>3</sup>2022-2024 Community Health Needs Assessment. Inspira Health.



## Brief Description of Need

Food deserts are increasingly common across the U.S. In 2020, as many as 13.8 million households in the U.S. experienced food insecurity (10.5 percent of the population), with approximately 1.5 million households in New Jersey alone.<sup>4,5</sup> Despite southern New Jersey being home to an abundance of farmland and agricultural hubs, residents of Salem, Cumberland and Gloucester Counties are continuously facing deep-rooted food instability. Studies dating back to 2011 suggest that little progress has been made over the course of over a decade and that hardships in food security continue.<sup>6,7</sup>

### GOALS

- Improve health by promoting healthy eating and making nutritious foods available

### OBJECTIVES

- Identify patients with food insecurity
- Increase access to healthy foods and other necessities that are often purchased in lieu of food (diapers, period products)
- Reduce rate of obesity

### STRATEGIES

- Expand community partnerships to broaden access to nutritious foods and health education
- Embed social determinants of health screening into hospital and clinic workflows to proactively connect patients to resources
- Provide nutrition education to empower patients to live a healthier life

### PROGRAMS

- **Food Farmacy:** A resource for patients experiencing food insecurity that provides food, nutrition education and grocery delivery
- **School-based Food Pantry Sponsorship:** Provides funds to local food banks to support monthly food distributions at schools
- **Healthy Habits Program:** A program where registered dietitians bring key health and nutrition information to school students
- **Education for Daily Living:** Teaching children in our Inpatient Behavioral Health department skills to plan and prepare meals

### PARTNERS

- |   |                                      |
|---|--------------------------------------|
| • The Community Food Bank of New Jersey | • Invincible City Farms              |
| • Farmers Against Hunger                | • Vineland Sabater Elementary School |
| • The Food Bank of South Jersey         | • Woodbury Junior/Senior High School |

<sup>4,6</sup> Kiefer, E. (2022, February 10). NJ has 1.5 million people living in 'Food Deserts,' Officials say.

<sup>5</sup> Food Security in the U.S. Key Statistics & Graphics.

<sup>7</sup> Van Ploeg, M., Nulph, D., Williams, R. (2011). Mapping Food Deserts in the United States.



# Addressing Social Determinants of Health

Many of the health outcomes we see in our communities are influenced by factors other than clinical care. According to the County Health Rankings and Roadmaps, Salem County and Cumberland County are respectively ranked No. 20 and 21 in health outcomes out of 21 counties, whereas Gloucester County is ranked No. 15. The table below from the Henry J. Kaiser Family Foundation provides a helpful visual definition of the social determinants of health.

**Figure 1**  
**SOCIAL DETERMINANTS OF HEALTH**

ECONOMIC STABILITY	NEIGHBORHOOD AND PHYSICAL ENVIRONMENT	EDUCATION	FOOD	COMMUNITY AND SOCIAL CONTEXT	HEALTH CARE SYSTEM
<ul style="list-style-type: none"> <li>• Employment</li> <li>• Income</li> <li>• Expenses</li> <li>• Debt</li> <li>• Medical Bills</li> <li>• Support</li> </ul>	<ul style="list-style-type: none"> <li>• Housing</li> <li>• Transportation</li> <li>• Safety</li> <li>• Parks</li> <li>• Playgrounds</li> <li>• Walkability</li> <li>• Zip Code/ Geography</li> </ul>	<ul style="list-style-type: none"> <li>• Literacy</li> <li>• Language</li> <li>• Early Childhood Education</li> <li>• Vocational Training</li> <li>• Higher Education</li> </ul>	<ul style="list-style-type: none"> <li>• Hunger</li> <li>• Access to Healthy Options</li> </ul>	<ul style="list-style-type: none"> <li>• Social Integration</li> <li>• Support Systems</li> <li>• Community Engagement</li> <li>• Discrimination</li> <li>• Stress</li> </ul>	<ul style="list-style-type: none"> <li>• Health Coverage</li> <li>• Provider Availability</li> <li>• Provider Linguistic and Cultural Competency</li> <li>• Quality of Care</li> </ul>

## HEALTH OUTCOMES

Mortality, Morbidity, Life Expectancy, Health Care Expenditures, Health Status, Functional Limitations

This data also shines a light on health inequities that exist in our region. It is time for health systems to develop meaningful and authentic partnerships to develop creative solutions to address poor health outcomes. Inspira commits to addressing the social determinants of health through the following initiatives:

- Supporting the Housing First Initiative in Cumberland County through an M25 sponsorship
- Providing an LGBTQ+ Safe Space at our Smoking and Tobacco Quit Center and beyond
- Partnering with the Camden Coalition of Healthcare Providers to implement best practices in service delivery
- Screening patients for social needs and connecting them to community resources
- Expanding the current Community Health Worker program
- Aligning with the American Hospital Association’s Health Equity Pledge
- Pursuing grant funding to support community programs



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