

King's Daughters' Health Implementation Strategy 2014-2016

Obesity, Lack of Physical Activity and Smoking leading to Chronic Disease:

Several of the top major community health concerns involve addressing the frequently inter-related issues of obesity, lack of physical activity, and smoking. These health issues lead to chronic disease, such as stroke where the death rate in Jefferson County is nearly double the nation's death rate, and have an impact on patients served by KDH facilities. The majority of community leaders expect KDH to take a leadership role in addressing overweight and obesity and tobacco use. Those in outlying counties have asked that KDH programs available in Jefferson County be offered in their own counties or at a minimum that the Jefferson County programs be promoted to citizens in these other counties for their potential attendance.

Action Plan: Leadership Role

Offer onsite and community based outreach events to improve patient and community education on prevention and management of chronic diseases.

Target:

At risk populations based on lifestyle, and those with chronic diseases.

Evaluation:

Number of events offered, Number of participants. Number of outreach efforts in outlying counties and / or promotion of such efforts.

2014 Update

In 2014 KDH participated in three corporate and community screens where education information and tobacco cessation information were distributed. Similar education literature was also distributed at two Jefferson Co. community health fairs and three fairs in outlying counties. The Wellness Coordinator and Tobacco Educator provided a combined 22 speaking engagements to community groups in 2014 with health education messages. In addition the tobacco educator provided outreach

services to area businesses, schools, and physician offices. To lower smoking rates, free nicotine replacement products and cessation counseling were also available to community members when requested. The 7-week KDH Fit Kids program, offered in 8 area schools in 2014, provides education on childhood obesity, healthy eating, and physical activity. In addition, the KDH sponsored Girls on the Run site is a character-development program that uses the power of running for 3rd-5th grade girls to promote exercise and teach healthy lifestyle concepts. This Girls on the Run program offers a 5K event in addition to the KDH Run the Falls 5K event. These two fitness opportunities brought in a combined 365 participants in 2014.

The Speaking of Women's Health program offered exercise breakout sessions in 2014 and a 12-week Pep Walk program "free walking program" for our community.

2015 Update

In 2015 KDH participate in nine community health fairs and screens where education information about healthy lifestyle were distributed. Education included tools on exercise, healthy eating, healthy weight loss, and disease prevention including tobacco cessation. The Wellness Coordinator and Tobacco Educator provided a combined 23 speaking engagements to community groups in 2015 with health education messages. In addition the tobacco educator provided outreach services to area businesses, schools, and physician offices. To lower smoking rates, free nicotine replacement products and cessation counseling were also available to community members when requested.

The 7-week 2015 KDH Fit Kids program reached 249 students in six area schools. This 5th grade program, which centers on childhood obesity, offers lessons on healthy eating and physical activity. In addition, KDH serves as a Girls on the Run Council. The is a 10-week character-development program that uses the power of running for 3rd-5th grade girls to promote exercise and teach healthy lifestyle concepts. KDH holds a community Girls on the Run 5K event and a community Run the Falls 5K Run/Walk. These two fitness opportunities brought in over 400 participants in 2015. The Speaking of Women's Health program offered both an exercise and nutrition breakout session at the 2015 event and 7 of the 12 House of Health events provided education on healthy lifestyles and behaviors to lower chronic disease risk. In 2015 a new healthy weight loss class, titled Strive for 5, was offered to the community.

2016 Update

In 2016 KDH participate in nine community health fairs and screens where education information about healthy lifestyle were distributed. Education included tools on exercise, healthy eating, healthy weight loss, and disease prevention including tobacco cessation. The Wellness Coordinator and Tobacco Educator provided a combined 22 speaking engagements to community groups in 2015 with health education messages. In addition the tobacco educator provided outreach services to area businesses, schools, and physician offices. To lower smoking rates, free nicotine replacement products and cessation counseling were also available to community members when requested.

The 7-week 2016 KDH Fit Kids program reached 271 students in six area schools. This 5th grade program, which centers on childhood obesity, offers lessons on healthy eating and physical activity. In addition, KDH serves as a Girls on the Run Council. There is a 10-week character-development program that uses the power of running for 3rd-5th grade girls to promote exercise and teach healthy lifestyle concepts. KDH holds a community Girls on the Run 5K event and a community Run the Falls 5K Run/Walk. These two fitness opportunities brought in over 450 participants in 2016. The 2016 Speaking of Women's Health program offered three breakout sessions targeting healthy eating and exercise topics and four of the twelve House of Health events provided education on these health topics. The Strive for Five 5-week weight loss education class was also offered to the community with 18 participants. A new health education program titled Man Up, was offered in 2016. This men's health event offered free BMI checks, tobacco cessation information, as well as nutrition and weight loss information. The KDH Wellness Coordinator served on the newly formed City of Madison Active Living team and helped to plan a community-wide step challenge titled Madison Moves.

Employee Wellness:

KDH should consider ways in which it can set an example at its own facilities for the community; an expanded and enforced tobacco-free campus, healthy food offerings in its cafeteria and vending machines, a wellness program which focuses on all employees including those at satellite offices.

Action Plan: Leadership Role

**Improve opportunities for our own staff to access healthy activities and offerings. Offer insurance-based incentives for a variety of healthy choices. (Ex: Non Smoking Family Plans)
Expand and improve healthy eating options in the hospital café.**

Target:

KDH Employees.

Evaluation:

Number of events / options offered, number of employees participating.

2014 Update

KDH Employees were offered a free health screen in 2014, which includes a financial incentive for achieving set biometric parameters. During the year three health incentive challenges were offered to staff. Five on-site classes were offered and education emails and newsletters were sent. In addition, three new 5-week weight loss education classes were also available to employees. Madison MOVES

KDH continued enforcement of it's tobacco-free campus. Tobacco free employees have an opportunity for a reduced health insurance premium and cessation assistance is available for all employees and their family members.

The employee cafeteria introduced two new healthy beverage options for staff, two new healthy snack options and one new healthy meal entrée. In addition, it was reported in 2014 that over ½ of all vending machine beverages were zero calories options and heart healthy snack choices continued to be available in all vending machine.

In addition several opportunities were available to KDH employees during 2014 targeting obesity. These included a biometric screen with incentive program, classes, incentive challenges, and health education.

2015 Update

The KDH Employee Wellness program continued in 2015. A free health screen, which includes a financial incentive for achieving set biometric parameters, was offered for all employees. During the year three health incentive challenges were offered to staff. Four on-site classes were held, including a new weight loss education class. Healthy emails and newsletters were also sent to all employees. A 30-day walking campaign was offered in 2015. In addition, tobacco free employees have an opportunity for a reduced health insurance premium and cessation

assistance is available for all staff and their family members. KDH supports a tobacco free campus policy for all facilities. KDH recognized the Great American Smokeout campaign and the Wear Red for Women campaign. The employee cafeteria continues to introduce new healthy food and beverage options for employees in the cafeteria. Vending machines continue to meet heart healthy option standards.

2016 Update

The KDH Employee Wellness program continued in 2016. A free biometric health screen, which includes a financial incentive for achieving set biometric parameters, was offered for all employees. A free skin cancer screen was also available to employees through the Cancer Treatment Center. Staff submitted Healthy Resolution goal sheets for 2016. Employees had the chance to turn in a physical activity log sheet for National Walking Day and a 30-day healthy Beverage nutrition challenge. A Ton of Fun 8-week employee weight loss challenge was also held for staff. An impressive 442 lbs. weight loss was recorded. Employees were encouraged to participate in two community-wide events; Ride your Bike to work day and the Madison Moves step challenge. Stress management information was available to staff through the EAP program and seated chair massage sessions were offered to staff over the holidays. Healthy emails and newsletters were also sent to all employees throughout the year. In addition, tobacco free employees have an opportunity for a reduced health insurance premium and cessation assistance is available for all staff and their family members. KDH supports a tobacco free campus policy for all facilities. The employee cafeteria continues to introduce new healthy food and beverage options for employees in the cafeteria. Vending machines continue to meet heart healthy option standards.

Substance Abuse:

Substance Abuse – particularly narcotic (primarily heroin), methamphetamine, and prescription drugs, was one of the top major health needs cited by all groups interviewed. It is prevalent in all counties served by KDH.

+ The lack of substance treatment centers and mental care facilities to refer these types of patients to is a major concern.

- + Many interviewed felt the public needs to be aware of how much of an issue substance abuse is in the community i.e. amount of babies born addicted to meth/heroin and the detoxification required.
- + The need for further drug education in the schools from elementary on up was mentioned numerous times
- + Better communication between KDH and the local legal system is needed. Documentation of overdose cases in the ER with statistics of the types of drugs causing the overdose (street versus prescription) is the type of information helpful to the legal system. KDH physicians mentioned that they would like to know from the legal system when one of the drugs they prescribed is involved in a case.
- + There is a need for a quarterly prescription drug disposal program where such drugs can be disposed with no questions asked.

Action Plan: Supportive Role

Continue to work closely with local Coalitions Against Substance Abuse and the Health Department to implement workable solutions to the above mentioned problems. Develop and assist in implementing a plan of action. Also, continue to intervene with pregnant women during pregnancy and delivery.

Target:

CASA in Jefferson County and SCAT in Switzerland County. Work with the Health Department to get physicians and law enforcement in the same room to develop an action plan.

Evaluation:

Number of meetings attended / number of action plans developed with these organizations. Number of documented substance abuse cases on OB /GYN.

2014 Update:

We continue to work closely with the Jefferson and Switzerland County Coalitions Against Substance Abuse. KDH is represented at meetings and continues to attend other outreach efforts. The OB offices address the problem with their prenatal care. The patient must sign a contract and continue with follow up care. Patients also attend a meeting called The ORCHARD Program. It is a beginners 12 step program. This is for pregnant mothers, new mothers, and mothers with older children battling addiction. Starting in 2015 every time they attend a meeting they earn "Baby Bucks" to be used at a local Baby supply closet. These meetings occur weekly. If the Mother is still using at time of birth, the history is communicated to the staff. In 2014 that was testing by collecting urine and meconium. The goal for 2015 will be to test via umbilical cord analysis. We also do NAS (Neonatal Abstinence Syndrome) scoring.

The Mother receives an opportunity for follow up care post-delivery. They have another opportunity to attend The ORCHARD program. If the Mother is using certain medications, such as Subutex or Methadone, or Seboxon, babies remain hospitalized a minimum of 72 to 96 hours to ensure the health of the baby. If scores are too high, they are treated longer as an inpatient. Follow up is also done by our Home Health agency in cases of active withdrawal.

Supporting Data:

Number of ER Admissions in 2014 with a Diagnosis of Drug Abuse / Dependency / Overdose: 2430

Number of Admissions in 2014 with Neonatal Abstinence Syndrome: 10

2015 Update:

We continue to work closely with the Jefferson and Switzerland County Coalitions Against Substance Abuse. KDH is represented at meetings and continues to attend other outreach efforts. The OB offices address the problem with their prenatal care. Unfortunately the ORCHARD program was not successful, with no attendance from using mothers. Mothers are now being referred to the Norton Inpatient Detox Program if intrauterine drug exposure is identified. We are in the process of trying to track the number of Umbilical Cord Screens in suspicious cases that are returned positive for drug exposure. We are working closely with Child Protective Services. Preparation visits continue prior to delivery. If the Mother is using certain medications, such as Subutex or Methadone, or Seboxon, babies remain hospitalized a minimum of 72 to 96 hours to ensure the health of the baby. If scores are too high, they are treated longer as an inpatient. Follow up is also done by our Home Health agency in cases of active withdrawal.

Supporting data:

Due to the changes in the coding process from ICD9 codes to ICD10 coding we are no longer able to track admissions to the ER in the same way. Data reflected here is partial, and can be seen to show a definite increase, or upward trend.

ER Admissions for Drug Abuse / Drug Dependency / Drug Overdose

	2014	2015 (1-15 through 9-15)
Switzerland County		237
Jefferson County	2430	2602
Trimble County	224	255

Neonatal Abstinence Syndrome Births:

2014:	10
2015 (9 months)	13

2016 Update

KDH stayed involved with the local LCC agencies in 2016 (Jefferson County - County Coalitions Against Substance Abuse (CASA), and Switzerland County – Switzerland County Awareness Team (SCAT)). The KDH grant-funded Tobacco Educator served as the CASA Coordinator in 2016 to increase involvement in community substance abuse activities. The OB offices address the problem with their prenatal care. Mothers are being tested at their first prenatal visit and sign a contract and are offered substance abuse education and referrals. If drug exposure is identified, mothers are still being referred to the Norton Inpatient Detox Program. When drug exposed babies are born at KDH, many stay for an extended period of time on Morphine. In support, the KDH Foundation purchased several mamaRoos units that were in use in 2016. These special infant seats, used in Obstetrics, are designed to soothe babies born with narcotic addictions.

KDH continues to work closely with DCS and other community agencies for mother/child referrals.

Supportive Numbers previously reported for ER Admissions for Drug Abuse / Drug Dependency / Drug Overdose and Neonatal Abstinence Syndrome Births:

Unfortunately some of these numbers are no longer trackable due to changes in ICD9 to ICD10 coding. We are working on ways to capture this information in the future. We can report that 19% of babies born at KDH in 2016 were reported as drug addicted.

Mental Health Issues:

While KDH may not be expected to take a leadership role in addressing mental health issues, it cannot ignore the need for mental health services in all the counties it serves. Many interviewed mentioned the need for expanding TeleMed as a mental health resource, recruiting an on-staff psychiatrist or an improved referral program for those with mental illness. KDH leaders interviewed stressed the hours of staff time that is currently spent finding facilities to refer patients to with open beds. This issue is worth further study by KDH to determine what supporting role it can provide to the community in this area.

Action Plan: Supportive Role

KDH will continue to explore ways to collaborate with local agencies to improve access to mental health resources.

Improvement in other risk factor areas, such as lack of physical activity will affect mental health as well as other risk factors.

Target:

KDH Patients in need of mental health services.

Evaluation:

Number of referrals for mental health Services / Number of providers KDH is able to access.

2014 Update

In 2014 KDH made a total of 475 patient referrals for mental health services. (This number excludes pediatric and OB outpatients). The quality and resource management team, along with support from the Information Technology department, will be working to improve data collection accuracy and will have the capability to include all patient referrals for the year 2015.

King's Daughters' Health has a total of 19 mental health providers that are used for referrals.

2015 Update

In 2015 KDH made a total of 1604 referrals. This data is probably more accurate as an effort to obtain more accurate data is in place. Our Pediatric Service Coordinator completed 26 mental health referrals from the outpatient OB office. ED providers began managing an increasing number of mental health patients via tele-assessment resulting in inpatient mental health transfers and outpatient referrals without involving Social Services. Emergency department documentation is narrative and would not be captured by data pulled from our Information Technology department.

2016 Update

In the year 2016, KDH made a total of 105 mental health referrals. *It should be noted that the referral count for 2015 should have read 160 not 1604. We admit an error for the 2015 update. The quality and resource management team states that the drop in referrals from 2014-2015 is due to the increase use of the tele-assessment system.*

This tele-assessment system was in use for the duration of 2016 and is managed from the Emergency Room. In addition to the 105 referrals, an additional 12 referrals for mental health services were made specifically from the Pediatric social worker for Pediatric patients.

KDH uses 30 behavioral health and 3 detox providers for referrals.

Transportation:

The lack of transportation was cited numerous times as a health issue particularly for those of lower income. Catch-a-Ride and Medi-cab are well utilized in the KDH service area, but they do not operate after 5 p.m. nor do they run on weekends. For some, the fee associated for the service is cost-prohibitive. KDH may want to consider offering alternative transportation and/or explore offering preventative health screenings such as blood pressure, glucose etc. at events where those of lower income may gather such as the Salvation Army End of the Month Meal, the distribution at the House of Hope Food Pantry, etc.

Action Plan: Supportive Role

Develop a series of classes and screens to be offered in low income areas. To take services to those in need, who are unable to come to KDH.

Target:

Low income populations as identified through the House of Hope and / or the Salvation Army.

Evaluation:

Number of classes and screens held / Number of individuals participating.

2014 Update

A new House of Health program was developed in 2014. This program held at the Jefferson County Clearinghouse House of Hope food pantry, began in July, which provided six monthly programs for 2014. Two of these events provided free screening services to participants. Attendance ranged from 25-70 participants each month.

2015 Update

The House of Health program, which was developed half way through the 2014 calendar year, continued as a monthly program in 2015. This program is held at the Jefferson County Clearinghouse House of Hope food pantry. Each month featured a new health topic targeting a low-income population and a free blood pressure screening was provided during two months. Attendance ranged from 35-80 participants each month.

2016 Update

The House of Health program continued during the 2016 year. This program, held at the Jefferson County Clearinghouse House of Hope food pantry, targets a low-income population and offers free screens and health information at a convenient location which eliminates transportation concerns for attendees. Attendance ranged from 35-80 participants each month.

Awareness of Services and Programs:

Some individuals also expressed the idea that residents in the community served by KDH may not be aware of the existing programs and services offered and may not be aware of the level of expertise of the staff. These are ideas that could be addressed in a strategic, well-planned, long-term public relations campaign.

Action Plan: Leadership Role

Develop and implement a public relations campaign to let people know of services and outreach through KDH.

Target:

Individuals in the KDH Primary Market.

Evaluation:

Number of promotional pieces and marketing activities geared toward the community to improve knowledge and education of outreach screens / classes / programs.

2014 Update:

Joint Replacement Program – 8 month campaign that included one comprehensive video and four subset videos posted to the KDH website and promoted further via the print campaign, Facebook, and Twitter. Print campaign included testimonials from several knee/hip replacement patients. Banner on main page of KDH website.

Colon Health / Dr. Adamu / Colonoscopies – 5-month total campaign that included billboards in Madison, Versailles, and Milton, along with print and radio campaigns in all media primary media outlets. Banner on main page of KDH website. To Your Health radio program on WORX included a discussion with Dr. Thomas Eckert about colonoscopies.

Community Campaign – Featured general information print Ads in primary media outlets with the slogan, Community People, Quality Care. Talked about our community to quality care with people you can trust, who care about you. 3-month campaign.

Mother/Baby Services – We featured two testimonial videos on a variety of formats, including Facebook and the website. These were backed by a series of print ads promoting the videos and services of our OB/GYN team. This was a roughly 6-month campaign during the course of the year. We featured a variety of radio spots in primary markets. We also completed a unique video that featured photos of a new mom arriving for delivery, through departure with the new baby. It was well received. Banner on main KDH website.

Promotion of Screenings/Events – These events and programs included Diabetes Awareness, Cholesterol Screening, Direct Access Testing at all locations (flyers, Ads), Doctor and the Dietician, Heart Month, Lung Cancer Screening (\$88 for appropriate patients), PEP Walks, Seniorcize, House of Health events at the Clearinghouse, Girls on the Run, and the RUN the FALLS 5K event in September.

Physicians – Efforts included Dr. Adamu and Dr. Eckert for colonoscopies and colon health, Dr. Victoria Shirley (OB), Dr. Diamond Harris (Pediatrics), Dr. Dawn Meacham (Family Practice), and Dr. Michael Willhite and Lauren Dubberly, PA (Versailles). We also featured print ads in various sports programs that outline physician services in Carrollton, Trimble County, and Madison, in particular.

Versailles Campaign – We featured a four-month campaign in Versailles (PSA) to promote the physician services available through Dr. Michael Willhite and Lauren Dubberly, PA – who had

moved from Neurology at the time. This extensive campaign included weekly print ads, along with a billboard in the Versailles market, and radio ads to run in that specific area (including Milan and Lawrenceburg).

Cancer Center – Promotion about the arrival (in February 2015) of the new Cancer Treatment Center. This included working with the Foundation's Hope and Healing Campaign. We started the campaign late in 2014 (November – December) in preparation for the full campaign in January 2015. We provided local media members an early tour of the facility prior to completion and used the Roundabout Madison and River Times to promote the arrival of the new cancer center.

MyKDH Portal – Introduction of the new online electronic medical records – MyKDH. We integrated Flyers at all KDH facilities, posters for display, banner on the main KDH website – including direct links for registration, promotion at the 4H Fairs and physician offices, print ads, radio spots, and news releases in all primary media outlets. Members of the IT team also helped register people at specific events and the 4H Fair.

News Release – specific news releases covered a wide range of topics: Colon cancer take-home kits, Diabetes Awareness Event, Doctor and the Dietician program, Heart Month, Direct Access Testing, Joint Replacement Program, MyKDH Portal, Studer Group Quality, To Your Health programs, Versailles Physician Services, Cancer Programs, Lung Cancer Screening, Dr. Victoria Shirley, Dr. Diamond Harris, Dr. Dawn Meacham

2015 Update:

Community People, Quality Care – We continued to use this theme as our tagline and branding line on print, web, and audio marketing materials. It reflects who we are (Community People) and our mission (to provide Quality Care).

Cancer Treatment Center – We opened our new Cancer Treatment Center in February. Marketing efforts included: development of a microsite (mini-website: www.kdhcancercare.org)

to integrate with our current site. Further efforts included a print campaign for both PSA and SSA markets, focusing on the new technology, space, and staff. Print ads featured our staff members and their connection to cancer care. We launched several new videos that featured our staff and team members talking about what they do. We produced several radio spots using team members talking about why they chose cancer care. Staff members were also included on To Your Health programs and a feature in the Vital Signs Magazine. We had electronic banners on various websites including the Madison Courier, WIKI, and WKMNNews.

Carrollton Campaign – To increase awareness of Dr. Bessinger at the Carrollton office, we launched a multi-month campaign using targeted markets that focused on Dr. Bessinger and her team at the Carrollton Medical Building. In addition to family care, we promoted her OB services and pediatrics. Our purpose was to try and increase her patient base while also attracting new OB patients from the Carrollton area, along with new pediatric patients.

New Providers / Physicians – Campaigns included the arrival of Dr. Patrick Matthiessen (Neurology), Sarah Hartman (NP-Family Practice), Dr. William Porter (Radiation Oncology), and Dr. Ronald Auer (Orthopedics). We also targeted a print, radio, and magazine campaign, along with web banners, to introduce our new Patient Access Line – a tool implemented to help us manage and engage potential new patients.

Neurology – Two-month campaign featured the arrival of Dr. Patrick Matthiessen. He was also featured in the Vital Signs magazine. We promoted Neurology services via print, radio, social media, web banners, and a new Neurology section of the website. We also created a new physician pamphlet about Dr. Matthiessen for all physician office locations and integrated his concepts and programs into our Rehab/Therapy information (print/web).

Introduction of SEO– In March, we began working with Link Media 360 on Search Engine Optimization (SEO). The goal of this program was to improve online search results in three key areas - Orthopedics/Joints, Cancer Treatment Center, and Mother-Baby. We also trialed a three-month campaign using targeted Facebook advertising specific to these three service lines. Data (ROI)

suggested that we made numerous impressions, although actual response (phone calls) was low. We understood that to be common and believe the campaign itself, in terms of awareness, was a success. We continue to see growth in website usage and activity based on our SEO efforts and through the integration of a new Locations section of the website that focused on those SEO efforts and Google-Plus pages.

Promotion of Screenings/Events – These included our Lung Cancer Screening and Navigational Bronchoscopy, RUN the FALLS 5K, Direct Access Testing, Speaking of Women’s Health, Health Insurance Exchange programs/navigators (Business Office for Insurance set up), Doctor’s Day.

Vevay Campaign – We featured a three-month campaign in Vevay to improve the visibility of our Vevay office, including Dr. Scott Frede and resources such as Medical Imaging and Rehab/Therapy services. We integrated photos of the staff in print ads in the local paper and River Times, along with radio ads on the local station (Froggy 95.9 FM)

Orthopedics – We continued to feature the Joint Replacement Program and Orthopedics via web, social marketing, and the Vital Signs magazine. This included the arrival of Dr. Ronald Auer, a new member of the team.

MyKDH Portal – To further facilitate patient portal registrations, we worked with IT and HIMSS to promote the portal for patients during arrival for appointments and prior to departure from inpatient services. We also used social media to remind patients about the benefits of the portal, featured the portal in the Vital Signs magazine, and encouraged providers to promote the service. Table tents and flyers remain in place.

Foundation – In 2015, we inherited the KDH Foundation. New efforts included planning, organization, and promotion of the 2015 Golf Benefit and 2015 Foundation Gala. Marketing efforts included event materials, posters, invitations, and cards. We also began working to improve the appearance and usage of the Foundation TV monitor in the lobby of the main hospital.

News Releases – Girls on the Run Registration, Art of Healing Receptions, Health Insurance Enrollment, HIP 2.0 Information, KDH EMS and Switzerland County, Colon Cancer Kits/Awareness Month, Pilot Club Donation (to Cancer Center), Smoking Cessation Course, Anthem and Tobacco Cessation, Speaking of Women’s Health, Nurse Practitioner Sarah Hartman, Dr. Ronald Auer, Dr. Patrick Matthiessen, Medical Explorers, Cancer Center – Gold Status/Outstanding Achievement Award, RUN the FALLS 5K, Lung Cancer Screenings – new guidelines, March of Dimes Quality Award (Mother-Baby).

2016 Update:

Orthopedic / Joint Replacement Campaigns – Now in its third year, the 2016 Orthopedic Campaign featured testimonial advertisements and posters distributed and posted throughout our primary and secondary services areas. Print ads were placed in Madison, Versailles, Vevay, Carrollton, Trimble County, Scott County (Scottsburg), and into portions of northeastern Clark County. The campaign also included radio spots featuring providers – running on WORX, WIKI (local), as well as WKID (Vevay) and WMPI (Scottsburg). We also completed several new videos featuring our providers discussing various orthopedic issues, including joint replacement, sports medicine, and pediatric care. These were posted on our website and social media outlets during the year. In October, we held a free Joint Replacement screening in Versailles. As noted below (SEO), our campaign to include paid searches through Google has resulted in significant leads into our Joint Replacement and Orthopedic programs.

New Providers / Physicians – New provider campaigns included Dr. Russell Gornichec (General Surgery), Dr. Thomas Barley (Internal Medicine – Hanover), Dr. Rick Chamberlain (Family Medicine – Versailles), Natalie Hill, APN (OB/GYN), Susan Berns, APN (Pediatrics), Hannah Lair, APN (Family Practice)

Continuation of SEO– Since we began working with Link Media 360 in March of 2015, we’ve seen significant growth in our Search Engine Optimization (SEO) efforts. In May 2016, we also introduced our first Pay-Per-Click campaign with Orthopedics. We began competing for keywords and ad-words used by people in our

service area to improve our listings and likelihood of people linking to our services via Google searches. We saw immediate returns and continue to receive 15-20 leads per month through this campaign. Overall, our SEO continues to benefit both organic and paid search results.

Promotion of Screenings/Events – These included our Lung Cancer Screening and, RUN the FALLS 5K, Direct Access Testing, Speaking of Women’s Health, Health Insurance Exchange programs/navigators (Business Office for Insurance set up), Doctor’s Day, Joint Replacement, participation in House of Health, along with various health and wellness speaking engagements.

MyKDH Portal – Through both internal and external channels, we continue to build our network of participation in the My KDH Patient. IT staff, Registration Staff, etc. have worked with patients to enroll them when they’re hear for testing, treatment, or a hospital stay. We also continue to promote the value of secure messaging and appointment request options through the Portal.

Cancer Treatment Center – Promotion of quality related to being named a Gold Standard facility “Outstanding Achievement Award” by the American College of Surgeons (2015). Our focus continued to be the delivery of high quality cancer services close to home. This recognition/achievement was marketed through print (newspaper, magazine) and radio media during the year.

Foundation – In 2016, the KDH Foundation hosted its annual Golf Benefit (June) and Gala (November). Combined, these events raised over \$60,000 for the KDH Foundation, which supports the mission of the hospital. We are working to improve the visibility of the Foundation by using its name and logo whenever the Foundation is involved with support of an event or program. Further, the Foundation is featured every year (quick report) in the Vital Signs Magazine that is sent to round 21,000 households in our service area.

Vital Signs Magazine – This eight-page, full color magazine is distributed quarterly in the months of March, June, September, and December. The magazine provides health information, wellness ideas, a healthy recipe, along with promotion of KDH services

through personal stories, physician input, and details about programs and events.

News Releases – Girls on the Run Registration, Art of Healing Receptions, Health Insurance Enrollment, HIP 2.0 Information, Colon Cancer Kits/Awareness Month, Quit Line and Tobacco Cessation programs, Dr. Russell Gornichec, Medical Explorers, Natalie Hill, APN, Susan Berns, APN, Dr. Thomas Barley, RUN the FALLS 5K, House of Health Events, Be Strong Exercise Classes, Outstanding Achievement Award – Cancer Center, Hanna Lair, APN, Lung Cancer Screening Program

Medical Services and Providers:

Gaps in the current medical service lines and the medical specialties desired are worth exploring.

Action Plan: Leadership Role

Continue to identify areas where Medical Services are lacking, and to recruit Medical Providers to meet the needs of the community.

Target:

Primary Service Area.

Evaluation:

Number of providers (primary and secondary) placed in practices in our primary service area.

2014 Update:

The following Serves / Providers were added in 2014 to Serve our area:

Mandy Wilson, NP: Nocturnist

Dr. Dawn Meacham, Family Practice

Dr. Diamond Harris, Pediatrician

Dr. Victoria Shirley, OB / GYN
Allison Feider, NP, Orthopedics
Susan Kirkwood, CRNA
David Brown, CRNA
Thomas Seaver, CRNA
Dr. Oliver De Raet, Hospitalist
Dr. Hossler became the Director of Silver Memories

2015 Update:

The following Serves / Providers were added in 2015 to Serve our area:

Dr. Patrick Matthiessen, Neurology
Dr. Gene Shilkrot, Anesthesia
Alicia Mincer, APN: Nocturnist
Dr. William Porter, Radiation Oncology
Dr. Ron Auer, Orthopedic Surgeon
Sarah Hartman, APN: Family Practice
Dr. Jennifer Chang, Anesthesia
Dr. Magdy Khalil, Anesthesia, PRN

2016 Update:

The following Serves / Providers were added in 2016 to Service our area:

Dr. Russell Gornichec, General Surgery
Hannah Lair, APN, Family Medicine
Natalie Hill, APN, OB/GYN
Susan Berns, APN, Pediatrics

Dr. Thomas Barely, Internal Medicine

Dr. Rick Chamberlain, Family Medicine

Heath Perkins, CRNA, Anesthesia

Dr. John Brumfield, Anesthesia