

NSMC's Community Benefits Strategic Implementation Plan

March 2019



NORTH SHORE
MEDICAL CENTER



FOUNDED BY BRIGHAM AND WOMEN'S HOSPITAL
AND MASSACHUSETTS GENERAL HOSPITAL

Priority Health Needs of the Community

1

Behavioral Health

- Mental health (including depression, trauma, and stress)
- Substance use disorders (opioids, alcohol, marijuana, and vaping)
- Gaps in treatment
- Stigma

2

Health Care Access

- Accessibility (transportation, after-hours care, specialty care)
- Health insurance/cost
- Care coordination/navigation

3

Health Care Environment & Trust

- Culturally-sensitive care delivery (including training/retention of diverse workforce)
- Offering services in multiple languages

NSMC developed a Community Benefit Strategic Plan to address the prioritized health needs from the Community Health Needs Assessment

Implementation Plan: Behavioral Health

Goal: Enhance community awareness of and access to high quality behavioral health services.	
Proposed Objectives	Key Proposed Strategies for Year 1
1. Decrease the morbidity and mortality for community members who have <i>mental health</i> needs	<ul style="list-style-type: none"> • Continue to provide behavioral health resources for patients and families through the NSMC Family Resource Center • Expand stress reduction and mindfulness training for providers • Explore opportunities to implement Trauma Informed Care best practices • Continue support of domestic violence programming through Healing Abuse Working for Change (HAWC)
2. Decrease the morbidity and mortality for community members who have <i>substance use disorders</i>	<ul style="list-style-type: none"> • Implement ED initiated suboxone program • Expand substance use disorder consultations on medical floors • Increase awareness of NSMC's substance use disorder clinical services and support programs among key community groups
3. Reduce gaps in access to and quality of behavioral health treatments	<ul style="list-style-type: none"> • Continue Addiction Services Consortium collaboration to increase access and treatment capacity • Explore opportunities to provide Sexual Assault Nurse Examiner (SANE) services locally
4. Improve community awareness that MH is part of physical health and wellness	<ul style="list-style-type: none"> • Collaborate with National Alliance on Mental Illness (NAMI) on an anti-stigma campaign

Implementation Plan: Health Care Access

Goal: Efficiently and effectively meet the unique healthcare needs of diverse population.	
Proposed Objectives	Key Proposed Strategies for Year 1
1. Identify and reduce barriers to accessing health care within North Shore Health System	<ul style="list-style-type: none"> • Expand Circulation/Lyft ride sharing pilot • Support and expand ongoing specialty care collaboration between North Shore Physicians Group and Lynn Community Health Center • Educate NSMC providers about community health center resources
2. Ensure that all individuals have access to care regardless of their ability to pay	<ul style="list-style-type: none"> • Explore opportunities to streamline reenrollment in state medical assistance programs • Ensure full compliance with Partners' financial assistance policy
3. Enhance communication and coordination between NSMC and organizations within our community	<ul style="list-style-type: none"> • Collaborate with local homeless shelters to improve communication and coordination of care • Explore opportunities to share information with community organizations about their clients • Continue NSMC ED patient navigation program that connects NSMC ED patients to primary care, behavioral health and dental services at the local community health centers

Implementation Plan: Environment and Trust

Goal: Be accepted and trusted by the community as a culturally diverse and culturally sensitive hospital that is responsive to and reflective of the community's priorities and needs.

Proposed Objectives	Key Proposed Strategies for Year 1
1. Increase patients' level of feeling understood, welcomed, and respected when they seek care	<ul style="list-style-type: none"> • Explore opportunity to collaborate with community organizations to establish a community-based resource center including information about hospital services • Partner with local schools to explore the possibility of a program that includes mentorship and a STEM focused curriculum • Support 2nd year of partnership with Lynn public schools to provide Student Success Jobs Program at NSMC
2. Increase community members' access to multilingual services offered	<ul style="list-style-type: none"> • Develop a plan for conducting a multi-lingual education campaign on emergent versus urgent care and the upcoming changes in services on the Union Campus
3. Decrease disparities in healthcare within our communities	<ul style="list-style-type: none"> • Expand outreach efforts to follow up with patients who haven't been scheduled for follow-up visits • Continue support of teen pregnancy work through Girls Inc.