

***Bacharach***  
INSTITUTE FOR REHABILITATION

***Community Health Needs  
Implementation Strategy 2016***



*Adopted by the Bacharach Institute for Rehabilitation Board of Governors on December 13, 2016.*

**MISSION**

***Restoring independence and well-being through quality, caring, advocacy and accessible interdisciplinary services.***

***We will optimize quality of life through innovative community integrated services exceeding customer expectations.***

**VISION**

# Introduction

Bacharach Institute for Rehabilitation conducted a Community Health Needs Assessment in 2016 to comply with the requirements of Section 501(r) of the Internal Revenue Code. The assessment was conducted by the marketing department of Bacharach Institute for Rehabilitation.

The results of the assessment were published to Bacharach's website in October, 2016. The following implementation strategy outlines Bacharach Institute for Rehabilitation's plans to address the findings through 2018 in accordance with its mission of restoring independence and well-being through accessible interdisciplinary services.

In addition to the programs described in the implementation strategy, Bacharach provides acute hospital inpatient rehabilitation care to patients admitted for such care, regardless of ability to pay.

Bacharach Institute for Rehabilitation is an acute medical rehabilitation hospital. Bacharach's acute rehabilitation patients come to us after stroke, brain injury, amputation, major multiple trauma, burns, congenital injury, and some other orthopedic or arthritic surgeries or conditions. Bacharach provides what is known as post-acute care, in other words the care that patients receive after discharge from a traditional hospital setting when they are too compromised to care for themselves at home.

Acute medical rehabilitation then, is secondary, usually, to another hospital admission. In some cases that hospital stay has been lengthy, and the effects on the family, and finances, are extensive. Bacharach offers programs and strategies that will both dovetail with our mission and vision, and complement the strategies of acute community hospitals in our service area, without being redundant.

AtlantiCare Regional Medical Center and Shore Medical Center are the two community hospital systems in our primary service area. Their primary service areas overlap somewhat and both offer a wide range of prevention and wellness programs including blood pressure screenings,

The sort of outreach that would naturally originate at the hospital level – nutrition programs for expectant mothers offered by a hospital with a childbirth center – does not naturally align with the services provided by Bacharach.

The timeline for our proposed plan is 2013 through 2015. Changes in healthcare are taking place at the speed of light. It will be necessary to closely monitor both the programs we implement and developments in healthcare processes during that period.



## **Bacharach Institute for Rehabilitation Implementation Strategy**

1. Hospital Mission and Vision statement
2. Community served by Bacharach Institute
3. Community health needs identified by the Community Needs Assessment
4. Implementation strategies 2016 – 2018
5. Needs beyond Bacharach's Mission or Service programs.
6. Collaborations

## **Bacharach Institute for Rehabilitation Mission Statement**

Bacharach is committed to "Restoring independence and well-being through quality, caring, advocacy, and accessible interdisciplinary services." With many types of care in our continuum, including acute hospital care, sub-acute long term care, day rehabilitation, home therapy and outpatient therapy, Bacharach provides robust interdisciplinary services and streamlined transitions from one service setting to another as dictated by the needs of the patient.

Bacharach draws about three fourths of its patients from Atlantic County in every care setting: acute rehab hospital, sub-acute rehab, day rehab, home therapy and outpatient services. While we have outpatient physical and occupational therapy centers in four southern New Jersey counties, Atlantic, Cape May, Cumberland and Ocean, Atlantic County continues to be our primary service area. Cape May county, southern Ocean county and eastern Cumberland county make up our secondary service area.

***In 2016, Atlantic County was home to about 275,000 people: Cape May County had 94,700, Cumberland 158,000 and Ocean County 580,000***

During that year, Bacharach's 50 acute rehab beds and 30 sub-acute beds had close to 1800 inpatients.

67% of our inpatients reside in Atlantic County, 63% of our Renaissance Pavilion patients live in Atlantic County, and 67% of our outpatients live in Atlantic County. Across our service lines, about 16% of our patients live in Cape May County, and about 10% are from Ocean County.

Including our two hearing centers, our sleep disorders center and our 15 satellite outpatient physical and occupational therapy centers, as well as at our main campus, we served over 13,000 outpatients and provided well over 110,000 outpatient therapy visits.

These included outpatient visits to our doctors of physical medicine, our cardiac rehab department, speech and language therapy, psychology and neuropsychology, as well as physical therapy and occupational therapy. Day rehab visits are considered outpatient visits.

In addition, we have an outpatient pediatrics program which offers pediatric physical, occupational and speech therapy, and our hearing centers have audiologists who specialize in pediatrics and pediatric hearing tests. Our pediatric patients come to as young as newborns and through the teens.

Most pediatric patients are seen at our main campus, but we treat some pediatric patients at our physical therapy centers as well. Under some special circumstances Bacharach Institute for Rehabilitation is licensed to treat adolescents, over 16 years of age, as inpatients.

## Observations from the 2016 CHNA

The 2016 Community Health Needs Assessment reveals that the population of Atlantic faces many socio-economic factors which keep it near the bottom of the county health rankings for New Jersey.

Atlantic County ranks 18 out of 21 counties in New Jersey overall according to the Robert Wood Johnson Foundation's annual Health Rankings and Road Maps.

Estimates of Atlantic County's population do not take into account the recent casino closings, and the figure 274,219 is likely overstated. Taj Mahal, the fourth casino to close in 2 years erased an additional 3,000 jobs. The casino labor force that once was estimated to be 45,000 is now 25,000. Many of these jobs were entry level or unskilled: many of these workers were renters; many renters who lose a job move out of the area and seek work elsewhere.

Median house hold income is only 71.9% of the state median household income.

58.6 percent of Atlantic County is white alone, 17.3 percent is black, 18.5 percent is Hispanic, and 8.2 percent is Asian. That is a 6.9% increase in the Hispanic population since 2013 and a 3.7% increase in the Asian population. The county is diverse culturally, ethnically, and socially.

26.5% of Atlantic County residents report speaking a language other than English at home

22% of Atlantic County residents report having no health insurance.

15.1% of all Atlantic County residents live in poverty, but 24% of the children in Atlantic County live in poverty, and 43% of all children in Atlantic County, nearly half, are eligible for free lunch.

15.8% of the people in Atlantic County are over age 65. This is slightly higher than the state of New Jersey.

56.7% of seniors are women. 61% of the seniors in Atlantic County live below the Elder Index, meaning their income is above the poverty level but is less than is needed to cover the most basic needs of housing, food, transportation and healthcare.

34.5% of Atlantic County residents over age 65 report living with a disability.

# Community Health Needs

## Community Health Needs Identified by the Community Health Needs Assessment

Using both primary and secondary data resources, and conducting online surveys and a focus group, themes begin to emerge regarding the needs of Atlantic County residents trying to return to independent living in the community after rehabilitation.

Data shows Atlantic County holds a low health ranking, 18th overall, among the 21 counties in New Jersey. For Social and Economic Factors, the ranking sinks to 20th. Health Factors, rank of 19, includes smoking, obesity, food environment, physical inactivity, access to exercise, excessive drinking, alcohol driving deaths, sexually transmitted infections, teen births, motor vehicle deaths and poisoning.

The focus group discussion centered on the needs of persons facing physical challenges, both those with temporary disabilities they hoped to overcome through physical rehabilitation, and those with permanent disabilities.

There was great concern that persons with disabilities lack information about services available to them in the community.

## Five common themes emerged from the discussion on living with physical Challenges

1. Respondents wished to return to the abilities they had prior to the event precipitating rehabilitation
2. Respondents had not understood the skill level of rehabilitation clinicians
3. Respondents were distressed by the barriers to care created by insurance providers
4. Respondents were frustrated that they were unaware of programs and services in the community
5. Respondents were worried about the cost of care and the cost of living



Bacharach Institute for Rehabilitation has been in the business of restoring independence and well-being since 1924. It has also been a provider of ongoing community benefit services and programs including health education at seminars, screenings and health fairs and by offering a wide variety of support groups for cardiac, stroke, amputation, spinal cord injury and arthritis among others.

In early 2015, the members of Bacharach's spinal cord group expressed a desire for an event that would bring together vendors with products and services of interest to them. They bemoaned the fact that there are annual trade shows for persons with physical challenges but that they are far away and that travel for a person with a spinal cord injury can be arduous. Their group coordinator asked for some help in putting together a small program, but the need for an accessible event for persons with physical challenges in South Jersey was clear.

Out of this discussion the concept of an Ability Fair was born.

In September of 2015, Bacharach held its inaugural Ability Fair, with 60 vendors and nearly 500 attendees at Stockton University. The event featured non-profit organizations such as the Brain Injury Association of New Jersey, FACES for Autism and Disability Right New Jersey.

There was a law firm specializing in long term care planning.

There were vendors of wheel chair products, and catheters and home modification services. Accessible vehicle manufacturers. Caregiver and home health agencies. A credit union. An insurance company. Therapy dogs.

The Ability Fair was so successful in meeting a need for the physically challenged community in South Jersey that the second annual Ability Fair was held in July of 2016, and the third is scheduled for July 26, 2017.

Holding the annual Ability Fair is a way to showcase the many programs and services available to the residents of South Jersey, both its physically challenged citizens and its seniors. The fair gathers a broad spectrum of lifestyle solutions under one roof at one time, offering a wealth of information, service and advocacy, and opening doors to people who feel they have been marginalized. Bacharach is committed to

meeting the health and wellness needs of the physically challenged population of southern New Jersey.

Another critical community benefit program Bacharach offers is a free patient transportation program which fills gaps in service provided by public transportation programs.

Bacharach has been providing transportation to outpatient services since 1988. Patients seeking services at Bacharach are likely to be elderly, low-income, disabled, or some combination of all three. For many, the most daunting part of the therapy process is figuring out how to get there. While Atlantic County has a robust and thriving transportation program, funding for it drops each year, and it becomes harder and harder to meet the community demand. Bacharach's small and nimble fleet is able to step in and fill the gaps in service that would otherwise leave patients at home without transportation to necessary medical rehabilitation services.

For nearly 8 years, Bacharach has collaborated with Atlantic County, Atlantic City, Caring, Inc., Access Link and New Jersey Transit on a program called Trans Atlantic. The partnership was born out of frustration that all of the participants were inefficiently transporting Atlantic County riders, and that in many cases were transporting the same riders. We noted that we share many of the same destinations – such as hospitals and medical complexes and also determined that there must be a better way to share services and create efficiencies.

The transportation collaborative has led to grant funding through New Jersey 5310 which will supply vehicles to Bacharach's transportation program. Ultimately, the vehicles will help to reign in the cost of providing the transportation program.

It has also led to discussions about creating a central dispatch for all of the stakeholders, and becoming more inclusive of riders who do not seek our services. While a central dispatch system has yet to be implemented, we are reducing overlap and learning to choose the most efficient vehicles.

In 2015, Bacharach provided 14,836 one way trips to patients attending medical rehabilitation appointments at our main campus and several other strategic locations including Manahawkin, Somers Point, Mays Landing and North Cape May.

## Strategic Initiatives

Bacharach will strive to see that no patient is denied medical rehabilitation services due to a lack of transportation. We will:

- Provide free transportation to outpatient therapies within a 20 – mile radius for patients without other transportation options
- Work with TransAtlantic partners to identify efficiencies and eliminate duplication of services
- Write grants and seek funding for vehicles whenever possible to keep the program viable
- Prioritize transportation for low-income, disabled and elderly patients
- Educate stakeholders such as primary care physicians, nurse practitioners and case managers
- Collaborate with community partners

## Other Community Needs Addressed by Hospital Programs

Bacharach offers a wide variety of community benefit programs other than those listed in the initiatives above. Bacharach supports continuing education for its employees and also promotes in-house education for staff in the form of physician lectures and guest speakers conversant with new technologies in therapy products and applications.

To the community, we offer hearing screenings, talks on balance problems and fall prevention, and a newsletter with information about our clinicians, our programs and our services.

Bacharach provides meeting space to many groups such as Alcoholics Anonymous, Overeaters Anonymous, a Pain Support Group, a Brain Injury support group, a Spinal Cord Injury support group and an Amputee support group.

We offer speakers and education on hearing loss and hearing instruments. Experts on Bacharach staff appear on television and on radio to share information about services and programs as well as to discuss prevention and making healthy and safe choices.

All told, Bacharach provides approximately \$250,000 annually in charity care for those in need of acute inpatient rehabilitation who are without the means to pay.

## Planned Collaborations with Other Organizations

- Atlantic County Transportation, and TransAtlantic
- AtlantiCare Health System
- Jewish Family Service
- Southern Regional Emergency Preparedness Consortium
- TD Bank Charitable Foundation
- South Jersey Industries Social Investment Program
- Walmart Foundation
- Ruth Newman Shapiro Heart and Cancer Fund

## Anticipated Impacts on Health Needs

- Providing free transportation reduces appointment cancellation rate, ensures access to care, improves patient outcomes
- Community education promotes healthy behaviors and informed decisions
- Continuing education of staff ensures highest level of skill in all care providers, leading to optimal outcomes and functional capability
- Support groups promote self-esteem and independence, offer coping skills and strategies; offer access to outside services and programs
- Seamless access to care reduces cost of care as patients recover in a timely fashion without delays and setbacks

## Needs Beyond the Hospital's Mission or Service Programs

Atlantic County has a large and varied population with a variety of needs, as is well documented in the Community Health Needs Assessment. Many of the proactive programs and services that would be of benefit to this population are already in place or under consideration by the two acute care hospital systems in the county, AtlantiCare and Shore Medical Center.

Both offer a myriad of screenings, support groups and health education classes including blood pressure screenings, childbirth and parenting classes, wellness classes, smoking cessation, physician presentations, weight-loss clinics, joint replacement preparation, and so on. They are large community hospitals with ample resources and are committed to disease prevention and education in our county.

## Collaborations

Bacharach's CHNA committee consulted with representatives from AtlantiCare Regional Medical Center early in the CHNA process.

Input from Atlantic County Government was also most helpful including the Transportation Department and the Division of Public Health.

Stockton University officials, particularly the Wellness office and the Coordinator of Services for Students with Disabilities were especially helpful in producing the Ability Fairs.

Bacharach's CHNA committee utilized the Shore Medical Center Community Health Needs Assessment and the AtlantiCare Community Health Needs Assessment, as they are the two leading referring hospitals in the county.

The committee thanks the Intergenerational Services Department at Atlantic County for its thoughtful guidance.





# ***Bacharach***

***INSTITUTE FOR REHABILITATION***

**OCEAN**

**ATLANTIC**

**CUMBERLAND**

**CAPE  
MAY**