



BACHARACH INSTITUTE FOR REHABILITATION COMMUNITY HEALTH NEEDS IMPLEMENTATION STRATEGY

Adopted by the Bacharach Institute for Rehabilitation Board of Governors on December 10, 2013

INTRODUCTION

Bacharach Institute for Rehabilitation conducted a Community Health Needs Assessment in 2012 to comply with the requirements of Section 501(r) of the Internal Revenue Code. The assessment was conducted in partnership with neighboring AtlantiCare Regional Medical Center, an acute hospital serving the same geographic areas as Bacharach Institute for Rehabilitation, and with which Bacharach has an affiliation agreement.

The results of the assessment were published to Bacharach's website in August, 2013. The following implementation strategy outlines Bacharach Institute for Rehabilitation's plans to address the findings through 2015, while keeping in mind 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 rehabilitation hospital. Unlike typical hospitals, Bacharach does not

have an emergency department, surgical suites, a childbirth and neonatal unit or intensive care unit. Bacharach's acute rehab patients come to us after stroke, brain injury, amputation, major multiple trauma, burns, congenital injury, and some other orthopedic or arthritic surgeries or conditions. 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.

Our patients arrive at our doors 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.

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

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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.

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2012 COMMUNITY SERVED OBSERVATIONS FROM THE 2012 CHNA:

Bacharach draws about two thirds 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 2012, Atlantic County was home to about 275,000 people. Cape May County had 96,000, Cumberland 158,000 and Ocean County 580,000. During that year, Bacharach’s 50 acute rehab beds and 29 sub-acute beds had close to 2,000 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 100,000 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.

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COMMUNITY HEALTH NEEDS IDENTIFIED BY THE COMMUNITY HEALTH NEEDS ASSESSMENT

Using both primary and secondary data resources, and conducting four area focus groups, themes begin to emerge regarding the weaknesses in health services and programs. Data shows Atlantic County's low health ranking among the 21 counties in New Jersey; focus groups underscore the ranking with their descriptions of the barriers to care. These include affordability and limited access to medical care, lack of primary care physicians and of specialists. Barriers may also include lack of access to other settings that are integral to healthy lifestyle, such as to a gym, to a grocery store, or to recreational facilities for exercise.

One of the "facilitators" to healthy behaviors is accessibility. Proximity to recreation areas, fresh food and produce and conveniently located doctors' offices would all contribute to healthy behaviors.

When proximity is ruled out, the solution is the availability of transportation to facilitate easy access.

The focus group discussions distilled four significant health related themes:

- **Access to care** - Doctors' offices, other health settings, healthy food settings, recreation settings
- **Health engagement** - Relationships with healthcare provider, feedback from coaches, encouragement
- **Health-seeking behaviors** - Access to screenings, flu-shots, healthy food, places to exercise
- **Health priorities** - Heart disease, affordable healthcare, cancer, health education, stroke

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IMPLEMENTATION STRATEGIES 2013 - 2015

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; by offering support groups for stroke, amputation, spinal cord injury and arthritis.

Bacharach also provides health education to students of many disciplines including: nursing, physical therapy, occupational therapy, speech and language therapy, who in turn become healthcare professionals and providers.

A critical community benefit program Bacharach offers is the free 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 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 services.

For nearly 5 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.

The 2012 CHNA identified healthcare accessibility access as one of four high priority health needs.

A. 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

B. 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 seminars from physicians on many topics including sleep disorders, hearing screenings, balance problems, lymphedema and fall prevention. Bacharach provides meeting space to many groups such as a Stroke 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 \$1 million annually in charity care for those in need of acute inpatient rehabilitation who are without the means to pay.

C. 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

D. 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

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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.

What they do not offer, is a transportation program that fills the gaps in public transportation options. Bacharach has chosen to direct our limited community benefit funds toward meeting this very important need for people at a very critical point in time.

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COLLABORATIONS

To prepare the CHNA, Bacharach partnered with AtlantiCare and the Richard Stockton College of New Jersey.

Bacharach Institute for Rehabilitation and Atlantic Regional Medical Center (ARMC), Mainland Division are both located on the campus of The Richard Stockton College in Pomona New Jersey. Bacharach has an affiliation agreement with AtlantiCare, the overarching health system to which Atlantic Regional Medical Center belongs. The affiliation agreement allows Bacharach to provide services such as physical therapy for AtlantiCare and for AtlantiCare to provide services for our patients such as respiratory and laboratory care. The two hospitals have collaborated

for many years in many ways, including the preparation of the 2012 CNHA.

In addition, faculty from The Richard Stockton College partnered with us in preparing the CHNA. They conducted the Community-Based Focus Groups and collected and analyzed the data gathered from the groups. The Richard Stockton College offers physical, occupational and speech therapy degree programs.

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