Geisinger

2024-2026 Geisinger Bloomsburg Hospital

Health Improvement Plan

Our Commitment to Community Health

Founded over a century ago as a single hospital in Danville, Pennsylvania, Geisinger now provides the highest quality healthcare services to communities throughout central and northeastern Pennsylvania. Our nonprofit mission is to not only meet the immediate healthcare needs of the people in the communities we serve, but to anticipate, identify, and address future health issues and trends.

The Community Health Needs Assessment (CHNA) helps us do that. Every three years, we conduct a thorough, formal process to identify the specific needs of the communities and regions we serve and then develop meaningful, measurable responses.

Geisinger's integrated healthcare system has become a nationally recognized model of care delivery. Our goal is to help people stay well, not just through clinical treatment and positive patient experiences, but also through education and programs that can help them prevent or manage disease and live healthier lives. Funding and supporting activities, programs, and services that benefit those who live in our service area is a big part of what we do.

By providing support to our local communities, identifying much-needed services, and establishing partnerships with community-based organizations, we can improve the physical, social, and mental well-being of those we serve.

Our goals:

- Creating partnerships with local, community-based organizations
- Providing grassroots support in the communities we serve by establishing relationships and building trust
- Promoting community health and advocacy through engagement
- Providing patient education and information about preventive services
- Increasing access to care in both clinical and community settings
- Identifying services needed to reduce health disparities and promote health equity

We have taken major steps toward improvement and responsiveness to community needs at each of our hospital campuses and invite your partnership to meet the needs of our community, together. We know we cannot do this work alone and that sustained, meaningful health improvement requires collaboration to bring the best that each community organization has to offer.

2024-2026 Community Health Improvement Plan

What is a Community Health Improvement Plan (CHIP)?

A CHIP helps organizations move from data to action to address priority health needs identified in the CHNA. The CHIP serves as a guide for strategic planning and a tool by which to measure impact by detailing goals, objectives, strategies and action steps over the three-year reporting timeframe. Anchoring initiatives and community benefit activities to measurable objectives, the CHIP creates a framework for measuring the impact of our initiatives.

Community Input

Like the CHNA, the CHIP reflects input from diverse stakeholders and helps to foster collaboration among community-based organizations. Community health priorities for Geisinger were identified with feedback from community stakeholders, including historically underrepresented and underserved populations, health and social service providers, and community health experts. These individuals provided input to define and recommend solutions to improve health in our communities.

Determining Community Health Priorities

It is imperative to prioritize resources and activities toward the most pressing and cross-cutting health needs within our community. In determining the issues on which to focus efforts over the next three-year cycle, Geisinger collected feedback from community partners and sought to align with community programs, population health management strategies, and health equity initiatives.

In defining the 2024-26 priority areas and developing its CHIP, Geisinger outlined a systemwide approach mirrored in its vision to make better health easy, and that centers strategies to advance health equity and address social drivers of health (SDoH). *Hospital specific Implementation Plans that reflect this systemwide CHIP and the unique strengths and assets of our diverse communities are available for each Geisinger hospital.*

Vision: Make better health easier for anyone and everyone

2024-2026 HEALTH PRIORITIES

Access to Care	Behavioral Health	Chronic Disease Prevention and Management
• Increase access to primary, preventive care services • Foster healthcare careers and training for health professionals • Reduce SDoH barriers • Strengthen community engagement and partnerships to build health equity	• Increase awareness of behavioral health and promote early detection • Increase access to services and integration across the care continuum • Foster community opportunities to build resilience and promote mental health	• Improve management of total health across the care continuum • Foster built environments that support health • Create care environments that honor the diversity of our communities and build health equity

Priority Area: Access to Care

Goal: Empower our communities to be well by removing barriers to healthcare.

▶ **Objective:** Increase the number of residents who receive regular primary care services.

   ▶ **Systemwide Strategies:**

      o Assist with eligibility determination and enrollment in available health insurance programs.

      o Conduct point of care primary care screening and scheduling assistance within the Emergency Department and other outpatient settings.

      o Expand primary care services including access to Geisinger 65 Forward Health Centers and CommunityCare sliding fee health services.

      o Cultivate trusting and inclusive care environments that promote healthcare access for diverse populations.

▶ **Geisinger Bloomsburg Hospital Tactics:**

      o Reduce the number of residents who report NOT having a Primary Care Provider (PCP) or medical home by leveraging opportunities with Point of Care scheduling.

      o Screen patients who access services at the Emergency Department (ED) to determine if they have a Primary Care Provider (PCP) and assist those that do not in finding a PCP.

▶ **Objective:** Increase access to primary and specialty care services in underserved communities.

   ▶ **Systemwide Strategies:**

      o Provide or sponsor sliding fee programs for individuals without health insurance and/or with low incomes.

      o Provide mobile and home- and community-based services that bring care to residents.

      o Seek out partnerships and strategic opportunities to develop or augment care environments in underserved communities.

      o Expand access to quality telehealth including age-inclusive telehealth for older adults.

   ▶ **Geisinger Bloomsburg Hospital Tactics:**

      o Explore telemedicine options to provide services and reduce barriers to care related to transportation.

      o Expand access to primary care through growth in legacy Community Medicine sites and new locations to include 65 Forward, ConvenientCare, ConvenientCare+, and Community Care.

▶ **Objective:** Increase the available healthcare workforce and advance diversity of talent.

   ▶ **Systemwide Strategies:**

      o Partner with school districts, universities, and other youth service providers to foster healthcare career pathways.

      o Collaborate with schools of medicine, nursing, and other health professionals to foster careers in needed health services and recruitment for underserved areas.

      o Embed inclusive practices and processes into how we attract, recruit, retain, and advance a diversity of talent.

   ▶ **Geisinger Bloomsburg Hospital Tactics:**

- Continue to encourage high school and college students to enter the healthcare field by providing high school STEAM and career tours of GBH, participate in college orientations and health symposiums, and provide volunteerism opportunities.
- Offer training and education programs which include co-op programs, nurse residency program, med surg fellowship and Abigail Scholars program, which will help to increase recruitment and retention.

▶ **Objective:** Reduce disparities in healthcare access.
  ▶ **Systemwide Strategies:**
  - Increase collection of REaL, SOGI, zip code, and other demographic data in order to better understand and address disparities.
  - Leverage local trusted people, places, and methods to expand healthcare services for diverse populations.
  - Provide qualified language services to meet the diverse and preferred language needs of patients.
  - Support Neighborly online platform and other resources to increase awareness of available services to meet social drivers of health needs.
  - Seek out partnerships and strategic opportunities with community-based organizations to coordinate referrals and collectively address social drivers of health barriers.
  - In partnership with Geisinger Health Plan, help address healthcare transportation barriers.
  ▶ **Geisinger Bloomsburg Hospital Tactics:**
  - Span reach of Fresh Food Farmacy.
  - Further relationships in community by remaining active in local committees.
  - Work with regional Patient Access to encourage hiring of bilingual staff to better serve patients with preferred language other than English.
  - Work with vendors to improve access to feedback from non-English speaking patients.

Priority Area: Behavioral Health

Goal: Improve behavioral health by fostering communities and care environments that promote wellness, recovery, and resilience.

▶ **Objective:** Reduce disparities in behavioral health and wellbeing.
  ▶ **Systemwide Strategies:**
  - Strengthen and support community initiatives that foster youth resilience (e.g., mentorship, career development, social emotional learning opportunities).
  - Provide trauma sensitive training, including identifying and supporting individuals with adverse childhood experiences (ACEs), in clinical and community settings.
  - Support and promote efforts to raise community awareness of behavioral health.
  - Invest in community initiatives and infrastructure that promote resident engagement and sense of community.
  - Increase collection of REaL, SOGI, zip code, and other demographic data in order to better understand and address disparities.
  ▶ **Geisinger Bloomsburg Hospital Tactics:**

- o Endorse the use of 988 Suicide Line.
- o Development and deployment of community training programs for Mental Health.

- ▶ **Objective:** Increase access to and capacity of behavioral health services.
  - ▶ **Systemwide Strategies:**
    - o Partner with community-based organizations to assess behavioral health needs, facilitate service referrals, and coordinate care.
    - o Implement universal behavioral health screenings in care settings.
    - o Provide community-based substance use prevention and treatment options (e.g., medication take back programs, Narcan distribution, Free2BMom).
    - o Seek out partnerships and strategic opportunities to develop or augment care environments in underserved communities.
    - o In partnership with the Geisinger Commonwealth School of Medicine's Behavioral Health Initiative, increase integration of behavioral and physical healthcare.
  - ▶ **Geisinger Bloomsburg Hospital Tactics:**
    - o Completion of a Behavioral Health Education Needs Assessment with the Institute PA.
    - o Increase collaboration with CMSU to support pediatric patients.
    - o Partner with local educational institutions to educate students on the importance of mental health.
    - o Reorganize outpatient services to create onsite and virtual resources dedicated to Columbia/Montour counties.

- ▶ **Objective:** Increase access to recovery-oriented care and recovery support systems.
  - ▶ **Systemwide Strategies:**
    - o Increase participation of people with lived experience in care development and delivery.
    - o Partner with community-based organizations to assess recovery needs and strategic opportunities to enhance recovery options.
    - o Support and promote recovery support groups and other activities.
  - ▶ **Geisinger Bloomsburg Hospital Tactics:**
    - o Hiring of certified recovery specialists and/or peer support to augment the provider teams and further enhance the care of the teams.

Priority Area: Chronic Disease Prevention and Management

Goal: Manage total health from coverage and prevention to care and treatment.

▶ **Objective:** Reduce risk factors for chronic disease.

    ▶ **Systemwide Strategies:**

- o Invest in community initiatives and infrastructure that promote a healthy built environment.
- o Provide community-based access to early screening and detection services and health promotion programming.
- o Leverage local trusted people, places, and methods to expand prevention services for diverse populations.
- o Support Neighborly online platform and other resources to increase awareness of available services to meet social drivers of health needs.
- o Seek out partnerships and strategic opportunities with community-based organizations to coordinate referrals and collectively address social drivers of health barriers.

    ▶ **Geisinger Bloomsburg Hospital Tactics:**

- o Promote Neighborly platform in forums where community partners and members would benefit most.
- o Create meaningful relationships with local organizations to encourage healthy habits of our community.

▶ **Objective:** Reduce disparities in chronic disease outcomes.

    ▶ **Systemwide Strategies:**

- o Increase collection of REaL, SOGI, zip code, and other demographic data in order to better understand and address disparities.
- o Provide coordinated care programs for individuals with complex medical conditions and/or at risk for disease complications.
- o Provide self-monitoring and self-management tools and programs to empower individuals to manage their condition(s).

Community Commitment and Collaboration

The 2024 CHNA report was presented to the Geisinger Board of Directors and approved in November 2023. The corresponding three-year Community Health Improvement Plan for the system was presented to the Geisinger Board of Directors and approved in February 2024. *The systemwide CHIP strategies will be implemented with hospital-specific tactics that recognize the unique strengths and assets of our diverse communities.*

Geisinger welcomes your partnership to meet the health and medical needs of our community. We know we cannot do this work alone and that sustained, meaningful health improvement will require collaboration to bring the best that each of community organizations has to offer.

To learn more about our community health improvement work or to discuss partnership opportunities, please visit our website: https://www.geisinger.org/about-geisinger/community-engagement/chna/contact-us or contact GeisingerCommunity@geisinger.edu.