

**GWV-GSWB  
CHNA Implementation Plan  
FY2019-2021**

**CY21-CY23 Community Health Needs Assessment Implementation Plan- GWV/GSWB**

Priority: ACCESS TO CARE							Strategic		
Goal: Ensure residents have access to quality, comprehensive health care close to home.							Priorities		
Objective 1:	Platform Strategies	Outcome Statement	Updated/Notes	Responsible Individual(s)	Status	Mang Total Health	Perform Excell	Ease of Use	
<b>Increase the number of residents who have a regular primary care provider or an encounter with a primary care provider</b>	Expand the Geisinger at Home, Care Coordination and Integration programs to provide primary care provider visits via mobile and audio-visual technology to the high-risk and homebound population.	Expansion of mobile and telehealth options in the high risk, medically complex patient and homebound population to reduce hospital readmissions, reduce ED visits and increase care coordination.	Sent to Diana 2/11/21 Revised by Diana 2/18/21	Diana Jackson		X		X	
	Explore options and partners to provide home-based care services (mobile integrated health, home health agencies, community primary care practices etc.).	Continued identification of socio-economic needs to increase the number of homebound patients connected with home-based care services.	Sent to Diana 2/11/21 Revised by Diana 2/18/21	Diana Jackson		X		X	
	System-wide Strategies	Outcome Statement	Updated/Notes	Responsible Individual(s)	Status	Mang Total Health	Perform Excell	Ease of Use	
	Helping our Geisinger Gold members get better access to their providers, longer appointment times and extras like wellness and social activities.	Reducing social isolation and enhancing the quality of care for our Geisinger Gold members by providing 60 minute appointments for new patients and same day acute appointments, personalized fitness assessments, wellness classes and social activities.	Updated by Stephanie Pacovsky, Juli Molcavage, and Louis Yacovoni 2/12/21  AC emailed 2/24/21- should this be system-wide. Julie Molcavage confirmed it should be included in GMC/GSACH, GBH, GWV/GSWB, GCMC.	Stephanie Pacovsky (ops), Louis Yacovoni (GHP)		X		X	
Objective 2:	Platform Strategies	Outcome Statement	Updated/Notes	Responsible Individual(s)	Status	Mang Total Health	Perform Excell	Ease of Use	
<b>Increase access to primary and specialty care providers</b>	Recruit primary care and specialists.	Achieve or exceed the Geisinger Clinic strategic workforce plan recruitment and retention targets through the execution of a best-in-class provider talent attraction strategy.	Sent to Matthew 2/11/21 Sent reminder to Matthew 2/22/21 with leadership team cc; assume it stays the same. Matthew approved 2/22/21	Matthew McKinney				X	
	System-wide Strategies	Outcome Statement	Updated/Notes	Responsible Individual(s)	Status	Mang Total Health	Perform Excell	Ease of Use	
	Explore telemedicine options to provide services and reduce barriers to care related to transportation.	Complete 50,000 telemedicine visits per calendar year throughout the Geisinger system.	AC developed with David Fletcher as system-wide strategy	David Fletcher				X	
	Expand access to primary care through growth in legacy Community Medicine sites and new locations to include 65 Forward, ConvenientCare, ConvenientCare+, and Community Care.	Successfully implement the Geisinger Primary Care Expansion plan.	AC developed with Lorien Beishline as system-wide strategy	Matthew Nussbaum		X		X	
Objective 3:	Platform Strategies	Outcome Statement	Updated/Notes	Responsible Individual(s)	Status	Mang Total Health	Perform Excell	Ease of Use	
<b>Reduce barriers to receiving care for residents without transportation</b>	Partner with Geisinger Health Plan and local agencies to expand transportation services to access health and social services. Provides coordinated rides to clinical appointments, as well as to necessary social needs for those patients referred by a Community Health Assistant (CHA).	Will measure following outcomes: No-show rates, Fill rate, ED utilization, Length of stay, Unplanned 30-day admissions, change in health status as well as quality of life.	Not system-wide; keep within GWV Sent to Eileen 2/11/21 Approved by Eileen 2/11/21	Eileen Evert		X		X	
	System-wide Strategies	Outcome Statement	Updated/Notes	Responsible Individual(s)	Status	Mang Total Health	Perform Excell	Ease of Use	
	Utilize the Neighborly platform for members and patients and community members to easily find and connect to local health and social care resources.	Provide engagement metrics such as: users, searches, and search categories.	Developed in collaboration with wellness as a system-wide strategy	Maria Welch		X		X	
	Offer programming in partnership with local community organizations to reduce social isolation in members and patients.	Provide program engagement metrics.	Developed in collaboration with wellness as a system-wide strategy	Maria Welch		X		X	
	Partner with Geisinger Health Plan and local agencies to expand transportation services to access health and social services.	No-show rates, Fill rate, ED utilization, Length of stay, Unplanned 30-day admissions, change in health status as well as quality of life.	Developed in collaboration with wellness as a system-wide strategy	Eileen Evert		X		X	
Objective 4:	System-wide Strategies	Outcome Statement	Updated/Notes	Responsible Individual(s)	Status	Mang Total Health	Perform Excell	Ease of Use	
<b>Identify opportunities to develop or augment care environments in underserved communities</b>	Proactively support community-based organizations that provide primary health care to the underrepresented, uninsured and underinsured populations throughout our service regions.	Through sponsorships, community fairs/screenings, and leveraging relationships, we will look to track the number of under-represented individuals engaged in our programs and support and increase the number of under-represented patients receiving affordable primary care close to their homes, thereby reducing the number of non-urgent ED visits.	AC developed with John Grabusky as system-wide strategy	John Grabusky		X		X	
Objective 5:	System-wide Strategies	Outcome Statement	Updated/Notes	Responsible Individual(s)	Status	Mang Total Health	Perform Excell	Ease of Use	
<b>Foster pursuit of health careers and ongoing training of health professionals</b>	Encourage pursuit of careers in the health field.	Offering 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.	AC developed with Ida Castro & Lindsey Ford as system-wide strategy	Lindsey Ford/Ida Castro			X		

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Priority Area: BEHAVIORAL HEALTH						Strategic Priorities		
GOAL: Model best practices to address community behavioral health care needs and promote collaboration among organizations to meet the health and social needs of residents.								
Objective 1:	System-wide Strategies	Outcome Statement	Updated/Notes	Responsible Individual(s)	Status	Mang Total Health	Perform Excell	Ease of Use
<b>Advance local and state dialogue to address behavioral health needs</b>	Convene partners or participate in existing coalitions to identify and address gaps in services.	Increase access to behavioral health services as measured by number of individuals served.	Developed in collaboration with Dawn Zieger as a system-wide behavioral health strategy	Dawn Zieger		X	X	X
	Advocate to remove regulatory barriers to the provision of behavioral health services.	Meetings with regulatory bodies to identify opportunities to streamline requirements.	Developed in collaboration with Dawn Zieger as a system-wide behavioral health strategy	Dawn Zieger			X	X
Objective 2:	System-wide Strategies	Outcome Statement	Updated/Notes	Responsible Individual(s)	Status	Mang Total Health	Perform Excell	Ease of Use
<b>Foster integration of behavioral health care across the continuum</b>	Increase footprint of integrated primary and behavioral healthcare within primary care practices.	Increase Number of behavioral health patients receiving care in Primary Care Setting. Increase Number of Integrated Primary Care Clinics.	Developed in collaboration with Dawn Zieger as a system-wide behavioral health strategy	Dawn Zieger		X		X
	Implement sustainable behavioral health integration with Geisinger Federally Qualified Health Centers (FQHC) and/or look a like clinics.	Number of patients served within the Caring Community sites (Kistler & Hazelton).	Developed in collaboration with Dawn Zieger as a system-wide behavioral health strategy	Dawn Zieger		X		X
	Increase integration of integrated behavioral health services within hospital specialty clinics and programs (ie. Oncology, Pain, Clinical Nutrition, etc.)	Number of patients served within a Geisinger specialty integrated care program.	Developed in collaboration with Dawn Zieger as a system-wide behavioral health strategy	Dawn Zieger		X		X
	Strengthen partnerships to improve the transitions of care into the community (example: crisis services, FQHCs, community clinics)	Meetings with Community Partners to strengthen the local continuums of care.	Developed in collaboration with Dawn Zieger as a system-wide behavioral health strategy	Dawn Zieger (with input from platform)		X	X	
Objective 3:	System-wide Strategies	Outcome Statement	Updated/Notes	Responsible Individual(s)	Status	Mang Total Health	Perform Excell	Ease of Use
<b>Increase access to behavioral health services</b>	Increase capacity of behavioral health outpatient services for each region by implementing an expansion plan.	Increase the capacity to provide care through multiple disciplines (Social work, Psychology, Psychiatry).	Developed in collaboration with Dawn Zieger as a system-wide behavioral health strategy	Dawn Zieger		X	X	X
	Leverage telemedicine to provide services to underserved areas.	Create and increase multiple points of access/entry for those with Behavioral Health issues to access care. This may take place within a clinic or provide telemedicine to the patient in their home environment.	Developed in collaboration with Dawn Zieger as a system-wide behavioral health strategy	Dawn Zieger		X		X
	Explore options to create a Mental Health Hub in each region to include a diverse medical team (physicians, psychiatrists, social workers, etc.).	Creation of HUB locations in the West and Northeast regions.	Developed in collaboration with Dawn Zieger as a system-wide behavioral health strategy	Dawn Zieger		X	X	X
	Support enhancement of Medication-assisted Treatment (MAT) clinics and broader access to reversal drugs.	1. Number of unique patients seen in MAT 2. Mortality rate relative to untreated-expected for all clinic locations (Bloomsburg, Williamsport, Scranton and Wilkes Barre).	Developed in collaboration with Dawn Zieger as a system-wide behavioral health strategy	Jordan Barbour		X	X	X
	Evaluate self help/monitoring options for patient care.	Deployment of self help or monitoring tools to support patient stabilization.	Developed in collaboration with Dawn Zieger as a system-wide behavioral health strategy	Dawn Zieger		X	X	X
	Support opioid-dependent women as well as mom's suffering from substance abuse disorder during pregnancy and two years after childbirth through a coordinated clinical and social support program.	Provide program participation of enrolled mothers and babies, Neonatal Abstinence Syndrome (NAS) symptoms, enrollment in MAT, and newborn APGAR (appearance, pulse, grimace, activity, and respiration) score.	Developed in collaboration with wellness as a system-wide strategy	Michelle Passaretti		X	X	
	Platform Strategies	Outcome Statement	Updated/Notes	Responsible Individual(s)	Status	Mang Total Health	Perform Excell	Ease of Use
Will re-initiate support groups in the northeast region* through Geisinger Neurology Memory and Cognition to provide treatment and support for Alzheimer's disease patients, and their caregivers. <small>*Note: re-initiating support groups will be dependent upon lifted pandemic restrictions.</small>	Number of participants in support groups.	updated by Trudi Dempsey 2/24/21	Trudi Dempsey		X			

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Priority Area: CHRONIC DISEASE PREVENTION AND MANAGEMENT							Strategic		
Goal: Reduce risk factors and premature death attributed to chronic diseases.							Priorities		
Objective 1:	Platform Strategies	Outcome Statement	Updated/Notes	Responsible Individual(s)	Status	Mang Total Health	Perform Excell	Ease of Use	
<b>Encourage community initiatives that support access to and availability of healthy lifestyle choices</b>	Explore opportunities for the development of a walking trail on the GWV campus.	Funding raised toward completion of Wellness Trail, both monetary and in-kind design/materials support.	Sent to Dan 2/11/21 updated by Dan 2/11/21	Dan Landesberg			X		
	System-wide Strategies	Outcome Statement	Updated/Notes	Responsible Individual(s)	Status	Mang Total Health	Perform Excell	Ease of Use	
	Offer Breastfeeding Classes by a Board-Certified Lactation Consultant.	By increasing breastfeeding rates both the mother's and infant's health will benefit as measured by lower incidence of postpartum depression, breast and ovarian cancer in mothers and fewer sick visits, lower risk of asthma and obesity for infants in whom benefits increase the longer they are breastfed.	AC developed with Holly Barbella as system-wide strategy	Holly Barbella		X		X	
	Leverage our relationships with health-related community non-profits to promote physical activity across our service regions. Offer free or reduced cost exercise or education programs for community members. Support community races, fun runs, walks and other events that promote physical activity. Participate in or host free community health fairs targeting diverse populations.	increase awareness and number of participants who attend community events or programs.	AC developed with John Grabusky as system-wide strategy	John Grabusky		X			
	Partner with local food bank organizations to offer emergency food boxes to expand access for food resources.	Provide program participant totals and families served.	Developed in collaboration with wellness as a system-wide strategy	Michelle Passaretti		X			
	Support various community health and wellness educational programs.	Will provide or participate in free community events, including health and wellness educational programs and health fairs, to increase awareness and number of participants who attend community events or programs.	Developed in collaboration with wellness as a system-wide strategy	Eileen Evert		X			
	Promote and support the Geisinger Fresh Food Farmacy, including diabetes wellness classes and dietary consultations, to food-insecure, diabetic patients.	Improve food insecurity and health outcomes among low-income participants with diabetes by identifying the number of at-risk individuals with diabetes reporting food insecurity, providing number of patients served by our program, and reporting changes in healthy lifestyle behaviors and diabetes outcomes.	Developed in collaboration with wellness as a system-wide strategy	Michelle Passaretti		X			
	Explore opportunities to expand the Geisinger Fresh Food Farmacy model in partnership with existing food pantry initiative within the community.	Improved patient food insecurity screening and documentation of connection to local resources.	Developed in collaboration with wellness as a system-wide strategy	Michelle Passaretti		X			
Objective 2:	Platform Strategies	Outcome Statement	Updated/Notes	Responsible Individual(s)	Status	Mang Total Health	Perform Excell	Ease of Use	
<b>Initiate early stage interventions for individuals at high risk for chronic disease</b>	Provide skin cancer screenings for underserved residents.	Communication provided to the community of the free screening event to include underserved areas. Measure the number of people screened.	sent to Julie 2/11/21 updated by Julie 2/11/21	Julie Bordo, Dan Landesberg			X	X	
	System-wide Strategies	Outcome Statement	Updated/Notes	Responsible Individual(s)	Status	Mang Total Health	Perform Excell	Ease of Use	
	Coordinate community-based strategic partnerships and develop operational infrastructure that enables us to scale and promote evidenced-based programming to serve more patients/members.	Will provide chronic disease management and evidence-based programs to increase and improve knowledge and clinical measures of participants in programs.	Developed in collaboration with wellness as a system-wide strategy	Eileen Evert		X			
Objective 3:	Platform Strategies	Outcome Statement	Updated/Notes	Responsible Individual(s)	Status	Mang Total Health	Perform Excell	Ease of Use	
<b>Develop integrative care models to improve outcomes for patients with chronic disease</b>	Will re-initiate cancer support groups for patients/caregivers in the northeast region* to assist with coping and help individuals deal with practical problems to help improve overall quality of life. *Note: re-initiating support groups will be dependent upon lifted pandemic restrictions.	Number of participants in support groups.	sent to Christine 2/11/21 Revised by Christine 2/16/21	Christine Krumich		X			
	Provide evidence based medical nutrition therapy for patients at Geisinger Federally Qualified Health Centers (Kistler clinic).	1. Will provide program participant totals. 2. Will provide chronic disease management and evidence-based programs to increase and improve knowledge and clinical measures of participants in programs.	AC developed with Renee Winter-Bertsch as Clinical Nutrition system-wide strategy	Renee Winter-Bertsch		X	X		
	System-wide Strategies	Outcome Statement	Updated/Notes	Responsible Individual(s)	Status	Mang Total Health	Perform Excell	Ease of Use	
	Provide (virtual) support group for patients with diabetes.	Number of participants in support groups.	AC developed with Renee Winter-Bertsch as Clinical Nutrition system-wide strategy	Renee Winter-Bertsch		X		X	
	Provide evidence based medical nutrition therapy for patients at Geisinger 65 Forward.	1. Will provide program participant totals. 2. Will provide chronic disease management and evidence-based programs to increase and improve knowledge and clinical measures of participants in programs.	AC developed with Renee Winter-Bertsch as Clinical Nutrition system-wide strategy	Renee Winter-Bertsch		X	X		
Objective 4:	System-wide Strategies	Outcome Statement	Updated/Notes	Responsible Individual(s)	Status	Mang Total Health	Perform Excell	Ease of Use	
<b>Increase cultural competency among all Geisinger health care providers and staff</b>	Offer Everyday Bias Training systemwide to providers/employees to increase cultural competencies among health providers.	Increase our patient experience scores among our diverse patient population, measured through the following outcomes: 1. Lower turnover rates and longer retention rates 2. Expanding the talent pool through innovative outreach initiatives 3. Higher engagement scores—noted internally and externally	AC developed with Arthur Breese as system-wide strategy	Arthur Breese			X		