2013
Comprehensive Three-Year Community Service Plan

Bassett Healthcare Network
Cobleskill Regional Hospital
Bassett Hospital of Schoharie County
(dba Cobleskill Regional Hospital)

Community Service Plan 2013-15

November 2013
Community Service Plan
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1. **Mission Statement**

Bassett Hospital of Schoharie County (dba-Cobleskill Regional Hospital) exists to serve the Schoharie County community by providing excellent health care in partnership with the Bassett Healthcare Network.

Cobleskill Regional Hospital, affiliated with Bassett Healthcare Network, is Schoharie County's only provider of acute inpatient medical care, emergency care, short-stay inpatient rehabilitation, and many other diagnostic and therapeutic healthcare services. Cobleskill Regional Hospital offers a broad range of inpatient and outpatient services, including an emergency department staffed around-the-clock by highly qualified physicians, inpatient care for medical conditions, outpatient surgery, short-stay inpatient rehabilitation, outpatient rehabilitative services (including physical therapy), open MRI and state-of-the-art medical imaging, comprehensive laboratory services, a Sleep Disorder Center, and approximately 20 specialty services, provided by Bassett physician specialists, in areas such as cardiology, women’s health, orthopedics, and more.

Cobleskill Regional Hospital has been affiliated with Bassett Healthcare Network since 1994. The affiliation/partnership with Bassett Healthcare has realized not only increases in access to needed health care services, but also it has resulted in system savings through reduced purchasing costs, shared administrative services, joint facilities assessment and planning, and the development of regional staffing models.

2. **Definition and Brief Description of Community Served**

Cobleskill Regional Hospital’s primary service area encompasses all of Schoharie County, with a population of 32,099 (U.S. Census 2012 estimate). Schoharie County’s population is the 5th smallest among the 62 counties in New York State. Its population has remained constant over the past 10 years. The county is predominantly rural with an average population density of 52.7 people per square mile. As the population has remained constant, so has the distribution of the population by race, ethnicity, and country of origin. White persons made up approximately 96 percent of the population in 2012. The population of the county continues to shift gradually toward an elderly population. For a rural county this shift is expected to bring challenges in meeting the health needs and concerns of an aging population, specifically for long-term institutional care because there are no nursing home facilities in the county. Low income, unemployment, and low education levels create healthcare disparities and barriers to healthcare access in Schoharie County. Median household income 2007-2011 is $50,795 compared to $56,951 for New York State; unemployment rates were above 9 percent in 2012, compared with 8.6 percent for New York State and 6.8 percent for the surrounding Capital District. Only 20.5 percent of residents hold a bachelor’s degree, compared with 32.5 percent for New York State.
3. Public Participation

This Community Service Plan is informed by Cobleskill Regional Hospital’s Community Health Needs Assessment (CHNA), which was prepared prior to the CSP. As such, both have taken into account input from persons who represent the broad interests of the community served by Cobleskill Regional Hospital.

Organizations providing input into this plan include: Schoharie County Department of Health (SCDOH), Schoharie County ARC, Schoharie County Department of Social Services, Schoharie County Office of the Aging, Schoharie County Community Services (mental health services), SUNY Cobleskill Department of Student Affairs, Catholic Charities of Schoharie County, Schoharie County Child Development Council, Gilboa-Conesville Central School District, Cornell Cooperative Extension, Schoharie County Community Action Program, At Home Care, Inc., Rural Health Development, and Bassett Healthcare Network.

A significant means for receiving input from individuals who represent broad interests of the community was through a community-wide stakeholder meeting held and hosted by Cobleskill Regional Hospital on November 15, 2012 to inform the Community Health Needs Assessment and CSP process. In addition, a geographically and demographically comprehensive series of Community Forums was held in conjunction with the Schoharie County Department of Health at town meetings and senior group events, as follows:

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<tr>
<th>Date</th>
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<tbody>
<tr>
<td>3/6/13</td>
<td>Town of Carlisle</td>
<td>3/14/13</td>
<td>Town of Jefferson</td>
<td>4/10/13</td>
<td>Cobleskill Young at Heart Club</td>
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<td>Town of Gilboa</td>
<td>3/14/13</td>
<td>Town of Richmondville</td>
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<td>3/11/13</td>
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<td>Town of Broome</td>
<td>4/16/13</td>
<td>Summit Seniors</td>
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<td>3/12/13</td>
<td>Town of Fulton</td>
<td>3/12/13</td>
<td>Town of Esperance</td>
<td>4/18/13</td>
<td>Conesville Mountaintop SRS</td>
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<td>3/13/13</td>
<td>Central Bridge Seniors</td>
<td>3/21/13</td>
<td>Town of Summit</td>
<td>5/1/13</td>
<td>Richmondville Seniors</td>
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<tr>
<td>3/13/13</td>
<td>Carlisle Seniors</td>
<td>3/27/13</td>
<td>Town of Schoharie</td>
<td>5/10/13</td>
<td>Sharon Silver and Gold</td>
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<td>3/13/13</td>
<td>Town of Conesville</td>
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<td>Town of Blenheim</td>
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<td>Town of Wright</td>
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<td>3/14/13</td>
<td>Town of Middleburgh</td>
<td>4/6/13</td>
<td>Middleburgh Golden Agers</td>
<td>5/13/13</td>
<td>Town of Seward</td>
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Barriers or gaps in service identified in these sessions included:

- The need to address prevention of chronic disease, focusing especially on tobacco use, good nutrition, and physical activity as they impact heart disease, diabetes, and cancer
- Lack of dental practitioners, particularly for low-income and/or Medicaid pediatric patients
- Access to primary care services
- Access to care for mothers, infants, and children
- Income disparity as a barrier to quality healthcare and prevention interventions

Invitations to participate in these opportunities for public input were sent by mail and e-mail to key community stakeholders. Notices were also published on the hospital website. Feature articles encouraging participation appeared in the hospital’s community Healthlink newsletter, which is inserted into the county’s weekly newspaper, is posted on the hospital’s website, and also reaches all mailboxes in the county via the local “pennysaver” publication. Community Forums were also publicized by the Schoharie County Department of Health (SCDOH), the county Office for the Aging, and other county agencies. Additionally, the hospital’s Community Health Assessment 2013 was posted on the hospital website, and on-line response from the public was encouraged.

4. Assessment and Selection of Public Health Priorities

The criteria used to select priorities were:

1. Identified as a priority via public input as part of the CHNA and CSP public participation process (stakeholder meeting, community forums, website)
2. Identified in the Cobleskill Regional Hospital Community Health Needs Assessment 2013 (including data from the Bassett Upstate Health and Wellness Survey, and also informed by the CRH Community Service Plan 2009-2012)
3. Identified in the Schoharie County Department of Health Community Health Assessment 2005-2010 (State and Federal statistical health data)

A workgroup was convened by CRH and the Schoharie County Department of Health to select priorities for this Community Service Plan. Through this workgroup, the data from the community engagement sessions, as well as the hospital and county health department community health assessments cited above, were aligned with the priorities outlined by the NYS 2013-2017 Prevention Agenda. Additionally, the rationale for choice of priorities was based on available resources and capacity to address the priority. Opportunity for development of collaborative interventions by CRH, Bassett Health Care Network, SCDOH, and other community partners was also considered by the workgroup.
Three priorities were selected for Cobleskill Regional Hospital; these three priorities are in common with and were also addressed in the hospital’s CHNA and CHNA Implementation Strategy 2013 reports:

- Prevent Chronic Diseases (common to NYS Prevention Agenda 2013-17)
- Promote Healthy Women, Infants and Children (common to NYS Prevention Agenda 2013-17)
- Access to Quality Healthcare

**NYS Prevention Agenda Priority Jointly Identified by Hospital and LDH**

The hospital and county health department jointly identified two common focus areas within one Prevention Agenda priority, including one addressing a disparity, as detailed below:

- **Prevent Chronic Diseases**

  **Focus Areas:**
  
  - Obesity Prevention in Children and Adults
  - Reduce Illness, Disability and Death Related to Tobacco Use and Secondhand Smoke Exposure

The NYS Prevention Agenda priority “Prevent Chronic Diseases” was identified jointly as a priority by Cobleskill Regional Hospital and the Schoharie County Department of Health using Cobleskill Regional Hospital’s Community Health Assessment 2013, the Schoharie County Health Assessment 2005-2010, and through community input. Hospital and LDH objectives and strategies for preventing chronic disease will center on the focus areas of obesity prevention and tobacco use. **The disparity to be addressed is low socio-economic status; specifically, percentage of adult smokers with household incomes less than $25,000 per year.** Data to support the rationale behind the choice of priorities, focus areas, objectives, and the disparity to be addressed include:

- The mortality rate for heart disease in Schoharie County is at 296.3 deaths per 100,000, which is higher than the HP2020 goal of 100 per 100,000 (SCDOH CHA 2005-2010)

- The incidence of lung cancer and the mortality rates from lung cancer (73.6 deaths per 100,000) are higher in Schoharie County compared to NYS (SCDOH CHA 2005-2010); moreover, the percentage of adult cigarette smoking is 23.9 in Schoharie County, which is above the NYS average of 18.1 percent; the NYS Prevention Agenda 2017 objective is 15. (NYS Prevention Agenda 2013-2017 Tracking Indicators)

- The mortality rate due to diabetes in Schoharie County has trended above that of New York State over the last decade. (SCDOH CHA 2005-2010)
- The percent of adults in Schoharie County who have a body mass index of 24.9 or above, classifying them as overweight or obese, is 66 percent; moreover, the percentage of children and adolescents who are obese is 20.2, which is higher than the NYS average of 17.6 percent and the NYS 2017 objective of 16.7 percent for New York State excluding New York City. (NYS Prevention Agenda 2013-2017 Tracking Indicators)

- Low income disparity: median household income 2007-2011 is $50,795 compared to $56,951 for New York State. (U.S. Census 2012 estimate)

5. Three-Year Plan of Action

Health Priority: Prevent Chronic Diseases
(Identified with SCDOH)

<table>
<thead>
<tr>
<th>Focus Area</th>
<th>Goal</th>
<th>Objective</th>
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<tbody>
<tr>
<td>1. Obesity Prevention in Adults and Children</td>
<td>Expand the role of healthcare and health service providers in obesity prevention</td>
<td>Reduce the percentage of children who are obese in the CRH service area (20.2 percent, Schoharie County Indicators for Tracking Public Health Priority Areas, 2013-2017) to the New York State Prevention objective of 16.7 percent by 2017</td>
</tr>
<tr>
<td>2. Reduce Illness, Disability and Death Related to Tobacco Use and Secondhand Smoke Exposure</td>
<td>Promote tobacco use cessation, especially among low SES populations</td>
<td>To reduce the percentage of smokers in Schoharie County from 23 percent, according to the Schoharie County Community Health Assessment, to 20 percent by 2017, with a targeted focus on adults with annual household income of less than $25,000 (working toward the NYS Prevention Agenda objective of 20 percent for low income)</td>
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CRH Intervention Strategies and Tracking Measures

Focus Area 1: Obesity Prevention in Adults and Children with targeted focus on reducing percentage of children who are obese in CRH service area (see objective in the preceding table)

(Identified with SCDOH)

- **Strategy:** Identify and promote educational messages and formats that have been shown to improve knowledge among children, parents, grandparents, pregnant women, parents and caregivers, including sugary drink consumption, nutrition, physical exercise

  *Tracking measures:*
  
  - Year 1: Identify and develop messaging and formats; identify target audiences/populations; identify and secure resources for delivery/dissemination
  - Year 2: Delivery of evidence-based health messaging
  - Year 3: Evaluate and continue delivery of evidence-based health messaging

- **Strategy:** Integrate these messages across hospital programs that serve children/parents/grandparents; collaborate with community partners to integrate educational messaging through/into home visits (Healthy Families Schoharie), and also through RHENSOM, Head Start, and WIC

  *Tracking measures:*
  
  - Year 1: Develop coalition of health service providers who serve families with children in Schoharie County; identify and commit CRH representative who will serve in leadership/organizing role for coalition; implement integration of common messaging
  - Year 2: Maintain coalition of health service providers who serve families with children in Schoharie County; continue common messaging and monitor effectiveness of messaging and formats/media platforms through a focus group of those served by Healthy Families Schoharie and coalition members
  - Year 3: Maintain coalition of health service providers; assess messaging response

- **Strategy:** Continue committed CRH leadership role and support for the sustainability of the Healthy Families Schoharie program, an evidence-based model that enrolls mothers during pregnancy and which may follow the child up to age 5, in order to promote preventive interventions for obesity and to assist with referrals to community resources

  *Tracking measures:*
  
  - Year 1: identify and commit CRH representative who will serve in leadership/organizing role for Healthy Families Schoharie County
Year 2: Achieve 50 percent referral rate into Healthy Families Schoharie County (of all births in county) and begin weight data collection from home visits and delivery of evidence-based health messaging to all participants; maintain leadership role in Healthy Families Schoharie County

Year 3: Achieve 75 percent referral rate into Healthy Families Schoharie County; maintain leadership role in Healthy Families Schoharie County

**Strategy:** Continue CRH partnership in the Creating Healthy Places grant program, which in final year of grant (2014) will focus on development and dissemination of health messages offering information regarding availability of parks, community gardens, and trails for use among the coalition of health service providers. Messaging also to include grant-supported initiatives to promote consumption of locally produced fresh fruits and vegetables and to provide healthy choices on local menus.

**Tracking measures:**

- Year 1: Identify and appoint CRH representation to partnership to assist with health messaging
- Year 2: Grant ends – evaluate results/evaluate support for application for next round
- Year 3: If grant is secured, continue collaboration based on new workplan

**Strategy:** Use media and health communications to build awareness, including continued regular focus on obesity-related messaging in CRH Healthlink community newsletter

**Tracking measures:**

- Year 1: Identify and develop messaging and formats; identify available resources
- Year 2: Evaluate/continue delivery of health messaging including through a focus group of those served by Healthy Families Schoharie and coalition member
- Year 3: Continue delivery and evaluation of evidence-based health messaging

**Focus Area 2: Reduce Illness, Disability and Death Related to Tobacco Use and Secondhand Smoke Exposure with targeted focus on low-income adults**

(Identified with SCDOH)

**Strategy:** Continue screening of inpatients (acute, short-term rehab, observation) for tobacco use and provision of brief intervention to encourage Quitline referrals and offer community-based resources

**Tracking measures:**

- Years 1-3: Track referrals to Quitline and community-based resources
• **Strategy:** Use health communications such as the Healthlink community newsletter and other vehicles to increase impact utilization of Quitline and to promote behavior changes; facilitate Quitline referrals

*Tracking measures:*

  - Years 1-3: Track referrals to Quitline

• **Strategy:** Explore use of electronic medical record to prompt providers to complete 5A’s (ask, assess, advise, assist, and arrange)

*Tracking measures:*

  - Year 1: Identify feasibility; if feasible, incorporate into EMR
  - Year 2 and 3: Track provider completion and Quitline referrals

• **Strategy:** Partner with Schoharie County Department of Health and Schoharie County Department of Community Services to identify and organize other community partners to develop and implement community-led, place-based interventions targeted to address smoking in low-income population

*Tracking measures:*

  - Year 1: Identify resources, develop plan to increase place-based intervention and determine tracking measures, including Quitline referrals
  - Year 2-3: Implement interventions and track participation and other identified measures, including Quitline referrals

• **Strategy:** Use media and health communications to target literacy-sensitive educational messaging to low-income audiences

*Tracking measures:*

  - Year 1: Develop evidence-based messaging and identify appropriate formats/delivery mechanisms; identify resources
  - Years 2 and 3: Secure resources, implement dissemination

• **Strategy:** Create linkages with and connect patients to community preventive resources targeted at this population

*Tracking measures:*

  - Year 1: Identify linkages, develop referral mechanisms, implement
  - Years 2 and 3: Evaluate and track participants/referral numbers
- Partner with Schoharie County Department of Health to explore reduction of out-of-pocket costs for smoking cessation programs and medications for low-income smokers

Tracking measures:

- Year 1: Identify resources and if feasible, implement programs
- Years 2 and 3: Evaluate and track participants/results

6. Dissemination of the Plan to the Public

The Community Service Plan will be available in public areas of the hospital and is also posted on the Cobleskill Regional Hospital website, www.cobleskillhospital.org. Additionally, Cobleskill Regional Hospital’s Healthlink community newsletter, which is inserted into the county’s weekly newspaper and “pennysaver” publications, has summarized the Community Service Plan and NYS Prevention Agenda while highlighting Cobleskill Regional Hospital’s public health programs and demonstrating the hospital’s commitment to public health programs and financial assistance.

7. Process to Maintain Engagement and to Track Progress

Input will be sought from the public, stakeholders, and collaborative partners on an ongoing basis. This process will also seek suggestions for additional strategies as well for modification and/or improvement of identified strategies. It will also lead to agreement on tasks and activities, shared resources and responsibilities, timelines and expected outcomes to be achieved through pursuit of each strategy.

Cobleskill Regional Hospital will provide human and financial resources to support the direct hospital activities described in the plan. CRH will also support the activities of the Bassett Healthcare Network and Bassett Medical Center, including regional primary care development efforts and the mission of the Bassett Cancer Institute and Delaware, Otsego, Schoharie Cancer Services Program. The hospital will continue to be an active partner with community agencies, and in particular: the Schoharie County Department of Health; Healthy Families Schoharie County; Creating Healthy Places Program; and the Schoharie County Office for Aging.

Bassett Medical Center will also continue to commit significant resources toward these strategies. It will provide lead staff support for the development of the regional primary care plan. CRH will continue to be assisted by BMC in technology development, specifically in supporting development and integration of electronic medical records and telemedicine as part of a regional delivery system. This includes a Bassett investment of nearly $24 million between 2010 and 2013 to develop a regional EMR system linking it with its affiliates. Cobleskill Regional Hospital expended significant resources to build and implement its electronic medical record system (as part of the Bassett EMR system), which became fully operational in February of 2013. Over the next several years CRH will continue to dedicate staff and operational resources to optimize and expand the functionality of the EMR systems reporting, monitoring and strategic planning capacities and to meet meaningful use standards.
In addition to the above areas of focus to be addressed with the LDH, other areas of focus for prevention of chronic disease, as well as two additional health priorities (see section 4), were identified in the Cobleskill Regional Hospital Community Health Needs Assessment 2013. They are addressed in its Implementation Strategy, as follows:

- **Health Priority – Prevent Chronic Disease (CRH Community Health Needs Assessment 2013*)**

  The focus for this health priority will be on three chronic diseases (heart, cancer and diabetes). The selection of this priority also retains the prior focus of the CSP and CCHA to increase physical activity and good nutrition habits and reduce tobacco use because of their impact/role in chronic diseases most prevalent in the service area.

  Specifically, CCHA data show that while residents of Schoharie County have experienced a declining mortality rate due to heart disease over the last decade and a half, the mortality rate is still significantly higher at 296.3 deaths per 100,000 than the HP2020 goal of 100 per 100,000. The CCHA shows that women in Schoharie County have experienced fluctuating incidences of breast cancer since 1992; however, overall, these rates are below that of New York State. The Bassett Upstate Health and Wellness Survey reports that less than 74 percent of women 40 and older had a mammogram in the prior two years, while the CCHA reports that 80.5% of female residents in Schoharie, Delaware, and Otsego counties reported having a mammogram in the past two years. In addition, the Bassett Upstate Health and Wellness Survey reports that less than 66 percent of women 18 and older had a Pap smear in the prior three years compared to the HP2020 goal of 93 percent. The CCHA reported that the mortality rate due to diabetes in Schoharie County has trended above that of New York State over the last decade.

  The mortality rate for diabetes in Schoharie County was 21.5 per 100,000 (age-adjusted 26.4/100,000) and for New York State was 20.4 per 100,000 (age-adjusted 18.8/100,000). In addition, the Upstate Health and Wellness survey reported an estimated prevalence of diabetes at 8 percent in the hospital's service area compared to the New York State Prevention agenda objective of 5.7 percent. According to NYS DOH data, the percent of adults in Schoharie County who have a body mass index of 24.9 or above, classifying them as overweight or obese, is 66 percent, which is higher than the New York State rate. The percentage of students under age 18 who are overweight or obese is 31.7 percent.

  The incidence of lung cancer is higher in Schoharie County compared to New York State. High rates of lung cancer and reducing tobacco use by residents of Schoharie County were identified

*CHNA was prepared prior to this Community Service Plan and used data from the Bassett Upstate Health and Wellness Survey, Schoharie County Health Assessment 2005-2010, and the CRH Community Service Plan 2009-2012
as priorities in Cobleskill Regional's Community Service Plan, as well as by the Schoharie County Community Health Assessment. The CCHA reported lung and bronchus cancer mortality rates significantly higher in Schoharie County than in New York State. It also noted that lung cancer was the leading cancer-related cause of death in Schoharie County. In addition, the BRFSS 2008 Interim Report for Schoharie County estimated 23 percent of surveyed residents were current smokers, and 15.3 percent were everyday smokers. In contrast, the Upstate Health and Wellness survey reported over 16 percent of adults were smokers. All of these rates exceed the NYS and HP2020 goals of 12 percent.

➤ Objectives

- To decrease the mortality rate for heart disease in Schoharie County from 240 deaths per 100,000 to 200 per 100,000 by 2016 (working toward the HP2020 goal of 100 per 100,000).

- To increase the percentage of women 40 and older in the Cobleskill Regional Hospital service area with a mammogram in the past two years from just under 74 percent to 77 percent by 2016 (working toward the NYS Prevention Agenda objective of 81 percent).

- To increase the percentage of women 18 and over with a Pap smear in the three prior years in the Cobleskill Regional Hospital service area from just below 66 percent to over 79 percent by 2016 (working toward the NYS Prevention Agenda objective of 93 percent).

- To decrease the prevalence of diabetes in the Cobleskill Regional Hospital service area from 8 percent to under 7 percent by 2016 (working toward the NYS Prevention Agenda objective of 5.7 percent).

- To decrease the rate of lung and bronchus cancer in Schoharie County from nearly 69 deaths per 100,000 to under 58 per 100,000 by 2016 (working toward the NYS average of 47 per 100,000).

➤ Strategies

Strategies for preventing chronic disease will focus on objectives related to heart disease, mammography and cervical screening, diabetes, lung and bronchus cancer, and tobacco use. There will be particular focus on disparity in the area of smoking among low-income adults.

Heart Disease

Community Based Strategies: To reach objectives for decreasing the rate of mortality for heart disease in Schoharie County, the focus will be three modifiable risk behaviors – lack of physical activity, unhealthy nutrition, and tobacco use. The hospital will assist with referrals to community resources and will link care-based efforts with community evidence-based
prevention activities/initiatives, such as school-based obesity prevention programs, Healthy Families Schoharie County, and participation in Creating Healthy Places grant partnership activities. Another strategy will be to continue to develop and provide resources for CRH-based chronic disease self-management programs, including the evidence-based Diabetes Conversation Group, as well as outpatient/inpatient nutritional/diabetes screening and counseling. The hospital will continue tobacco use screening of inpatients/outpatients and NYS Quitline referral, and will promote smoking cessation programs for employees. Additionally, the hospital will collaborate with Office of Aging, WIC, Headstart, and agencies serving the disabled to promote healthy heart behaviors, encourage healthy eating, physical exercise, and reduce tobacco use. The hospital will also continue to focus regularly on heart-disease-related messaging in its health communications and will develop and offer clearly identified heart-healthy menu choices for employees and visitors in the hospital cafeteria.

**Mammography/Pap smears**

**Community-Based Strategies:** To achieve objectives related to mammography/breast cancer, Pap smears, a collaborative strategy between Cobleskill Regional Hospital, Bassett Cancer Institute and Delaware, Otsego and Schoharie Counties Cancer Services Program will be pursued to increase rates of breast and cervical cancer screening in the service area. The strategy will focus on improving access to cancer screening services for breast and cervical cancer. A key aspect of the strategy will be on improving the system of referrals for cancer screening. Development and integration of electronic medical records systems will also assist in improving referral and tracking of patients receiving cancer screenings.

A second and related strategy will be continued support for the Delaware, Otsego and Schoharie Counties Cancer Services Program which provides free or low-cost breast, cervical and colorectal screenings to women ages 40 and older and men ages 50 and older who lack health insurance or are under-insured.

**Bassett Healthcare Network Strategy:** A network-wide strategy to develop medical home or team based models will also be pursued to ensure that targeted cancer screening rates are achieved. The development of these models should also result in a greater focus on wellness and prevention, including identification of patients who are obese or at risk of obesity, the other targeted objective related to this priority.

A second network strategy will support the continuation of the Bassett Cancer Institute custom-built medical coach equipped with digital technology for mammography and other cancer screenings for men and women. The cancer screening services of the coach will be targeted to rural areas.

**Diabetes**

**Community-Based Strategies:** Several strategies will be pursued to reduce the prevalence of diabetes in Cobleskill Regional’s service area. CRH will –
• Identify and promote educational messages and formats that have been shown to improve knowledge among people at risk for diabetes or diagnosed with diabetes, including reducing sugary drink consumption, healthy nutrition, physical exercise

• Integrate these messages across hospital programs; collaborate with community partners to integrate educational messaging through/into home visits (Healthy Families Schoharie), and also through RHENSOM, Headstart, WIC, Cornell Cooperative Extension, Office of Aging; continue to focus regularly on this messaging in hospital health communications

• Continue committed leadership role and support for the sustainability of the Healthy Families Schoharie program, an evidence-based model

• Continue CRH partnership in the Creating Healthy Places grant program, including increased CRH role and resources committed toward the development of educational messaging and programming that will promote use of grant-supported physical activity infrastructure in Schoharie County -- trails, playgrounds, community gardens -- and also grant-supported initiatives to promote consumption of locally produced fresh fruits and vegetables and to provide healthy choices on local menus

• Continue outpatient/inpatient nutritional/diabetes screening and counseling for CRH patients and strengthen linkages to community resources and referrals for follow up; explore further development and integration of electronic medical record systems to assist in referral and tracking of patients

• Continue CRH-based Diabetes Conversation Group and develop strategies and resources to increase participation in this evidence-based self-management program

• Create linkages with and connect patients to the SCDOH/Office of Aging evidence-based Diabetes Prevention Program and the Chronic Disease Self-Management Program – use media and health communications to raise awareness of this program and other community/hospital preventive and self-management resources, among providers, patients, and community members

**Bassett Healthcare Network Strategy:** A Network-wide strategy to address diabetes will include continued participation by Cobleskill Regional Hospital in the Bassett Healthcare Network’s Comprehensive Diabetes Program. This program helps diabetes patients with monitoring, problem solving, lowering of risk factors, medication and understanding of how lifestyle impacts the disease.

**Lung and Bronchus Cancer**

**Community Based Strategies:** Several strategies focusing on tobacco use cessation will be pursued to reduce lung and bronchus in Cobleskill Regional’s service area. A cornerstone strategy will be continuing the screening of inpatients (acute, short-term rehab, observation) for tobacco use and provision of brief intervention to offer counseling services and other community-based resources, including Quitline referrals. The hospital will use its health
communications to increase impact and utilization of Quitline and to promote behavior changes. Other strategies that will be pursued include: 1) promotion and offering of free smoking cessation programs for employees; 2) strengthening of tobacco-free campus policy compliance among employees and patients; 3) exploration of the use of electronic medical record to prompt providers to complete 5A’s (ask, assess, advise, assist, and arrange); and 4) collaboration with and increased participation in community-based tobacco reduction activities, including support for policy/systems change.

OTHER PRIORITIES

Two additional priorities were identified in the Cobleskill Regional Hospital Community Health Needs Assessment 2013 and are addressed in its Implementation Strategy. The two Community Health Needs Assessment Implementation Strategy health priorities are as follows:

➢ Improving Access to Quality Health Care

Improving access to quality health care is a priority selected based on this Community Health Needs Assessment. This priority, although not identified in either the hospital's Community Service Plan or the Schoharie County Community Health Assessment, is selected based on the Upstate Health and Wellness Survey results, as well as concerns identified in the CCHA. The survey reported that less than 82 percent of adults in the hospital's service area have a primary care provider compared to NYS and HP2020 goals of 96 and 95 percent, respectively. The survey also reported that less than 59 percent of adults in the hospital's service area had routine dental care in the prior year compared to the NYS goal of 83 percent. Additionally, Schoharie County is federally designated as a health personnel shortage area (HPSA) for primary, dental, and mental health care as of April of 2012.

➢ Objectives

- To increase the percentage of adults and children in the Cobleskill Regional Hospital service area who have had routine dental care in the prior year by 10 percent by 2016 from under 59 percent for adults (working toward the NYS Prevention Agenda objective of 83 percent) and focusing on closing the gap between low-income children and those from the higher income group as identified in the Schoharie County Community Health Assessment between.

- To increase the percentage of adults in the Cobleskill Regional Hospital service area with access to a primary care provider from nearly 82 percent to at least 89 percent by 2016 (working toward the NYS Prevention Agenda of 96 percent).

Community-Based Strategy: Improving access to dental care in Cobleskill Regional’s service area will entail collaborative community-wide efforts with a focus on access, education, and awareness. CRH strategies include the following:
• Collaborate with Schoharie County Department of Health to develop a formal linkage between primary care providers and dental providers to facilitate effective referral networks

• Collaborate with Schoharie County Department of Health to conduct annual community assessments to determine availability of dental practices, including capacity for new clients, what kind of insurances are accepted (particularly Medicaid) and distribute information in up-to-date local resource guides

• Collaborate with Schoharie County Department of Health to explore dental hygiene services in county school districts

• Facilitate linkages with available low-cost, on-demand county bus transportation to and from appointments within the county; partner with the county to increase awareness of this service among providers, patients, and the community

• Identify and promote educational messages and formats that have been shown to improve knowledge among children, parents, pregnant women, grandparents and caregivers, including reducing sugary drink consumption and increased tooth brushing

• Integrate these messages across hospital programs that serve children/parents/grandparents, particularly low-income households with children; collaborate with community partners to integrate them through/into home visits (Healthy Families Schoharie), and also through RHENSOM, Headstart, and WIC

• Continue committed leadership role and support for the introduction and sustainability of Healthy Families Schoharie program, an evidence-based home visit and health education model targeting low income households/families

**Bassett Healthcare Network Strategies:** Network-based strategies include continued support for the efforts of the Rural Health Education Network for Schoharie, Otsego, and Montgomery Counties (RHENSOM). The network provides health education to residents of Schoharie County, including dental health and nutrition/fitness education through six school districts.

**Community-Based Strategy:** Improving access to primary care services in the Cobleskill Regional Hospital’s service area will require a continued focus on expanded primary care capacities and access. In order to meet the need for additional primary care in Schoharie County, Bassett Healthcare Network is expanding its primary care services in Cobleskill. CRH will support these efforts by continuing to facilitate site-readiness and completion of a new, larger primary care medical center to be built on the hospital’s campus, which will support additional, much-needed capacity; through enhanced efforts/resources (such as recruitment packets, enhanced site visits) to support the Bassett recruitment process for additional providers and staff; and through support for Bassett’s development of a medical home care model. The hospital will also develop and implement improved linkages with the Schoharie County Department of Health and other community partners to connect patients with needed primary care services and will facilitate linkages with available low-cost, on-demand county bus
transportation to and from appointments within the county, partnering with the county health
department to increase awareness of this service among patients, providers, and the general
community.

**Bassett Healthcare Network Strategies:** On a Network-wide basis, it will be important for
Cobleskill Regional Hospital to participate in development of a regional primary care
development plan that will promote a coordinated and integrated effort toward sustaining and
enhancing the delivery of primary care across the entire Bassett Healthcare Network.
Recruitment of additional primary care providers to both expand services and to replace current
providers who are reaching retirement age must be pursued in an ongoing and methodical
manner.

A second essential network strategy will be for Cobleskill Regional Hospital to support Bassett
Network primary care and other area providers in the Bassett Healthcare Network initiative to
develop medical home or team-based care models that place greater emphasis on wellness,
prevention and screening and on coordination of care across a regional delivery system.

Part and parcel of both the community and network-wide strategies is to continue efforts to
improve linkage and coordination of services. Specifically, steps to implement and integrate
electronic medical record systems will be completed. In addition, telemedicine capacities will be
planned and developed by Bassett Healthcare Network to support and enhance clinical capacities
of area emergency and primary care providers.

➢ **Promoting Healthy Women, Infants and Children**

Promoting healthy mothers, infants, and children is a priority selected based on this Community
Health Needs Assessment. This new priority is selected based upon data in the Schoharie County
Community Health Assessment showing early prenatal care rates well below the NYS
Prevention goal of 90 percent and reported low birth weight infants at 6.3 percent, above the
NYS desired level of 5 percent. In addition, the Upstate Health and Wellness Survey reported
that less than 74 percent of children 4 to 18 years of age in the hospital's service area had
received routine dental care in the prior year. Within Schoharie County none of the existing
dentists accepts new Medicaid patients; only one accepts any Medicaid patients, according to the
CCHA. As reported in the CCHA, 81.5 percent of Schoharie County third-graders had dental
insurance from 2002-2004, and only 76.7 percent of low socioeconomic status have dental
insurance.

**Objectives**

- To increase the percentage of mothers in Schoharie County receiving early prenatal care
  from 83.1 percent to 86.5 percent by 2016 (working toward the NYS Prevention Agenda
  objective of 90 percent).

- To decrease the percentage of low birth weight infants in Schoharie County from 6.3 percent
to 5.7 percent by 2016 (working toward the NYS Prevention Agenda objective of 5 percent).
Strategies

Community Based Strategies: Cobleskill Regional Hospital will focus on access, education, and awareness in its strategies for promoting healthy women, infants and children. As a key strategy in this area, the hospital will maintain the CRH Women’s Health Center, in which Bassett providers offer the only source of prenatal care within Schoharie County. Additionally –

- To reach objectives for improved prenatal care, the hospital will build effective local systems and networks for outreach, engagement, centralized referral, and coordinated followup through the Healthy Families Schoharie County program, which is an evidence-based model, and through other collaborative community initiatives.

- To reach objectives for the reduction of low birth weight infants, the hospital will support a county-wide referral system and evidence-based model home visiting program for pregnant women, especially those at high-risk, through the Healthy Families Schoharie County program. The hospital will also identify and promote educational message formats that have demonstrated to improve knowledge, attitudes, skills/behaviors related to low birth weight, including smoking cessation, nutrition, oral health, healthy weight (using vehicles such as WIC sites, Healthy Families Schoharie County, a new series of childbirth preparation classes to be offered in partnership with Healthy Families Schoharie partners, social media such as Text4Baby). The hospital will partner with community agencies, churches, schools, providers, and Bassett Healthcare Network to disseminate these educational messages and will also include educational messaging on healthy pregnancy in its health communications. Cobleskill Regional Hospital will also explore the option to develop and integrate a referral prompt to Healthy Families Schoharie County into the electronic medical record of Bassett Healthcare Network’s primary care practice and CRH Women’s Health Center and hospital EMR.