

## **Glenbeigh**

# **2017 CHNA Implementation Strategy**

Presented for Board Review on March 29, 2017

This document details how Glenbeigh, including its six outpatient centers, will address the needs found in the Community Health Needs Assessment (CHNA) published in December, 2016. Glenbeigh conducted a full Community Health Needs Assessment from January 2016 through October 2016. The final report was presented to the Board of Trustees resulting in no significant amendments being recommended to the CHNA, which will guide Glenbeigh's community benefit strategy through 2019. The full CHNA report is available at [www.glenbeigh.com](http://www.glenbeigh.com) or a printed copy will be provided upon request. The published implementation strategy describes Glenbeigh's planned initiatives beginning in 2017.

The comprehensive CHNA assessment was conducted in a timeline complying with requirements set forth in the Affordable Care Act. The CHNA furthers the hospital's commitment to community health and population health management. This implementation strategy addresses the community health needs Glenbeigh has determined to meet in whole or in part. Glenbeigh recognizes that a CHNA and an implementation strategy are required to meet current government regulations.

Glenbeigh reserves the right to amend and update this implementation strategy as circumstances warrant. Glenbeigh's strategy is a planned, managed and measured organizational approach to meeting identified community health needs. Certain needs may become more pronounced and require enhancements to the described strategic initiatives. During the years 2017 through 2019, other community organizations may address certain needs allowing Glenbeigh to amend its strategies and refocus on other identified health problems.

The Glenbeigh CHNA Implementation Strategy includes the following information:

- Glenbeigh's Mission Statement
- Hospital and Community Profile
- Selection of Priority Community Health Needs
- Implementation Strategy to Address Identified Health Needs
- Health Needs Glenbeigh Will Not Address

### **Glenbeigh's Mission Statement**

Glenbeigh is committed to supporting its mission, "to provide the highest quality care to adults, age 18 and over, suffering from alcohol and drug addiction," and provides meaningful and sustainable programs that benefit individuals and families struggling with chemical dependency.

## Hospital and Community Profile

### Hospital Profile

Glenbeigh, a non-profit specialty hospital located in Rock Creek, Ashtabula County, Ohio, is a regional provider of inpatient and outpatient services for adults, age 18 and over, with drug and alcohol addictions. Glenbeigh’s six outpatient centers are located in Beachwood, Canton, Niles, Rocky River and Toledo, Ohio and Erie, Pennsylvania, providing regional access to outpatient treatment, continuing care and family programs.

### Community Profile - Definition of Service Area

Glenbeigh’s patients reside throughout Ohio as well as in other states. For purposes of the 2016 report, Glenbeigh’s community is defined as eleven counties in Northeast Ohio (Ashtabula, Cuyahoga, Geauga, Lake, Lorain, Lucas, Mahoning, Portage, Stark, Summit, Trumbull) and two counties in Western Pennsylvania (Allegheny, Erie) comprising of approximately 71 percent of the hospital’s inpatient and outpatient volumes. This area has comparatively unfavorable health status and socioeconomic indicators. The total population of Glenbeigh’s service community in 2014 was approximately 5,463,000.

**The map below outlines the defined regional service area for Glenbeigh, Rock Creek, Ohio and its six outpatient centers.**



### Summary of Regional Service Area Information:

- The total population in the Glenbeigh community is expected to decrease 2.9 percent from 2010 to 2020.
- Many health needs have been associated with poverty. The U.S. Census Bureau reports approximately 15.9% of Ohioans and 13.5% of Pennsylvanians were living in poverty in 2014. Low income tracts are prevalent in each of the thirteen counties served by Glenbeigh.
- In 2014, the average uninsured rate in the Glenbeigh community was 9.8%, which was lower than the Ohio average of 10.9%, but higher than the Pennsylvanian average of 9.5%. Ashtabula, Geauga, Lucas and Trumbull counties in Ohio had higher uninsured rates than the Ohio average.
- Pennsylvania had higher rates of driving under the influence, broken liquor laws and drunkenness than the national average during 2014. Ohio also had a higher rate of driving under the influence than the United States.
- Ohio benchmarked unfavorably compared to the nation for the percent of persons 18 and older reporting illicit drug dependence and abuse, binge alcohol use and nonmedical use of pain relievers. Across the nation, the 18-25 age group reported the highest use rates.
- Between 2011 and 2015, unemployment rates at the county, state and national level decreased significantly. However, the unemployment rates in Ashtabula, Mahoning and Trumbull counties in Ohio consistently have remained higher than average.
- The overall drug overdose mortality rate increased by 6.5% between 2013 and 2014. Drug overdose rates were highest among male, middle-aged adult and white cohorts in 2014.
- Cocaine overdose deaths peaked in 2006 at 7,448 then decreased until 2011. Deaths from Cocaine overdose has been steadily increasing since.
- Benzodiazepine overdose deaths have been steadily increasing since 2001.
- Heroin overdose deaths have been increasing exponentially since 2009. Heroin use has increased across almost every demographic. Heroin use among non-Hispanic whites, age 18-25, has more than doubled in recent years.
- According to 2010-2012 NSDUH survey data, approximately 6.5% of persons (595,000 adults) who needed treatment for alcohol abuse and 2.4% of persons (216,000 adults) who needed treatment for illicit drug use were unable to receive such treatment.
- Data indicates that across Ohio, about 30% of emergency room visits and 12 percent of inpatient admissions were associated with drug or alcohol-related primary diagnoses.
- Enrollment in substance abuse treatment in Pennsylvania rose every year from 2009-2013, going from 49,528 to 57,715.
- The number of patients in opioid treatment programs and substance treatment programs that received methadone or buprenorphine increased between 2009 and 2013.
- While alcohol remained the most commonly treated addiction in 2012, the percentage receiving treatment decreased from 2007-2012.
- Safe and affordable housing and employment assistance were listed as needed treatment support.

Additional information regarding community demographics is reported in the CHNA final report.

## **Selection of Priority Community Health Needs**

Glenbeigh contracted with Verite Healthcare Consulting, LLC, an independent research and consulting firm, to identify significant health needs in the community and prepare Glenbeigh's CHNA. Community engagement and feedback were integral parts of the CHNA process.

Glenbeigh's 2016 CHNA revealed several pronounced needs within the defined service community. A committee comprised of hospital leadership and directors met on several occasions to review and assess the CHNA findings and to select the issues Glenbeigh will address in this implementation strategy. The committee team members who reviewed the CHNA and proposed strategies included Glenbeigh's Chief Executive Officer, Director of Operations, Director of Regional Operations, Director of Development, Director of Quality, the Administrative Assistant to the CEO and the Development Advisory Board. APMC Healthcare System review team members included the President and CEO, Vice President of Business Development and the Board of Trustees.

In addition, Glenbeigh reviewed the Ohio 2016 State Health Assessment and referenced initiatives identified as priorities in the State Health Improvement Plan. Primary priority outcomes that relate to Glenbeigh's mission are drug dependency/abuse and drug overdose deaths. Secondary outcomes are depression and suicide. Key findings from the State Health Assessment that relate to Glenbeigh's mission and implementation strategies to address alcohol and drug addiction include:

Key Finding 1. The rise in opiate-related drug overdose deaths stands out as an immediate threat to the wellbeing of Ohioans. Addictions to opiates and nicotine may be two of the greatest challenges to health and well-being in the state.

Key Finding 4. The social determinants of health refer to an individual's surrounding environment, or the places people live, learn, work and play and the wider set of forces and systems shaping the conditions of daily life. Many high-priority health problems that surface in adulthood are shaped by conditions experienced during childhood. Addiction services fall under the key drivers of education, social support, trauma and adverse childhood experiences, which includes having a parent who has died or been incarcerated.

Key Finding 5. Many of the health problems highlighted, including addiction, are typically diagnosed during adulthood however are often rooted in behaviors and conditions developed early in life. Strategies must address every stage of life, from childhood to the aging population, and be designed to improve short-term and long-term outcomes.

Key Finding 7. Mental health, alcohol and drug abuse, obesity, cardiovascular disease and diabetes all emerge as local or regional priorities. The interconnectedness of Ohio's greatest challenges, along with the overall consistency of health priorities identified, indicates many opportunities for collaboration between a wide variety of partners at and between the state and local level, including physical and behavioral health organizations and sectors beyond health.

The following chart lists the identified community needs and an indication of Glenbeigh's attempt to meet those needs or Glenbeigh's plans to not address the need. Reasons will be detailed later in this document.

## Community Health Needs Identified for Glenbeigh

Identified Need	Plan to Address 2017
Drug and alcohol abuse is widespread and has become more prevalent in all social-economic sectors impacting all races and ages.	YES
Social and economic factors are correlated with drug and alcohol abuse.	YES
Drug overdose death rates have increased significantly throughout the community, as have the accessibility and affordability of heroin.	YES
The increased use of fentanyl has led to a significant increase in overall drug overdose deaths.	NO
Opioid pain medication is being over-prescribed throughout the region.	YES
There is a lack of resources available in the community to treat drug and alcohol addiction.	YES
The community lacks education and information regarding the services and programs available.	YES

The 2016 CHNA provides details for each individual identified health need.

### **Implementation Strategy to Address Identified Health Needs**

Glenbeigh remains committed to the communities where we live and work. Glenbeigh will continue its commitment to our defined regional service areas and support efforts and programs that promote recovery. Glenbeigh will allocate appropriate resources to implement the following strategies in an effort to meet the identified health needs of our community.

#### **STRATEGIC INITIATIVES TO ADDRESS DURING 2017**

**1. Identified Need: Drug and alcohol abuse is widespread and has become more prevalent in all social-economic sectors impacting all races and ages.**

**Action:** Glenbeigh has been providing treatment for chemical dependency for 35 years and will continue to do so. Glenbeigh treats a diverse adult population and collaborates with, and refers to, other organizations that provide treatment and services to all demographics. Glenbeigh will continue to provide inpatient and outpatient services and work to increase community awareness regarding chemical dependency.

- i. Continually assess the need for transitional housing and recovery living options and explore opportunities to add beds as needed.

- ii. Provide vocational assessments and expand life skill training targeting the 18 to 26 year old population.
- iii. Identify viable residential housing options in various communities and refer appropriately.
- iv. Sponsor advertising or create PSA's providing information to all races and ages. Provide educational material in both printed and electronic formats.
- v. Create educational presentations or videos that take into account cultural barriers to seeking treatment.

**2. Identified Need: Social and economic factors are correlated with drug and alcohol abuse.**

**Action:** Glenbeigh provides treatment services to all patients regardless of color, creed, gender identity, disability, race, origin or ability to pay.

- i. Work with individuals in need of treatment and continue to provide detox services to counties that lack resources.
- ii. Provide charitable care opportunities to the uninsured who meet clinical and financial eligibility and who are in need of treatment.
- iii. Provide charity care at outpatient centers to those who meet clinical and financial eligibility.
- iv. Collaborate and refer to, or accept referrals from, other agencies in order to assist individuals seeking treatment with timely access to services.
- v. Collaborate with drug courts and social service agencies to provide treatment education and options.
- vi. Akron/Canton and Youngstown were identified as areas with significant increases in alcohol and drug use and have corresponding social and economic factors.

**3. Identified Need: Drug overdose death rates have increased significantly throughout the community, as have the accessibility and affordability of heroin.**

**Action:** Glenbeigh can provide education on the effects of alcohol and other drug addictions including heroin.

- i. Promote the use of, and providing training for, Naloxone, an overdose reversal drug. Support efforts of other organizations to provide Naloxone training.
- ii. Provide education on short-term medically assisted treatment options such as the use of Vivitrol®.
- iii. Provide resource material and education to address drug use and how to successfully achieve long-term recovery after treatment.

**4. Identified Need: The increased use of fentanyl has led to a significant increase in overall drug overdose deaths.**

**Action:** No one organization can address all the health needs identified within its service community especially given Glenbeigh's expansive service area. Addressing issues such as the increased use of fentanyl is beyond the scope of Glenbeigh's expertise. The issue is being effectively addressed by other agencies including law enforcement.

**5. Identified Need: Opioid pain medication is being over-prescribed throughout the region.**

**Action:** Provide information that targets specific demographics and deliver using various methodologies.

- i. Offer educational and social events for the general and the recovering community.
- ii. Develop Public Service Announcements targeting different sectors by age. Update frequently to stay fresh.
- iii. Make resources available through mobile communications and social media sources. Include website information and navigation along with the development of short videos and audio media to educate.
- iv. Offer support and education to family and friends of addicted adults.
- v. Explore a means to assist families with finding resources.
- vi. Educate both the person in recovery and loved ones on the expectations of living in recovery.
- vii. Support the efforts of other organizations to educate and spread positive recovery messaging.
- viii. Create educational programs for professionals on opioid addiction and treating patients in recovery.

**6. Identified Need: There is a lack of resources available in the community to treat drug and alcohol addiction.**

**Action:** Glenbeigh continually strives to meet the need of its service community by providing education and treatment services in multiple areas.

- i. Assess the need for additional beds for all levels of care and explore the possibility of expanding residential and inpatient beds.
- ii. Assess the need for additional outpatient treatment services.
- iii. Refer to other agencies to effectively meet the needs of people seeking help for drug and/or alcohol addiction.
- iv. Explore opportunities to provide scholarship funding for students pursuing education in counseling, social work or addiction medicine.
- v. Create guidelines for living successfully in a recovery community.

**7. Identified Need: The community lacks education and information regarding the services and programs available.**

**Action:** Educate providers and other professionals about what services are available and how to fully understand the treatment of addiction.

- i. Offer educational workshops to professionals who work with individuals and families struggling with addiction.
- ii. Train future counselors, social workers and nursing students interested in working in the field of chemical dependency through internships and other programs.
- iii. Distribute information that educates the general population about addiction and about current trends in addiction and recovery.
- iv. Develop an educational forum targeting physicians and ministers.
- v. Create a format as a resource for professionals targeting current addiction and recovery trends as well as treatment options.
- vi. Create educational programming for families affected by addiction.

## **Planned Collaboration(s) With Other Related or Unrelated Organizations in 2017**

Glenbeigh's strategies will be implemented with community partners including, but not limited to:

- Glenbeigh Outpatient Centers
- Community-based non-profit organizations
- Community-based social service agencies
- Community-based family services organizations
- Faith-based organizations
- Educational institutions

### **Glenbeigh's Role in a Healthy Community**

The health of the community affects everyone. Glenbeigh is committed to providing the highest quality care to those among us who are struggling with the disease of addiction. Glenbeigh helps patients learn to make healthy choices so they can return to their lives with a positive approach to living and wellness that does not include the use of alcohol or other drugs. This positive approach emphasizes the whole person – mind, body and spirit – and encourages each individual to integrate into their community and to make better choices in life.

**The Glenbeigh Community Health Needs Assessment and the Implementation Strategy may be found on the Glenbeigh website at [www.glenbeigh.com](http://www.glenbeigh.com)**

The Community Health Needs Assessment was reviewed and approved by Glenbeigh's Executive Management and Board of Directors in October, 2016. The corresponding Implementation Strategy was reviewed and approved on March 29, 2017.

**Glenbeigh  
P.O. Box 298  
2863 State Route 45  
Rock Creek, Ohio 44084  
[www.glenbeigh.com](http://www.glenbeigh.com)**