Contact Information

Provider Organization: Bluebonnet Trails Community Services

Primary Contact: Penny Christian  Email: penny.christian@bbtrails.org

Identify your Raise the Floor Initiative

Please select one:

Expand use of social media – currently doing this initiative until the next meeting can resolve any issues on the Health Fair. This initiative is going well, no changes have been made.

Plan, host and/or participate in a local health fair

Meet with MCOs to review opportunities and develop a strategy for DSRIP collaboration

Goals

Goal(s):

• To have a local Community Health Fair with RHP 4 this event is still in the planning phase until the next RHP4 face to face and the details can be finalized.

Plan

Plan for Implementation and Achievement:

• Last face to face RHP 4 meeting general details were discussed without finalization for this event to be held. Hoping to finalize this in April at the next face to face learning collaborative. In the meantime the Patient Navigators attend all locally held Community Health Fairs with the FQHC’s and Bluebonnet Trails as well as the FQHC’s.

Do

Actions Taken:

• Finalize plans for an RHP 4 local Community Heath Fair to be held prior to end of DY 5 during the next RHP 4 Learning Collaborative in April.

•

Study

Review and Evaluate:

• Progress Towards Goal(s):
  o Pre planning phase is ongoing and will be finalized in April at learning collaborative.
**Challenges:**
- Making contact with participants interested in holding the Health Fair.
- Planning Health Fair for all of the RHP due to the distance (mileage) between all agencies involved.

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<thead>
<tr>
<th>Act</th>
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<tbody>
<tr>
<td><strong>Next Steps:</strong> Complete and finalize planning phase of (local) Health Fair with collaborating agencies in April at the next face to face learning collaborative. Prepare for the health fair by gathering needed data and information to be shared during this event. Order supplies if needed and flyers for the agency you are representing.</td>
</tr>
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<table>
<thead>
<tr>
<th>Collaborate</th>
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<tbody>
<tr>
<td><strong>Share Successes and/or Request Assistance</strong></td>
</tr>
<tr>
<td>- Collaboration needed to complete all details of health fair(s) that may be held in either Victoria or Corpus Christi for RHP 4 during the next face to face learning collaborative on April 14, 2016.</td>
</tr>
</tbody>
</table>
Contact Information

Provider Organization: Corpus Christi Medical Center
Primary Contact: Chris Nicosia  
Email: chris.nicosia@hcahealthcare.com

Identify your Raise the Floor Initiative

Please select one:
- X Expand use of social media
  - Plan, host and/or participate in a local health fair
  - Meet with MCOs to review opportunities and develop a strategy for DSRIP collaboration

Goals

Goal(s):
- Manage social media calendar (identify topics of interest)
- Manage patient feedback to engage patients online, manage reputation and improve patient experience
- Share social media activities and community posts with hospital leaders and internal staff

Plan

Plan for Implementation and Achievement:
- Marketing / Community Outreach Coordinator to vet topics for weekly calendar updates
- Utilize a management solution suite (Binary Health Analytics) to monitor patient feedback from surveys, online ratings and review sites, social media posts, and other data sources
- Create social media alerts to share time sensitive information with senior leaders and marketing representatives
- Ensure that positive social media posts are shared with staff through the hospital intranet

Do

Actions Taken:
- Marketing / Community Outreach Coordinator manages the content calendar on a weekly basis
- Corpus Christi Medical Center purchased and began using Binary Health Analytics in February 2016 to monitor patient feedback from surveys, online ratings and review sites, social media posts, and other data sources
- CEO and Marketing Director review / process / and respond accordingly to posted concerns
- The Marketing Department has begun posting positive comments from online posts to the facilities intranet sight
Study

Review and Evaluate:

- We are managing the content calendar consistently
- We started using analytics tool in February of 2016 and continue to learn the features of monitoring tool
- Through the analytics tool, we now have monthly reports portraying an overall perception of the facility and any areas of potential improvement
- The feedback received through social media helps inform the facility leaders of the patient experience and provides increased insight as to how we might better engage the community online

- Challenges:
  - None in particular. We feel we are making great strides in the arena of social media and plan to continue with refinements and enhancements as we go along

Act

Next Steps:

- Continue efforts to refine and enhance the social media activities; particularly as we learn more about the community perceptions, expectations, and desires that equate to exceptional health care

Collaborate

Share Successes and/or Request Assistance

- Successes include the addition of an analytics tool to help inform us of strengths and areas of opportunity
- A second success is having a new medium in which to engage the members of our community on topics promoting good health and healthy lifestyles
- No assistance is required
**Contact Information**

<table>
<thead>
<tr>
<th>Provider Organization:</th>
<th>Corpus Christi – Nueces County Public Health District</th>
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</thead>
<tbody>
<tr>
<td>Primary Contact:</td>
<td>Cheryl Dietz</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:cheryld2@cctexas.com">cheryld2@cctexas.com</a></td>
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</table>

**Identify your Raise the Floor Initiative**

**Please select one:**
- Expand use of social media
  - Plan, host and/or participate in a local health fair
  - Meet with MCOs to review opportunities and develop a strategy for DSRIP collaboration

**Goals**

**Goal(s):**
- Recruit and Engage community members through social media
- Collaborate with partners
- Encourage healthy behavior
- Provide a central source for free community events and activities involving physical activity and healthy living

**Plan**

**Plan for Implementation and Achievement:**
- Utilize mainly Facebook to share ideas, recipes, and programs currently being implemented in the community.

**Do**

**Actions Taken:**
- Share start dates of venues offering MEND
- Share any advertisement partners use through social media to expand our reach of participants that may be interested in attending MEND.

**Study**

**Review and Evaluate:**
- **Progress Towards Goal(s):**
  - Share pictures of programs throughout the community
  - Share posts of special events to promote MEND
### Challenges:
- Limitation of content on Health District website.
- Changes in staff caused some inconsistency with posts, etc.

### Act

**Next Steps:** Return to original intention of a social media strategy. This involves specific post schedules including for each day of the week.

### Collaborate

**Share Successes and/or Request Assistance**
-
# Contact Information

<table>
<thead>
<tr>
<th>Provider Organization:</th>
<th>CHRISTUS Spohn – Alice</th>
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<tbody>
<tr>
<td>Primary Contact:</td>
<td>Sherry Wachtel</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:Sheryln.wachtel@christushealth.org">Sheryln.wachtel@christushealth.org</a></td>
</tr>
</tbody>
</table>

## Identify your Raise the Floor Initiative

**Please select one:**

- [X] Expand use of social media
  - Plan, host and/or participate in a local health fair
  - Meet with MCOs to review opportunities and develop a strategy for DSRIP collaboration

## Goals

**Goal(s):**

- Harness social media to improve public/community health literacy and access to care, by utilizing CHRISTUS Spohn’s Facebook as a “hub” to share community partner’s health education/screenings on CHRISTUS Spohn’s Facebook.
- Partner with our Community Collaborative partners to share CHRISTUS Spohn health events on their social media outlet.
- Access points:
  - Community health events calendars
  - Immunization sites
  - Health resources etc.
  - Health Fairs

## Plan

**Plan for Implementation and Achievement:**

- Engage CHRISTUS Spohn Marketing Department
- Bring in local and national sponsorship for community involvement initiatives (ie, point/reward system for visiting site and links to go towards gift card etc.)
- Engage Regional Collaborative partners and other community partners to participate with sharing of community events

## Do

**Actions Taken:**

- CHRISTUS Spohn marketing has provided and dedicated time and space to community initiatives designed to impact community health literacy and access to medical care.
- Community partners encouraged to share their events via CHRISTUS Spohn Facebook
### Study

**Review and Evaluate:**
- *Progress Towards Goal(s):*
  - Community events are shared with community feedback mechanism in place
- *Challenges:*
  - Potential for increased community partner participation.
  - Difficult to measure effectiveness of Facebook as we have limited feedback from community.

### Act

**Next Steps:**
- Explore possibility of site hits to gauge intersect and success
- Increase use of traditional and technical media to advertise FB site

### Collaborate

**Share Successes and/or Request Assistance**
- Shared community information on Facebook site related to Affordable Care Act enrollment events/CHRISTUS Spohn Health education.
## Contact Information

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<tr>
<th>Provider Organization:</th>
<th>CHRISTUS Spohn – Beeville</th>
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<tbody>
<tr>
<td>Primary Contact:</td>
<td>Sherry Wachtel</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:Sheryln.wachtel@christushealth.org">Sheryln.wachtel@christushealth.org</a></td>
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## Identify your Raise the Floor Initiative

*Please select one:*
- Expand use of social media
  - Plan, host and/or participate in a local health fair
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**Goal(s):**
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**Plan for Implementation and Achievement:**
- Engage CHRISTUS Spohn Marketing Department
- Bring in local and national sponsorship for community involvement initiatives (ie, point/reward system for visiting site and links to go towards gift card etc.)
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## Do

**Actions Taken:**
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- Community partners encouraged to share their events via CHRISTUS Spohn Facebook
### Study

#### Review and Evaluate:
- **Progress Towards Goal(s):**
  - Community events are shared with community feedback mechanism in place
- **Challenges:**
  - Potential for increased community partner participation.
  - Difficult to measure effectiveness of Facebook as we have limited feedback from community.

### Act

#### Next Steps:
- Explore possibility of site hits to gauge intersect and success
- Increase use of traditional and technical media to advertise FB site

### Collaborate

#### Share Successes and/or Request Assistance
- Shared community information on Facebook site related to Affordable Care Act enrollment events/CHRISTUS Spohn Health education.
Contact Information

Provider Organization: CHRISTUS Spohn – Corpus Christi

Primary Contact: Sherry Wachtel

Email: Sheryin.wachtel@christushealth.org

Identify your Raise the Floor Initiative

Please select one:

- Expand use of social media
  
  Plan, host and/or participate in a local health fair
  
  Meet with MCOs to review opportunities and develop a strategy for DSRIP collaboration

Goals

Goal(s):

- Harness social media to improve public/community health literacy and access to care, by utilizing CHRISTUS Spohn’s Facebook as a “hub” to share community partner’s health education/screenings on CHRISTUS Spohn’s Facebook.
- Partner with our Community Collaborative partners to share CHRISTUS Spohn health events on their social media outlet.
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Plan for Implementation and Achievement:

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**Next Steps:**
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- Increase use of traditional and technical media to advertise FB site

### Collaborate

**Share Successes and/or Request Assistance**
- Shared community information on Facebook site related to Affordable Care Act enrollment events/CHRISTUS Spohn Health education.
RHP 4 | Coastal Bend Region
Raise the Floor Initiative | Quarterly Report Form
Reporting Due Date:   March 30, 2016

Contact Information

Provider Organization:   CHRISTUS Spohn –Kleberg
Primary Contact:   Sherry Wachtel   Email:   Sheryln.wachtel@christushealth.org

Identify your Raise the Floor Initiative

Please select one:
X       Expand use of social media
Plan, host and/or participate in a local health fair
Meet with MCOs to review opportunities and develop a strategy for DSRIP collaboration

Goals

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• Harness social media to improve public/community health literacy and access to care, by utilizing CHRISTUS Spohn’s Facebook as a “hub” to share community partner’s health education/screenings on CHRISTUS Spohn’s Facebook.
• Partner with our Community Collaborative partners to share CHRISTUS Spohn health events on their social media outlet.
• Access points:
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  o Health resources etc.
  o Health Fairs

Plan

Plan for Implementation and Achievement:

• Engage CHRISTUS Spohn Marketing Department
• Bring in local and national sponsorship for community involvement initiatives (ie, point/reward system for visiting site and links to go towards gift card etc.)
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Do

Actions Taken:

• CHRISTUS Spohn marketing has provided and dedicated time and space to community initiatives designed to impact community health literacy and access to medical care.
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<td>• Shared community information on Facebook site related to Affordable Care Act enrollment events/CHRISTUS Spohn Health education.</td>
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</tbody>
</table>
Contact Information

Provider Organization: Citizens Medical Center

Primary Contact: Cherie Brzozowski  
Email: cbrzozowski@cmcvtx.org

Identify your Raise the Floor Initiative

Please select one:

Expand use of social media

X Plan, host and/or participate in a local health fair
Meet with MCOs to review opportunities and develop a strategy for DSRIP collaboration

Goals

Goal(s):

- To increase visibility of health and wellness resources within our community
- Increase personal health awareness among participants
- Provide a variety of health screenings and educational materials
- Motivate participants to make positive health behavior changes

Plan

Plan for Implementation and Achievement:

- Creating awareness by advertising - newspaper ads, brochures mailed to previous attendees
- Applications out to potential exhibitors

Do

Actions Taken:

- Secure location to hold health fair
- Participate in planning meetings
- Advertising: TV spots on Morning Show and Community Crossroads; listed event on CMC webpage; posters around town (library, Senior Citizen Centers, restaurants, retail businesses)

Study

Review and Evaluate:

- Progress Towards Goal(s):
  - Advertising started
  - Venue secured

- Challenges:
  - None
# Next Steps

- Continue to plan health fair

# Collaborate

**Share Successes and/or Request Assistance**

-  

---

*Raise the Floor Initiative Quarterly Report Form*

*April 15, 2016*
## Contact Information

<table>
<thead>
<tr>
<th>Provider Organization:</th>
<th>Coastal Plains Community Center</th>
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</thead>
<tbody>
<tr>
<td>Primary Contact:</td>
<td>America Contreras</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:acontreras@coastalplainsctr.org">acontreras@coastalplainsctr.org</a></td>
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</tbody>
</table>

## Goals

**Goal(s):**
- Increase the use of social media to communicate health information to clients by continuously updating CPCC’s website and purchasing self-help software that relates to Integrated Health.

## Plan

**Plan for Implementation and Achievement:**
- Educate all new patients enrolled into services on mystrength.com along with benefits of website.
- Ongoing training of staff to educate on mystrength.com website so they can educate existing clients on benefits.
- Ensure staff provide access code to their clients
- Ensure the Center’s Community Relations Coordinator provide access codes to the community during health fairs
- Set-up monthly meetings with mystrength.com marketing staff to help improve utilization of website.

## Do

**Actions Taken:**
- Have purchased mystrength.com
- Have trained staff on the use of the website
- Have set up our own mystrength.com account
- The Center’s Community Relations Coordinator uses mystrength introduction video at all health fairs.
- Staff are talking to clients about using this innovative, and confidential website
- Meeting with external agencies regarding new website and myStrength.com
- Meeting monthly with mystrength marketing staff to discuss report card statistics
### Study

**Review and Evaluate:**

- **Progress Towards Goal(s):**
  - 345 persons have accessed the website YTD
  - 65% of participants have accessed Depression Series
  - 29% of participants have accessed the Anxiety Series

- **Challenges:**
  - Not all our clients have access to a computer but a lot of them have smartphones that they can use to access the site.
  - Not all clients are computer savvy

### Act

**Next Steps:**

- Continue to monitor the access of the website by our clients.
- Ask clients what they would like to see at the website and then make request to have this information available.
- Make computers more readily available by setting up computer work stations at each clinic so that clients can come in and access computer

### Collaborate

**Share Successes and/or Request Assistance**

- **Success:** Have purchased myStrength.com
- **Success:** Have trained staff on the use of the website
- **Success:** Staff are talking and encouraging clients to use website
- **Success:** Already receiving quarterly score cards from the website manager on how often the staff and clients are using the website
- **Success:** Have updated CPCC’s website to include YouTube videos regarding our services
- **Assistance:** Review utilization of website and myStrength.com to determine if information is beneficial to them
RHP 4 | Coastal Bend Region
Raise the Floor Initiative | Quarterly Report Form
Reporting Due Date: March 30, 2016

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<tr>
<th>Contact Information</th>
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<tbody>
<tr>
<td>Provider Organization: DeTar Healthcare System</td>
</tr>
<tr>
<td>Primary Contact: Jace Jones</td>
</tr>
</tbody>
</table>

Identify your Raise the Floor Initiative

*Please select one:*
- Expand use of social media
  - Plan, host and/or participate in a local health fair
  - Meet with MCOs to review opportunities and develop a strategy for DSRIP collaboration

Goals

**Goal(s):**
- Implement the use of social media

Plan

**Plan for Implementation and Achievement:**
- Receive corporate approval for using social media
- Edit current social media policy
- Disseminate new social media policy
- Decide which social media to use
- Determine message to be delivered through social media
- Develop social media tracking process

Do

**Actions Taken:**
- Sent request to corporate to use social media
- Continue to work with marketing on social media request

Study

**Review and Evaluate:**
- *Progress Towards Goal(s):*
  - Sent request to corporate and we were denied usage of social media
  - Requested a new policy or change in policy for use of social media
  - We were asked to provide examples of social media usage
  - Sent examples for marketing to review
**Challenges:**
- Corporate does not allow the usage of social media in its hospitals or clinics
- Corporate has yet to give approval to use social media

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<tr>
<th>Act</th>
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<tbody>
<tr>
<td><strong>Next Steps:</strong> Show corporate examples of social media use in health care settings and related positive outcomes</td>
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**RHP 4 | Coastal Bend Region**  
*Raise the Floor Initiative | Quarterly Report Form*

**Reporting Period:**  DY5 QTR2 – completed April 15, 2016

### Contact Information

<table>
<thead>
<tr>
<th>Provider Organization:</th>
<th>Driscoll Children’s Hospital</th>
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<tbody>
<tr>
<td>Primary Contact:</td>
<td>Michelle Ramirez</td>
</tr>
</tbody>
</table>

### Goals

**Goal(s): We continue to monitor each area of our social media via text messaging projects.**

- **Cadena De Madres Program** – To increase communications aimed at enhancing the delivery of nutritional and lactation information to pregnant woman by means of texting.
- **Urgent Care** – Through the use of text messaging provide low-acuity patients information on the availability and accessibility of after-hours/urgent care clinics as viable options as opposed to obtaining treatment in an emergency room setting.
- **Oral Health/Well Child Visit** - Through the use of text messaging provide patients with information on oral health and well child visits aimed to increase participation in preventative oral health services and completion of well-child visits.

### Plan

**Plan for Implementation and Achievement:**

- Negotiate service orders that outline the program description and deliverables for each of the project goals.
- Develop reporting specifications, text message content and timeline for delivery of messaging.
- Develop nutritional, lactation and after-hour/urgent care clinic Quick Link pages.
- Meet bi-weekly with texting vendor and key staff to ensure project timeline and deliverables are being met.
- Receive communications regularly from the mobile text messaging vendor.
- All mobile text messages were live by Nov 1st, 2014. Continued with contract in 2015.

### Do

**Actions Taken:**

- Continue to evaluate the successes of this initiative for each Program. Evaluate the readmission rate for the ED/Urgent Care messages, increase well-visit completion rate, and increase the volume of patients receiving specialize pre/post-natal care services.
### Study

**Review and Evaluate:**

- **Progress Towards Goal(s):**
  - As of September 1, 2014 the Cadena text messaging began.
  - As of November 2014, both the Urgent Care and Oral Health/Well Visit messaging began.
  - Continue the volume of mobile text message and extend service contract with vendor into 2015 and 2016.

- **Challenges:**
  - There were delays in operationalizing the ED and Wellness messaging go live due to unforeseen complications in the development of the daily and monthly files.
  - Providing the information in a timely manner to vendor to be affective with patients

### Act

**Next Steps:**

- Monitor ongoing monthly reports and annual text messaging volume
- Monitor the rate of completion/acceptance of mobile messages to members

### Collaborate

**Share Successes and/or Request Assistance**

- We are continuing this initiative to assist the Driscoll Healthplan with their Performance Improvement Project. The project will be enhancing as the development of this project progresses.
**RHP 4 | Coastal Bend Region**

**Raise the Floor Initiative | Quarterly Report Form**

**Reporting Due Date:** March 30, 2016

<table>
<thead>
<tr>
<th><strong>Contact Information</strong></th>
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<tbody>
<tr>
<td><strong>Provider Organization:</strong> Jackson County Hospital District</td>
</tr>
<tr>
<td><strong>Primary Contact:</strong> Donna Coleman</td>
</tr>
</tbody>
</table>

**Identify your Raise the Floor Initiative**

*Please select one:*
- Expand use of social media
- X Plan, host and/or participate in a local health fair
- Meet with MCOs to review opportunities and develop a strategy for DSRIP collaboration

**Goals**

**Goal(s):**
- Participate in the Healthy Aging Conference Health Fair to educate the community about the OPR Program and offer health screenings / education to reduce the number of unnecessary ER visits regarding COPD in our ER system.

**Plan**

**Plan for Implementation and Achievement:**
- Registered for the Healthy Aging Conference Planned for May 19, 2016
- Develop Education in regards to Outpatient Pulmonary Screenings
- Develop screening guidelines for OPR/COPD patients.
- Develop nutritional support guidelines for OPR/COPD patients at the fair.
- Develop social service support guidelines/educational guidance at the fair.

**Do**

**Actions Taken:**
- Registration completed for the Healthy Aging Conference Health Fair May 19, 2016 in Victoria, Texas.
- On going education for the community being developed for the OPR Program.
- Introduce Better Breathers Club to the community via the health fair.
- Offer pulmonary health screenings to visitors at the fair.
- Offer nutritional support in regards to the OPR program and COPD patients at the fair.
- Offer social services support / education in regards to the OPR program and COPD patients at the fair.
### Study

**Review and Evaluate:**

- **Progress Towards Goal(s):**
  
  *Registered for the Healthy Aging Conference Health Fair in Victoria, Texas*

- **Challenges:**
  
  *Advertising in distant areas within the seven county area.*

### Act

**Next Steps: Participate in the Healthy Aging Conference May 18, 2016**

### Collaborate

**Share Successes and/or Request Assistance**

-
# Raise the Floor Initiative Quarterly Report Form

**RHP 4 | Coastal Bend Region**

**Raise the Floor Initiative | Quarterly Report Form**

**Reporting Due Date:** March 30, 2016

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**Contact Information**

<table>
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<tr>
<th>Provider Organization:</th>
<th>Lavaca Medical Center</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Contact:</td>
<td>Tracy Green</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:tgreen@lavacamedcen.com">tgreen@lavacamedcen.com</a></td>
</tr>
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**Identify your Raise the Floor Initiative**

*Please select one:*  
- X Expand use of social media  
  - Plan, host and/or participate in a local health fair  
  - Meet with MCOs to review opportunities and develop a strategy for DSRIP collaboration

---

**Goals**

**Goal(s):**
- Enhance LMC’s current website with health/wellness/disease specific information.

---

**Plan**

**Plan for Implementation and Achievement:**
- Work with current website provider to allow us to have in-house control of content and the site’s Content Management System. Create new links, pages, and content for the website. Educate practitioners to the additional resource for their patients. Advertise/educate public to the resource.

---

**Do**

**Actions Taken:**
- Completed task of gaining control of the content and management system of the facility’s web site. Created new pages with disease specific educational classes and/or events. Continued updating of content and resources for educational events/classes relating to disease specific information. Continuously updating website with health/wellness events and/or information.

---

**Study**

**Review and Evaluate:**
- *Progress Towards Goal(s):*
  - Adding new content on a more consistent basis and using the web site in addition to traditional advertising for patient education/disease specific topics and classes/health events.
**Challenges:**
- Still working with web developers to create specific disease content, tools for management, patient education.

**Act**

**Next Steps:** Authoring of additional web pages, and educating practitioners as to new content, continue to encourage patients to use/check the web site, working with web hosting entity to create ‘subscribers’ to alert them of new content.

**Collaborate**

**Share Successes and/or Request Assistance**
- N/A
**Contact Information**

**Provider Organization:** Memorial Hospital (Gonzales Healthcare Systems)

**Primary Contact:** Leslie Janssen  
**Email:** ljanssen@gonzaleshealthcare.com

**Goals**

**Goal(s):**
- Increase the use of social media to communicate health information to patients/clients.

**Plan**

**Plan for Implementation and Achievement:**
- Use established website to disseminate health information and provide links to health-related websites.
- Use established Facebook page to inform customers about health issues and upcoming events.

**Do**

**Actions Taken:**
- We have continued to increase our use of our Facebook pages to create a robust social media presence in the community. We have over 1000 followers now and we’ve created separate pages for the hospital, the medi-spa, our charitable foundation, and our newest endeavor, the community garden.
- We’ve published information on purchasing health insurance through the federal exchange, our construction projects including our new wellness center and Waelder clinic, World Cancer Day, National Wear Red Day, occupational health, local “Seniors in Action” activities, and National Nutrition Month.
- Our Community Garden page has included information on what to plant when and controlling pests as well as making followers aware of the purpose of the community garden.

**Study**

**Review and Evaluate:**

- **Progress Towards Goal(s):**
  - We’ve made significant progress. Considering we had less than 100 followers when we began and now have over 1000, we believe we’ve achieved what we planned to do.
• **Challenges:**
  - Our biggest challenge to date has been coordinating activities among the persons who are responsible for maintaining the sites.
  - We’re still somewhat challenged with engaging our site visitors more.
  - Content is sometimes a challenge, i.e., how to educate the public without preaching to the public.

### Act

**Next Steps:**

1. We are developing a list of topics for future education on our website and Facebook page. We are trying to make them seasonal or relatable for the community.
2. We are working on surveys or questions that we can use to engage our site visitors more.

### Collaborate

**Share Successes and/or Request Assistance**

- The number of people engaged and reached by our Facebook page has increased significantly since we began tracking. The number of persons accessing our website has been somewhat variable.
- We feel we’ve made significant strides in improving our social media presence considering the growth in the number of people accessing both our Facebook page and our website. The content has improved as well. We now include not only promotional announcements but worthwhile patient education.
## Contact Information

**Provider Organization:** Behavioral Health Center of Nueces County  
**Primary Contact:** Victoria Rodriguez  
**Email:** vhuerta@bhcnc.org

## Identify your Raise the Floor Initiative

*Please select one:*
- `x` Expand use of social media  
  - Plan, host and/or participate in a local health fair  
  - Meet with MCOs to review opportunities and develop a strategy for DSRIP collaboration

## Goals

**Goal(s):**
- To increase center Facebook page usage.  
- To create a center YouTube channel, Twitter account, and possibly an Instagram account.  
  - Goal start with lowest risk tools first. (Long-term goals).  
- To identify trainings regarding the use of Social Media for business promotion, specifically for CMHC’s and/or healthcare organizations.

## Plan

**Plan for Implementation and Achievement:**
- Training regarding staff usage regarding HIPPA and social media.  
- Accumulate accurate, consistent and science based messages.  
- Develop a way to track staff declination to using their picture on center social media accounts  
- Develop a posting schedule for Twitter and Instagram.  
- Use our Community Relations Coordinator to post to Facebook regularly.

## Do

**Actions Taken:**
- Postings researched, approved and scheduled.  
- Transfer of our center Facebook page from our ED to our Community Relations Coordinator.
Study

Review and Evaluate:

- **Progress Towards Goal(s):**
  - 75 followers on Instagram
  - 45 followers on Twitter
  - 140 “Likes” on Facebook
  - You Tube channel created

- **Challenges:**
  - It was difficult to consistently post to social media twice a day as we had originally scheduled based on Twitter and Instagram’s peak times.
  - Getting followers has been slow.

Act

Next Steps:
Continue to refine our schedule of postings. Develop a policy that allows for engagement/commenting on our own social media pages.

Collaborate

Share Successes and/or Request Assistance

- What are other center’s policies on engagement using social media?
**Contact Information**

<table>
<thead>
<tr>
<th>Provider Organization:</th>
<th>Otto Kaiser Memorial Hospital</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Contact:</td>
<td>Barbara James</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:Barbara.james@okmh.org">Barbara.james@okmh.org</a></td>
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</table>

**Identify your Raise the Floor Initiative**

*Please select one:*

- Expand use of social media

**Goals**

**Goal(s):**
- Raise Facebook interaction with the public through creating pages for different departments, namely Kaiser Home Health and Kaiser Wellness Center that will support the work of the hospital and promote its events and services.

**Plan**

**Plan for Implementation and Achievement:**
- Compile basic information for the pages by gaining details on each facility from their managers and set their target list of “invitees” to pages.

**Do**

**Actions Taken:**
- Created pages for “Kaiser Home Health” and “Kaiser Wellness Center”

**Study**

**Review and Evaluate:**
- *Progress Towards Goal(s):* Invited all contacts from OKMH page to “like” our other pages and in turn invite their friends to visit the pages as well.
- Made each page basically a website for each entity since they do not have a specific .com web page. Uploaded schedules, hours, directions contact info to their “about” tabs.
- Publicized events and services that the hospital provides through all FB pages.
- **Challenges:**
  - Making each page stand alone – meaning, not having people ask about yoga classes on the Home Health Page.
## Act

**Next Steps:** To create monthly events” to drive likes to the page. To celebrate specific health and wellness related awareness days on pages, thus providing links to outside pages where additional information can be gained by visitors.

## Collaborate

**Share Successes and/or Request Assistance**

- 137 likes on Kaiser Home Health page, and almost 800 on Kaiser Wellness page. Clients have begun “checking in” frequently to all of our pages (OKMH included) and we can gain some personal insight into their visits and obtain valuable Marketing data. Wellness Center clients especially took notice of Hospital events and frequently shared, promoted and attended hospital activities.
### Contact Information

<table>
<thead>
<tr>
<th>Provider Organization:</th>
<th>Refugio County Memorial Hospital District</th>
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<tbody>
<tr>
<td>Primary Contact:</td>
<td>Hoss Whitt</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:hwhitt@rcmhospital.org">hwhitt@rcmhospital.org</a></td>
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### Identify your Raise the Floor Initiative

**Please select one:**
- Expand use of social media
- Plan, host and/or participate in a local health fair
- Meet with MCOs to review opportunities and develop a strategy for DSRIP collaboration

### Goals

**Goal(s):**
- Participate in a local and region wide health fair

### Plan

**Plan for Implementation and Achievement:**
- Refugio County Memorial Hospital held a local Health Fair on October 28, 2015 (DY5). The Hospital District would like to partner with RHP 4 to participate in a regional health fair in either Victoria, or Corpus Christi Texas.

### Do

**Actions Taken:**
- There have been no specific actions taken since the last reporting period towards achieving our goal to participate in a region wide health fair. Hopefully we will be able work on plans to achieve that goal at the April 14th learning collaborative.

### Study

**Review and Evaluate:**
- *Progress Towards Goal(s):* Refugio County Memorial Hospital District has completed a local health fair in DY5. The Hospital District will participate in a region wide health fair through RHP-4, if given the opportunity.
- *Challenges:* General Planning and coordinating with other RHP 4 participants.
<table>
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<tr>
<th>Act</th>
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<tbody>
<tr>
<td><strong>Next Steps:</strong></td>
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<tr>
<td>Coordinate plans to participate in a region wide healthcare at the April 14, 2016 learning collaborative.</td>
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<th>Collaborate</th>
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<tr>
<td><strong>Share Successes and/or Request Assistance</strong></td>
</tr>
<tr>
<td>• Successfully completed a local health fair.</td>
</tr>
<tr>
<td>• No additional assistance needed.</td>
</tr>
</tbody>
</table>
Contact Information

Provider Organization:  Yoakum Community Hospital
Primary Contact:  Kim Mraz, RN  Email:  kmraz@yoakumhospital.org

Identify your Raise the Floor Initiative

Please select one:

- Expand use of social media
- Plan, host and/or participate in a local health fair
- Meet with MCOs to review opportunities and develop a strategy for DSRIP collaboration

Goals

Goal(s):
- Offer Community a free Health Screening for blood pressure, cholesterol, and HbA1C

Plan

Plan for Implementation and Achievement:
- Hold free health screening on February 6, 2016

Do

Actions Taken:
- Advertising set, yards signs ordered, staff for event set, and event held.

Study

Review and Evaluate:
- Progress Towards Goal(s):
  - Held event- 25 individuals attended
- Challenges:
  - Weather – unusually cold

Act

Next Steps:
Planning to hold another event during the summer to hopefully improve turnout
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<th>Collaborate</th>
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<td><strong>Share Successes and/or Request Assistance</strong></td>
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</table>
**Contact Information**

<table>
<thead>
<tr>
<th>Provider Organization:</th>
<th>Border Region Behavioral Health Center</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Contact:</td>
<td>Alda Rendon</td>
</tr>
<tr>
<td>Email:</td>
<td><a href="mailto:aldar@borderregion.org">aldar@borderregion.org</a></td>
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**Identify your Raise the Floor Initiative**

*Please select one:*

- Expand use of social media
- ✓ Plan, host and/or participate in a local health fair
  - Meet with MCOs to review opportunities and develop a strategy for DSRIP collaboration

**Goals**

**Goal(s):** To participate in local Health Fairs hosted by local community agencies and provide information on services provided at Border Region Behavioral Health Center.

- 

**Plan**

**Plan for Implementation and Achievement:**

- Collaborate in the planning and participation of local health fairs

**Do**

**Actions Taken:**

- Participated in local health fairs available in the local community-provided BRBHC brochures

**Study**

**Review and Evaluate:**

- *Progress Towards Goal(s):*
  - Have participated in a local health fair with:
    1. Gateway Community Health Center-FQHC
    2. Veterans Outpatient Clinic

- *Challenges:*
  - Health fairs are held on Saturdays and the turnout is low
### Act

**Next Steps:**
1. Participate in more health fairs that are provided in the community by other agencies.
2. Plan to host health fairs at BRBHC

### Collaborate

**Share Successes and/or Request Assistance**
- Able to participate in local community health fairs
Contact Information

Provider Organization: Harlingen Medical Center

Primary Contact: Amy Flores
Email: aflores5@primehealthcare.com

Identify your Raise the Floor Initiative

- Expand use of social media
- Plan, host and/or participate in a local health fair

Goals

Goal(s):
- Continue to increase Facebook page likes
- Continue participation in Health Fairs locally and in our community
- Continue to increase portal usage to include outpatient services
- Increase percentage of patients receiving bedside pharmacist consultations
- Increase percentage of patients receiving E-scribing
- Increase patients receiving electronic medication reconciliation

Plan

Plan for Implementation and Achievement:
- Marketing continues to update the Facebook page with new medical updates as they arise
- Marketing plans 3 local Health Fairs throughout the year
- Medical Records and IS to continue to improve patient portal to include the outpatients services
- Pharmacists to continue to improve the bedside consultation percentages
- Continue to encourage physicians to E-scribe rather than paper scripts
- Continue to encourage the use of electronic medication reconciliation

Do

Actions Taken:
- Lace tool used for risk assessment
- Pharmacist consultation generated on high risk Lace tool score of 11 or above
- Medication Reconciliation was added to EMR
- Medication Lists get printed for patients and available on EMR
- Follow up appointments scheduled by discharge nurse
### Study

**Review and Evaluate:**

- *Progress Towards Goal(s):*
  - Follow up appointments are made for majority of discharged patients
  - Medication Reconciliation on EMR is increasing
  - Patients receiving electronic medication reconciliation increasing
  - Pharmacist have steadily plateaued on bedside consultation

- *Challenges:*
  - Documenting the discharged bedside consultations in a timely manner
  - Physician engagement in EMR is variable
  - Physician office are closed on the weekends and holidays, so unable to schedule follow up appointments for patients discharged on weekend/holidays
  - Lace tool only captures patients that are at high risk for readmissions and not all DSRIP patients captured

### Act

**Next Steps:**

- Continue to track pharmacist consultations for improvement
- Train new case managers on LACE tool completion
- Continue to train and reinforce EMR and medication reconciliation
- Schedule appointments during follow up phone calls if the patients has not made their own appointments
- Continue to work on including outpatient on patient portal

### Collaborate

**Share Successes and/or Request Assistance**

- Over 1300 like on our social media Facebook thus far
- Participated in well over 30 to 40 Health Fairs annually community wide
- Have signed up to 55 to 60% of our inpatients and 15% participation in patient portal thus far
- Lace tool risk assessments has limitations and does not capture all areas that contribute to DSRIP readmissions
- Patient compliance with medication regiment is variable
**RHP 4 | Coastal Bend Region**

**Raise the Floor Initiative | Quarterly Report Form**

*Reporting Period:* Jan to March 2016

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### Identify your Raise the Floor Initiative

SELECTED: Plan, host and/or participate in a local health fair

### Goals

**Goal(s):**
- Plan, host and/or participate in a local health fair

### Plan

**Plan for Implementation and Achievement:**
1. Rio will host a back to school health fair in August in which 4 out of their 7 DSRIP Projects will be highlighted.

### Do

**Actions Taken:**
- Rio is currently preparing for said health fair, in which we receive donations from outside agencies such as bag packs, free vaccinations, free school supplies, and free hair cuts for children.
- The Asthma. Diabetes, Women’s Center and Family Practice Project will be hosting the fair across from the hospital.

### Study

**Progress Towards Goal(s):**
- We have been approved by Hospital Leadership.

**Challenges:**
- Begin to post stories, pending approval and site availability to go live.

### Act

**Next Steps:**
Secure vendors.

### Collaborate

**Share Successes and/or Request Assistance**
- At the moment we don’t need assistance; however, we are open to any additional TA provided.
### Contact Information

<table>
<thead>
<tr>
<th>Provider Organization</th>
<th>University of Texas Health Science Center at Houston</th>
</tr>
</thead>
<tbody>
<tr>
<td>Primary Contact</td>
<td>Ghadir Helal</td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:ghadir.helal@uth.tmc.edu">ghadir.helal@uth.tmc.edu</a></td>
</tr>
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</table>

### Identify your Raise the Floor Initiative

Please select one:

- Expand use of social media
- **Plan, host and/or participate in a local health fair**
  - Meet with MCOs to review opportunities and develop a strategy for DSRIP collaboration

### Goals

**Goal(s):**

- To increase recruitment to MEND program through community events.

### Plan

**Plan for Implementation and Achievement:**

- Participate in on-going CycloBia (Open Streets events with thousands of attendees) with engaging activities for kids throughout the service area in order to recruit participants.

### Do

**Actions Taken:**

- Participated in 3 Open Streets events since June 2015. Pre-registered 41 of participants through these events. Promoted program to thousands of people.

### Study

**Review and Evaluate:**

- **Progress Towards Goal(s):**
  - This is a great venue to recruit new participants since families are there cycling and thinking about physical activity and health. Diverse population attends from all over county.

- **Challenges:**
  - Staffing these regular events. Large crowds hard to catch everyone. Events happen on Sundays and weekends so additional staffing concerns.
  - Follow up with all interested families is time consuming.
### Act

#### Next Steps:
1. Continue to participate in regular Cyclobia Events
2. Assess the total number of recruited families
3. Expand similar events to other communities.

### Collaborate

#### Share Successes and/or Request Assistance
- A great method for recruitment because many of the families who participate in this event are already interested in leading an active and healthy life.
**RHP 4 | Coastal Bend Region**

Raise the Floor Initiative | Quarterly Report Form

**Reporting Period:** Jan to March 2016

<table>
<thead>
<tr>
<th>Contact Information</th>
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<tbody>
<tr>
<td><strong>Provider Organization:</strong> Valley Regional Medical Center</td>
</tr>
<tr>
<td><strong>Primary Contact:</strong> Rosalinda Coronado</td>
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</tbody>
</table>

**Identify your Raise the Floor Initiative**

**SELECTED: Expand use of social media**

**Goals**

**Goal(s):**
- Utilize Facebook as a tool for our Outpatient Diabetes Clinic.

**Plan**

**Plan for Implementation and Achievement:**
- Create an accomplishment packet for all Outpatient Clinic patients. (Measuring cup, VRMC bag with Diabetes health related information and Achievement Certificate for 3 month, 6 month and 1 year accomplishments).
- Showcase classes, clinic hours, and patient achievements on a monthly basis.
- Showcase a patient who has successfully managed their diabetes for one year. (Pending legal approval).

**Do**

**Actions Taken:**
- On our past report, the Facebook use for the Diabetes Clinic had been approved by our Corporate Office.
- We have sent out posting narratives and pictures to our Corporate that are showcased on Facebook, on a weekly basis. (Please see attached files)
- Finalized consent form for outpatients to participate in photo-ops, we will start trying to get volunteers next month.

**Study**

**Review and Evaluate:**
- **Progress Towards Goal(s):**
  - First Facebook postings already live.
  - We are having our first 3 month patients come back for follow up, to request permission to showcase them on our Facebook.
- **Challenges:**
  - Assuring this social media share is in compliance with all federal and state health laws and regulations.

**Act**

**Next Steps:**
- Obtain permission from our class participants to share success story on Facebook.
### Collaborate

**Share Successes and/or Request Assistance**
- At the moment we don’t need assistance; however, we are open to any additional TA provided.

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*** PLEASE NOTE THESE ARE SCREENSHOTS FROM IPHONE, AS FACEBOOK IS AN UNAUTHORIZED PAGE IN OUR FACILITY. ONLY CORPORATE HAS ACCESS TO THIS PAGE FOR POSTING PURPOSES. **
There's still time to save your spot at the Annual Diabetes Awareness Event! First 50 guests will receive a FREE glucometer!

Join us for healthy snacks, useful information, and a fun time!

Annual Diabetes Awareness Event
November 11, 2015 | 5:30 pm to 7:00 pm
VRMC Mini Mall | 100 E. Alton Gloor Blvd. | Brownsville

Free blood sugar and blood pressure checks
First 50 guests will receive a FREE glucometer!

The Valley Regional Diabetes Team provided free glucose checks and blood pressure monitoring at Derry Elementary's Catch Fest! Thank you Derry Elementary and students from the Texas Southmost College LVN program for reaching out to the Port Isabel community. Interested in free glucose and blood pressure checks at your event? Call...

Today is Dr. Seuss' Birthday and the Valley Regional Medical Center's Outpatient Diabetes Program team and Texas Southmost College students are celebrating with United Way of Southern Cameron County while offering FREE blood sugar and blood pressure checks to children and their parents! Happy Birthday Dr. Seuss!