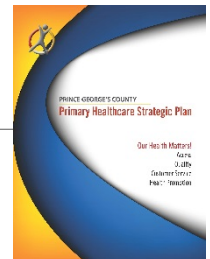




Prince George's County Primary Healthcare Strategic Plan Update



Pamela B. Creekmur, Health Officer
Prince George's County Health Department



Primary Healthcare Strategic Plan Goals

- ✓ Expand access to high quality, patient-centered primary care
- ✓ Improve the health status of all Prince Georgians
- ✓ Advance healthcare as one of the economic drivers for the County

Strategic Plan Recommendations

- ✓ Increase patient-centered primary care practices in high need areas
- ✓ Implement a marketing and branding campaign
- ✓ Build capacity of existing primary care practices to operate as patient-centered medical homes
- ✓ Establish a Primary Healthcare Alliance, a non-profit organization
- ✓ Build collaboration among Prince George's County hospitals
- ✓ Develop and implement a monitoring and evaluation plan
- ✓ Develop workforce to support patient-centered primary care

Increase patient-centered primary care practices in high-need areas.

Explanation of Recommendation	Status
Provide incentives to recruit and retain primary care providers in high-need areas, designated as Health Investment Zones.	In Progress
Establish Prince George's HealthAssure program for uninsured.	In Progress
Secure reduced lease payments for primary care practices in the Health Investment Zones.	Hold
Establish a plan to secure federal and state loan repayment to physicians and dentists that choose to practice in Prince George's County.	Hold
Provide low-cost working capital loans to cover start-up costs.	Hold
Establish a plan to subsidize malpractice costs for certain primary care practices. Promote hiring of primary care physicians and midlevel providers by federally qualified health centers.	Hold
Establish opportunities for residency training (medical and dental) in Prince George's County provider organizations, and develop a program to compensate physicians who agree to serve as preceptors at these sites.	Hold

Build capacity of existing primary care practices to operate as patient-centered medical homes.

Explanation of Recommendation	Status
Encourage the development of a private management service organizations to provide services that enable primary care practices to operate as patient-centered medical homes.	In Progress
Expand clinical training opportunities within the County to accommodate training sites for the proposed work force.	In Progress
Prioritize improving the quality of customer service of all staff in healthcare fields, and provide customer service training to future clinical, public health, and administrative support staff.	Hold

Build collaboration among Prince George's County hospitals.

Explanation of Recommendation	Status
Support development of hospital-based integrated delivery systems, including the new Regional Medical Center.	In Progress
Work collectively to promote transitional care between hospitals and primary care providers to ensure appropriate primary care access and engagement among County residents.	In Progress
Achieve collaboration among Prince George's County hospitals and the Health Department to conduct community health needs assessment and carry out community health improvement programs.	Complete
Create the Prince George's County Community Health Benefits Partnership to ensure collaboration among Prince George's County hospitals and the Health Department to conduct community health needs assessment and to carry out community health improvement programs.	In Progress

Develop work force to support patient-centered primary care.

Explanation of Recommendation	Status
Convene stakeholders with a shared mission of increasing and improving work force capacity.	In Progress
Create a systematic work force development plan for the County designed to meet the needs and demands of the patient-centered medical home model.	In Progress
Give priority to County residents and educational resources to achieve the proposed work force.	Hold
Prioritize quality customer service training.	Hold

Implement a marketing and branding campaign.

Explanation of Recommendation	Status
Create and carry out marketing campaigns designed for identified market segments.	Hold
Use common branding across all marketing efforts. The proposed brand for example “Prince George’s County, Our Health Matters!”	Hold

Establish a Primary Healthcare Alliance.

Explanation of Recommendation	Status
Establish the Primary Healthcare Alliance, an independent, stakeholder-led entity, whose mission would be to transform health and healthcare in Prince George's County by leading, collaborating, and aligning efforts to improve primary care delivery. The initial priority for the Primary Healthcare Alliance would be to implement the Primary Healthcare Strategic Plan.	Complete
Secure sustainable funding.	In Progress
Convene the initial Board of Directors to serve as the governing body of the Primary Healthcare Alliance.	Complete
Hire the Primary Healthcare Alliance's executive director and launch operations.	Complete

Develop and implement a monitoring and evaluation plan.

Explanation of Recommendation	Status
Develop and implement a monitoring and evaluation plan to assess whether the Primary Healthcare Strategic Plan is being implemented successfully and achieving desired outcomes.	Hold
Define the monitoring and evaluation process and outcome metrics, data sources, baseline values, and benchmark goals.	Hold
Design report card or other way of reporting results.	Hold

Update on the Prince George's Healthcare Alliance

Prince George's Healthcare Alliance is a newly formed 501c3 supported by the Prince George's County.

Mission

To decrease over utilization of health system resources and to maximize quality of care for high need, high utilizers.

Vision

To help patients change their health behaviors, to achieve their best health, and to optimize community health.

Update on the Prince George's Healthcare Alliance

Currently funded to provide coordination services and assist individuals with adopting healthy behaviors that promote, maintain, and improve health.

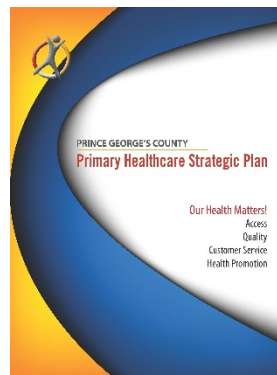
Connect and Assist: <u>CARE COORDINATION</u>	Provide and Improve: <u>HEALTH LITERACY</u>	Evidence-Based: <u>PATHWAYS</u>
<ul style="list-style-type: none">• Connect with patients• Identify unmet medical and social needs• Arrange and connect patients to doctors and other medical services• Connect patients to social services and community resources• Assist patients with getting what they need• Assist patients with taking better care of their health	<ul style="list-style-type: none">• Educate patients on becoming self-advocates and active participants in their own healthcare• Provide tips to self-manage their condition.• Provide patients with information to help them better understand their condition• Educate patients on proper utilization of health care services – such as PCP vs. ED visit, because the best care does not always cost most• Help improve overall wellness	<ul style="list-style-type: none">• Our community health workers use evidence based pathways that guide them in resource linkages, document contacts and tasks, track outcomes and report the services• Coordinate actions among multiple users that interact with the client• Measure, track and monitor individual progress utilizing Care Coordination System• Collect and aggregate data to provide analytics for overall supervision and management

Next Steps

- ✓ Secure funding to implement the plan
- ✓ Establish a governance structure with Prince George's County Health Department oversight
- ✓ Continue to support the work of all healthcare stakeholders in the County



Thank you for the opportunity.
Any Questions?



2016 Community Health Needs Assessment (CHNA)

In response to 2015 Primary Healthcare Strategic Plan Recommendation, the Health Department and 5 area hospitals conducted a joint community health needs assessment for the first time in county history.

Our 5 hospitals, 40 community experts and the Health Department collectively agreed to focus efforts on the following priorities:

- Behavioral Health
- Obesity and Metabolic Syndrome
- Cancer
- Overall social determinants, including access to care