

Community Services

FY 20 – 3rd Quarter

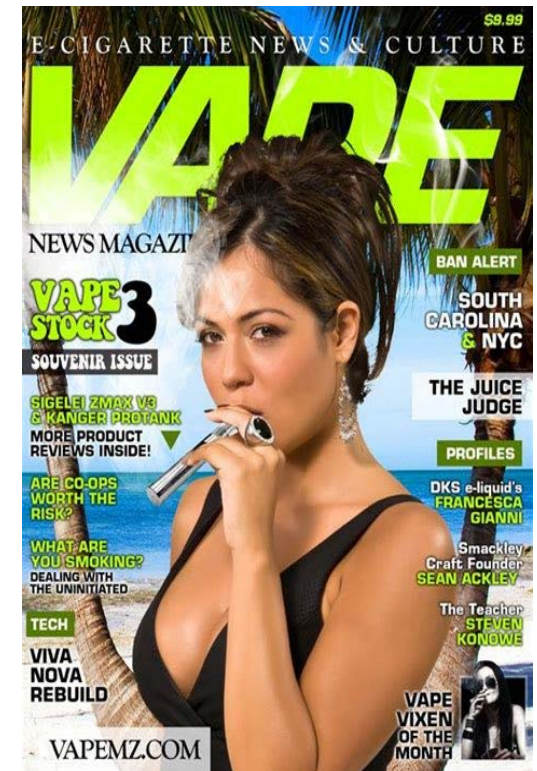
- ▶ Coalition for a Healthy South Broward
- ▶ HEROs - Healthcare Employees Reaching Out
- ▶ HITS – Health Intervention with Targeted Services
- ▶ Senior and Family Services
- ▶ Community Youth Services





Meeting topics and presenters included:

- ▶ **Mobile School Pantry**
- ▶ **Community Enhancement Center (Nadine)**
- ▶ **Dania Beach Housing Authority**
- ▶ **United Way of Broward – Vaping**



HEROs

Healthcare Employees Reaching Out



Operation Our Neighborhood





Phase 1 (South County)

- 228 Persons Registered
- 21 Medicaid approved
- 23 Medicaid pending
- 19 MPC primary care approved
- 18 MPC primary care pending



Health Intervention with Targeted Services

Phase 2 (Inpatient w/ chronic conditions including diabetes, hypertension, congestive heart failure, Memorial Manor and offsites)

- 244 Persons Registered
- 22 Medicaid approved
- 30 Medicaid pending
- 36 MPC primary care approved
- 24 MPC primary care pending
- 1 Medicare



Memorial Senior Partners



<u>Program</u>	<u># Quarter</u>	<u>Total</u>
▶ ALLIES Program	56	287
▶ CARES Program	22	383
▶ Senior Partners	183	4,721

Alzheimer Awareness - Purple Party



Hispanic Heritage Month



Community Youth Services

Number Served



3rd Quarter FY 20

5,139

TOTAL FY 20

15,246

TOTAL FY19

19,143

CYS Participant Breakdown

➤ Afterschool/Summer camps	459
➤ Behavioral Health	6,192
➤ Family Strengthening	1,298
➤ Maternal Child Health	7,297
Total FY 20	15,246

BREAK Respite goes to the Zoo



Family Holiday Teambuilding

Designing a Gingerbread House



LEAP Holiday Show



Homeless Court Recognition



The Community Services team





Community Relations

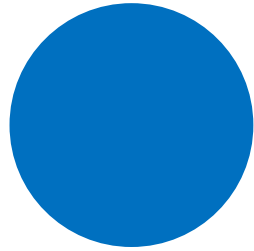
FY20 Q3 Recap | November 2019-January 2020



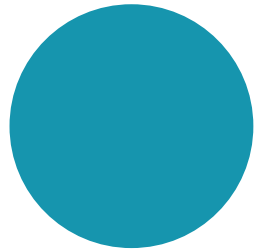
Marketing and
Corporate Communications



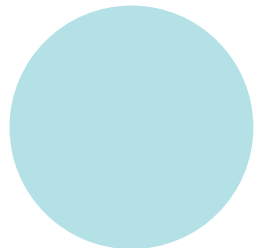
Community Relations Overview



FY20 Q3 Activity Summary








ROI Performance Data



FY20 Q3 Reach & Engagement Highlights



COMMUNITY RELATIONS

		Total Number of Activities	Attendees
	MHS Events (Service Line Booths, Health Fairs, In-house events)	25	28,647
	Corporate Employee Wellness and Prevention Program—Captured Audience (Health Education, Lectures and screenings)	14	1,510
	Speakers Bureau Engagements (non-corporate events) – Captured Audience	3	227
	JDCH Safety Education and Community Engagement Events (Broward)	52	25,218
	School-based Programs (in classrooms)	19	1,304
	Total Q3 FY20	113	56,906
	Total FY20 YTD	425	230,590

Community Relations ROI Performance

Community Relations is focused on supporting and aligning with the

- **MHS pillars:** **Community, Safety and Growth**
- **Strategic priorities:** **Systemness, Culture, Safety and JDCH expansion**



The Community role and resources are deployed to help improve brand awareness, safety and prevention education through community engagements, sponsorships and programs.

Two core metrics to determine our effectiveness are:

- **Reach** - measures the number of *individuals exposed to the brand* through these events and programs
- **Engagement** - measures number of *individuals that directly interacted with brand* activity

COMMUNITY RELATIONS FY20 Q3

REACH

Community Relations helps build brand awareness through community engagements, sponsorships and programs.

Reach measures the number of individuals exposed to the brand through these events and programs.

ENGAGEMENT measures number of individuals that directly interacted with brand activity.

TOTAL REACH*

86,676

**Total # of attendees*

ENGAGEMENT*

76,011

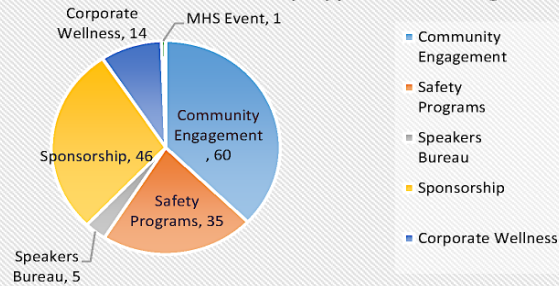
**Total # engaged at booth*

OVERALL VALUE*

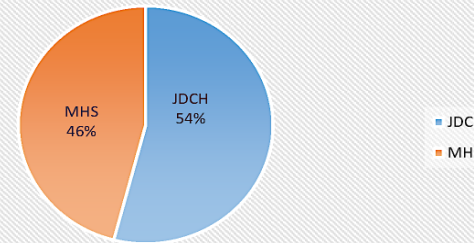
4.40

**Subjective measure of event/program value on a scale of 1-5*

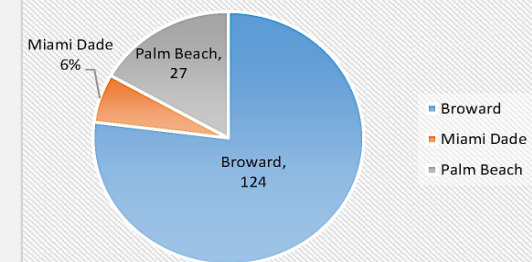
Events By Type of CR Program



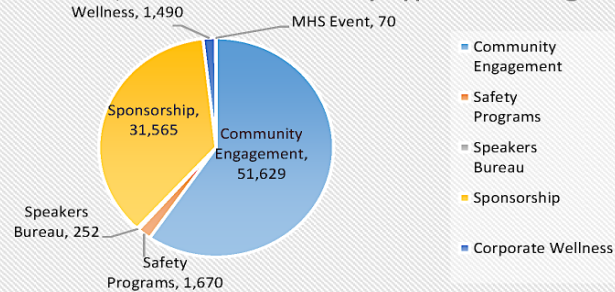
Events by Brand



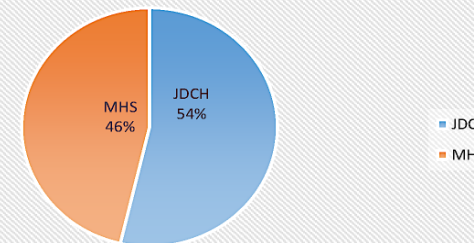
Events By County



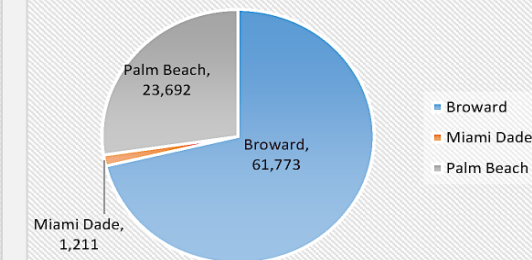
Attendees By Type of CR Program



Attendees By Brand



Attendees By County



Value rating system: Subjective in a way. Elements of the ranking include event reputation, attendance match to target audience, additional branding and speaker.

1: Low attendance, poor exposure, no social media, not target market or targeted audience

3: Average attendance, target audience, average exposure by third party, average social media by third party and/or us

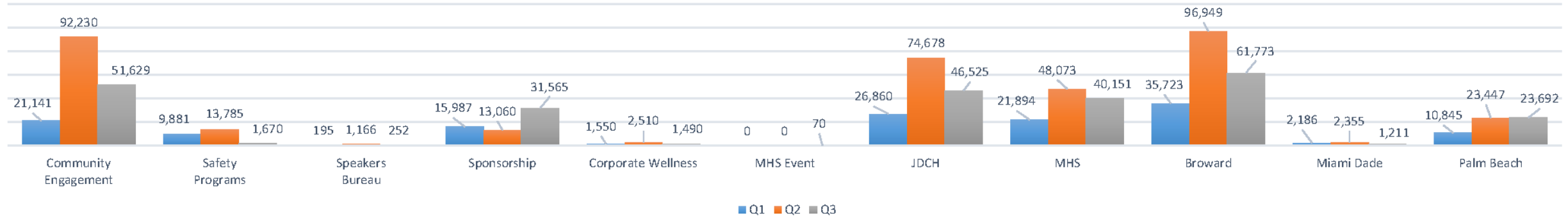
5: Great attendance, target audience, additional online/social media reach by third party and/or us, great engagement, speaker at the event, captured audience, marketing buy

QUARTERLY SUMMARY

		# OF EVENTS	REACH Total Attendees	ENGAGEMENT Booth Attendees	VALUE SCORE Subjective
LEVEL OF SUPPORT	Community Engagement	60	51,629	46,179	4.3
	Safety Programs	35	1,670	1,670	5.0
	Speakers Bureau	5	252	252	3.8
	Sponsorship	46	31,565	26,415	4.4
	Corporate Wellness	14	1,490	1,425	3.6
	MHS Event	1	70	70	5.0
BRAND	JDCH	87	46,525	41,875	4.5
	MHS	74	40,151	34,136	4.2
COUNTY	Broward	124	61,773	56,058	4.4
	Miami Dade	10	1,211	1,211	4.1
	Palm Beach	27	23,692	18,742	4.5
FOCUS	Mission	12	3,698	3,698	3.8
	Strategic	149	82,978	72,313	4.4

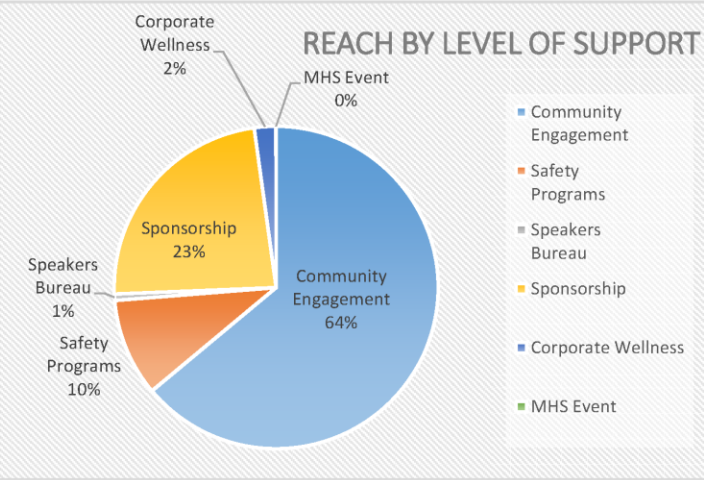
YEAR TO DATE PERFORMANCE

REACH QUARTERLY COMPARISON

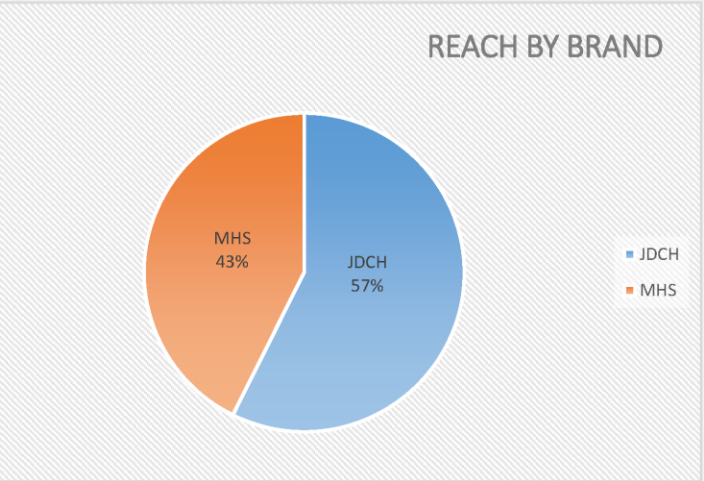


Community Relations Data Tables - Quarter to Date

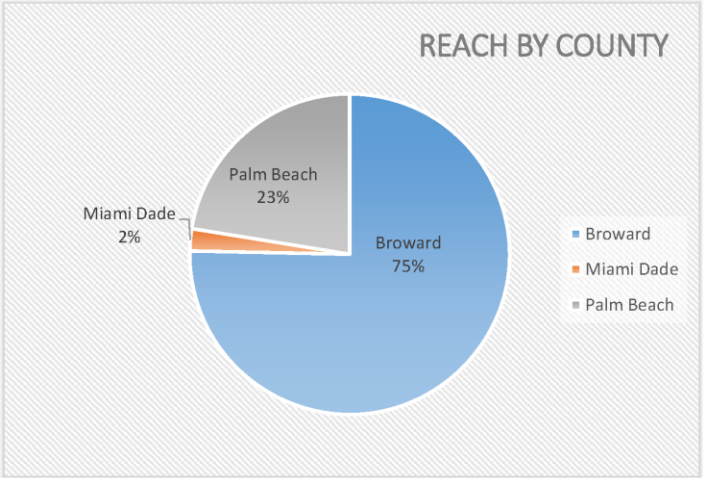
TOTAL Attendees										
	Q1FY20	Q2FY20	Q3FY20	Q4FY20	FY20 Total	Q1FY21	Q2FY21	Q3FY21	Q4FY21	FY21 Total
Community Engagement	21,141	92,230	51,629		165,000					
Safety Programs	9,881	13,785	1,670		25,336					
Speakers Bureau	195	1,166	252		1,613					
Sponsorship	15,987	13,060	31,565		60,612					
Corporate Wellness	1,550	2,510	1,490		5,550					
MHS Event	0	0	70		70					
TOTAL	48,754	122,751	86,676	0	258,181	0	0	0	0	0
JDCH	26,860	74,678	46,525		148,063					
MHS	21,894	48,073	40,151		110,118					
TOTAL	48,754	122,751	86,676	0	258,181	0	0	0	0	0
Broward	35,723	96,949	61,773		194,445					
Miami Dade	2,186	2,355	1,211		5,752					
Palm Beach	10,845	23,447	23,692		57,984					
TOTAL	48,754	122,751	86,676	0	258,181	0	0	0	0	0
Mission	4.8	4.2	3.75		4.25					
Strategic	4.4	4.6	4.4		13.4					



BOOTH Attendees										
	Q1FY20	Q2FY20	Q3FY20	Q4FY20	FY20 Total	Q1FY21	Q2FY21	Q3FY21	Q4FY21	FY21 Total
Community Engagement	14,241	43,630	46,179		104,050					
Safety Programs	9,881	6,533	1,670		18,084					
Speakers Bureau	195	1,166	252		1,613					
Sponsorship	15,987	12,660	26,415		55,062					
Corporate Wellness	1,550	2,510	1,425		5,485					
MHS Event	0	0	70		70					
TOTAL	41,854	66,499	76,011	0	184,364				0	0
JDCH	18,960	45,626	41,875		106,461					
MHS	21,894	20,873	34,136		76,903					
TOTAL	40,854	66,499	76,011	0	183,364				0	0
Broward	27,337	54,349	56,058		137,744					
Miami Dade	1,486	2,355	1,211		5,052					
Palm Beach	4,395	9,795	18,742		32,932					
TOTAL	33,218	66,499	76,011	0	175,728				0	0
Mission	4.8	4.2	3.75		4.25					
Strategic	3.7	4.6	4.4		4.23					



RATING										
	Q1FY20	Q2FY20	Q3FY20	Q4FY20	FY20 Total	Q1FY21	Q2FY21	Q3FY21	Q4FY21	FY21 Total
Community Engagement	4.7	4.5	4.3		4.5					
Safety Programs	5.0	5	5.0		5.0					
Speakers Bureau	4.8	4.1	3.8		4.2					
Sponsorship	4.8	4.4	4.4		4.5					
Corporate Wellness	5	4	3.6		4.1					
AVERAGE	4.8	4.4	4.2		4.5					
JDCH	4.8	4.5	4.5		4.6					
MHS	4.8	4.3	4.2		4.4					
AVERAGE	4.8	4.4	4.4		4.5					
Broward	4.8	4.6	4.4		4.6					
Miami Dade	5.0	4.2	4.1		4.4					
Palm Beach	4.8	4.8	4.5		4.7					
AVERAGE	4.9	4.5	4.33		4.6					
Mission	4.8	4.2	3.75		4.3					
Strategic	4.8	4.6	4.4		4.6					
AVERAGE	4.8	4.4	4.08		4.4					
AVERAGE	4.8	4.4	4.08		4.4					





NBC 6 Cafecito

Adult Service Line Awareness, Engagement & Health Education

Service Line	Events	Estimated Participants
Memorial Cancer Institute	29	13,202
Memorial Cardiac and Vascular Institute	25	12,175
Memorial Neuroscience Institute	21	10,410
Memorial Rehabilitation Institute	18	3,250
Memorial Transplant Institute	10	2,855

MEMORIAL CANCER INSTITUTE



Lung Force Expo



**Pancreatic Cancer
Network - Purple Strides**



**Leukemia & Lymphoma Light
the Night Walk**



**Plantation Holiday Chamber
Luncheon**



**Go 2 Foundation 5K Walk
& Kite Fly**

MHS ADULT SERVICE LINES CONTINUED



MCVI/Turkey Trot



MNI/Alzheimer's Walk



Kidney Transplant/National Kidney Foundation Walk



MHS/Carl Shechter Health Fair



MHS/Grace Jamaican Jerk Festival



MHS/Senior Healthcare Expo



City of Miramar

CORPORATE WELLNESS (CAPTURED AUDIENCE)

Corporate Groups	Attendees	Market (County)
Palmetto 57 Volkswagen	70	North Miami Dade
Calder Casino Health and Wellness Fair Evening Shift	60	North Miami Dade
MBAF	50	South Broward
Broward Partnership Pompano Beach	50	North Broward
City of Tamarac Health & Education Fair	200	North Broward
Broward Partnership Ft. Lauderdale	80	South Broward
Broward County Schools Corporate	50	North Broward
Flowers Baking Company	75	North Miami Dade
City of Miramar Carnival of Health	350	South Broward
Dania Beach Casino	80	South Broward
Accesso	50	South Broward
Scheck Hillel Community School	100	North Miami Dade
Humane Society of Broward County	45	South Broward
The Broward Teacher Union at SBBC	250	North Broward

CORPORATE WELLNESS CONTINUED (CAPTURED AUDIENCE)



Flowers Baking Company



Scheck Hillel Community School



City of Tamarac



Palmetto 57 Volkswagen



Broward Partnership Ft. Lauderdale

SPEAKER'S BUREAU



Dr. Lao speaks to the City of Miramar Employees.

Health Education & Prevention (Non-Corporate)			
Speaking Engagements:	Speakers: 2 Physicians/ 2 Staff/Total Attendees=227		
	Topic	Attendees	Market
Pearlz Girlz Lecture	Mental Health-to teens	5	South Broward
Plantation Chamber of Commerce-Holiday Luncheon	Integrative Medicine	92	North Broward
Davie-Cooper City Chamber of Commerce	MHS/Pembroke	130	South Broward

SPEAKER'S BUREAU (CORPORATE)			
Speaking Engagements:	Speakers: Physicians 1/ Staff 0/Total Attendees= 25		
Corporate Groups	Topic	Attendees	Market
City of Miramar	Colon Cancer	25	South Broward



Dr. Purdy speaks to Pearl Girlz

JOE DiMAGGIO CHILDREN'S HOSPITAL



Immune Deficiency Foundation Walk



Young at Art Museum
Rock'n Noon Year's Eve



JDCH Winterfest Family Fun Day



Broward & Dade County
33 Engagements
24,900 Attendees

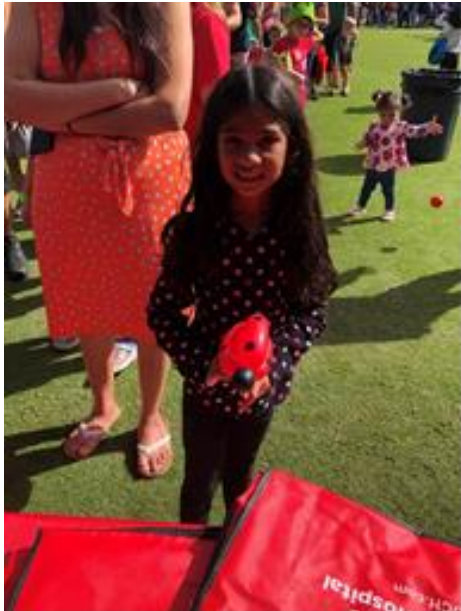
JOE DIMAGGIO CHILDREN'S HOSPITAL PALM BEACH



Wellington Winterfest



West Palm Beach Leukemia
and Lymphoma Light the Night



Wellington Holiday Parade



**Palm Beach County
20 Engagements
21,332 Attendees**

JOE DIMAGGIO CHILDREN’S HOSPITAL: SAFETY & INJURY PREVENTION



**SAFE
KIDS**
BROWARD
COUNTY

Community Safety/Injury Prevention Programs		
Program	Events	Participants
Car Seat Inspection Events	18	268
Child Passenger Safety Certification Courses	N/A	N/A
Safety Events	1	50
Total	19	318

Classroom Safety/Injury Prevention Education		
Program	Events	Participants
Home Alone Safe Alone	3	366
Safety Town (3 parks)	2	76
Teddy Bear Clinic / Poison Prevention	10	901
CAB's of CPR	5	135
Total	20	1,478

MHS/JDCH

SCHOOLS OUTREACH:



New In-Classroom Programs:

- Tik Tok: Stroke Awareness
- The Dangers of Vaping
- Anti-Bullying (teachers/adults/kids)
- Financial Literacy
- Human Trafficking Prevention

Partners in Education (PIE)

Liaisons	87
Schools	98
Registered PIE Speakers	141
Partners in Education Events	6

Liaisons by Facility

Memorial Regional Hospital	16
Memorial Regional Hospital South	18
Joe DiMaggio Children's Hospital	15
Memorial Hospital West	22
Memorial Hospital Miramar	14
Memorial Hospital Pembroke	7
Memorial Healthcare System	11
South Broward Community Health Services	2
Memorial Manor	1



MCI/Leukemia & Lymphoma Light the Night Walk VIDEO





Community Relations Committee

February 2020

MEMORIAL ADULT DAY CARE





Thanksgiving
Celebration



Christmas Celebration



Happy New Year!

PARTNERSHIP WITH BROWARD COUNTY SCHOOLS



NEW PARTNERSHIP WITH BROWARD SCHOOLS



Joe DiMaggio's Pediatric Van onsite targeted schools in zip codes with high rate of uncompensated care. The goal is to improve access to care and increase vaccination rates.

Schools

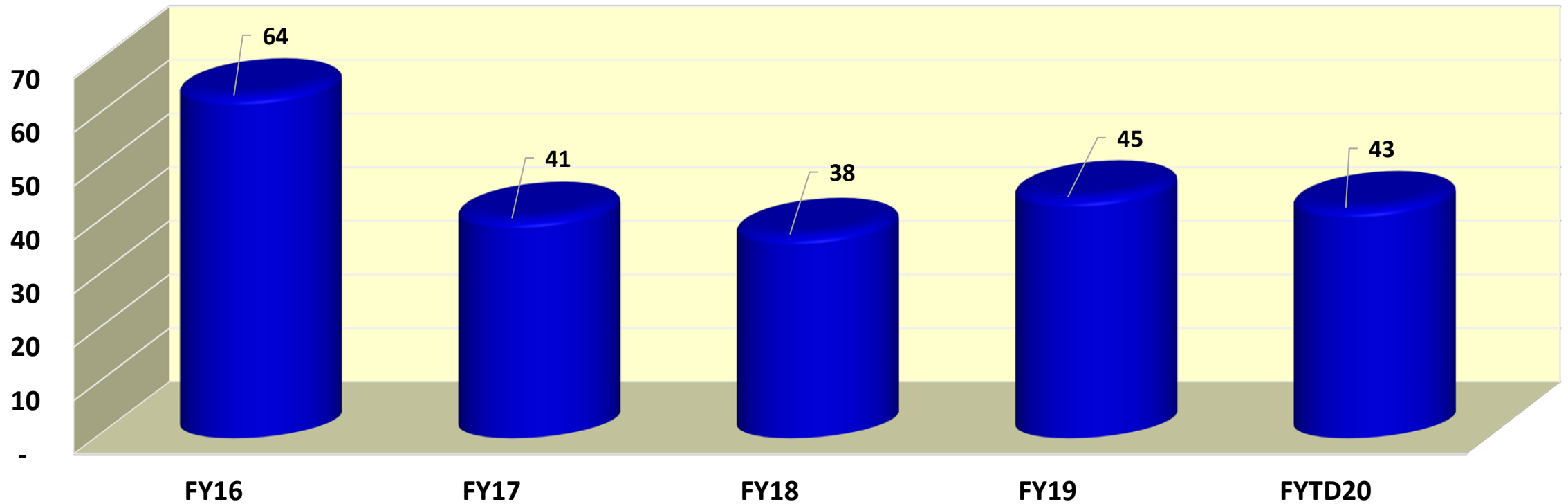
- Pines Middle
- New Renaissance Middle School
- Oakridge Elementary
- Silverlakes Elementary
- Anabel C Perry K-8
- Gulfstream K-8



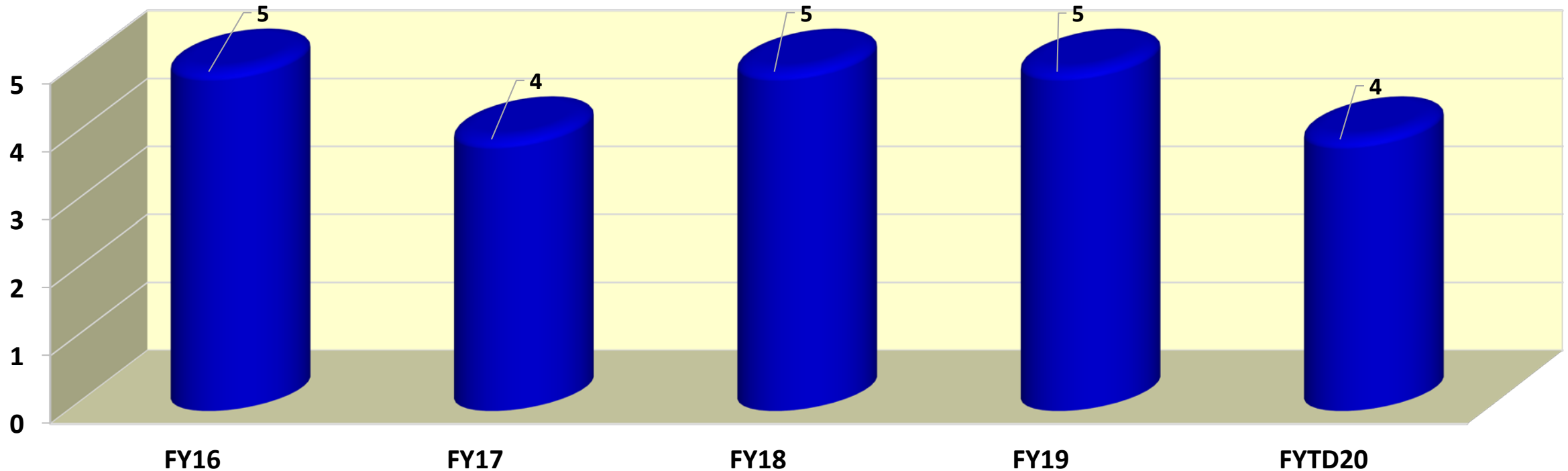


**WHY SERVING
THE COMMUNITY
IS OUR MISSION?**

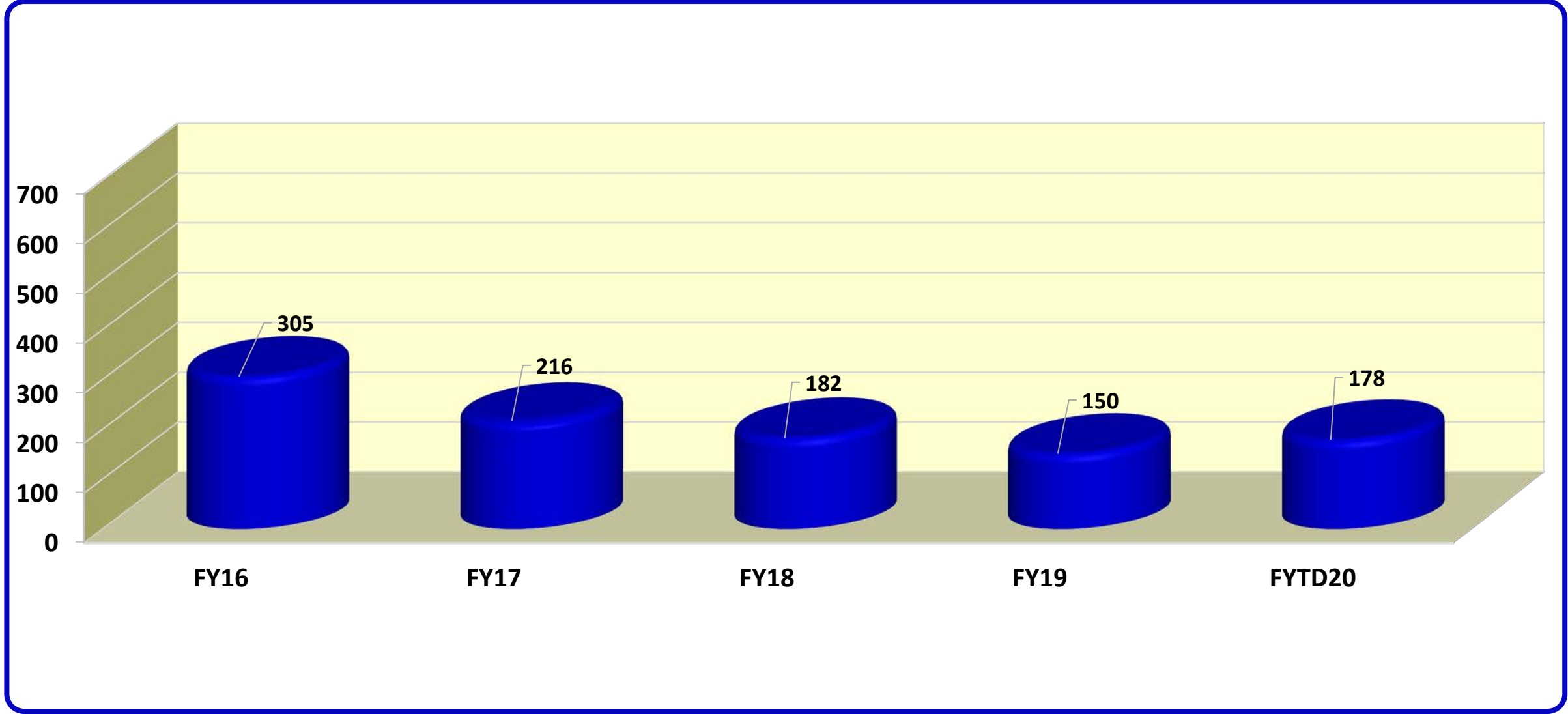
IP ADMISSIONS PER 1000:



30 DAY IP READMISSIONS PER 1000:



ER VISITS PER 1000





**QUALITY
IS
THE
FOUNDATION**

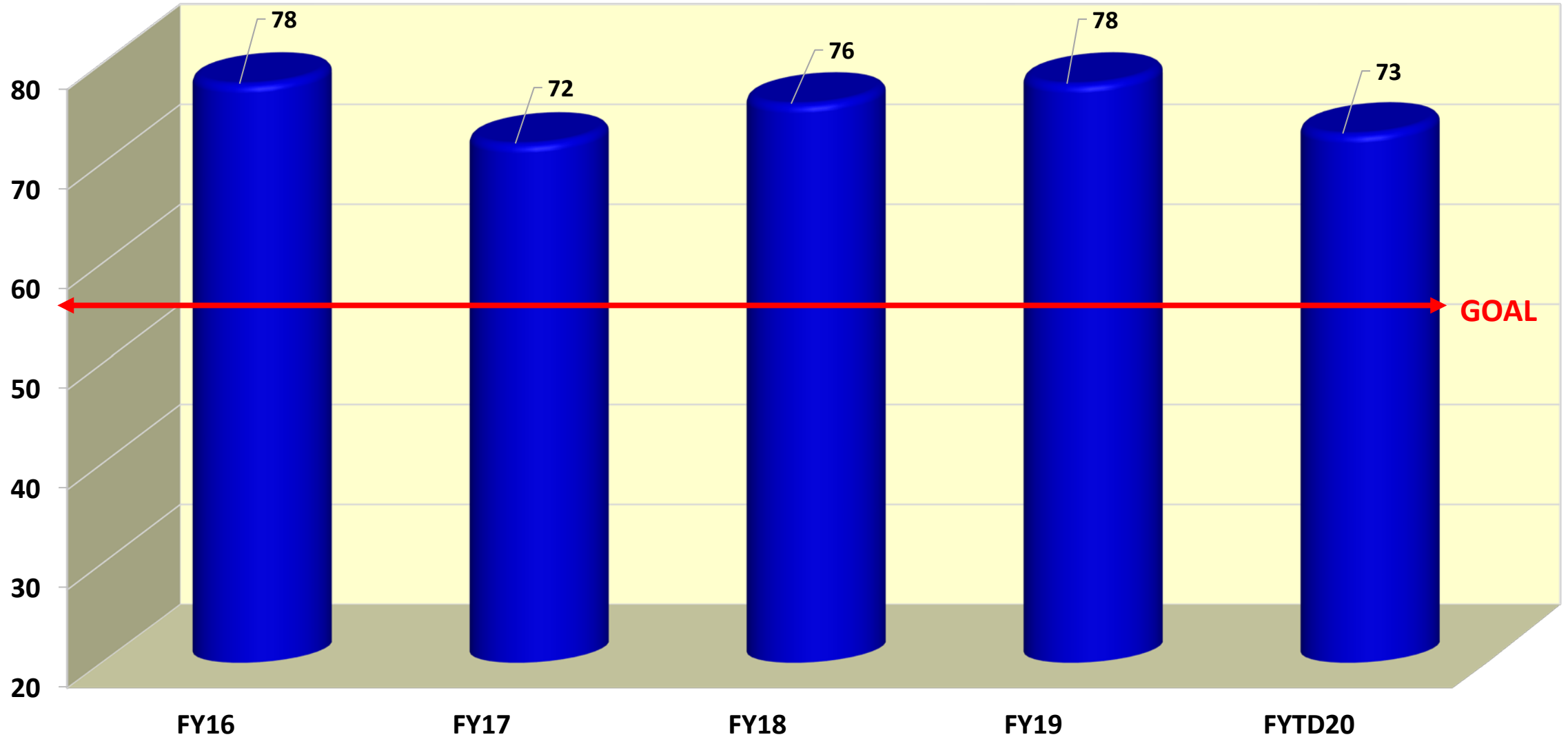
HEDIS QUALITY OUTCOME MEASURES

OUTCOME MEASURE	CY16	CY17	CY18	CY19
Diabetic-HgA1c Control (<8.0%)	75th	75th	75th	75th
Diabetic-BP Control (BP <140/90)	75th	75th	75th	75th
Body Mass Index Measurement	100th	100th	100th	100th
Hypertension-(BP <140/90)	75th	75th	75th	75th
Prenatal Care W/I First Trimester or 42 Days of Enrollment	90th	90th	95th	95th
Postnatal Care between 21-56 Days After Delivery	90th	90th	95th	90th
Breast Cancer Screening Ages 50-74 years of age	75th	75th	75th	90th
Cervical Cancer Screening Ages 21-65 years of age	75th	75th	75th	75th
Colorectal Cancer Screening	75th	75th	75th	75th

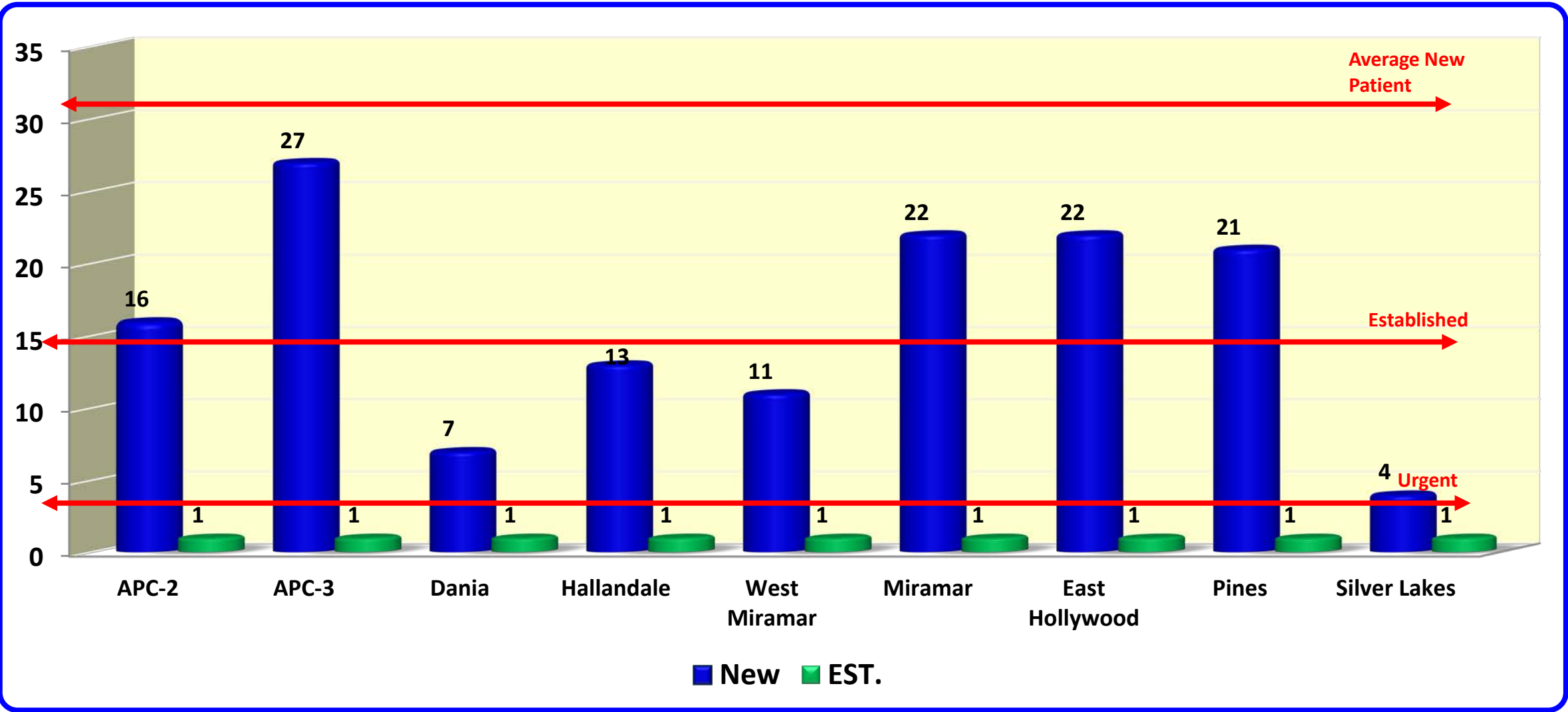


**CUSTOMER
SERVICE IS PART
OF OUR PATIENT
EXPERIENCE**

MPC AVERAGE THROUGH-PUT TIME



AVERAGE NEXT AVAILABLE APPOINTMENT (DAYS) FY20



MEDICAL LEGAL AID PARTNERSHIP OUTCOMES

DECEMBER 2019

Health Related Matters	Count of Matters
Public Benefit (SSI/SSDI)	8
Health Insurance	4
Family Law	2
Housing/Homelessness	4
Consumer/Debt	1
Immigration	2
Transportation	1
Food Assistance	1
Employment	1
Non-Related Health Matter	10

27 - Total Referrals

1 - Accepted

7 - Pending

0 – Closed

17 - Telephone advise given or facts in case did not rise to the level of a legal matter.

Clients may identify more than one issue-each issue counted*



**SERVING THE
COMMUNITY
PROVIDES
FINANCIAL GAINS**

Membership Update By Plan

Payor	19-Feb	19-Mar	19-Apr	19-May	19-Jun	19-Jul	19-Aug	19-Sep	19-Oct	19-Nov	19-Dec	20-Jan
Aetna Commercial	652	821	1,068	1,440	1,321	1,280	1,309	1,436	1,483	1,509	1,528	1,604
AvMed Commercial	256	352	425	604	696	649	669	761	782	798	805	830
Cigna Commercial	578	707	970	1,305	1,140	1,123	1,145	1,226	1,266	1,276	1,291	1,367
Humana Commercial	19	45	35	32	60	45	40	52	50	41	48	56
Fla Blue Commercial	1,102	1,345	1,784	1,907	2,050	2,063	2,112	2,271	1,019	889	1,284	1,827
Molina Commercial	10	10	8	8	9	9	11	10	9	9	9	8
PHCS Commercial	13	18	28	22	40	38	39	42	49	54	58	51
United Commercial	1,096	1,343	1,851	1,959	2,110	2,071	2,111	2,284	2,340	2,372	2,428	2,470
Ambetter Exchange	1,462	1,747	2,743	2,786	2,769	2,814	2,856	2,768	2,691	2,660	2,660	2,099
Fla Blue Exchange (MyBlue)	15,444	11,763	11,471	11,164	10,789	10,655	10,341	10,271	10,116	9,964	9,841	9,544
Molina Exchange	215	223	218	222	198	190	182	185	176	174	174	151
Oscar Exchange	-	-	-	-	-	-	-	-	-	-	3	252
Humana Medicaid	28	89	60	57	90	63	70	83	77	83	77	84
CCP-MMA Medicaid	955	1,008	995	973	956	1,015	1,046	1,099	1,051	1,082	1,132	1,278
Prestige Medicaid	-	1	2	7	11	6	7	13	12	13	13	16
Simply Medicaid	516	534	521	532	513	547	554	544	520	505	504	539
Sunshine Medicaid	139	167	172	192	210	298	311	370	457	409	382	485
Wellcare Medicaid	77	102	114	75	79	71	88	103	129	147	161	167
Medicare CMS/HMO/PPO	1,367	1,553	2,339	1,648	1,744	1,770	1,804	1,890	1,959	1,714	1,807	1,874
Tricare	12	22	22	24	44	44	47	56	58	60	61	64
Memorial Employee Health	1,149	1,149	1,149	1,149	1,149	1,149	1,149	1,149	1,149	1,149	1,149	1,149
Insured Membership	25,090	22,999	25,975	26,106	25,978	25,900	25,891	26,613	25,393	24,908	25,415	25,915
Uninsured	6,519	6,608	6,651	7,244	7,269	7,301	7,259	7,336	7,444	7,416	7,574	7,550
Total Membership	31,609	29,607	32,626	33,350	33,247	33,201	33,150	33,949	32,837	32,324	32,989	33,465

MEMORIAL PRIMARY CARE

HOSPITAL CONTRIBUTION MARGIN

Reporting - November FY2020 YTD

	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Proj
Insured Membership	10,333	11,545	16,443	20,013	22,687	25,791
Uninsured Membership	9,374	8,383	7,148	6,442	6,457	7,377

Hospital Direct Margin - Insured	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Proj
Inpatient	\$ 5,573,656	\$ 4,251,891	\$ 5,471,001	\$ 8,833,901	\$ 7,311,497	\$ 7,644,123
Observation	\$ 401,428	\$ 524,292	\$ 911,085	\$ 941,313	\$ 1,018,257	\$ 1,617,257
Emergency	\$ 1,052,619	\$ 1,198,741	\$ 1,216,462	\$ 1,352,789	\$ 1,282,956	\$ 1,256,314
Outpatient	\$ 5,391,601	\$ 4,440,310	\$ 3,137,644	\$ 3,808,900	\$ 4,799,372	\$ 7,158,778
Total Hospital Direct Margin	\$ 12,419,304	\$ 10,415,234	\$ 10,736,192	\$ 14,936,903	\$ 14,412,082	\$ 17,676,473

Hospital Direct Margin - Uninsured	FY 2015	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020 Proj
Inpatient	\$ (5,118,768)	\$ (4,496,987)	\$ (4,596,377)	\$ (5,090,440)	\$ (5,339,946)	\$ (6,958,215)
Observation	\$ (1,474,752)	\$ (1,493,282)	\$ (1,357,191)	\$ (1,125,553)	\$ (1,805,106)	\$ (2,139,984)
Emergency	\$ (966,148)	\$ (846,380)	\$ (859,452)	\$ (877,222)	\$ (951,863)	\$ (1,261,629)
Outpatient	\$ (6,307,908)	\$ (5,824,125)	\$ (5,297,844)	\$ (5,178,465)	\$ (5,585,948)	\$ (6,009,621)
Total Hospital Direct Margin	\$ (13,867,576)	\$ (12,660,774)	\$ (12,110,864)	\$ (12,271,680)	\$ (13,682,863)	\$ (16,369,449)

Net of Insured vs. Uninsured	(1,448,272)	(2,245,540)	(1,374,672)	2,665,223	729,219	1,307,025
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PATIENT SUCCESS STORY

MEMORIAL PRIMARY CARE

The Health Coach and Disease Specific Manager at the MPC Miramar Practice met with a 62 year old woman, who had a history of Hypertension, Stroke, Hypocholesteremia, and Depression. She is a retired school teacher of 30 years. Her husband had recently passed away and she encountered financial hardship. The patient was not receiving regular primary care services due to her financial status, she could not afford the premium for her health insurance. The patient was able to enroll during the last ACA open enrollment and selected Dr. Chukwu as her provider.

After meeting with Dr. Chukwu and the care team, the patient had several test and orders to complete. Because of her Stroke she had challenges with remembering to schedule appointments and when to take her medicine. The Health Coach met with the patient and wrote in large letters when she should take her medicines and helped her schedule all her follow up tests. The Health Coach completed her Social Determinants of Health (SDOH) Screening and learned that the patient's home was in foreclosure. The Health Coach completed a referral for Legal Aid to assist the patient.

The Attorney contacted the patient regarding her foreclosure and learned that the patient had a court date for later that week. The Attorney visited the patient at her home and reassured her that she would assist her and would be present at the court hearing. The patient was grateful because she thought she had to vacate the premises on the day of court. Later that week, the Attorney went to court with the patient and spoke on her behalf. The Judge awarded the patient four months to short sell her home and make other living arrangements. The patient will move with her daughter after the sale of her home.

The patient shared with the Director of Care Management, that she has never received care like this before. The patient stated "Everyone here is so friendly and nice. Oh wow, they really take good care of me. I have never had a doctor and nurse to talk to me and explain things to me so I know what to do. My doctor told me to eat chicken, turkey, and fish; rice and potatoes only twice a week. I have lost 12lbs since I started coming here. I thank everyone for all that they do for me."