



# MEMORIAL Health Forward>>



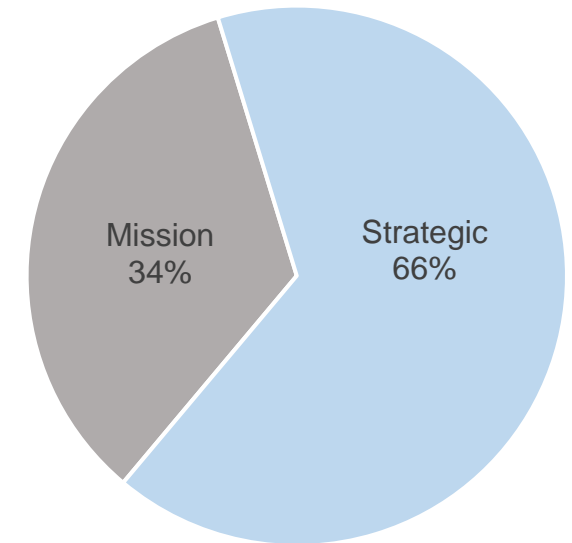
Marketing and  
Corporate Communications

## Community Relations FY23 Q2 Recap | August - October 2022

# MHS Community Relations - FY23 Q2 Summary



		Activities	Attendees
	<b>Sponsorships &amp; Events:</b> Service Line Booths, Health Fairs, In-house events	51	<b>24,591</b>
	<b>Corporate Wellness:</b> Employee prevention program - health education, lectures & screenings	13	<b>980</b>
	<b>Speakers Bureau Engagements:</b> Community-based & civic organizations	26	<b>2,535</b>
	<b>Community Engagement Events</b>	30	<b>11,703</b>
	<b>TOTAL FY23 Q2 FY23 YTD</b>	<b>120 323</b>	<b>39,809 140,659</b>

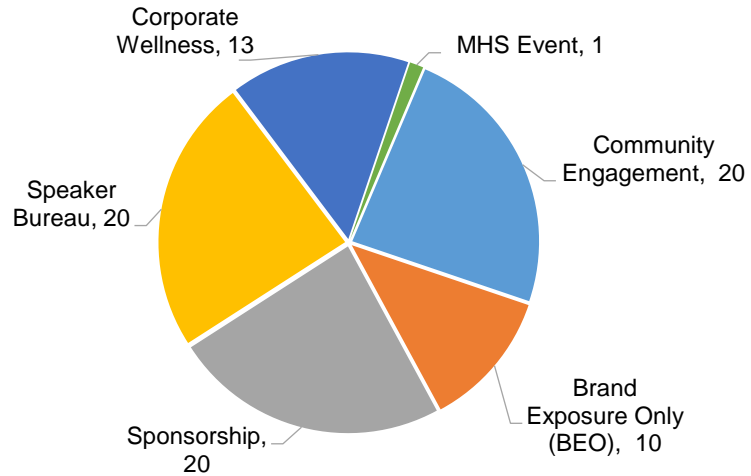


- 40 Mission SDoH
- 80 Service Line & Sponsorship Events

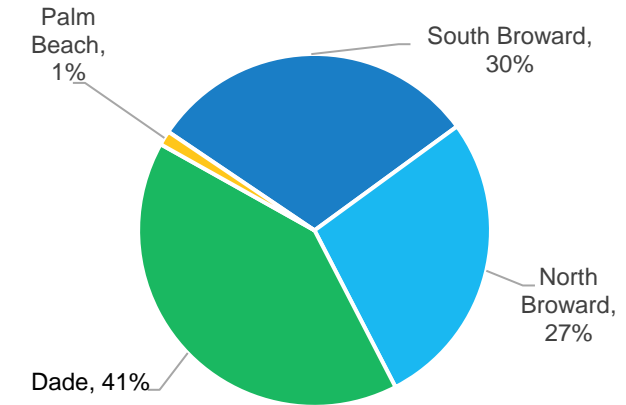


# MHS Community Engagement - FY23 Q2

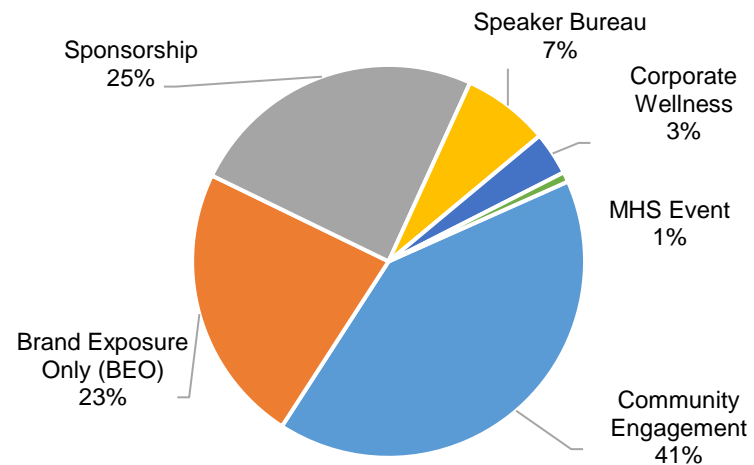
## 84 Events by Program



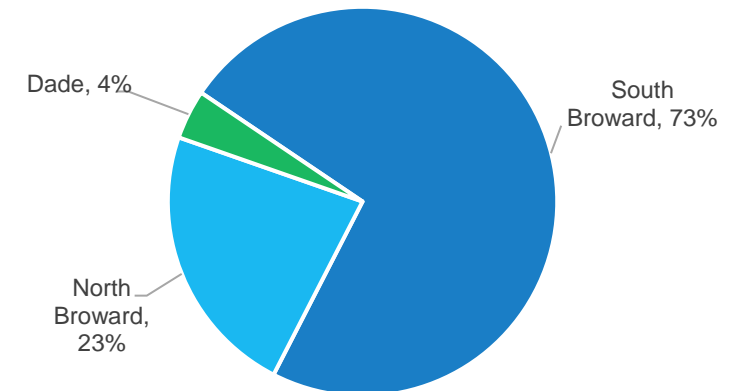
## 11,507 Strategic Attendees by County



## 27,539 Attendees by Program

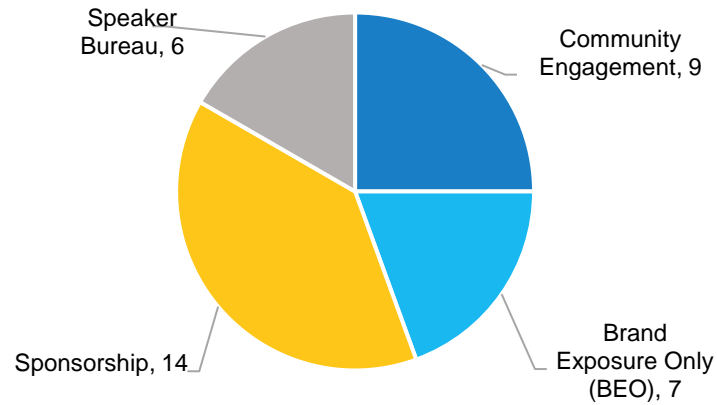


## 16,032 Mission Attendees by County

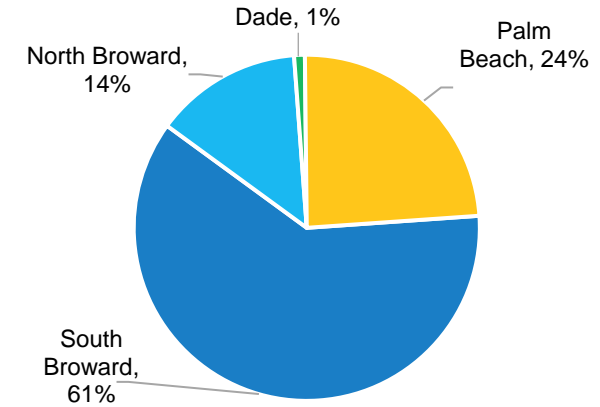


# JDCH Community Engagement – FY23 Q2

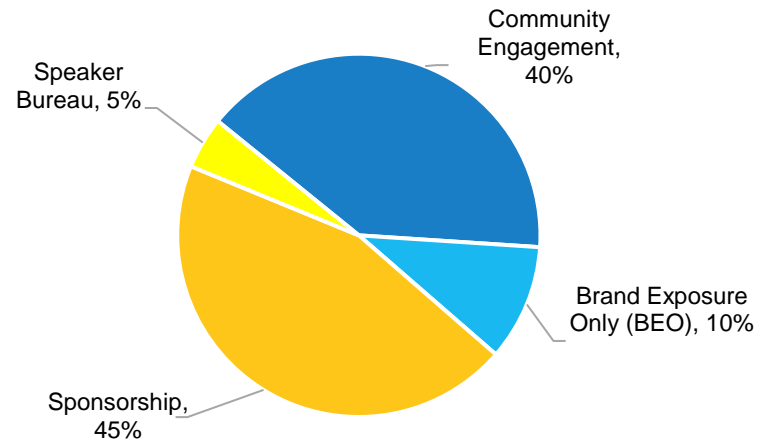
36 Events by Program



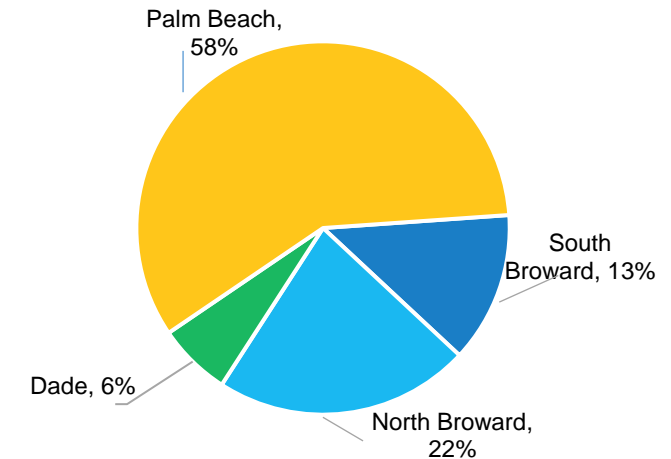
5,991 Strategic Attendees by Program



12,270 Attendees by Program



6,279 Mission Attendees by County



## American Diabetes Assoc.



- **Vedner Guerrier** (Exec Walk Chair) and **Comm. Basulto** rallied MHS in support of the 2022 walk
- Robust discussions around diabetes prevention and management were taking place while the attendees received their BP, fitness demonstrations and body fat analysis screenings

## Advancing Sickle Cell Advocacy Project: Wellness in the Park



- **Drs. Goldman, Katz and Anderson-Rhodes** were out in the community to bring more awareness and support for Sickle Cell
- This partnership will help our future growth as we expand services within Memorial



# Zero Prostate Cancer Run/ Walk



- MCI and Urology teamed up to showcase the seamless and integrated care patients receive at Memorial
- Preventative care with urology screenings was discussed and led into care and treatment options following a diagnosis
- **Drs. Pico, Silberstein and Dubin** attended with family members to participate and represent clinical team

# City of Sunrise: Sleep for Seniors

- **Dr. Ashwin Mehta** engaged seniors in a discussion around the health benefits of proper sleep, including:
  - how sleep impacts heart and brain health
  - how certain integrative practices assist with better sleep/overall health

**“Sleep is like a symphony orchestra and our brain is the conductor”**

**- Dr. Mehta**



# Corporate Wellness Health Education: Women's Health

- **Drs. Del Pino-White and Santos** connected with the staff at Bank United about preventative care for women's overall health
- The staff gained perspective on how annual screenings and prioritizing mental health can positively impact your overall health in avoiding physical diseases
- The core message stressed the importance of listening to your body- YOU are the one that knows it best





# MHS Community Relations – Corporate Wellness

ORGANIZATION	VISITS	TOPIC	SPEAKER(S)	# STAFF	HEALTH PLAN	COUNTY
American Express	1	Stroke and Heart	Drs. Norman Ajiboye and Paola Casanova	2700	UnitedHealthcare, Aetna	Broward
Bank United	2	Women's Preventative and Mental Health	Drs. Santos and Del Pino-White	1500	UnitedHealthcare	Broward
		Breast Cancer - Now What- Journey Of A Patient Navigator	Carolina Figueredo			Dade
Broward College	1	Know Your Numbers	Dr. Perla Del-Pino White	250	Cigna	Broward
City of Miramar	1	Adult Health, Breast Cancer, Overall Health	NA	750	Aetna	Broward
City of Pompano Beach	1	Employee Health Fair	NA	750	Florida Blue	Broward
FIU	2	Eating for Happiness	Jenene Connelly	11,400	Aetna, AvMed, FL Blue	Dade
		MCI Cancer Screenings	Dr. Omar Llaguna			
Great Healthworks	1	Preventative Care & Mental Health	Dr. Sarah Rosanel and Gretchen Haddad	250	Aetna	Broward
South Florida Water Management District	2	Sun Safety	Dr. Omar Llaguna	1000	Cigna	Palm Beach
		Employee Health Fair	NA			
Town of Davie	1	Genetics	Lisa Saintil and Tammy Adar	750	UnitedHealthcare	Broward
Tropical Financial	1	Employee Health Fair	NA	166	UnitedHealthcare	Broward

**Total Employed: 19,516**

# JDCH Special Needs & Inclusion Fair



- Tremendous MHS commitment and collaboration to meet the needs of some of our most deserving community members
- 500 families and community partners attended this invaluable resource fair to gain information, assistance and support and enjoy tailored entertainment
- Over 50 community agencies, vendors and support resources participated

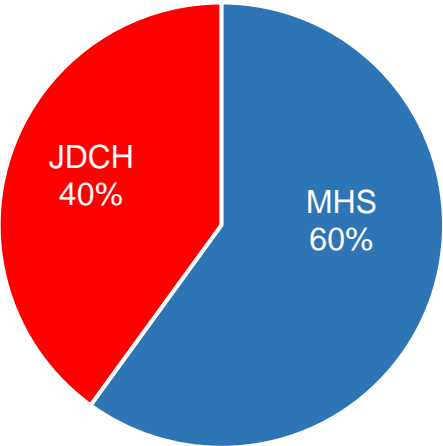
**“My son has attended the fair for many years. He was once very shy, but now has the courage to sing in front of crowds!”**

**Grateful Mom**



# MHS Community Relations – Mission Initiatives

## Social Determinants of Health (SDoH) Partnerships



- 40 SDoH Partner Activities
- 80 Service Line & Sponsorship Events

Economic Stability	Health Care Access and Quality	Mental Health
Broward Partnership Children’s Services Council Flipany (Access to Food) Hope for Society Foundation OIC of So FL SOS Children’s Villages Urban League	Bowtie Kids Broward Gold Coast Down Syndrome Lights of Hope Kids of Love	Broward Mental Health Summit with BSO Dreamcatchers for the Soul - Foundation South Florida Wellness Network The Healing Arts Institute
Education Access and Quality	Neighborhood and Built Community	Social and Community Context
Junior Achievement of So FI Leadership Broward Foundation Love Our Nation National Diversity Council Women of Tomorrow	Designers & Creative Teams – Against Violence Flamingo Gardens YMCA of So FI	Girl Scouts of Broward Hispanic Woman of Distinction Prestige Club of Broward Young Woman Cristian Assoc- YWCA

# MISSION INITIATIVES: 5<sup>th</sup> Annual Broward Mental Health Summit

- The event brought together 800 of South Florida's mental health providers/ community members to discuss and examine the current issues relating to mental health trends and challenges in Broward County
- **Drs. Mehta, Tucker, Kumar and Tim Curtin** presented an overview of Community and Behavioral Health Services Memorial provides to its community
- **Tim Curtin** moderated the breakout session titled Reaffirm which included **LaTanya Forbes, RN**, director of safety.



## 2<sup>nd</sup> Annual Positively Pink Luncheon

- The 2nd Annual Positively Pink Luncheon benefitted the Memorial Breast Cancer Center, raising \$20K for Memorial's Foundation
- **Commissioners Harrison & Miller** represented the Board and welcomed survivors and other guests
- **Dr. Guaqueta**, MCI's breast oncologist spoke about the importance of early detection and screenings



# Improving Minority Maternity Outcomes - CBS Eye on Healthcare





**Thank You**







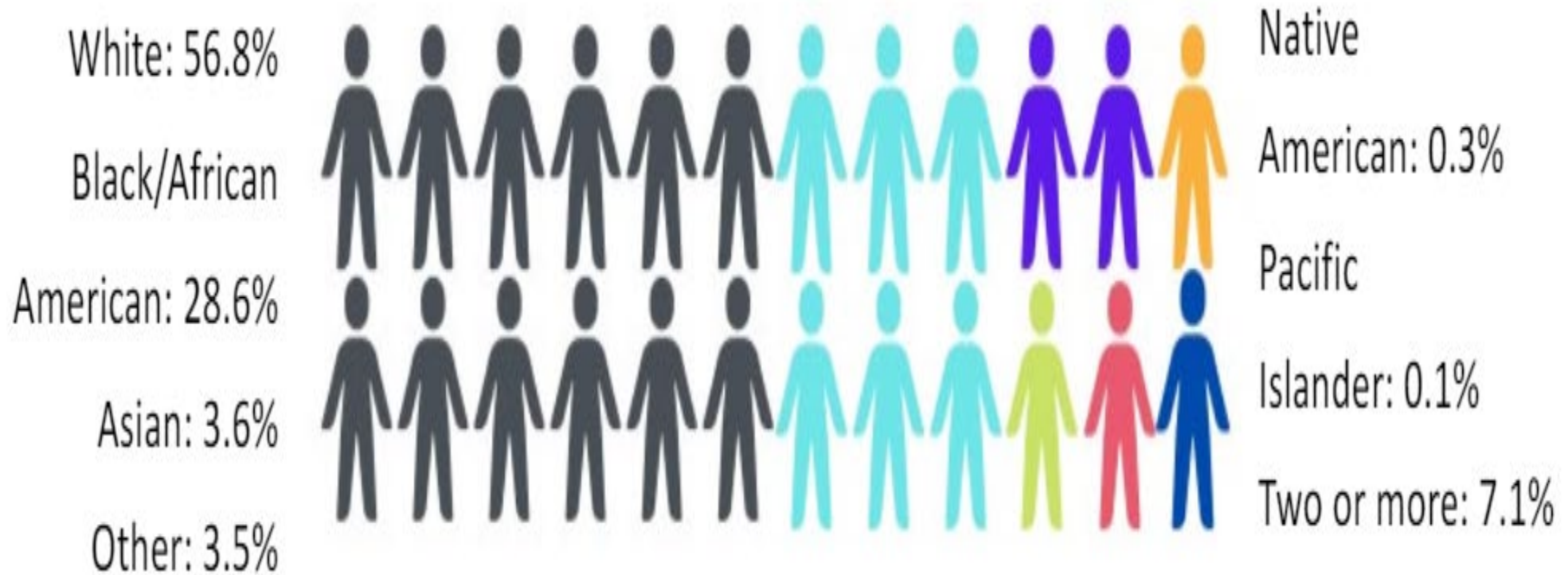
# COMMUNITY RELATIONS COMMITTEE

NOVEMBER 2022

# WHY WE DO IT?



## Broward Population: 1,942,273





# RACIAL INEQUITIES IN MATERNAL & CHILD HEALTH



Non-white Mothers

## Racial Inequities in Maternal & Child Health



White Mothers

34.0

Maternal Mortality  
(Rate per 100,000)

9.1

13.7

Pre-term Birth  
(Rate per 100,000)

8.7

7.7

Infant Mortality  
(Rate per 1,000)

3.0

12.5

Low Birth Weight  
(Percentage)

6.4

1 in 5 infants are  
born to a woman  
receiving  
inadequate  
prenatal care in  
Broward



Babies delivered to  
younger or older  
women have  
increased risk of  
premature birth,  
low birthweight &  
infant mortality





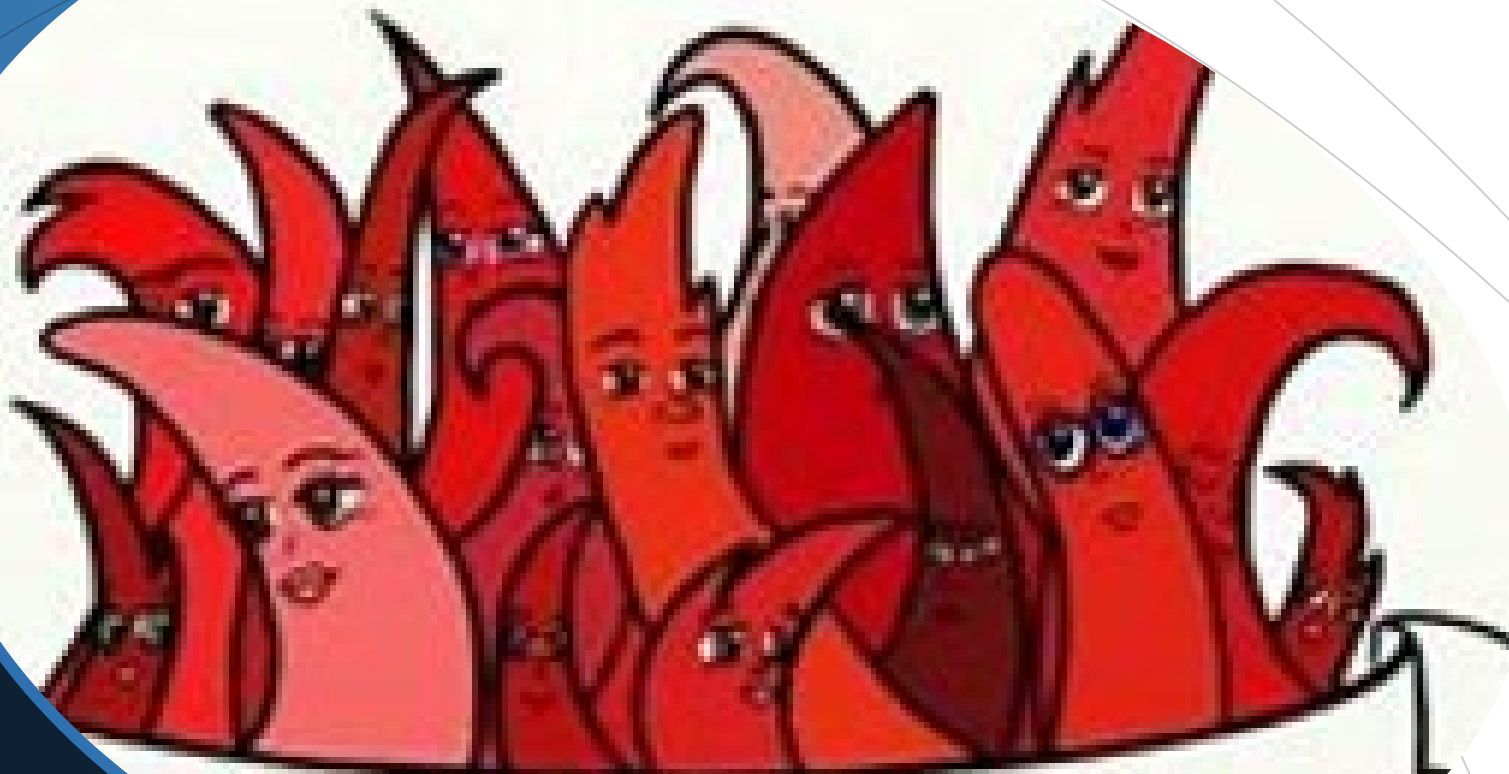
# BLACK MATERNAL HEALTH

BLACK MATERNAL HEALTH STATISTICS	HYPERTENSION	HIGH RISK HEMORRHAGE
Total Number of Eligible Pregnant Women	65	11
Number of Women Educated on Pregnancy and Post Partum Warning Signs since May 16, 2022	65	11
Number of Deliveries	51	10
Women who transmitted BP readings timely, during post partum period (Day 1-14)	37	N/A
Number of BP monitors provided to those without a monitor	43	N/A
<b>Scheduled</b> Post-Partum Appointment. (HEDIS Metric- Timeliness to Post-partum care w/l (7-84 days)	45	8
<b>Completed</b> Post-Partum Appointment. (HEDIS Metric Timeliness to Post-partum care (7-84 days)	43 8 - have upcoming appointments	8



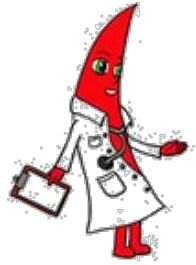
## DEDICATED TO IMPROVING BLACK MATERNAL OUTCOMES AT MHS:

Todra Anderson-Rhodes, MHM CMO  
 Tim Curtin, Executive Director CYS  
 Laurie De Sabatino, OB APRN  
 Dr. Tim Desantis, Chief OBGYN  
 Dr. Jennifer Goldman, Chief MPC  
 Dr. Randy Katz, Regional ED Director MHS  
 Monica King, CEO Healthy Start  
 Amanda Lopez, Team Leader CYS  
 Jane McCarthy, Director MRH Family Birthplace  
 Maria Mendez, Healthy Start Team Leader  
 Yani Quintana, Team Leader CYS  
 Jennifer Reilly-Miller, DON MPC  
 Dr. Joanne Richards, OBGYN  
 Mary Roberts, Director MHW Family Birthplace  
 Dr. Laurie Scott, Maternal Fetal Medicine  
 Tammy Scott-Reese - Director Pop. Health  
 Samantha Silver, Healthy Start  
 Dorothy Stirrup, Healthy Start  
 Gessy Targete, Director MHM Family Birthplace



Sickle Cell Anemia

**SICKLE  
CELL**



# MHS SICKLE CELL PROGRAM



- Hosted an Educational program focusing on Racial Bias for caregivers and the sickle cell community to celebrate Sickle Cell Awareness Month-Dr. Joy Ogunsile was our guest speaker.
- Sickle Cell Medical Director Dr. Joy Ogunsile started November 1<sup>st</sup>.
- Hosting a support group for Sickle Cell Caregivers with ASAP community Partner on Saturday November 19<sup>th</sup>.
- Construction of new medical home scheduled for March 2022.
- Health Coach completed **222** patient outreach encounters during October from the Sickle Cell Referral/ Follow up from the ED .
- Social Worker has met with **44** unduplicated Sickle Cell Warriors and provided social services support.
- Social Worker completed **92** encounters during the month of October to follow up and ensure linkage to social services were completed.





# **BREAST CANCER IN FLORIDA**

## Cancer rate among Black Women in Florida

2019

109.1 per 100,000 for Black Women

129.1 per 100,00 for White women

Death Rate

***Black Women is 27.6 %***

VS

***White Women is 19.3%***





# MAMMOGRAPHY FOR BLACK WOMEN



- This program is aimed at increasing access and outreach for breast cancer screening.
- Target uninsured black and brown women in our underserved communities.

**340** women completed breast studies at Memorial Imaging Center

- 112 Screening Mammograms
- 81 Diagnostic Mammograms
- 120 Breast Ultrasounds
- 9 MRI
- 18 Biopsies
- 7 Positive Diagnosis



# MEDICAL LEGAL AID PARTNERSHIP OUTCOMES

SDOH	Legal Matter	May	Jun	Jul	Aug	Sept
Income	Cash Assistance					
	Clothing					
	Consumer/Debt					
	Food Assistance					
	Health Insurance		1			
	Social Security Disability (SSI/SSDI)	3	0	3	3	2
Housing &	Homelessness				1	
	Housing (Tenant issues /Evictions, Mortgage,	2	1	1	3	2
	Utilities					
Education &	Education					
	Employment/Unemployment					
Legal Status	Immigration				3	1
	Veteran Issues					
Personal &	Family Law	1	1			
	HIV/AIDS					
	Safety/Domestic Violence					2
	Transportation					
Natural	*COVID-19 Related Issues	1	1	1	2	1

**36 – Total Referrals**

**34 – Legal Consultation/Advise and Referrals to a service or resource**

**2 – Other legal advice given or facts in cases that did not rise to the level of a legal matter.**

(Attorney Vacancy since May 2022- Broward County Legal Aid providing interim attorney to manage referrals)

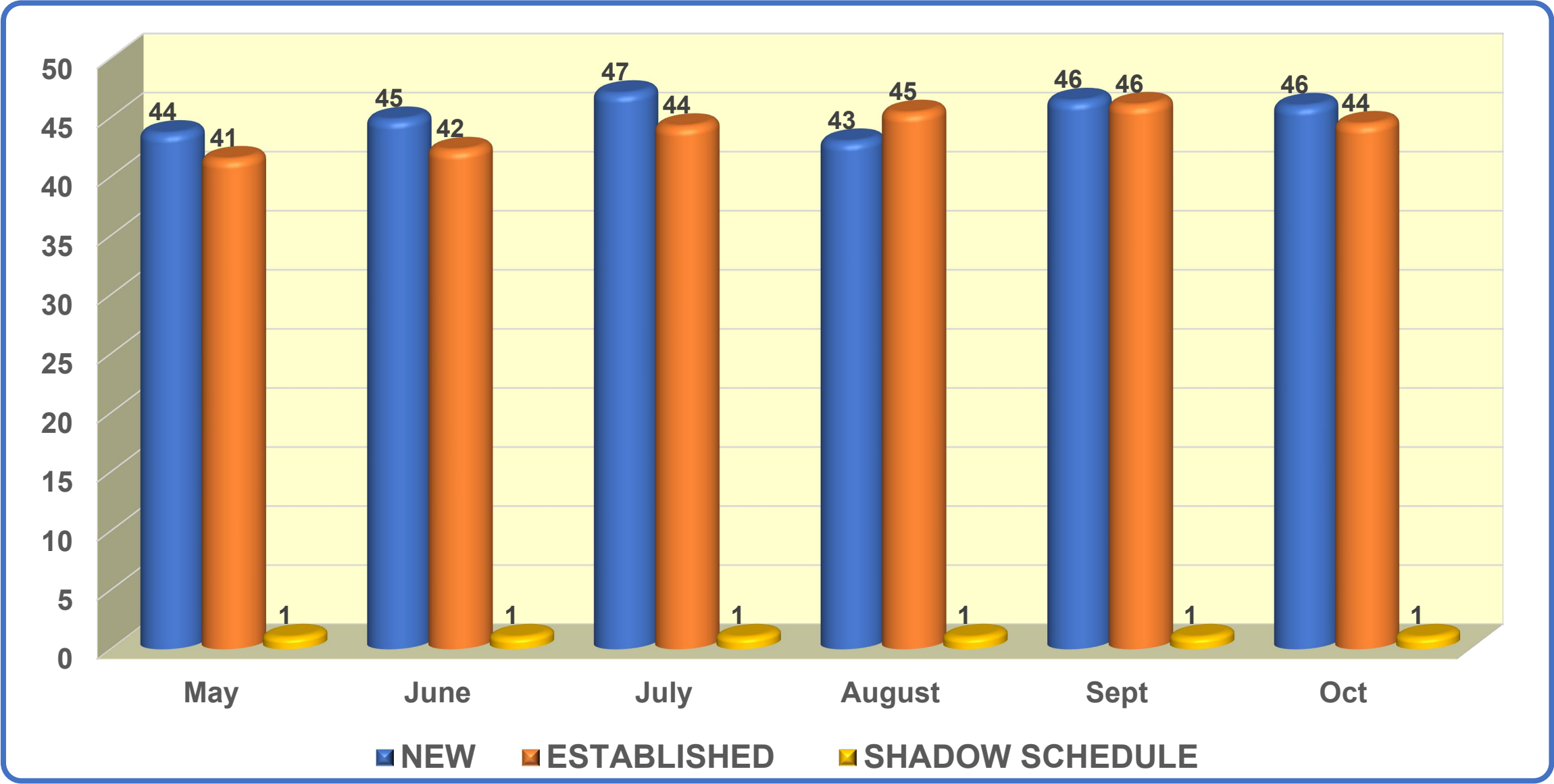
# ADULT AND JDCH CHILDREN'S MOBILE HEALTH

JANUARY 1-2022 JULY 31, 2022	ENCOUNTERS	VACCINES GIVEN	COMMUNITY LOCATIONS
Pediatric Mobile	1,057	2,445 (various)	Girls and Boys Club, YMCA, Carver Ranches Library, West Park City Hall, OB Johnson Park <b>LOCATIONS WILL CHANGE STARTING 2023</b>
Adult Mobile	521	718 (COVID)	Dania Beach City Hall, West Park City Hall, Rebels Center, Faith Place Church Health Fair, Shirley Branca Park Health Fair

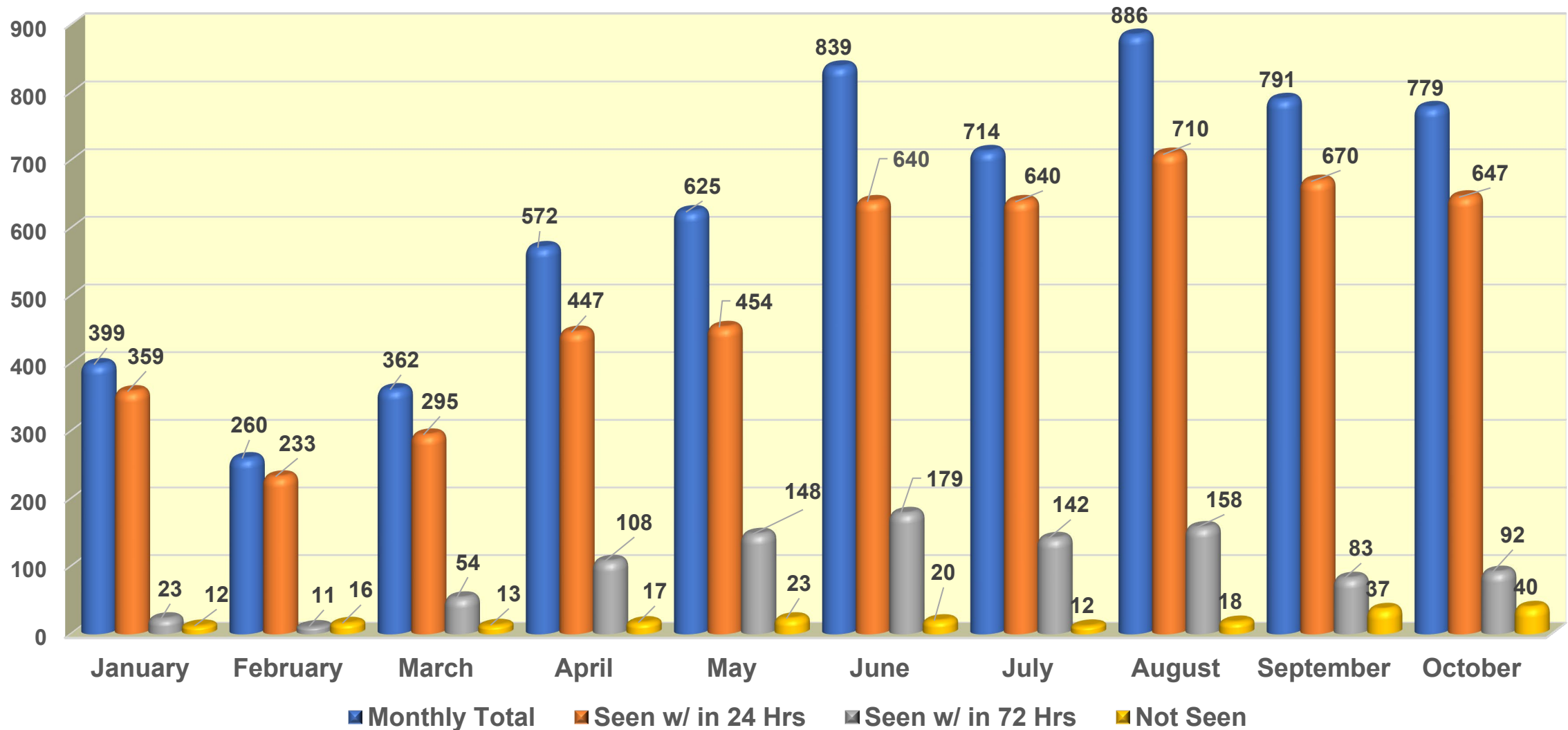


# VALUABLE BASE





## Shadow Schedule Stats



## HOSPITAL CONTRIBUTION MARGIN

	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022
Insured Membership	11,545	16,443	22,702	25,975	28,161	31,147	29,108
Uninsured Membership	8,383	7,148	6,287	6,651	6,895	3,974	2,852

Loss from Practice Operations	\$ (14,284,641)	\$ (14,441,594)	\$ (9,871,536)	\$ (7,826,742)	\$ (7,777,771)	\$ (6,710,838)	\$ (5,701,620)
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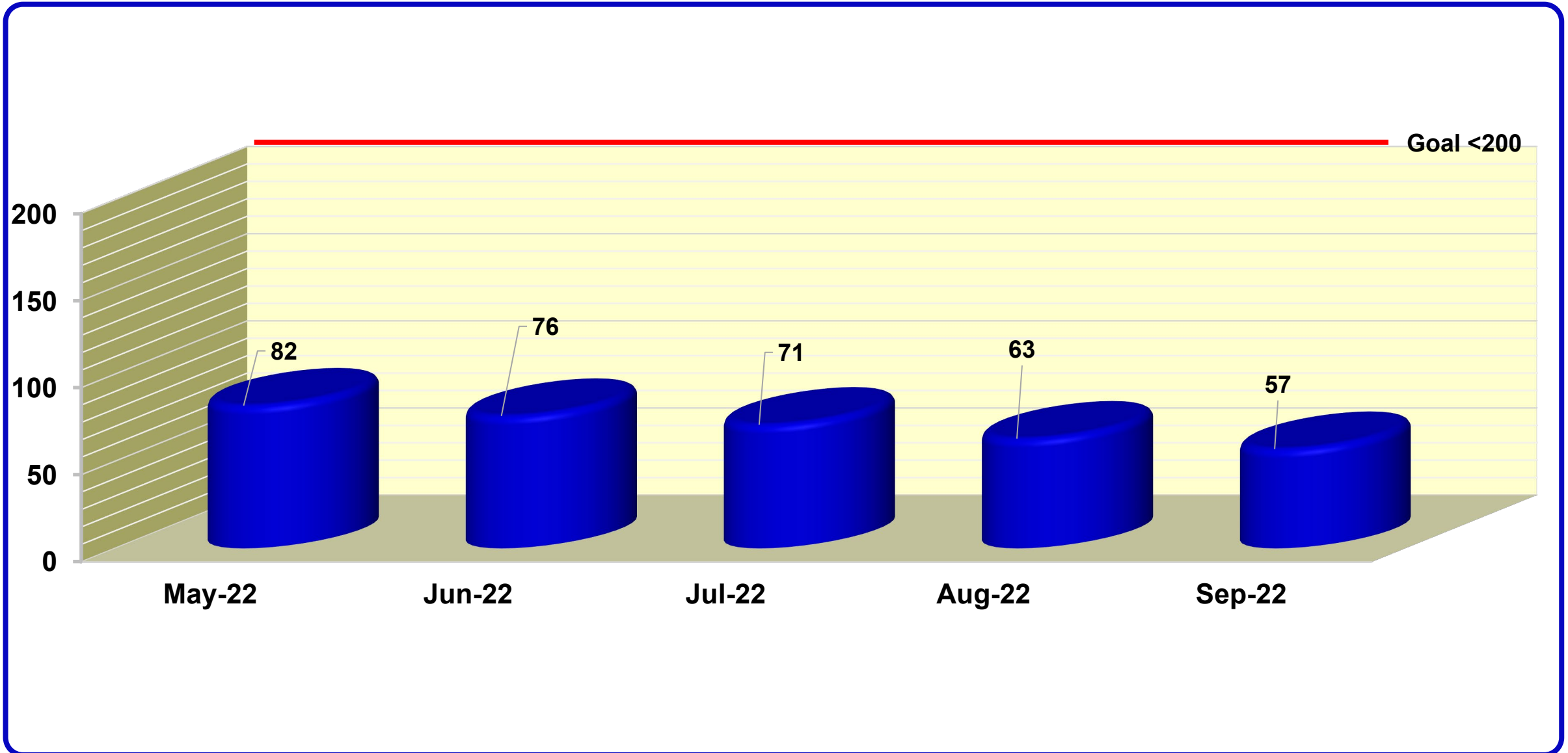
Hospital Direct Margin - Insured	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022
Inpatient	\$ 4,251,891	\$ 5,471,001	\$ 8,833,901	\$ 7,311,497	\$ 9,608,708	\$ 13,535,505	\$ 8,480,745
Observation	\$ 524,292	\$ 911,085	\$ 941,313	\$ 1,018,257	\$ 1,602,463	\$ 761,851	\$ 553,374
Emergency	\$ 1,198,741	\$ 1,216,462	\$ 1,352,789	\$ 1,282,956	\$ 1,325,720	\$ 1,050,308	\$ 1,183,416
Outpatient	\$ 4,440,310	\$ 3,137,644	\$ 3,808,900	\$ 4,799,372	\$ 7,693,231	\$ 10,852,364	\$ 8,345,577
<b>Total Hospital Direct Margin - Insured</b>	<b>\$ 10,415,234</b>	<b>\$ 10,736,192</b>	<b>\$ 14,936,903</b>	<b>\$ 14,412,082</b>	<b>\$ 20,230,122</b>	<b>\$ 26,200,028</b>	<b>\$ 18,563,112</b>

Hospital Direct Margin - Uninsured	FY 2016	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	FY 2022
Inpatient	\$ (4,496,987)	\$ (4,596,377)	\$ (5,090,440)	\$ (5,339,946)	\$ (6,826,754)	\$ (5,358,471)	\$ (3,475,313)
Observation	\$ (1,493,282)	\$ (1,357,191)	\$ (1,125,553)	\$ (1,805,106)	\$ (2,074,640)	\$ (1,065,354)	\$ (1,063,131)
Emergency	\$ (846,380)	\$ (859,452)	\$ (877,222)	\$ (951,863)	\$ (1,237,914)	\$ (833,020)	\$ (783,191)
Outpatient	\$ (5,824,125)	\$ (5,297,844)	\$ (5,178,465)	\$ (5,585,948)	\$ (5,591,794)	\$ (4,537,504)	\$ (3,671,916)
<b>Total Hospital Direct Margin - Uninsured</b>	<b>\$ (12,660,774)</b>	<b>\$ (12,110,864)</b>	<b>\$ (12,271,680)</b>	<b>\$ (13,682,863)</b>	<b>\$ (15,731,102)</b>	<b>\$ (11,794,349)</b>	<b>\$ (8,993,551)</b>

Net of Insured vs. Uninsured	\$ (2,245,540)	\$ (1,374,672)	\$ 2,665,223	\$ 729,219	\$ 4,499,020	\$ 14,405,679	\$ 9,569,561
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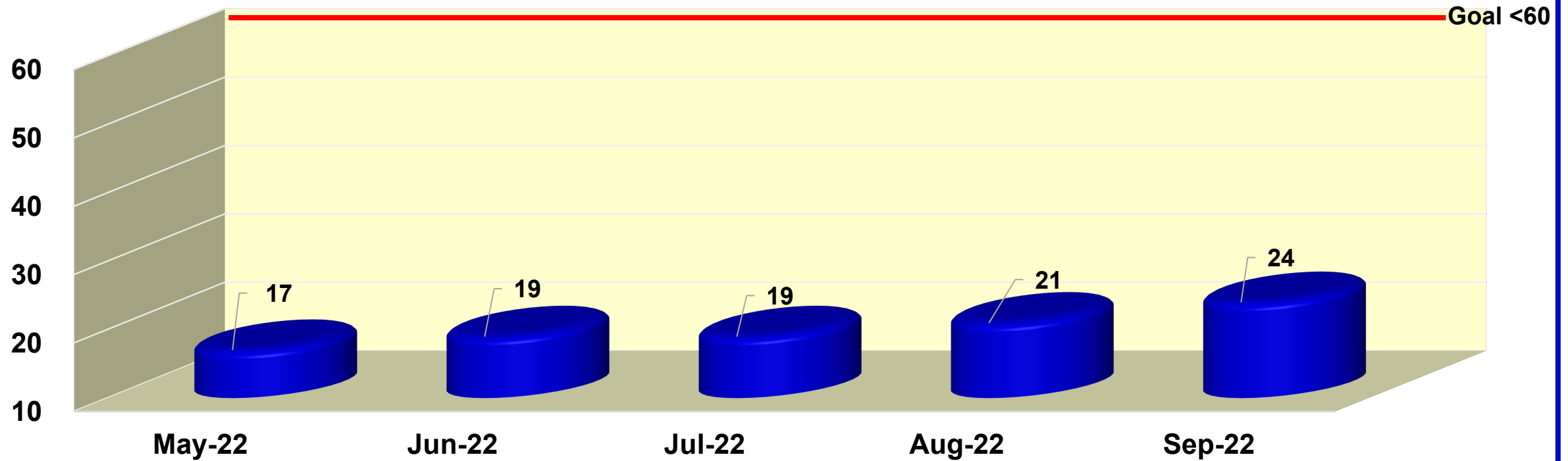


# ER VISITS PER 1000

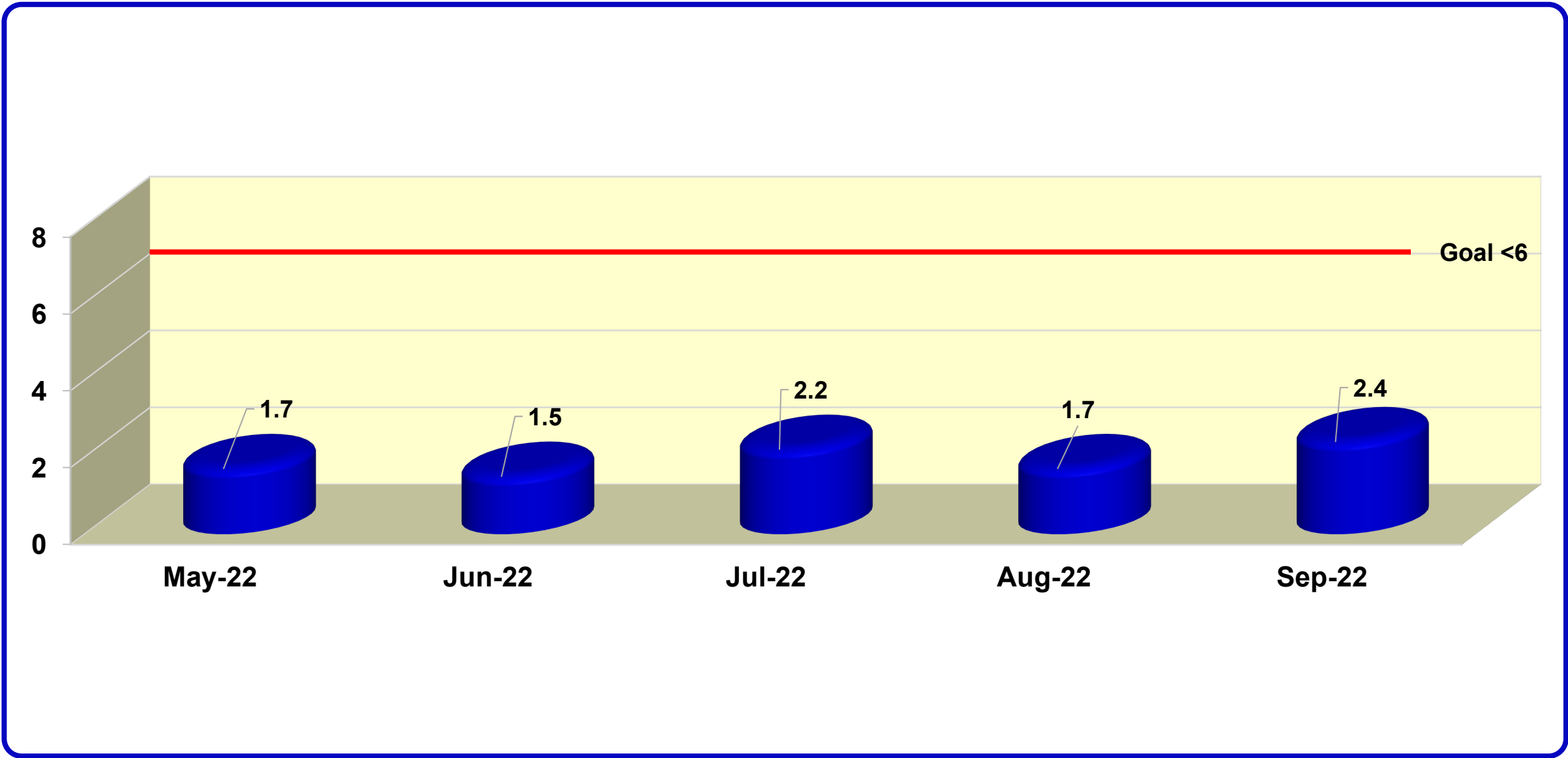




# IP ADMISSIONS PER 1000



# 30 DAY IP READMISSIONS PER 1000



# Our Locations

## Aventura

20803 Biscayne Boulevard, Suite 201  
Aventura, Florida 33180  
**954-276-5552**

## Dania Beach

140-A South Federal Highway  
Dania Beach, FL 33004  
**954-922-7606**

## Hallandale Beach

1750 E. Hallandale Beach Blvd  
Hallandale Beach, FL 33009  
**954-276-9700**

## East Hollywood

3700 Johnson Street  
Hollywood, FL 33021  
**954-265-2550**

## Hollywood

4105 Pembroke Road  
Hollywood, FL 33021  
**954-265-8100**

## Miramar Medical Office Building

1951 SW 172 Avenue, Suite 210  
Miramar, FL 33029  
**954-538-5670**

## Miramar

6730 Miramar Parkway  
Miramar, FL 33023  
**954-276-6600**

## Monarch Lakes

12781 Miramar Parkway, Suite 1-202  
Miramar, FL 33027  
**954-276-1330**

## West Miramar

10910 Pembroke Road  
Miramar, FL 33025  
**954-276-1300**

## Pembroke Pines

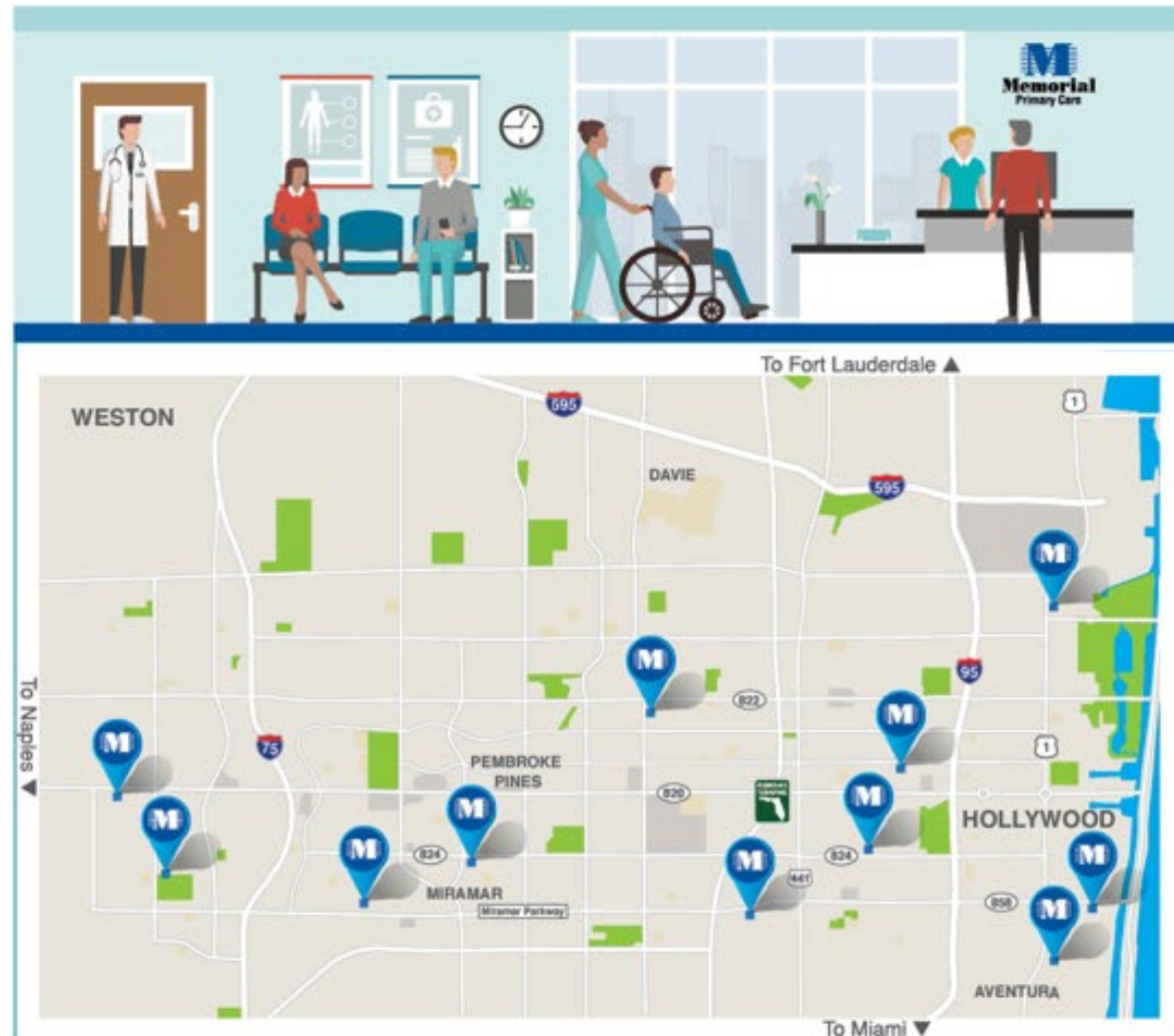
2217 N. University Drive  
Pembroke Pines, FL 33024  
**954-883-8140**

## Silver Lakes

17786 SW 2 Street  
Pembroke Pines, FL 33029  
**954-276-1252**

## ACCEPTING NEW PATIENTS!

To schedule an appointment call **954-276-5552**



# Community Services

## FY 23 – 2<sup>nd</sup> Quarter

- ▶ HEROs - Healthcare Employees Reaching Out
- ▶ HITS – Health Intervention with Targeted Services
- ▶ Senior and Family Services
- ▶ Community Youth Services



# MEMORIAL HEROs

Healthcare Employees Reaching Out





# Annual Backpack Drive - 907 donated backpacks





# Employee Benevolence = Students are ready to learn





# Healing the Sprit in Fort Myers





# Employee Benevolence = Compassion for our West Coast neighbors

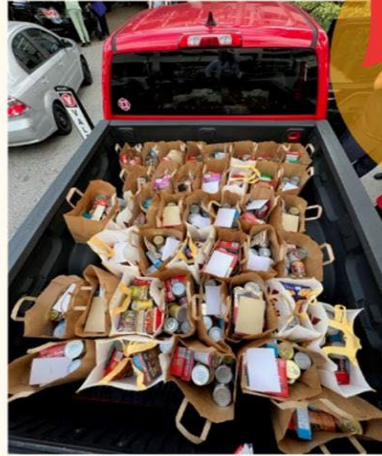




# Thanksgiving Drive @ Washington Park







46



**Memorial**  
Cardiac and Vascular Institute

Total Heart Center - Food Drive 2022 - 46 Meal Bags



# Employee Benevolence = A Happy Thanksgiving for 997 families





## Health Intervention with Targeted Services

### *885 Persons Registered*

- 164 Medicaid approved
- 163 Medicaid pending
- 111 MPC primary care approved
- 275 MPC primary care pending
- 212 SNAP approved
- 288 SNAP pending





# **Memorial Senior Partners**



<u>Program</u>	<u># Quarter</u>	<u>Total</u>
▶ ALLIES Program	33	437
▶ CARES Program	11	456
▶ <u>Senior Partners</u>	<u>28</u>	<u>5,072</u>
Total	72	5,965

# 5<sup>th</sup> Annual Mental Health Summit

BROWARD  
MENTAL  
HEALTH  
SUMMIT

Wednesday September 7, 2022

CHARLES F. DODGE CITY CENTER  
Pembroke Pines, Florida

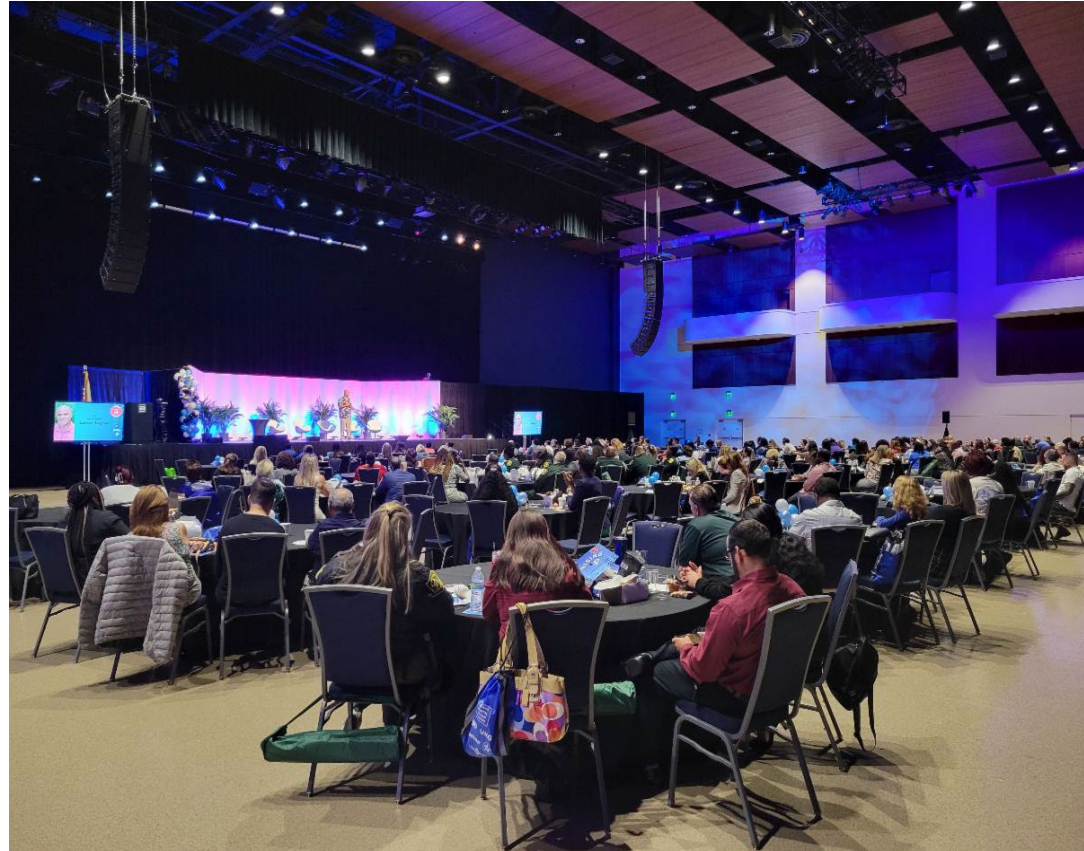
[www.browardmentalhealthsummit.com](http://www.browardmentalhealthsummit.com)



# RISING UP

**Finding Your Balance Through  
Emotional Freedom & Change**

Presenting Sponsors





# Community Youth Services



# CYS Participant Breakdown

➤ Afterschool/Summer camps	466
➤ Behavioral Health	5,496
➤ Family Strengthening	1,473
➤ <u>Maternal Child Health</u>	<u>2,989</u>

<b>Total FY 23</b>	<b>10,424</b>
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<b>FY 22</b>	<b>7,573</b>
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# Program Highlight – MOMS

## Mothers Overcoming Maternal Stress









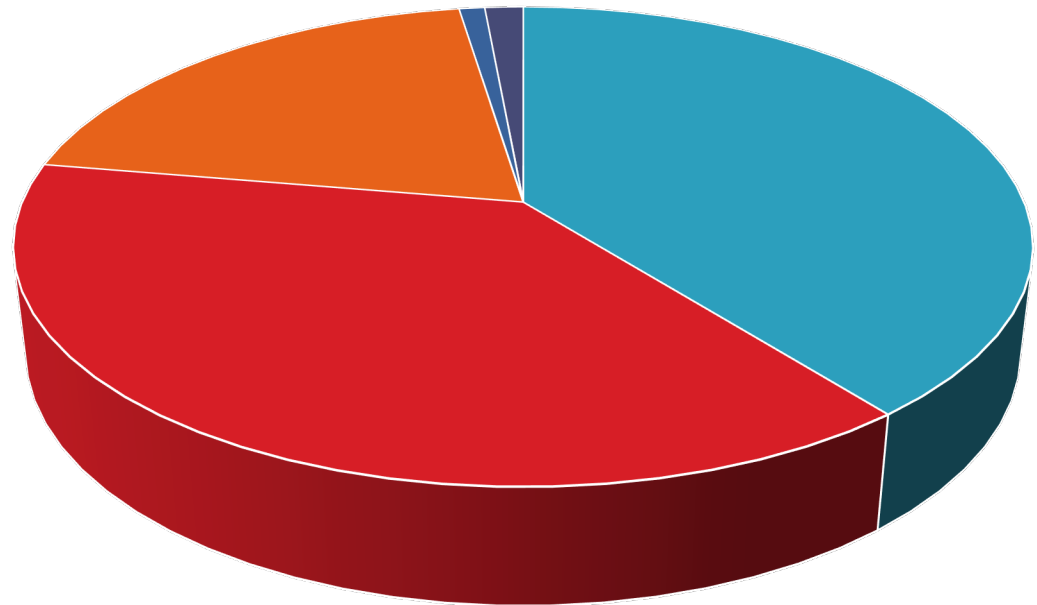
# MOMS dads engaged in the program





# Outcomes (Oct 2021 – Sep 2022)

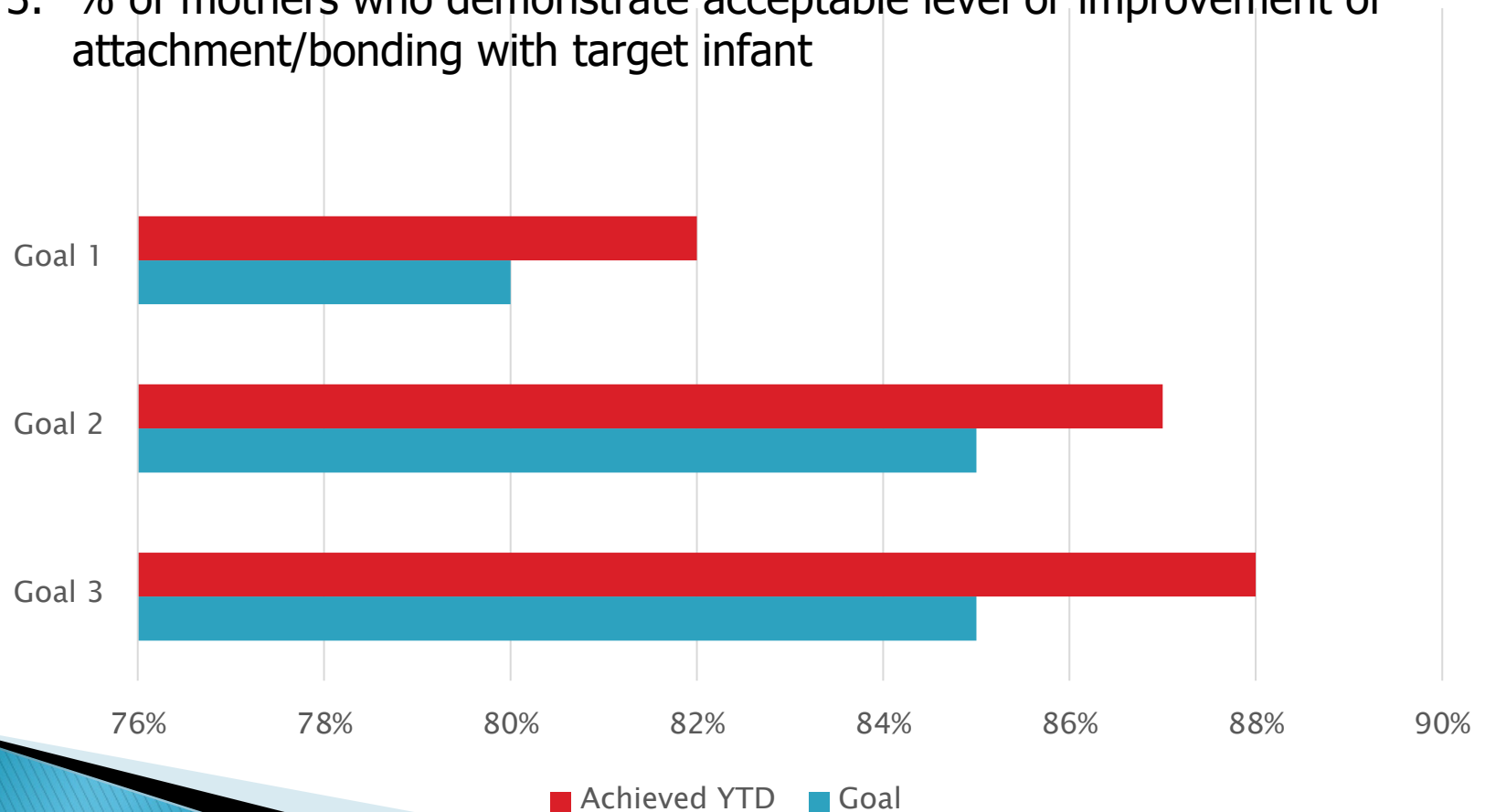
- ▶ Number served – 206
- ▶ Hispanic – 81
- ▶ Black – 79
- ▶ White – 41
- ▶ Asian – 2
- ▶ Other – 3



■ Hispanic ■ Black ■ White ■ Asian ■ Other

# Performance Outcomes

1. % of mothers who participated in the program and reported fewer symptoms of depression and/or anxiety
2. % of infants and children scored within the range for developmental milestones
3. % of mothers who demonstrate acceptable level or improvement of attachment/bonding with target infant



# New Community Programs

- ▶ **Community Action Team (expansion)**
  - ▶ **Emergency Room Navigators (expansion)**
  - ▶ **West Park Families Matter (family preservation)**
  - ▶ **Youth FORCE @ West Park**
- 