



# **Community Relations Committee Meeting**

## **FY25- 4<sup>th</sup> Quarter**



MEMORIAL HEALTHCARE SYSTEM





## MPC HEDIS Quality Measures- 2025 YTD

Quality Measure Description	MPC Rate	Peer Rate	Quality Rate
Breast Cancer Screening*	69%	66%	On-track
Cervical Cancer Screening*	56%	46%	On-track
Colorectal Cancer Screening (Total)*	41%	44%	On-track
Controlling High Blood Pressure*	45%	47%	On-track
Glycemic Status Assessment for Patients With Diabetes, Glycemic Status (<8)*	36%	40%	On-Track
Antidepressant Medication Management*	74%	68%	On-track
Appropriate Testing for Pharyngitis (Total)*	40%	43%	On-track

Rates must be within 2 Standard Deviation of the average Peer

\* End of CY measure



MEMORIAL HEALTHCARE SYSTEM

## Sickle Cell Program

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## Sickle Cell Program

The program aims to expand treatment services for individuals with Sickle Cell Disease by enhancing service delivery through the Medical Home program.

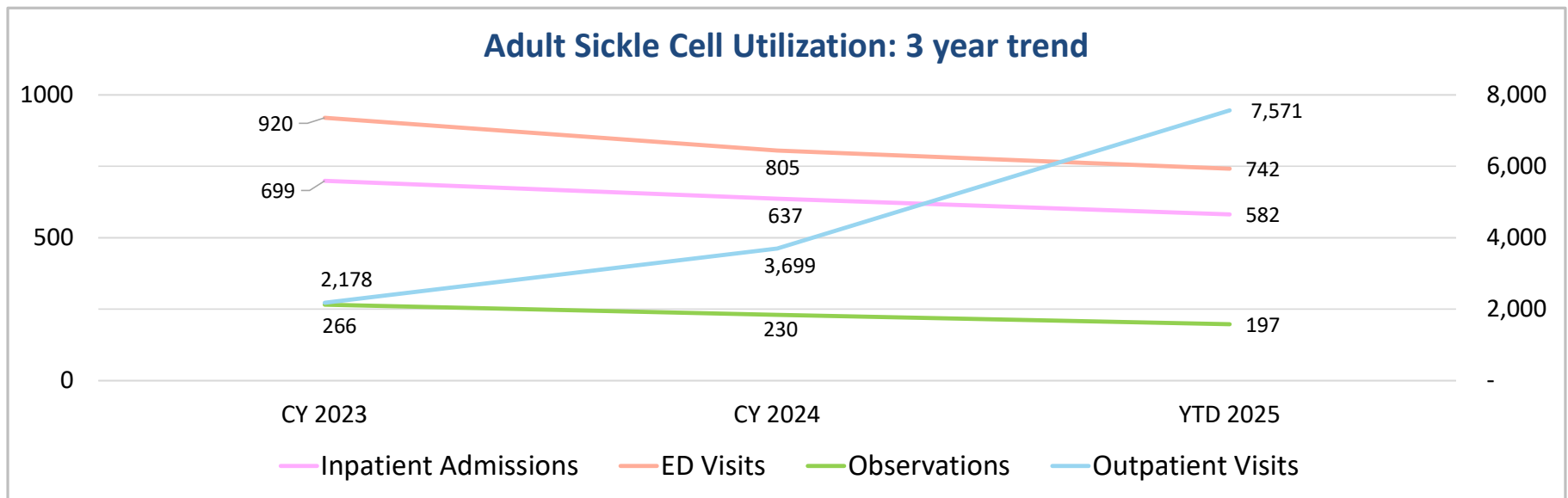
**Funding:** \$1.89M annually for 3 years

**Source:** FLDOH

**Date:** December 2024

**Grant KPI's:**

- Quality of life assessments.
- Resilience and stress management training
- Adherence to screening exams
- Staff Sickle Cell Disease Education
- Patient transportation
- Improved pain med. admin.
- Marketing program





MEMORIAL HEALTHCARE SYSTEM

## **Severe Maternal Mortality Telehealth Program**

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## Severe Maternal Mortality Telehealth Program

The program supports pregnant and postpartum women who are diagnosed with chronic care condition using Telehealth.

**Funding:** \$500K ↑ \$1.4M annually for 3 years

**Source:** FLDOH

**Date:** October 2023

- Pregnant/Postpartum Women Referrals: 3,057
- Pregnant/Postpartum Women Enrolled: 1,706
- BP Cuffs distributed: 481

SMMT KPI's	Goal	Baseline ( 10/2023- 9/2024)	Current (10/2024-3/2025)	Current VS. Baseline
Postpartum Readmission	1% reduction	7.2%	5%	On-track
Postpartum ED Visit	1% reduction	30.5%	20.5%	On-track
Postpartum Deaths	1% reduction	0.0%	0.1%	Increased by .1%



MEMORIAL HEALTHCARE SYSTEM







## Community: One City At A Time

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Total served in each of the OCAT cities Since May 2023

- **Hallandale Beach:**
  - Adults – 314
  - Pediatrics – 698
- **Dania Beach:**
  - Adults – 119
  - Pediatrics – 134
- **Hollywood:**
  - Adults – 1,159
  - Pediatrics – 1,291
- **Miramar:**
  - Adults – 666
  - Pediatrics – 328
- **Pembroke Pines (Upcoming Kick-off):**
  - Adults – 433
  - Pediatrics – 290

*Number of Completed visits: May 1, 2023 – March 31, 2025*



MEMORIAL HEALTHCARE SYSTEM



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Saturday June 21<sup>st</sup>, 2025

Charles F. Dodge City Center






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## Community Relations

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		Activities	Attendees
	<b>Sponsorships &amp; Community Events:</b> <ul style="list-style-type: none"><li>• Service line booths, health education, In house special events</li></ul>	151	176,864
	<b>Corporate Wellness:</b> <ul style="list-style-type: none"><li>• Employee prevention, health education, lectures &amp; screenings</li></ul>	22	8,264
	<b>Speakers Bureau Engagements:</b> <ul style="list-style-type: none"><li>• Community-based</li></ul>	16	63,571
	<b>FY25 Q4</b>	<b>189</b>	<b>248,699</b>



# MEMORIAL HEALTHCARE SYSTEM

ORGANIZATION	TOPIC	SPEAKER(S)	HEALTH PLAN
AutoNation	AutoNation- "Cancer Risk & Prevention: The Impact of Your Genetics and Nutrition Choices"	Stacy Roberts, Registered Dietician, MCI, Tammy Adar, Manager of the Hereditary Cancer Program, MCI	Cigna
Banyan Airways	Employee Health Fair		United HealthCare Services
Broward College	Heart Health (Heart Disease Awareness & Prevention)	Dr. Alvaro Vargas Pelaez, MCVI	Cigna & State of Florida Health Plan
Broward Sheriff's Office	Heart Health Event	Dr. Marc Dauer, Vascular Surgeon, MPG, Carolina Casey, RN, Vascular Clinical Program Manager, MCVI, Chantal Binns, Coordinator, RN Cardiac, Total Heart Center, MCVI, Grace M. Corona, MSN, RN, CHFN, Director of Nursing, MCVI, Maria Reyes, Program Manager, Total Heart Center, MCVI, Melissa Marsal, Coordinator, RN Cardiac, Total Heart Center, MCVI	Aetna
City of Fort Lauderdale	Women's Heart Health and Cardiac Rehab	Dr. Namita Joseph, MCVI Emily Herrera-Cruz, Clinical Exercise Physiologist, Cardiac Rehab	Cigna
City of Hallandale Beach	Hypertension Employee Health Fair	Korita Johnson, Nurse Practitioner, Total Heart Center MCVI, Nadege Blanc, APRN, Total Heart Center, MCVI	Aetna
City of Miami Gardens	COMG The Secret of ADHD in Adults and Children Colorectal Cancer Sleep Hygiene + Lung Health	Dr. Christina Ortega, Pediatric Neuropsychologist, JDCH Dr. Victoria Lao, Colorectal Surgeon, MHS Dr. Boris Betancourt, Pulmonologist & Sleep Medicine, MPG and Annette Jimenez, Sleep Technician, MPG	Aetna
City of Miramar	Cancer Awareness; Unlocking Wellness Cancer Awareness Health Fair		Aetna
DHL	The importance of Diet, mental and physical health before, during and after a Cancer Diagnosis	Dr. Ashwin Mehta, Medical Director, Integrative Medicine, Dr. Brian Hunis, Medical Director, Medical Oncology, MHS, Dr. Luis Raez, Medical Director, MCI Dr. Sameet Kumar, Clinical Psychologist, MCI, Stacy Roberts, Registered Dietician, MCI,	United HealthCare Services
Great HealthWorks	Love Your Heart – Heart Health Presentation	Dr. Annie Ho, MCVI	Aetna
Henderson Behavioral Health	Nutrition, Eat This, Not That	Isabella Penso, Registered Dietician, Memorial Weight Loss Program	Blue Cross & Blue Shield
Housing Authority of Fort Lauderdale	Mental Health	Jaslyn DeCaso, Licensed Clinical Therapist, MHS	Cigna
Palm Beach Sheriff's Office	Healthy Heart Presentation	Alexandra Higginbottom, RN, MCVI, Cardiac Rehab	Cigna
Seminole Classic Casino	Employee Health Fair		UnitedHealthcare of Florida
Seminole Hard Rock Support Services	Employee Health Fair		
Seminole Hollywood Hard Rock Hotel & Casino	Employee Health Fair		
Tropical Financial Credit Union	Heart Health – Awareness and Cardiac Disease Prevention, including tips for maintaining a healthy heart	Barbara Silva, APRN, MCVI, Total Heart Center	Aetna
VITAS Healthcare	Employee Appreciation: Stroke Education Event	Melissa Arbelo-Rodriguez, Raquel Torron, and Elaine Macias	United HealthCare Services



**BETTER TOGETHER**

Please Join

**Broward Health** and **Memorial Healthcare System**

As we announce a new initiative to increase access and improve health outcomes in our community, through this collaboration, Broward County will be **Better Together**.

**February 13, 2025 at 9AM**

Lauderhill Performing Arts Center  
3800 NW 11<sup>th</sup> Place, Lauderdale, Florida

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**Strategic Partnership: "Better Together" Initiative**

Improve maternal health, Enhance primary care, and Address chronic disease management

- South and North Broward ER Team trainings (9)
- "One City at a Time" Community events
- Community partners to assist with SDOH needs:
  - United Way of Broward County
  - Feeding South Florida
  - Health Foundation of South Florida

TD  
Terri Ann, MD

March of Dimes  
Maternal Health Webinar



American Lung Association  
Teen Vaping





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## American Heart Association Broward Heart Walk



Bindu Koshy, APRN & Barbara Silva, APRN Vi at Aventura, Heart Health Presentation



Lishawn Greaves, Respiratory Therapist Jack and Jill of America, Heart Health Presentation



Broward Sheriff's Office Heart Health Event



Dr. Ama Annor  
Plantation Chamber's Women's Wellness Panel





GO 2 Foundation 5k and Kite Fly



Epilepsy Alliance Florida Broward Epilepsy Walk



National Multiple Sclerosis Society Walk  
MS: Fort Lauderdale



American Lung Association  
Fight for Air Climb



Florida Organ Transplant Association  
Wild Adventure Run/Walk





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## “Memorial MyChart Saved My Life” – *MHS Patient*



7th Annual Mayor Messam Health Fair & Fitness 5K Run



## Memorial Emergency Care-Miramar Groundbreaking Video





MEMORIAL HEALTHCARE SYSTEM

**Memorial**  
Healthcare System



**Memorial**  
Healthcare System

## Community Services

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# Community Services

## Behavioral Health

**8,731 Served**

- Evidenced based substance abuse, mental health and pregnancy prevention
- Homeless Veteran outreach services
- Juvenile diversion/civil citation
- OP substance abuse/mental health therapy
- Youth aging out of foster care
- Intensive mental health program for youth

## Family Strengthening

**2,934 Served**

- Critical Incident case management
- Family preservation counseling
- In-home family therapy
- Kinship services
- Respite services for special needs children

## Maternal Child Health

**6,988 Served**

- Ages and stages milestone assessments
- Breastfeeding and parenting training
- Healthy Start services
- Mothers Overcoming Maternal Stress (MOMS)
- Mobile Care Coordination
- Healthy Families program



## Total Served

**FY25**

**25,631**

## Afterschool/Summer Camps

**372 Served**

- Afterschool programs and summer camps at in Hallandale Beach and Miramar
- Summer BreakSpot locations throughout Broward
- Learning to Elevate Academic Potential (LEAP) at Gulfstream Early Learning Center

## Senior and Family Services

**3,814 Served**

- Field outings through our senior partners centers
- Fitness, nutritional classes; arts and crafts, brain games
- In-home case management/support services
- Isolation prevention and intervention
- Memorial CARES (Caregivers Access to Resources, Education and Support) sessions

## Health Intervention Targeted Services – HITS

**2,792 Served**

- Helping patients establish a medical home
- Linking individuals with chronic health conditions to disease management programs
- Providing enrollment assistance for programs that serve large Broward populations, such as Medicaid, Medicare and KidCare



## *Better Together Starts in the Community*







## MHS Visits CDTC





MEMORIAL HEALTHCARE SYSTEM

## Worlds of Work Presents Local Careers to 1,200 High School Students







MEMORIAL HEALTHCARE SYSTEM

## Showcasing AI, High Tech and Nursing Was A Huge Hit







## Maternal Health Conference Draws A Huge Crowd





MEMORIAL HEALTHCARE SYSTEM

## Hospitals, Primary Care and Partners Were Well Represented







## Career Fair At The Caring Place in Hollywood

