Case Study   Calvert Memorial Hospital

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– Margaret Fowler
  Community Wellness Director, Calvert Memorial Hospital

At-A-Glance

Market Segment:
Hospital and Healthcare Providers

Service Area:
Calvert County, Maryland

Population:
90,613

Customer Since:
2014

Solution:
HCI Platform and Consulting Services

Most Visited Indicator:
Cancer and Screening Rates

Most Used Features:
Report Assistant, Community Dashboard

Results:
• Found and addressed disparity in mammography coverage with targeted intervention

• Determined need for improvement in access to care and purchased mobile health unit to expand reach

• Developed a Community Health Needs Assessment with HCI saving 40-80 hours of research time and 2+ months writing, content now leveraged in grant submissions

The Data Access Challenge

As a sole provider community hospital, bringing innovative services to the people of Calvert County is an important goal of Calvert Memorial Hospital. Community Wellness Director Margaret Fowler knew that to succeed in the dynamic field of community health improvement, the hospital needed a web-based platform with continuous access to up-to-date health data. Previously, the hospital relied on **Healthy Communities Needs Assessment (HCNA)** reports, however, these were updated only every three years and limited access to the latest data.
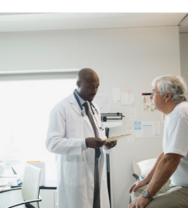
"The real time data HCI provides makes it easier to access important and relevant data," said Fowler. With prior HCNA findings, Fowler noticed that both breast cancer and access to care were significant challenges. And yet, even as interventions were enacted, the impact could not be analyzed by population, demographic or geographic variables due to the lack of new data.

When Maryland introduced thirty-nine new State Health Improvement Plan (SHIP) objectives that required ongoing tracking, analysis, and reporting, Fowler was encouraged to search for a solution that would allow the hospital to access and analyze up-to-date data, as well as track and evaluate their community health initiatives.

**Contact us for
more information:**
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Finding the Solution

Calvert Memorial chose the Conduent Healthy Communities Institute (HCI) integrated platform and public health expert services. "HCI was easy to use and would be a one-stop-shop," said Fowler. With 24-7 accessible updated community data, trackers, ad hoc reporting, integration with the hospital's CBISA workflow, and consulting services, Fowler and her team began referring to HCI as "a complete package."

Fowler saw to it that their collaboration with HCI began with an updated CHNA. "In a year in which national regulations were changing, HCI gave us valuable guidance," said Fowler. From there, they built out their data platform, and began to dig into the data.

The Community Impact

With HCI by their side for the HCNA and Implementation Strategy, Fowler estimates the team saved between 40 and 80 hours of policy and regulatory research as well as two months of report authorship. "In a year in which my peers were struggling to understand and comply with new federal legislative changes to the HCNA, I worked with the experts at HCI who navigated us through the process." In the prioritization meetings with community stakeholders, HCI acted as a neutral facilitator. "The data created a clear picture, as HCI presented specific indicators and an assessment of the data across broader categories. We cross-referenced health indicators, desired outcomes, and disparities and determined the hospital's three top priorities," explained Fowler. Previously, the

hospital had been addressing eight priorities. "HCI helped us narrow our focus for the purpose of the IRS reporting requirements, and our partners and stakeholders took leading positions in efforts to address health needs that fell outside the hospital's focus areas," explained Fowler.

"With HCI, we drilled down and found African American women had nearly 100% mammography screening coverage, whereas Caucasian women were at about 80%. That was an eye-opener." Calvert Memorial shifted their outreach and educational strategies to include a broader population, mirroring a promising practice found in the HCI database.

Further, using HCI' SocioNeeds Index and Access to Care maps, Fowler and her team found significant gaps in access to health facilities for populations in certain geographic regions, which spoke to their aforementioned access to care challenge. "We presented our SocioNeeds Index and related health indicator findings to the hospital Foundation, Board of Directors and CEO. The group was impressed with the data and integrated approach and chose to support the intervention by purchasing a mobile health unit. This was a huge win for us!"

Visit Calvert Memorial's website:
www.calverthospital.org/
CMHCommunityHealthNeedsAssessment

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