

# BUILDING A CULTURE OF HEALTH: A NATIONAL PERSPECTIVE

Thursday, April 27, 2017

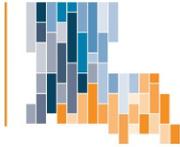
Chateau Golf & Country Club





GIFTED CLINICIANS. COMPASSIONATE CARE.

**FUTURE OF NURSING™**  
Campaign for Action  
IN LOUISIANA



Presented by:

PK Scheerle, RN  
CEO and Chairman  
Gifted Healthcare

Thursday, April 27, 2017

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

- Healthcare Leaders play a pivotal role in advocating for community health initiatives
- Nurses are known as trusted healthcare advocates
- We can coordinate collaborative relationships with key hospitals, healthcare systems and community stakeholders to launch vital and relevant community health programs



- Healthcare Leaders are leading the transformation to value-based payment systems with the creation of an accountable community of care delivery
- ACOs, Hospitals and Health Systems are innovating across the country
- Successful in meeting the goals of the Triple Aim
  - Improving the experience of **care**
  - Improving the **health** of populations
  - Reducing the per capita **costs** of **healthcare**
- Maximizing resources, engaging individuals in healthier living, charting a course for the future of healthcare

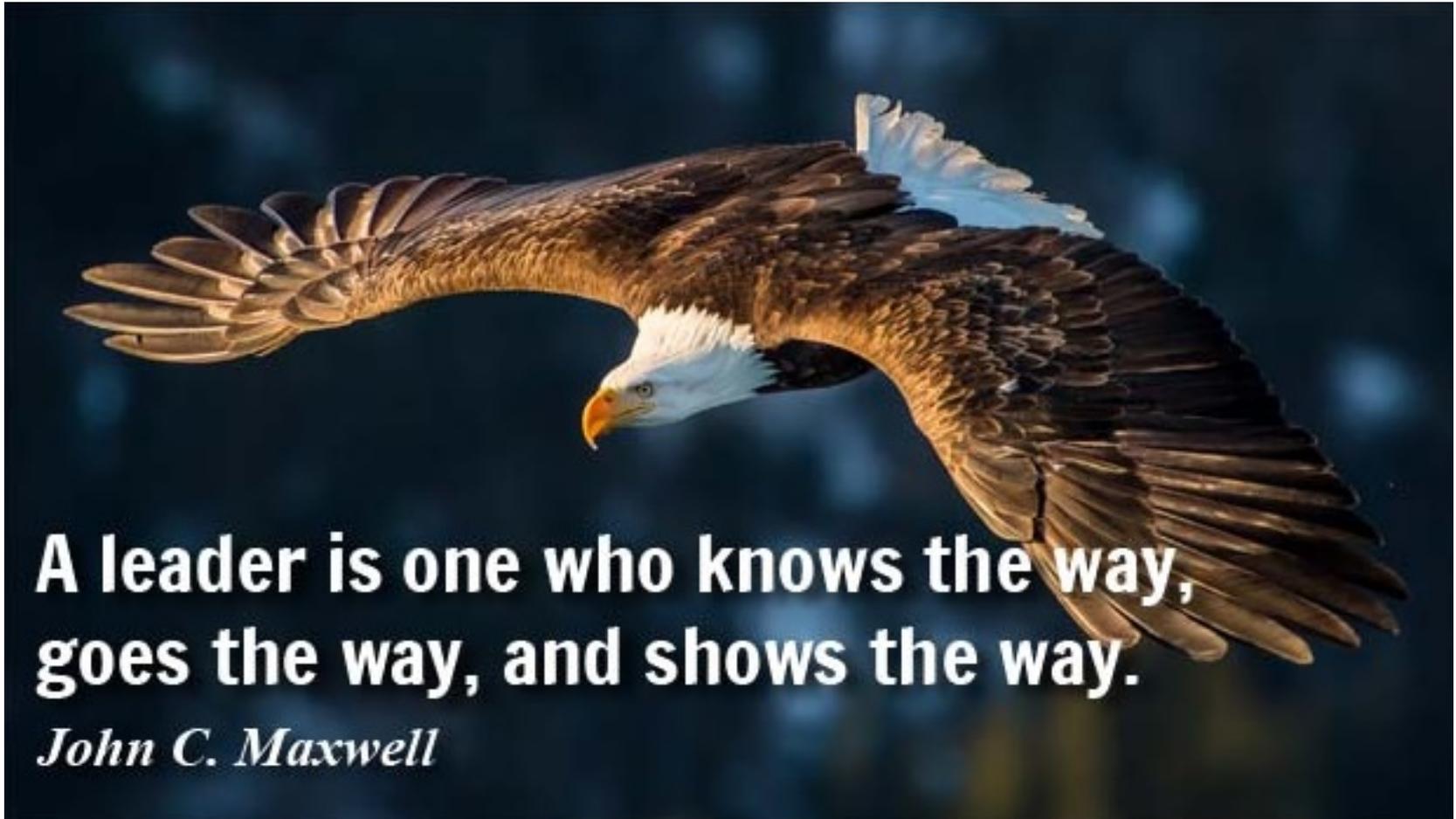
Think about the healthcare we have  
received as individuals throughout our  
lifetime



## UPMC Hamot, Erie PK

### Eagle's Nest: Transforming Underprivileged Youth to Employed Professionals

- Primary Goals:
  - Provide an opportunity for underprivileged youth to take part in paid internships that prepare them for hospital careers
  - Within 100 days, leverage this new pipeline of candidates for entry level positions across the hospital
  - Within 12 months the number of people of color employed at UPMC Hamot increased by 60%
  - \$2.3 million annually in Gross Wages and Benefits
  - Compared to other UPMC vacancy and nurse aide turnover rates, Hamot's is the lowest



**A leader is one who knows the way,  
goes the way, and shows the way.**

*John C. Maxwell*



# **University of Medicine & Dentistry of Robert Wood Johnson Medical School, Camden NJ**

## Better Care for Super-Utilizers – A Medical Home without Walls

- Primary Goals:
  - Reduce super-user visit to the ED
  - Reduce costs associated with these super-users
- Pilot Program utilized 35 patients who together accounted for \$1.2m in ED visits per month
- Utilizing a nurse practitioner, a social worker, a community health worker, the average number of visits each month dropped from 61 to 37, which reduced hospital charges to \$531,000



Source: Jeffery Brenner, MD, professor at the University of Medicine & Dentistry of Robert Wood Johnson Medical School, Camden NJ

## Norwalk Hospital, Norwalk CT

### Project L.E.A.N. – Learning with **E**nergy from **A**ctivity and **N**utrition

- Primary Goals:
  - Lower childhood obesity rate in Norwalk
  - Promote health eating
- Pilot Program at Jefferson Science Magnet School showed that over 3 years more than 90% of the students are now aware of the risks caused by unhealthy weight and poor food choices
- Almost 70% of the students had a BMI in the healthy range
- As a result of this success the program has been permanently integrated into the Jefferson Elementary curriculum



A HEALTHY CHILD  
IS A HAPPY CHILD

# Memorial Healthcare System, Hollywood FL

## Project Family T.I.E.S

### Therapeutic Intervention to Empower and Strengthen

- Primary Goals:
  - Help adults and caregivers develop effective parenting skills
  - Training in communication and techniques for managing difficulties and setting family and individual goals
- In 2010, nearly 16,000 cases of child abuse and neglect were recorded in Broward County, up 4% from 2009
- In 2011-2012, 94% of families remained in the program to its completion, and over the past nine years the program's retention rate has been 93.6%



# Garden Park Medical Center, Gulfport MS

## Project Excel By 5

With an Eye Toward Improving the Lives of the Next Generation

- Primary Goals:
  - To encourage communities to pull existing resources together and support families
  - Ensure that all children from birth to age five will enter kindergarten healthier, happier and ready to be successful
- Goals are achieved in the form of Community Health Fairs and Activities
- The program has expanded over four years into over 20 cities in Mississippi

## Sinai Hospital – Baltimore MD

### Project “Safe Streets”

#### Interrupting Violence in the Streets

- Primary Goal:
  - To reduce/eliminate violence in the streets of inner cities
- Teams are guys from the neighborhoods who know the streets
- They understand the conflicting gangs and work on the ground to de-escalate problems
- 450 days without a shooting in Park Heights MD
- Program is expanding into other inner city neighborhoods



# Ready Responders, New Orleans LA

## Mobile Integrated Healthcare

- Primary Goal:
  - To assist municipal EMS and Fire resources by safely rushing to the scene of a fellow community member in need



**G** O GO

**I** NTEGRITY

**F** UN

**T** RUST

**E** XCEEDS EXPECTATIONS

**D** IGNITY



[www.GIFTEDhealthcare.com](http://www.GIFTEDhealthcare.com) | 1-888-56-NURSE



**GIFTED**  
HEALTHCARE

**VALUES**

Creating successful collaborative programs involving hospitals and other public and private entities is a win/win effort.

These programs can:

- Create net savings by reducing readmissions
- Improve EDs by redirecting patients to services that more effectively treat their conditions.
- Reduce the costs and burdens to families through siloed care of patients
- Improve employee and physician satisfaction with hospital work (and reduce the angst of on call specialists)
- Assist in meeting the goals of Triple Aim
- Earn the appreciation of community leaders in business, government, law enforcement and the faith community, creating good will and dependable partnerships

Healthcare is a humanitarian business and our successes reach far and beyond the bottom line

Nurses are Team Players for the good of the patient

America will continue to look to us for strong, dependable, creative performance with continued innovation, both disruptive and collaborative

If not US, than WHO?

If not NOW, then WHEN?