

2017 RRMC Implementation Strategies, Action Plan & Results

As healthcare providers, we are devoted to our mission daily of providing high quality, efficient and compassionate healthcare services for our patients and the Central Louisiana community.

Rapides Regional Medical Center's primary focus is to provide excellent medical care to our patients. Through our investment in community benefit programs, we extend our focus by working for the better health of all who live in the areas we serve. We help provide many free and low-cost services, and collaborate with local partners to improve access to care and quality of life. Our goal is to strengthen the

overall health of our population, while educating our community and youth for a healthier tomorrow.

In 2017, our areas of focus consisted of:

- Access to Health Services
- Heart Disease and Stroke
- Cancer
- Diabetes, Nutrition, Physical Activity and Weight
- Injury and Violence
- Maternal/Infant Health

In all, Rapides Regional Medical Center invested **\$3,596,177** on its Community Benefit initiatives in 2017.

ACCESS TO HEALTH SERVICES

	<ul style="list-style-type: none"> • Primary Care Physicians in the Service Area • Louisiana State University Residency Program • Louisiana State University at Alexandria (LSUA) • Louisiana College (LC) • Northwestern State University (NSU)
Goal	<p>To increase access to care in the service area To assist individuals with identifying Primary Care Providers To educate residents in the service area on appropriate utilization of primary care/urgent care/emergency care To provide funding to increase graduation rate, quality of healthcare workforce</p>
Timeframe	FY2017-FY2019
Scope	These strategies will focus on residents in the service area.
Strategies & Objectives	<p>Strategy #1: Continue the Cooperative Endeavor Agreement with the State to provide indigent health care services</p> <p>Strategy #2: Provide all patients discharged from the Emergency Department with an educational document on appropriate usage of primary care/urgent care/emergency care.</p> <p>Strategy #3: Provide all patients discharged from the Emergency Department with a primary care provider referral.</p> <p>Strategy #4: Provide Physician Directories at Community functions/Health fairs and screenings.</p> <p>Strategy #5: Continue to raise funds to provide transportation funds for cancer patients.</p> <p>Strategy #6: Support the LSU Family Residency program which provides access to care to the service area residents.</p> <p>Strategy #7: Provide funds to local universities to increase healthcare workforce development.</p>
Financial Commitment	<p>Physician Directories - \$4000 Transportation Funds - \$5,000 LSU Residency Program - \$3,600,000 Nursing Schools - \$235,000</p>
Anticipated Impact	<ul style="list-style-type: none"> • Distribute 3500 physician directories • Provide \$5,000 in transportation funds for cancer patients • 18 LSU residents • 40 nursing graduates
Plan to Evaluate Impact	<ul style="list-style-type: none"> • Report # of physician directories distributed • Report amount of transportation funds distributed to cancer patients • Report number of LSU residents • Report number of nursing graduates
Results	<p>Primary/Urgent/Emergent Care Education – 6,316 distributed - \$690 Physician Directories – 1,002 distributed - \$1,252 Transportation funds for patients - \$10,000 LSU Residency Program - \$3,284,930 Nursing Schools - \$175,000 Indigent patients treated at HP Long outpatient clinics – 43,853 Prescriptions provided to indigent patients – 8,618 free and 4,632 for \$4 each Total - \$3,471,872</p>

ACCESS TO HEALTH SERVICES



The new HP Long building in Pineville opened in July 2018. The new facility houses all of the services provided by HP Long under one roof.

Rapides Regional Medical Center helped provide access to health services in 2017 through several means.

FIRST, RRMCC remained committed to its support of the LSU Health Sciences Center Shreveport Family Medicine Clinic & Residency Program. Rapides provided nearly \$3.3 million in funding for the program that helps train family physicians. Since 1997, it has produced 111 graduates. Thirty percent of these graduates still practice in the Central Louisiana region, while 70 percent of the graduates are practicing in Louisiana.

SECOND, RRMCC continued its partnership with the State of Louisiana in operating the HP Long Clinics in Alexandria and Pineville. The clinics, which opened in late 2013, provide services to uninsured, under-insured and Medicaid patients in Central Louisiana. The Alexandria Urgent Care center opened in late 2013, followed by one in Pineville in April 2014.

The HP Long Pineville campus

provides primary care services and specialty services, including General Surgery, Cardiology and Orthopedics. Construction on a new Pineville campus began in 2016, and it opened in July 2018.

A Gynecology Clinic is offered in Alexandria on the campus of Rapides Regional Medical Center, as well as the Tulane Ophthalmology Clinic and the LSU Oral and Maxillofacial Surgery Clinic. The clinics are an outreach of the HP Long Clinics.

In 2017, these clinics combined to treat 43,853 patients.

Another service provided to HP Long patients is help with prescription drugs through a partnership with Cenla Medication Access Program, or CMAP. In 2017, 8,618 free prescriptions were filled through CMAP's Central Fill Pharmacy and CMAP Patient Assistance Program. Through a pharmacy card program, 4,632 prescriptions were filled at a cost of \$4 each or less.

THIRD, RRMCC maintains its

financial commitment to providing nursing education at our three area colleges – Louisiana College, LSU of Alexandria and Northwestern State University – in the amount of \$175,000. Thanks to the help from RRMCC, the three schools combined to graduate nearly 250 nurses. The graduates had a NCLEX passing rate of 93 percent.

FOURTH, RRMCC helped provide \$10,000 in transportation fees for patients of the Rapides Cancer Center to assist them in receiving their treatments, nearly doubling the amount provided in 2016.

FINALLY, RRMCC provides resources to help residents in Central Louisiana find a physician or other needed services through the printing and distribution of Physician Directories and Community Resource Guides. In 2017, 6,300 Physician Directories were distributed through various avenues. The cost of printing these was more than \$4,000.

Heart Disease & Stroke

Community Partners/ Planned Collaboration	<ul style="list-style-type: none"> • American Heart Association • American Stroke Association • The National Coalition of Women with Heart Disease • National Institutes of Health • American Red Cross
Goal	To educate service area residents on cardiovascular health.
Timeframe	FY2017-FY2019
Scope	These strategies will focus on the residents in the service area.
Strategies & Objectives	<p>Strategy #1: Provide educational materials, presentations and screenings to community residents on cardiovascular health.</p> <p>Strategy #2: Educate the community on availability of free resource – Heart Health and Stroke Health profiler.</p> <p>Strategy #3: Provide monetary support for cardiovascular health and prevention research to AHA.</p> <p>Strategy #4: Provide Basic Life Support (BLS) training to community organizations.</p> <p>Strategy #5: Participate in Start A Heart CENLA to provide BLS training to the community.</p> <p>Strategy #6: Educate the community on stroke awareness with Tackle Stroke program.</p>
Financial Commitment	Education Materials - \$2500 AHA Donation - \$25,000 Community BLS training - \$5,000 Start A Heart CENLA - \$10,000
Anticipated Impact	<ul style="list-style-type: none"> • 150 service area residents educated on cardiovascular health • 100 Heart Health Profiler assessments completed • 100 Stroke Health Profiler assessments completed • Donation to AHA for cardiovascular research • BLS training to 350 community residents
Plan to Evaluate Impact	<ul style="list-style-type: none"> • Report number of service area residents educated on cardiovascular health • Report number of Heart Health and Stroke Health profiler assessments completed • Report AHA donation • Report number of community residents trained in BLS
Results	Health Fairs/Community Events - 847 participants – \$2,684 Heart Health Profiler – 27 participants Stroke Health Profiler – 10 participants CPR Training – 311 participants - \$1,939 Start A Heart Donation - \$5000 AHA Heart Walk – 1000 participants - \$590 Go Red for Women – 350 participants - \$2,140 AHA Donation - \$25,000 Tackle Stroke – 2500 participants - \$2690 Total - \$40,543



Rapides Regional Medical Center was the cause sponsor for the Go Red for Women luncheon to draw attention to the fact heart disease is the No. 1 killer of women.

HEART DISEASE & STROKE

Rapides Regional Medical Center is a leader when it comes to educating the public on cardiovascular diseases, providing monetary support for cardiovascular health and prevention, as well as training laypersons and healthcare providers in basic life-support.

RRMC reached more than 800 people through health fairs and various community events in 2017.

AS a Training Center for the American Heart Association, we are responsible for training in basic life-support, use of the automated external defibrillator (AED), advanced cardiac life support and pediatric advanced life-support.

We dedicate funds each year for classes, books and supplies for physicians, healthcare workers, first responders and other individuals interested in AHA training. We are also responsible for the record-keeping and professional development of nearly 75 certified AHA instructors affiliated with our training center. In 2017, we conducted CPR training for more than 300 participants.

IN 2017, RRMC continued its major support of Start a Heart Cenla, a free bystander CPR training class. More than 250 participants learned hands-only CPR for adults, child and infant CPR, how to relieve choking in adults, children and infants, how to use an Automated External Defibrillator (AED), and to recognize the signs and symptoms of stroke.

RRMC also maintained its position as the cause sponsor of the Go Red for Women luncheon that drew a crowd of nearly 350 to build awareness of the fact heart disease is still the No. 1 killer of women.

TO help kick-off the local high school football season, RRMC employees again attended the jamborees held at Alexandria Senior, Marksville and Pineville high schools, where they raised awareness of the signs of stroke through our Tackle Stroke program. More than 2,500 area residents were exposed to the warning signs of stroke, and what to do if they spot someone exhibiting those symptoms.



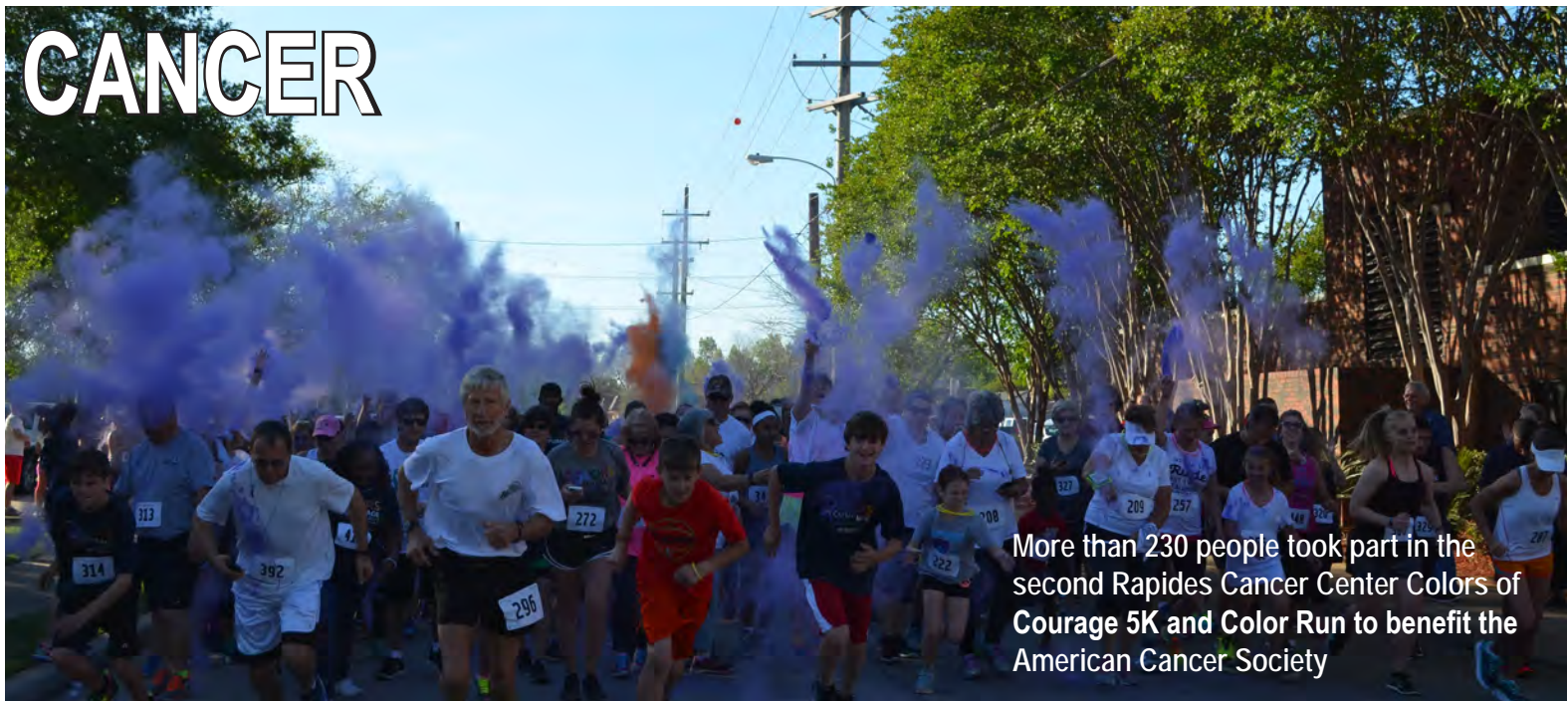
Rapides Regional Medical Center remains a huge supporter of the American Heart Association's annual Cenla Heart Walk and was once again the top corporate fundraiser in 2017.



RRMC's Tackle Stroke awareness campaign handed out more than 2,500 hand-held signs at the local high school football jamborees in August 2017.

Cancer	
Community Partners/ Planned Collaboration	<ul style="list-style-type: none"> • Cancer Screening Project • American Cancer Society • Colon Cancer Alliance • American Academy of Dermatology • National Comprehensive Cancer Network • National Council on Skin Cancer Prevention
Goal	To educate service area residents on cancer prevention and screenings
Timeframe	FY2017-FY2019
Scope	These strategies will focus on the residents in the service area.
Strategies & Objectives	<p>Strategy #1: Educate service area residents on the importance of cancer screening by hosting events – breast, prostate, colorectal, lung.</p> <p>Strategy #2: Partner with National Council on Skin Cancer Prevention and the American Academy of Dermatology to increase awareness of signs and symptoms of skin cancer by promoting “Don’t Fry Day.”</p> <p>Strategy #3: Provide educational materials on cancer (colorectal, skin, breast, prostate, lung) to community groups/health fairs.</p> <p>Strategy #4: Provide monetary support for cancer research and prevention to ACS.</p> <p>Strategy #5: Educate the community on the availability of free resource – Breast Health profiler.</p>
Financial Commitment	Cancer Screening events/ awareness dates -\$1,000 Don't Fry Day - \$400 Cancer Educational Materials - \$1500 ACS Donation - \$5,000
Anticipated Impact	<ul style="list-style-type: none"> • 200 adults receive education on importance of cancer screening • 125 participants for “Don’t Fry Day” • 500 participants in health fairs/community events • Donation to ACS for cancer research • 60 Breast Health Profiler assessments
Plan to Evaluate Impact	<ul style="list-style-type: none"> • Report number of adults receiving cancer screening education • Report number of participants for “Don’t Fry Day” • Report number of participants in health fairs/community events • Report ACS donation • Report number of Breast Health Profiler completions
Results	Health Fairs/Community Events – 847 participants - \$2,684 Colon Cancer Awareness – 70 participants - \$100 Relay for Life/ACS donation – 200 participants -- \$5,980 Smoking Prevention Education – 124 participants - \$160 Colors of Courage Walk/Run – 230 participants - \$2,460 Spot Me Skin Cancer Screening – 56 participants - \$380 Don't Fry Day – 170 participants - \$620 Paint the Town Pink - 75 participants - \$120 Komen Race for the Cure – 500 participants – \$690 Bethel Methodist Apt. Breast Cancer Education Event – 50 participants - \$60 Total - \$13,254

CANCER



More than 230 people took part in the second Rapides Cancer Center Colors of Courage 5K and Color Run to benefit the American Cancer Society

Rapides Regional Medical Center strives to raise awareness on the importance of cancer prevention and screenings.

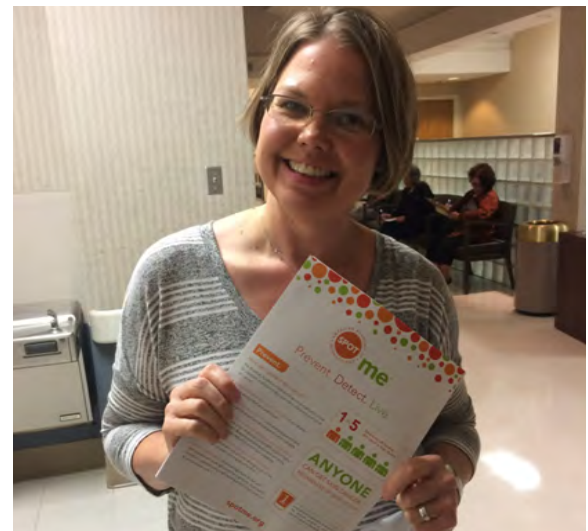
RRMC provides educational material on various cancers – colorectal, skin, breast, prostate and lung – to community groups and health fairs. In 2017, we were able to reach nearly 850 people through area health fairs. We also host various awareness events for the different types of cancer.

In 2017, we hosted events for colon cancer, skin cancer, smoking prevention and cessation and breast cancer, reaching nearly 1,000 people.

RRMC held its fourth No Shave November in 2017 to raise awareness of men's health issues, notably the need for regular cancer screenings. To participate, men are asked to forgo shaving for the month and make a \$10 donation to the Rapides Regional Medical Center's Auxiliary Cancer Fund. All money raised is to help patients of the Rapides Cancer Center with their transportation needs while receiving treatment. No Shave November raised \$5,000, bringing the four-year tally to \$15,000.



OUR second Colors of Courage 5K and Color Run was held in 2017, with all money raised going to the American Cancer Society. The name Colors of Courage comes from the various forms of cancer and the color ribbon associated with them. Registrations exceeded 250 and more than 230, including many cancer patients and cancer survivors, took part in the event. We were able to donate more than \$6,300 to the ACS, bringing our two-year total to \$12,000.



The first Spot Me skin cancer screening event drew 56 participants, who received free exams.

Diabetes, Nutrition, Physical Activity and Weight

Community Partners/ Planned Collaboration	<ul style="list-style-type: none"> • American Diabetes Association • American Heart Association • American Cancer Society • National Kidney Foundation
Goal	To increase awareness of nutrition, physical activity and weight status as contributing factors in chronic health diseases (diabetes, heart disease and cancer)
Timeframe	FY2017-FY2019
Scope	These strategies will focus on the residents in the service area.
Strategies & Objectives	<p>Strategy #1: Provide free monthly Diabetes/Nutrition classes – taught by Registered Dietician and Registered Nurse.</p> <p>Strategy #2: Offer free diabetic screening - Diabetes Sound the Alert Day.</p> <p>Strategy #3: Offer free diabetic education and assessment through Head to Toe program including blood pressure, foot assessment, hemoglobin A1C, glaucoma screening and nutritional information.</p> <p>Strategy #4: Promote physical activity through sponsorship of active community events, i.e. 5K runs, bicycle events, sporting events.</p> <p>Strategy #5: Provide nutritional information and healthy lifestyle recommendations at various community events/health fairs.</p>
Financial Commitment	Diabetes/Nutrition Classes - \$2,000 Diabetes Sound the Alert Day - \$1,000 Diabetes Head to Toe Assessment - \$1,000 Community event sponsorship - \$5,000 Health fairs/Community Events - \$1,500
Anticipated Impact	<ul style="list-style-type: none"> • 100 participants in Diabetes/Nutrition Classes • 50 participants in Diabetes Sound the Alert Day • 50 participants in Diabetes Head to Toe Assessment • Sponsorship of 12 community events • 500 participants in health fairs/community events
Plan to Evaluate Impact	<ul style="list-style-type: none"> • Report number of participants in Diabetes/Nutrition Classes • Report number of participants in Diabetes Sound the Alert Day • Report number of participants in Diabetes Head to Toe Assessment • Report number of community events sponsored • Report number of participants in health fairs/community events
Results	Diabetes/Nutrition Class – 162 participants - \$1,700 Get Fit Alexandria Mall – 75 participants - \$240 Junior League Kids Fest – 400 participants - \$3,020 Safe Sitter – 42 participants - \$870 Event sponsorships – \$17,775 Sponsorships -- \$3,150 Total - \$27,015



DIABETES, NUTRITION, PHYSICAL ACTIVITY & WEIGHT

Students at Phoenix Magnet Elementary School, Rapides Regional Medical Center's Partner in Education, take part in the 2017 Jump Rope for Heart.

Rapides Regional Medical Center promotes healthy living through an increased awareness of nutrition, physical activity and weight status as contributing factors in chronic health diseases such as diabetes, heart disease and cancer.

RAPIDES REGIONAL MEDICAL CENTER educators offer monthly diabetes support classes. Topics include diet through meal planning, monitoring blood sugar, medications, complications and learning to deal with a chronic disease. In 2017, 162 people attended these meetings.

RRMC also is active in sponsoring community events that promote healthy living through runs, walks, bicycling safety events and more. In 2017, we sponsored more than 20 of these events that attracted more than 10,000 adults and children to these community events.

WE also provided more than \$3,000 in donations and sponsorships to various organizations in the community.



Rapides Regional Medical Center helped sponsor the Junior League of Alexandria's 2017 Kids Fest that drew 400 children and their parents to learn about eating healthy and being active.

Injury and Violence

Community Partners/ Planned Collaboration	<ul style="list-style-type: none"> • Louisiana State Police • AARP • Safe Kids • National Off-Highway Vehicle Conservation Council • National Highway Traffic and Safety Administration • Rapides Senior Citizen Centers
Goal	To decrease traumatic injury in defined service area
Timeframe	FY2017-FY2019
Scope	These strategies will focus on the residents in the service area.
Strategies & Objectives	<p>Strategy #1: Partner with Louisiana State Police to conduct Sudden Impact courses with area students</p> <p>Strategy #2: Partner with Louisiana State Police to conduct mock crash and mock trial educating high school students about impaired, unrestrained and distracted driving.</p> <p>Strategy #3: Educate community on ATV safety through various events.</p> <p>Strategy #4: Provide fall prevention education targeting senior citizens in service area.</p> <p>Strategy #5: Provide monthly child passenger safety seat checks.</p>
Financial Commitment	Sudden Impact - \$12,500 Sudden Impact Mock Crash & Trial - \$5,000 ATV Safety Events - \$500 Fall Prevention Education - \$500 Child Passenger Safety Seat Checks - \$2,500
Anticipated Impact	<ul style="list-style-type: none"> • 2,000 participants in Sudden Impact • 750 participants in Sudden Impact Mock Crash and Trial • 500 participants in ATV safety events • 100 participants in fall prevention education • 100 child seat checks
Plan to Evaluate Impact	<ul style="list-style-type: none"> • Report number of participants in Sudden Impact • Report number of participants in Sudden Impact Mock Crash and Trial • Report number of participants in ATV safety events • Report number of participants in fall prevention education • Report number of child seats checked
Results	Sudden Impact – 4,917 participants/11 schools - \$20,490 Sudden Impact Mock Crash – Avoyelles HS – 115 participants - \$450 Sudden Impact Mock Trial – Rapides HS – 187 participants - \$200 Child Passenger Safety – 220 child seats checked - \$2,150 AARP Safe Driving Course – 260 participants - \$275 National Guard Young Driver Program – 30 participants - \$90 Total - \$23,655

INJURY AND VIOLENCE



As part of its commitment to the Sudden Impact program, Rapides Regional Trauma Center assists Louisiana State Police in conducting mock crashes at Central Louisiana high school to show students the consequences of making poor decisions while driving.

The mission of the Rapides Regional Trauma Center not only is to treat severely injured patients, but to assist in educating the public to prevent such injuries from occurring.

WE partner with the Louisiana State Police to present the Sudden Impact program to area high school students. Nearly 5,000 students took part in Sudden Impact in 2017, whether in the classroom or through mock crashes staged by State Police and Rapides Regional Trauma Center or through mock trials in which participants of previous mock crashes are shown in the legal realm.

RAPIDES Regional Medical Center also hosts monthly free child passenger seat checks with Troop E. Several RRMCM employees have become Nationally Certified Technicians to ensure car seats for infants and young children are properly installed. In 2017, they conducted 220 seat checks.

RRMC also hosts AARP's Safe Driving Course that is specifically designed for drivers age 50 and older.



ABOVE: Scott Moreau with Louisiana State Police Troop E "conducts" a mock sobriety test on a Sudden Impact student who is wearing goggles to simulate impairment caused by drinking.

LEFT: Students with Glenmora High School hug Jill Jeansonne, the mother of Adam Jeansonne, who was a Menard student who died in a traffic accident in April 2017. Jill Jeansonne often speaks to Sudden Impact classes to share Adam's story.



Maternal/Infant Health

Community Partners/ Planned Collaboration	<ul style="list-style-type: none"> • Nurse Family Partnership • March of Dimes (MOD) • Department of Health and Hospitals/FIMR • Central Louisiana Breastfeeding Coalition
Goal	To improve maternal/infant health in the service area
Timeframe	FY2017-FY2019
Scope	These strategies will focus on the residents in the service area.
Strategies & Objectives	<p>Strategy #1: Provide free Childbirth Classes to service area residents – Prepared Childbirth, Breastfeeding, Sibling and Breathing and Relaxation.</p> <p>Strategy #2: Distribute baby packets to expectant mothers providing education, community resources and safe sleep information.</p> <p>Strategy #3: Provide educational materials promoting 39 weeks gestation to expectant mothers.</p> <p>Strategy #4: Provide free Perinatal Loss Support Group.</p>
Financial Commitment	Childbirth Classes - \$10,000 Baby Packets - \$7,500 MOD Donation - \$5,000 Perinatal Loss Support Group - \$500
Anticipated Impact	<ul style="list-style-type: none"> • 400 participants in Childbirth Classes • 1,000 Baby Packets distributed to expectant mothers • Donation to MOD • 50 participants in Perinatal Loss Support Group
Plan to Evaluate Impact	<ul style="list-style-type: none"> • Report number of participants in Childbirth Classes • Report number of baby packets distributed to expectant mothers • Report MOD donation • Report number of participants in Perinatal Loss Support Group
Results	Childbirth Classes – 319 participants - \$8,490 Perinatal Loss Support Group – 24 participants - \$360 Baby Packets – 721 - \$5,768 March of Dimes Walk – 100 participants - \$220 March of Dimes Donation - \$5,000 Total - \$19,838
	Projected Financial Commitment – \$3,948,900 Actual Total – \$3,596,177

MATERNAL & INFANT HEALTH



Staff and family members of Rapides Women's and Children's Hospital hold the lead banner for the 2017 March of Dimes' March for Babies.

In 2017, Rapides Women's and Children's Hospital delivered more than 1,700 babies. Our goal is to ensure delivery of as many healthy babies as possible through numerous education services and offerings each year.

RWCH offers a series of monthly and bi-monthly childbirth classes:

► Prepared Childbirth is held monthly. This one-day class is taught by a certified childbirth instructor and prepares couples for the actual delivery. Topics include stages of labor and delivery, when to go to the hospital, pain management, assisted delivery and Cesarean birth.

► Breastfeeding is also held monthly. This is intended for women wanting to breastfeed their infants and is taught by an International Board Certified Lactation Consultant. This class focuses on advantages, preparation and troubleshooting techniques. The American Academy of Pediatrics recommends breastfeeding for your baby, and research shows that learning about breastfeeding prenatally enhances the breastfeeding experience.

► Breathing and Relaxation is held every other month. This class is taught by a certified childbirth instructor and provides an in-depth opportunity to practice breathing and relaxation techniques and other comfort measures for labor and delivery.

► A Sibling class is held every other month and is

focused on children expecting a little brother or sister. It helps them understand where mom is when the baby is being born and lets them know how important it is to become a big brother or sister.

In 2017, more than 300 women, men and children took part in these classes.

ANOTHER way RWCH helps educate women on the classes available, as well as other helpful advice during pregnancy, is through the distribution of Baby Packets at OB/GYN offices located on the RWCH campus. In 2017, 721 packets were distributed.

RWCH also promotes the March of Dimes' 39 Weeks gestation program. Louisiana has one of the highest rates of premature births in the country. Rapides Women's and Children's Hospital and the March of Dimes support 39 weeks before delivery for several reasons:

► Important organs, like his brain, lungs and liver,

get the time they need to develop

► Babies are less likely to have vision and hearing problems after birth

► Babies have time to gain more weight in the womb. Babies born at a healthy weight have an easier time staying warm than babies born too small.

► Babies born early sometimes have trouble sucking, swallowing and staying awake long enough to eat after being born.

