

2018 Implementation Strategies, Action Plan & Results



RAPIDES REGIONAL MEDICAL CENTER

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 **2018**, 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 **\$5,642,247** on its Community Benefit initiatives in 2018.

ACCESS TO HEALTH SERVICES

Community Partner/ Planned Collaboration	<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</p> <p>To assist individuals with identifying Primary Care Providers</p> <p>To educate residents in the service area on appropriate utilization of primary care/urgent care/emergency care</p> <p>To provide funding to increase graduation rate, quality of healthcare workforce</p>
Timeframe	FY2018
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 - \$4,000</p> <p>Transportation Funds - \$5,000</p> <p>LSU Residency Program - \$3,600,000</p> <p>Nursing Schools - \$112,500</p>
Anticipated Impact	<ul style="list-style-type: none"> • Distribute 3500 physician directories • Provide \$5,000 in transportation funds for 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 – 5,124 distributed - \$510</p> <p>Physician Directories – 4,000 distributed - \$5,800</p> <p>Transportation Funds for patients – \$8,725</p> <p>LSU & Tulane Residency Programs – \$5,315,836</p> <p>LSU & Tulane Residents on campus – 73</p> <p>Nursing Schools – \$187,500</p> <p>Total - \$5,315,836</p>

ACCESS TO HEALTH SERVICES



LSU Family Medicine Clinic and Residency Program Director Robert Moore, M.D., (third from right) walks with a group of residents on the Rapides Regional Medical Center campus.

Rapides Regional Medical Center helped provide access to health services in 2018 through several initiatives.

FIRST, RRMCM continued to support the LSU Health Sciences Center Shreveport Family Medicine Clinic & Residency Program. Since 1997, it has produced 117 graduates, with 30 percent of the graduates practicing in Central Louisiana, and 70 percent practicing in Louisiana.

RRMCM has expanded its residency program offerings in recent years, and houses clinics providing services in GYN (Tulane), Ophthalmology (Tulane) and Oral and Maxillofacial Surgery (LSU) in addition to Family Medicine.

In 2018, RRMCM provided more than **\$5.3 million** for these residency programs.

SECOND, RRMCM continued its partnership with the State of Louisiana in operating the HP Long Clinic in Pineville.

The HP Long Clinic first opened in

late 2013, with locations in Alexandria and Pineville, to provide outpatient services to uninsured, under-insured and Medicaid patients in Central Louisiana.

In 2018, HP Long moved into a new single facility in Pineville. It provides primary care services and specialty services, including General Surgery, Cardiology and Orthopedics.

As an outreach of the HP Long Clinics, the campus of Rapides Regional Medical Center also is home to a Gynecology Clinic (Tulane), the Tulane Ophthalmology Clinic and the LSU Oral and Maxillofacial Surgery Clinic. The clinics are staffed by residents to help provide patient care and to help train the next generation of physicians.

In 2018, these clinics combined, treated **34,239** patients.

Another service provided to HP Long patients is help with prescription drugs through a partnership with Cenla Medication Access Program, or CMAP. In 2018, **9,024** free prescrip-

tions were filled through CMAP's Central Fill Pharmacy and CMAP's Patient Assistance Program. Through a pharmacy card program, **3,301** prescriptions were filled at a cost of \$4 each or less.

THIRD, RRMCM 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 **\$187,500**.

FOURTH, RRMCM helped provide **\$8,700** in transportation fees for patients of the Rapides Cancer Center to assist them in receiving their treatments.

FINALLY, RRMCM 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 2018, **4,000** Physician Directories were distributed. The cost of printing these was more than **\$5,800**.

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	FY2018
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 - \$2,500 AHA Donation - \$15,000 Community BLS training - \$3,000
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 – 590 attendees - \$1,143 Heart Health Profiler - 36 CPR Training – 449 participants - \$1,565 AHA Heart Walk – 1,000 participants - \$490 AHA Donation - \$15,000 Stroke Education Day at La State Capital – 100 participants - \$510 Go Red for Women - \$1,500 Tackle Stroke – 2600 attendees - \$1,962 Total – \$22,170

HEART DISEASE AND STROKE



Rapides Regional Medical Center is a supporter of the American Heart Association's annual Cenla Heart Walk. In 2018, it was the top fundraising hospital, raising more than \$23,000.

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 nearly **600** people through health fairs and various community events in 2018.

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 2018, we conducted CPR training for almost **450** participants.

RRMC maintained its support of Go Red for Women that builds awareness of the fact heart disease is still the No. 1 killer of women.

WE also work to educate our community on stroke awareness and treatment. Stroke is the third-leading cause of death in Louisiana and the leading cause of long-term disability. In 2018, RRMC participated in Stroke Education Day at the Louisiana Capitol. It also continued its Tackle Stroke program, with employees attending high school football jamborees at area schools. More than **2,600** area residents were exposed to the warning signs of stroke, and what to do if they spot someone exhibiting those symptoms.



RRMC's Tackle Stroke awareness campaign handed out more than 2,600 hand-held signs at the local high school football jamborees in August 2018.

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	FY2018
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 - \$1,500 ACS Donation - \$5,000
Anticipated Impact	<ul style="list-style-type: none"> • 200 adults receive education on importance of cancer screening • 100 participants for “Don’t Fry Day” • 500 participants in health fairs/community events • Donation to ACS for cancer research • 30 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 – 590 attendees - \$1,143 Colon Cancer Awareness – 75 attendees - \$110 Smoking Prevention Education – Georgetown HS – 89 participants - \$170 Breast Health Profiler – 25 participants Colors of Courage Walk/Run – 200 participants - \$1,500 Spot Me Skin Cancer Screening – 75 participants - \$465 Relay for Life – 500 participants - \$340 Check Yourself Breast Cancer Promotion – 3500 participants - \$2,580 Great American Smokeout – 75 participants - \$110 Total – \$6,418

CANCER



More than 200 people took part in the third 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. To help raise awareness, it holds a couple of major events each year.

THE third Colors of Courage 5K and Color Run was held in April with more than 200 participants and volunteers, raising **\$5,600** for the American Cancer Society. The name Colors of Courage comes from the various forms of cancer and the color ribbon associated with them.

RRMC also held its fifth No Shave November to raise awareness of men's health issues, notably the need for regular cancer screenings. All money raised is to help patients of the Rapides Cancer Center with transportation needs while receiving treatment. The fifth No Shave November raised **\$3,200**, bringing the five-year tally to more than \$18,000.

RRMC provides educational material on various cancers – colorectal, skin, breast, prostate and lung – to community groups and health fairs. In 2018, we were able to reach nearly **3,700** people through area health fairs and other promotions. We also host various awareness events for the different types of cancer.



Rapides Cancer Center staff presents Kristin Franks (left) of the American Cancer Society with the money raised from the third Colors of Courage 5K and Color Run.



The fifth No Shave November raised \$3,200 for patients of the Rapides Cancer Center.

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	FY2018
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 Dietitian 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 Community event sponsorship - \$5,000 Health fairs/Community Events - \$1,500 Sponsorship - \$10,000
Anticipated Impact	<ul style="list-style-type: none"> • 100 participants in Diabetes/Nutrition Classes • 50 participants in Diabetes Sound the Alert Day • 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 community events sponsored • Report number of participants in health fairs/community events
Results	Diabetes/Nutrition Class – 127 attendees - \$1,864 Get Fit Cenla – 50 attendees - \$140 AMoA Healthy Living – 2,073 attendees Event sponsorships – \$48,845 Sponsorships – \$8,125 Total - \$58,974

DIABETES, NUTRITION, PHYSICAL ACTIVITY AND WEIGHT



Participants at the 2018 Louisiana Sports Hall of Fame Junior Training Camp in Natchitoches learn how to make healthy snacks from Rapides Regional Medical Center staff.

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 2018, **127** 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 2018, we sponsored more than 20 of these events attended by thousands of adults and children.

ONE new sponsorship was with the Alexandria Museum of Art for its monthly Healthy Living events that attracted more than **2,000** participants.

WE also provided more than **\$8,000** in donations and sponsorships to various organizations in the community.

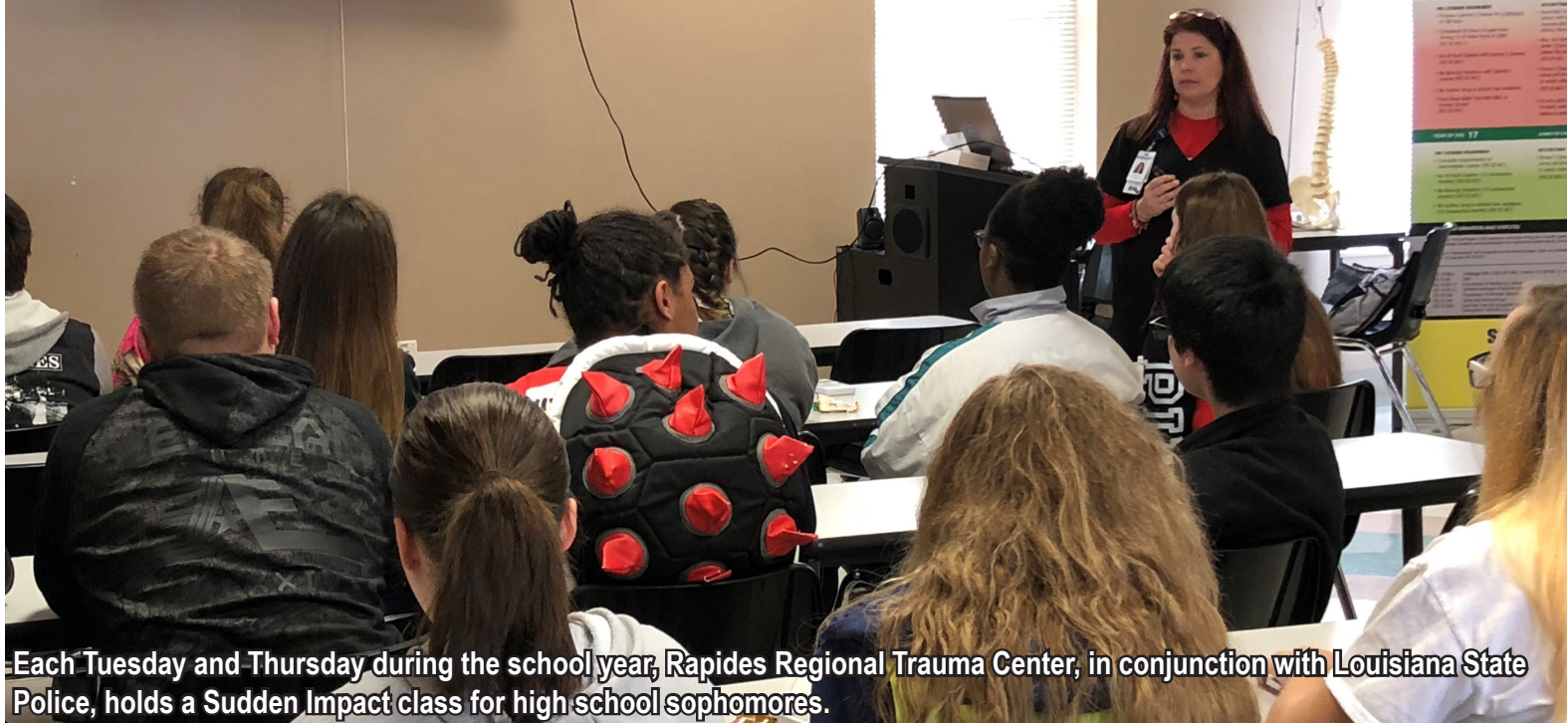
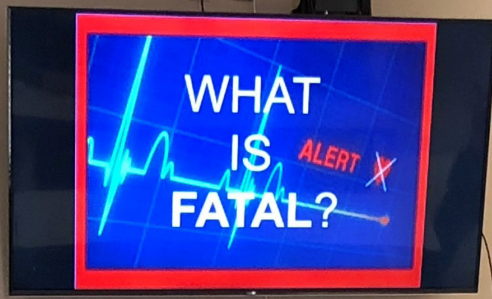


Rapides Regional Medical Center was a regional health care provider for the Louisiana High School Athletic Association during the 2018-19 school year.

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	FY2018
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	<p>Sudden Impact - \$12,500</p> <p>Sudden Impact Mock Crash & Trial - \$5,000</p> <p>ATV Safety Events - \$500</p> <p>Fall Prevention Education - \$500</p> <p>Child Passenger Safety Seat Checks - \$2,500</p>
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	<p>Sudden Impact – 1,045 participants - \$16,700</p> <p>Sudden Impact Mock Crash – Holy Savior Menard High School – 300 participants - \$400</p> <p>Child Passenger Safety – 100 seats checked - \$2,355</p> <p>AARP Safe Driving Class – 90 attendees - \$220</p> <p>Junior League of Trucks – Hemorrhage Control & ATV Safety – 75 participants - \$255</p> <p>National Hunting and Fishing Day – 2100 participants - \$1,540</p> <p>Total – \$21,470</p>

INJURY AND VIOLENCE



Each Tuesday and Thursday during the school year, Rapides Regional Trauma Center, in conjunction with Louisiana State Police, holds a Sudden Impact class for high school sophomores.

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. More than **1,000** high school sophomores from around Central Louisiana took part in the Sudden Impact classroom in 2018. Additional students took part in mock crashes and 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 RRMCC employees have become Nationally Certified Technicians to ensure car seats for infants and young children are properly installed. We also took part in National Car Seat Check Day. In 2018, they conducted **100** seat checks.

RRMC also hosts AARP's Safe Driving Course that is specifically designed for drivers age 50 and older, as well as being a sponsor of National Hunting and Fishing Day that teaches how to hunt safely.



Rapides Regional Trauma Center holds free monthly child safety seat checks.

Maternal/Infant Health

Community Partners/ Planned Collaboration

- 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

FY2018

Scope

These strategies will focus on the residents in the service area.

Strategies & Objectives

Strategy #1: Provide free Childbirth Classes to service area residents – Prepared Childbirth, Breastfeeding, Sibling and Breathing and Relaxation.

Strategy #2: Distribute baby packets to expectant mothers providing education, community resources and safe sleep information.

Strategy #3: Provide educational materials promoting 39 weeks gestation to expectant mothers.

Strategy #4: Provide free Perinatal Loss Support Group.

Financial Commitment

Childbirth Classes - \$9,000
Baby Packets - \$7,500
Perinatal Loss Support Group - \$300

Anticipated Impact

- 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

- Report number of participants in Childbirth Classes
- Report number of baby packets distributed to expectant mothers
- Report number of participants in Perinatal Loss Support Group

Results

Childbirth Classes – 299 attendees - \$8,300
Perinatal Loss Support Group – 114 attendees - \$720
Baby Packets – 728 distributed - \$5,824
Total – \$14,844

Projected Financial Commitment – \$3,807,200
Actual Total - \$5,642,247

MATERNAL AND INFANT HEALTH



In 2018, 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 2018, **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, **728** 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.