



Wicomico County Local Health Improvement Coalition Meeting Minutes

Friday, October 4, 2019 @ 9:30 a.m.

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| Meeting Name: | <i>Wicomico Local Health Improvement Coalition</i> | Meeting Location: | <i>Greater Salisbury Building Conf. Room</i> |
| Meeting Date: | <i>Friday, October 4, 2019</i> | Minutes Recorder: | <i>Cathey Insley</i> |
| Meeting Time: | <i>9:30 a.m.</i> | Minutes Reviewer: | <i>Group</i> |

Meeting Attendees and Organizational Representation: *Cathy Woodward (WDSS), Dhruvi Patel (UM Extension), Cathey Insley (WiCHD), Jennifer Berkman (ESAHEC), Mary Beth Waide (DHHC), Keirsten Baker (DHHC), Doug Wilson (RRC), Dr. James Cockey (WiCHD), Larry Robinson (MAC, Inc), Stephanie Elliott (PRMC), Donna Clark (HOPE, Inc), Lisa Renegar (WiCHD), Lori Brewster (WiCHD), Lore' Chambers (St James Zion House), Melinda Mattox (CHC), Mae Esh (Holly Center), Beth Lednum (Holly Center), Steve Walas (Encompass), Marion Keenan (Community)*

| TOPIC | DISCUSSION | ACTION |
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| WELCOME | Mary Beth Waide called the meeting to order at 9:30 a.m. Mary Beth introduced Keirsten Baker, Special Project Coordinator at Deer's Head Hospital Center. Keirsten's responsibilities include Wellness, Outreach, and Education efforts at Deer's Head. Self introductions were made. | |
| MINUTES | Doug made a motion to approve the August minutes as written, seconded by Mae Esh and carried. | |
| PRESENTER | <p>Carrie Greene, CareFirst BlueCross BlueShield, Wellness and Disease Management Programs</p> <ul style="list-style-type: none"> ● Headquartered in Baltimore, CareFirst is a non for profit health plan. ● Specificity in Maryland, DC, and Virginia. ● Salisbury regional office serves as eastern shore customer service center. ● Strategic Analysts look at what drives costs. ● Long term president retired last year; new president Brian Pinnick. ● Young president has new vision and new leadership team in place. ● Mission: affordable health care, access to health care. ● Values/Ethics: Awarded one of America's most ethical companies for the last 8 years. ● With new president 50% of job is about ethical delivery of services. ● One company, one team. Learn from each other. ● Customer first when making decisions. ● Currently have 42% of DC market, 75-78% of Maryland market, but lower on the Eastern Shore.. ● Wellness and Disease Management Programs recently moved into sales from HR. Team includes clinical nurses to understand cost drivers, client advisors that look at financial performance of data. | |

- Disease management - client is already sick; focus on mitigating and avoiding further risk.
- Perdue is large employer: studied their population. Found high ED utilization, access to care, transportation, social determinants of health as barriers.
- On the shore, also note disparity in number of providers:members compared to metropolitan areas.
- Telemedicine has been initiated.
- Food deserts - working with Perdue to utilize leftover food resources to help community.
- Working to use creative ways to draw target populations to exercise/activities (i..e. Gospel music for aerobics, and using clergy to deliver messaging during weekly sermons.
- Aware of Wagner Wellness Van, underutilized.
- Looking to partner with local entities to reach population. Care First has money.
- Larry Robinson shared that MAC, Inc offers depression screening for seniors, hospital discharge planning, and wellness initiatives with the State of Maryland.
- Jen Berkman noted the need for health advocates and navigators and shared that ESAHEC trains CH Workers. Obstacle is paying them. Discussed possibility of insurance companies funding health workers. CH workers are trusted, trained members of the community.
- Donna shared that HOPE, Inc. applied for an adult dental health grant from Care First but were not funded. Shared that the reason was the size of their organization being small. Donna explained that though they are small, 1500 people served, with great impact. Carrie asked to speak with Donna after the meeting to see if she can put her in contact with the right person.
- Lore' Chambers shared that blood pressure screening is offered at St. James one Sunday a month, and healthy meals at now prepared for their events.
- Lore' also shared Telamon Corporation attended a recent event, and they are working with the Haitian community and have established trust. Carrie is willing to provide materials and health screenings for events, if requested.
- Steve Walas shared that CareFirst is one of the easiest insurance providers to work with, but only ~4% of the population served at Encompass are subscribers.
- The group discussed that there are 289 other employer groups on the shore - not just Perdue. Carrie shared that CareFirst is working to increase their presence on the shore.
- Doug - BC/BS contributed to purchase of Wagner Van. Doug also suggested greater focus on educating employers on knowing their insurance costs by chronic condition. Suggested developing a model to analyze cost to employ their staff. Behavior/Choice conditions cost may incentivise employers to implement behavior change with staff.
- CareFirst BH services: Partner with Magellan (98% of staff retained after migration to CareFirst) for a 24 hour crisis hotline. Can complete Intake Assessment and Appointment (live person answers) and give immediate assessment of their situation and get an appointment. Connect with provider at average time of 2.5 days, as opposed to up to three weeks when individual schedules on their own.
- Counseling/therapy/psychiatric care available through telemedicine.
- Doug expressed concern that funds typically go to treatment, little to recovery. Would reduce recidivism if funding was available. Carrie shared that CareFirst has launched a new program to address this. Help patients navigate through triggers, etc. and follow them for one year.

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| | <ul style="list-style-type: none"> ● Lori Brewster shared that Local Health Departments lost Healthiest Maryland Business funding, but there is still a need to focus on wellness through employers in the county. We had the capacity to use funds to support, which is now lost. Carrie shared that CareFirst may be able to supplement. ● CareFirst is looking to develop a scorecard for funded partners. Funds are allocated based on willingness to participate. Would like to discuss with Lori how funding was allocated for Healthiest Maryland Businesses to possibly continue. ● Next steps: Create a health care summit on the shore to bring community members together to discuss how to address. Would like to target businesses, health systems, churches, etc. BlueCross will commit to support through promotion, support and providing materials. ● Stephanie asked if she could meet with Carrie following the meeting. | |
| Health Officer Updates | <ul style="list-style-type: none"> ● Get your flu shot! This year's vaccine Influenza A, H1N1, H3N2, two B strains. ● One supplier had a month delay in production so some pharmacies are late in getting their vaccine. ● Several positive rapid tests lately. ● Respiratory illness related to vaping: Now a reportable illness in Maryland. 25 cases in Maryland being investigated. Delaware has also seen an increase in cases. ● Worcester/Wicomico wrote grant for establishing crisis services for substance users. Funds funneling through Worcester to fund peers and open crisis beds at Hudson 24 hour access that are only accessible by Worcester and Wicomico peers. Donna asked how to access, and Lori asked her to use COAT or the Safe Station. ● Safe Station at RRC soft launch was August 1. Did not go public at the recommendation of other jurisdictions. Busy 2 months. 38 individuals have accessed care, 35 placed into treatment (including a service dog with it's owner) Worcester Safe Station launched the same day, open at a Fire Station. ● Wicomico Safe Station differs from others across the state that are housed in police departments or fire stations. ● Non emergency medical transportation is going to a statewide broker system. ● Statewide broker system being piloted in 8 counties (including Wicomico) starts October 1, 2020. ● Counties were selected based on highest cost for transportation. Any member being transported from PRMC counts as Wicomico, regardless of county of residence or where they are transported. ● Transportation vendors are contracted through 9/30/20. Have had difficulty meeting ambulance services due to the time it takes to transport across the bay, causing overtime. ● RFP for statewide broker is being completed. | |
| Subcommittee and Partner Updates | Stephanie Elliott, PRMC <ul style="list-style-type: none"> ● 10/11: Drive through flu clinic @ Shorebirds ● 10/13: Kidney Walk ● 10/19: Ocean Pines health fair with AGH ● 10/26: Westside wellness fair in Sharptown. Will offer free flu shots. Flyer attached. ● 11/11: Veteran's flu shots at Wagner Van on the s curve (veterans only) | ACTION: Stephanie will forward flu shot schedule. |

- CHNA: Working on plans for the next two years. Lori added that the Implementation Plan will be reviewed at the December meeting.

Dhruti Patel, UM Cooperative Extension

- 10/8: Cooperative Extension Open House from 3:30 - 6:30 pm (flyer was emailed)
- 11/8 from 11 am - noon: Webinar on the educational delivery methods preferred in rural communities (Direct teaching, online courses, hybrid)

Lisa Renegar, Health Planner

- New Health Department website has been launched. LHIC meetings and subcommittee meetings are listed as open meetings on webpage.

Live Healthy Wicomico report:

- Three health departments are revisiting the Tri County Diabetes Alliance. Survey on services provided will go out soon.
- Komen breast cancer program is still working to hire interviewer.
- HMB grant ended on 9/30. State is taking over. Will continue health scorecards and annual awards. Will be funding opportunities for businesses that implement changes.
- 12 week SCALE diabetes program runs 9/12 - 12/5/19
 - 14 women and 5 children enrolled.
- Walk Wicomico offered sneak peek walking tour for the Folk Festival.
- Walk Maryland Day - ~30 people participated.
- Ghosts of Christmas Past walk being planned. Limited space, promotion will begin in November.
- Office of Oral Health grant received to address obesity in pediatric population at dental offices.
 - Need to reach 5 offices. If you have any contacts, please contact Cara.
- Rhonda Bryant, Tobacco Coordinator, was interviewed re: vaping on Delmarva Life.

Behavioral Health Workgroup report:

- Reviewed plan (as reviewed by LHIC in a previous meeting)
- One group education and training, one on warm handoff from facility to community, and one for smoking cessation.

Larry Robinson, MAC, Inc.

- 10/6: Senior health insurance counseling program for open enrollment starts at Berlin library.
- 10/5: Perdue education center antiques fair
- 10/12: Thrive event at MAC
- 10/17: Meals on Wheels fundraiser. MAC has received a 73% cut in nutrition funding.

Jen Berkman, Eastern Shore Area Health Education Center

- April is National Minority Health Month. Dr. Braithewaite from Office of Minority Health would like this years' Health Summit to focus on building community and faith based leadership awareness on their role in reducing health disparities.

ACTION:
Dhruti will share flyer.

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| | <p>Donna Clark, HOPE Inc.</p> <ul style="list-style-type: none"> ● General fund for dental services is temporarily on hold. Just received a community donation, and will be up again soon. ● Parsons Foundations funding continues for dentures for seniors over age 60. ● Small amount of funds remain for oncology referrals for dental care. ● Cold weather shelter opening soon. Dr. Jordan and Donna have stepped down after 15 years. Will continue to support as needed. ● HOPE applied for 5 grants this year; received one small award from CFES. <p>Lore' Chambers, St. James Zion House</p> <ul style="list-style-type: none"> ● 10/3: Veteran's Resource fair ● Shared that Dr. Tucker is still in recovery and can use prayers. | |
| NEXT MEETING | Friday, December 6, 2019 @ 9:30 a.m. Greater Salisbury Building Conference Room | |
| ADJOURNMENT | The meeting was adjourned at 10:47 am. | |
| ATTACHMENTS | Presentation slides PRMC Westside Wellness Fair MAC, Inc event flyers (5) | |