



STATUS REPORT
June 2010

Community Referral Coordinator Program (CRC) Efforts Continue

To date, the Community Referral Coordinators have provided over 21,000 encounters across three emergency departments and connected over 1,200 patients to a health center since January of 2008.

A pilot inpatient program is also operational in two locations. The CRC program was featured as a best practice model for care coordination during the SSM National Leadership Conference in May. Outcomes continue to improve toward connecting patients to a primary care home. The CRC Program staff continues to host the monthly **B.R.I.D.G.E.** (**B**ringing **R**esearch **I**nto **D**irect care **G**roup **E**xchange) meetings. These meetings will continue throughout 2010 in order to bring evidence-based public health practices into IHN initiatives. Questions concerning the CRC program or interest in joining, and or presenting to the BRIDGE group, please contact Wil Franklin at (314) 879-6254 or wfranklin@stlouisihn.org.

Health Center/Hospital Referral Task Force Finalize Recommendations

The Health Center/Hospital Referral Task Force has completed twelve meetings toward addressing their charge of providing strategic oversight to the CRC program and making recommendations surrounding the hospital/health center referral process. The Task Force, chaired by Dr. Michael Railey, is comprised of membership from all of the community health centers as well as all participating hospitals and the local medical schools. The Task Force has elevated community awareness of the CRC program in a way that has already made significant impact in both Health Centers and Hospitals and contributed to better communication and coordination around patient care. The Task Force is currently reviewing their final report to the IHN Board and Dr. Railey is scheduled to present the findings to the IHN Board in July of 2010.

ACTNOW Program Winds Down

The ACTNOW Program will be coming to a close as expected in August. The project successfully satisfied recruitment expectations and provided health literacy education to African American males with hypertension from 19-60 years of age in accordance with the Missouri Transplant Services "Hypertension Self-Management" proposal and the St. Louis University School of Public Health. The project's culmination of success is a paper presentation with the American Association of Public Health in Denver, Colorado in November of this year. Along with other SLU personnel, the IHN's Reggie Williams was noted as a co-author. SLU, Parish Nurses, and IHN ACTNOW Health Coaches will celebrate the project's completion with a dinner and presentation on July 8th at Lane Tabernacle Church (910 N. Newstead) beginning at 6:30 pm. Patients, partners, and collaborators are welcome to attend. Please contact Reggie Williams at 314-879-6244 or rwilliams@stlouisihn.org for more information.

IHN Network Master Patient Index Efforts Continue

Project Director Begins, Project Manager Hired

- The Project Director, Jane Schaefer, has reviewed the IHN history, met with key vendors and stakeholders, and has begun to formulate a plan of action for next steps in the NMPI implementation.
- Christine Schimpf has been hired as Project Manager for the NMPI Project. Chris' first day of orientation with the IHN will be July 1.

Privacy and Security Policies Undergo Final Review & Anticipated Approval

- Draft policies continue to be vetted throughout organizations participating in the NMPI. Final approval of policies is anticipated during the July Steering Committee meeting.
- Patient Consent Policy is currently on hold (per April Steering Committee Meeting) awaiting the State's publication of the Operational Plan at the end of June.
- Breach Agreement Policy is currently under development awaiting further legal review.

Statewide HIE Planning Activities Continue

- IHN continues to participate in statewide HIE planning activities with the attendance of various workgroup meetings.
- IHN awaits the State's publication of its Operational Plan for statewide health information exchange before it decides how to address patient consent (i.e. opt-in/opt-out) issues for the NMPI.

Safety Net Health Care Marketing Campaign

The campaign was charged with meeting the following goals during the pilot campaign:

- Create a positive brand image for the safety net.
- Generate greater awareness and appropriate usage of safety net health care services.
- Increase awareness of IHN activities among key community leaders both within and outside of the health care sector.
- Establish a feedback system to incorporate the experiences and perspectives of consumers.
- Develop positive relationships with local media.

Completion of Second Quarter Milestones

In preparation for the July 2010 launch, the Marketing Campaign Director, working in collaboration with the Marketing Committee and IHN Board are positioned to meet the second quarter milestones for the campaign. The following are completed milestones pending final IHN Board approval.

- Public communication strategy including media messaging
- Complete collateral materials including brochures, wallet cards, website and postcards
- Complete evaluation plan for expected campaign outputs
- Outline framework for sustaining work through 2013

In order to continue momentum, the IHN Marketing Campaign has begun to move forward on the following:

- Partnership with community agencies that will serve as co-sponsors for summer/fall events
- Set up initial conversations with media outlets to promote FQHC collaboration and IHN events
- Meet with prospective community partners to discuss navigating safety net health care.
- Present community health centers as a choice option to prospective patients

Community Events/Meetings:

June 10th—MPC Closure Planning Committee
June 12th—Komen Race for the Cure
June 14th—SLU Hospital CRC Update Meeting
June 15th—Health Literacy Missouri Summit
June 16th—Regional Health Commission Meeting
June 16th—Final Operational Plan Review
June 18th—ONC Overview for HRSA Grantees
June 24th—RHC Behavioral Health Summit

June 25th—MPC Closure Planning Committee
ICA 5 Steps to a Successful Implementation

IHN Staff

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