

=

Dr May and Heather Mullens - Kingsport Tennessee

- Sullivan County has population of 155,000. Largest cities Bristol, TN and Kingsport, TN and has a large chemical plant
- What data did you start with and what did you need?
 - Data was from the state web site: incidence, prevalence, in our county and then we compared to the rest of the state
 - Hospital data came from national – got information on hospital visits and ER visits
 - Data was within 3 years, did not use CMS
 - Used a Logic Model to determine priorities, chose issues that did not have programs and services already in place
- Created a survey and broke down data
 - Forces of Change – focus groups included business leaders, politicians, health professionals
 - Community strengths and themes assessment – survey
 - Took several surveys and compiled them
 - 125 surveys – of which 115 returned – due to diligent staff person
 - Got from a cross section of community, from different zip codes
- Health Council Community group –
 - Not solely the health dept.
 - Used community orgs. to focus on their particular niche of interest
 - Used coalition and task forces
- Health dept for numbers
- Epidemiologist through bioterrorism funds
- Hospital administrator could put “their name” on the MAPP project as endorsement
 - Surveyed the hospital on community status and what services available
 - Surveyed physicians, clinics...
 - Need to engage the hospital

Why:

- Issues were coming to a head in the county, and they were trying to get a handle on them
- Saw a rise in teen deaths
- Needed to re-establish a health council
- Performance Excellence – Baldrige Award was the goal (process to make the community #1, to apply for the award you go through the process of developing programs, conduct programs and evaluation)
- Premise was that we are reflex driven – rather than addressing the needs of the community
 - Wanted to establish
 - What are the community needs
 - Are we proactive or reactive?
- Business leaders were on board
 - Very supportive
 - changes in health reform (Medicare and Medicaid in Tenn) caused dropping so many people from the plan
 - Influx of under or un insured

- Hitting hospitals harder and harder
- Health care professionals were in support
- Clinics were in support
 - 3 FQHC(?)
 - 1 “other”

- How would you handle “opposition” from county govt? “we have enough data – now lets just do something”
 - We thought we knew the data
 - We didn’t know what we thought we knew
 - Needed to look at data on a deeper level
 - i.e. COPD – we know about it – but what is causing it?
 - Youth Deaths in Car accidents? - why?
 - Look at precursors and consequences
 - Were able to get other organizations to address some topics and not do everything ourselves
 - Highway patrol addressed youth MVA’s
- Formulated a “dirty dozen” list of the priority group ...
- Prioritized by choosing through a “Gap” analysis – those least represented were chosen to be on the dirty dozen list
- Utilized the “performance Excellence” Model
- Once the data was collected Health Department became collaborator an advisor to community – MAPP coordinated by epidemiologist and director of health department
- Action phase – task forces developed
- 50 – 70% of time on MAPP!
- 1.5 FTS’s – skills needed:
 - Social integrator to facilitate subject matter
 - Epi or statistical specialist to manipulate data
- Have Human Resources for Health of:
 - 35 people for data gathering
 - 12 on advisory council
- Took a full year to accomplish
 - Lost funding for a key person
 - Ended up just about meeting the road – but not there yet...
 - Establishing what the issues were took the first 6 months
 - Didactic data
 - Score based on ability to deal with problem
- What did they do with the data?
 - Published data online
 - Used to facilitate and coordinate efforts
 - Health systems use data to determine community needs and how to allocate resources
 - Political leaders use data to set policy
 - Health task forces use data

HHSC Health Work Group Next Steps:

- This should be a collaborative effort with Health Depts, Hospitals, Gateway New Economy Council/Business Groups