



NIAGARA FALLS  
**Memorial Medical Center**  
*Niagara's Premier Health Network*

## **2014 Community Health Needs Assessment for Charitable Hospitals**

**Niagara Falls Memorial Medical Center**  
**621-10<sup>th</sup> St., Niagara Falls, NY 14302**

### **Overview**

Niagara Falls Memorial Medical Center is a 501 (c) (3), not for profit, community-owned hospital, which is governed by a 21-member board of directors. Memorial was founded in 1895 when a group of city residents commenced a fund-raising drive urging every local resident to contribute 25 cents to the building of a hospital facility. Throughout the past 118 years, the medical center's mission has been to serve all individuals regardless of their ability to pay for services.

Memorial is the only hospital located within the Niagara Falls city limits and is the only teaching hospital in Niagara County. The largest of five hospitals in Niagara County, Memorial is licensed to operate 171-hospital beds, including 54 behavioral health beds. Over the past three years, the medical center has established four primary care centers which provide more than 23,000 visits annually.

Memorial is the only inpatient behavioral health provider in Niagara County. It operates the largest outpatient adult mental health clinic in the county and serves Seriously Mentally Ill (SMI) patients at its Continuing Day Treatment Program. The hospital provides emergency mental health services at a four-bed emergency mental health unit located within its busy emergency department.

The medical center offers extensive inpatient and outpatient services including a 120-bed skilled nursing and rehabilitation center; laboratory, radiology, rehabilitation, sports medicine and specialty physician services; and a health clinic for members of the nearby Tuscarora Indian Reservation.

Memorial offers other services unique to Niagara County including a diabetes and endocrinology center and the Child Advocacy Center of Niagara, a multi-disciplinary program responding to reports of physical and sexual child abuse.

### **Definition and Description of Community Served**

Niagara Falls Memorial defines the community it serves geographically. Its service area encompasses all of western Niagara County and portions of northern Erie County. The zip codes included in this area are 14072, 14301, 14303, 14304, 14305, 14092, 14107, 14109, 14120, 14131, 14132, 14144, 14172 and 14174.

The service area is a study in contrasts. Niagara Falls (zips 14301, 14303, 14304 and 14305), with an estimated 49,722 residents, has a median household income of \$32,617 with 21.7% of its residents living below the poverty level (Source: U.S. Census Bureau).

More than 50 percent of Niagara Falls residents receive some form of government assistance and 66 percent of the city school district's population qualified for either free or reduced-price meals during the

2012-2013 school year. Black/African American and Latino/Hispanic residents account for 24.6 percent of the city's population.

The next largest city, North Tonawanda (zip 14120) has 31,269 residents and a median household income of \$46,203, with 10.5% of its residents living below the poverty level. More than 96 percent of the city residents are white.

The surrounding towns of Niagara, Wheatfield, Grand Island, Lewiston, Porter and Wilson are predominantly suburban and rural with a significant agricultural presence.

### **High Rates of Poverty and Crime**

The Niagara Community faces many deep-rooted issues ranging from poverty to poor health.

The core of Memorial's service area, i.e. the City of Niagara Falls, suffers from population loss, high unemployment, widespread poverty, high rates of crime and a low rate of higher education. The city's population of 50,193 is less than half of its peak in 1960. According to a December 2012 report issued by the New York State Comptroller, 17.6 percent of all families residing in Niagara Falls live in poverty, compared to 10.8 percent statewide. The City of Niagara Falls ranks fourth in violent crimes per capita, and second in property crime and crime overall among New York cities. High unemployment has plagued Niagara Falls for decades.

In August 2013, the city's unemployment rate stood at 9.0 percent compared to a statewide rate of 7.5 percent. Moreover, among Upstate New York's cities, Niagara Falls has the second lowest percentage of persons with a bachelor's degree (14.4%). Low educational levels foster the high rate of poverty and unemployment.

### **Shortage of Health Professionals**

The shortage of health professionals serving the City of Niagara Falls, coupled with the city's poverty indicators, have led the federal government to designate most of the city's territory as a Health Professional Shortage Area (HPSA) and as a Medically Underserved Area. The number of primary care physicians in the City of Niagara Falls is about 43 percent less than the federal government's primary care physician target and the city has only one community-based psychiatrist.

### **Poor Health Status**

The health status indicators for Niagara County are extremely poor. Niagara County's rate of being overweight or obese is 62.4 percent and a high percentage of adults, (26.6 percent) report they are smokers. The New York State County Health rankings released by the University of Wisconsin Population Institute in 2011 show that Niagara County ranked 57th or among the bottom 10 of the state's 62 counties in overall health. For mortality (length of life) Niagara County ranked 55th and 57th for morbidity (quality of life).

Niagara County residents are disproportionately impacted by chronic disease. Compared to state and national data, Niagara County residents have a higher incidence of cardiovascular disease and diseases of the heart. Per 100,000 residents, Niagara County's age adjusted death rate from cardiovascular disease is 334 compared with 219 per 100,000 for New York State and 187 per 100,000 for the U.S.

More than one third (36.4%) of adults in Niagara County have high blood pressure and only 76.9% of those with high blood pressure are on medication.

CDC survey data also indicate that 11.9 percent of adults in Niagara County have been diagnosed with diabetes during their lifetime. This exceeds the New York State rate of 9.7%. The greatest percentage of diabetics is in the lower income bracket of less than \$24,000. Diabetes related hospitalization for African-Americans in Niagara County are nearly three times the average state rate.

Memorial Medical Center's mission statement is:

***“Improving the health of the Greater Niagara Region with a passion for excellence.”***

This medical center strives to improve the region's health status by positioning ourselves as a community center for health and wellness working collaboratively with scores of community partners. Some of these efforts are summarized in the section titled “Other Assessment Efforts”.

## **Implementation Strategy**

### **Assessment of Community Health Needs**

A 2013 assessment of community health needs was performed collaboratively by a Niagara County Work Group comprising the Niagara County Health Department, Niagara County Department of Mental Health, University at Buffalo Preventive Medicine Residency Program and the hospitals/health systems serving Niagara and northern Erie counties: Niagara Falls Memorial Medical Center (Niagara Falls), Mount St. Mary's Hospital & Health Center (Lewiston), DeGraff Memorial Hospital/Kaleida Health (North Tonawanda), Eastern Niagara Health System (Lockport and Newfane).

Those efforts were facilitated by the P<sup>2</sup> Collaborative of Western New York, a not-for-profit organization that works with individuals and organizations in Allegany, Cattaraugus, Chautauqua, Erie, Genesee, Niagara, Orleans and Wyoming counties to improve the health of Western New Yorkers.

- The work group met seven times in an eight month period (March 7, April 9, May 16, July 2, Aug. 27, Sept. 11 and Oct. 3).
- Early in the process the work group conducted a countywide Community Health Survey that was widely publicized through the use of news releases, website postings and in-person community distribution. Survey responses were gathered both online and on paper (hard copy) with 1,455 surveys completed and submitted.

The five most often identified issues of concern and the associated New York State Department of Health Prevention Agenda focus areas were:

- Cancer (50.24%) - Prevent Chronic Disease
  - Heart-Related Issues (37.23%) - Prevent Chronic Disease
  - Overweight/Obesity (31.93%) - Prevent Chronic Disease
  - Alcohol/Drugs (27.94%) - Promote Mental Health/Prevent Substance Abuse
  - Nutrition/Healthy Diet (27.32%) - Prevent Chronic Disease/Healthy & Safe Environment.
- Niagara Falls Memorial Medical Center, DeGraff Memorial Hospital and Eastern Niagara Health System also conducted facilitated focus groups in their communities. Focus group participants at

the John Duke Senior Center in Niagara Falls, a site selected for its convenience and accessibility to the medically underserved, identified the most significant health issues they face as:

- Obesity and the way it's connected to other health issues for both adults and children
  - Heart disease
  - Diabetes (especially when uncontrolled in seniors)
  - Mental health (particularly dementia)
  - Arthritis/joint problems
  - Cancer
  - Dental care and eye care
- The countywide work group hosted a community stakeholder meeting (Aug. 14) that was attended by representatives from Opportunities Unlimited of Niagara (a not-for-profit organization providing programs and services to people with developmental disabilities), Niagara County Community College (a two-year college with more than 7,000 enrolled students) and The Dale Association (a not-for-profit human service organization with a comprehensive list of programs and services for adults of all ages) along with the county's hospitals, Health Department and P<sup>2</sup> Collaborative.

Attendees identified as their health issues/concerns:

- Patients need help with navigating healthcare system and the resources needed to access information
- A need for additional provider education about how to manage diverse populations (e.g. those with developmental disabilities)
- Development of more collaborative communication and a strong support network
- PTSD
- Diabetes/overweight
- Environmental risks
- Mental health issues – mental illness prevents needed attention to patients' chronic diseases
- Cancer
- Nutrition

## **Other Assessment Efforts**

Niagara Falls Memorial employs a full-time community outreach manager and, in conjunction with the Roswell Park Office of Cancer Health Disparities, a fulltime community health advocate.

These individuals and other members of the medical center staff seek input on community health needs on an ongoing and continuous basis from leaders, representatives and members of medically underserved, low-income, and minority populations, populations with chronic disease, and populations experiencing health disparities or at risk of not receiving adequate medical care as a result of being uninsured or underinsured or due to geographic, language, financial, or other barriers.

Memorial seeks input from these leaders, members and representatives through participation in the following efforts:

- The Niagara Falls Witness Project
- Opportunities Unlimited of Niagara
- Cancer Education Resource Center (CERC)
- Roswell Health Disparities Program
- Mayor's Task Force on Health Care
- Highland Avenue Your Health Counts Program
- 2U ABC Breast Cancer Support Group
- Niagara Falls Block Club Council
- Niagara Street School PACT group
- Alliance to Reduce Disparities in Diabetes
- Niagara University Circle of Poverty Conference
- Let's Talk Conference for young women (Niagara Falls Housing Authority)
- Community Network Group (Heart and Soul Soup Kitchen)
- Male Summit (Niagara Falls Housing Authority)
- God's Woman Ministry
- Native American Social
- Niagara Falls High School Cancer Awareness Program
- Stand Against Racism
- Erie/Niagara Tobacco Coalition
- Niagara County Head Start
- Good for the Neighborhood
- Project Runway
- Roswell Park WNYC2
- Hosanna Clothing Ministry
- Healthy Moms-Healthy Babies Coalition
- Now U Know Cancer Assessment Survey
- African American Family Festival
- Mobile Safety Net Team
- Niagara County Cancer Services Program

In addition, our community outreach manager, community health advocate and director of marketing and public relations conduct ongoing (monthly, bi-monthly or quarterly) outreach programming at:

- Wrobel Towers and Spallino Towers - Niagara Falls Housing Authority sites that provide affordable, low-income public housing for senior citizens, disabled and handicapped individuals
- Several inner-city churches including New Hope Baptist Church, Grace Calvary Church, Mount Zion Baptist Church, St. John AME Church, Christ Redemption Tabernacle and Potter's House Christian Community Church
- The John Duke Senior Center
- Elderwood at Crestwood Commons, an independent senior living community

All of these facilities serve medically underserved, low-income, and minority populations and populations with chronic disease needs. The executive director of the Niagara Falls Housing Authority and the pastor of New Hope Baptist Church serve on Memorial Medical Center governing board.

## Selecting & Prioritizing Public Health Priorities

On July 2, 2013 Niagara County work group participants selected and agreed upon the following priority from the New York State Department of Health Prevention Agenda:

### **Priority #1:** Prevent Chronic Disease

- **Focus Area:** Increase access to high-quality chronic disease preventive care and management in clinical and community settings.
- **Disparity:** People with mental health issues

**In connection with this shared priority, Niagara Falls Memorial Medical Center has chosen as its objective:** By December 31, 2017, increase the percentage of adult health home members diagnosed with both schizophrenia and diabetes whose blood glucose is in good control (hemoglobin A1C less than 8%) by 20%.

### **Rationale:**

- The rate of hospitalizations for short-term complications of diabetes (ages 18+ years for the years 2008-2010) is 9.2 per 10,000 in Niagara County compared to 5.6 per 10,000 in New York State. The New York State 2017 objective is 4.8 per 10,000.
- The Niagara County Health Home has a growing number of clients from across Niagara County who have both an acute care (medical) and a mental health diagnosis. A significant percentage of those clients have been diagnosed with schizophrenia.
- People with schizophrenia are at a greater risk of metabolic syndrome due to their serious mental illness. Diabetes screening is important for anyone with schizophrenia or bipolar disorder, and the added risk associated with antipsychotic medications contributes to the need to screen people with schizophrenia for diabetes. (Source: Agency for Healthcare Research (AHRQ) / National Committee for Quality Assurance (NCQA).
- Selection of this priority addresses the most consistently identified health concerns in Memorial's service area – obesity, heart disease, diabetes and mental health – for a high risk, medically underserved population.

On August 27, the work group reached a general consensus that "Promote a Healthy and Safe Environment" would be a good fit for the second shared priority area.

Most members, including Niagara Falls Memorial Medical Center, agreed that working toward preventing falls among frail elders would be the best way to approach this focus area.

Accordingly, Niagara Falls Memorial will participate in the following shared priority:

- **Priority #2:** Promote a Healthy and Safe Environment
- **Focus Area:** Injuries, Violence and Occupational Health

- **Goal:** Reduce fall risks among vulnerable populations

**In connection with this shared priority, Niagara Falls Memorial Medical Center has chosen as its shared objective:** By December 31, 2017, reduce the rate of fall-related hospitalizations in the population aged 65+ by 10 percent to achieve a Niagara County rate of 184.1 per 10,000 residents. The current rate is 221.3 per 10,000 residents.

**Rationale**

- Falls in older adults are the leading cause of injury related deaths, hospitalizations and emergency department visits.
- Falls may have serious consequences affecting mobility, mental health and independence.
- Every day in New York State two older adults die and 140 older adults are hospitalized due to falls.
- 60% of adults who are hospitalized due to a fall end up in a nursing home or rehabilitation center. 27% of those who fall suffer a hip fracture.
- Falls account for approximately \$1.7 billion in annual hospitalization cost and \$145 million in outpatient costs in New York State. (Source: New York State Department of Health CHAI)
- In calendar year 2012, there were 128 inpatient admissions to Niagara Falls Memorial Medical Center that were directly attributed to falls. During the same period, 406 patients presented to the hospital’s emergency department with a fall. Of those, 144 (35.5%) were age 65 or older.
- The Niagara County Health Department is currently using the NYSDOH “Stay Well” program, an evidence-based initiative, to prevent falls. Components of that program can be shared with and expanded for use by other hospitals who adopt this or similar initiatives.
- The Health Foundation of Western and Central New York has expressed interest in supporting this spread of falls prevention initiatives throughout Niagara County, and a multi-stakeholder work group would be a strong applicant to seek this funding.

**Work Plan for Priority #1: Prevent Chronic Disease**

Focus Area	Goal	Objective	Activities/Interventions	Partner Responsible
Increase access to high-quality chronic disease preventive	Promote use of evidence based care to manage chronic diseases.	By December 31, 2017, increase the percentage of adult health home members diagnosed with both	By 12/31/14  1. Collaborate with Health Home Director to establish baseline hemoglobin A1C data on Health Home	NFMMC

<p>care and management in clinical and community settings.</p>		<p>schizophrenia and diabetes whose blood glucose is in good control (hemoglobin A1C less than 8%) by 20%.</p>	<p>patients diagnosed with schizophrenia.</p> <ol style="list-style-type: none"> <li>2. Collaborate with Niagara County Office of Mental Health to identify prevalence of schizophrenia in Niagara County by zip code.</li> <li>3. Identify evidence based educational material on diabetes risk in schizophrenic patient population.</li> <li>4. Build data base to capture number of Health Home schizophrenic patients with diabetes, in addition to A1C levels.</li> <li>5. Establish referral network between Health Home and Niagara Connections Project.</li> <li>6. Meet with NCDOH and Niagara County Hospitals on a quarterly basis to assess progress and report data.</li> </ol>	<p>NFMMC NCOMH  NFMMC  NFMMC  NFMMC  NCDOH, Hospitals</p>
			<p>By 12/31/2015</p> <ol style="list-style-type: none"> <li>1. Continue collecting A1C data on diabetic schizophrenic patients.</li> <li>2. Distribute evidence based diabetes education material to diabetic schizophrenic Health Home patients.</li> <li>3. Distribute evidence based educational material on prevalence of diabetes in schizophrenic patients to NFMMC based</li> </ol>	<p>NFMMC  NFMMC  NFMMC</p>

			<p>primary care and off site locations.</p> <p>4. Distribute evidence based educational material on prevalence of diabetes in schizophrenic patients to Health Home partners.</p> <p>5. Provide diabetes and schizophrenia educational material and/or brochures at 4 community outreach events.</p> <p>6. Hold 3 educational seminars with NFMMC primary care physicians, hospitalists, psychiatrists, residents and medical students.</p> <p>7. Meet with NCDOH and Niagara County Hospitals on a quarterly basis to assess progress and report data.</p>	<p>NFMMC</p> <p>NFMMC</p> <p>NFMMC</p> <p>NCDOH, Hospitals</p>
			<p>By 12/31/2016</p> <p>1. Continue collecting A1C data on diabetic schizophrenic patients.</p> <p>2. Continue distributing evidence based diabetes education material to diabetic schizophrenic Health Home patients.</p> <p>3. Continue distributing evidence based educational material on prevalence of diabetes in schizophrenic patients to NFMMC based primary care and off site locations.</p> <p>4. Continue distributing</p>	<p>NFMMC</p> <p>NFMMC</p> <p>NFMMC</p> <p>NFMMC</p>

			<p>evidence based educational material on prevalence of diabetes in schizophrenic patients to Health Home partners.</p> <p>5. Provide diabetes and schizophrenia educational material and/or brochures at 4 community outreach events.</p> <p>6. Hold 3 educational seminars with NFMCC primary care physicians, hospitalists, psychiatrists, residents and medical students.</p> <p>7. Meet with NCDOH and Niagara County Hospitals on a quarterly basis to assess progress and report data.</p> <p>By 12/31/2017</p> <p>1. Continue collecting A1C data on diabetic schizophrenic patients.</p> <p>2. Continue distributing evidence based diabetes education material to diabetic schizophrenic Health Home patients.</p> <p>3. Continue distributing evidence based educational material on prevalence of diabetes in schizophrenic patients to NFMCC based primary care and off site locations.</p> <p>4. Continue distributing evidence based educational material on prevalence of diabetes</p>	<p>NFMCC</p> <p>NFMCC</p> <p>NCDOH Hospitals</p> <p>NFMCC</p> <p>NFMCC</p> <p>NFMCC</p> <p>NFMCC</p>
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			<p>in schizophrenic patients to Health Home partners.</p> <p>5. Provide diabetes and schizophrenia educational material and/or brochures at 4 community outreach events.</p> <p>6. Hold 3 educational seminars with NFMCC primary care physicians, hospitalists, psychiatrists, residents and medical students.</p> <p>7. Meet with NCDOH and Niagara County Hospitals on a quarterly basis to assess progress and report data.</p> <p>8. Collaborate with hospitals and community partners to hold a community event and press conference to outline the success and challenges of the priority area.</p>	<p>NFMCC</p> <p>NFMCC</p> <p>NCDOH Hospitals</p> <p>NCDOH Hospitals</p>
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**Work Plan for Priority #2: Promote a Safe and Healthy Environment**

Focus Area	Goal	Objective	Activities/Interventions	Partner Responsible
Injury Prevention	Reduce falls risks among vulnerable populations	By December 2017 reduce the rate of fall-related hospitalizations in the population aged 65+ by 10 percent to achieve a countywide rate of 184.1 per 10,000 residents.	<p>By 12/31/14</p> <p>7. Research and review hospital specific data related to falls hospitalizations by 6/14.</p> <p>8. Research and review hospital specific data related to falls ER1 visits by 6/14.</p>	<p>NFMCC</p> <p>NFMCC</p>

			<p>9. Categorize falls data by address to identify patterns at senior housing complexes, etc.</p> <p>10. Identify community/hospital resources for reducing falls risks by 6/14.</p> <p>11. Identify NFMMC and Schoellkopf nursing home fall reduction programs already in place.</p> <p>12. Develop a resource listing of falls resources.</p> <p>13. Collaborate with NCDOH and Niagara County hospitals to apply for the Match Grant.</p> <p>14. Collaborate with NCDOH to receive falls prevention educational material and brochures.</p> <p>15. Meet with NCDOH and Niagara County Hospitals on a quarterly basis to assess progress and report data.</p>	<p>NFMMC</p> <p>NFMMC</p> <p>NFMMC Schoellkopf Nursing Home</p> <p>NCDOH  Hospitals Community Partners</p> <p>NFMMC, NCDOH  Niagara County Office for the Aging</p> <p>NCDOH NFMMC</p> <p>NFMMC NCDOH  Hospitals Community Partners</p>
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			<p>By 12/31/2015</p> <ol style="list-style-type: none"> <li>1. Distribute falls prevention educational material and brochures to NFMMC Primary Care sites and off site locations.</li> <li>2. Collaborate with NCDOH to conduct Falls Prevention Train the Trainer Programs with NFMMC Outreach personnel.</li> <li>3. Promote falls prevention on NFMMC website and Facebook page.</li> <li>4. Collaborate with ER1 staff to complete fall risk assessments to patients presenting with injuries sustained in a fall.</li> <li>5. Provide fall prevention educational material to patients presenting to ER1 with injuries sustained in a fall.</li> <li>6. Collaborate with Schoellkopf Nursing Home staff to complete fall risk assessments to residents identified as prone to falling.</li> <li>7. Provide fall prevention educational material to Schoellkopf Nursing Home residents identified as prone to falling.</li> <li>8. Include Schoellkopf Nursing Home resident's families in fall</li> </ol>	<p>NFMMC</p> <p>NFMMC NCDOH</p> <p>NFMMC</p> <p>NFMMC/ER1</p> <p>NFMMC</p> <p>NFMMC Schoellkopf Health Center</p> <p>NFMMC</p> <p>NFMMC</p>

			<p>prevention education.</p> <p>9. Continue collecting both hospitalization and ER visit data related to falls. NFMMC</p> <p>10. Collaborate with NCDOH to provide 2 Stay Well Programs throughout Niagara County. NFMMC NCDOH</p> <p>11. Establish referral process to refer fall patient to NCDOH program for continued fall assessments. NFMMC NCDOH</p> <p>12. Meet with NCDOH and Niagara County Hospitals on a quarterly basis to assess progress and report data. Hospitals NCDOH NFMMC</p> <p>13. Provide falls prevention educational material and/or brochures at 4 community outreach events. NFMMC</p> <p>14. Meet with local fire and EMS personnel to discuss possibility of providing falls prevention education and training. NFMMC NF Fire Dept. Rural/Metro Ambulance</p> <p>By 12/31/2016</p> <p>1. Continue collecting both hospitalization and ER visit data related to falls. NFMMC</p> <p>2. Collaborate with NCDOH to provide 2 Stay Well Programs throughout Niagara County. NFMMC NCDOH</p> <p>3. Continue promoting falls prevention on NFMMC website and Facebook page. NFMMC</p>	
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			<p>4. Continue providing fall prevention educational material to patients presenting to ER1 with injuries sustained in a fall.</p> <p>5. Continue referring falls patients to NCDOH Falls program.</p> <p>6. Meet with NCDOH and Niagara County Hospitals on a quarterly basis to assess progress and report data.</p> <p>7. Provide falls prevention educational material and/or brochures at 4 community outreach events.</p> <p>By 12/31/2017</p> <p>1. Continue collecting both hospitalization and ER visit data related to falls.</p> <p>2. Collaborate with NCDOH to provide 2 Stay Well Programs throughout Niagara County.</p> <p>3. Continue promoting falls prevention on NFMMC website and Facebook page.</p> <p>4. Continue providing fall prevention educational material to patients presenting to ER1 with injuries sustained in a fall.</p> <p>5. Continue referring falls patients to NCDOH Falls program.</p> <p>6. Meet with NCDOH and Niagara County Hospitals on a quarterly basis to assess progress</p>	<p>NFMMC</p> <p>NFMMC</p> <p>NFMMC NCDOH Hospitals</p> <p>NFMMC</p> <p>NFMMC</p> <p>NFMMC NCDOH</p> <p>NFMMC</p> <p>NFMMC</p> <p>NFMMC NCDOH</p> <p>NFMMC NCDOH Hospitals</p>
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			<p>and report data.</p> <p>7. Provide falls prevention educational material and/or brochures at 4 community outreach events.</p> <p>8. Collaborate with hospitals and community partners to hold a community event and press conference to outline the success and challenges of the priority area.</p>	<p>NFMMC</p> <p>NFMMC NCDOH Hospitals Community partners</p>
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### Plan for Monitoring

Steps for maintaining engagement with our local partners over the life of this Community Service Plan and the processes that will be used to track progress and make mid-course corrections are outlined in the Activities/Interventions column of the Plans of Action for the listed priorities.

### Other Community Health Priorities

Niagara Falls Memorial Medical Center strives to improve the region’s health status by positioning itself as a community center for health and wellness working collaboratively with scores of community partners.

As such, the medical center has worked diligently to transform the way it delivers care with wellness, disease prevention, improved access to primary care and the beneficial integration of primary care and behavioral health/mental health services as the cornerstones of that transformation.

Such collaborative efforts include (but are not limited to):

- A New York State Department of Health designation as the **Health Home for Niagara County**. This free program for qualified Medicaid patients is coordinated by a dedicated case manager who helps participants navigate the healthcare system and coordinates referrals to other services.

Our Health Home partners include:

- American Red Cross
- Buffalo Beacon Corporation - Beacon Center
- Buffalo Heart Group, LLP
- Buffalo Psychiatric Center
- Catholic Charities
- Child Advocacy Center of Niagara

Community Care – Blue Cross Blue Shield of WNY  
 Community Health Center of Buffalo, Inc.  
 Community Missions of Niagara Frontier, Inc.  
 Complete Homecare  
 DaVita Healthcare Partners Inc.  
 Diversified Hearing Services  
 Eastern Niagara Health System  
 Erie County Medical Center  
 Erie Niagara MLTCP, Inc. - First Choice Health  
 Family & Children's Service of Niagara, Inc.  
 Fellowship House, Inc.  
 Fichte, Endl & Elmer Eyecare  
 Fidelis Care  
 HEALTHeLINK  
 Horizon Health Services, Inc.  
 Housing Options Made Easy, Inc.  
 JGB Health Facilities Corp.  
 Liberty RC, Inc.  
 MediSource - Independent Health Association  
 Mental Health Association  
 New Directions Youth and Family Services, Inc.  
 Niagara Community Action Program, Inc.  
 Niagara County Department of Mental Health  
 Niagara County Department of Social Services  
 Niagara County Healthy Neighborhoods Program  
 Niagara Falls City School District - Community Education Center  
 Niagara Falls Housing Authority  
 Niagara Falls Neighborhood Housing Services, Inc.  
 Niagara Hospice, Inc.  
 Northpointe Council, Inc.  
 Opportunities Unlimited of Niagara  
 Orleans/Niagara BOCES  
 Palliative Home Care of Niagara, Inc. - Liberty Home Care  
 Pine Pharmacy of Niagara Falls, LLC  
 Planned Parenthood of Western New York  
 Podiatry Affiliates  
 Preferred Home Care Inc.  
 The Dale Association, Inc.  
 The Magdalene Project  
 United Cerebral Palsy Association of Niagara County, Inc.  
 Visiting Nurses Association of WNY  
 YMCA Buffalo Niagara  
 YWCA of Niagara

- Sponsorship of the **Niagara County Healthy Moms/Healthy Babies Coalition**.

According to data from the Centers for Disease Control and Prevention (National Vital Statistics System: 2007-2010) 24.7 percent of Niagara County mothers receive late or no prenatal care compared to a U.S. rate of 17.25 percent.

The Healthy Moms/Healthy Babies Coalition comprises more than 20 social service, healthcare, educational and religious organizations and agencies working collaboratively to improve the health of our community's moms and babies and address disparities in adequate prenatal care provided to expectant mothers, the percentage of low birth weight babies born in our community, and high rates of infant mortality.

- **Project Runway.** Funded by the Peter and Elizabeth C. Tower Foundation, Project Runway aims to increase community awareness of the issues surrounding substance use and abuse by girls and young women and to train healthcare professionals, including physicians, to effectively evaluate and treat those who use alcohol and drugs. The work plan for this program is based on input received at public sessions held in three different Niagara Falls neighborhoods.
- Niagara Falls Memorial Medical Center has been named a provider for **NY State of Health, the state's In-Person Assistor and Navigator (IPA/Navigator) Program** to help people shop for and enroll in health insurance coverage. In that capacity, Memorial has concluded memoranda of understanding with numerous community organizations and provides IPA/Navigator Assistance at 10 sites across Niagara County.
- Memorial is in the process of renovating its outpatient adult mental health center to establish a one-stop, multi-service center called the **Wellness Connection Center**. The one-stop Center will provide primary care, outpatient behavioral health treatment, health promotion programming, addiction screening, health insurance and financial assistance counseling and community-based service linkages. The Center will open in January 2014
- A key component of the Center will be **Wellness Connection Place**, which will combine primary care medical services with an adjoining patient resource center as part of a comprehensive approach to serving mental health clients, many of whom suffer from one or more chronic diseases. Primary care and health education services at Wellness Connection Place will be fully integrated with the mental health center and with all other services provided on site.
- **Wound Center of Niagara.** A commissioned healthcare needs analysis conducted for Niagara Falls Memorial and RestorixHealth of Tarrytown, NY, revealed a large unmet need for chronic and problem wound care services in Niagara County, a significant factor being the prevalence of diabetes in the community we serve.

According to the New York State Department of Health County Health Assessment Indicators (CHAI), however, the Niagara County hospitalization rate for diabetes as a primary diagnosis per 10,000 is 23.5% higher than the state average and one of the highest in New York State. There is a disparity between blacks and Caucasians with hospital admissions.

In Niagara Falls, the admission rate for uncontrolled diabetes was 78% above the expected rate among Caucasians, and 492% above the expected rate among blacks according to the Prevention Quality Indicators. The zip codes 14301, 14303 and 14305 have the greatest number of expected admission for diabetes.

To address that need, Memorial and RestorixHealth partnered to construct and open The Wound Center of Niagara in November 2013. The Wound Center provides comprehensive wound treatment, including the use of hyperbaric oxygen chambers to deliver oxygen under pressure.

## Additional Priorities

- The New York State Office of Mental Health estimates that 7,290 adults with **Serious Mental Illness** live in Niagara County. However, in a typical week, just 19 percent of Niagara's adult SMI population or 1,407 individuals (age 18 or older) access mental health services. Eighty (80) percent of Niagara's adult mental health population receiving service is Seriously Mentally Ill (SMI).

In terms of race, the breakout for this population is 77.7 percent white; 13.4 percent African American; 2.8 percent Hispanic; 3.7 percent multi ethnic and 2.4 percent other. Most of the county's adult mental health population lives in poverty, with 85 percent receiving government funded cash assistance benefits.

It is now standard protocol for all patients at the Niagara Falls Primary Care Center to be **screened for mental health problems through the use of the PHQ-9 instrument and for substance abuse through the use of the SBIRT (Screening Brief Intervention and Referral to Treatment) tool.**

- **Cardiovascular Disease.** Niagara County has an alarmingly high incidence of cardiovascular disease and diseases of the heart. Its age-adjusted death rate due to heart disease mortality is 207.1 per 100,000 compared to the U.S. rate of 134.65 per 100,000. (Centers for Disease Control and Prevention, National Vital Statistics System: 2006-10)

According to 2008-2010 Statewide Planning and Research Cooperative System (SPARCS) data for New York, Niagara County's adjusted stroke hospitalization rate of 31.5 per 10,000 significantly exceeds the region's adjusted rate of 26.7 per 10,000.

In 2006, Niagara Falls Memorial dedicated **The Heart Center of Niagara**, a 56,400-square-foot facility that fully integrated emergency department and cardiology services using advanced, non-invasive diagnostic technology. The Heart Center has qualified for the Get With The Guidelines®–Heart Failure Gold Quality Achievement Award from the American Heart Association.

- In 2010, the medical center was named a **DOH Designated Stroke Center** by the New York State Department of Health. Designation requirements include 24/7 Acute Stroke Team coverage, a neurologist with extended stroke training to serve as Stroke Care medical director, designated stroke beds, and the timely availability of laboratory, radiology and other services. Memorial is a recipient of the Get With The Guidelines®–Stroke Gold-Plus Quality Achievement Award.

In 2013, Memorial launched the “quiet phase” of a \$3 million capital campaign to construct and equip an all-new inpatient cardiac and stroke center.

- As previously noted, CDC survey data also indicate that 11.9 percent of adults in Niagara County have been diagnosed with diabetes during their lifetime. This exceeds the New York State rate of 9.7 percent. The greatest percentage of diabetics in the lower income bracket of less than \$24,000. Memorial houses a **Diabetes & Endocrinology Center** and offers a Diabetes Self Management Education Program recognized by the American Diabetes Association.
- Also previously noted: Niagara County’s rate of being overweight or obese is 62.4 percent and a high percentage of adults, (26.6 percent) report they are smokers. Memorial has instituted a comprehensive, **multidisciplinary bariatric surgery program** that provides pre- and post-operative instruction and support in the areas of behavioral health and exercise physiology along with nutrition counseling.

A community **smoking cessation program** using the American Lung Association’s “Freedom from Smoking” curriculum is offered three times a year by a trained community health advocate.

- The prevalence of hypertension (36.4 percent of adults in Niagara County have high blood pressure) is being addressed on an ongoing basis with the year-round inclusion of **blood pressure screenings** and medically appropriate physician referrals at community outreach programs.
- Identified health needs and concerns relating to dental care and eye care are not being addressed by Niagara Falls Memorial as the medical center lacks the resources to provide ongoing care in those areas.

## **Dissemination of the Plan to the Public**

This Community Health Needs Assessment Copies of this Community Service Plan will be sent to a number of public facilities in order to make it easily accessible. Those sites include:

- Niagara Falls City Hall and both city libraries
- Niagara, Lewiston, Porter and Wheatfield town halls
- Niagara County Courthouse

2. The Plan will be posted to hospital’s website at <http://nfmmc.org>.