



Health Council of South Florida, Inc.

The Preferred Partner for Strategic and Community-Based Planning

Winter 2005-2006 Newsletter

Health Council Presents at the American Public Health Association's 133rd Annual Meeting & Exposition



The Health Council of South Florida (Council) participated in an invited session with a panel of three active health care leaders, which included Sonya Albury, the Council's Executive Director, Thomas R. Piper, Director of the Certificate of Need Program, Missouri Department of Health and Senior Services, and Micheal K. Dexter, Assistant Administrator, Rhode Island Department of Health. The session, *Certificate of Need Challenges: Improving Quality, Meeting Needs and Assuring Access*, included individual perceptions and experiences from each panelist. Ms. Albury's presentation focused on access for public and private health services in institutional and outpatient settings in terms of geography, economy, culture and other factors. The other presentations addressed health care quality and the many ways in which effective regulation can impact various dimensions in health care delivery, public need, and methodologies to assess the supply and demand of current and future health care system growth.



With the American Public Health Association (APHA) rescheduling its date to December and moving the location to Philadelphia, because of Hurricane Katrina, the program was revised to address the public health emergency across the Gulf Coast, relief efforts and rebuilding of communities and the public health infrastructure. Special content was developed to deal with the effects and the aftermath of Hurricane Katrina, the lessons learned and the challenges that lie ahead. There were special sessions on disaster management and additional plenary sessions on disaster recovery that explored the lessons of this tragedy. The Annual Meeting provided an important opportunity for the public health community to collaborate, share across disciplines and construct long-term solutions to best address this tragedy.

For additional information on APHA's Annual Meeting, please call 202-777-APHA or log on to www.apha.org.

In the News...

Medicare Part D

Effective January 1, 2006 senior citizens and persons with disabilities (dual eligibles, Medicare and Medicaid) can voluntarily enroll in a new Medicare Prescription Drug Benefit or Medicare Part D.

Hurricane Preparedness for the Elderly: Are We Ready?

With the recent increase in the number of hurricanes to hit Florida over the past two years, efforts and issues in disaster preparedness and recovery including the need for development of a master plan for South Florida's older population has been brought to the forefront.

Exploring Worksite Wellness Initiatives

As the chronic disease burden and the cost of health care in the United States both continue to rise, seeking innovative approaches to healthy lifestyle promotion and disease prevention at the community level is increasingly crucial.

The Council Conducts Annual Board Retreat

The Health Council of South Florida held its annual Board of Directors' Retreat at the Ocean Reef Club in Key Largo on September 22-23, 2005 with over 40 community health leaders in attendance. Several public and private institutions were represented including The Children's Trust of Miami-Dade and Pfizer Pharmaceutical, Inc. Representatives from the Office of the Mayor Miami-Dade and the Office of Senator Frederica Wilson were also present.

The Honorable David Rice, Ph.D., Monroe County Board of County Commissioners, provided an overview of health initiatives in Monroe County. Overviews of several health initiatives and programs were also presented including:

- *Health Connect, Health Initiatives of The Children's Trust* presented by Judy Schaechter, M.D. University of Miami Miller School of Medicine;
- *Healthy Miami Initiative, Achieving Worksite Wellness* presented by Marilu Hall, Marsh USA; and
- *Medicare Drug Assistance Program* presented by Hugo Huapaya, Center for Medicare and Medicaid Services rounded out the presentations.

Discussions on Council accomplishments and future directions paved the way for initial development of the Council's 2006 legislative priorities.



Presenters and audience get involved in health topics

*(Left to Right) Ana Rita Gonzalez, Sc.D., Board Member, Max B. Rothman, J.D., LL.M., Board Chairperson and Health Council Executive Director
Sonya Albury*

Florida's AICP Reports on 2004 Client Survey Data

The AIDS Insurance Continuation Program (AICP) is a statewide program administered by the Health Council of South Florida (Council) for low income Floridians who are HIV symptomatic and need help paying their private health insurance premiums. Since 1995, the AICP has requested all clients receiving service during a calendar year to respond to a client satisfaction survey. The qualitative and quantitative data generated from this client-driven component is extremely valuable in providing greater insight into the operational impact and cost-effectiveness of the program. The survey is comprised of 21 key questions concerning changes in: 1) personal quality of health; 2) intensity of health care services utilization; and 3) quality of access to specialized HIV/AIDS clinical care, including medications and HIV/AIDS experienced healthcare professionals. The Council distributed the AICP 2004 Client Survey to 1,171 clients throughout the state who had received one or more premium-payment service months in calendar year 2004 serviced by the seventeen AICP Network Community Based Organizations (CBOs). A total of 404 completed client surveys were returned to AICP for a response rate of 34.5%. To view the data from the 2004 AICP Client Survey, please visit the Council's website at www.healthcouncil.org. In an effort to ensure that the AICP CBOs impacted by Hurricane Wilma made it through the storm safely, and that AICP clients had no disruption in insurance premium payment services, the Council contacted the affected AICP CBOs in Southeastern and Southwestern Florida. After successfully contacting each AICP CBO, the Council determined each of the affected CBOs were able to make timely, uninterrupted insurance premium payments for the AICP clients residing in South Florida. As a result of the hard work no disruption in AICP services occurred. Congratulations to the AICP Network Community Based Organizations (CBOs) for helping assure insurance continuation and access to care for eligible HIV/AIDS clients. For more information on the AICP, please contact Wendy Sejour at 305-592-1452, extension 116.

The New Weapon Against Health Illiteracy : The Newest Vital Sign

The Health Council of South Florida partnered with the Department of Family Medicine at the University of Miami Miller School of Medicine for The Newest Vital Sign (NVS) project. This best practices research project conducted under a grant from Pfizer, Inc. involves the study and analysis of the training, administration and follow-up activities for the NVS screening tool among primary care providers in private practice settings, and public health clinic sites. The NVS is an instrument for the measurement of health literacy in patients. With an estimated 90 million adults with limited literacy levels in the United States, it is possible that the level of competency for health literacy may be even lower. The project will determine best practices for implementation of the screening tool and assess health communication skills among health care providers following utilization of the tool. By introducing both patients and providers to the NVS tool, the NVS project evaluates the feasibility of incorporating the use of the NVS as a rapid health literacy assessment in private practitioners' offices and public health clinics and explores its impact on patient satisfaction with the medical encounter. Best practices research is an essential component of this study as primary care practices are continuously challenged to do more, in less time during the patient visit. This project examines where and how best to perform, record and communicate the NVS test results. Collectively, these process indicators provide insights for the identification of best practices in the implementation of the NVS tool. The long-term goal is to establish the utilization of the NVS as a routine tool, incorporated as part of the patient's overall assessment of other vital signs such as weight, height, blood pressure, pulse rate and temperature.

The results from this study are expected to be published in Spring 2006. For more information on the Newest Vital Sign, please contact Vianca H. Stubbs at 305-592-1452, extension 106.

Improving Child Health in Miami-Dade County: School Health Connect

School Health Connect is a collaborative, coordinated effort to significantly improve child health in Miami-Dade County public schools through the creation of school health teams in every public school. The Children's Trust, Miami-Dade County Public Schools and Miami-Dade County Health Department, plan to augment current school health program services by incorporating School Health Connect Teams throughout Miami-Dade County's public schools. The School Health Connect Team consists of a nurse practitioner (1 per 2 schools), social worker (1 per 2 schools) and health technician (1 per school). As part of a community provider system, the nurse practitioner and social worker will be able to provide linkages to community health services for follow-up care.

The Council is providing technical support to School Health Connect during the strategic planning phase of business plan development working in collaboration with the Miami-Dade County Health Department. The draft plan addressing standards, outcomes, governance/management issues, staffing issues, training/hiring/supervision, financing, and facilities survey/readiness and a report on financial scenarios is under consideration by the project partners.

Getting the Grade: Community Health Report Card

The Health Council of South Florida, under a grant from the Health Foundation of South Florida (HFSF), launched *The Community Health Report Card: Health Improvement through Benchmarking, Priority Setting and Leadership Engagement* project in May 2005 to establish a baseline for community needs assessment and provide measures for tracking progress and benchmarking successes in improving public health in Miami-Dade County. Working together, the Council and HFSF will collaborate with numerous key community organizations and leaders in the development of the report card.

The project is designed to:

- Mobilize the **health leadership** of Miami-Dade County around shared health goals;
- Develop a consensus on **milestones for achievement** of these goals within realistic timeframes;
- Identify **community benchmarking processes and tracking methods** proven effective in utilizing health report cards;
- Publish a **Community Health Report Card** that is shared through media outlets: newspapers, newsletters, multilingual radio programs and cable television programs; and
- Provide **on-line access** to the Community Health Report Card with enhanced navigational features, benchmarking strategies, milestones, web links, and a Community Bulletin Board.

The Community Health Report Card Project is in its initial implementation stages. A Technical Advisory Panel (TAP) comprised of 13 local experts are contributing their expertise in developing the goals and setting milestones, indicators, design, marketing of the report card, and presenting recommendations to the Health Leadership Council (HLC). The HLC is comprised of 19 key community leaders who oversee the project and make key project decisions such as setting countywide goals and health indicators to track over time.

Next stages include selecting a set of targeted indicators in the areas of Socioeconomic Status, Health Promotion and Wellness, Community Health Status, Access to Care, and Health Disparities. The draft report card model was presented to the HLC for consideration and will be finalized this year.

For more information on the Community Health Report Card, please contact Ryan Simpson at 305-592-1452, extension 109.

Certificate of Need Update

Note: Responses by AHCA to CON applications are included in quotations and are taken from State Agency Action Reports, which are available online at www.fdhc.state.fl.us/MCHQ/CON_FA/Batching/decisions.shtml.

2nd Batching Cycle 2005, Hospital Beds & Facilities
Decisions: December 16, 2005

C.O.N. Number 9891

Promise Healthcare of Florida XI, Inc.'s application to establish a 60-bed Long Term Care Hospital was denied.

"The applicant did not demonstrate need for the project as evidenced by the availability, quality of care, accessibility, and extent of utilization of existing health care facilities and health services in the district. Additionally, should the applicant's projections be realized, Kindred's Hollywood facility would likely be significantly negatively impacted."

C.O.N. Number 9892

Select Specialty Hospital - Dade, Inc.'s application to establish a 60-bed Long Term Care Hospital was denied.

"The applicant did not demonstrate need for the project as evidenced by the availability, quality of care, accessibility, and extent of utilization of existing health care facilities and health services in the district."

C.O.N. Number 9893

Miami Jewish Home and Hospital for the Aged, Inc.'s application to establish a 30-bed Long Term Care Hospital was denied.

"The applicant did not demonstrate need for the project as evidenced by the availability, quality of care, accessibility, and extent of utilization of existing health care facilities and health services in the district."

"low occupancy at a nearby LTCH (Long Term Care Hospital) and likely negative impact to existing area LTCHs"

"..it appears that approval of the proposal would significantly negatively impact the Kindred Hollywood facility and essentially be a duplication of services."

C.O.N. Number 9894

Kindred Hospitals East, L.L.C.'s application to establish a 60-bed Long Term Care Hospital was denied.

"The applicant did not demonstrate need for the project as evidenced by the availability, quality of care, accessibility, and extent of utilization of existing health care facilities and health services in the district.."

C.O.N. Number 9895

Mount Sinai Medical Center of Florida, Inc.'s application to establish a new 116-bed Acute Care Hospital in North Miami through the delicensure of 116 beds from Mount Sinai Medical Center was denied.

"Need for the project is not evidenced by the availability, quality of care, accessibility, efficiency and extent of utilization of existing health care facilities and health services in the applicant's service area. Current utilization and the capability of expansion at the existing hospital, in addition to the pattern of statewide discharges from within the service area, suggest that either this new facility would be underutilized or existing subdistrict facilities would be impacted."

"Quality of care at existing facilities could be affected by an approval of this project due to staffing shortages statewide."

"Although funding for this project appears likely, to the extent that the applicant is unable to continue to improve its financial position, funding for the entire capital budget and maturities of long-term debt as well as funding the year one operating loss are in question."

2nd Batching Cycle 2005, Other Beds & Programs:
Applications Received/Decision Date: February 24, 2006

C.O.N. Number 9905

Floridean Nursing Home, Inc.

To add up to 30 community nursing home beds through delicensing of up to 30 community nursing home beds from Greynolds Park Manor Rehabilitation Center.

C.O.N. Number 9906

New Riviera Nursing & Rehabilitation Center, LLC

To establish a new community nursing home of up to 234 beds by delicensing up to 234 community nursing home beds from Greynolds Park Manor Rehabilitation Center.

Closing the Medical Error Gap with Patient Safety

Patient safety was an area of interest at the Council's Board Retreat. In addition to including Patient Safety as a priority consideration for the Health Council's 2004-2007 Strategic Plan, the focus on patient safety is also evident with the opening of the Center for Patient Safety's 2,000-square-foot simulation facility earlier last year at the University of Miami.

The innovative Center for Patient Safety is bringing together the major elements of patient safety. Although other institutions in the United States have some features of the program, only the University of Miami's center combines skill assessment simulations, an investigative team that debriefs participants, a human factors and usability lab, and a strategy for promoting patient safety policies in Miami, the state of Florida, and nationwide.

The center's immediate goals include:

- developing and disseminating training programs for physicians, nurses, pharmacists, and risk managers,
- enhancing research on patient safety, and
- working with medical device companies to use better design and ergonomics to make their products safer.

For more information on patient safety or to inquire about the University of Miami's Center for Patient Safety, please visit http://www.med.miami.edu/patient_safety/index.asp.

Mayor's Initiative on Aging: Preparing to Launch in 2006

In order to address the concern about the health and well-being of Miami-Dade's elderly population, Mayor Carlos Alvarez is launching the **Mayor's Initiative on Aging**. This year-long initiative will offer a series of educational programs and activities in collaboration with public and private partnerships to create public awareness of new and existing programs.

The goal is to foster healthy lifestyles among the elderly and reduce the risk of disease. It will also re-examine the complex issue related to health care access and begin to develop solutions to ensure that residents of Miami-Dade County have access to quality, convenient and affordable health coverage.

The **Mayor's Initiative on Aging** is breaking new ground to ensure access to health care for elder residents in Miami-Dade County by providing in-kind screenings, services and/or products at future events.

For more information on the Mayor's Initiative on Aging, please contact Earl B. Rabess, Jr. at 305-592-1452, extension 102.

Planning for Large-Scale Catastrophic Health Events: The Cities Readiness Initiative

The Miami-Dade County Health Department (MDCHD), Miami-Dade Office of Emergency Management (OEM), Miami-Dade Board of County Commissioners and Miami-Dade County Office of the Mayor undertook as lead agencies, a six-month organizational and plan development process for the Centers for Disease Prevention and Control sponsored national Cities Readiness Initiative (CRI) Pilot Program. Miami-Dade County's local CRI mission is "to plan and prepare for the request, deployment and employment (dispensing) of the Strategic National Stockpile (SNS) in the event of a large-scale catastrophic health event such as anthrax, utilizing a worse case scenario of affecting up to 2.5 million residents and visitors in Miami-Dade County." The Council, at the request of MDCHD, served as the lead in the coordination of planning and development of a comprehensive, 600-page Miami-Dade SNS Deployment Plan, consisting of a Base Plan, MDCHD Command Plan and nine Functional Plan components. These components encompassed public information and communications, Points of Dispensing operations, volunteer activation, logistics, security and safety, among others. The Miami-Dade SNS Deployment Plan serves as a collaborative model for other communities to emulate and build upon for enhanced emergency management.

Medicare Part D

Effective January 1, 2006 senior citizens and persons with disabilities (dual eligibles, Medicare and Medicaid) can voluntarily enroll in a new Medicare Prescription Drug Benefit or Medicare Part D. Medicare eligibles will have the option to enroll in one of the insurance coverage programs offered by 19 managed care companies in the state of Florida. Coverage will include both brand name and generic drugs for an average premium of \$32 per month. Four plans in the state of Florida will be offered for less than \$20 per month and low income seniors may qualify for financial assistance.

- **October 2005**
Medicare & You Handbook with more information on how to sign up became available
- **November 15, 2005**
Sign up starts
- **January 1, 2006**
Coverage starts for those who signed up by December 31, 2005

- **May 15, 2006**
Last day to sign up in 2006

A public information campaign was launched by the Medicare Rx Access Network of Florida on September 27, 2005 at the Jessie Trice Center for Community Health. Dr. Rhonda Meadows, Medical Director, Center for Medicare and Medicaid Services provided an explanation of Medicare Part D, the enrollment process and important dates to senior citizens and community advocates attending the Network Launching Event and Press Conference.

Florida's **SHINE** (Serving Health Insurance Needs of Elders) Program continues to provide a network of trained volunteer representatives prepared to assist senior citizens in making informed decisions regarding Medicare, Prescription Assistance, Long-Term Care Insurance, Medicaid, and a variety of other health insurance issues. To help navigate and determine if Medicare Part D is right for them, a family member or friend, people can contact a SHINE representative by calling the Elder Helpline at **305-670-4357** (Miami-Dade and Monroe Counties) or **1-800-963-5337** for statewide assistance.

For additional information, please call 1-800-MEDICARE, log on to www.cms.gov or contact Florida's SHINE Program at 1-800-963-5337.

Hurricane Preparedness for the Elderly: Are We Ready?

With the recent increase in the number of hurricanes to hit Florida over the past two years, efforts and issues in disaster preparedness and recovery including the need for development of a master plan for South Florida's older population has been brought to the forefront. The importance of the development of a master plan for the elderly population was a topic of discussion at the Council's Fall 2005 Board Retreat. Other issues concerning emergency preparedness for the elderly included medication access and distribution; transportation requirements; cultural influences; coordination with the National Hurricane Center; lost medical records; and accommodations for evacuees.

Areas such as South Florida are home to large concentrations of elderly people living either on their own or with minimal outside support. Since Hurricane Andrew, a broad based effort has been undertaken to coordinate the preparedness and relief efforts of organizations at both the state and local level. Although this effort is still in the long-range planning stages, organizations such as the Alliance for Aging for Miami-Dade and Monroe Counties have already begun putting services in place for the next emergency.

The Red Cross places great emphasis on personal preparedness by offering written and audiovisual materials as well as classes in disaster survival. In addition, the Los Angeles chapter has published two booklets, "Disaster Preparedness for the Disabled & Elderly People" and "Assisting Disabled & Elderly People in Disasters".

For more information on disaster preparedness for the elderly, please visit your local Red Cross chapter or the "Be Prepared" section of the National Red Cross website at www.redcross.org.

Exploring Worksite Wellness Initiatives

As the chronic disease burden and the cost of health care in the United States both continue to rise, seeking innovative approaches to healthy lifestyle promotion and disease prevention at the community level is increasingly crucial. Workplaces are ideally poised to facilitate this national imperative due to their power to influence employees and the fact that most adults spend the majority of their waking hours in the work environment. Furthermore, businesses stand to profit from workforce health improvement through reduced labor costs and increased productivity, making health promotion a valuable investment. Larger companies have been benefiting from worksite wellness programs for around two decades. Recognizing that it is time for smaller businesses and their employees to reap similar rewards, the Health Council of South Florida has launched *Exploring Worksite Wellness Initiatives* in partnership with the Greater Miami Chamber of Commerce and the Consortium for a Healthier Miami-Dade of the Miami-Dade County Health Department, and Florida International University's Stempel School of Public Health with support from the Health Foundation of South Florida.

Exploring Worksite Wellness Initiatives (EWWI) aims to make worksite wellness program development more accessible to the small and mid-size businesses that employ the majority of the Miami-Dade County workforce. This past spring, through EWWI the Council conducted a survey of 83 Miami-Dade employers who expressed interest in a worksite wellness program that would address back care, first aid/CPR, cold and flu prevention and stress management, as well as healthy eating, fitness and women's health issues. The EWWI project has since identified best practices in worksite wellness that can be applied to mid-size business environments and produced a catalog of model programs at the National, State and local levels to help guide program planning efforts by Miami-Dade businesses. EWWI is currently conducting guided interviews with employers to gain in depth insight into their interests, barriers and needs for program development. The information gained from best practices and market research will be synthesized for design of a flexible worksite wellness program model that is responsive to local business attributes and easily adapted to their work environments.

For more information on EWWI, please contact Vianca H. Stubbs at 305-592-1452, extension 106.

News Alert: Health Council's 38th Annual Meeting and Luncheon

It's that time again! The Council is gearing up for its Annual Meeting and Luncheon, which is tentatively scheduled for May 2006. This year's topic will focus on Health Disparities.

For more information and updates on keynote speaker, location, time and date, please continue to visit the Council's website at www.healthcouncil.org.

**The Council Welcomes
José E. Perdomo, M.H.S.A. and
Debra Walker, Ph.D. to the Board of Directors**



José E. Perdomo, M.H.S.A., is Vice President of Ambulatory Services at Miami Children's Hospital. He brings a wealth of experience, dedication and commitment to improving the health of our community. Mr. Perdomo is also the immediate past Chair of the Council's Planning Advisory Committee (PAC) for which he has served as a member for 8 years.



Debra Walker, Ph.D. is Vice Chair of the Monroe County School Board. She is an adjunct professor of anthropology at Florida International University. Dr. Walker is a member of the Florida School Health and Education Consortium and is a past president of the South Florida Consortium of School Boards and an active member on the Florida Keys Area Health Education Center.

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