

PRINCE OF WALES HEALTH NETWORK

2010 Year End Report

BACKGROUND

The Prince of Wales Health Network was formed in 2008 as a collaborative effort between PeaceHealth, SEARHC, and the City of Craig to improve the quality of and access to healthcare for Prince of Wales Island residents. In 2009, Craig Public Health Center and Alaska Island Community Services were invited to join the Network due to the roles they play in providing primary care to island residents. The Network is currently funded through a Rural Health Network Development Grant from the Health Resources and Services Administration (HRSA) Office of Rural Health Policy (ORHP). (Grant No. D06RH09055 May 1, 2008 – April 30, 2011)

The mission of the Prince of Wales Health Network is to build a strong and sustainable network of healthcare organizations collaborating to strengthen the healthcare system on Prince of Wales Island and increase access to quality healthcare for all island residents far into the future.

In September, 2009, Network members came together for a strategic planning session facilitated by an outside consultant specializing in health networks. A strategic plan was developed for the 2010 calendar year. Accomplishments towards 2010 strategic goals are outlined below.

PROGRESS TOWARDS STRATEGIC OBJECTIVES

Strategic Objective #1: Interagency Collaboration

- The Steering Committee met seven times during 2010, including a two day planning session facilitated by an outside consultant to address long term sustainability of the Network. The Steering Committee continues to meet on a bi-monthly basis.
- The Network Director attended POWCAC, Chamber of Commerce, Interagency, and Island-wide EMS meetings.
- The Network facilitated communication between the behavioral health providers and stakeholders on POW.
- The Network Director is an active participant in the Southeast Conference Health Education and Social Services Committee, Southeast Alaska Area Health Education Center, and National Cooperative of Health Networks Association.
- The Network website was updated regularly during 2010, giving stakeholders access to Network meeting minutes, documents, and meeting schedules.

Strategic Objective #2: Health Information Technology

- The Network facilitated implementation of the PeaceHealth electronic medical record at the Craig Clinic while it was still operated by the City of Craig. This allowed medical providers at Alicia Roberts Medical Center to view medical records for Craig Clinic patients during afterhours emergencies.

Strategic Objective #3: Behavioral Health

- The Network received a Comprehensive Prevention and Early Intervention Services grant from the State of Alaska Division of Behavioral Health for the period July 1, 2009 – June 30, 2011.
- A contract is in place with Agnew::Beck Consulting to facilitate the planning process through the end of the grant period.
- A needs assessment for behavioral health on POW was finalized in spring of 2010 and is available for download on the Network website.
- A full day Capacity Building Workshop was facilitated in September, 2010 and was attended by 26 community stakeholders, providers, and agency representatives. The community selected domestic violence and assault for focus of community based prevention efforts.
- A strategic planning session that will address prevention of domestic violence and assault, as well as the behavioral health system as a whole, is scheduled for January, 2011.
- The Network received a Service to Science Award in February, 2010 through the Center for Substance Abuse Prevention for its work in behavioral health.
- Additional funding is being sought to continue processes begun beyond the end of the grant period.

Strategic Objective #4: EMS

- In 2009, the Network advocated for increased support to POW's EMS system from Southeast Region EMS Council. As a result, a paid position was created for a POW EMS coordinator.
- The Network Director participates in island-wide EMS meetings.
- EMS remains as an ongoing discussion topic at Steering Committee meetings.

Strategic Objective #5: Elder Care

- A market analysis for elder care services on POW was conducted in early 2010 with an outside consultant specializing in elder services and assisted living. The report is available for download on the POW Health Network website.
- The Network helped support an educational symposium for elder caregivers hosted by Southeast Senior Services in May, 2010.

Strategic Objective #6: Professional Education

- Two continuing medical education (CME) opportunities were offered in conjunction with cardiology visiting clinics (one was cancelled due to weather).
- Two CME opportunities were offered in conjunction with visiting OB/GYN visiting specialty clinics.
- A Trauma Nurse Core Course was held in April, 2010.
- A tele-CME calendar is being developed for CME opportunities that will be offered to all island providers via videoconference at the Prince of Wales Health Care Center.

Strategic Objective #7: Community Health Education

- Weekly ads are placed in the Island News advertising upcoming visiting clinics.
- Ads are run on Craig Cable TV advertising upcoming visiting clinics.
- Flyers are distributed throughout the island advertising upcoming visiting clinics.
- A resource guide has been developed listing healthcare related resources available on POW. It will be distributed in healthcare locations on POW and on the Network website in January, 2011.
- A one hour public comment period is held prior to each Steering Committee meeting to provide opportunity for the public to discuss healthcare issues of concern with the Steering Committee.

- An evening community forum addressing elder care was held in January, 2010 and a forum addressing behavioral health was held in May, 2010.
- An ad was placed in the 2010 Island Guide listing basic healthcare services on POW.
- The Network website was updated regularly during 2010, giving community members access to information about upcoming visiting clinics, scheduled meetings, and special projects.

Strategic Objective #8: Visiting Specialists

- The Network facilitated two new visiting clinics to POW in 2010. Three visiting ENT (Ear Nose & Throat) Clinics were held, and two Cardiology clinics were scheduled. (One Cardiology clinic was held; the second Cardiology clinic was cancelled due to weather.)

Strategic Objective #9: Recruitment and Retention of Providers

- Increased CME opportunities and visiting clinics offered during 2010 support the retention of the island's healthcare providers.

Strategic Objective #10: Sustainability

- A survey was completed by all Steering Committee members in April, 2010 to evaluate member satisfaction in purpose, performance, operations and capacity of the Network. A summary of the evaluation is available for download on the Network website.
- A planning session to address long term Network sustainability with an outside facilitator specializing in health networks was held in June, 2010. The top four priorities identified by the Network for the coming three years include increased interagency collaboration, behavioral health, youth development and maternal child health services, and community health education. Additional priorities include elder care, recruitment and retention, EMS, and health information technology.
- An application for a Rural Health Network Development grant to support the Network infrastructure for an additional 3 years was submitted to HRSA in November, 2010. Notification of award will be sent out in April, 2011.
- The Network partnered with H.O.P.E. in December, 2010 to provide support in development of grant funding applications.
- The Network will be submitting an application to the State of Alaska Division of Behavioral Health in early 2011 for funding through the Strategic Prevention Framework State Improvement Grant (SPF SIG) to support the development of community based substance abuse prevention strategies.
- A structure for member dues to help support Network infrastructure is being evaluated.
- Feasibility for incorporation of the Network as a non-profit agency is being evaluated.
- An economic impact analysis will be conducted in early 2011 to demonstrate the economic value of the Network to Prince of Wales Island.

WHAT CHANGED?

Several items in the 2010 strategic plan were changed or modified due to unforeseen circumstances and variables:

- Several objectives around health information technology were removed due to current lack of capacity at member organizations. These objectives will be re-evaluated at a later date to identify whether there is new capacity to address them.
- A suitable arrangement for a toll free informational phone number could not be identified. This objective was removed from the strategic plan.

- Development of a strategic plan for increased elder services on POW was placed on hold based on the outcome of the elder care market analysis and available funding. The issue will be re-evaluated once continued Network funding beyond April, 2011 has been secured. The Network will continue to address issues affecting care for POW's elders as part of regular Network discussions.
- Placement of medical residents at healthcare facilities will be subject to willingness of individual providers. Individual providers will work with their organizations to facilitate the process outside of the Network.
- Identification of specific activities and events to draw visiting specialists and CME providers to POW was removed from the strategic plan. The Network will continue to target specialists already conducting visiting clinics to Ketchikan to pursue additional clinics on Prince of Wales. Visiting specialists already conducting clinics on POW will be asked to provide one hour CME courses for island providers.
- Network members are discussing the use of shared locums physicians outside of the Network. Members will continue to discuss the feasibility for visiting specialists to see patients at both the PeaceHealth Medical Group – Prince of Wales Clinic and Alicia Roberts Medical Center.

THE DOLLAR VALUE

Many benefits of the Network are not immediately measurable in terms of dollars. Below is a summary of measurable dollar values of Network activities that directly benefit Network members and the POW community. Other values to consider include local jobs created by the Network, support of local POW businesses, and a better coordinated healthcare delivery system on POW:

- \$13,720 Annual travel costs supported by the Network for members to meet face to face on POW.
- \$3,040 Total ferry costs to Ketchikan avoided for POW residents who were seen by visiting specialists supported through the Network in 2010.
- \$10,497 Cost for annual collaborative strategic planning session on POW with outside facilitator.
- \$20,000 Cost for outside consultant to complete market analysis of elder services on POW.
- \$86,000 Total amount of funding received from State of Alaska Division of Behavioral Health to support island wide assessment and planning of behavioral health services (7/1/09 – 6/30/11).
- \$5,963 Funding received from the Alaska Mental Health Trust Authority to further support the behavioral health planning process on POW.
- \$1,700 Annual cost for full page ad in the Island Guide listing healthcare services available on POW.
- \$4,464 Annual cost for weekly ads in the Island News listing upcoming visiting clinics on POW.
- \$2,178 Total cost supported by the Network to implement CareCast at the Craig Clinic prior to PeaceHealth taking over operations.
- \$1,964 Professional education costs for POW providers supported by the Network during 2010.
- \$1,317 Visiting Specialist travel costs supported by the Network during 2010.
- \$8,920 Cost supported by the Network to purchase mobile videoconferencing unit in the Prince of Wales Health Care Center.

NEXT STEPS

- Securing funding to support the infrastructure of the Prince of Wales Health Network beyond April, 2011 is the highest priority for the Network at this time. Grant applications are being submitted and a contingency plan is being developed.
- Once funding is secured, the Network will begin pursuing objectives identified during the June, 2010 sustainability planning session. These objectives include expansion of the Network to include increased local representation and support continued interagency collaboration, incorporation of the Network, facilitation to improve the complete continuum of behavioral health services available on POW, improved coordination of maternal and child health services, youth development activities, and annual community health education campaigns on specific areas for community health improvement.
- The Network will continue to address other healthcare needs on the island as necessary and relevant, including EMS, elder services, healthcare provider recruitment and retention, and health information technology.
- A follow-up strategic planning session will be held in early summer, 2011, dependent on the identification of continued funding to support the Network infrastructure.

For more information please visit the Prince of Wales Health Network website at www.princeofwaleshealthnetwork.org

Prince of Wales Health Network: Collaborating in Healthcare for Prince of Wales Island

PO Box 812 • Craig, AK 99921

(907) 826-2410

pownetwork@aptalaska.net

