

**Geisinger Bloomsburg Hospital**  
**Community Health Needs Assessment**  
**Update: 2017**

## Community Health Needs Assessment

In each of the following sections, you will read about regional or system-wide programs offered by Geisinger as a focused effort to fulfill community and patient needs that were identified through the latest Community Health Needs Assessment (CHNA) surveys.

Geisinger Health System collaborated with outside organizations across a 13-county region to contract Tripp Umbach, a private healthcare consulting firm and nationally recognized leader in health needs assessments. Between October 2014 and March 2015 information was gathered from key community stakeholders using a variety of methodologies including: interviews, hand distributed surveys, and analysis of secondary data.

Some of the programs described in the following synopses are completely operated and/or funded by Geisinger and some are offered in cooperation with local health and human service agencies. Often, the needs of the communities we serve are similar throughout the areas of Pennsylvania and southern New Jersey where Geisinger providers care for patients. In these cases, we develop system-wide programs to benefit patients throughout our system. For more specific needs found in our local communities, we offer programs to serve patients close to home.

The program synopses are sorted by Geisinger hospital. The services and programs we provide are a response to needs identified in the most recent or, in some cases, past CHNA surveys. The synopses describe how the programs or services we provide fall into one of three broad categories:

### **Improving access to healthcare**

Perhaps the most significant need identified in the CHNA survey was for better, faster, more convenient and less costly access to healthcare services of all kinds. Geisinger is taking innovative steps to address barriers to healthcare and help provide physical, mental, dental, rehabilitative and preventive services to patients, regardless of their health insurance status. The topics addressed include: how to find the right doctor, provider or facility; special services provided to patients with specific needs (such as the elderly or underinsured or uninsured); trauma prevention and treatment; and many others.

### **Addressing behavioral health and substance abuse**

Geisinger and its partners have a wide range of programs aimed at helping patients find healthcare services when they are facing mental, psychiatric, developmental or behavioral health challenges or struggling with addiction. Alzheimer's disease and other aging brain issues as well as alcoholism and opioid abuse are addressed in a large and growing number of programs specifically aimed at expanding services.

### **Improving healthy behaviors**

Prevention is key when addressing lifestyle choices and preventable health conditions. Geisinger has numerous educational programs to help patients get well and stay well. These efforts include classes offered to the community and outreach programs that bring healthcare professionals, education, nutrition and medication to the people. Our goal is to assist patients with their health before a serious problem arises that sends them to the hospital.

For more information about Geisinger Health System or to read the 2016 CHNA brochures, please go to <http://www.geisinger.org/chna>

## **Geisinger Bloomsburg Hospital (GBH)**

A 72-bed community hospital, GBH offers expert, personalized and conveniently located healthcare services to patients in Bloomsburg and surrounding communities. GBH provides a range of services from preventive medicine to full surgical care, obstetrics and maternity to geriatric services, and simple lab tests to MRI and CT scans. It offers progressive emergency care, advanced imaging capabilities and a broad spectrum of surgical services, including colonoscopy, joint replacement, and back and neck procedures.

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## Improving access to healthcare

### Community clinics are a lifeline for the uninsured and underinsured

From treating routine illnesses and injuries to diagnosing more serious health conditions, community clinics are making a real difference in the lives of families who struggle with healthcare costs. Geisinger helps uninsured and underinsured families get access to the care they need by donating vital monitoring and diagnostic services to these clinics. In addition, Geisinger providers volunteer countless hours of time and talent to caring for clinic patients.

In Columbia County and southern Luzerne County, Geisinger Bloomsburg Hospital helps to support the Columbia County Volunteers in Medicine (CCMV) clinic in Mifflinville, Pa. Since it opened in 2007, CCMV's clinic has provided more than 6,000 cases of free and low-cost non-emergency medical services and prescription support to patients in need, helping them live happier, healthier lives. Many services are provided free of charge, including primary care, preventive care, screenings, education, routine physicals, smoking cessation and referrals. The clinic also offers a food pantry stocked with healthy foods and recipes to help patients make better food choices for themselves and their families. In addition, the clinic provides Thanksgiving dinners every year for patients who need the most help. In mid-November 2016, the clinic will also start helping residents apply for health insurance coverage.

Community clinics respond directly and immediately to the need for better access to healthcare by providing low- to no-cost care with no federal funding. Geisinger's partnerships with community clinics help improve the delivery of healthcare services and create a culture of caring that never depends on a person's income.

### The right care, right where it's needed

For many hospital patients, receiving anesthesia is a standard part of their care. Often, a physician called an anesthesiologist delivers anesthesia services. But in many community hospitals — including at Geisinger Bloomsburg Hospital (GBH) — patients receive anesthesia from a certified registered nurse anesthetist (CRNA).

CRNAs are an essential member of a patient's total healthcare team. They are licensed professional nurses with a minimum of one year of work experience in a critical care area, followed by two or three years of master's degree-level training specific to anesthesia medicine. Working collaboratively with anesthesiologists, they provide immediate access to high-quality anesthesia care in a cost-effective manner to help control escalating healthcare costs.

CRNAs at GBH are available 24/7 for patients in the Emergency Department (ED), operating suite and labor and delivery, providing airway maintenance expertise, epidurals, IV lines and conscious sedation. Their round-the-clock availability means patients no longer have to wait or be transferred to the ED to receive the pain control and IV fluids they need, even if it's the middle of the night. They also free up other members of the care team to focus on additional aspects of patient care and allow GBH's ED to always be staffed with an emergency physician who no longer needs to do double duty.

No matter what time of the day or day of the week it is, GBH patients can be assured they will get prompt and professional anesthesia services, thanks to the always-available CRNAs.

### A different option for expectant families

Through community clinics and primary care sites, the maternity unit at Geisinger Bloomsburg Hospital (GBH) provides an entire spectrum of community-based care for women, including gynecologic services, well visits and various outpatient services.

The department has three OB-GYN doctors and an experienced staff of registered and licensed practical nurses, many of whom are helping deliver their second generation of Bloomsburg-area babies. Most deliveries take place in private birthing suites to reduce stress on mom and baby. Cesarean suites are also available, and pain management and anesthesia can be ordered around the clock.

Families who want a different option to the traditional birthing procedure can take advantage of GBH's midwife services. Six licensed midwives perform more than just labor and delivery services; they also provide regular OB-GYN care throughout a pregnancy. Midwives often have a different approach to labor and delivery. For example, at GBH, they can take advantage of on-site labor tubs, in which expectant moms can better manage the pain associated with labor, thanks to the water's buoyancy effect, which takes pressure off the spine.

After the birth of a child, each new family receives detailed discharge care and instructions, along with a car seat safety check. The maternity unit also helps new moms and their families make follow-up appointments with community partners, such as Home Health, WIC (Women, Infants and Children) and La Leche League (breastfeeding support).

The unit provides new moms with a wealth of postpartum education, including breastfeeding classes that stress the advantages of breastfeeding for mothers and babies alike. These classes cover the importance of skin-to-skin contact and how breast milk provides natural antibodies to help strengthen babies' immune systems.

GBH's maternity unit will soon expand to include eight new postpartum rooms, a postpartum nursery and upgraded labor and delivery rooms. The expansion will allow babies to spend 23 hours a day in the same room as their mothers and will give family members the space they need to spend time there as well, helping families to bond.

### **An added layer of care for those who need it most**

At the medical-surgical unit at Geisinger Bloomsburg Hospital (GBH), the elder patient receives a specialized layer of care as part of GBH's Acute Care for the Elderly (ACE) Program.

The ACE Program includes 10 beds within the GBH Medical-Surgical Unit, designed for patients 60 years and older. Patients are enrolled in ACE who are acutely ill, requiring an inpatient hospitalization, at risk for functional decline and/or who may have a cognitive impairment.

Upon a patient's admission to the program, the Interdisciplinary Care Team, consisting of the hospitalist, the ACE coordinator, nursing, pharmacy, nutrition, physical therapy and care management, will assess the patient's needs and work together to ensure that the highest quality of care is delivered. Consults are available as needed for wound care, occupational therapy, speech therapy, psychiatry and neuropsychology. The Interdisciplinary Care Team meets daily to review the patient's progress.

The ACE Program focuses on promoting a patient's independence to be able to return to his or her baseline functioning. Two other key components include maintaining the patient's safety and encouraging his or her mobility.

In its first year of operation, the ACE Program has minimized the length of patients' hospital stays, reduced return admissions and decreased the rate at which discharged patients are sent to nursing homes.

## Addressing needs related to behavioral health and substance abuse

### New programs address addiction, aging

Two new programs at Geisinger Bloomsburg Hospital are addressing important areas of community behavioral health: opioid addiction and the aging brain.

In Pennsylvania, thousands of people die each year of opioid (prescription painkiller) overdose, and opioid addiction often leads to heroin use and addiction. Geisinger recently received one of 25 Center of Excellence grants to fund medically assisted treatment options for those struggling with opioid addiction.

Through the grant, Geisinger is hiring addiction medicine specialists to provide treatment on the campus of Geisinger Bloomsburg Hospital. These specialists are helping residents overcome the physical and mental challenges of addiction and move on with their lives.

As our state's huge population of baby boomers age, many older residents face issues related to their aging brains, including Alzheimer's, dementia and other cognitive changes. A new outpatient clinic in Bloomsburg evaluates and treats changes to the brain associated with aging.

The Aging Brain Clinic is composed of a neurologist and a neuropsychologist who specialize in disorders affecting the brain. The clinic's staff will also include clinical social workers, who will help patients and their families understand and cope with the changes they face.

Both new programs address the results of Geisinger's recent Community Health Needs Assessment, which identified access to behavioral health programs as a primary concern in our community.

## Improving healthy behaviors

### Sensitive care for victims of sexual assault

Victims of sexual assault need more than compassionate care; they need someone who will be in their corner if they pursue charges against their attacker. That is why Geisinger Bloomsburg Hospital is developing a Sexual Assault Nurse Examiner (SANE) program.

SANE practitioners are registered nurses who have completed specialized education and clinical preparation in the medical forensic care of patients who have experienced sexual assault or abuse. They are trained to collect a medical forensic history, conduct a detailed physical and emotional assessment, prepare written and photographic documentation, manage forensic samples and provide emotional and social support and resources. Nurses trained in a SANE protocol may also testify in any legal proceedings related to the examination. They are trained to ensure the proper chain of custody and maintain the integrity of samples, so evidence will be admissible in court.

Bloomsburg is a college town. At any time during the school year, there are approximately 10,000 students living there. It has been estimated that 1 in 5 women and 1 in 16 men are sexually assaulted while in college. The SANE program will provide a much-needed community resource and will help support access to specialized healthcare for Bloomsburg students, as well as other local victims of sexual assault.