



American Hospital
Association®

2017 Webinar Series

The presentation will begin shortly.

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American Hospital
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2017 Webinar Series

Transportation and the Role of Hospitals

November 17, 2017

Speakers:

- Jane Wheatley, Chief Executive Officer, Taylor Regional Hospital
- Amy Friedman, Chief Experience Officer, Denver Health and Hospital Authority
- Moderator: Nancy Combs, Director, Community Health, Equity and Wellness, Henry Ford Health System



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Association for
Community Health
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HEALTH RESEARCH &
EDUCATIONAL TRUST



Taylor Regional Hospital



TRANSPORTATION SERVICES

ABOUT TAYLOR REGIONAL HOSPITAL

Located in the heart of Central Kentucky, Taylor Regional Hospital is dedicated to providing outstanding medical care by serving the 160,000 people who live in Campbellsville and the regional service area. In 2003, we changed our name from Taylor County Hospital to Taylor Regional Hospital to reflect our ever growing services and communities that we touch.



SERVICES

- ✘ Taylor Regional Hospital serves approximately 160,000 in our community and surrounding counties. We identified transportation as a prominent barrier in health care delivery. There are no taxis or public transportation within a one hour radius of our community.
- ✘ The Hospital identified the need for transportation services after evaluating the number of patients coming in for follow-ups, cancer screenings, lab testing, etc.

INTERVENTION

- ✘ The Cancer committee of the hospital noticed that fewer people were attending their routine check-ups and radiation treatments.
- ✘ Although Medicaid patients have access to transportation services, many uninsured patients and some patients with Medicare and private insurance had no means of getting to and from the hospital or its clinics.
- ✘ Hospital leadership recognized that lack of transportation interrupts care delivery, and initiated a hospitality van service for patients facing transportation issues.

WHY A VAN SERVICE?

- ✘ Transportation need increased with the opening of the regional cancer center in 2005. Prior to opening, we had vans that took patients to Louisville for radiation treatment, for many years. Those vans were supplied by James Graham Brown Cancer Center in Louisville, and the hospital supplied the driver.



TO FILL A NEED

- ✘ Counties we serve:
- ✘ Taylor
- ✘ Green
- ✘ Marion
- ✘ Adair
- ✘ Casey



EVOLUTION OF THE VAN SERVICE

- ✘ We began with one part-time driver in 2007.
- ✘ A nine passenger van was provided through a grant from Lake Cumberland ADD District.
- ✘ Funds for driver were partially provided through a Gala fundraiser held in 2006.
- ✘ We WOULD NOT charge patients to use this service.

THE ORIGINAL VAN AND DRIVER



EXPANSION OF PROGRAM

- ✘ One part time driver quickly grew to one full time and one part time driver, with a PRN driver also on staff.
- ✘ With expansion, came a need for more vans and financial support.
- ✘ We made the decision that the van service would be a part of our annual business plan and we would budget the program.
- ✘ A community needs assessment would be completed every three years to determine services that are not available to our citizens. We would solicit input from public leaders and various organizations.

CHARITY GOLF SCRAMBLE

- ✘ The annual Golf Scramble sponsored by the TRH Physician Satisfaction Team was the answer.
- ✘ The first scramble was in 2009. Each year, enough money is raised to purchase a new van or maintain the ones currently used.



THE NEWEST VAN PURCHASED IN OCTOBER





This year we had 15 teams and raised a total of \$35,000 after expenses.

The following were the major sponsors:

5 major sponsors -\$5,000 each

2 platinum sponsors - \$2,500 each

2 diamond sponsors - \$1,000 each

1 gold sponsor -- \$500

1 silver sponsor - \$250

2 bronze sponsors - \$100 each



GOLF SCRAMBLE RESULTS

- ✘ \$35,000 was raised at the 2017 golf scramble and used to purchase a new van. The previous year's van already had 80,000 miles!

FUEL FOR HEALTH SPONSORSHIPS

FUEL FOR HEALTH PROGRAM

What is the Service?

Taylor Regional Hospital has two vans that provide FREE transportation to qualifying patients who are receiving services at the Cancer Center, Rehab, physician office visits & the main hospital. The vans travel to Taylor, Adair, Green & Marion Counties.

How Can You Help?

This is a completely FREE service to our patients that benefits our community. You can help by providing one fill up per month for our vans (approximately \$80).

What Do You Receive in Return?

Your donation will be promoted via:

Signage on the van

Newspaper article

TRH Marquee

The satisfaction of giving back to the community!

If you are interested in helping us with this worthwhile project, please contact Cindy Rose at (270) 789-5814.

COMMUNITY SUPPORT

MONTHLY FUEL SPONSORS (\$80 per month)

- × Community Trust Bank
- × Citizens Bank & Trust
- × Taylor County Bank
- × TRH Auxiliary Volunteers
- × Don Franklin Campbellsville
- × Healthsouth Rehab Hospital (\$160 per month)
- × Fresenius Dialysis
- × Citizens National Bank
- × James Medical Services
- × Wehr Constructors
- × Anthem
- × VNA Home Care
- × Lifeline Home Health
- × Ft. Knox Federal Credit Union

LOOK HOW WE'VE GROWN!



Hospitality Transportation January – December 2016

SUMMARY (Trip Breakdown) Total Trips **2554**

<u>Location</u>	<u>Trips</u>	<u>County</u>	<u>Trips</u>
Cancer Center	334 (13%)	Taylor	1800
Rehab	388 (15%)	Adair	361
Wound Ctr	195 (7%)	Green	314
Urgent Care	1 (0%)	Marion	76
Learning Ctr (Diabetes Ed)	0 (0%)	Larue	2
Taylor Rural Health	23 (0%)	Elizabethtown	1
Physician Offices	691 (27%)		
Sleep Center	4 (0%)		
Hospital (Lab, Radiology, etc.)	918 (35%)		
Total Miles	104,972		
Average Age	66		

AND CONTINUE TO GROW

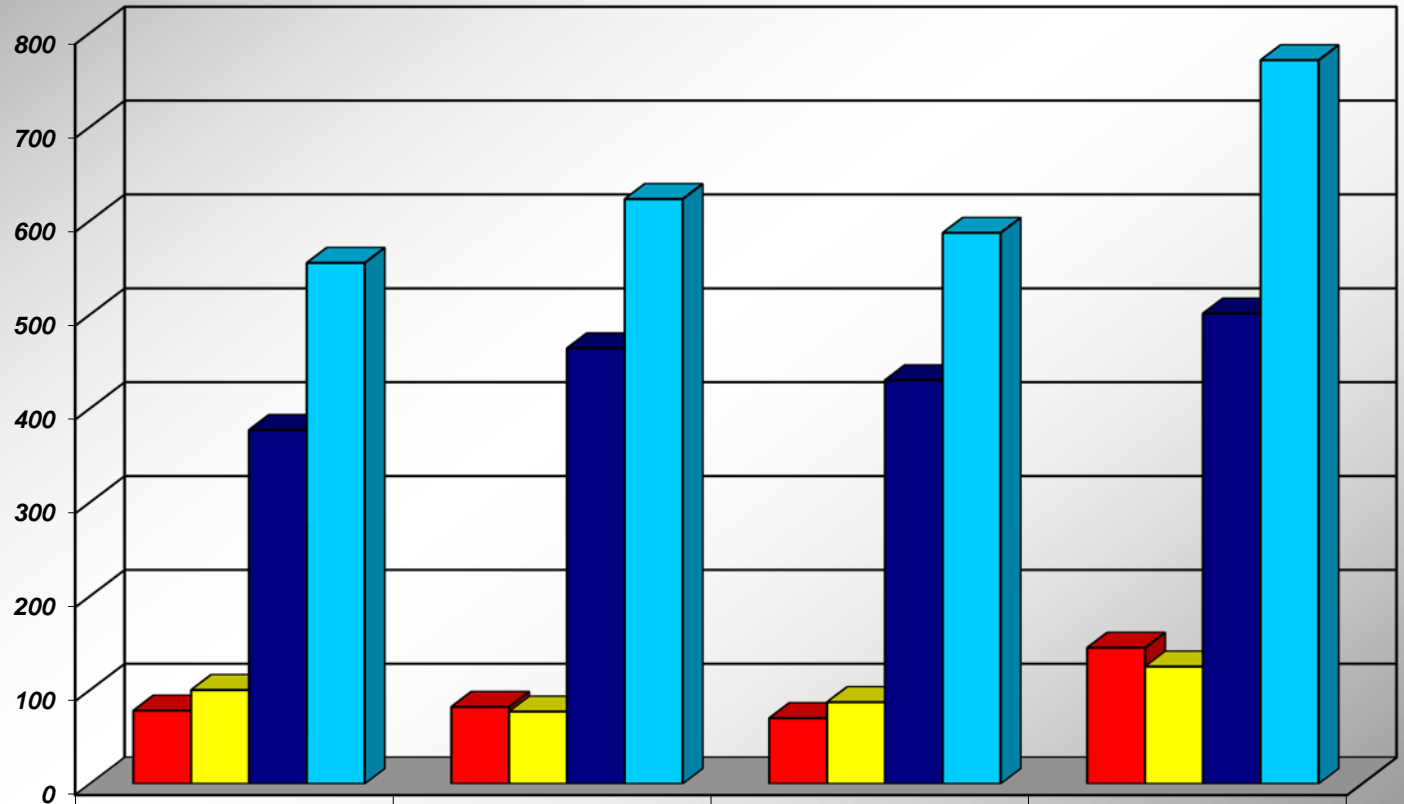


Hospitality Transportation January – October 2017

SUMMARY (Trip Breakdown) Total Trips **2344**

<u>Location</u>	<u>Trips</u>	<u>County</u>	<u>Trips</u>
Cancer Center	335 (14%)	Taylor	1661
Rehab	382 (16%)	Adair	254
Wound Ctr	48 (2%)	Green	327
Urgent Care	1 (0%)	Marion	95
Learning Ctr (Diabetes Ed)	0 (0%)	Larue	1
Taylor Rural Health	23 (1%)	Elizabethtown	0
Physician Offices	542 (26%)	Casey	1
Sleep Center	2 (0%)	Washington	3
Hospital (Lab, Radiology, etc.)	827 (23%)	Russell	2
Infusion Center	1 (0%)		
Dialysis	183 (8%)		
Total Miles	121,019		
Average Age	69		

Hospitality Van Trips by Specialty

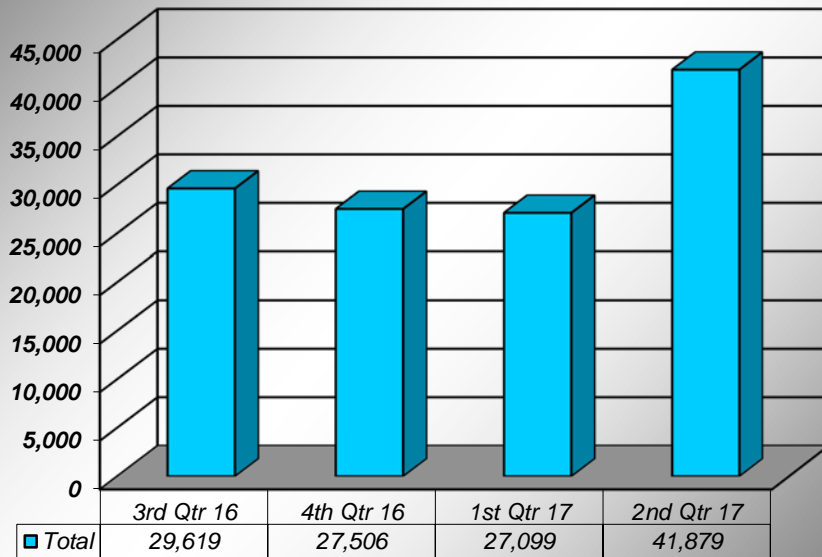


■ Cancer Center	78
■ Rehab Services	100
■ Wound Ctr, Hospital, Other	377
■ Total	555

	3rd Qtr 16	4th Qtr 16	1st Qtr 17	2nd Qtr 17
Cancer Center	78	82	70	145
Rehab Services	100	77	87	125
Wound Ctr, Hospital, Other	377	464	430	501
Total	555	623	587	771

GROWTH

Total Hospitality Van Mileage



- ✘ The van service transport about 1100 different patients every year, however many patients have multiple visits.
- ✘ The hospital served more than 100,000 patients last year.

SCREENING TOOL USED AT THE CANCER CENTER



Taylor Regional Hospital
Screening to evaluate Psychosocial Distress

Sometimes it's hard to talk about distress in a way that helps your cancer care team understand all the needs you may have and how your diagnosis is affecting you. By completing this form you will allow us to better understand your needs and allow us better to help you. If, at anytime during your care with us, you wish to see this form again OR speak with our Hospital Social Worker, please tell your nurse and we can make this form available or contact our Social Worker for you.

Please check any box to indicate if any have been a problem for you since your diagnosis, including today.

YES NO Practical Concerns

- Child Care
- Housing
- Insurance/financial
- Disability questions
- Transportation
- Work/School
- Treatment decisions

YES NO Family Concerns

- Dealing with children
- Dealing with my partner
- I am a caregiver
- Family health issues

YES NO Emotional Concerns

- Depression
- Inability to have children
- Fears
- Nervousness
- Sadness
- Worry
- Loss of interest in usual activities

YES NO Physical Concerns

- Any questions about my appearance or how I feel that I do not understand

YES NO Spiritual Concerns

- Would you like to speak to a minister?

Preference for spiritual support:

- _____ Catholic
- _____ Protestant
- _____ Other (specify) : _____

YES NO Legal Concerns

- Power of Attorney
- Health Care Surrogate
- Living Will
- Guardianship for minor children
- Estate Will

YES NO External In-Home Support

- Assisted Living
- Durable Medical Equipment
- Home Health
- Sitters

Would you be interested in talking with the hospital social worker as she may be able to help you learn about or contact available resources? YES NO

Patient Signature: _____ Taylor Regional Caregiver Signature: _____ Date: _____

FAX completed form to Taylor Regional Hospital Care Management Department: (270) 789-6102

- ✘ Our Cancer Center is using this screening tool to identify patients who have transportation issues. Also the patients are being referred by their providers for transportation services.

PATIENT TESTIMONIALS



- ✘ Shirley Schultz, a resident of Green Co, underwent total knee replacement in 2016 with Dr. Galen Weiss. She was transported by our van to outpatient rehab services at Taylor Regional during the Summer of 2016.
- ✘ On more than one occasion we drove her to her appointment or took her home. After she finished rehab, she joined our Auxiliary volunteers!

IMPACT

- ✘ Although the hospital has not conducted a formal survey to evaluate the program and its services, it assesses the impact using feedback from community members who use the service. We have never received a negative comment or complaint about the service.
- ✘ Patients themselves and their families have expressed how helpful this service has been in receiving the services they need.
- ✘ The hospital continues to promote and raise awareness about the van service through fliers at the doctor's offices and clinics, the hospital website and social media. Hospital leaders are passionate about creating a positive impact on the well-being of the community and not focused on a large return on the investment.
- ✘ Home Health agencies in our area as well as local community organizations such as the homeless shelter, drug rehab center, and health department inform patients of the transportation services available.
- ✘ There is no dollar amount on the success of this program, patients' satisfaction encourages us to keep going!

POSITIVE COMMENTS

- ✘ “You couldn’t ask for a better service, I have enjoyed each ride.”
- ✘ “I really appreciated the van service.”
- ✘ “It’s a wonderful service, I don’t know what we would do if we didn’t have this service.”
- ✘ “It is a blessing for us as well as the community”

AWARD WINNING SERVICE



2016 Certificate of Merit Winner
Kentucky Society for Healthcare Public
Relations and Marketing

LESSONS LEARNED

The hospitality van service increased access to care for many communities near Taylor Regional Hospital, and support from the community helped make it possible. Investing in the community and identifying residents' health-related needs are the first steps in the process. To develop a similar transportation service, the hospital recommends the following:

LESSONS LEARNED

- ✘ Seek leadership buy-in
- ✘ Pursue support from city and county government officials
- ✘ Collaborate with community organizations and business for additional resources, whether it's for funding, volunteers, utilities or other needs
- ✘ Develop a budget for maintaining the service every year, for example to purchase new tires or brakes
- ✘ Address challenges as an opportunity to grow
- ✘ Report back to the community about efforts to address priority health issues

FUTURE PLANS

- ✘ Effective January 1, 2018 we plan to expand the service to Russell County.
- ✘ Our part-time driver will become full time in January 2018.
- ✘ Continue to seek other sponsors.

WE ARE TAYLOR REGIONAL HOSPITAL!!!



Meeting the Transportation Needs of our Patients

Amy Friedman
Chief Experience Officer



DENVER HEALTH

— est. 1860 —

FOR LIFE'S JOURNEY

Agenda

- 1. Who We Serve**
- 2. Transportation Barriers to Care**
- 3. Transportation Partnerships**
- 4. Guidelines**
- 5. Roll-Out**
- 6. Wins/Challenges**
- 7. Questions**

Denver Health Medical Center



Denver Health is Colorado's primary safety net institution.

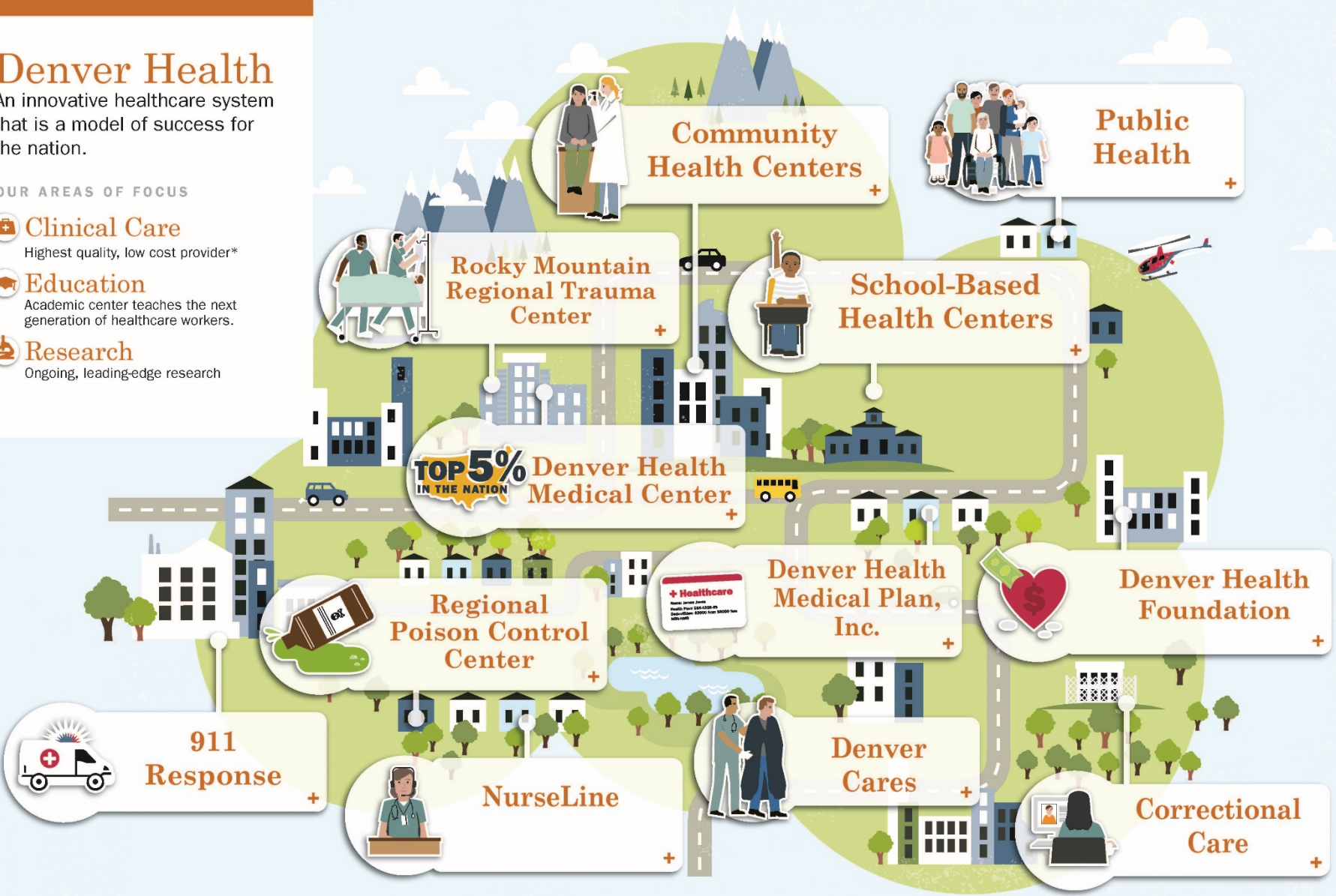
Twenty-five percent of all Denver residents, or approximately 150,000 individuals, receive their health care at Denver Health. One in three children in Denver is cared for by Denver Health physicians as well.

Denver Health

An innovative healthcare system that is a model of success for the nation.

OUR AREAS OF FOCUS

-  **Clinical Care**
Highest quality, low cost provider*
-  **Education**
Academic center teaches the next generation of healthcare workers.
-  **Research**
Ongoing, leading-edge research



Community Health Centers +

Public Health +

Rocky Mountain Regional Trauma Center +

School-Based Health Centers +

TOP 5% IN THE NATION Denver Health Medical Center +

Regional Poison Control Center +

Denver Health Medical Plan, Inc. +

Denver Health Foundation +

911 Response +

NurseLine +

Denver Cares +

Correctional Care +

Transportation Barriers to Care

- ❖ **Hospital/Emergency Room patients limited resources to home/shelter**
- ❖ **Clinic no-shows for appointments**
 - **Immigrant populations challenges with bus system navigation**
 - **Limited transportation options for some patients & families**
- ❖ **Delays in state provided Medicaid transportation**
 - **Waits up to five (5) hours**
 - **Disgruntled staff waiting on phones with transportation vendor**
 - **Excessive paperwork**

Need for inexpensive, reliable, and responsive transportation

Our Transportation Solutions

❖ “Oprah” Car Service

- Takes patients to and from appointments
- Drivers are our corps of retiree volunteers
- Great unmet demand for service



❖ Partnership - Regional Transportation District provides discounted local bus fares



❖ “Bustang” discount vouchers for bus service to Colorado cities

❖ Ride Share pilot programs with Uber and Lyft

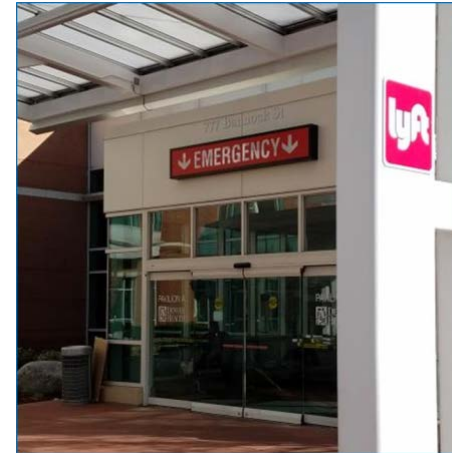
Why Lyft as a Partner? *Lyft's Mission and Vision*



Lyft's mission has always been to connect communities through shared transportation, improve transportation efficiency by filling empty seats in cars, and increasing transportation access by decoupling mobility from car ownership.

Lyft provides convenient on-demand mobility to participants of paratransit and guaranteed ride home programs.

Stage 1 – Creating a Program with Lyft



October 2016

- ❖ **Established guidelines with Legal Department, Case Management, and Nursing**
- ❖ **Information Technology setup of Web-based platform**
- ❖ **Established Users**
- ❖ **Request to the Denver Health and Hospital Foundation for support**
- ❖ **Determined Emergency Department as pilot department**

Guidelines for Lyft program

- ❖ **Need for transportation determined by Social Work/Nursing/Patient Navigators**
- ❖ **Only Medicaid patients or patients with few to no resources can utilize the service**
- ❖ **Patients must consent to receiving a “gift of transportation” from our foundation.**
- ❖ **Verbal consent must be documented.**
- ❖ **The service is only for patients and cannot be used for families, staff, or as a courier service**
- ❖ **25 mile limit**
- ❖ **Staff should refrain from “Prime Time” unless weather is inclement or temperatures are below freezing**

Ordering rides through Website

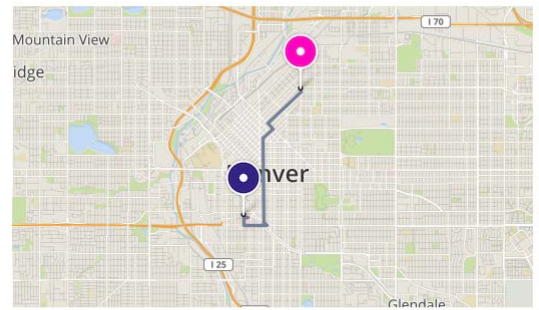


Thanks for riding with Lamont!

November 5, 2017 at 1:55 AM

Ride Details

Base fare	\$0.75
15m 20s	\$1.99
3.66 mi	\$3.66
Service fee	\$2.50
<hr/>	
Will be invoiced to	\$8.90
Gifted to: Davis L (303) 602-1458	



- Pickup 1:55 AM
Denver Health Medical Center, Denver, CO
- Dropoff 1:10 AM
3150 Downing St, Denver, CO

The screenshot shows the Lyft website interface. On the left, there is a sidebar with a 'New request' button and a 'History' section listing several completed rides. The main area displays a map of Denver with a highlighted route. The ride details on the right side of the map include:

- Passenger: Omer O (303) 602-1245
- Ride type: Lyft (4 seats)
- Status: Completed
- Estimated total: \$23.52 total
- Pickup: Denver Health Medical Center, Denver, CO 80204, United States
- Dropoff: Xavier St, Denver, CO 80204, United States
- Driver: Erol (485) 403-4036
- Vehicle: INFINITI QX50 • Black (523-TJ)
- Dispatched by: Royce Smith

Stage 2 – Program begins

Emergency Department

- ❖ **Social workers determine need and order rides**
- ❖ **Rides given at night freed up much need beds**
- ❖ **Biggest challenge was connecting the patients with the drivers**

Stage 3 – Expansion to Hospital

January 2017 - Hospital

- ❖ **Case Managers/Social Workers determine need**
- ❖ **Voucher given to patient to take to hospital front desk**
- ❖ **Front desk Staff orders rides and connects patients with drivers**

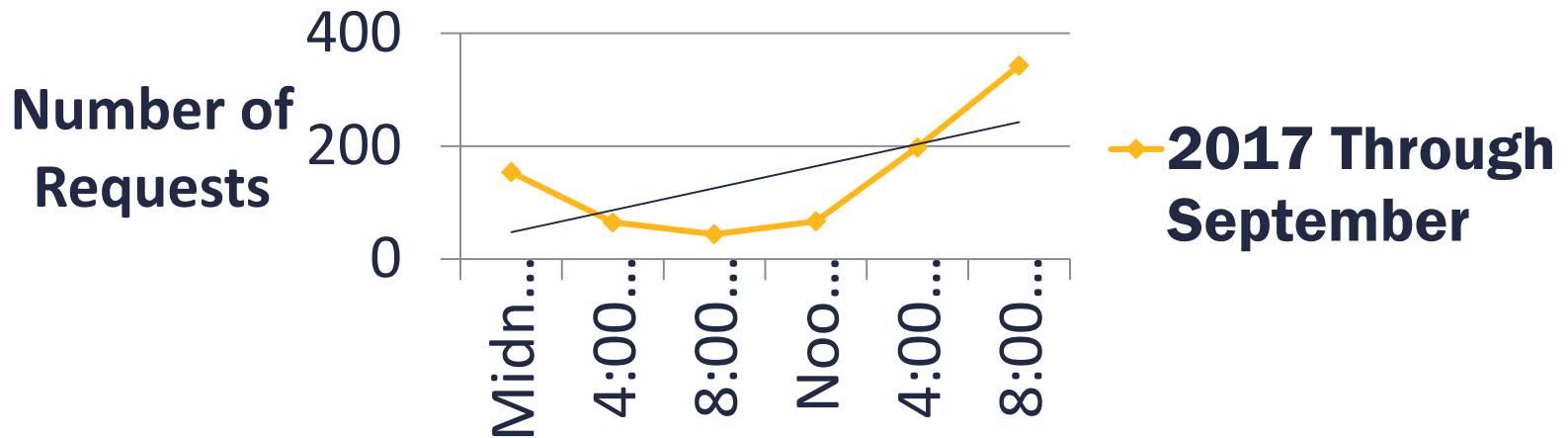
Stage 4 – Expansion to Clinics

June 2017 - Clinics

- ❖ **Patient Navigators determine need**
- ❖ **Order rides in advance for patients**
- ❖ **Navigators orders rides and connect patients with drivers**

2017 Lyft Rides

Year-to-Date Requested Rides Broken Down by Time



Challenges

- ❖ **Transportation arrives quickly**
- ❖ **Prime Time can be costly**
- ❖ **Drivers sometimes cancel**
- ❖ **Patient decides to leave**
- ❖ **Driver takes inefficient route**
- ❖ **Patient wants to make other stops**

Wins

- ❖ **Transportation arrives quickly**
- ❖ **Cost effective – Rides average \$8.00**
- ❖ **Frees up beds in Emergency Department**
- ❖ **Patients arrive on time for appointments**
- ❖ **Patients are satisfied!**



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FOR LIFE'S JOURNEY

Questions?



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Q & A



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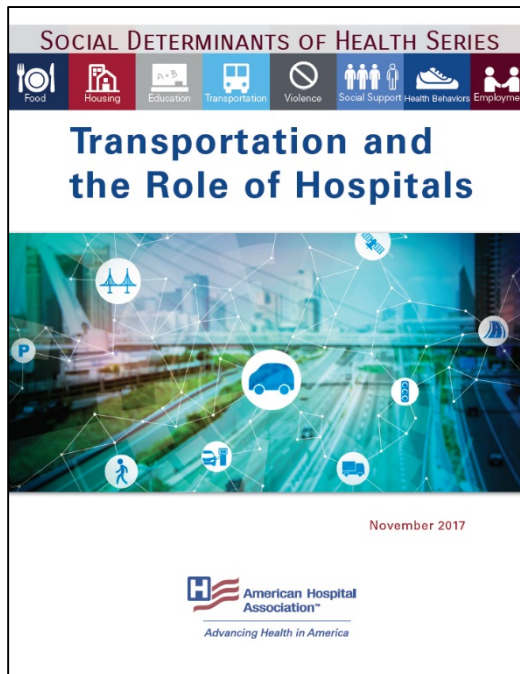


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Social Determinants of Health: Transportation and the Role of Hospitals

aha.org/transportation



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2017 Webinar Series

Upcoming Webinar

**Aligning Diversity and Inclusion, Community Engagement, Business Operations,
and Population Health Efforts to Achieve Equity**

November 20, 2017

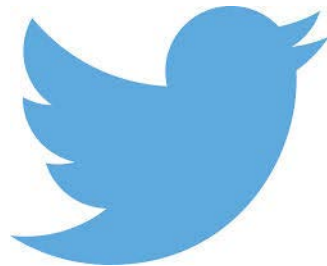
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