

## Community Benefit Implementation Strategy

The El Paso Children's Hospital Board adopted a three year strategic plan in October 2018, focused on improving health outcomes for children in the greater El Paso region. In the strategic plan, strategies and tactics were adopted that will ultimately result in improved access to care, that will be achieved by: improving outreach efforts, developing programs and service lines and improving community engagement.

	<i>Community Impact</i>	<i>Resources Required</i>
<p><b><u>Outreach</u></b></p> <ul style="list-style-type: none"> <li>Provide education about our hospital programs to community physicians, parents and other stakeholders</li> <li>Improve direct admission process and communication back to physician offices</li> <li>Connect pediatric specialists with community physicians to improve patient outcomes</li> </ul>	<p>From 2015 through 2018, there were 31,088 pediatric patients in the region requiring some form of inpatient hospitalization. Through improved outreach efforts, the goal is to provide the best care for all pediatric patients in the region in a place designed just for kids and their families. Through improved communication with physician offices, partnerships with other health centers in the region and a focus on quality outcomes, the El Paso Children's Hospital will be the epicenter for the more than 106,000 children who call El Paso home.</p>	<p>To be successful, a physician relations manager, service line marketing of programs and community health outreach initiatives will pave the way to ensuring the Hospital stays connected with the community. - \$250,000 investment over the next 3 years.</p>
<p><b><u>Program Development</u></b></p> <ul style="list-style-type: none"> <li>Continue to recruit pediatric subspecialists to the region</li> <li>Grow service lines based on the growing pediatric population</li> </ul>	<p>Since the Children's Hospital's opening, outmigration has been reduced by nearly 80%. To continue to impact the number of families leaving the primary market for care, service lines to include a Neuroscience program, Heart program, expanding programs including surgical services and general pediatrics is critical for the pediatric community. These programs can potentially impact at least 500 children each year who are still seeking care outside of the El Paso area.</p>	<p>Recruitment of specialists, surgeons and alignment with community pediatricians will require an investment of more that \$9,500,000 over the next three years.</p>
<p><b><u>Community Engagement</u></b></p> <ul style="list-style-type: none"> <li>Increase partnerships with regional school districts</li> <li>Collaborative opportunities with school nurses, teacher associations and athletic departments</li> <li>Parent forums regarding pediatric health disparities</li> <li>Worksite Wellness program development</li> </ul>	<p>To ensure that the resources provided by the many health specialists who make up the El Paso Children's Hospital medical staff and hospital staff, the community will expand its outreach efforts beyond the physician office and will explore collaborative opportunities with other institutions who also are geared towards the kids. Parents, teachers, coaches and their extended families will be the focus to ensure that all of the children in the region are able to receive health care services, when they need them, in a location closest to their home. By collaborating with these and other entities focused on pediatric populations, EPCH can potentially impact nearly 75,000 kids each year.</p>	<p>A capital campaign will take place in hopes of raising close to \$25,000,000 to expand the services provided at the hospital and its many access points throughout the region. The community will have the ability to invest in their future through philanthropic support and fundraising campaigns.</p>
<p><b><u>Access to Care</u></b></p> <ul style="list-style-type: none"> <li>Work with hospital case management to ensure that children who need specialized care have access to health insurance</li> <li>Establish a pediatric medical home</li> <li>Collaborate with city transportation system to improve health outcomes for low income high risk pediatric patients by providing them transportation to and from scheduled appointments</li> <li>Increase collaboration with border health initiatives related to women's and children's health</li> </ul>	<p>It is the mission of the El Paso Children's Hospital to continue to expand access to the best care, close to home. The strategic plan of the hospital contains strategies to increase access points throughout the region to reduce the number of patients seeking care outside of the area. The El Paso Children's Hospital can potentially provide services for all pediatric patients and provide coverage for at least 75,000 kids annually.</p>	<p>Advocating for patients and families with legislative bodies, working with payers to expand care for patients in need and working with regional foundation boards to access grant dollars for patients is underway. Funding of programs geared towards improving pediatric programs for the future will be the catalyst for success.</p>

Pat Gordon Chairman

Approved by EPCH Board Chair

1/31/19  
Date