Community Cafes in Alaska to Support Future Models of Health Care

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Learning Objectives

- Describe how to set up and facilitate Community Cafes to receive community feedback on future models of health care.
- Identify how to shift the solutions from Community Access Hospital (CAH)-led to community-led for better support and integration.
Overview

- Alaska, hospitals, and healthcare systems
- Section of Rural and Community Health Systems
- What is a Community Café?
- Petersburg Example
Alaska Geography and Population

- 568,412 square miles
- Population 736,239 (2018 AK DOL)
- Most sparsely populated state
- Only 29 cities with population over 1,000
  - Anchorage / Mat-Su Area population 401,108
  - Juneau, Fairbanks (~30,000)
  - CAH Communities/Regional Hubs (~4000)
  - Villages (few hundred)
- Seasonal workers and tourism
Limited road system

- 8 out of 10 communities not connected by road system
- Alaska Marine Highway
Hospitals and Health Systems

Private (14)
Tribal (8)
Military/VA (2)
Psychiatric (2)

Tribal Health Consortium and Indian Health Services (IHS) compact with 227 Tribes
Rural areas served by 180 small village clinics staffed by Community Health Aides
Alaska’s Medical Challenges

Distance, cost, and weather affect travel

- 1429 beds
  - > 60% (859) in Anchorage
  - Limited critical care beds

- 180 small village clinics
Critical Access Hospitals (13)

3 Independent CAHs (Cordova, Homer, Petersburg)

4 Health System Affiliated (Ketchikan, Kodiak, Seward, Valdez)

6 Tribally Managed CAHs (Dillingham, Kotzebue, Nome, Sitka*, Utqiaġvik, Wrangell)

*Sitka hospitals merged summer 2019
Section of Rural and Community Health Systems

- **Office of Healthcare Access**
  - 5 Staff
  - SORH, PCO, Flex, SHIP, healthcare student loan repayment programs, J1-Visas, National Interest Waivers

- **State EMS Office**
  - 6 Staff
  - EMS certification, training, regulations and implementing mobile integrated healthcare programs

- **Trauma Program**
  - 3 Staff
  - Manage the statewide trauma system and expanding to include the other time sensitive events (stroke, STEMI and sepsis)

- **Health Emergency Response Operations**
  - 6 Staff
  - Public health and medical emergency preparedness, response and recovery
Office of Healthcare Access

Section of Rural and Community Health Systems (RCHS) Chief/DPH Director
SORH - Alaska State Office of Rural Health Coordinator

Office of Healthcare Access Unit Manager
FLEX Coordinator
Rural Hospital Flexibility Program

PCO/SLRP Administrative Support
3RNet Provider Recruitment, RHI-Hub, J1-Visas, Directory of Safety Net Providers, Community Health Centers-Senior Access Program

Small Hospital Improvement Program (SHIP) Telehealth

Healthcare Workforce Incentives -SHARP State Loan Repayment Program (SLRP)

Primary Care Office (PCO)
Healthcare Provider Shortage Areas (HPSA)
Medically Underserved Areas/Population (MUA/P) Designations
CAH Site Visit
State Emergency Medical Services (EMS) Office

- 6 staff
- EMS certification, training, regulations, Regional EMS council and support grants
- Mobile Integrated health, time-critical diagnosis, and EMS sustainability
Trauma Program

- 3 staff
- Statewide trauma system, designations and training
- Trauma transfer guidelines
- Alaska 3rd highest trauma mortality rate in US
- Level II Trauma Centers in Alaska = 2, others IV
- Alaska Trauma Registry expanding to include stroke, STEMI and sepsis
Health Emergency Response Operations

- 6 staff
- Public health and medical emergency preparedness, response and recovery
  - Emergency Operations Center
  - Alaska 7.1 Earthquake Response November 30, 2018
  - Statewide Healthcare Coalition
  - Training and exercises
    - Ragin’ Contagion
    - Hale Borealis Forum
    - Alaska Shield/Northern Edge
Community Café - What is it?

- A series of conversations with the community
- Community partners participate as equals in dialogues that value reciprocity and honor everyone’s contribution
- Intimate (small group) facilitated discussion on a specific topic that occurs in a neutral environment
- Not quite the same as:
  - Town hall
  - Listening session
Community Café Intent

- Bring community together
- Meet community where they are at
- Educate and inform
- Engage community in discussion
- Frame the discussion around solutions
- Create an enduring model for community input
- Replicate with other communities
Community Café Format

- 90 minutes
  - 20-30 minute presentation on chosen topic
  - 60 minute small group discussion with facilitator and scribe

- Marketing
- On-going Communication
Speakers & Facilitated Discussion

- Bringing the right speakers to inform on the topic
  - Hospital Association
  - Flex/SORH
  - Hospital Administrator
- Knowing who to leave out of the discussion

- Facilitated group discussion
  - Bring out the quiet voices
  - Not let the loud voices dominate
  - Stay on topic
Location & Marketing

- Neutral location that is accessible
- Multiple sessions at different times to accommodate different audiences

CAH Marketing Strategy
- Social Media
- Website
- Radio
- Newsletters
- Flyers
Community Café Idea

- Community Café previously used successfully in Alaska in community discussions on opioids
- In spring 2018, we told CAHs that we can come to their communities to facilitate a conversation on whatever topics they want
- Utilized Flex and State Office of Rural Health (SORH) resources to assist CAHs
  - Personnel costs for planning and facilitation
  - Travel costs
- CAH administrator from Petersburg took us up on the offer and sponsored the first of several Community Cafes
Petersburg Example

- Southeast Alaska Island Community
- Population 2,793
- CEO and Champion – Phil Hofstetter
- 110 permanent Full-Time Equivalent (FTE)
- <10% traveling staff
- Aging healthcare facility and bond fatigued community
Petersburg Medical Center

Community owned and operated Critical Access Hospital

- Emergency Room (~75 patients/month)
- Acute Care/Skilled Nursing (12 beds)
- Long Term Care (15 beds)
- Outpatient/Primary Care (Open Mon-Sat, ~900 patients/month)
- Built in 1917 and renovated in 1953, 1983 and 2011
Discussion Topic

- Petersburg needs a new hospital facility
- Community was stuck on location and cost and prior conversations were stalled

Shifting the conversation...

- Changing landscape of healthcare in rural communities and how communities must pivot to accept these challenges
- Current healthcare trends and local impacts
- Current hospital facility and history
Petersburg Topics and Speakers

- Changing landscape of healthcare in rural communities and how communities must pivot to accept these challenges (Nov 2018)
  - Current healthcare trends and impacts (Jeannie Monk-ASHNHA)
  - Current facility and history (Phil Hofstetter-CEO)
- Telehealth (Feb 2019)
  - What types of services are you looking for?
  - How much would you be willing to pay?
- Proposed State budget cuts and impact (May 2019)
  - How can Petersburg become a healthier community?
  - How can we control the cost of health
- Planned future topics:
  - Behavioral health
  - Long-term care
  - New healthcare facility
Don't miss the next Community Cafe!

Petersburg Medical Center is hosting a second Community Cafe. Join us to help plan the future of PMC!

Date: Tuesday, Feb. 5
Times: 2:30pm & 6:30pm
Location: Dorothy Ingle Conference Room

Topics:
- Follow-up on first Community Cafe
- Technology
- Telehealth
- Portable DR Machine

Speakers:
- Jeannie Monk, Alaska State Hospital and Nursing Home Association
- Heidi Hedberg, State of Alaska
- Phil Hofstetter, PMC CEO

Sonya Paul, imaging tech, with PMC’s portable X-ray and digital radiography machine, or portable DR machine. Join us at the Feb. 5 Community Cafe for a demonstration of this new equipment!

Petersburg Medical Center
added an event.
January 28 ·

Please join the Petersburg Medical Center staff, hospital board, Alaska State Hospital and Nursing Home Association and the State of Alaska for a community discussion about Telehealth, Technology and Mobile DR system.

PETERSBURG MEDICAL CENTER
COMMUNITY CAFE
THURSDAY MAY 9TH @ 6:00PM
ASSEMBLY CHAMBERS
Make your voice heard! Join the Petersburg Medical Center staff, Alaska State Hospital and Nursing Home Association, and PMC Hospital Board for a community-driven strategy session focused on recent proposed budget cuts and potential impacts on PMC.
On-going Communication & Feedback Loop

Petersburg Medical Center Community Café Website: https://www.pmcak.org/community-cafe.html

**MESSAGE FROM THE CEO**
Always seeking new ways to improve PMC services

Our team continues to evaluate the needs of our facility and our services in the community, looking for ways to improve systematically and efficiently. We’re grateful that community members are helping us move forward!

For example, thanks to feedback from participants at the last Community Café and some recent patient concerns, we’ve identified a tremendous need for a social worker—someone who can help patients to navigate needed healthcare resources and to make healthcare decisions, someone who can help with case management for patients. PMC is working to add these services an affordable and sustainable way.
Petersburg utilized Flex and SORH resources to try out a new style of communication with their community.

Champions: CEO Phil Hofstetter, Jeannie Monk (ASHNHA), Heidi Hedberg (AK SORH)

Notes and feedback from participants were put to use:
- Changes were implemented by hospital where possible
- Gained understanding of the community knowledge base to help target education and further conversations
- Shift conversation to services and community needs including important aspects such as telehealth, behavioral health, and long-term care

Community Café is one way to create a dialogue and conversation around healthcare for community support and integration.
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