

**Goal: Increase access to health care among Bay County residents.**

**Objective 1:** Provide education, awareness and facilitate opportunities to increase access to health care so that 90% of the adult population is enrolled in a health insurance plan per Affordable Care Act guidelines by 2018.

**Strategy 1:** Provide education to consumers and health and human services providers on health plans, Medicaid and the new exchange program.

Activities	Outcome Measure	Time Line	Responsible Team Members	Completed
<p><b>S1.A Offer education opportunities, such as presentations, Webinars, and discussions etc.</b></p> <ul style="list-style-type: none"> <li>➤ Offer at least five presentations on the ACA and opportunities for consumers and professionals.</li> </ul>	<p>Five presentations offered</p>	<p>December 2014</p>	<p>McLaren Bay Region; McLaren Bay Special Care; BCHD; Bay Health Plan; Other Community Health Providers and Organizations;</p>	<p><b>Complete</b>                      Bay Health Plan and two other locations provided numerous education sessions about the ACA and Medicaid expansion to their clients, as well as the community. In addition, partner organizations helped to promote those locations as a place to get more information.</p>
<p><b>S1.B Provide education materials at community events</b></p> <ul style="list-style-type: none"> <li>➤ Develop and implement a community based outreach plan on the ACA including brochures, booth, website, etc.</li> </ul>	<p>Development and publishing of materials</p>	<p>January 2014-2018</p>	<p>McLaren Bay Region; McLaren Bay Special Care; BCHD; Bay Health Plan; Other Community Health Providers and Organizations;</p>	<p><b>Complete</b>                      Used existing materials and promotional items to distribute to the community at various community events.                       Information regarding the ACA and Medicaid expansion was also distributed through social media and the BCHD webpage.</p>
<p><b>S1.C Provide information via the Media (ie. news releases, social media, webpage)</b></p> <ul style="list-style-type: none"> <li>➤ Develop and implement a community based outreach plan on the ACA including brochures, booth, website, etc.</li> </ul>	<p>Development and publishing of materials</p>	<p>January 2014-2018</p>	<p>McLaren Bay Region; McLaren Bay Special Care; BCHD; Bay Health Plan; Other Community Health Providers and Organizations;</p>	<p><b>Complete</b>                      Used existing materials and promotional items to distribute to the community at various community events.                       Information regarding the ACA and Medicaid expansion was also distributed through social media and the BCHD webpage.</p>

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**Objective 1:** Provide education, awareness and facilitate opportunities to increase access to health care so that 90% of the adult population is enrolled in a health insurance plan per Affordable Care Act guidelines by 2018.

**Strategy 2:** Provide outreach and enrollment opportunities to consumers.

Activities	Outcome Measure	Time Line	Responsible Team Members	Completed
<p><b>S2.A Utilize Community Health Workers to assist individuals with enrollment</b></p> <ul style="list-style-type: none"> <li>➤ Identify and train community based workers to assist with ACA enrollment</li> </ul>	<p>Community based workers identified and trained</p>	<p>March 2014</p>	<p>McLaren Bay Region; McLaren Bay Special Care; BCHD; Bay Health Plan; Other Community Health Providers and Organizations</p>	<p><b>Complete</b> With the implementation of the ACA, staff within the Bay Health Plan was trained as Patient Navigators to be able to help people navigate the exchange, check their eligibility, and help them find a primary care doctor.</p>
<p><b>S2.B Provide enrollment information via the Media</b></p> <ul style="list-style-type: none"> <li>➤ Provide ACA enrollment info on at least five health care related websites in the community.</li> </ul>	<p>ACA website information deployed</p>	<p>January 2014 and ongoing</p>	<p>McLaren Bay Region; McLaren Bay Special Care; BCHD; Bay Health Plan; Other Community Health Providers and Organizations</p>	<p><b>Complete</b> Information regarding the ACA, the Health Exchange, and the Healthy Michigan plan are located on the following websites; Bay County Health Department, Bay Health Plan, Bay County Department of Human Services, Bay Arenac Behavioral Health Authority, and Health Delivery Inc.</p>
<p><b>S2.C Assist with enrollment at community events.</b></p>		<p>Ongoing</p>	<p>McLaren Bay Region; McLaren Bay Special Care; BCHD; Bay Health Plan; Other Community Health Providers and Organizations</p>	<p><b>Incomplete</b> In order for an organization to help people enroll in the exchange, staff must be training as patient navigators. When the ACA became effective, the Bay Health Plan’s role changed to one that assisted people if obtaining health insurance and thus trained their staff as patient navigators. However, This is not completed at community events. People are referred to Bay Health</p>

				Plan and asked to call and set up an appointment to determine their needs.
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**Objective 2:** Develop a network of Primary Care Providers in Bay County so that no less than 75% of adults and 85% of children are connected to a “medical home” by 2018.

**Strategy 1:** Determine the health care needs of the community.

Activities	Outcome Measure	Time Line	Responsible Team Members	Completed
<p><b>S1.A Continue to gather community based data on the health status of the community.</b></p> <ul style="list-style-type: none"> <li>➤ Community Health Assessment</li> <li>➤ Provider Survey</li> <li>➤ Consumer Survey</li> </ul>	<p>Update Community Health Assessment</p> <p>Provider Survey</p> <p>Consumer survey completed by June 2014, 2017</p>	<p>January 2014 and updated annually</p> <p>Report published June 2014 and 2017</p>	<p>McLaren Bay Region; McLaren Bay Special Care; BCHD; BABHA; Physicians; Dental professionals;</p>	<p><b>Partially Completed</b></p> <p>The Community Health Assessment is completed every 3 years. However, if necessary certain hard data can be collected and used accordingly.</p> <p>The provider and consumer surveys were not completed.</p>
<p><b>S1.B Identify level of Need.</b></p> <ul style="list-style-type: none"> <li>➤ Determine Priorities</li> </ul>	<p>List of priorities identified</p>	<p>March 2014</p> <p>Updated annually</p>	<p>McLaren Bay Region; McLaren Bay Special Care; BCHD; BABHA; Physicians; Dental professionals</p>	<p><b>Completed</b></p> <p>Health Priorities were completed following the completion of the Community Health Assessment and work plans were created.</p> <p>The work plans were revised in January and February of 2014.</p>
<p><b>S1.C Share results with physicians, behavioral health dentists, the community, human service organizations etc.</b></p> <ul style="list-style-type: none"> <li>➤ Provide at least 3 presentations to health professional organizations in Bay County</li> </ul>	<p>Provide annual presentations to groups</p>	<p>December 2013 &amp; 2015</p>	<p>PHO Groups; Dental Association; Other Community Health Professional Groups; BCHD; McLaren Bay Special Care; McLaren Bay Region</p>	<p><b>Partially Completed</b></p> <p>The Community Health Assessment and Health Improvement Plan is posted on the Bay County Health Department webpage, as well as McLaren Bay Regions webpage.</p> <p>One presentation on the Health</p>

				Improvement plan was provided to community organizations in September of 2013.
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**Strategy 2:** Integrate Behavioral Health, Physical Health and Dental Health

Activities	Outcome Measure	Time Line	Responsible Team Members	Completed
<p><b>S2.A Provide outreach to consumers</b></p> <ul style="list-style-type: none"> <li>➤ Develop and maintain listing of prevention services for referral purposes.</li> <li>➤ Obtain BABHA listing of community events of all agencies.</li> </ul>	Provider lists developed and published	December 2014	BCHD, McLaren Bay Region; McLaren Bay Special Care; Bay Health Plan; BABHA; Physicians; Dental professionals; 211	<b>Incomplete</b>
<p><b>S2.B Utilize Community Health Workers to assist individuals with obtaining a “Medical Home.”</b></p> <ul style="list-style-type: none"> <li>➤ Identify and train community based workers in at least 3 organizations to assist with enrolling with a primary care clinic or a medical home.</li> </ul>	Community based workers identified and trained	June 2015	BCHD, McLaren Bay Region; McLaren Bay Special Care; Bay Health Plan; BABHA; Physicians; Dental professionals;	<b>Ongoing</b> In order for an organization to help people enroll in the exchange, staff must be training as patient navigators. When the ACA became effective, the Bay Health Plan’s role changed to one that assisted people if obtaining health insurance and thus trained their staff as patient navigators.

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**Objective 2:** Develop a network of Primary Care Providers in Bay County so that no less than 75% of adults and 85% of children are connected to a “medical home” by 2018.

**Strategy 3:** Develop Opportunities for primary care

Activities	Outcome Measure	Time Line	Responsible Team Members	Completed
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<p><b>S3.A Identify community resources available for residents</b></p> <ul style="list-style-type: none"> <li>➤ Develop and maintain listing of Primary Care clinics for referral purposes.</li> <li>➤ Research additional resources available</li> </ul>	<p>Provider lists developed and published</p>	<p>December 2014</p>	<p>BCHD, McLaren Bay Region; Bay Health Plan; BABHA; HDI; Physicians; Dental professionals;</p>	<p><b>Incomplete</b></p>
<p><b>S3.B Recruit more Health Professionals (MD, DO, PA, NP, and RN) for primary care.</b></p> <ul style="list-style-type: none"> <li>➤ Analyze existing data sets for causes of shortages.</li> <li>➤ Apply for Health Professional Shortage Area and/or Medically Underserved Area designation in Bay County or selected areas within the County.</li> <li>➤ Identify opportunities for associated professionals in Bay County based upon federal and or state recognition</li> </ul>	<p>Analysis completed</p> <p>Applications for HPSA and/or MUA submitted</p> <p>At least three opportunities to integrate prevention into primary care services in Bay County will be identified</p>	<p>December 2013 July 2014</p> <p>June 2015</p>	<p>BCHD, McLaren Bay Region; Bay Health Plan; BABHA; HDI; Physicians; Dental professionals;</p>	<p><b>Incomplete</b></p>
<p><b>S3.C Provide opportunities to integrate prevention work from associated professionals in the community.</b></p> <ul style="list-style-type: none"> <li>➤ Share prevention resources, ideas and calendars</li> <li>➤ Facilitate Meetings among all prevention professionals</li> <li>➤ Incorporate new and alternative ways to provide school health clinics</li> </ul>	<p>At least three opportunities to integrate prevention into primary care services in Bay County will be identified</p> <p>Implement one primary care/medical home project</p>	<p>June 2015</p> <p>December 2017</p>	<p>BCHD, McLaren Bay Region; McLaren Bay Special Care; Bay Health Plan; BABHA; HDI; Physicians; Dental professionals; Michigan School Community Health Alliance, Urgent Care Facilities</p>	<p>Have not yet addressed</p>
<p><b>S3.D Provide transportation to and from appointments.</b></p> <ul style="list-style-type: none"> <li>➤ Research feasibility to provide transportation for low income individuals and families</li> <li>➤ Promote transportation services through insurance (i.e. Medicaid)</li> </ul>	<p>Transportation Services resource list completed</p>	<p>January 2014</p>	<p>BCHD, McLaren Bay Region; McLaren Bay Special Care; Bay Health Plan; BABHA; HDI; Health Insurance Plans</p>	<p><b>Incomplete</b></p>

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**Objective 3:** Develop and implement a system of common intake and referral for low and moderate income residents in Bay County by 2015

**Strategy 1:** 1. Develop and implement a system of common intake and referral for low and moderate income residents.

Activities	Outcome Measure	Time Line	Responsible Team Members	Completed
<p><b>S1.A Research existing intake systems for health and human services providers .</b></p> <ul style="list-style-type: none"> <li>➤ Identify and evaluate common intake systems in place in the United States. Identify the feasibility of implementing each system.</li> </ul>	<p>Identify and evaluate at least three common intake systems and Identify the feasibility of implementing each system</p>	<p>November 2014</p>	<p>BAHSCC ; BCHD; Bay Health Plan; McLaren Bay Special Care; BABHA; McLaren Bay Region;</p>	<p><b>Incomplete</b></p>
<p><b>S1.B Identify potential partners for the development and implementation of common intake systems.</b></p> <ul style="list-style-type: none"> <li>➤ Identify community based providers that would seriously consider the potential for implementing a common intake system.</li> </ul>	<p>Identify at least six community based providers</p>	<p>March 2015</p>	<p>BAHSCC ; BCHD; Bay Health Plan; BABHA; McLaren Bay Region; McLaren Bay Special Care;</p>	<p>Have not yet addressed</p>
<p><b>S1.C Develop a common intake system based upon best practices and implement the system.</b></p> <ul style="list-style-type: none"> <li>➤ Implement the common intake system with full agreements for sharing of information.</li> </ul>	<p>Implement the common intake system with full agreements for sharing of information in at least three community based organizations</p>	<p>February 2016</p>	<p>BAHSCC ; BCHD; Bay Health Plan; BABHA; McLaren Bay Region; McLaren Bay Special Care;</p>	<p>Have not yet addressed</p>