



Habersham Medical Center

- 53-bed not-for-profit acute care hospital
- Inpatient/Outpatient services
- Emergency Department
- Maternity Care
- Occupational Health
- Pain Management (July 2018)
- 1 Nursing Homes (2 Locations)
- 1 HomeCare Agency
- 4 Employed Physicians – 3 Physician Practices
- PrimeCare Walk-in Clinic
- Rehabilitation Services
- Sleep Medicine

Habersham County Health Data

- Habersham County has 43,996 residents as of July 2015.
- Discharges for 2015:
2,427 Inpatients
1,019 Observations.
- ER Visits FY 2015 – 27,438 visits
≈\$31,653,256 total charges
- Readmission Rate 2015 – 17.19%
- PCP to Population Ration – 1 to 4,888
- Rate of Uninsured – 29% of adults & 12% of children.
- Diseases of the Respiratory System was highest Major Diagnostic Category behind Maternity Care
- 22% or 5,884 visits were for pediatric patients
- Readmission Penalty 2.8% ≈ \$150,000



Habersham: ER Screen / PrimeCare Expansion Budget: \$407,950.20

Major Resources & Activities:

1. Construction in ED and PrimeCare
2. Hire and train additional staff for PrimeCare
3. Develop policies and procedures to medically screen patients who present to the Emergency Department
4. Train existing staff on new policies and procedures

Targeted Outputs and Outcomes:

Emergency Department Patients will

1. Use the healthcare system more appropriately
2. Have a reduction in healthcare costs
3. Increase access to care
4. Financial Stability

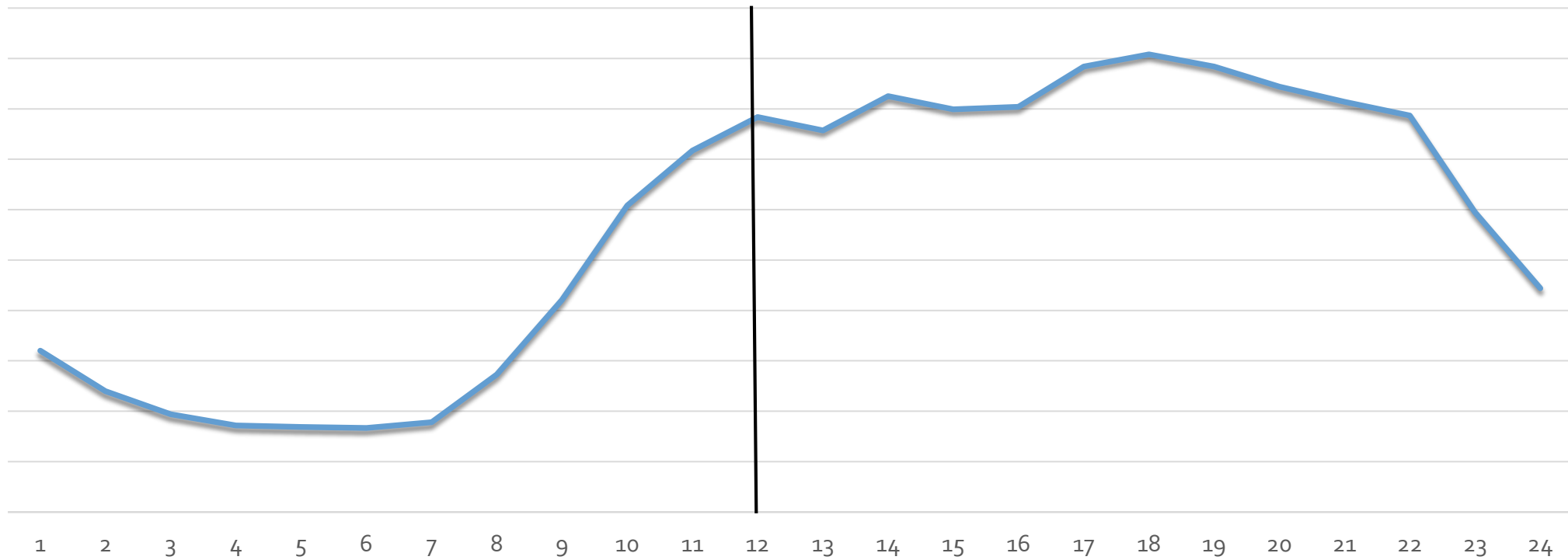
Performance Measures:

1. Access to care – Inappropriate utilization of ED Care
2. Financial Stabilization
3. Market Share



ER Arrival Times

January 2016 – June 2016



The Post...

The image shows a screenshot of a Facebook post from the Habersham Medical Center. The post is dated April 6 at 1:57pm. The text of the post reads: "Beginning in June 2017, Habersham Medical Center (HMC) will begin prescreening all Emergency Room (ER) patients and will refer patients classified as non-emergent to a more appropriate level of care or charge them an upfront fee to receive ER treatment. According to Beth Hester, RN and Director of the HMC ER, 'Upon arrival, patients will undergo a federally-required medical exam by a qualified medical professional to determine if their symptoms are potentially life-threatening...' Continue Reading". Below the text is a large image with the text "We're hERE for EMERGENCIES..." and a picture of a building with "EMERGENCY" written on its roof. The left sidebar of the Facebook page is visible, showing the Habersham Medical Center profile name and a navigation menu with options like Home, About, Services, Photos, Likes, Videos, Events, Posts, Shop, and Notes. The right sidebar shows a "Pages" section with "GHA" and "LSI" visible, and a language selection menu with "English" and "Français" listed.

Page Messages

Like Follow Share ...

Habersham Medical Center
April 6 at 1:57pm · 🌐

Beginning in June 2017, Habersham Medical Center (HMC) will begin prescreening all Emergency Room (ER) patients and will refer patients classified as non-emergent to a more appropriate level of care or charge them an upfront fee to receive ER treatment. According to Beth Hester, RN and Director of the HMC ER, "Upon arrival, patients will undergo a federally-required medical exam by a qualified medical professional to determine if their symptoms are potentially life-threatening..."
Continue Reading

We're hERE for EMERGENCIES...

EMERGENCY

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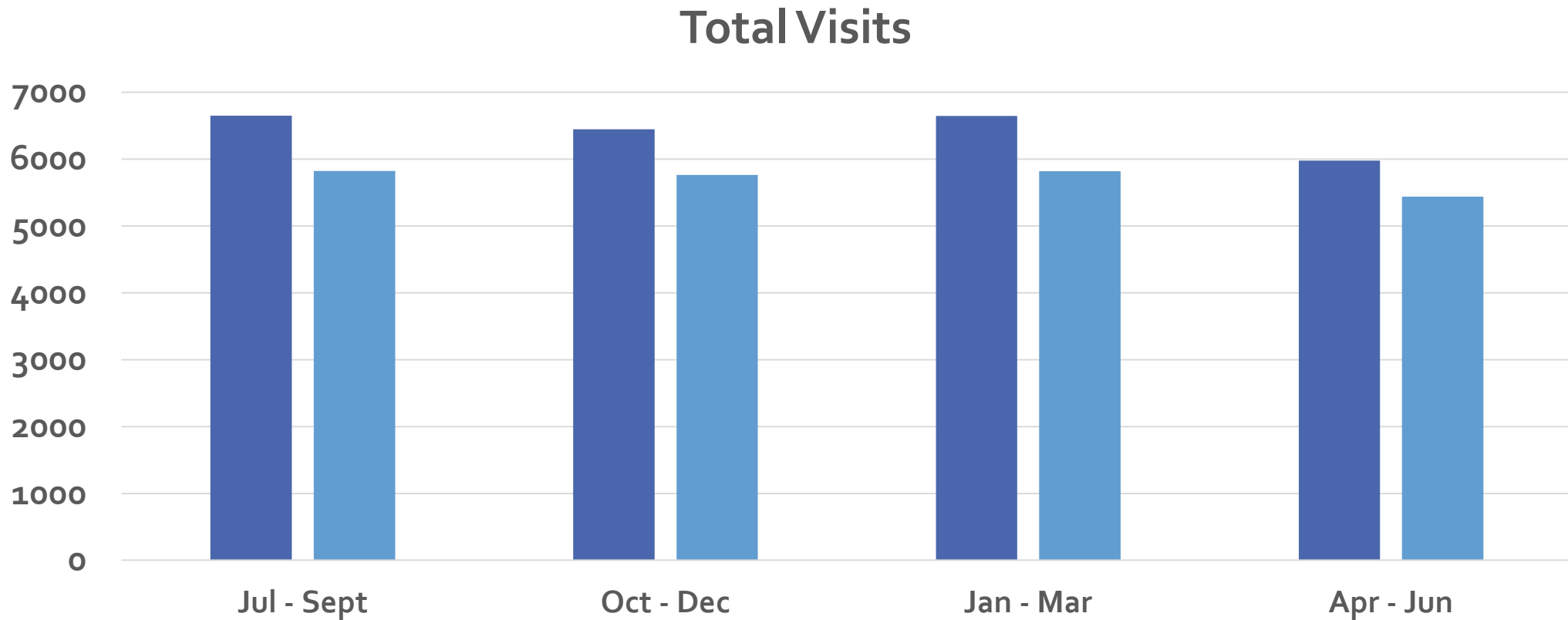
Pages
GHA
LSI
English
Français
Privacy
Cookies
Facebook

The Impact...April 6 – 17, 2017

- Number of likes on post – **1,400**
- Number of comments – **315**
- Number of shares – **3,568**
- Number of Page Likes 4/6/17 - **2,079**
- Number of Page Likes 4/17/17 – **2,366**
- Number of people reached – **652,077**
- Post clicks – **85,685**
- Reactions, Comments, Shares – **22,911**
 - Shares – **3,632**
 - Comments – **4,151**
 - Total Likes – **13,085**
 - Photo Likes – **10,157**
 - Link Clicks – **86**
- Emoticons:
 - Love – **1,677**
 - Haha – **45**
 - Wow – **310**
 - Sad – **8**
 - Angry – **24**

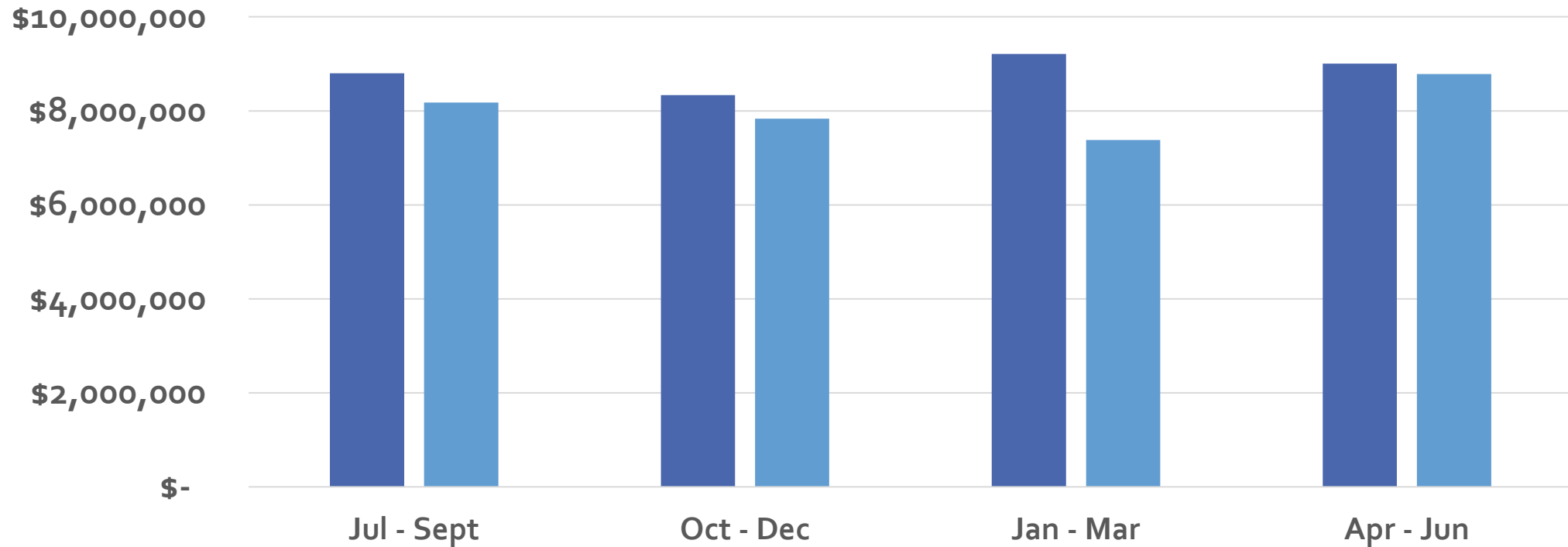


ER Medical Screening Results



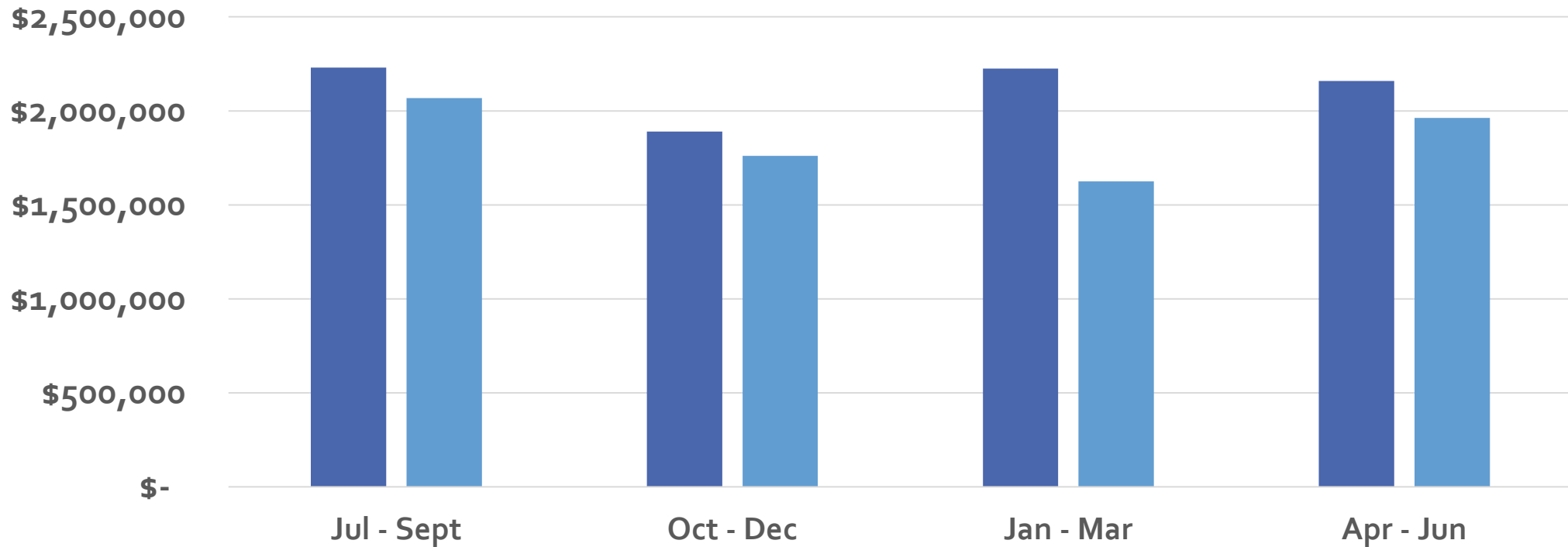
ER Medical Screening Results

Total Charges



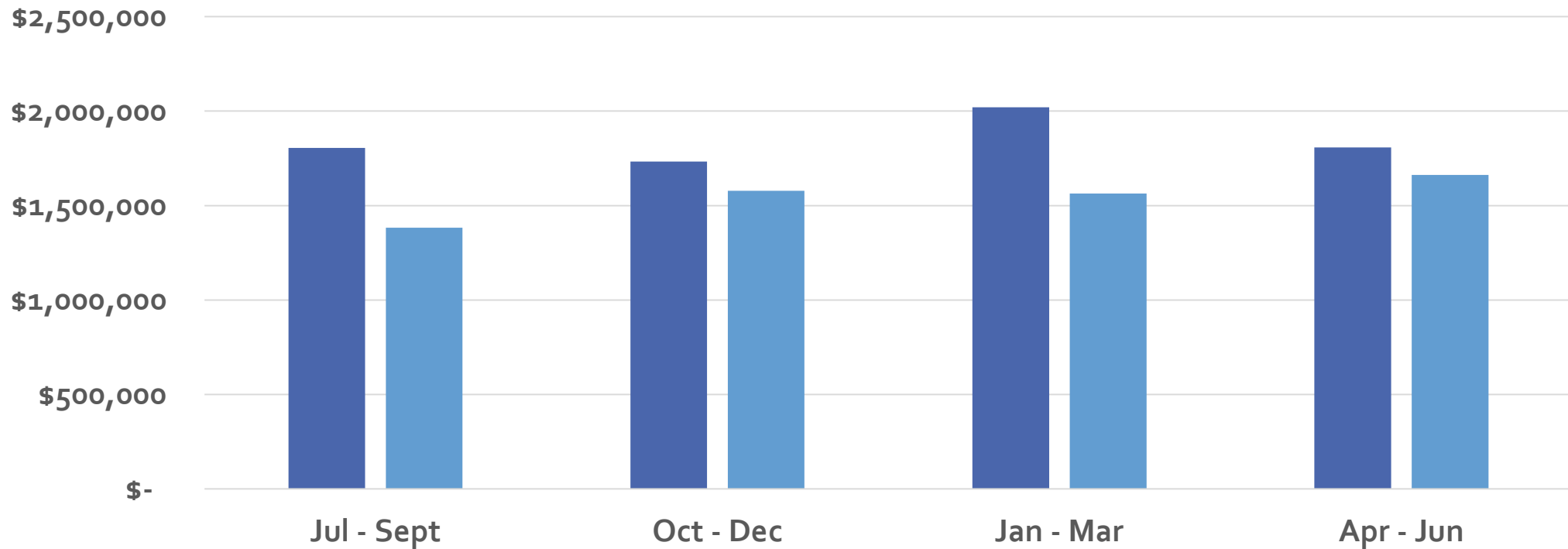
ER Medical Screening Results

Self-Pay Charges



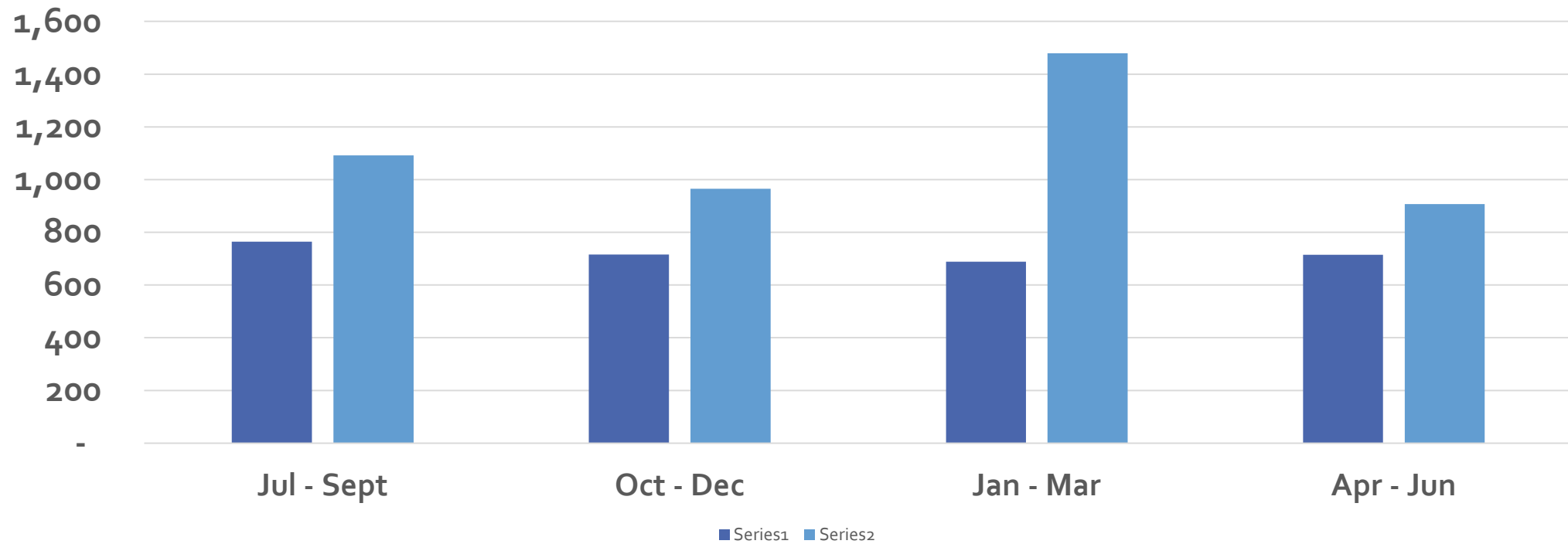
ER Medical Screening Results

Medicaid Charges



PrimeCare Visits

Visit Totals



Key Takeaways

- Align incentives to maximize success of “hub and spoke” model.
- Primary Care is crucial to managing population health.
- Emergency Departments are vital incomes streams to rural hospitals.
- Transition to value-based payment versus volume-based payments.
- Contract alignment.

Thank You!

- This project is supported by the Georgia Department of Community Health (DCH) State Office of Rural Health (SORH) Rural Hospital Stabilization grant number 17032G.

