

Access to Care

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.

Strategies	Activities	Action Steps	Partners	Outcome Measures	Time Line
1. Provide education to consumers and health and human services providers on health plans, Medicaid and the new exchange program.	a) Offer education opportunities, such as presentations, Webinars, and discussions etc. b) Provide education materials at community events c) Provide information via the Media (ie. news releases, social media, webpage)	Offer at least five presentations on the ACA and opportunities for consumers and professionals. Develop and implement a community based outreach plan on the ACA including brochures, booth, website, etc.	McLaren Bay Region; McLaren Bay Special Care; BCHD; BABHA; Bay Health Plan; Other Community Health Providers and Organizations; Michigan Consumers for Health Care	Five presentations offered Development and publishing of materials	December 2014 January 2014-2018
2. Provide outreach and enrollment opportunities to consumers	a) Utilize Community Health Workers to assist individuals with enrollment b) Provide enrollment information via the Media c) Assist with enrollment at community events.	Identify and train community based workers to assist with ACA enrollment. Provide ACA enrollment info on at least five health care related websites in the community.	BCHD; BABHA; Bay Health Plan; Other Community Health Providers and Organizations	Community based workers identified and trained ACA website information deployed	March 2014 January 2014

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.

Strategies	Activities	Action Steps	Partners	Outcome Measures	Time Line
1. Determine the health care needs of the community	a) Data gathering <ul style="list-style-type: none"> • Providers (Behavioral Health, Primary Care, Dental etc) ▪ Uninsured 	Community Health Assessment Provider Survey Consumer Survey	McLaren Bay Region; McLaren Bay Special Care; BCHD; BABHA; Physicians; Dental professionals;	Update CHA by Provider Survey Consumer survey completed by June 2014, 2017	January 2014 and updated annually Report published June 2014 and 2017
	b) Identify level of Need	Determine Priorities	McLaren Bay Region; McLaren Bay Special Care; BCHD; BABHA; Physicians; Dental professionals	List of priorities identified	March 2014 Updated annually
	c) Share results with physicians, behavioral health dentists, the community, human service organizations etc.	Provide at least 3 presentations to health professional organizations in Bay County.	PHO Groups; Dental Association; Other Community Health Professional Groups; BCHD; McLaren Bay Special Care; McLaren Bay Region	Provide annual presentations to groups starting	December 2013 & 2015

2. Integrate Behavioral Health, Physical Health and Dental Health	a) Provide outreach to consumers	Develop and maintain listing of prevention services for referral purposes. Obtain BABHA listing of community events of all agencies.	BCHD, McLaren Bay Region; McLaren Bay Special Care; Bay Health Plan; BABHA; Physicians; Dental professionals; 211	Provider lists developed and published	December 2014
	b) Utilize Community Health Workers to assist individuals with obtaining a “Medical Home”	Identify and train community based workers in at least 3 organizations to assist with enrolling with a primary care clinic or a medical home.	BCHD, McLaren Bay Region; McLaren Bay Special Care; Bay Health Plan; BABHA; Physicians; Dental professionals;	Community based workers identified and trained	June 2015
3. Develop Opportunities for primary care.	a) Identify community resources available for residents	Develop and maintain listing of Primary Care clinics for referral purposes. Research additional resources available	BCHD, McLaren Bay Region; Bay Health Plan; BABHA; HDI; Physicians; Dental professionals;	Provider lists developed and published	December 2014
	b) Recruit more Health Professionals (MD, DO, PA, NP, and RN) for primary care	Analyze existing data sets for causes of shortages. Apply for Health Professional Shortage Area and/or Medically Underserved Area designation in Bay County	BCHD, McLaren Bay Region; Bay Health Plan; BABHA; HDI; Physicians; Dental professionals; BCHD, McLaren Bay Region; Bay Health Plan; Michigan School Community Health Alliance	Analysis completed Applications for HPSA and/or MUA submitted	December 2013 July 2014

		<p>or selected areas within the County.</p> <p>Identify opportunities for associated professionals in Bay County based upon federal and or state recognition.</p>	<p>BCHD, McLaren Bay Region; Bay Health Plan; Michigan School Community Health Alliance</p>	<p>At least three opportunities to integrate prevention into primary care services in Bay County will be identified</p>	<p>June 2015</p>
	<p>c) Provide opportunities to integrate prevention work from associated professionals in the community.</p>	<p>Share prevention resources, ideas and calendars</p> <p>Facilitate Meetings among all prevention professionals</p> <p>Incorporate new and alternative ways to provide school health clinics</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>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>d) Provide transportation to and from appointments</p>	<p>Research feasibility to provide transportation for low income individuals and families</p> <p>Promote transportation services through insurance (i.e. Medicaid)\</p>	<p>BCHD, McLaren Bay Region; McLaren Bay Special Care; Bay Health Plan; BABHA; HDI; Health Insurance Plans</p>	<p>Transportation Services resource list completed</p>	<p>January 2014</p>

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

Strategies	Activities	Action Steps	Partners	Outcome Measures	Time Line
1. Develop and implement a system of common intake and referral for low and moderate income residents.	a) Research existing intake systems for health and human services providers	Identify and evaluate common intake systems in place in the United States. Identify the feasibility of implementing each system.	BAHSCC ; BCHD; Bay Health Plan; McLaren Bay Special Care; BABHA; McLaren Bay Region;	Identify and evaluate at least three common intake systems and Identify the feasibility of implementing each system	November 2014
	b) Identify potential partners for the development and implementation of common intake systems.	Identify community based providers that would seriously consider the potential for implementing a common intake system.	BAHSCC ; BCHD; Bay Health Plan; BABHA; McLaren Bay Region; McLaren Bay Special Care;	Identify at least six community based providers	March 2015
	c) Develop a common intake system based upon best practices and implement the system.	Implement the common intake system with full agreements for sharing of information.	BAHSCC ; BCHD; Bay Health Plan; BABHA; McLaren Bay Region; McLaren Bay Special Care;	Implement the common intake system with full agreements for sharing of information in at least three community based organizations	February 2016

