

## New York State Department of Health

### **Year 4 Performance Incentive Initiative: Required Documentation Cover Sheet**

**PHAB Measure:**

7.2.1 A: Process to develop strategies to improve access to health care services

**Submitter:**

- Tompkins County

**Required Documentation:**

- RD1: A coalition/ network/ council working collaboratively to reduce barriers to health care access or gaps in access

**Narrative:**

- NYS WIC Performance Improvement Project (PIP) Reports, dated 1/14/15 and 4/15/15, including the roster of participating WIC programs, NYS WIC PIP
- Community Health Services (CHS) Reports to the Tompkins County Board of Health (BOH), dated 4/28/15

**Collectively the documents achieve the required documentation**

Access to WIC services is hampered by lack of awareness about the program and who it serves, barriers to applying, and missed appointments. The Performance Improvement Project (PIP) Reports document how a network of county WIC programs in New York State collaborated to build awareness through a marketing campaign, and reduce barriers to applying by developing online application options.

The PIP Reports and the PIP Roster document the launch of the multi-county program with goals and strategies, and a listing of the participating county WIC programs, which included the Tompkins County Health Department (TCHD) WIC program.

The TCHD Community Health Services report to the BOH for 4/28/15 further documents launch of this project as a network working collaboratively to reduce barriers to care access.

## 7.2.1 A, RD1: NYS WIC Performance Improvement Project (PIP) Reports, dated 1/14/15 and 4/15/15

### NYS WIC Performance Improvement Project

Date: 01/14/15

Syracuse RO- Quarterly Progress Tracking Report

LA Name: Tompkins County WIC

LA #: 225

Completed By: Beth Huber, WIC Program Director

Title: CNY Multi-County Media and Marketing Campaign

Quarterly Reports:  1<sup>st</sup> Quarter  2<sup>nd</sup> Quarter  3<sup>rd</sup> Quarter  4<sup>th</sup> Quarter **REPORTS ARE DUE: Jan 15<sup>th</sup> 2015, April 15<sup>th</sup> 2015,**

Progress Report:  Project #1  Project #2  Project #3

**July 15<sup>th</sup> 2015, Oct 15<sup>th</sup> 2015**

LACASA GOAL: To increase program participation and increase food instrument redemption. Anticipated goal: to increase current participation by 7% to 1,500 by September 30, 2015. Anticipated goal: to increase checks redemption by 7% to 6,055 by September 30, 2015.

1. What progress have you made in achieving the project's goals? List goals achieved this Quarter

Committee formed; conference calls October and November; Oneida County contract services for the county have been signed (OCHD contracted PIP to CCE) and with the executed contract posted the Media Coordinator position; identified media/marketing companies.

2. What tasks on your timeline are unmet –why? Hire PIP consultant

A. What challenges is the project facing?

Time for coordination with the release of the RFA and the extension of the deadline/holidays.

NYS WIC Performance Improvement Project

3. Is the project meeting the timeline? Somewhat

A. If not what is the updated timeline?

January - March 2015: hire PIP Consultant, hold committee meetings with PIP consultant, choose a media/marketing company, develop marketing messages based on media agency demographic information for each local area and decide on implementation delivery models, report progress to regional office

4. Have you begun collecting data to measure the performance? Report the progress in meeting your performance measure (if data not available when will it be available)

The hired PIP consultant in coordination with the marketing agency will provide baseline measures. (Oswego - Current participation (CM015T - Participation by Month Final - June 2014) = 2803; Check Reconciliation Closeout (FM013T - April 2014) = 13902 checks issued with 11007 redeemed = 79%)

5. Budget summary expenses to date:

USE BUDGET SHEET FOR SPECIFIC FIGURES

Personal Services & Fringe - 0

OPTS - 0

EPC - 0

Regional Office Reviews Due 1/25; 4/25; 7/25; 10/25 RO Signature & date Reviewed

Date of TA :

Analysis of Expenditures:

Comments :

**NYS WIC Performance Improvement Project**

Date: 04/15/15

Syracuse RO- Quarterly Progress Tracking Report

LA Name: Tompkins County WIC

LA #: 225

Completed By: Beth Huber, WIC Program Director

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1. What progress have you made in achieving the project's goals? List goals achieved this Quarter

Media Coordinator hired- Bradley Zacek 2/15  
Multi County Media Company chosen- FosterMartin 3/15

2. What tasks on your timeline are unmet –why? None

A. What challenges is the project facing?

3. Is the project meeting the timeline? Yes

A. If not what is the updated timeline?

## NYS WIC Performance Improvement Project

4. Have you begun collecting data to measure the performance? Report the progress in meeting your performance measure (if data not available when will it be available)

Baseline Participation and Reconciliation Figures (campaign roll-out pending)

CM015T - Participation by Month Final : Assigned caseload is 2,000

Month	Participation	Percentage
October 2014	1318	65.9%
November 2014	1309	65.5%
December 2014	1318	65.9%
January 2015	1339	67.0%
February 2015	1333	66.7%

FM013T – Check Reconciliation Closeout

Month	Checks Issued	Checks Redeemed	Percentage
October	6606	4867	73.7%
November	6608	4846	73.3%
December	6536	4891	74.8%

5. Budget summary expenses to date: USE BUDGET SHEET FOR SPECIFIC FIGURES  
 Personal Services & Fringe - 0  
 OPTS – Deposit check to FosterMartin to initiate campaign pending. Will expense in 3<sup>rd</sup> quarter report.  
 EPC - 0

Regional Office Reviews Due 1/25; 4/25; 7/25/; 10/25 RO Signature & date Reviewed

Date of TA :

Analysis of Expenditures:

Comments :

**7.2.1 A, RD1: NYS WIC PIP, Roster of participating WIC programs**

Multi County Mass Media and Marketing Campaign  
PIP Budget and Focal Points

Agency Name	phone	email	\$ for the PIP Project	Indirect 10%	\$ for the PIP Coord.	Total Direct Media
Herkimer/Madison County						
Oneida County						
Oswego County						
Tompkins County						
Tioga County						
Cortland County						
Chenango County						
North Country						
Broome County						
Cayuga County						
<b>Total</b>						

**7.2.1 A, RD1: Community Health Services (CHS) Reports to the Tompkins County Board of Health (BOH), dated 4/28/15 -- See RD1 Pg. 9**

**AGENDA  
Tompkins County Board of Health  
Rice Conference Room  
Tuesday, April 28, 2015  
12:00 Noon**

**12:00 I.** Call to Order

**12:01 II.** Privilege of the Floor – Anyone may address the Board of Health (max. 3 mins.)

**12:04 III.** Approval of March 24, 2015 Minutes (2 mins.)

**12:06 IV.** Financial Summary (9 mins.)

**12:15 V.** Reports (15 mins.)

Administration

Children with Special Care Needs

Medical Director's Report

County Attorney's Report

Division for Community Health

Environmental Health

**12:30 VI.** New Business

**12:30** ***Environmental Health (20 mins.)***

**Enforcement Action:**

1. Resolution #ENF-15-0013 – Bradford Apartments, T-Dryden, Violations of Subpart 5-1 of the New York State Sanitary Code and Board of Health Orders Dated December 2, 2014 (Water) (5 mins.)

**Administrative Action:**

1. Approval for revision to the Temporary Food Fee Structure (15 mins.)

**12:50** ***Adjournment***

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**Division for Community Health**  
**April 28, 2015 Board of Health Meeting**

**ADMINISTRATION REPORT**

**Sigrid Larsen Connors, Director of Patient Services (DPS)**  
**March - April 2015 Report**

**Agenda – none**

**DCH Transition**– My last report! I retire April 29 after twenty one years of service with the Tompkins County Health Department but will continue in a part-time temporary role as project lead in the implementation of the Core Solutions Software project until Division management ready to take over. The Public Health Director Frank Kruppa promoted the following staff:

- Karen Bishop to Director of Community Health with responsibility for the Community Health Services (CHS) and WIC programs,
- Melissa Gatch to Community Health Nurse Supervisor for CHS, and
- Lori Sibley to Senior Community Health Nurse in CHS.

Theresa Lyczko and the Health Promotion Program staff will be organizationally moved to the Administrative team under Frank Kruppa's direction.

**Administration – The DPS:**

- Core Solutions Software Implementation
  - Met with TCHD/Information Technology Services – Core Solutions Software Team to continue system configuration in preparation for new software implementation. Focused on billing and user role configuration templates and completion of the Statement of Work, March 2, 4, 11, 18, 25 and April 1, 7, 8, 9, 15, 22 and 29.
  - Project Assistant Deidre DeMatteo created PDF files of the ~ 5000 Certified Home Health Agency (CHHA) client records on the Cerner software server. She is now transferring the PDF's to Laser Fiche storage for the required 10 years retention period.
- Worked with Administration, Personnel and Division management to revise the Team Leader title and job description to current practice standards, the new title is Senior Community Health Nurse (CHN). The CHN and RN titles were also revised to same standards.
- Participated in emergency preparedness planning meetings for the March 31 Medical Countermeasures dispensing drill to serve in an Escort role, March 3, 10 and 24.
- Worked with CHN Nanette Scogin to transfer responsibility for tracking and assuring completion of TCHD employee health requirements, March 12.
- Started orientation for Suzi Munoz, the new Administrative Coordinator in CHS and Christine Landon, the new Nutrition Educator II in WIC on March 30 and 31.
- Participated in the April 14 emergency preparedness After Action meeting for the January 8 Ebola drill.
- Convened the quarterly Community Health Quality Assurance Committee, April 21. Committee approved the December 16, 2014 CH QA Minutes. The minutes will be included in the May BOH report packet after signature by the TCHD Medical Director and BOH President.

- Interviewed candidates for the vacant WIC Program Director position with Karen Bishop, CHN Supervisor, April 23, 24 and 27.
- Completed the 1<sup>st</sup> Quarter 2015 NYSDOH state aid report for nursing activity hours in the Community Health and Health Promotion programs. Report also includes Chronic Disease, Communicable Disease, Injury and Lead Poisoning Prevention, Emergency Preparedness and Community Assessment/Improvement Plan activity hours for the DPS, Health Promotion Program Director and the Planner/Evaluator, April 27.
- Produced statistical reports for the 2014 Licensed Home Care Services Agency (LHCSA) Cost Report, April 28.

**WIC NYSDOH PowerPoint** is attached. The NYSDOH WIC Director April Hamilton presented an excellent overview of WIC services, challenges and the future electronic card system at the April 2 NYS Association of County Health Officials monthly meeting.

### **WIC Transition**

**Program Director Beth Huber** transferred to serve as WIC Director for the Cayuga County Health Department, her last day with TCHD was April 24. Ms. Huber accomplished much in her 16 months with TCHD.

Recognizing the lack of privacy and confidentiality for participant families in the small cubicle spaces Beth spearheaded a renovation project to remodel 5 cubicle spaces into 4 offices using modular walls and doors and reshaped the desk space to better accommodate participant chairs and strollers. The offices are quieter, more inviting and provide a greater level of privacy. A USDA grant was the primary funding source, the first USDA application supported through the Central New York State Regional Health Department 13 county region. The grant approval was based on the strength of TCHD's sponsorship of the WIC program.

Another milestone was the submission of the Request for Application (RFA) grant application for TCHD to serve as the WIC sponsor during the October 1, 2015 to September 30, 2020 grant cycle. The grant also was the first to be submitted entirely through the NYS electronic grant gateway. Grant awards are anticipated for announced in May or June.

Each year NYS WIC requires program directors to complete a Local Agency Compliance and Self-Assessment Report (LACASA). The LACASA is a comprehensive review of goals and objectives met or unmet in each program service and administrative area such as Nutrition Education, Breastfeeding support, Finance and Personnel management. The Regional NYS WIC representatives teleconferenced with the DPS and WIC Director on February 12 in review of the report. The state representatives noted the many accomplishments and improvements and who gave high praise for her work. It was the best LACASA report for the agency to date.

Lastly, for the WIC fiscal year which began in October 2014 chose two areas for a Performance Improvement Project. The 1<sup>st</sup> is participation in a multi-county WIC marketing campaign to fund a professional public relations campaign to improve WIC participation rates. The 2<sup>nd</sup> project has been to reduce the high No-Show clinic rate through focused communication and follow-up with participants who do not attend scheduled appointments. To date the program has reduced the 22.2% October 2014 No-Show rate to 13.8 % in February, a remarkable achievement.

**Other Meetings** – Senior Leadership, March 18, April 4, 18; BOH, March 24 & April 28

**Division Statistical Highlights** – in process, will be distributed at the April 28 meeting.