

# HEALTHYBR

Community Health  
Implementation Plan  
2018-2020



# ACCESS TO CARE



**Aim Statement:** Connecting the East Baton Rouge Parish community with the resources necessary to be their healthiest self.

## Goals

- Increase the number of patients who attend their primary care appointment by 5%
- Screen 80% of patients with a common Social Determinates of Health (SDOH) survey at least once a year

## Primary and Secondary Drivers

1. Identify the barriers for patients to access healthcare
  - a. Identify the top 5 barriers to accessing primary care.
  - b. Survey the East Baton Rouge Parish medical community around access to specialty care.
  - c. Analyze data for no-show and cancelation appointments.
2. Create and implement a standard SDOH reporting system that is implemented across the parish
  - a. Creating one joint report that each partner can contribute to base upon the commonly reported SDOH domains
  - b. Agree to a standard set of data that can be shared among the identified partners that contain protection for patient privacy
3. Utilize Community Health Outreach Workers (CHW) to help address the barriers for patients to accessing primary care appointments.
  - a. Create a standard metric of high-risk patients between all partners.
  - b. Identify patients who live in high-need zip codes and have to enroll them in the Geaux Get Healthy program to address food insecurity.
  - c. Research and implement a pilot CHW program across East Baton Rouge Parish

## Updates/Outcomes

1. Identify the barriers for patients to access healthcare
  - a. Hospital partners looked at their patient survey data and feedback. We combined all of the data and identified the top 5 barriers.
    - i. Transportation, Time conflicts, Childcare, Financial concerns, Health Literacy.
  - b. Due to the COVID-19 Pandemic, there has not been any movement on this secondary driver.
  - c. When Analyzing no-show data, there were some key findings.
    - i. The hospital systems see patients from across the parish, the region, and the state. As a result, it was hard to identify specific zip codes or areas. It was also difficult to narrow down common data since the five hospital systems use three EMR systems.
2. Create and implement a standard SDOH reporting system that is implemented across the parish
  - a. There was an agreement that each system was beginning to look at screening for the social determinates of health through the EMR systems.
3. Utilize Community Health Outreach Workers (CHW) to help address the barriers for patients to accessing primary care appointments.
  - a. Due to the COVID-19 Pandemic, there has not been any movement on this primary driver.

## Other Updates to Addressing Access to Care

### Baton Rouge General Medical Center

- Baton Rouge General added two emergency rooms in the Greater Baton Rouge area, at the Mid-City campus and the new Ascension neighborhood hospital.
- BRG has added new access points across Greater Baton Rouge, including four primary care clinics, two OB/GYN clinics, and other specialty care clinics like cardiovascular surgery and dermatology.
- BRG has added a new outpatient surgery center on its Bluebonnet campus.
- BRG works with community partners to decrease the overuse of emergency departments. The hospital added two new Express Care locations and its site in Ascension Parish to its footprint. Non-emergent patients in the emergency rooms are directed to BRG Express Care or the appropriate physicians for care.

### Lane Regional Medical Center

- Lane increased its access to care by launching four new service lines, including Pediatrics, Gastroenterology, Outpatient Therapy, and a Retail Pharmacy for prescription medications.
- Lane also recruited seven new physicians in Pediatrics, Gastroenterology, OB/GYN, Family Medicine, General Surgery, Audiology, and Orthopedics.
- In 2019, Lane announced plans for its \$50M expansion project focused on patient-centered care and plans to break ground in the summer of 2022.
- In addition to a 24-hour emergency room, Lane provided care to more than 30,000 patients through its after-hours urgent care clinic.
- Lane also announced plans to expand its Nursing Home by adding 51 additional beds for assisted living and memory care services to its current 39 skilled nursing beds, for 90 long-term care beds.

### Ochsner Baton Rouge

- Ochsner Health has three Urgent Care locations in the Baton Rouge region, Ochsner Urgent Care – Lagniappe Center, Ochsner Urgent Care, and Occupational Health – Highland Park, and Ochsner Health Center – Denham Springs South. Three more urgent care locations are expected to open within two years. Services provided through Urgent Care include onsite radiologic technologists, multiple points of care testing, and limited lab services.
- Ochsner Medical Center – Baton Rouge and Ochsner Medical Complex – Iberville’s Emergency Departments have added multiple services, so patients have more access to specialized care, including the implementation of Telemedicine services: TeleTRIAGE, TelePSYCH, TeleSTROKE, TelePEDS, and Virtual Hospital Medicine (only at Ochsner – Iberville). HIV/HCV opt-out testing was added in early 2019. Spine and cranial services were added in 2019. In response to COVID-19, rapid COVID-19 and Influenza point of care testing has been added. Both Emergency Departments have introduced ED Paramedics, the first hospital in the Baton Rouge Region.
- Ochsner Medical Complex – The Grove: Opened in January 2019, the grove is a \$116 million investment in the Baton Rouge community between the Mall of Louisiana and Siegen Lane. The facility is a 5-story, 255,000 sq. ft. medical complex that includes a multispecialty clinic and attached overnight stay 10-bed surgical hospital. The Grove has 269 exam/procedure rooms and can see over 2,000 patients per day. The Grove offers a range of primary and specialty outpatient services, including surgery, endoscopy, pain management, occupational and physical therapy, aqua therapy, and all imaging and lab services.
- Ochsner Urgent Care – Highland Park: Opened November 2019, Ochsner Urgent Care – Lagniappe Center: Opened November 2019, Ochsner Health Center – Bluebonnet South: Opened July 2020
- Ochsner Community Health – Brees Family Center: Opened in March 2021, the Brees Family Center is a new 5,000 sq. ft. primary care health clinic located inside the New Era Medical Complex near the Baton Rouge Metropolitan Airport. The clinic offers primary care for preventive health care alongside social and mental health services. There are ten exam rooms, a registration area, a laboratory, and X-ray services.

### Our Lady of the Lake Regional Medical Center

- OLOLRMC continues to promote community education to decrease the overutilization of the ED. Social workers in the ED help direct patients to primary care and the appropriate follow-up resources. LSUHBR Urgent Care Clinics continue to meet the needs of over 43,000 patients annually.

- During the last three years, OLOLRMC Implemented an SDOH screening system. During their annual checkups, the system has screened over 5,000 patients for the SDOH in our primary care practice. To address some of the barriers, OLOLRMC invested \$150K in expanding the Faith Fund into communities of need.
- OLOLRMC also contributed \$500K to LSU’s School of Engineering for engineers to help healthcare organizations solve problems associated with SDOH. Complimentary to this work, OLOLRMC physicians have contributed their time and expertise to guide a complete analysis of the effects of Medicaid expansion and the effects that the opening of the BR North ED had on the patient population.
- In 2019, OLOLRMC opened a free-standing Children’s Hospital serving Baton Rouge and the entire state. Since its opening, it has treated 48,486 patients in the ER, provided 6820 surgeries, and provided 4408 admits. Our Lady of the Lake Children’s Hospital anchors a collaborative and coordinated statewide pediatric health network that provides patients with more access to physicians and providers specifically trained to care for children.

Access to Care		2012	2015	2018	2019	2020	Data range used for 2018-2020 data
Population Health Measures	Uninsured	21%	17%	12%	11%	9%	2015-2017
	Primary Care Physicians		1,143:1	1,110:1	1,120:1	1,090:1	2015-2017
	Dentists	1,582:1	1,455:1	1,400:1	1,370:1	1,320:1	2016-2018
	Mental Health Providers	2,661:1	736:1	340:1	260:1	240:1	2017-2019
	Preventable Hospital Stays		44	33	41	37	2015-2017
	Other Primary Care Providers		1,100:1	783:1	698:1	560:1	2017-2019

Source: County Health Rankings

# BEHAVIORAL HEALTH



**Aim Statement:** To compile a central location around what behavioral health services and initiatives are happening in East Baton Rouge Parish (EBRP) to promote the current work and identify gaps in services.

## Goals

- Increase access to behavioral health providers for pre and post-acute behavioral health services regardless of payer source.
- Coordinate and communicate the improvement in behavioral health services available in EBRP
- Increase awareness around the community and individual trauma and the strategies to mitigate their effects
- Increase awareness and safe practices around prescribing, dispensing, using, and disposing of controlled substances (opioids, stimulants, and benzodiazepines)

## Primary and Secondary Drivers

1. Increasing integrated and collaborative behavioral health services in the primary care setting
  - a. Survey community health providers on who is currently implementing IBH
  - b. Provide an opportunity for physicians and medical staff to learn about the benefits of Integrated Behavioral Health in a primary care setting.
2. Community awareness around stigma and trauma and the available resources that exist in our community
  - a. Utilize a social media campaign to raise awareness on various topics regarding stigma and trauma.
3. Supporting jail diversion, reentry, and homeless coalitions by connecting them to behavioral health resources and services in our community
  - a. Develop a database of resources that both medical providers, community-based organizations, and the general public can use to identify behavioral health services in our community
4. Addressing the growing number of overdoses in our community through collaboration with law enforcement, hospitals, public health officials, and community-based organizations.
  - a. Align community leaders and stakeholders on a strategy to address overdoses.

## Updates/Outcomes

1. Increasing integrated and collaborative behavioral health services in the primary care setting
  - a. **Mayor Broome's Behavioral Health Task Force** developed a survey for primary care providers to understand who is currently providing integrated/collaborative behavioral health care in the primary care setting, if they are not now who would be interested in learning how to provide integrated/coordinated behavioral health care in the primary care setting, and who is interested in learning more and connect about integrated/coordinated behavioral health care in the primary care setting.
  - b. **The Baton Rouge Clinic** partners with **Capital Area Human Services** to integrate psychiatry into its primary care practice. Social workers are located in an office at Baton Rouge Clinic, where a warm transfer can occur if an acute psychiatric episode is identified. In 2020, 686 patients were connected to behavioral health services, with most seen the same day.

- c. **Baton Rouge General** physician groups 18 primary care clinics integrate behavioral health screenings for alcohol, substance use, depression, and anxiety, for all patients. Between January and December 2021, over 800 patients have been referred for behavioral health services.
  - d. **CareSouth Medical & Dental** has a social worker located at their clinics five days a week for people to be referred to when they visit their primary care doctor. In 2020, 5,189 patients were screened for depression, and 85 had a positive screen. These patients were referred and connected to a licensed clinical social worker.
  - e. **Lane Regional Medical Center** screens all primary care patients using a behavioral health questionnaire. Social workers work closely with clinicians to help connect patients who need behavioral health services.
  - f. **Open Health Care Clinic** utilizes a Screening, Brief Intervention, and Referral to Treatment (SBIRT) model in the clinical setting. All primary care patients are screened for depression, anxiety, alcohol, and illicit substance use. All patients with positive screens are referred to Behavioral Health Case Managers who are integrated into the clinical setting. The case managers provide further assessment, brief interventions, and referrals to address the needs of the patients. These services are available in their clinics five days a week.
    - i. Open Health has completed 11,360 screenings for depression between 2018 and 2020. Of these screenings, 1,125 patients were referred to an internal licensed clinical social worker, licensed professional counselor, clinical psychologist, or medical psychologist to address behavioral health needs further.
  - g. **Ochsner Baton Rouge** has an integrated care model in the primary care setting, which includes a depression screening conducted once a year for patients 12 years old and up. The Emergency Department conducts a depression and abuse screening with each patient encounter.
    - i. Between April and December 2021, there have been 198 patients referred for services, with 93 patients following up about services and almost 50 patients currently receiving behavioral health services.
  - h. **Our Lady of the Lake's** four LSU Health Outpatient Clinics in Baton Rouge have a collaborative care program that integrates mental and behavioral health care into the primary care setting, which involves short-term/problem-focused treatment of depression and anxiety in the primary care setting. Through this model, the primary care team treating patients can receive consultation from a psychiatrist. The clinic also provides individual brief/in-clinic counseling and referral for acute Mental Health needs.
    - i. To date, 921 patients have participated in the collaborative care program since 2018.
  - i. **Woman's Hospital** has implemented an integrated care model within the LSU clinics and the private physician offices on our campus.
    - i. Since 2018, 6,352 patients have been screened during their visit, and resources were provided.
2. Community awareness around stigma and trauma and the available resources that exist in our community
    - a. Through a collaborative approach, **Mayor Broome's Behavioral Health Taskforce** created a social media campaign to inform the community and highlight critical topics related to behavioral health. The campaign has covered the following topics: Mental Health Treatment, Breaking the misconceptions of Mental Health Stigma, and Self-Care.
      - i. The social media campaign features a monthly toolkit that over 20 partner organizations amplified on their social media platforms.
      - ii. The campaign launched in September 2021, and through its first three months, we have been able to target HealthyBR's social media audience of over 5.5K followers and our partner's audiences.
  3. Supporting jail diversion, reentry, and homeless coalitions by connecting them to behavioral health resources and services in our community
    - a. In 2020, a comprehensive list of available behavioral health services and resources in our community was compiled. This list will be integrated into the HealthyBR website and distributed among community-based organizations that work in jail diversion, reentry, and homelessness in 2022.
  4. Addressing the growing number of overdoses in our community through collaboration with law enforcement, hospitals, public health officials, and community-based organizations.
    - a. In 2021, Mayor-President Sharon West Boome and District Attorney Hillar Moore signed a joint letter announcing the creation of the East Baton Rouge Overdose Coalition. The launch of the coalition will begin in 2022.

# Other Updates to Addressing Behavioral Health

## Baton Rouge General Medical Center

- Baton Rouge General continues to offer an outpatient behavioral health center and an inpatient behavioral health unit, and free health risk assessments for anxiety and depression.
- BRG expanded its Intensive Outpatient Program, more than doubling the number of patients treated.
- BRG implemented a telehealth option for outpatient services.
- BRG offers confidential consultations for the men and women of the Baton Rouge Police Department.
- In 2020, the BRG received over 12,000 behavioral health referrals from their emergency departments (Main campus, Mid City, and Ascension) and outside referrals.
- BRG offers outpatient behavioral health services and expanded its outpatient substance use program in 2021.
- BRG offers inpatient services including:
  - 50 beds serving adults 50 years and older
  - 32 beds serving adults 18 and older
    - The 32 beds serving adults 18+ occurred during the COVID-19 pandemic to meet the developing behavioral health needs of the community.
- BRG partnered with Lifeline Behavioral Health Systems in November 2021 and opened a residential substance use center named Baton Rouge Recovery Health.

## Lane Regional Medical Center

- Lane offered a comprehensive, physician-supervised, outpatient behavioral health center for individuals needing assistance with substance abuse, chronic mental illness, depression, anxiety, and eating disorders.
- Lane's social workers worked closely with local centers to help place patients needing additional services. Primary care physicians pre-screened patients to help identify and address underlying concerns before they become major emotional issues.
- Lane also utilized safe practices for prescribing and dispensing controlled substances such as opioids, stimulants, and benzodiazepines.
- Lane works with businesses in the region to provide occupational medicine services, such as establishing drug screening protocols and conducting pre-hire drug testing, random drug testing, post-accident testing, onsite drug/alcohol testing, employee assistance referrals, and on-site stress management classes.

## Ochsner Baton Rouge

- Ochsner Baton Rouge provides adult, pediatric and adolescent psychiatry and psychology services.
  - Since 2020, the behavioral health department has tripled in size, adding four Psychiatrists, two Psychologists, two Nurse Practitioners, seven Licensed Clinical Social Workers, and expanded services to three new locations in Baton Rouge.
  - Virtual appointments are also available, allowing further ease of access to Behavioral Health services across the state.
- In response to COVID-19, free Behavioral Health support groups and individual therapy were offered to frontline healthcare workers and educators. Over 50 individuals benefited from these offerings.
- In 2018, Ochsner Health partnered with Acadia Healthcare to open River Place Behavioral Health, an 82-bed inpatient facility serving adolescents ages 12 and up. Acadia manages the hospital through this joint venture while Ochsner providers deliver inpatient behavioral health services to adults and adolescents.
- Virtual appointments are also available and have increased to 48% usage, allowing further ease of access to Behavioral Health services across the state.

## Our Lady of the Lake Regional Medical Center

- OLOLRMC invested \$498K for its psychology intern program to increase specialists and \$175K in a psychiatry residency program. OLOLRMC's psychiatry program has grown to include 18 residents. The hospital opened a new outpatient Psychiatric Clinic staffed by residents and faculty. This allowed for a doubling of the number of patients

able to serve. The hospital offers 24/7 inpatient consult services and has increased the number of psychiatrists from four in 2010 to fifteen full-time psychiatrists.

- They provide the following services: Outpatient medication management and therapy; Medication-assisted treatment (MAT) for opioid addiction; Spravato treatment for major depressive disorder (MDD); Group therapy; psychoeducation, and psychological testing.
- The OLOLRMC Psychology Internship program is a one-year internship required by psychology Ph.D. and PsyD doctorate candidates. The program hosts two interns per year. The first class completed the program in 2021.
  - The program has expanded its abilities to perform psychological testing, group and individual therapy in their psychiatry units, and brief interventions with patients hospitalized on the hospital's Med/Surg/ICU floors.
  - In 2021, OLOLRMC received a new Taxpayer Identification Number for the LSU Residency Clinic at O'Donovan so the clinic would be able to bill Medicaid. Previously, OLOLRMC could only accept cash payments from patients. In 2021, the Family Center O'Donovan Clinic purchased a TMS (Transcranial Magnetic Stimulation) machine, a non-invasive electric brain stimulation to treat patients whose conditions have not improved through conventional approaches such as medication and therapy. It is mainly used to treat patients with depression.
- In 2021, the Tau Center Unit increased inpatient adolescent bed capacity by 36% from 14 to 19 beds.
- LSUHBR also started mental health integration into primary care in 2017. Initially, there was one primary care site, which has now expanded into four primary care clinics. This provides patients with depression and anxiety treatment through the consultation of a psychiatrist and follow-up until the symptoms improve. This integrated model, which OLOLRMC invested \$300K to start, has already touched more than 600 patients since inception.
- OLOLRMC expanded the Collaborative Assessment and Management of Suicidality (CAMS) program across adult behavioral health, emergency department, and acute care settings in 2020. This comprehensive suicide program puts OLOLRMC in compliance with national standards.
  - Provided 814 CAMS consults over the last three years for OLOLRMC patients
    - 34 psychiatry residents, seven psychiatry supervisors, 8 LCSWs, 7 Ph.D. students in clinical psychology, and all St. Ann's staff trained in CAMS at OLOLRMC
    - Trained entire COPE team in Crisis Prevention Planning in 2020
- Health Care Centers in Schools operates seven school-based health clinics (SBHC) in East Baton Rouge Parish. Social workers provide case management, crisis intervention, individual, family, and group counseling through in-person, telehealth visits, and community partnerships. Health Care Centers in Schools (HCCS) increased knowledge of Adverse Childhood Experiences (ACEs) by training over 100 OLOLRMC team members.
- As an extension of the main emergency department, OLOLRMC has dedicated safe psychiatric spaces staffed with psychiatrists, registered nurses, and social workers. These spaces evaluate and treat patients suffering from emergency mental and behavioral health issues.
- OLOLRMC's ER is host to two violence interrupter positions staffed by social workers. These positions are funded by the DAs office and support the healthcare anti-violence intervention program.
- Our Lady of the Lake Physician group offers Pediatric patient services, including Applied Behavioral Analysis therapy, parent education groups, and on-site social workers who support children with complex medical needs in the ambulatory specialty clinics.

## **Woman's Hospital**

- Collaborated with the LaPQC in a pilot program – worked to embed social workers within the community clinics to perform SBIRT screenings. These screenings allowed early intervention by Social Services to assist with any mental health needs during pregnancy or postpartum.
- Woman's recently received a large grant supporting the funding of a perinatal outcomes project, which is currently in the planning stage. The new program will offer a multi-disciplinary case-management approach to facilitate patient-centered care for opioid-dependent pregnant women to improve outcomes for mother and baby and ongoing addiction management leading to recovery. The project's next phase is to expand eligibility criteria to include other substance abuse.



- The Behavioral Health Clinic at Woman’s offers inpatient and outpatient consultations for peripartum and postpartum women, focusing on medication management and psychotherapy treatment plans. The clinic is staffed by a full-time psychiatrist specializing in women’s perinatal mental health and child psychiatry.
- The GRACE (Guiding Recovery and Creating Empowerment) program was formed in 2018 to provide care management services to pregnant women misusing opioids to improve outcomes for both mom and baby. The program was funded by a three-year grant from the United Health Foundation.
  - The program received more than 230 referrals during the grant period and enrolled 154 patients; 71 patients graduated from the program.
  - Beginning in 2022, the GRACE program intends to expand the inclusion criteria to women misusing any substances, including alcohol.

<b>Behavioral Health</b>	<b>2012</b>	<b>2015</b>		<b>2018</b>	<b>2019</b>	<b>2020</b>	<b>Data range used for 2018-2020 data</b>
Poor Mental Health Days*	<b>2.7</b>	<b>2.6</b>		<b>4.0**</b>	<b>4.0**</b>	<b>4.8*</b>	<b>2016-2017</b>
Mental Health Providers*	<b>2,661:1</b>	<b>736:1</b>		<b>340:1</b>	<b>260:1</b>	<b>240:1</b>	<b>2017-2019</b>
Accidental OD Statistics for EBRP**	<b>28</b>	<b>82</b>		<b>102</b>	<b>126</b>	<b>245</b>	<b>2018-2020</b>
Order of Protective Custody Issues**				<b>1,138</b>	<b>1,143</b>	<b>1,213</b>	<b>2018-2020</b>
Coroner Emergency Certificate issued**				<b>7,539</b>	<b>7,861</b>	<b>7,650</b>	<b>2018-2020</b>

\*Source: County Health Rankings

\*\*Source: East Baton Rouge Coroner Annual Report 2020

# STI AND HIV



**Aim Statement:** To provide education and early Identification for treating patients with Sexually Transmitted Infections (STI) and HIV to reduce the transmission of STIs in East Baton Rouge Parish.

## Goals

- 90% of people living in East Baton Rouge Parish know their status by 2025
- 90% of people living with HIV are linked to care within one month of diagnosis by 2025
- 90% of people living with HIV are retained in care by 2025
- 90% of people living with HIV who are in care achieve viral suppression by 2025
- Decrease the number of new HIV diagnoses in East Baton Rouge by 20% by 2025
- Decrease the number of new AIDS cases by 10% in EBRP by 2025.
- Increase the number of people who have access to PrEP and PEP in East Baton Rouge Parish by 30% by 2025

## Primary and Secondary Drivers

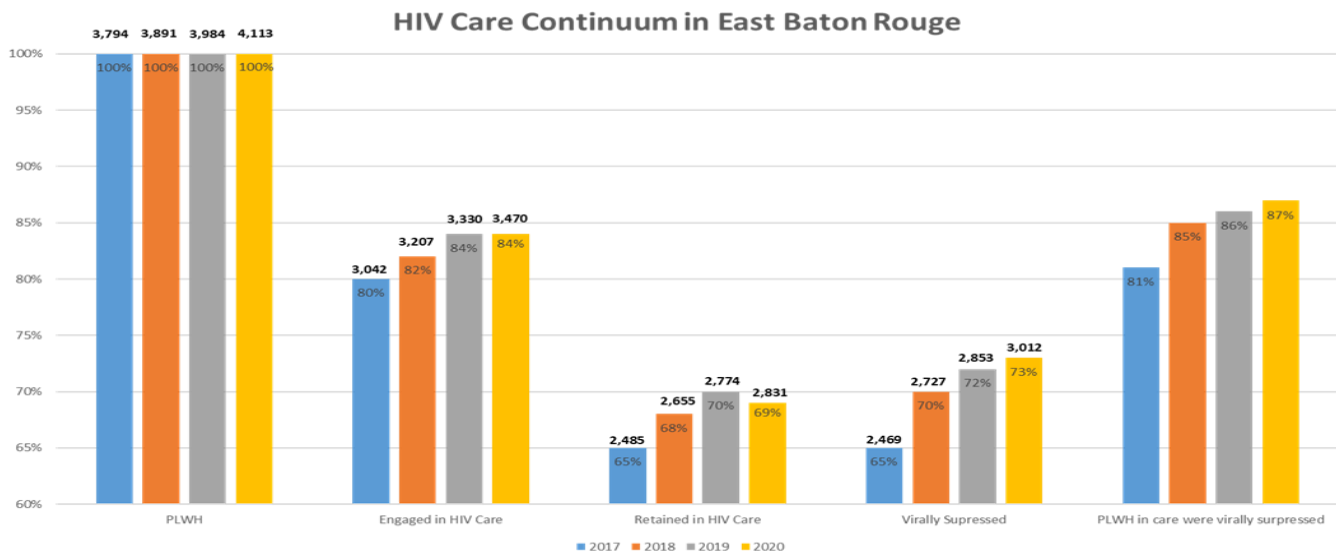
1. Increase testing in East Baton Rouge Parish
  - a. Engage CHWs in providing testing in the community
  - b. Engage CBOs in helping to increase testing in nontraditional settings
  - c. Increase opt-out testing in the emergency departments
2. Increase the number of Community Health Outreach Workers (CHW) and their collaboration with Community Based Organizations (CBO)
  - a. Increase the number of community health outreach workers in our community
  - b. Provide intentional time for outreach workers across the parish to meet and coordinate
3. Increase the percentage of PLWH linked to care (Annual)
  - a. Increase the percentage of clients who are virally suppressed due to the rapid start initiation
  - b. Increase the number of patients enrolled in health models pilot projects
4. Launch a Baton Rouge U=U campaign to Increase awareness and utilization of PrEP and increase access to PEP
  - a. Ensure U=U Campaign that includes messaging around PrEP

## Updates/Outcomes

1. Increase testing in East Baton Rouge Parish.
  - a. Since 2018, 937 patients have been diagnosed with sexually transmitted infections, and 486 patients were diagnosed with Hepatitis C through OHCC HAART testing services.
  - b. Gilead FOCUS Opt-out HIV testing: (28,502 in 2018, 37,929 in 2019, 32,177 in 2020. While COVID-19 caused most, if not all, HIV testing in the community to be discontinued in 2020, routine HIV screening in the Our Lady of the Lake Regional Medical Center and Ochsner Medical Center emergency departments was resilient, yielding 113% and 85% of the number of tests conducted in 2018 and 2019, respectively.

Organization	HIV Tests	HCV Tests	Syphilis Tests	Date Range
LDH Community Health Workers	473	383	396	Since 2019
Family Service	1,698			
Metro Health	21,649			Since 2018
Care South	3,670	1,631		
Open Health Clinic	2,894	2,787		Since 2020
Gilead FOCUS opt-out testing program	98,608			Between 2018-2020

2. Increase the number of Community Health Outreach Workers (CHW) and their collaboration with Community Based Organizations (CBO)
  - a. In 2019, the Louisiana Department of Health, Office of Public Health, STD/HIV/Hepatitis Program launched a community health outreach worker program in Baton Rouge. The outreach team consists of 5 outreach workers and has engaged over 5,000 ERBP residents. Each person the CHWs encounter receives information about ending the HIV epidemic and other services and information.
    - i. The outreach team has provided over 3,000 referrals for over 1,600 people.
3. Increase the percentage of PLWH linked to care (Annual)
  - a. Since 2018, the Health Models program has served 1,249 clients living with HIV in two different clinics in East Baton Rouge Parish. These two clinics are Open Health Care Clinic and Care South Medical and Dental. Among the clients served in these two locations, 794 were enrolled since 2018, and 455 were registered before 2018. Of all clients engaged in the program, 225 entered the program after being out of care for six months or more, and 140 joined as newly diagnosed clients, making up 29% of the program population. Since 2018, the program-wide viral suppression rate among all clients engaged in care has been 86%.



4. Launch a Baton Rouge U=U campaign to Increase awareness and utilization of PrEP and increase access to PEP
  - a. In 2019, Mayor Broome signed on to the support of the U=U Campaign. The U=U campaign is a national effort to highlight evidence that people living with HIV cannot transmit the virus to sexual partners if they receive care and take medications to control the virus to the point it cannot be detected in the blood. In other words, Undetectable=Untransmittable.
  - b. PrEP and PEP Access
    - i. Open Health provides PrEP or PEP to roughly 300 clients making the program one of the largest PrEP and nPEP programs in East Baton Rouge Parish.
    - ii. Family Service of Greater Baton Rouge has referred 66 clients/partners to multiple PrEP referral clinics and prescribers. In 2021, they opened a PrEP Pharmacy.

# Other Updates to Addressing Sexually Transmitted Infections and HIV

## Baton Rouge General Medical Center

- As part of each annual physical at a Baton Rouge General primary care clinic, patients are screened for potential STIs and HIV and provided the necessary testing if needed. BRG works closely with local Federally Qualified Health Centers (FQHCs) to ensure patients receive the best, specialized treatment and resources.
- If at-risk behaviors are identified on Baton Rouge General's behavioral health units, social workers help with resources, referrals, and emotional support.

## Lane Regional Medical Center

- They offer selective HIV testing in the Emergency Room and provide Rapid HIV testing for needle sticks in the clinical setting after potential exposures. Lane performs preliminary Hepatitis B screenings and the 3-shot series on-site for local fire departments, police departments, maintenance companies, and healthcare facilities. They also incorporate testing in their annual and retirement physicals for local law enforcement and fire personnel.

## Ochsner Baton Rouge

- To end the HIV and HCV epidemics in Baton Rouge, Ochsner Medical Center – Baton Rouge and Ochsner Medical Complex - Iberville implemented opt-out HIV/HCV testing in the Emergency Departments to all qualifying patients in early 2019. Baton Rouge was the first region within Ochsner Health to implement opt-out HIV/HCV testing. Since then, other Ochsner Health locations have followed the lead of the Baton Rouge area and now offer opt-out HIV/HCV testing options to all qualifying patients who come to the Emergency Department.
- Project ECHO, a virtual education series, was offered to all Emergency Department nurses to increase awareness of the need to reduce the stigma of persons who use drugs and persons living with HIV or HCV. Handouts were made to educate patients who inject drugs on the potential health risks of injecting drugs, the proper use and disposal of needles and syringes, the importance of knowing one's status, and options available for people living with HIV or HCV.
- In collaboration with the Louisiana Department of Health, Ochsner Baton Rouge hosted an HIV testing event during National HIV Testing Day on June 25<sup>th</sup>, 2021. Social workers were onsite to provide counseling and linkage to care.

## Our Lady of the Lake Regional Medical Center

- In response to 2006 CDC guidelines and Ending the HIV Epidemic: A plan for America, launched by the US Department of Health and Human Services in 2020, Our Lady of the Lake Hospital (OLOLRMC), Gilead Sciences, and the Louisiana Office of Public Health are in partnership to provide opt-out HIV testing and early linkage to care services to patients ages 13-64, through the OLOLRMC Emergency Departments and Urgent Care facilities.
- OLOLRMC'S Early Intervention Center (EIC) is the largest provider of comprehensive HIV primary medical care services in Baton Rouge and the State of Louisiana. In 2020, across the total patient population of the clinic, a viral suppression rate of 85.5% was achieved. The EIC is committed to staying at the forefront of treatment advances, innovative interventions, and service enhancements to ensure the delivery of quality healthcare to patients living with HIV. In conjunction with LDH/OPH-STD/HIV/HCV Program, the Early Intervention Clinic has hired two contract HIV testing counselors to screen patients for HIV in the OLOL LSU Health Clinics in Baton Rouge. This pilot program of the Early Intervention Clinic started in August 2019. The counselors provide INSTI HIV-1/HIV-2 testing and HIV prevention education in multiple clinics across the 4 locations of OLOL LSU Health Baton Rouge. The test is performed during the patient's appointment with the provider.
- OLOLRMC's Health Care Centers in Schools (HCCS) program also offers STI testing to high school students who consented to use the clinic. Additionally, they host "Get Yourself Talking, Get Yourself Tested" during National STI Awareness Month to educate on sexual behavior. Students are given surveys about STIs, and education is conducted by both the nursing and licensed mental health provider.

## Woman's Hospital

- Established in 2002, Woman's Mother-to-Child HIV Transmission Prevention program focuses on preventing the transmission of HIV from birthing people to newborns during birth. With this program, the chance of transmission can be decreased to less than two percent. The program provides case management for pregnant people living with

HIV and their babies from diagnosis during prenatal lab tests to one year after delivery. When a pregnant person living with HIV comes to Woman's, a specially trained nurse develops a care plan based on their specific needs. The nurse schedules their doctor's appointments, ensures they take their medications, and offers education around safe sex practices. After delivery, the baby is placed on anti-retroviral medicines for six weeks. This service is provided at no charge to the patient. Since 2005, Woman's has not had a baby born with HIV to a pregnant person enrolled in the program.

- The PrEP (Pre-exposure Prophylaxis) program was recently started in the LSU OB/GYN Clinic. If an increased risk is noted from a short risk assessment, the program is discussed, and labs are ordered. Once a patient is enrolled in the program, they are followed every three months. Education on reducing the transmission of HIV is discussed, and free condoms are provided if the patient is interested. They also offer a 3-day dose pack of PEP (post-exposure prophylaxis) to patients who experience sexual assault treated during non-business hours.

HIV/STI	2012	2015		2017	2018	2019	2020
<b>East Baton Rouge Parish Data</b>							
Primary and Secondary Syphilis Rate per 100,000	12	24		16	20	24	19
Chlamydia Rate per 100,000	577	749		909	913	929	988
Gonorrhea Rate per 100,000	201	282		311	331	337	466
Reported HIV Case Rate per 100,000	48	47		38	40	35	26
<b>Baton Rouge MSA data</b>							
Reported Stage 3 AIDS Case Rate per 100,000	25.3	16.1		17.4	9.4	10.9	10.4
Acute HBV Diagnoses	7	35		29	16	19	9
% of states Acute HBV Diagnoses	16%	44%		33%	29%	26%	24%
Acute HCV Diagnoses *	9	8		6	0	12	93
% of states Acute HCV Diagnoses	53%	31%		46%	0%	22%	22%

Source: Update Report-LDH,OPH, STD/HIV/Hepatitis Program

The sharp increase in Acute HCV cases is because negative testing went into effect in May 2019. Before that, we could only identify cases via the clinical case definition. Still, with negative reporting and an increase in testing at-risk populations, we can now identify people who go from antibody-negative to antibody-positive within 12 months.

# HEALTHY LIVING



**Aim Statement:** To decrease chronic diseases, including obesity, in East Baton Rouge Parish, by creating healthier communities

## Goals

- Increase knowledge of and access to information about the causes of chronic disease.
- Implementation of lifestyle changes that can lead to healthier lives.
- Increase availability, knowledge, and skills so that residents can prepare and eat healthier foods and meals.
- Increase knowledge of the benefits of physical activity and improve access to opportunities for physical activity.

## Primary and Secondary Drivers

1. Increase physical activity in East Baton Rouge Parish
  - a. Increase opportunities for people of all abilities to have access to physical activity programming
2. Increase healthy meal preparation and consumption in East Baton Rouge Parish
  - a. Increase access to purchasing healthy, fresh and affordable food
  - b. Increase access to education on how to prepare and cook healthy, fresh, and affordable food
3. Increase the knowledge around smoking, vaping, and dipping.
  - a. Increase knowledge of resources and services to help people stop smoking, vaping, and dipping.
4. Promote health in all policies.
  - a. Support policies changes that create healthier communities

## Updates/Outcomes

1. Increase physical activity in East Baton Rouge Parish
  - a. HealthyBR hosted \_\_\_\_ in person and virtual free events in East Baton Rouge Parish.
  - b. BREC currently has 65 miles of trails across East Baton Rouge Parish for free use by residents for walking, jogging, and biking. Through the bicycle/pedestrian master plan, BREC will continue to work with the City-Parish to implement all 400+ miles of trails to provide parish citizens with safe and connected ways to move around the parish.
2. Increase healthy meal preparation and consumption in East Baton Rouge Parish.
  - a. Since 2019, Geaux Get Healthy partners have reached more than 38,000 community members to ask about their lived experience with food insecurity and connect them with Geaux Get Healthy program resources and health information. They have Surveyed 2,466 people about their food security and overall health. Grown more than 32,178 pounds of produce; Distributed 221,784 pounds of fresh food; and Provided more than 350 education experiences - cooking demos, cooking classes, grocery store tours, and virtual learning experiences.
  - b. Pennington Biomedical Research Center Rolling Store Cooking program has hosted 12 events and served 616 participants.
3. Increase the knowledge around smoking, vaping, and dipping

- a. The Communities of Color (CoC) Network is a joint initiative created by the Louisiana Campaign for Tobacco-Free Living, The Louisiana Department of Health, and the Hospitals Tobacco Control Program. The CoC aims to eliminate tobacco-related health disparities in vulnerable populations focusing on African-Americans, low socioeconomic communities, and LGBT individuals. CoC provides support and technical assistance to ensure members of these communities affected by health disparities are well-informed about the dangers of tobacco and are prepared to act to protect themselves from harmful exposure.
    - i. Between 2019 and 2020, the CoC has hosted over 409 events and reached over 20,000 people; established new partnerships and provided tobacco education to 88 African American owned businesses; enrolled 208 African Americans in the Smoking Cessation Trust; introduced the Smoke-Free Church Curriculum and hosted outreach events with 57 churches, and helped nine churches pass smoke-free policies.
  - b. In 2020, 352 residents of East Baton Rouge called Louisiana Tobacco Quitline 1-800-QUIT-NOW.
  - c. **The I-CARE Program** provides prevention education to students in public, parochial, and private schools in the areas of alcohol, tobacco, other drugs, violence, crisis response, and management. I-CARE equips students with a healthy, safe, and drug-free future.
4. Promote health in all policies.
- a. There are 462 Well Ahead WellSpots in East Baton Rouge Parish. Wellspots are spaces and places in Louisiana that voluntarily implement healthy changes in their environment to help their employees and community live well.
  - b. In 2020, local AHA advocates advocated the East Baton Rouge Parish School Board and passed a policy that requires water bottle filling stations to be placed in all newly constructed schools and any schools scheduled to undergo renovation. It also allows children to bring their own water bottles to school.
  - c. AHA has a workplace health achievement index where it recognizes employers for their commitment to a culture of health. The Baton Rouge companies honored are :
    - i. AmeriHealth Caritas Louisiana
    - ii. Franciscan Missionaries of Our Lady Health System
    - iii. Our Lady of the Lake Regional Medical Center
    - iv. Our Lady of the Lake – Ascension
    - v. Woman’s Hospital

## Other Updates to Healthy Living

### Baton Rouge General Medical Center

- Baton Rouge General has a nationally accredited Diabetes and Nutrition Program that helps those living with or at high risk of developing the disease understand the importance of lifestyle changes and how to monitor and interpret blood glucose levels.
- BRG’s employee wellness program includes incentives for a healthy weight, healthy blood pressure readings, and healthy waist measurements. The cafeterias also have healthy food choices for employees and guests.
- BRG launched its Living Lean Weight Management in 2019, designed to address weight loss's physical, emotional and mental barriers. The program includes monthly consultations with a nurse practitioner or physician’s assistant and bi-weekly consultations with a registered dietitian to help patients lose weight and sustain long-term results.
- Resources through the Smoking Cessation Trust are folded into Baton Rouge General’s Lung Screening Clinic to decrease the risk of lung cancer for current smokers.
- Approximately 150 seniors have been screened through a series of free wellness screenings aimed at seniors aged 65 and older, providing essential health information and tips for staying active. The screenings include blood pressure, cholesterol, glucose, and balance assessments, cognitive memory assessments, grip strength, and hearing tests.
- BRG family medicine physician Dr. Wayne Gravois and a team of residents formed the Community Outreach Today advisory committee, working with East Baton Rouge Parish schools and other healthcare professionals to address health disparities in schools and bring a broader perspective on the role of health in schools.
- Baton Rouge General teamed up with various YMCA locations in the Baton Rouge area to

- Provide drive-up flu events to the community during the COVID-19 pandemic.
- Offer members free and reduced nutrition consultations, including a Nutrition Boot camp
- Host a summer camp for over 500 kids each summer where BRG's dietitians and fitness teamwork with the kids on healthy living topics, including building a healthy plate, snacking, and daily activity versus screen time.
- BRG hosts an annual 5k and 1-mile fun run, "Hustle for your Health," at its Bluebonnet campus with an average attendance of 150 participants.
- BRG hosted community health events in partnership with Matherne's Market and Rouses, which provides health and nutrition education to community members.

## **Lane Regional Medical Center**

- Lane provided free heart health testing and stroke education to more than 5,500 people during 177 events and speaking engagements.
- Lane offers a variety of free Good Health wellness classes and screening events to organizations and community members to help reduce obesity, including healthy cooking classes, biometric screenings, nutritional counseling, and more.
- Lane has an employee wellness program that offers cash incentives for better health. The hospital provides a free fitness trail to the community and various healthy food choices on the cafeteria menu.
- Lane screened more than 700 people for skin, colon, and prostate cancers during 18 screening events.
- Lane offers free on-site and telemedicine smoking cessation programs to local businesses in partnership with the Cardiovascular Institute of the South.
- Lane hosts a monthly Food Addicts support group.
- Lane conducted several walking programs on its fitness trail, including Walk with a Doc and Walk with the Mayor, and established walking and fitness challenges for area businesses.

## **Ochsner Baton Rouge**

- Ochsner Health's Eat Fit program is a nonprofit initiative designed to help the community live their healthiest, strongest lives possible. The team of Eat Fit dietitians works closely with local restaurants, markets, and other foodservice establishments to identify and develop dishes that meet the Eat Fit nutritional criteria.
  - Eat Fit BR currently has 93 partners, including restaurants and grocery stores/markets. Across the state, there are more than 500 partners.
- In 2018, the Eat Fit app was launched for smartphones, allowing users to find participating Eat Fit restaurants with complete nutrition facts of Eat Fit menu items, recipes, shopping guides, community wellness resources, and connect with a health professional. To date, this app has been downloaded over 11,000 times.
- Other community outreach since 2018 includes over 85 community wellness events and 32 nutritional presentations across the state of Louisiana.
- In response to the COVID-19 pandemic, the Eat Fit team launched the Eat Fit YouTube channel providing healthy cooking videos to encourage the community to cook healthy at home. Monthly informational Zoom meetings were offered to all Eat Fit partners to increase partner morale and collaboration. Topics included: COVID-19 Response, Diversity, and Social Media Planning. Ochsner's Corporate Wellness opened its Baton Rouge location in August 2018. Corporate Wellness provides Biometric Screenings in the workplace to identify risk factors, educate on diet and lifestyle to improve health and connect participants to primary care services. In 2019, the Baton Rouge Corporate Wellness Team held 120 health fairs, 30 flu fairs, and connected 215 new patients to direct care services. The Safe to Return Campaign was Corporate Wellness's COVID-19 response during 2020 to provide temperature checks stations for businesses, Ochsner clinics, and Urgent Cares and offer COVID-19 Antibody testing for employers in Baton Rouge. In 2021, Baton Rouge's Corporate Wellness hosted 61 Biometric Screening Health Fairs, caring for nearly 1700 participants.
- Ochsner's Corporate Wellness opened the Baton Rouge location in August 2018. Corporate Wellness provides Biometric Screenings in the workplace to identify risk factors, educate on diet and lifestyle to improve health, and connect participants to primary care services.
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- In 2021, Baton Rouge’s Corporate Wellness hosted 61 Biometric Screening Health Fairs, caring for nearly 1700 participants.
- Ochsner offers walking/biking paths at its Hospital locations:
  - The path at the Ochsner Medical Center – Baton Rouge campus is a half-mile loop that includes a trail with accompanying fitness equipment stations.
  - The path at Ochsner Medical Complex – The Grove is owned by BREC, but Ochsner Health financially contributed to completing the path. Ochsner Medical Complex - Iberville also has a walking path that Iberville Parish maintains.
- Ochsner Smoking Cessation clinics offer services to patients to help stop smoking or vaping. Partnering with the Smoking Cessation Trust, patients have access to free counseling to make a healthy lifestyle change. Smoking Cessation clinics are available at Ochsner Medical Complex – The Grove, Ochsner Health Center – O’Neal, Ochsner Medical Complex – Iberville, Ochsner Health Center – Denham Springs, and Ochsner Community Health – Brees Family Center. In 2020, nearly 600 patients participated in the program with over 3,300 total visits and an overall quit rate of 30.8%.

## **Our Lady of the Lake Regional Medical Center**

- Our Lady of the Lake Regional Medical Center has successfully established a service line dedicated to weight loss and Diabetes Management and Prevention. The Nutrition and Metabolic Service Line consists of Bariatric Services, Lake Health Center, OLOLRMC, and LSUHBR Diabetes and Nutrition Centers.
- OLOLRMC is a partner of the Geaux Get Healthy (GGH) program that addresses food insecurity. The GGH program provides education from an OLOLRMC dietician and a nutritionist/program coordinator. The program also offers participants resources such as cooking classes, nutrition classes, and grocery store tours. OLOLRMC provided approximately 16 classes per month and two grocery store tours each month through the GGH program.
- Additionally, OLOLRMC hosted the Willie Hawkins Health Fair, where doctors gave presentations on four chronic diseases and traditional tabletop exhibits.
- OLOLRMC provides smoking cessation services on multiple campuses and has treated over 1,210 new patients during these three years. OLOLRMC provides presentations about smoking. OLOLRMC’s smoking cessation program has treated over 3000 patients since the program’s inception.
- OLOLRMC sponsors BREADA’s Red Stick Mobile Farmers Market located at the ExxonMobil YMCA in North Baton Rouge.
- OLOLRMC Children’s Hospital opened its CH Healthy Weight Clinic in 2021. The clinic’s goal is to offer help before weight causes long-term health problems and prevent and treat complications such as diabetes and high blood pressure. Patients meet with a pediatrician certified in pediatric obesity medicine, a dietitian, and other specialists as needed. Patients receive specialized care and support to create healthy habits that will last a lifetime.
- In 2020, Our Lady of the Lake Regional Medical Center with Our Lady of the Lake Physician Group and Pennington Biomedical Research Center combined expertise in world-class research, medical, surgical, and behavioral interventions to partner in launching the Bariatric and Metabolic Institute (BMI) on the Pennington Biomedical campus. The newly constructed 15,000 square foot outpatient clinic facility, which opened October 2021, is a state-of-the-art metabolic disease treatment institute designed to accommodate patients with all degrees of obesity and metabolic disease, including extreme obesity and complex comorbid conditions under one roof.
  - The multidisciplinary team, including obesity medicine, bariatric psychology, bariatric nutrition specialists, and bariatric surgeons, works collaboratively, utilizing evidence-based care pathways and various treatment approaches. These treatments include lifestyle interventions, medication and combination therapies, and surgical procedures performed at Our Lady of the Lake Regional Medical Center, Baton Rouge, and Our Lady of the Lake Ascension, Gonzales. Both campuses are accredited by the American College of Surgeons Metabolic and Bariatric Surgery Accreditation and Quality Improvement Program (MBSAQIP) as Comprehensive Centers meeting the highest standards for patient safety and quality of care.
- Patients are provided ongoing support, coaching, and other tools and techniques, including a library of patient-centric educational material authored by BMI staff regarding pre and postoperative nutrition, physical activity, medical optimization, and mental health to aid in the achievement of health goals and continued weight loss journey.
- Healthy Lives also offers innovative programs such as Farm to Work and our Living Well Seminar Series to supplement and energize your wellness efforts. The *Healthy Lives* team works with area farmers to give employees

easy and affordable access to fresh produce with convenient online registration and payment options. HL also provides Affordable, Onsite Health and Wellness Education utilizing a team of professional speakers, including registered dietitians, registered nurses, and exercise specialists. Topics include nutrition, fitness, and developing healthy habits.

- OLOLRMC has AHA-approved walking paths on four of its campuses, all available for community use.
- OLOLRMC offers a fully equipped Health Center to team members, vendors, and cardio-rehab patients. The Health Center consists of three exercise areas: A cardiovascular area with treadmills, bikes, AMTs, and elliptical. A second area comprises 17 weight machine stations to complete exercises. The third area is the “free” weight section with barbells, dumbbells, benches, and other equipment.
- OLOLRMC hosts an annual Half Marathon boosted as south Louisiana’s most AMAZING family running event. The AMAZING races (The Kids’ Mini Marathon, 5K, and Half Marathon) are great for seasoned and beginner runners of all ages. The race is an extension of the vision to create a healthier Louisiana through teaching families healthy habits. It raises regional, and national awareness of the health network and the many activities families can do together to remain active and embrace a healthier lifestyle in Louisiana.

### Woman’s Hospital

- The employee wellness program offers premium discounts and cash incentives for participation. The program has resulted in a health and prescription drug claim reduction of over \$2 million in three years
- Woman’s. café offers a wide variety of healthy choices, with lower prices than less healthy options.
- Woman’s offers free grocery tours, cooking classes, and nutrition education to the community.
- Woman’s social media includes links to healthy recipes and blogs on nutrition education.
- Through grant funding by the Foundation for Woman’s and partnership with Rouses Market and Family Road of Baton Rouge, Woman’s provided 100 food boxes, recipes, and simple cooking videos to those experiencing food insecurities. Woman’s launched Balance® program in 2016 that utilizes registered dietitians, fitness specialists, and health coaches to provide nutrition, fitness, and accountability to participants.
- Woman’s offers Walk with Ease, a free program provided in conjunction with the National Arthritis Foundation for anyone who has arthritis.
- Woman’s offers online virtual fitness, including a virtual Fit for Birth workout for prenatal women.

Healthy Living	2012	2015		2018	2019	2020	Data range used for 2018-2020 data
Food Environment Index		6.3		6.5	6.5	7.0	2015-2017
Food Insecurity		17%		18%	18%	14%	2015-2017
Physical Inactivity	26%	25%		27%	25%	27%	2014-2016
Access to Exercise opportunities		93%		97%	98%	98%	2016-2019
Adults 20+ who are Obese*	32%	33%		32%	32%	34%	2014-2016
Diabetes Prevalence	11%	11%		12%	12%	12%	2014-2016

\*Source: County Health Rankings