BACKGROUND

The Greater Hudson Valley Health System (GHVHS) is a not-for-profit health system that includes member hospitals Orange Regional Medical Center (ORMC) and Catskill Regional Medical Center (CRMC). The GHVHS was formed as a means to improve coordination and increase efficiency of the hospitals in the western sections of Orange County and Sullivan County, New York.

ORMC was formed as a merger between Horton Medical Center and Arden Hill Hospital which have been consolidated onto one campus located in Middletown, New York. This new state-of-the-art facility opened in 2011 and was the first new, freestanding hospital in New York State in more than 20 years.

The mission of ORMC is to improve the health of our community by providing exceptional healthcare. The vision of ORMC: We are caring professionals driven by standards of excellence who go above and beyond to provide an exceptional patient care experience. ORMC values are:

- Patients and families first
- Honesty, integrity and transparency in action
- Operational Excellence
- Teamwork, collaboration and communication
- Accountability
- An impeccable, healing environment
ORMC serves Orange County including 42 municipalities listed below:

<table>
<thead>
<tr>
<th>Communities of Orange County</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middletown</td>
</tr>
<tr>
<td>Newburgh</td>
</tr>
<tr>
<td>Port Jervis</td>
</tr>
<tr>
<td>Chester</td>
</tr>
<tr>
<td>Cornwall on Hudson</td>
</tr>
<tr>
<td>Florida</td>
</tr>
<tr>
<td>Goshen</td>
</tr>
<tr>
<td>Greenwood Lake</td>
</tr>
<tr>
<td>Harriman</td>
</tr>
<tr>
<td>Highland Falls</td>
</tr>
<tr>
<td>Kiryas Joel</td>
</tr>
<tr>
<td>Maybrook</td>
</tr>
<tr>
<td>Monroe</td>
</tr>
<tr>
<td>Montgomery</td>
</tr>
<tr>
<td>Otisville</td>
</tr>
<tr>
<td>South Blooming Grove</td>
</tr>
<tr>
<td>Tuxedo Park</td>
</tr>
<tr>
<td>Unionville</td>
</tr>
<tr>
<td>Walden</td>
</tr>
<tr>
<td>Warwick</td>
</tr>
<tr>
<td>Washingtonville</td>
</tr>
<tr>
<td>Woodbury</td>
</tr>
<tr>
<td>Blooming Grove</td>
</tr>
<tr>
<td>Chester</td>
</tr>
<tr>
<td>Cornwall</td>
</tr>
<tr>
<td>Crawford</td>
</tr>
<tr>
<td>Deerpark</td>
</tr>
<tr>
<td>Goshen</td>
</tr>
<tr>
<td>Greenville</td>
</tr>
<tr>
<td>Hamptonburgh</td>
</tr>
<tr>
<td>Highlands</td>
</tr>
<tr>
<td>Minisink</td>
</tr>
<tr>
<td>Monroe</td>
</tr>
<tr>
<td>Montgomery</td>
</tr>
<tr>
<td>Mount Hope</td>
</tr>
<tr>
<td>New Windsor</td>
</tr>
<tr>
<td>Town of Newburgh</td>
</tr>
<tr>
<td>Tuxedo</td>
</tr>
<tr>
<td>Wallkill</td>
</tr>
<tr>
<td>Warwick</td>
</tr>
<tr>
<td>Wawayanda</td>
</tr>
<tr>
<td>Woodbury</td>
</tr>
</tbody>
</table>

When it comes to health planning for primary care and core secondary level services, ORMC focuses on 29 zip codes that comprise its local health service area. This service area was determined by identifying the zip codes from which 85% of ORMC’s discharges originate. Planning for specialty care services takes a more regional perspective and encompasses all of Orange and Sullivan Counties and the needs of their residents.

In 2013, the GHVHS led a comprehensive Community Health Needs Assessment (CHNA) to evaluate the health needs of individuals living in the hospitals’ service areas within Orange and Sullivan counties. The purpose of the assessment was to gather information about local health needs and health behaviors. The assessment examined a variety of indicators including risky health behaviors (such as alcohol use, tobacco use, etc.) and chronic health conditions (such as diabetes, heart disease, etc.). We are in the process of updating our 2016 CHNA and anticipate its completion in spring 2016.

The completion of the CHNA enabled the GHVHS and its member hospitals to take an in-depth look at its greater community. The findings from the assessment were utilized by the GHVHS to prioritize public health issues and comply with new requirements for tax-exempt healthcare organizations to conduct a CHNA and adopt an Implementation Strategy aligned with identified community needs. The GHVHS is committed to the people it serves and the communities they live in. Healthy communities lead to lower healthcare costs, robust community partnerships and an overall enhanced quality of life.
THE CHNA PROCESS

ORMC contracted with Holleran, an independent research and consulting firm located in Lancaster, Pennsylvania, to conduct research in support of the CHNA. A comprehensive CHNA was conducted and included a variety of quantitative and qualitative research components. These components included the following:

1. Secondary Statistical Data Profile of Orange and Sullivan Counties
2. Focus Group Discussions with 25 community stakeholders
3. Data Collection Sessions with 175 community residents
4. Prioritization of Community Needs
5. Implementation Strategy

Holleran compiled a Secondary Data Profile using data collected from sources such as the U.S. Census Bureau, New York State Department of Health and Centers for Disease Control and Prevention, among others. The report depicts the most recent year’s health indicators, census figures, household statistics, morbidity and mortality rates and socioeconomic measures.

Holleran conducted four Data Collection Sessions that were held with a total of 125 community members (53 participants from Orange County and 72 participants from Sullivan County). Participants were administered a customized survey tool to capture health behaviors and preferences. Responses were collected through wireless keypad technology. These sessions were advertised in the newspaper, distributed to media via a press release, email announcements, flyers to local organizations and publicized on the hospital Website and social media channels.

Holleran also facilitated two Focus Groups that were held with 25 key stakeholders in June 2013. Attendees included representatives of public health and medical services, non-profit and social organizations, children and youth agencies and the business community.

A Prioritization Session was held on October 21, 2013. Approximately ten (10) individuals participated in the session with representation from ORMC, CRMC, local health departments, community agencies and area social service organizations. Results of the 2013 CHNA were reviewed and priorities of the key health needs within Orange County were listed. Please see Appendix A for a listing of individuals who attended the session.

ORMC developed an Implementation Strategy to outline what community health needs it plans to address, as well as specific goals and measures to evaluate community health improvement initiatives.
SELECTION OF THE COMMUNITY HEALTH PRIORITIES

In October 2013, individuals from healthcare organizations, community agencies, social service organizations and area non-profits gathered to review the results of the CHNA data. The planning meeting was initiated by the GHVHS. The goal of the meeting was to discuss CHNA findings in an effort to prioritize key community health issues.

The objectives of the session were:

- To review recently compiled community health data and highlight key research findings
- To gather feedback from community representatives about community health needs
- To prioritize the community health needs based on select criteria

Prioritization Process

Holleran facilitated the prioritization session. The meeting began with an abbreviated research overview, including the results of the primary and secondary research and key findings of the CHNA.

Participants were then provided with information regarding the prioritization process, criteria to consider when evaluating key areas of focus and other aspects of health improvement planning, such as goal setting and developing strategies and measures. The criteria provided to the attendees were as follows:

- **Size**  How many people are affected?
- **Seriousness**  Deaths, hospitalizations, disability
- **Trends**  Is it getting worse or better?
- **Equity**  Are some groups affected more?
- **Intervention**  Is there a proven strategy?
- **Impact**  Can we make a difference?
- **Values**  Is this important to our community?
- **Resources**  Build on current work – available resources?
- **Others**  Social Determinant, root cause

Holleran then facilitated an open group discussion for attendees to share what they perceived to be the top needs and areas of opportunity in the region. The group generated the following list of needs based on research findings and grouped them under the New York State Prevention Agenda Objective headings:

- **Prevent Chronic Diseases**
  - Access to Care (pediatric specialty, transportation, awareness)
  - Cancer (lung incidence and mortality, breast mortality, prostate mortality)
  - Asthma
  - Lyme disease
• **Promote Healthy Women, Infants and Children**
  - Prenatal care in the first trimester
  - Teen pregnancy rate
  - Very low birth weight

• **Promote Mental Health and Prevent Substance Abuse**
  - Binge drinking among adults
  - Need for mental and behavioral health services

• **Promote Healthy and Safe Environments**
  - Chronic lower respiratory disease
  - Crime

• **Prevent HIV, STDs, vaccine-preventable diseases and healthcare associated Infections**
  - Pneumonia
  - Tuberculosis

**PRIORITIZATION OF COMMUNITY ISSUES**

Once the master list was compiled, Holleran facilitated discussion to identify overlapping strategies, cross-cutting issues and the ability for regional health and human services providers to effectively address the various needs. After further dialogue and consolidation, the following “Master List of Needs” was developed by the attendees to be evaluated as potential priority areas for community health improvement activities. Based on the rankings, the following two Prevention Agenda topics that rose to the top were:

• **Prevent Chronic Diseases**
• **Promote Healthy Women, Infants and Children**

**STRATEGIES TO ADDRESS COMMUNITY HEALTH NEEDS**

ORMC developed an implementation strategy to illustrate the hospital’s specific programs and resources that support ongoing efforts to address the identified community health priorities. This work complements objectives of the local health department and is supported by community-wide efforts and hospital leadership. The goal statements, objectives and initiatives and inventory of existing community assets and resources for the two priority areas are listed below.

**Prevent Chronic Diseases**

**Goal:** To prevent chronic disease through the encouragement of a healthy lifestyle among Orange County residents through promotion of healthy eating, physical activity and the cessation of tobacco use.
Objectives:

- Reduce child and adult overweight and obesity by 5%. In 2014, 64.4% of adults were overweight or obese in Orange County according to the CDC’s 2010-2012 Behavioral Risk Factor Surveillance System data. For children, 67.6% were overweight or obese according to the NYS Student Weight Category Status from 2010-2012.
- Increase the number of patients who have a primary care physician or medical home by developing a primary care network and adding 6 primary care physicians in 2014.
- Reduce adult smoking to 15% (NYS 2017 objective) from the CDC’s 2010-2012 Behavioral Risk Factor Surveillance System data from 19% and reduce teenage everyday smoking from 5% (baseline from the Orange County DOH Healthy Orange High School Student Survey) to 4% by Dec 2017.

Strategies:

- Continue the development of primary care as part of our medical group to increase access for community members without a medical home.
  - In 2015, Orange Regional Medical Center began its North Campus Expansion Project: the construction on the new 153,000 square foot, five-story physician office building, that will house offices for Orange Regional Medical Group physicians, and a 26,000 square foot, single-story cancer center at the hospital’s main campus. When completed in the fall of 2016, the $99 million project will help relocate many outpatient services currently provided at other off-campus locations into new, state-of-the-art buildings on the existing 73-acre hospital campus in Middletown. Both new buildings will be patient-centered healing environments incorporating all the latest technology and amenities for patients and families. Plans also include adding an additional 800 convenient parking spaces.
  - Orange Regional Medical Group Primary Care provides counseling and education to patients and families to help them understand and practice healthy eating habits and the importance of physical activity and smoking cessation. Through
the use of MyChart, Primary Care patients have direct online access to their electronic medical record where their health information is stored. Patient lab results, appointment information, medications, immunizations and more are all restored for quick retrieval.

- In 2015, the Medical Group’s Primary Care office assessed the body mass index of approximately 4,500 patients, including children. This number is up from 3,000 patients in 2014. A second Primary Care Office was also opened in Monroe in late 2015.
- Clinicians facilitate referrals for wellness services including nutrition and routine breast exams in addition to community screenings and seminars. Clinicians also provide after visit health summaries to all patients.
- Clinicians provide community lectures and seminars including diabetes treatment and palliative care. A monthly health newsletter is distributed via email and reaches more than 3,200 patients. This is number up from 2,000 patients in 2014.
- The Medical Group participates on appropriate community partner boards and committees including, the Sullivan County Public Health Services Advisory Board, the Orange County Department of Health Healthy Orange Advisory Committee and Women’s and Children’s Advisory Board of Orange County, to enhance health improvement opportunities.
- The development of a medical group is addressing the disparity that low-income residents of the county experience in obtaining primary care. Through the activities noted above, the medical practice also addresses the disparity in the incidence of overweight and obesity for low-income individuals.

- Hospital policies have been developed to support the use of healthy, locally grown foods in cafeteria and patient meals.
- A healthy menu was implemented in 2014 to meet meal and beverage standards for meals sold and served in the hospital. This menu includes fried-free foods and low-sodium and gluten-free meal choices. The hospital has eliminated all caffeinated soft drinks in its cafeteria.
- We continue to provide free cardiac screenings through the ORMC Healthy Heart Program in collaboration with the Orange County Department of Health Program, Healthy Orange.
  - Screening includes cholesterol, glucose and blood pressure check.
  - The yearly goal is to screen 2,000 people for risk factors associated with heart disease.
  - It also connects at risk participants with appropriate medical follow up, if needed.
  - Health Heart educates the community on healthy lifestyle habits.
  - Orange Regional continues to participate in community education about efforts toward healthy eating and lifestyle habits. In 2015, The Healthy Heart Program
participated in the Walden Harvest Festival Health Fair and several health fairs at the Middletown Community Health Center. The mobile program also visited more than a dozen different ShopRite locations within the community and partnered with local YMCA’s in Middletown and Monroe. We continue to offer the program to local school districts from elementary through the college level, as well as health fairs for employees of local businesses and to our community health centers throughout Orange and Sullivan Counties.

- The hospital continues the ORMC employee health “Live Well, Be Well” initiative as well as current employee health programs such as smoking cessation education, on-site Weight Watchers and gym discounts. “Live Well, Be Well” offers free health risk assessments and on-site biometric screenings, web-based tools, coaching resources and the “Step into Fitness” employee fitness program to promote healthy lifestyles. In 2015, Orange Regional was accredited with the CEO Cancer Gold Standard™, acknowledging its commitment to the health of their employees and their families by agreeing to meet a high standard of cancer prevention, screening and care guidelines. To earn Gold Standard accreditation, an organization must establish programs to reduce cancer risk by discouraging tobacco use; encouraging physical activity; promoting healthy nutrition; detecting cancer at its earliest stages when outcomes may be more favorable and providing access to quality care, including participation in cancer clinical trials. The American Heart Association awarded ORMC their Gold Level Fit-Friendly Worksite Award in July 2015.

- The Fit-Friendly Award recognizes worksites for making the health and wellness of their employees a top priority.

**Performance Measures:**

- We will measure the percentage of adults who are overweight or obese according to the CDC’s 2010-2012 Behavioral Risk Factor Surveillance System data. For children, we will measure the percent of those who are overweight or obese according to the NYS Student Weight Category Status. In 2015, 32.5 % of adults were overweight or obese in Orange County according to the CDC’s 2011-2013 Behavioral Risk Factor Surveillance System data. For children, 35.8 % were overweight or obese according to the NYS Student Weight Category Status from 2011-2013.

- There are currently 4 physicians, 3 of whom are multi-lingual, 3 Family Nurse Practitioners and 4 Medical Assistants in our Primary Care Office. Our Medical Group, in total, currently employs 59 physicians and 22 Physician Assistants, Nurse Practitioners and Medical Assistants.

- ORMC will measure the percentage of adults smoking according to the CDC’s 2010-2012 Behavioral Risk Factor Surveillance System, as well as measuring the percentage of
teenage everyday smoking according to the Orange County DOH Healthy Orange High School Student Survey. In 2015, adult smoking is at 15.5% according to the CDC’s 2012-2014 Behavioral Risk Factor Surveillance System data and is down from 19%. We continue to measure our goal to reduce teenage everyday smoking from 5% (baseline from the Orange County DOH Healthy Orange High School Student Survey) to 4% by Dec 2017.

**Other Existing Programs addressing Chronic Disease Prevention:**

- ORMC offers inpatient and outpatient nutritional counseling.

- ORMC hosts a Nicotine Anonymous support group that helps people live nicotine-free lives.

- ORMC offers smoking cessation resources in partnership with POWR Against Tobacco Coalition of Orange County’s Smoking Cessation Center to identify patients and distributes information about the availability of smoking cessation products and referrals to smoking cessation programs in the area.

- ORMC maintains a smoke-free campus policy at all locations.

- Each year, ORMC holds several free community healthcare screenings including cardiac, breast cancer, prostate cancer, skin cancer and oral, head and neck cancer. Cancer screenings are based on the needs of the community and are consistent with evidence-based national guidelines. They are also held to detect cancers at an early stage, which improves the likelihood of increased survival. Our goals are to hold at least two screenings per year and to fill 95% of available appointments.

  The hospital screened a total of 1,847 community members in 2014. In 2015, the hospital screened a total of 2,303 community members.

  During 2014, The Healthy Heart Program (cardiac screening) offered 106 community programs. As a result, 1,586 participants were screened. Of those screened, 808 were referred to physicians. An education program was also offered serving 100 participants from the community. In 2015, The Healthy Heart Program offered 140 community programs. As a result, 2,225 participants were screened. Of those screened, more than 800 were referred to physicians.

  The breast cancer screening program conducted 23 screenings. These free screenings are available to those who are underserved or underinsured at the Ray W. Moody, M.D. Breast Center. They are also advertised within the community.

  The prostate cancer screening program completed a total of 48 screenings. This free screening is held annually and is advertised within the community.
A total of 65 people were screened through the skin cancer screening program. This free screening is held annually and is advertised within the community.

The oral, head and neck cancer screening program conducted a total of 35 screenings. These free screenings are held annually and are advertised within the community.

ORMC began offering Lung Cancer screenings in February 2013. The lung screening program (self-pay), which includes a dedicated lung cancer patient navigator, evaluates participants for early signs of lung cancer. Under the direction of Cleveland Lewis, MD, Board-certified Thoracic Surgeon and Medical Director Lung Tumor Site & Oncology Quality, the screening is done with a low-dose CT scan, a non-invasive procedure that is effective in detecting the earliest stages of lung cancer. To be eligible for the screening, participants must be between the ages of 55 to 74, have had a minimum of 30 pack-years of smoking, be a current smoker or have quit within the past 15 years. Twenty-two screenings were performed in 2014. In 2015, seven screenings were performed.

- ORMC is a major sponsor of the American Heart Association “Heart Walk” and staffs a health fair which offers glucose, cholesterol and blood pressure screenings. In 2015, the Orange Regional “Team” consisted of over 100 hospital staff and physicians, former Cardiac Rehab patients, friends and family members. Additionally, ORMC was a Corporate Sponsor of the event and Jonathan Schiller, Chief Operating Officer, Orange Regional Medical Center, was the Tri-County Heart Walk Chairman for the 2015 Walk.

- ORMC hosts the Al-Anon support group which offers understanding and help to families and friends of those afflicted by alcohol consumption.

- With more than 300 walkers in 2015, ORMC employees and their families raised funds and participated in the American Cancer Society’s Making Strides for Breast Cancer Walk at Woodbury Common Premium Outlets. Orange Regional was a Flagship Sponsor of the Walk.

- Throughout the year, ORMC also conducts, coordinates and participates in a broad range of community outreach programs that include health and wellness fairs, trade expositions, facility tours, speakers’ bureau, educational seminars, lectures, school career days and numerous charity walks. Through these activities, community members have the opportunity to interact directly with representatives from the hospital.

In 2015, ORMC had more than 650 participants at philanthropic events including, but not limited, to the American Cancer Society; American Heart Association; the Alzheimer’s Association; March of Dimes; Juvenile Diabetes Research Foundation, Hercules Fitness Challenge and grass roots organizations such as a Suicide Prevention and Awareness walk and the Orange County Senior Health and Wellness Day.
Emergency Department Staff volunteered at first aid stations throughout the County at events such as the Boys and Girls Clubs Big Free Carnival in Wallkill, and the Middletown Classic 10K. Healthcare presentations have also been made by physicians and employees to community organizations such as Elant, Inc., the Kiwanis Club, Chester Senior Center, Orange Ulster BOCES and area schools on topics including sleep apnea, breast health and lactation education, diabetes, stroke and drug, alcohol and injury prevention.

ORMC hosts monthly community blood drives and collected over 202 units of whole blood and 4 units of platelets. ORMC also assisted in the collection of school supplies for the Town of Wallkill Boys and Girls Clubs Inc., helping to fill over 200 backpacks for needy students in the area.

Additionally, ORMC organized and facilitated physician-led community seminars free of charge on topics such as Treatment for Hand & Arm Pain (conducted at ORMC in July and in Newburgh in August), stroke care, surgical weight loss and total joint replacement hosting 472 participants in 2015. There were 546 attendees to ORMC bariatric pre-op classes.

One-hundred and forty-eight (148) participants from various civic organizations were trained in Basic Life Support (BLS), Automated External Defibrillator and First Aid. These organizations included John. S. Burke Catholic High School, Matamoras Fire Department, Pike Area Youth Athletic League, Orange County Head Start, Eastern Pike Regional Police Department, DaVita Dialysis and Restorative Support Services. In 2015, the BLS Program actively supported a bill proposal making it mandatory for High School students to be trained in BLS as part of their graduation requirements. Additionally, they are intending to integrate new simulation technology to increase the effectiveness of the trainings.

- Community members may register for all screenings and health education seminars by calling Orange Regional Medical Center’s Health Connection hotline at 1-888-321-ORMC (6762). The hotline is a 24-hour, 365 day toll-free service. Information is available in English or Spanish about physicians, hospital services, educational classes and support groups. Participants may also register via the hospital Web site at www.ormc.org/CommunityOutreach. Community health outreach and information is distributed via press releases, flyers, paid advertisements, employee newsletter, physician newsletter, public service announcements, e-blasts and social media avenues such as Twitter, Facebook and YouTube, as well as being located on Orange Regional’s Web sites, www.ormc.org, www.ormcheartcare.org and www.ormcspineortho.org.
In November, Orange Regional Dunkelman Diabetes Treatment Center hosted a free seminar “Getting to the Heart of Diabetes” that was attended by 76 community members.

**Existing Community Assets & Resources:**

- Orange Regional Medical Center
- Orange Regional Medical Group
- Catskill Regional Medical Center
- Orange Regional Medical Group
- YMCA
- Orange County Department of Health
- Hailey’s Hope Foundation
- Healthy Orange
- Middletown Community Health Center
- Alzheimer’s Association
- American Cancer Society
- AHRC
- ELANT
- Goshen Chamber of Commerce
- Independent Living, Inc.
- Inspire
- OC Mental Health Association
- Mobile Life Support Services
- Town of Wallkill Ambulance Corp.
- NYS Troopers
- OC Chamber of Commerce
- OC Office of the Aging
- OC Partnership
- United Way of Dutchess/Orange
- Local farmer’s markets
- Public and Private School Systems
- American Heart Association
- Orange County Land Trust
- Town of Wallkill government
- Orange County government
- Touro College of Osteopathic Medicine
- SUNY Orange
Promote Healthy Women, Infants and Children

Goal: Promote prenatal wellness to improve outcomes for mothers and children.

Objectives:

- Reduce premature births to 10.2% (NYS 2017 objective) from the rates in Port Jervis (11.1%) and Middletown (10.7%). Data are from NYS Perinatal Zip Code Profile Department of Health and Vital Statistics.

Strategies:

- Utilize Orange Regional Medical Group clinicians following best practice guidelines to improve both preconception health and care to improve the health of patients, before conception of a first or subsequent pregnancy.
  - Clinicians deliver and implement interventions before pregnancy to detect, treat and help women modify behaviors, health conditions and risk factors that contribute to adverse maternal and infant outcomes.
  - Clinicians promote the “Go the Full 40” Campaign to educate women about the importance of full-term pregnancies.
  - The Medical Group explores participation on appropriate community partner boards and committees, including the Women’s and Children’s Advisory Board of Orange County to enhance health improvement opportunities.

- ORMC continues to offer family education programs including Lamaze childbirth, prenatal breastfeeding, sibling classes and a New Moms Support Group.

- ORMC continues to collaborate with and support Maternal Infant Services Network, the Regional Lactation Consortium, WIC and Community Health Worker Program initiative and promote preconception education.

- ORMC continues participation in the Orange County Perinatal Consortium to improve access to early prenatal care.

- Strengthen partnerships with community, cultural and faith-based leaders, including Hailey’s Hope Foundation, which supports families with premature and critically ill babies in New York-area Neonatal Intensive Care Units (NICUs) and helps improve the quality of
NICU care to turn these fragile beginnings into stronger and healthier futures for NICU babies.

- ORMC also disseminates outreach and risk reduction materials to high risk communities.

**Performance Measures:**

- ORMC will measure the percentage reduction of premature births according to data from the NYS Department of Health and Vital Statistics Perinatal Zip Code Profile. There is no significant change to this percentage.

**Existing Programs Promoting Healthy Women and Children:**

- From maternity and mother/baby care at the Rowley Family Birthing Center to advanced diagnostic imaging services such as ultrasound, sonogram and digital mammography, ORMC offers a wide range of medical services to address conditions affecting women in the Hudson Valley.

- In November 2014, Orange Regional Medical Center opened its Neonatal Intensive Care Unit (NICU) Family Resource Room in its Rowley Family Birthing Center. It is a private, comfortable and relaxing environment for parents of NICU babies to retreat to while actively participating in their infant’s growth and development in the NICU. The Family Resource Room is equipped with comfortable seating, a desk and computer with internet access for checking emails or researching topics related to their baby’s health. Personal lockers, a flat screen television, free WiFi, a collection of magazines and books for siblings, as well as informational and educational resources for NICU families are also available. Families can also have a meal in private or connect with other NICU families utilizing the room.

- In an effort to raise community awareness about prematurity, ORMC held an event in November 2015 at the Middletown Galleria where clinical experts provided information about preventing premature birth including the promotion of the “Go the Full 40” Campaign to educate women about the importance of full-term pregnancies, as well as breastfeeding benefits to mother and baby and child safety tips. The event was attended by more than 500 community members.

- In 2015, over 298 community members took advantage of family education programs offered at ORMC that included Lamaze childbirth, pre-natal breastfeeding and sibling classes.

- Throughout the year, ORMC also conducts, coordinates and participates in a broad range of community outreach programs that include health and wellness fairs, trade
expositions, facility tours, speakers’ bureau, educational seminars, lectures, school career days and numerous charity walks. Through these activities, community members have the opportunity to interact directly with representatives from the hospital.

- ORMC, in conjunction with the Rowley Family Birthing Center, was a major sponsor of the 2015 March of Dimes Walk. Employees raised money by walking, hosting bake sales and raffling themed baskets.

- ORMC participates in an interactive career exploration event geared for middle school children, their parents and teachers. The purpose of annual event is to jumpstart kids into developing a career interest. In 2015, over 2,000 middle school students attended representing 21 school districts from Orange, Ulster and Sullivan Counties. Additionally there were 150 business partner exhibitors. ORMC participated by sending more than a dozen employees including representatives from Food and Nutrition Services, the Orange Regional Program for Alcoholism and Chemical Dependency, Laboratory Services, Emergency Medicine, Trauma Services and Public Relations/Marketing.

- In 2015, ORMC had more than 650 participants at philanthropic events including, but not limited to: the American Cancer Society, American Heart Association, the Alzheimer’s Association, March of Dimes, Juvenile Diabetes Research Foundation and grass roots organizations such as a Suicide Prevention and Awareness walk and the Orange County Senior Games. Emergency Department Staff volunteered at first aid tents throughout the County at events such as the Great American Weekend in Goshen and the Middletown Classic 10K. Healthcare presentations have also been made by employees to community organizations such as the Kiwanis Club, Chester Senior Center, Orange Ulster BOCES and area schools on topics including sleep apnea, breast health and lactation education, diabetes, stroke, drug and alcohol and injury prevention.

- In May 2015, ORMC held a third Birthday Celebration for the Rowley Family Birthing Center’s Level II Neonatal Intensive Care Unit (NICU). Over 100 guests including Orange Regional NICU graduates, along with their parents and siblings, enjoyed a fun-filled celebration. The event provided an opportunity for NICU staff to reunite with the babies they cared for and the families they provided support to, while spending time in the specialized unit during its first year. Additionally, Dr. Manuel DeCastro, Neonatologist and NICU Site Director, welcomed the families and visited with the graduates.

- ORMC hosts the Al-Anon support group which offers understanding and help to families and friends of those afflicted by alcohol consumption.

- ORMC continues to expand injury prevention and education activities and media campaigns particularly regarding car seat safety, helmet safety, home safety, motorsport safety, drinking and driving prevention and self-defense.
• ORMC strives to educate adolescents and adults about preventing motor vehicle injuries.

• The hospital continues to use social media to reach adolescents with prevention messages.

**Additional:**

In September 2014, Orange Regional’s Trauma and Injury Prevention Department began its Free Car Seat Fitting Station. This program, held the first Tuesday of every month, provides free installation of child safety seats along with safety education. To date, five community members have taken advantage of this service.

• Community members may register for all screenings and health education seminars by calling Orange Regional Medical Center’s Health Connection hotline at 1-888-321-ORMC (6762). The hotline is a 24-hour, 365 day toll-free service. Information is available in English or Spanish about physicians, hospital services and support groups. Participants may also register via the hospital Web site at www.ormc.org/CommunityOutreach. Community health outreach and information is distributed via press releases, flyers, paid advertisements, employee newsletter, physician newsletter, public service announcements, e-blasts and social media avenues such as Twitter, Facebook and YouTube, as well as being located on Orange Regional’s Web site, www.ormc.org, www.ormcheartcare.org and www.ormcspineortho.org.

**Existing Community Assets & Resources:**

Orange Regional Medical Center  
Orange Regional Medical Group  
Catskill Regional Medical Center  
Catskill Regional Medical Group  
Orange County Department of Health  
Maternal Infant Services Network  
Regional Lactation Consortium  
WIC  
Community Health Worker Program  
Orange County Perinatal Consortium  
Public and Private School Systems  
YMCA  
Hailey’s Hope Foundation
ORMC plans to address two of the five Prevention Agenda topics defined by New York State. These priorities are consistent with the health needs identified through the 2013 Community Health Needs Assessment and are aligned with the priorities identified by the Orange County Department of Health. ORMC will not focus on the following topics:

- **Promote Healthy and Safe Environments** – ORMC will support area organizations in addressing this need; however, ORMC feels that other organizations have more resources and expertise in environmental influences and therefore will not focus on this priority area.

- **Prevent HIV, STDs, vaccine-preventable diseases and healthcare associated infections** – As a way to coordinate efforts, ORMC has aligned with the needs being addressed by Orange County Department of Health, which does not include this focus area. However, ORMC will continue to monitor these trends and other services to support this need.

- **Mental Health and Substance Abuse** – ORMC will continue to expand primary care presence in the community to encourage preventative care for those with mental and behavioral health needs. We will also work toward the possibility of coordinating mental health assessment tools used throughout Orange County to better serve residents across providers.

**DISSEMINATION TO THE PUBLIC**
A key element of this document is the dissemination of pertinent information regarding Orange Regional Medical Center’s community health improvement efforts. It is available on the hospital Web site at www.ormc.org and in hard copy as requested.
## Appendix A: 2013 Prioritization Session Participants

<table>
<thead>
<tr>
<th>Name</th>
<th>Title</th>
<th>Organization</th>
</tr>
</thead>
<tbody>
<tr>
<td>Bruce Ellsweig, MD</td>
<td>Medical Director Primary Care and Community Health</td>
<td>GHVHS</td>
</tr>
<tr>
<td>Shewli Roy, MD</td>
<td>Primary Care Physician</td>
<td>GHVHS</td>
</tr>
<tr>
<td>Donna Davies</td>
<td>Care Consultant</td>
<td>Alzheimer’s Association</td>
</tr>
<tr>
<td>Anita Parkhurst</td>
<td>Grant Administrator</td>
<td>CRMC</td>
</tr>
<tr>
<td>Rob Lee</td>
<td>Administrator, PR/Marketing</td>
<td>GHVHS</td>
</tr>
<tr>
<td>Colleen Larson</td>
<td>Nurse Epidemiologist</td>
<td>Orange County Department of Health</td>
</tr>
<tr>
<td>Jackie Lawler</td>
<td>Epidemiologist</td>
<td>Orange County Department of Health</td>
</tr>
<tr>
<td>Ira Bedansky</td>
<td>CEO</td>
<td>YMCA Middletown</td>
</tr>
<tr>
<td>Jean-Paul Vallet</td>
<td>Director of Strategic Planning</td>
<td>GHVHS</td>
</tr>
<tr>
<td>Marcy Manheim</td>
<td>Director of PR/Marketing</td>
<td>GHVHS</td>
</tr>
</tbody>
</table>