2018 was a year of growth in PrimaryOne Health’s (P1H) 340B Prescription Drug Program, Medication Assisted Treatment, Nutrition and healthy produce distribution and most importantly, patient access to care. The growth also included a new funding partner, the Substance Abuse and Mental Health Services Administration (SAMHSA) that awarded PrimaryOne Health $1.5 million over 3-years. The funding will allow the organization to increase services for Substance Use Disorders and Medication Assisted Treatment.

The 340B Prescription Drug Program has grown from $6.8 million in 2017 to $10.8 million in 2018. The additional revenues allow P1H to increase care for uninsured residents and expand services that may not be covered completely by insurance or grant funding such as dental. In addition, this program provided prescription drug cost savings of $12,496,801 in 2018 to our patients directly.

Unfortunately, the opioid epidemic has necessitated that PrimaryOne Health and other primary care providers increase access and services for those suffering from Substance Use Disorders. The funding from SAMHSA will enable the Behavioral Health Program to grow in Franklin and Pickaway Counties by increasing the number of clinicians hired in 2018 and 2019. The organization will also increase the number of practitioners being trained to prescribe Vivitrol and Suboxone. VIVITROL® (naltrexone for extended-release injectable suspension) is a non-addictive, once-monthly treatment proven to prevent relapse in opioid dependent patients when used with counseling following detoxification. Suboxone is a prescription medicine that contains the active ingredients buprenorphine and naloxone and is used to treat adults who are dependent on (addicted to) opioids along with counseling and psychosocial support to manage opioid dependence. This new funding support will assist more patients in gaining access to treatment and to move along in their recovery journey.

The Produce Connect program in partnership with Mid-Ohio FoodBank has continued to grow and receive positive acclaim from patients and the community. Since the program inception, more than 10,000 patients have been assisted with managing their diabetes by reducing their A1c levels and weight. The program is offered at all ten PrimaryOne Health locations. This partnership also includes healthy fruit and vegetable distribution during the Summer through Fall at selected PrimaryOne Health locations.

The Board of PrimaryOne Health, led by Candi Pringle, Board chair has focused the Strategic Plan on increasing patients access to health care. This goal is being met not only by increasing the number of practitioners that have been hired but the hours and days of operation to ensure that P1H is meeting the needs of our current patients and Central Ohio community residents. PrimaryOne Health expanded hours on Saturday at the West Broad and E. Main Street locations in 2018 and will announce additional locations in 2019.
PrimaryOne Health and NBC4 Create “Stuff the Backpack” Campaign

PrimaryOne Health in partnership with NBC4 created a historic initiative to make sure every Columbus City School child had the supplies they needed to start the school year. The summer-long Stuff the Backpack campaign gave a backpack and school supplies to every student in the Columbus City School District — a whopping 52,000 backpacks stuffed with supplies.

While pens, pencils, scissors and paper may be simple school supplies, some families cannot afford to purchase them. The campaign made sure all students started the school year with the supplies they needed, instead of some students having the resources and others missing out.

In previous years, teachers needed to purchase the supplies with their own money just so their students could complete their schoolwork. By giving school supplies to every student, the campaign helped to take some of the added pressure off the teachers and the stigma away from the children and families without the resources to purchase the supplies.

PrimaryOne Health employees, board, community organizations and the WCMH 4’s Army were instrumental in the overall success of this program. All of these efforts made a big impact on our Columbus City School District students. PrimaryOne Health is looking forward to growing the Stuff the Backpack Campaign with NBC4 to help even more school children in 2019.

First initiated in 2011, with food boxes being picked up onsite, this program began to grow with grant funds from Bristol-Myers Squibb. Starting at one health center site and partnering with three pantries in 2015, it has now grown to be offered at all ten of P1H’s health centers with a list of 12 pantry locations. With approximately 40% of P1H patients screening as food insecure, nearly 10,000 unique patients have come through the program with a fill rate of 41%. Diabetic patients tended to visit either less than twice in one year or went to the pantry on average of 13+ times a year. These patients saw a more than 1% decrease in their A1c numbers. Weight loss patients saw decreases in weight coinciding with increased pantry visits, 0-2 visits saw .2 pounds lost, 3-12 visits saw 5.8 pounds lost, and 12 or more visits saw 11 pounds lost.

This work clearly shows that when our patients know better, AND have access to services, they do better. In thinking of patients as an iceberg, what is treated is what is seen above the water, but what lies beneath, are the conditions in the environments in which they are born, live, work, play, and worship that affect their health, functioning, quality of life and risks, which account for over 80% of overall health outcomes. PrimaryOne Health in partnership with Mid-Ohio Foodbank is doing a small part to help patients get the services that they need to lead holistically healthy lives.

Produce Connect

As Hippocrates said, “Let food be thy medicine and medicine be thy food.” PrimaryOne Health [P1H], in partnership with Mid-Ohio Foodbank, did just that in a produce prescription initiative called Produce Connect. Produce Connect allows PrimaryOne Health to screen patients for diabetes, weight loss and other health factors, as well as food insecurity. In order to address food access as a social determinant of health, patients are connected to healthy food options through Mid-Ohio Foodbank’s Partner Agency pantries. These pantries are considered “Choice Pantries” as patients are able to choose culturally appropriate foods in quantities that fit their households. Patients were tracked through the Foodbank’s proprietary software, PantryTrak, to record the number of visits and demographic information on the household per Feeding America and state regulated standards. Identified patients are given a key card, very similar to a Kroger Plus or Giant Eagle Rewards card that, on one side scanned their information into the PantryTrak system, but on the reverse, allow them discounts via P1H’s 340B Prescription Drug Discount program, as these patients often overlap.

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Together, Through Partnerships—Healthcare Justice Awards

Three years ago, 2015, marked the 50th Anniversary of Lyndon B. Johnson’s legislation that enacted the Social Security Act, offering public health insurance programs among other public assistance through his “War on Poverty”. This program created and allowed for Federally Qualified Health Care Centers (FQHCs) to flourish—providing health services for those who may not otherwise have access.

Marking this major milestone in public health, PrimaryOne Health began annually recognizing someone, internal and external to the organization, that embodies the traits of an “Advocate of Healthcare Justice”— dedication, determination, leadership and courage.

This year, PrimaryOne Health honored Pastor Brian Hall, Associate Pastor of The Word Church of God in Christ and Outreach Coordinator at PrimaryOne Health, and Dr. Pat Gabbe, Pediatric Researcher at OSU and Nationwide Children’s Hospital and Founder of Moms2B.

“His work is a reflection of his transformation. I’m not sure we even really experienced community-based ministry with such results— until he actually got here.” ~ Bishop Eddie Parker, The Word Church of God in Christ.

Hall, who was surprised by the award at the event, has been an employee at PrimaryOne Health for five years. In his upbeat and encouraging attitude, Hall works diligently to, literally and figuratively, meet people where they are, to help connect them to resources to address their social determinants of health. This includes coordinating a team of Community Health Outreach Workers/Certified Application Counselors at PrimaryOne Health. Attending community events, health fairs and providing outreach hours to help connect Central Ohio residents to health insurance options, are just a few of the things that the Community Health Outreach team does. Hall, uses his time away from PrimaryOne Health to manage House of David, a home to focus on the spiritual and physical needs of homeless, those in recovery, and a prison ministry.
Hall also conducts prison ministry appointments and chapel services at eight State of Ohio Correctional Institutions, as well as transporting 25-30 homeless community members to Sunday Morning Worship Service, followed by a bi-monthly community meal.

“It’s amazing to have someone in your corner that doesn’t really want anything from you but for you to be your best.” ~ Tonya Dowdell, CLC, CHW, Moms2B Program (former program participant).

Dr. Pat, as she likes to be called, was nominated for her work in addressing disparities in infant and maternal health in central Ohio, that unfortunately contributes to the high incidences of mortality in both groups, through the Moms2B Program. Birthed from grant support from her synagogue and the Ohio State University, Gabbe began the neighborhood project with cooking, nutrition, and social support for pregnant women in Weinland Park. The program has expanded to eight sites in multiple Columbus neighborhoods, specifically targeting zip codes with high infant mortality rates, becoming the lead entity in City of Columbus’ CelebrateOne campaign. Since 1986, Dr. Pat has been creating maternal and pediatric health programs from Washington state, at University of Washington, to Philadelphia, to Vanderbilt University in Tennessee before settling here in Ohio. Having started her career in a Federally Qualified Health Center, Dr. Pat, understands the important work of PrimaryOne Health.

Both awardees, while taking very differing paths, have come to the same inference—financial, social or cultural barriers should not limit access for residents to thrive and be healthy contributors to the community. By removing said barriers, both awardees help to make a healthier community for us all, and for that, we thank you.
Patient Experience: What is it & How Can We Improve it

The healthcare industry is going through, and will continue to go through, massive amounts of change. Part of this is due to an increased focus on the patient as a consumer. This means that healthcare providers are being judged not only on the results of a medical appointment, but in the customer service aspects of how the entire process around that appointment is handled.

As Becker’s Hospital Review put it, the healthcare industry has moved from a “doctor knows best” mentality to one based on patient experience and satisfaction. This is partly due to the development and reliance on Consumer Assessment of Healthcare Providers and Systems (CAHPS) surveys for reimbursement rates for Medicaid and Medicare. However, it is also due to the increased availability of review websites such as Google and Yelp. These sites allow one patient’s perspective to be displayed across an entire market. All it takes is one patient’s negative review to turn away people looking for a new provider. The increased reliance on review sites and word of mouth marketing, can be a huge advantage to a practice that takes customer experience seriously.

All of these forces are causing the entire healthcare industry to focus on patient experience and patient satisfaction. Patient experience and patient satisfaction are not the same thing, although they are often used interchangeably. Patient experience can be defined as: The sum of all interactions, shaped by our organization’s culture, that influence patient perceptions, across the continuum of care. This definition simply states that the patient’s experience is based upon the patient’s viewpoint of all the touchpoints that they have with PrimaryOne Health employees.

How to Improve Patient Experience

Patient experience should begin with the obvious. We must provide quality care. However, there are a number of other things that can be done without redoing the waiting room that will have a quicker and more immediate impact on improving the patient’s experience.

Patient Journey Mapping

One of the ways to start with is developing patient journey maps. These are the steps that each patient will flow through from beginning to end. They will follow the same general path of pre-appointment contact (including marketing and our online reputation), scheduling an appointment, transportation, the appointment, referral process, and checkout.

Each of us can look at our part of the journey map focusing on our tone, pleasant and clear communication, reviewing our forms to ensure they are user friendly, and finally how we hand off the patient to the next individual taking care of the patient.

The journey maps should also be specific enough to see where each of us has an impact on the patient’s experience. Oftentimes, being intentional about mapping out the process and including your input next to the individual that took care of the patient before you or after you is enough for a patient focused culture to begin to develop.

Once the patient maps are completed, you can look at each touchpoint and see how it can be improved. Each interaction should flow into the next one and the handoff should be smooth. Improving the transition from touchpoint to touchpoint could be as simple as developing better communication so the patient does not need to answer the same questions over and over.

Lastly, but also most importantly, is focusing on each other. By providing a positive and encouraging work environment, you and your team will be better focused on providing care and ensuring patients are at the center of your work. By taking care of yourself and your team members, you will see an improvement in the customer experience.

In 2019, the entire PrimaryOne Health Team will be specifically focused on patient experience and patient satisfaction. From our Patient Navigation Team, Patient Support Specialists, Transportation Specialist, Medical Assistants, Dietary, LPNs, RNs, Pharmacy, Physical Therapy to our Practitioners, we will work to improve at all levels. We will work to improve not because of an online review, but because patient care is at the heart of why we serve, the very foundation of our mission.
Growth in Managed Care Organization partnerships

In 2018, PrimaryOne Health (P1H) was able to expand and grow our partnerships with the five Ohio Medicaid Managed Care Organizations (MCO). Throughout the year, we have partnered with them on numerous events and programs, improved information sharing, continued the Ohio Comprehensive Primary Care (CPC) program, addressed care gaps, and strengthened our partnerships overall.

These included hosting six “MCO Days” at various PrimaryOne Health locations. MCO Days are special Saturday hours planned for each plan’s members that are attributed to PrimaryOne Health. The P1H staff reach out to the plan members with open care gaps to join us on these MCO Days. We hosted one event with each of the Managed Care plans, and one combined day with all of the plans.

**February:** Heart Health Day at 1180 E. Main Street with Molina Healthcare

**April:** Spring into good health Diabetes Day at 2300 W. Broad St. with all of the plans represented.

**June:** Community Safety Fair at 1905 Parsons Avenue with Paramount Advantage (This event also included the Columbus Police Department, Columbus Fire Department, American Red Cross, Bikes For All People, Colombo Law [free bike helmets for kids], and Columbus Public Health).

**August:** Back to School Bash at 2300 W. Broad St. with CareSource (free backpacks and supplies for kids).

October: Trick or Treatment Well Visit and Flu Vaccine Day at 3433 Agler Rd. with Buckeye Health Plan

**December:** It’s the Most Wonderful Time of the Year at 1180 E. Main St., with UnitedHealthcare Community Plan (complete with Santa, an elf, Rudolph, hot chocolate and gifts for the kids!)

In between all of the MCO Days, the P1H Team participated in various other events alongside the plans. On Saturday, July 28th, P1H participated in Molina Healthcare’s Kid’s Zone area and Buckeye Health Plan’s Community Partners Resource Tent at the Ohio State Fair.

Buckeye Health Plan invited us to be their partners at the National Urban League Conference held at the Columbus Convention Center August 1-4, 2018. Health screenings for blood pressure, glucose, and BMI were offered to attendees, and 500 individuals took part in the screenings.

On another note, Molina Healthcare asked us to be part of their two new pilot programs: diabetes management and home blood pressure monitoring. The diabetes program is already underway, and the details of the blood pressure program are close to being finalized.

It has been an honor, and a lot of fun to see how our collaborations have grown over this past year along with serving the many existing and new members/patients. We are excited to make plans and continue this growth into 2019 and beyond!