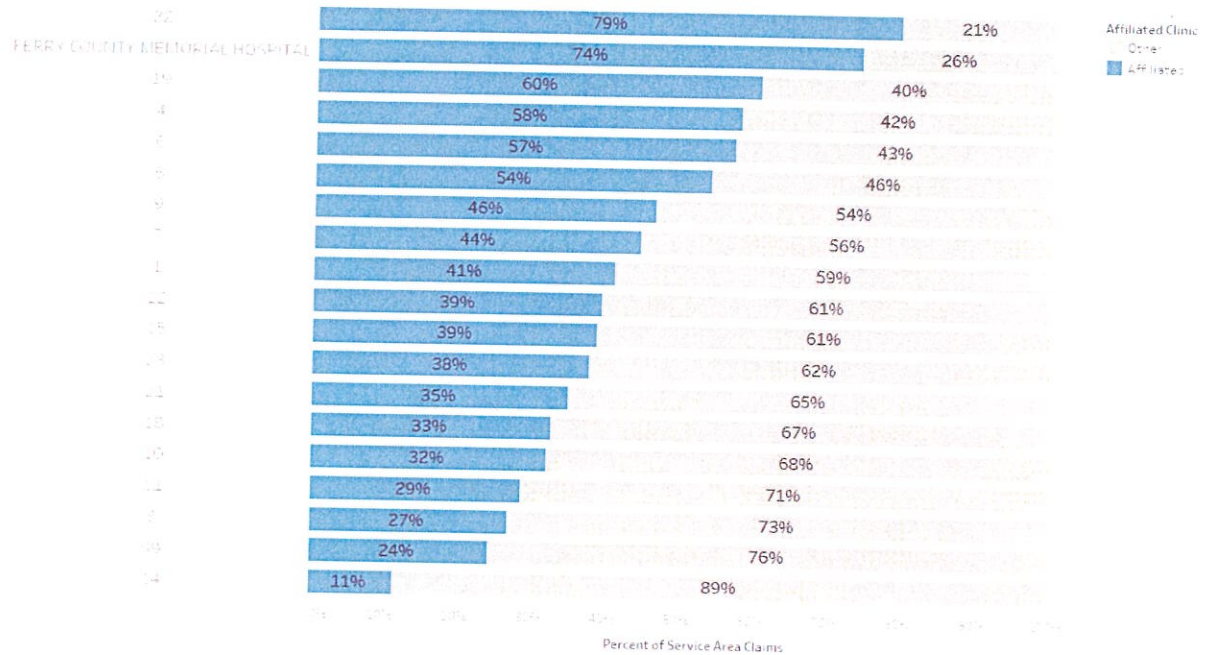
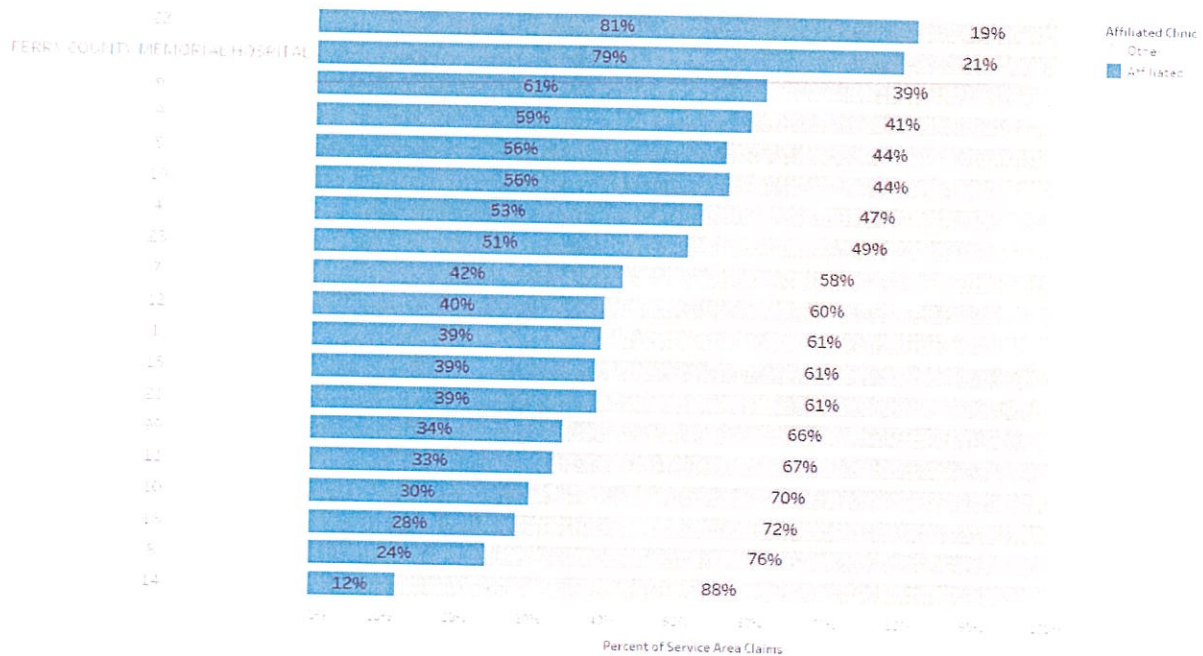


The following graphics show the capture rate for your clinic or clinics compared to the 17 other critical access hospitals represented on the Rural Hospital Committee:

The graphic below shows the capture rate for **Medicaid, commercial and Medicare Advantage** patients.

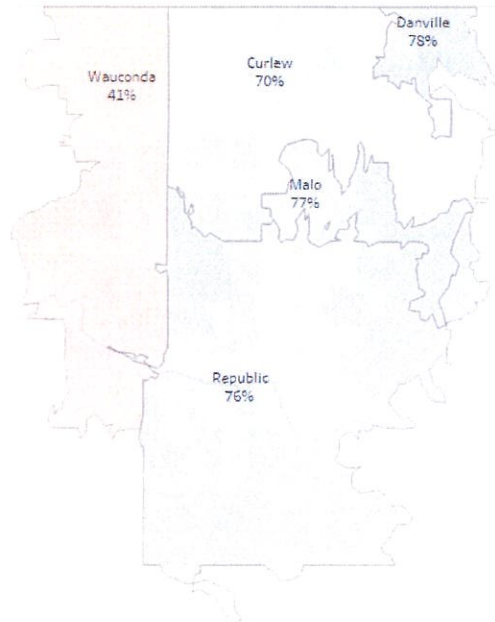


Here is the same graph but only for **Medicaid**. Our initial assumption was that the capture rate would be higher for Medicaid than for all the patients in the APCD data set. Instead, the capture rate looks to be generally the same.

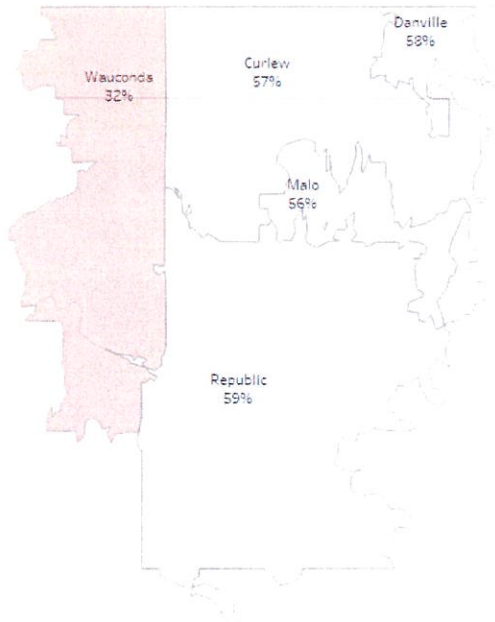


We also produced these same results for zip code areas. We would expect that the zip codes closer to alternative facilities would have lower capture rates.

This first map is the capture rates by ZIP code for primary care claims among residents who are **Medicaid, commercial, and Medicare Advantage**.



The second map is of **Medicaid** patients.





## Rebranding Update - June 2019

### Completed:

- Electronic: Website, blog, Facebook, kiosk slide decks updated
- Paper: envelopes, letterhead, fax covers, business cards, badges, handbooks
- Signage: Magnets on truck

### In Process:

- Signage
  - Road entrance sign is to be installed this week, indoor reception area signs for hospital, RMC, and Rehab will be delivered this week - installed by maintenance TBD.
- Career fair display items ordered.
- Fast Fact Boards branding ordered-will be done by first week in July.
- Brochure revisions underway - will be done by Fair.
- Promotional items/giveaways being ordered.

### Clean up:

- Forms Drive Review
- Centriq Forms Review
- Intelli-Chart
- Billing
- RMC Forms
- Random leftovers on walls, binders, brochures, etc.

### To Do List:

- Smoke Stack branding
- Hospital Entrance, Clinic Entrance, Rehab Entrance signage
- HUB Building Signage

## Marketing

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At the June 11<sup>th</sup> HFCC meeting, we worked, with the guidance of Steven Smith, SRHD Data Center, to complete the 2<sup>nd</sup> & 3<sup>rd</sup> identified needs priorities “Turn-The-Curve” worksheets. The three reports are attached.

We also agreed to concentrate on the first three priorities and to not continue the “Turn-The-Curve” process at this time for the remaining four of our top seven from thirteen identified priorities through the Ferry County Health Improvement Planning Project resulting from our Community Health Assessment survey and six community focus group inputs. As shown in the priority rankings below, the first three are in the upper tier, followed by the next three.

1. **2.57 - Healthy Physical Activities**
2. **2.56 - Immunization**
3. **2.34 - Smokers/Tobacco**
4. **2.12 - Bullying**
5. **2.05 - Access To & Quality of Services**
6. **2.04 - Diabetes**
7. **1.52 - Substance Use/Abuse**
8. **1.52 – Economy/Jobs/Poverty**
9. **1.51 – Food Insecurity**
10. **1.51 – Housing**
11. **1.19 – Public Safety**
12. **1.18 – Maternal Child Health**

In addition, our eight Ferry County Collaborative members of our coalition are addressing the four Better Health Together (BHT) state Medicaid transformation projects

1. **Chronic Disease**
2. **Community Based Care Coordination**
3. **Bi-Directional PCP/Behavioral Health Integration**
4. **Addressing Opioid Use Crisis.**

Our next meeting, the second Tuesday, July 9, 2019, at noon to 2:00 pm in the Presbyterian Church basement will begin work on understanding equity for inclusion in addressing our priorities.

**Dave Iverson, Coordinator/Lead Manager**

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*“Coordinate the Development of Opportunities for Economic Growth, Strong Health and Social Service Systems, and a Healthy Population” toward achieving the vision when “Ferry County is consistently among the Top 10 healthiest counties in Washington State”.*