

Fiscal Year 2022

# PROGRESS REPORT TO OUR COMMUNITY

Addressing community health needs

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**Carrie Arsenault, MBA**

President,  
Northern Light Beacon Health

Senior Vice President,  
Northern Light Health

This past year, we not only continued our ongoing work to safeguard our communities from the COVID-19 pandemic, but we set our sights towards the future. We looked to build and improve upon the delivery of healthcare in Maine, and partnership is essential to this work; coming together to ensure our families, friends, and neighbors have access to the very best resources for generations to come.

While the pandemic still looms and may for quite a while, we will never stop looking forward and thinking strategically about addressing the most critical community health needs. In 2019, Northern Light Health partnered with three healthcare systems and the Maine Center for Disease Control and Prevention to create a Community Health Needs Assessment (CHNA). We used that assessment and public input to develop a three-year strategy to improve the health and well-being of the communities that we serve.

This report is an update on the progress of our community health strategy for fiscal year 2022, representing the third year of our three-year health improvement plan. In addition to the extraordinary ongoing outreach and collaborative efforts during the coronavirus pandemic, Northern Light Beacon Health continues to engage in priority areas of work, including:

- Social determinants of health
- Mental health
- Physical activity, nutrition, weight

I hope you find the update contained in this report informative. If you ever have any questions, please don't hesitate to reach out to [communitybenefits@northernlight.org](mailto:communitybenefits@northernlight.org). Lastly, we know our community trusts us to provide exceptional healthcare and resources that complement a healthy, enriched life, and we are dedicated to maintaining that trust through hard work and commitment to doing what's right for Maine. We look forward to our continued services in the months ahead.

Sincerely,

Carrie Arsenault, MBA  
President, Northern Light Beacon Health

# Progress report update

## FY 2022 Progress Report

### Priority #1: Social Determinants of Health

**Objective:** Increase the number of sites implementing screening and referral for health-related social needs from unknown to all served by Beacon care management by 9/30/22.

**Status:** In progress

**Strategy:** In FY22, Northern Light Health made significant progress in Social Determinants of Health (SDOH) screening and intervention. The Northern Light Health SDOH Team defined “completed” SDOH screening and established a system policy for minimum SDOH screening standards to provide consistency in screening guidelines. Over the course of FY22, the SDOH Team worked with Information Systems to continually improve the SDOH Screening Tool based on user recommendations and will continue to manage user requests moving forward. SDOH team leaders worked with members of Northern Light Health Quality to develop an SDOH Screening dashboard which provides real-time screening rates by member organization, practice, provider, and payor type, as well as prevalence of SDOH need from positive screening results. The dashboard is undergoing validation and is anticipated to be available in FY23. Northern Light Health achieved a significant milestone in responding to social health needs when the new Northern Light Health findhelp platform went live on September 13, 2022. Findhelp is a national social care network that will make it easier for patients and providers to find and connect with local resources. The platform is embedded within our electronic health record so that care teams can find and refer patients to resources and has a public portal that community members can access at any time.

**Partners engaged:** Northern Light Beacon Health partnered with the following Northern Light members on this priority:

- Acadia Hospital
- AR Gould Hospital
- Blue Hill Hospital
- CA Dean Hospital
- Eastern Maine Medical Center
- Home Care & Hospice
- Inland Hospital
- Maine Coast Hospital
- Mayo Hospital
- Mercy Hospital
- Sebasticook Valley Hospital

**Outcome measure:** System data for SDOH screening became available in December 2021 and revealed that 2.6% of patients had a completed SDOH screening within the past 12 months. By September 2022, this rate had increased to 8.2% with minimal education or promotion from the system. Among the five practices participating in the Institute for Healthcare Improvement/Pfizer, Inc. quality improvement project, average completed SDOH screenings among all five sites increased from 4.2% to 22.1%. This project demonstrated the benefit of a quality improvement approach to increasing SDOH screening rates and lessons learned will inform best practices to be shared in fiscal year 2023 (FY23).

**Project lead:** Jaime Rogers, Director, Community & Behavioral Health Services

**Next steps:** The Northern Light Health SDOH Team will continue to monitor and support improvements to SDOH screening and support efforts to increase availability of accurate and timely SDOH screening and results data. In FY23, Northern Light Health will focus on optimizing the Northern Light Health findhelp platform by increasing community partner awareness of and engagement with the platform. A Community Engagement Workgroup has been convened and will meet regularly to discuss and plan community outreach and engagement as part of the FY23 Community Health Improvement Plan goal of increasing community partner use of the platform.

## Priority #2: Mental Health

**Objective:** Maintain educational programs to raise awareness, readiness, and access to mental health services at two by 9/30/22.

**Status:** Completed

**Strategy:** In FY22, Northern Light Beacon Health conducted many educational and support events, touching just under 800 people across Maine, both inside and out of Northern Light Health. We also provided direct support to individuals and families who were experiencing and/or recovering from a behavioral health emergency. While we have exceeded our goals and completed the proposed work contained in this priority area's work, we are continuing these efforts and aligning our staff resources with the system resources to supplement the ongoing work in these areas.

**Partners engaged:** Northern Light Beacon Health partnered with the following entities on this priority:

- Northern Light Population Health Committee
- Multiple/many businesses across Maine through the Good Health is Good Business series
- Northern Light Workforce Employee Assistance Program (EAP)
- Northern Light member organizations (all)
- Strengthen Me

**Outcome measure:** In FY22, Northern Light Beacon Health focused several of its Good Health is Good Business webinars on mental/behavioral health, resiliency, workforce wellness, stress management and other topics that are related to mental health. These sessions aided employers across Maine to understand the value, importance, and effect of employee wellness, including behavioral health, on productivity and workplace performance. These sessions also offered practical solutions and recommendations for employers to consider improving employee health in their workplaces. These webinars are recorded and available post-session for viewing, and the live sessions attracted nearly 800 people. Additionally, Beacon Health offered several focused education sessions at the Population Health Committee and other employee huddles and team meetings. And, the Community Care Team continued to provide 1:1 support and interventions for employees and patients who were experiencing mental health crisis and/or were in need of additional support. This team provided intervention to nearly 300 individuals and families throughout FY22. We had many partners in this work, too many to name, and will continue to provide all of these services and educational opportunities moving forward into the foreseeable future. Participants in the education programs and those receiving 1:1

support have provided positive feedback indicating the support and/or education they received was helpful to them in their daily work and/or personal lives.

**Project lead:** Karen Hawkes, Vice President, Operations and Jaime Rogers, Director, Community & Behavioral Health

**Next steps:** In FY23, Northern Light Beacon Health will no longer pursue individual organizational efforts towards this community health improvement plan's (CHIP) reporting. This does not mean that Beacon Health is not participating in community health improvement. In fact, this discontinuation of a Beacon CHIP, evidences the ongoing growth and development of Northern Light Health as a health system. Beacon Health has changed its organizational structure and is working to advise Northern Light Health members on population health activities, which means that our efforts are no longer individualized, but rather merged into the larger system goals. We see this as important evolution towards achieving our goals as an integrated healthcare delivery system. These steps will accelerate our system's ability to make longstanding improvements and change within the communities we serve.

### Priority #3: Physical Activity, Nutrition, and Weight

**Objective:** Increase the total number of health coaching participants at Northern Light Health from 300 to 350 by 9/30/22.

**Status:** Completed

**Strategy:** In FY22, Northern Light Beacon Health continued to improve the health and wellness of employees at Northern Light Health. While the FY22 plan year is complete, we will continue to provide health and wellness services to employees into the future. We will continue to provide individual health coaching, group coaching, weight loss programs, and other wellness initiatives that support the health and wellness our employees. New for FY22, we implemented group health coaching and offered wellness related webinars. These programs were infused into staff meetings and provided individuals with an opportunity to gain knowledge in several wellness related areas. Examples of the webinars included: plant-based nutrition, healthy BBQing, and building an effective walking program. Northern Light Beacon Health was able to offer events to support our employees during hospital week. These events were recorded and have been shared on our wellness platforms, Elements and Campfire. Throughout the year, we were able to advertise our programs using new avenues. These included Elements, Campfire, social media channels, and news interviews. Throughout FY22, we were able to support our clients as they reached their goals and improved their overall wellness.

**Partners engaged:** Northern Light Beacon Health partnered with the following Northern Light entities on this priority:

- Acadia Hospital
- AR Gould Hospital
- Blue Hill Hospital
- CA Dean Hospital
- Eastern Maine Medical Center
- Foundation
- Home Care and Hospice
- Home Office

Inland Hospital  
Laboratory  
Maine Coast Hospital  
Mayo Hospital  
Mercy Hospital  
Pharmacy  
Sebasticook Valley Hospital

**Outcome measure:** In FY22, Northern Light Beacon Health has been able to provide health coaching to 267 individual health plan members at Northern Light Health. Areas of client focus were nutrition, physical activity, and mental health. In addition to providing health coaching to the 267 individuals, we continued to enhance employee wellness by offering group weight loss programs, weekly fitness and yoga classes, and wellness webinars. All the programs were well received by health plan members, and we received positive responses for the topics as well as the delivery. Through these programs, many clients achieved great results and improved their overall health and wellness. We offered programs for all Northern Light Health Plan Members throughout all locations. FY22 was a little below our initial health coaching baseline and this can be attributed to a couple reasons. The first being staffing. In the first quarter, we lost two long time health coaches who had developed a strong rapport with their clients. The other being more wellness offerings. Beacon Wellness provided new programs like group coaching, and webinars. We also promoted other wellness resources like Healthy Life Resources, EAP, etc. While creating new programs and promoting other system wellness programs may have lowered our individual health coaching totals, we believe it helped enhance the overall wellness culture at Northern Light Health.

**Project lead:** Andy VanEss, Wellness Program Manager

**Next steps:** In FY23, Northern Light Beacon Health will continue to provide individual health coaching and other wellness programs to Northern Light Health employees and spouses. We will continue to market our programs through existing Northern Light Health channels and provide education during our fall biometric screenings. We will also continue to increase awareness about employee wellness and promote other Northern Light Health wellness programs so that employees are supported and are able to achieve their health and wellness goals.

## Conclusion

Northern Light Beacon Health continues work on identified priorities through the Community Health Strategy and is thankful for the participation and support of our community members and many area organizations for contributing their knowledge of local community health needs related to our priorities of action. Through existing and future partnerships, collaborative efforts are essential in addressing the identified community health strategies prioritized within.

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