BluePrints for t he Communit

Addressing Health Care Needs in Delaware
BluePrints for the Community

Supporting initiatives that address the needs of the uninsured and underserved, and reduce health care disparities in minority communities.
Dear Community Friend,

This report highlights the impact the BluePrints for the Community grant program has had in Delaware since its inception in 2007. BluePrints for the Community has helped more than 7,500 low-income (at or below 200% of the federal poverty level), uninsured and underinsured Delawareans receive affordable, quality health care. This includes at least 550 prenatal patients. In addition, the funds have helped health centers enhance their technologies to better track and share patient information, as well as hire, or increase the hours of, health care professionals working in federally-designated shortage areas throughout the state.

In December 2009, the BluePrints for the Community Advisory Council awarded grants to four new initiatives. One of these initiatives is the result of a collaboration between two organizations, and represents the first time two organizations have committed to work together on a project as part of the grant program. It is rewarding to see organizations share resources and expertise to achieve a common goal.

We hope you enjoy reading about the projects we have funded. Through these initiatives and new grant programs, Blue Cross Blue Shield of Delaware hopes to encourage additional efforts that will positively impact those in need of health care services in our state.

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Chief Executive Officer
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Chair, BluePrints for the Community Advisory Council; Member, Blue Cross Blue Shield of Delaware Board of Directors

Blue Cross Blue Shield of Delaware Board of Directors

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Addressing Health Care Needs in Delaware

Blue Cross Blue Shield of Delaware (BCBSD) is a local, not-for-profit company that has been serving customers for 75 years. As the state’s premier health benefits company — with 400,000 members, including 320,000 Delawareans — BCBSD has a strong commitment to the health and well-being of our members and the communities in which they live. The company proudly supports more than 120 Delaware organizations annually through our efforts to encourage healthier communities.

In late 2007, BCBSD expanded our community support activities by establishing a donor-advised fund at the Delaware Community Foundation, a non-profit organization that manages and administers charitable funds throughout Delaware. This fund, known as BluePrints for the Community, was created to help address issues faced by Delaware’s uninsured and underserved populations, as well as health care disparities throughout the state. To support the grant program, BCBSD provided an initial $2 million contribution. BCBSD also committed to make annual contributions equal to what the company would owe in state corporate income taxes, were it subject to such tax.

Program Goals
To determine where BluePrints for the Community funds might be needed most, BCBSD reviewed health care statistics in Delaware, and reports by respected Delaware organizations. Four areas emerged to become the program’s initial focus:

• Increase access to health care for the uninsured/underserved
• Reduce health disparities in minority communities
• Support early childhood development initiatives focused on health
• Recruit and train health care professionals

In November 2008, the first BluePrints for the Community grants were awarded to four organizations representing all three counties in Delaware. Three additional grants were awarded in 2009 and a third phase of grants started in early 2010.

The following pages highlight some of our grant recipients and the many success stories made possible through BluePrints for the Community.
Hope Medical Clinic

With an all-volunteer physician and nursing staff, the Hope Medical Clinic (Clinic) in Dover offers free non-emergency medical and dental care, diagnostic tests, medications, health education, and referral assistance to low-income and uninsured patients in Kent County. At the start of the grant program, the Clinic had approximately 2,000 patients.

In recent years, rising unemployment, and the subsequent loss of health insurance for many individuals, contributed to a substantial spike in the Clinic’s patient load. To help the Clinic serve this growing population and meet rising operational costs, BluePrints for the Community awarded the Clinic a grant of $155,000 in 2008. With this funding, the Clinic was able to serve a larger patient base by increasing staff and hours of operation. The group also offers wellness education classes that promote healthy lifestyle changes to reduce the risk of complications for patients with chronic health conditions.

BluePrints for the Community at Hope Medical Clinic
- Served more than 2,630 low-income, uninsured patients
- Enrolled 580 new patients, increasing total patient load by 28%
- Recruited more volunteer physicians to serve the growing number of patients
- Hired an office manager to oversee daily operations

Hope Medical Clinic’s all volunteer medical staff provides access to free non-emergency health care for patients with low incomes and no insurance coverage.
La Red Health Center

Located in Georgetown, La Red Health Center (Center) provides primary and preventive health care services — including a comprehensive prenatal program — to more than 4,000 uninsured and underserved patients throughout Sussex County.

More than half of the Center’s patients are female, and 79% of those patients are women of childbearing age. High infant mortality rates disproportionately affect the ethnically diverse population in the local community, making it vital to improve patient access to proper prenatal and pediatric care.

BluePrints for the Community awarded a grant of $231,000 to help the Center expand its prenatal staff, medical services and community outreach efforts. The Center hired two part-time OB/GYNs, a part-time Family Practice Nurse Practitioner and an additional full-time community outreach worker, called a “promotora.” This promotora enabled the Center to promote its services and distribute wellness information to more potential patients. In turn, this expanded the number of women reached in the county. The expansion of the promotora program helped reduce the average time it took for expectant patients to begin seeking prenatal care from 26 gestational weeks to 21 weeks.

To help address a common barrier to care — lack of reliable transportation — the Center purchased a patient transport van to help prenatal patients reach their appointments. The Center also provided Spanish translation services for patients who were more comfortable discussing their health issues in Spanish. Finally, grant funds were used to implement a new practice management system to improve scheduling protocols and prepare the Center to install electronic medical records.
Garrett B. Lyons Sr., DDS Children’s Dental Program
Dental Care Center, Nemours/Alfred I. duPont Hospital for Children

For children with special needs, such as cerebral palsy and autism, providing dental care can present a particular challenge. These children require the involvement of a specially-trained team of pediatric dental professionals. The Garrett B. Lyons Sr., DDS Children’s Dental Program is a newly endowed fund that supports the work of the Dental Care Center at Nemours/Alfred I. duPont Hospital for Children. The Hospital's Dental Care Center serves more than 3,500 patients annually. The fund was created in memory of the late Dr. Lyons, who was the Director of the Dental Clinic for Nemours/Alfred I. duPont Hospital for Children for 47 years and served on BCBSD’s Board of Directors for 26 years.

In 2008, BluePrints for the Community committed $250,000 to help establish this endowment fund. Interest earned from the fund will support the creation of a one- or two-year postdoctoral Fellowship in Dentistry for Children with Special Needs; program support for attending dental staff; new technology, equipment and systems to support delivery of care; and financial assistance for children without adequate dental insurance.

Plans underway include providing additional support to dental staff, such as implementing new systems to optimize the delivery of care for children with complex medical conditions or disabilities.

Dr. Inga, Chief, Pediatric Dental Surgery and Director, Dental Care Center at Nemours/Alfred I. duPont Hospital for Children, helps a patient see her new and improved smile.
Westside Family Healthcare

With an existing Diabetes Management Program (DMP) pilot study serving nearly 300 uninsured, minority and medically underserved patients in Wilmington and Newark, Westside Family Healthcare (Westside) wanted to expand this program to reach more individuals with diabetes. The group requested funding to help increase patients’ knowledge about their conditions, decrease blood glucose levels and morbidity, improve compliance and care, decrease barriers to care, and educate family and friends so patients would have additional support.

A BluePrints for the Community grant of $250,000 enabled Westside to hire staff to lead and coordinate the program. Funds were also used to establish and implement patient care protocols for the program at three of its sites in New Castle County. This helped provide uniformity of care, as well as patient compliance with medications, office visits and blood glucose monitoring.

Patient visits increased by 88%, largely due to having Clinical Care Coordinators who contact patients to remind them of appointments and ensure access to transportation. The program also re-engaged patients who had been out of care for six months or more, using grant funds to waive copays for the insured and payments for the uninsured. More than half of all DMP patients improved their health and diabetes management.

The Diabetes Management Program team at Westside Family Healthcare helps patients with diabetes learn to manage their conditions.
BluePrints for the Community and the Delaware Chapter — American Academy of Pediatrics

- Hired three part-time Nurse Educators to coordinate pediatrician and staff training at the four Pilot sites
- Hired a Parent Liaison to oversee and coordinate the Parent Resource Centers at the four pilot sites
- Identified Parent Advocates (parents of pediatric patients) at each site to assist in the program development
- Outlined plans for an April 2010 conference to present program findings and recommendations for implementing developmental screening statewide

The Parents’ Evaluation of Developmental Status tool, provided by the Delaware Chapter of the American Academy of Pediatrics, is in use at four pilot pediatric sites throughout Delaware. The tool helps pediatricians and parents monitor child development together.

Grant Period: March 2009–February 2010*

*Please note, results reflect three quarters of the grant period.

Delaware Chapter — American Academy of Pediatrics

Committed to the health of children throughout the First State, the Delaware Chapter of the American Academy of Pediatrics (DE-AAP) wanted to expand awareness of developmental screenings, and standardize the use of these screenings in pediatric practices for children from birth to age five. The group specifically wanted to ensure that Delaware children received comprehensive screenings at ages 9, 18, 24 and 30 months.

In support of this goal, a BluePrints for the Community grant of $250,000 enabled DE-AAP to develop a pilot program to engage parents and pediatricians in the developmental screening process and provide educational and early intervention service resources. As part of this effort, DE-AAP helped pediatricians and staff members at four pilot sites implement use of a validated screening tool called, the Parents’ Evaluation of Developmental Status (PEDS) tool, within their practices. This tool encourages discussion between parents and their children’s pediatricians regarding childhood development. A Parent Resource Center provides childhood developmental information at the sites as well.

Initially, DE-AAP collected statewide developmental screening data to determine current practices. In August 2009, House Bill 199 was signed into law. It requires private Delaware health insurers to cover developmental screenings for infants and toddlers. The bill was recommended by the DE-AAP and the Delaware Early Childhood Council. Separate coverage of developmental screenings, rather than as part of well-child exams, is expected to draw more attention to the importance of these screenings.
Dover Interfaith Mission for Housing
A non-profit corporation of local individuals, faith communities and other organizations, Dover Interfaith Mission for Housing (DIMH) provides shelter and services to homeless men. The organization sought funding to expand from a winter-only shelter to a year-round, permanent shelter with transitional housing. DIMH also wanted to expand access to medical, mental health and substance abuse services to assist men in moving off the streets and into self-sufficiency.

With its $167,000 BluePrints for the Community grant, DIMH expanded its staff and services to provide year-round shelter for homeless men, and signed an agreement to acquire a site for a permanent shelter. In addition to shelter, DIMH staff provided guests with educational sessions on HIV, Hepatitis C and STDs; HIV testing; and blood pressure and diabetes screenings. Staff members also helped the men obtain Medicaid coverage, food and nutrition assistance, and employment counseling.

DIMH formed partnerships with many individuals and organizations throughout the community to provide services for the shelter guests. A non-profit mental health organization and a retired psychologist initiated a screening process for addiction and mental health issues. They also provided the guests with access to mental health counseling and substance abuse rehabilitation programs. Student nurses from local colleges and universities assisted with health screening activities at the shelter. To encourage health and wellness, the local YMCA opened its recreational facilities to the shelter guests.

DIMH provided bicycles for its guests to use for local transportation, using a nearby building for bike storage and maintenance. This service grew into a small business for DIMH — providing bike repair services for DIMH, as well as repair services and reconditioned bike sales for the public. A former shelter guest currently manages this shop, and shelter guests provide assistance. DIMH hopes to build this shop into a long-term viable business that will continue to provide guests with work experience and mechanical skills.

The Dover Interfaith Mission for Housing staff and advisors help men gain the skills and support to become self-sufficient.

BluePrints for the Community at Dover Interfaith Mission for Housing
• Provided food, shelter and health care assistance for more than 200 men
• Hired a full-time program manager, and part-time caseworker, secretary and employment counselor
• Helped 70 men find transitional, public or private housing
• Enabled 69 men to obtain full- or part-time employment
Henrietta Johnson Medical Center
While serving some of Delaware’s most at-risk pregnant women and infants, Henrietta Johnson Medical Center (HJMC) provides prenatal services and quality medical care to anyone who needs it, regardless of ability to pay. Two locations serve the Wilmington community, including more than 7,000 medical, dental and prenatal patients. Of these patients, 88% live below the poverty level and 39% have no insurance.

BluePrints for the Community awarded a grant of $248,000 to help HJMC expand the availability of its onsite prenatal, postpartum and pediatric medical services. In addition to expanding its staff and equipment, HJMC used funding to expand its community outreach activities. As part of this effort, the group contracted with Children and Families First to have a full-time Resource Mother available to prenatal patients needing education, resources and transportation arrangements.

The prenatal care team at Henrietta Johnson Medical Center poses with the newest member — an ultrasound machine — and one of their prenatal patients.
BluePrints for the Community

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