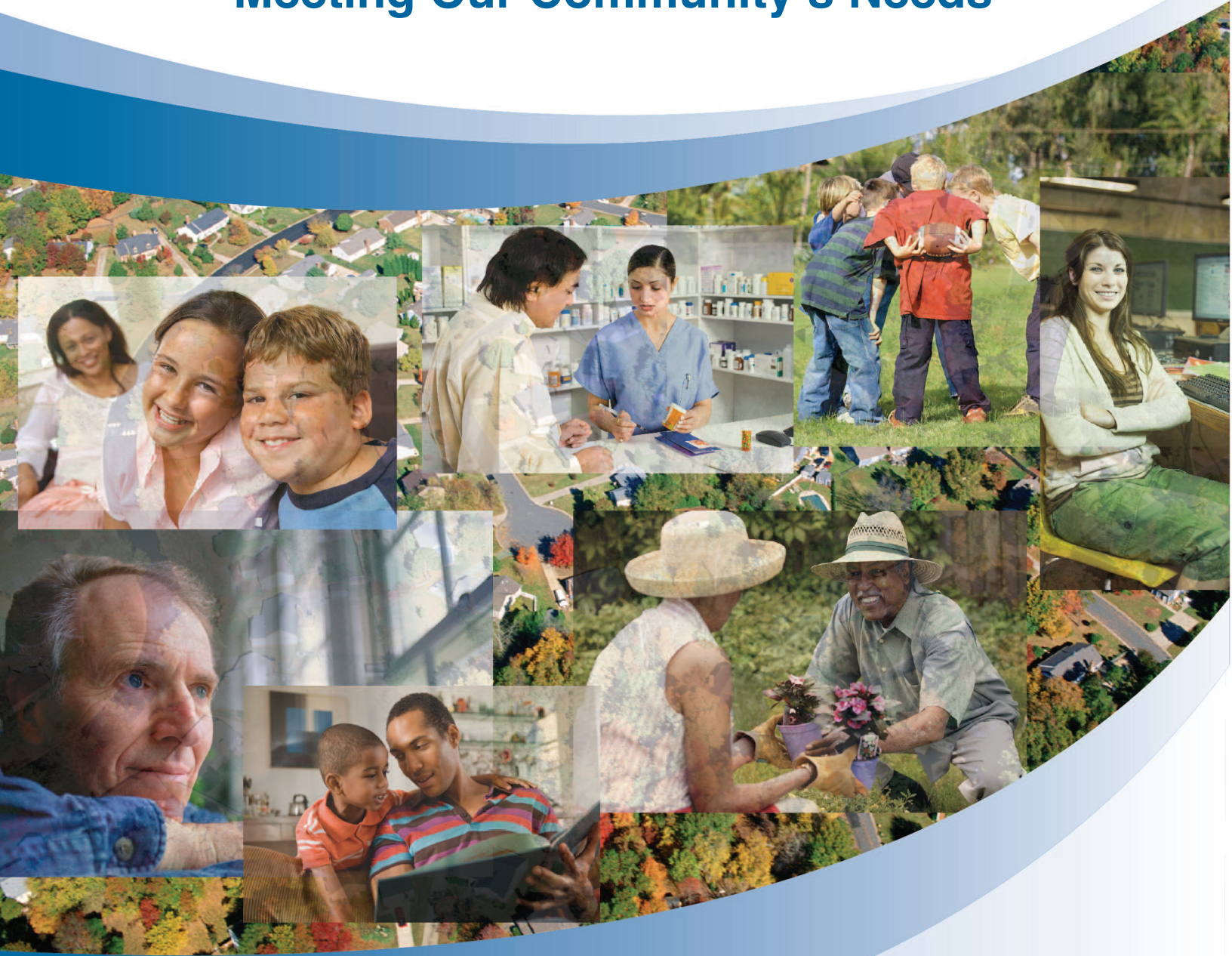


Meeting Our Community's Needs



AtlantiCare

2013 COMMUNITY IMPLEMENTATION STRATEGY REPORT

INTRODUCTION

AtlantiCare, in partnership with Bacharach Institute for Rehabilitation, conducted a Community Health Needs Assessment for Atlantic County, New Jersey, in 2013, pursuant to the requirements of Section 501(r) of the Internal Revenue Code. The Community Health Needs Assessment and its findings were posted to AtlantiCare's website, www.atlanticare.org/community, and have also been shared with many constituent groups throughout the observed area, including in a presentation to community leaders in October 2013.

Our implementation strategy documents the ongoing commitment of AtlantiCare to address the numerous health and social service needs of Atlantic County residents identified in the assessment. Initiatives included in this report represent high-level strategies that are part of AtlantiCare's overall strategic plan for 2013 through 2016. All strategies and specific programs mentioned align closely with the AtlantiCare mission and vision. They represent a full continuum of health and wellness resources.

As stated in our mission, AtlantiCare delivers health and healing to all people. We continue to address many of the healthcare needs in the community by providing high-quality, evidenced-based care to all, regardless of an individual's ability to pay. Each year, we provide millions of dollars of uncompensated care for the underprivileged (charity care) as part of our overall community benefit plan. In 2012, this investment exceeded \$46 million.

Given the current evolving landscape of healthcare in our nation, and understanding that the needs of a community — especially a shore community — can shift drastically in response to catastrophic events such as Hurricane Sandy, the strategic plan is intended to be flexible, in order to respond in a timely way to community changes, market shifts, regulatory requirements, or other factors. Remaining agile when addressing community needs is an attribute that has served AtlantiCare well in the past and will continue to serve us as we work to address the numerous needs and priorities identified through our 2013 Community Health Needs Assessment.

AtlantiCare Description: Mission, Vision, and Values

AtlantiCare is the region's largest healthcare organization and largest non-casino employer. Our focus is to serve the community as a provider of health and wellness services. We are committed to building healthy communities through partnerships with organizations that share our interest in health.

AtlantiCare develops health solutions through our integrated healthcare delivery and complementary strategic service offerings of health information and health engagement. These focus on delivering value at every stage of health: healthy, at risk, or living with acute or chronic illness. Together, our services offer the elements necessary to achieve, maintain, or return each member of the community to optimal health.

Our more than 5,461 employees and 600 physicians serve the community in nearly 70 locations, including:

- Two hospitals (Galloway and Atlantic City)
- Two surgery centers (Egg Harbor Township and Cape May Court House)
- One satellite emergency department (Hammonton)
- More than 60 ambulatory sites throughout southeastern New Jersey

A 2009 Malcolm Baldrige Award winner, AtlantiCare was designated as one of the Best Places to Work in Healthcare in 2010 by *Modern Healthcare* magazine. AtlantiCare Regional Medical Center became the 105th hospital in the nation to attain status as a Magnet™-designated hospital in March 2004 and was redesignated a Magnet™ hospital in 2008 and 2013.

VISION: AtlantiCare builds healthy communities.

MISSION: We deliver health and healing to all people through trusting relationships.

VALUES: AtlantiCare upholds the following values in all patient, peer, and community interactions: safety, teamwork, integrity, respect, and service.

Community Served by AtlantiCare

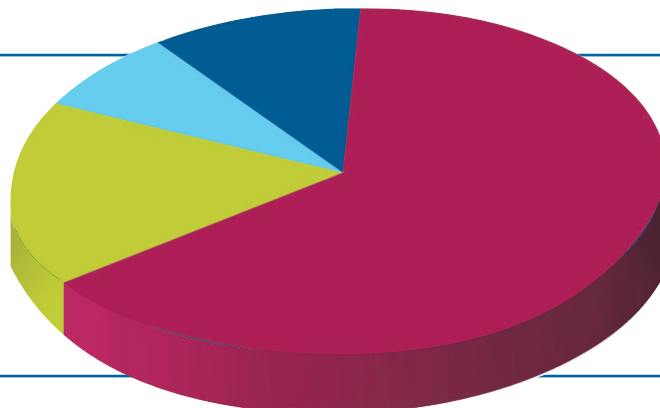
AtlantiCare's primary service area, Atlantic County, New Jersey, was studied for the purpose of our Community Health Needs Assessment. Our regional service area (Cape May and southern Ocean Counties) was not studied, as needs assessments for these communities are available for public viewing via the Internet.

Atlantic County is one of 21 counties in New Jersey and is located in the southeastern corridor of the state. In 2011, an estimated 274,338 individuals resided in Atlantic County. Approximately one-quarter of the population are children, and 14.5 percent of residents are seniors over age 65.

Atlantic County consists of socioeconomically and ethnically diverse communities, ranging from urban neighborhoods in Atlantic City to seasonal shore communities, and extending to the rural agricultural region that makes up the county's western border. Each community has unique characteristics and distinct healthcare needs resulting from various external factors. For example, with 23.7 percent of Atlantic County families speaking a language other than English, we found that language barriers can prevent people from accessing the quality healthcare they need.

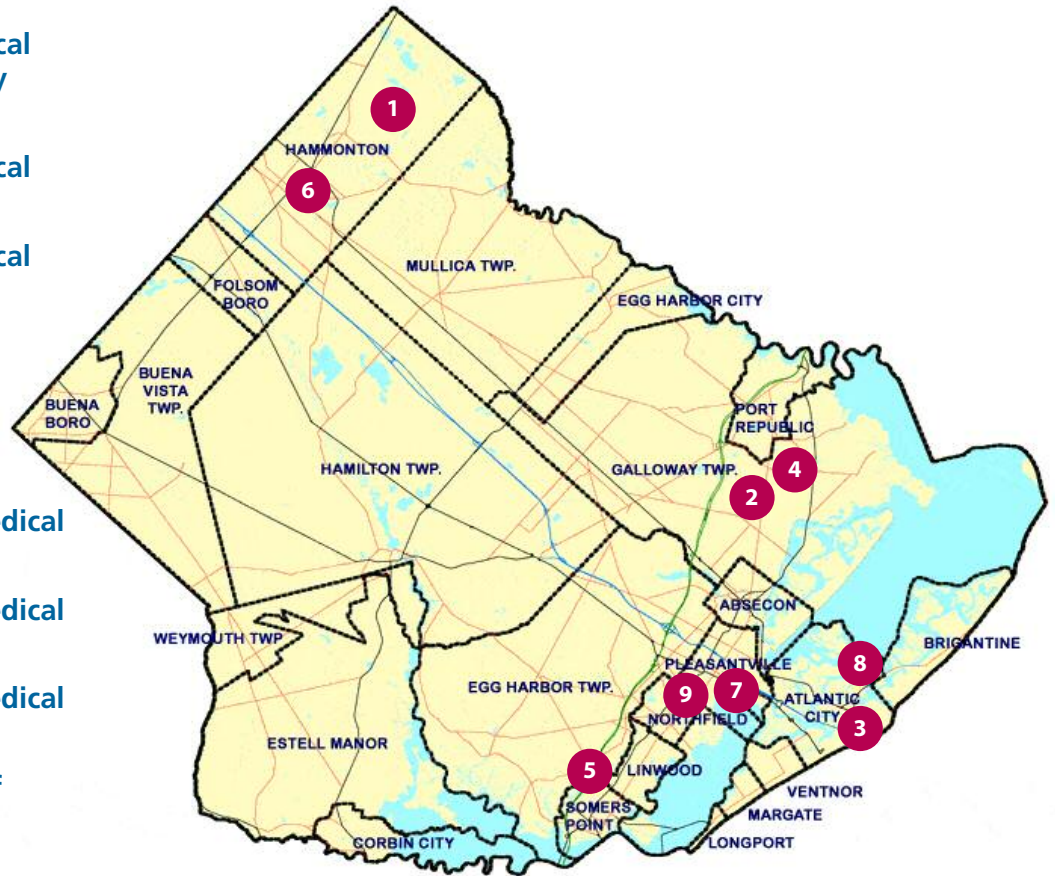
Ethnicity in Atlantic County

- 71.8 percent are white
- 17.3 percent are black
- 7.9 percent are Asian
- 17.3 percent are Hispanic or Latino



Atlantic County Map

- 1 - AtlantiCare Regional Medical Center, Satellite Emergency Department, Hammonton
- 2 - AtlantiCare Regional Medical Center, Pomona
- 3 - AtlantiCare Regional Medical Center, Atlantic City
- 4 - Bacharach Institute for Rehabilitation, Pomona
- 5 - Shore Medical Center, Somers Point
- 6 - Southern Jersey Family Medical Centers, Inc., Hammonton
- 7 - Southern Jersey Family Medical Centers, Inc., Pleasantville
- 8 - Southern Jersey Family Medical Centers, Inc., Atlantic City
- 9 - Atlantic County Division of Public Health, Northfield



Observations from the 2013 Community Health Needs Assessment

Below are the key observations from our recent assessment. All assessment findings can be viewed by accessing the entire 2013 Community Health Needs Assessment report on www.atlanticare.org.

Theme: Access to Healthcare or Information

- Only 74 percent of respondents indicated they have one person whom they considered their primary care provider.
- 78 percent of the population reported having some sort of health insurance coverage.

Theme: Status of Personal Health

- 21 percent of respondents characterized themselves as having poor health.
- Coronary heart disease, followed by lung cancer and stroke, are the leading causes of death.
- Participation in preventative care and routine health screenings is well under state and national averages. In particular, opportunities for improvement include influenza immunizations, mammograms, Pap smears, and colorectal cancer screenings.
- Avoidable hospitalizations occurred in specific communities resulting from the chronic conditions of diabetes, asthma, congestive heart failure, and chronic obstructive pulmonary disease.
- 14 percent of the population has been diagnosed with depression.
- Slightly under 20 percent of Atlantic County residents continue to smoke.
- Physical inactivity and poor nutrition practices result in only 30.7 percent of the adult population being at a healthy weight. This statistic is similar in the county's youth population.

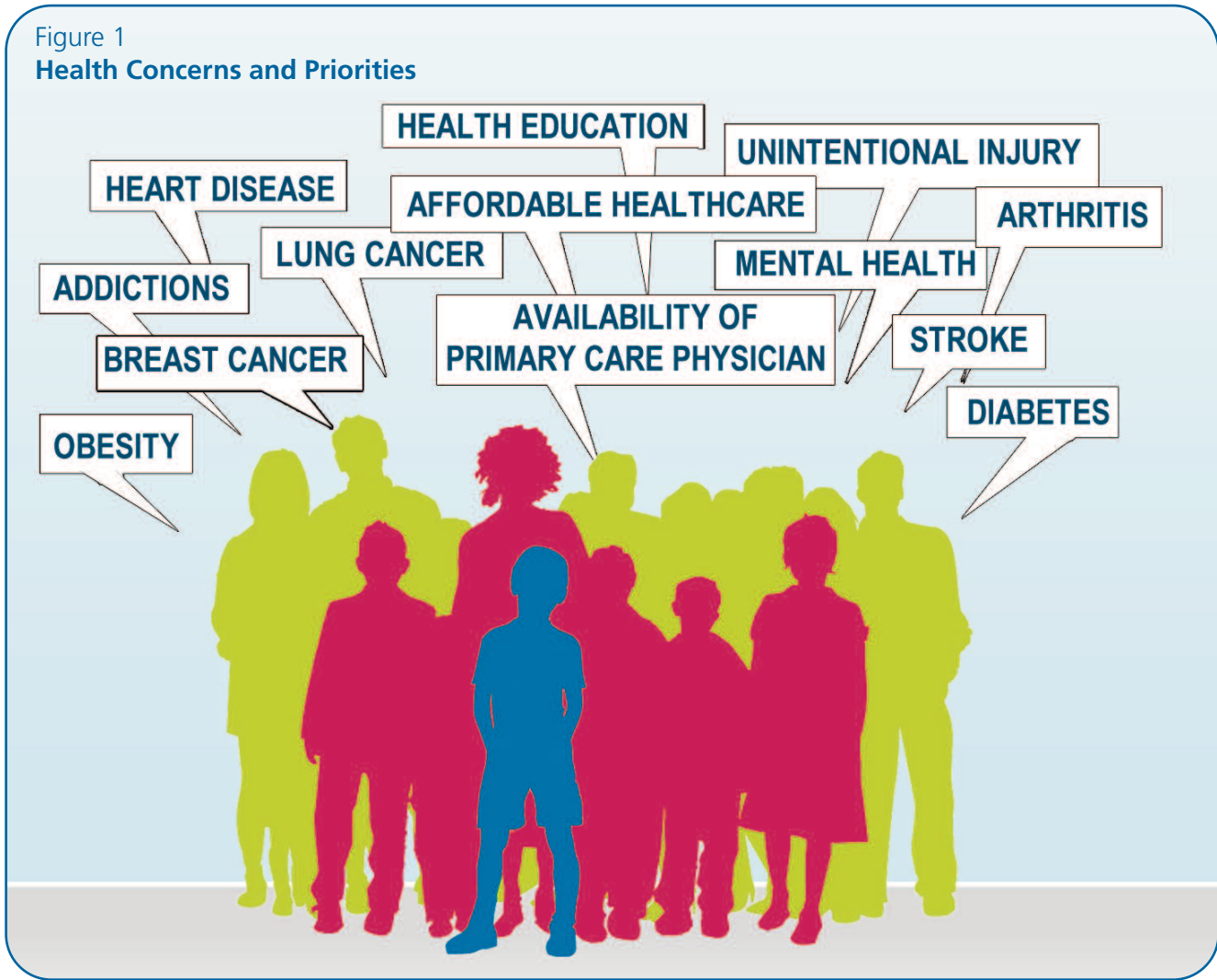
Theme: Cost of Healthcare

- 12 percent of residents said they delayed needed medical care due to financial concerns.
- County residents report access to care, the high cost of care, lack of education, and lack of environmental and social support as barriers to participating in healthy behaviors and following treatments for chronic disease.



Priority Community Health Needs and Themes

As you will see in Figure 1 below, based on our community data and feedback from community residents, these health concerns were identified as priorities within the AtlantiCare primary service area.



In considering the community's most pressing health priorities based on our research, we have identified the following common underlying themes, as noted below in Figure 2.



AtlantiCare Actions to Address Needs and Themes

To address the needs and themes listed in Figure 2, AtlantiCare plans to implement the following operational strategies through 2016, as shown in Figure 3.

Figure 3
Operational Strategies

Priorities	Care Coordination	Cost of Care	Access to Care	Community Support
Strategies	<ul style="list-style-type: none"> Support patients by extending the medical team via care coordinators and/or health coaches to ensure that patients understand and have access to all the services necessary to carry out their treatment plans Support existing primary care providers with enhanced resources (care managers, telemedicine, specialty consultations, and evidence-based care pathways) to address chronic diseases, substance abuse, and mental health within their patient populations Facilitate provider-directed communication around healthy living practices and other evidence-based preventative practices Implement electronic medical records in all Primary Care <i>Plus</i> and Specialty Care <i>Plus</i> practices 	<ul style="list-style-type: none"> Continue our ongoing investment in medical and information technologies that facilitate quality and process improvements, reduce unnecessary or redundant procedures, and increase access to care in our community for those who need it most Improve efficiencies to reduce the cost of providing care Continue to provide coordinated quality care to all through our mission, clinic, and other community health services, regardless of ability to pay Provide education and services to the community to assist with insurance enrollment and obtaining individual or family coverage 	<ul style="list-style-type: none"> Expand the AtlantiCare Physician Group and affiliations to include additional primary, specialty, and behavioral providers Provide the community with opportunities to learn about and participate in healthy behaviors (healthy eating, stress management, smoking cessation, physical activity, breastfeeding) Expand access in Primary Care <i>Plus</i> offices via the AtlantiCare Access Center Nurse Triage Service and by offering open access scheduling to ensure patients receive the “right” care on the day that they need it 	<ul style="list-style-type: none"> Work with community partners to develop shared accountability and actionable improvement plans, with a focus on disease prevention and management of chronic illness Increase outreach to specific populations (students, seniors, etc.) to provide targeted health education and activities that encourage a healthy lifestyle Support the construction of healthy communities through strategic programming that addresses both environmental and policy changes internally (benefit design and wellness initiatives) and externally (gardens, employer health solutions)

The strategies in this report are reflected in AtlantiCare’s corporate strategic plan. These strategies and others are designed to improve the health and well-being of individuals and of our community.

Needs Beyond AtlantiCare's Mission or Service Programs

While AtlantiCare offers a broad range of services to care for patients and promote health and wellness, in some cases, we may be unable to solely address every community need identified in the 2013 Community Health Needs Assessment. To bridge this gap, AtlantiCare continues to foster relationships with many social services agencies and other community partners that offer assistance to Atlantic County residents. For example, AtlantiCare financially supports many local non-profits via our community sponsorships program, and we are one of the largest employer supporters of the United Way in the county.

Implementation Strategy Development Collaborators

While many community partners continue to shape the services and offerings of AtlantiCare via their feedback and complementary programming, a special acknowledgement should be given to the following agencies for their efforts in assisting AtlantiCare in responding to the needs of individuals and families throughout Atlantic County:

- The Atlantic City Health Department
- The Atlantic County Public Health Department
- Bacharach Institute for Rehabilitation
- United Way of Atlantic County

