

Based upon the findings of the 2016 CHNA, Bronson has selected improving access to care as the priority focus of our Community Health Improvement Plan for the period from January 1, 2017 through December 31, 2019. This decision was based on the health needs expressed by our community, scope of impact, the ability of Bronson to directly remedy issues related to access, and availability of evidence-based interventions.

Bronson's focus on access was inclusive of access to insurance, access to appropriate treatment and support, quality and cost of insurance, access to education, and the supply of healthcare providers. Bronson served as a catalyst and engaged community partners in taking action to improve access for medical, mental, and social health. In particular, we focused on removing barriers that influence health outcomes and worked to make the healthcare system easier to navigate.

From 2017-2019, we also focused on developing a clearer long-term strategic plan to adjust to our nation's changing demographics and healthcare reform. In this progress report, you will find Bronson's objectives (as seen on the right) with the corresponding progress notes for each.

In keeping with Bronson's strategic mission 'Together, we advance the health of our communities', Bronson also committed these resources to community health improvement efforts:

- Staffing for programs related to community health
- Continuation of financial and charity care provisions for those in need
- Direct financial support for community health strategic initiatives
- Funding for pilot programs
- Sponsorships for community activities that impact significant community needs



2017-2019 Goal: Access to Care

Objective 1: Improve access to insurance and affordability of services

Objective 2: Ensure residents obtain needed primary care services and reduce barriers associated with seeking and receiving healthcare.

Objective 3: Improve care coordination encompassing mental health, social services, and healthcare.

Objective 1: Improve access to insurance and affordability of services.

Progress 2017-2019

- Deployed a Certified Application Counselor and Outreach Specialist to provide insurance assistance across tri-county service region.
- Assisted over 1,000 community members enrolled in insurance coverage.
- Hosted 12 Marketplace enrollment events at accessible locations in Calhoun, Kalamazoo, and Van Buren County.
- Deployed 8 Financial Counselors to provide Medicaid insurance enrollment assistance at Bronson Methodist Hospital. Each Counselor assists with an average of 115 applications per month.



Objective 2: Ensure residents obtain needed primary care services and reduce barriers associated with seeking and receiving healthcare.

Progress 2017-2019

- Recruited 46 new primary care providers across the system.
- Provided access to 13 primary care practices. 26 primary care practices across the system.
- New FastCare location & Lab added on Gull Road in Kalamazoo. 4 FastCare locations across the system.
- Introduced \$59 Video Visits for minor health concerns and enrolled 4,703 people in the first six months.
- Opened a 24/7 Access Center for patients to call to be directed to available care. Served 366,744 people.
- Educated patients about the value of having immediate access to their health information, test results, scheduling, etc. with MyChart, an online app. 188,784 enrolled to use this tool.
- Bronson Methodist Hospital was re-verified as a Level I Trauma Center.



