UPDATE
Saturday, January 28, 2017
Primary Healthcare Strategic Plan

Goals

- Expand access to high quality, patient-centered primary care
- Improve the health status of all Prince Georgians
- Advance healthcare as one of the economic drivers for the County
PRIMARY HEALTHCARE STRATEGIC PLAN PROCESS

**Inputs**
- Secondary Data Review and Analysis
  - Census Data
  - Provider Data
  - Patient Origin/Destination Data
  - UMSPH Study and Survey Results
  - PGC GIS Layers
- Input from Advisory Committee and Stakeholder Group meetings and individual interviews
- Input from PGC Community Meetings
- Information on Regional Medical Center development, Affordable Care Act, and Economic Development Initiatives
  - Certificate of Need Application
  - Findings from community meetings
  - Various reports
  - Informational Interviews

**Activities**
- Gather data to develop prototypes and financial pro forma
- Gather, review and analyze secondary data and create data maps.
- Facilitate meetings with Advisory Committee and Stakeholder Group
  - Initial Meeting: Introduction to project
  - Quarterly Meetings: report on findings, present broad strategy as develops, solicit feedback and input, conduct follow-up interviews as needed
- Plan and facilitate four community meetings representing four geographies of the county
- Tour Prince George’s County
  - Identify defined communities for analysis.
  - Identify potential sites for primary care practices.

**Interim Deliverables**
- Phasing plan for location and development of Primary Care sites
- Recommendation priority locations and sites
- Illustrative plans, elevations, and visuals for new primary care sites
- Identify Business Model
  - Prototype pro forma for a) greyfield site, b) re-use property and/or c) re-use property
  - Companion pro forma for primary care a)private practice b)FQHC
  - Sustainable funding strategy to integrate public health and primary care
  - Strategy to recruit providers to new primary care sites

**Final Deliverables**
- Final Primary Care Strategy and Implementation Plan
  - Phasing Plan
  - Priority locations
  - Business Service Model
  - Pro formas
  - Funding strategy
  - Provider recruitment strategy

**Marketing Plan**
- Stakeholder/ community outreach and engagement with countywide primary care system
Strategic Plan Recommendations

- Increase patient-centered primary care practices in high need areas.
- Build capacity of existing primary care practices to operate as patient-centered medical homes.
- Build collaboration among Prince George’s County hospitals
- Develop work force to support patient-centered primary care
- Implement a marketing and branding campaign
- Establish a Primary Healthcare Alliance, a non-profit organization
- Develop and implement a monitoring and evaluation plan
增加以患者为中心的初级保健实践在高需求地区

自2012年公共卫生影响研究发表以来，县内已经有了许多新的初级保健实践，包括但不限于：

- 4个新的联邦合格健康中心
  - 社区诊所，Inc. (CCI) at Franklin Park
    9220 Springhill Lane
    Greenbelt, MD 20770
  
  - Mary’s Center
    8908 Riggs Road
    Adelphi, MD 20783
  
  - La Clinica del Pueblo Hyattsville
    2970 Belcrest Center Drive, Suite 301
    Hyattsville, MD 20782
  
  - 家庭和医疗咨询服务，Inc.
    5936 Martin Luther King, Jr. Highway
    Seat Pleasant, MD 20743
Increase patient-centered primary care practices in high need areas

- Health Enterprise Zone: Capitol Heights, MD 20743
- 52,000 Patient Visits
  
  1. Global Vision Community Health Center  
     9171 Central Ave. Suite B11 and B12
  
  2. Greater Baden Medical Services  
     1458 Addison Road South
  
  3. Gerald Family Care, PC  
     4744 Marlboro Pike
  
  4. Family and Medical Counseling Service, Inc.  
     5936 Martin Luther King, Jr. Highway
  
  5. Dimensions Specialty Care Center-Capitol Heights  
     4725 Marlboro Pike
Increase patient-centered primary care practices in high need areas

Dimensions Healthcare System opened 2 ambulatory care centers and is planning a third center in Laurel

Suitland Family Health and Wellness Center
5001 Silver Hill Road
Suitland, MD 20746

Cheverly Family Health and Wellness Center
2900 Mercy Lane
Cheverly, MD 20785
Increase patient-centered primary care practices in high need areas

Kaiser Permanente
- Cares for 130,000 lives in the County
- 90 Primary Care Physicians
- 3 facilities in the County
- Planning a new facility in the County
Increase patient-centered primary care practices in high need areas

Urgent Care Centers

- 31 new urgent care practices, of which 8 also offer primary care
- Primary Care
- Family Practice
- Internal Medicine
- Ob/Gyn
- Pediatric
- Nurse Practitioners
- Physician Assistants
MedStar

- New ambulatory care center in Brandywine
  - Primary Care
  - Cardiology
  - Ear, Nose & Throat
  - Orthopedics
  - Psychiatry
  - Rheumatology
The County has directly invested over $2.5 million in practices serving high need areas and provided working capital loans to medical practices in high need areas, and will continue these investments.
Increase patient-centered primary care practices in high need areas

- The County routinely expedites building permits for all new medical practices by deeming them as Priority Projects for permitting purposes.
Build collaboration among Prince George’s County hospitals

Community Health Needs Assessment

- Prince George’s County Health Department
- 5 County hospitals
- First time collaboration
- Unified focus on:
  - Behavioral Health
  - Obesity and metabolic syndrome
  - Cancer
  - Social determinants of health, including access to care
- More collaboration will occur once the Prince George’s Healthcare Alliance is staffed and functioning
Develop work force to support patient-centered primary care

Dimensions

- Residency program in Family Medicine (12 Residents) and in Internal Medicine (42 Residents)
- Serves as the training hospital for students from:
  - Prince George’s Community College
  - George Washington University
  - University of Maryland Baltimore in the following disciplines:
    - Nursing
    - Physicians assistants
    - Pharmacists
    - Respiratory therapists
    - Nutritionists
    - Physical therapists
    - Occupational therapists
    - Midwives at University of Maryland Baltimore
Develop work force to support patient-centered primary care

Prince George’s Community College
- Working with Dimensions to assure quality workforce for Regional Medical Center
- Health Sciences Academy at Dimensions and Middle College

Health Department
- Family Residency Program at Dimensions
- Nursing students work experience
  - Howard University School of Nursing
  - Chamberlain School of Nursing
  - Stevenson University School of Nursing
  - Howard University School of Dentistry

The County has begun discussions with Kaiser Permanente as a possible partner for medical training opportunities in the County.
Implement a marketing and branding campaign

The University of Maryland Medical System has engaged a consultant for this purpose.
Establish a Primary Healthcare Alliance

- Created Prince George’s Healthcare Alliance, Inc. as a non-profit corporation with office space in Largo, MD
- A funding source must be identified to make the Healthcare Alliance, Inc. functional.
Develop and implement a monitoring and evaluation plan

- Initiation is subject to identification of funding source
Thank you for your attention!