



Community Relations Committee Meeting
FY25- 3rd Quarter



Quality Measures- 2024 YTD

Quality Measure Description	Rate	Peer Rate	Quality Rate
Breast Cancer Screening	80%	73%	Pass
Cervical Cancer Screening	54%	55%	Pass
Colon Cancer Screening	55%	54%	Pass
Comprehensive Diabetes Care: HbA1c Good Control -Rate less than 8%	63%	58%	Pass
Controlling High Blood Pressure	69%	62%	Pass
Antidepressant Medication Management	69%	67%	Pass
Appropriate testing for Pharyngitis	63%	61%	Pass

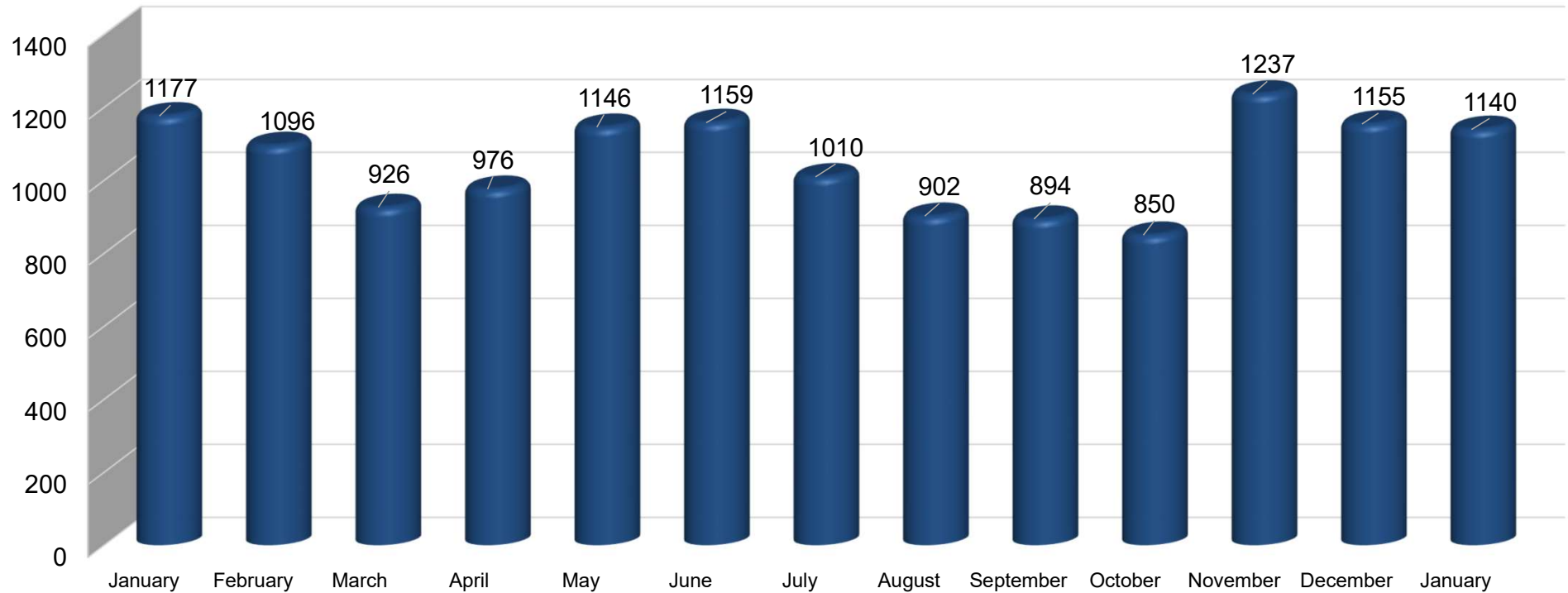
Rates must be within 2 Standard Deviations of the average Peer



Access: Same Day

- MPC now offers same day/next day appointments. Scheduling can be done online, via myChart, or by phone.

Same Day Appointment Monthly Total





MHS Sickle Cell Medical Home

- Awarded a \$1.9 million grant 2024-2025 Sickle Cell Disease (SCD) Research and Treatment Program: FDOH.
 - First month deliverables successfully submitted:
 - 100% (26/26) of patients who identified lack of transportation as a barrier to receive services were provided with Lyft service.
 - Equipment ordered- PCA pumps/Centralized monitoring
 - Marketing plan developed to target Tri-County (Broward, Dade & Palm Beach)- Search engines, Facebook, updated webpage
 - Patient experience surveys developed
 - Behavioral health services available
 - Dashboards updated to capture decreased utilization of ED/IP for Medical Home vs. Non-Medical Home patients





Severe Maternal Mortality Telehealth Program

The program is funded by the Florida Department of Health and supports pregnant and postpartum women who are diagnosed with chronic care condition using Telehealth.

- Referred to OB Navigator: 2,056
- Enrolled: 1,210
- Education: 1,210
- BP Cuffs distributed: 598
- Transmitted BP readings timely: 402
- Completed their postpartum visit: 419



Memorial OB Hypertension (HTN) Navigator

754-971-7780

Did you know ?
Memorial has an OB HTN Navigator that provides outreach to pregnant women of color after a Emergency Room visit because of a documented BP greater than or equal to 140/90 to ensure timely prenatal care

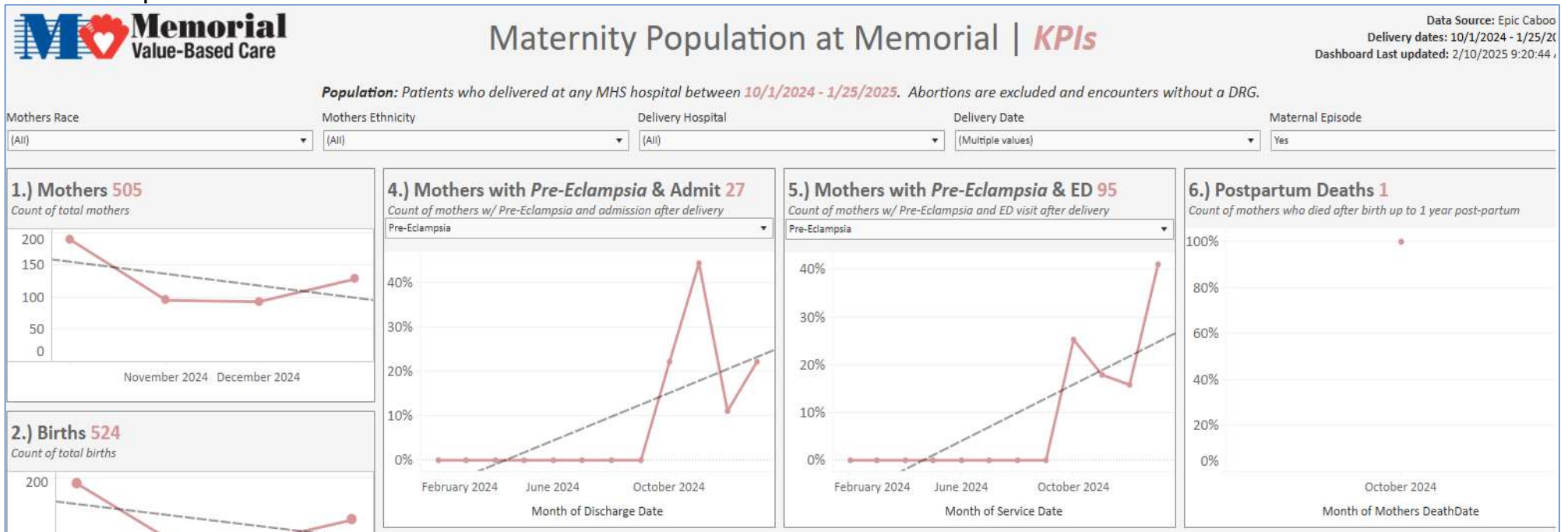


Focused on
Improving
Maternal and
Fetal Outcomes



Severe Maternal Mortality Telehealth Program

- Current rates October 2024- January 2025: 505
- Pre-Eclampsia & Admits: 5.3%
- Pre-Eclampsia & ED: 18.8%
- Postpartum Deaths: 1





Community: One City At A Time

- Total served in each of the OCAT cities Since May 2023
 - **Hallandale Beach:**
 - Adults – 286
 - Pediatrics – 629
 - **Dania Beach:**
 - Adults – 112
 - Pediatrics – 121
 - **Hollywood:**
 - Adults – 1,046
 - Pediatrics – 1,208
 - **Miramar:**
 - Adults – 627
 - Pediatrics – 302
 - **Pembroke Pines: (Pending OCAT event)**
 - Adults – 400
 - Pediatrics – 261



Number of Completed visits, May 1, 2023 – January 31, 2025



Community: One City At A Time & CEC Thanksgiving Food Distribution

- First OCAT Community Health Education session held on January 21, 2025, at Miramar Multi-service Complex.
- Sponsored Community Enhancement Collaborations Thanksgiving Food Distribution on November 23, 2024.



OCAT Community Health Education Session



CEC Thanksgiving Food Distribution



Updates



Coming June 2025

BETTER TOGETHER

Broward Health *And* **Memorial Healthcare System**

As we announce a new initiative to increase access and improve health outcomes in our community. Through this collaboration, Broward County will be **Better Together**.

- **Primary Care**
- **Maternal Health**



Urgent Care Centers Progress

- New hours of operation:
 - November 1st -start date
 - M-F-8:00am-8:00pm
 - S-S-8:00am-4:00pm

Volume: 6 months to 4 years			
	November	December	January
East	22	28	17
West	18	23	28
PSN	13	14	15



THREE CONVENIENT LOCATIONS



Memorial Urgent Care Center – Hollywood
 1740 Sheridan Street
 Hollywood
 954-276-1565



Memorial Urgent Care Center – Pembroke Pines
 16620 Sheridan Street
 Pembroke Pines
 954-276-1285



Memorial Urgent Care Center – Palm Springs North
 8665 NW 186 Street
 Hialeah
 305-682-2626

AGES TREATED:
 6 months and older

HOURS:
 Monday-Friday: 8 am - 8 pm
 Saturday-Sunday: 8 am - 4 pm
 Walk-ins welcome

- CONDITIONS WE TREAT INCLUDE:**
- Cough, sore throat
 - Ear and eye infections
 - Fever, flu, upper respiratory infections
 - Minor stitches
 - Minor sprains, dislocations, fractures
 - Urinary tract infections





MEMORIAL HEALTHCARE SYSTEM



Community Services



Community Services

Behavioral Health

6,196 Served

- Evidenced based substance abuse, mental health and pregnancy prevention
- Homeless Veteran outreach services
- Juvenile diversion/civil citation
- OP substance abuse/mental health therapy
- Youth aging out of foster care
- Intensive mental health program for youth

Family Strengthening

2,007 Served

- Critical Incident case management
- Family preservation counseling
- In-home family therapy
- Kinship services
- Respite services for special needs children

Maternal Child Health

5,129 Served

- Ages and stages milestone assessments
- Breastfeeding and parenting training
- Healthy Start services
- Mothers Overcoming Maternal Stress (MOMS)
- Mobile Care Coordination
- Healthy Families program



Total Served

FY25

19,002

Afterschool/Summer Camps

339 Served

- Afterschool programs and summer camps at in Hallandale Beach and Miramar
- Summer BreakSpot locations throughout Broward
- Learning to Elevate Academic Potential (LEAP) at Gulfstream Early Learning Center

Senior and Family Services

3,379 Served

- Field outings through our senior partners centers
- Fitness, nutritional classes; arts and crafts, brain games
- In-home case management/support services
- Isolation prevention and intervention
- Memorial CARES (Caregivers Access to Resources, Education and Support) sessions

Health Intervention Targeted Services – HITS

1,952 Served

- Helping patients establish a medical home
- Linking individuals with chronic health conditions to disease management programs
- Providing enrollment assistance for programs that serve large Broward populations, such as Medicaid, Medicare and KidCare



MEMORIAL HEALTHCARE SYSTEM

Nadine's Annual Thanksgiving Food Distribution





We have the benevolent employees in the world





Empty Stocking Campaign – December 2024

983 children and families celebrated the Holiday season





Memorial Elves hard at work!



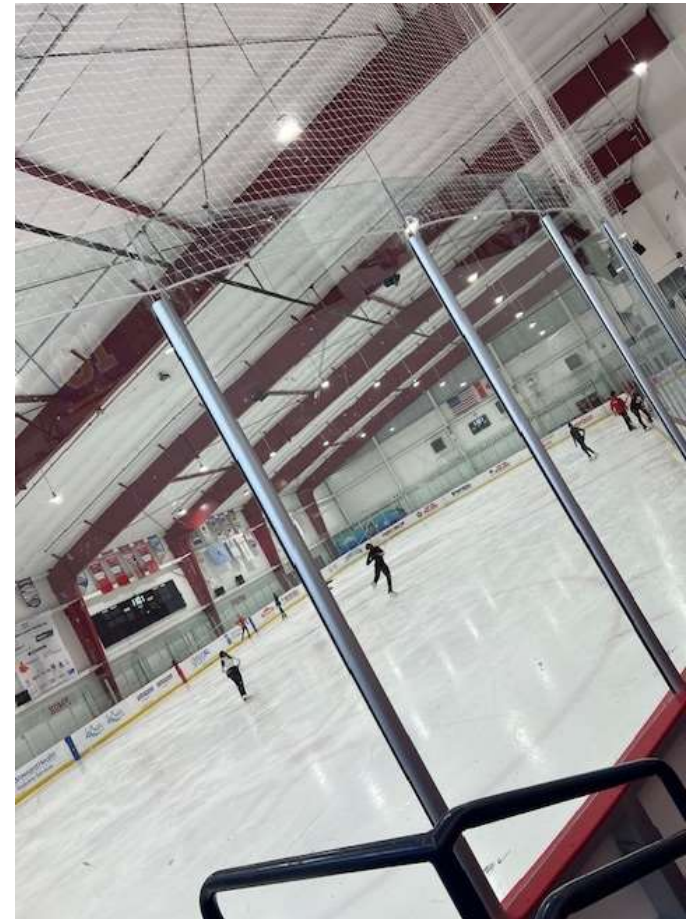


MHS Employees bring joy to many children and families each December





Memorial Community Trauma team responds to DC aircraft tragedy





MEMORIAL HEALTHCARE SYSTEM

Salute to Our Community Champions

Friday, May 3, 2025

Luncheon event

Pine Island Ridge Country Club

9400 Pine Ridge Drive

Davie, FL 33334









MEMORIAL HEALTHCARE SYSTEM

Community Relations



		Activities	Attendees
	Sponsorships & Events: <ul style="list-style-type: none">• Service line booths, health education, In house special events	50	137,502
	Corporate Wellness: <ul style="list-style-type: none">• Employee prevention, health education, lectures & screenings	13	6,665
	Speakers Bureau Engagements: <ul style="list-style-type: none">• Community-based	5	575
	Community Relations: <ul style="list-style-type: none">• Social services & municipality sponsorships	107	197,289
FY25 Q3		175	342,031

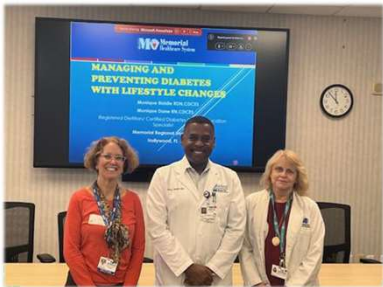


Corporate Partnerships & Wellness

ORGANIZATION	VISITS	TOPIC	SPEAKER(S)	# STAFF	HEALTH PLAN
AutoNation	1	Cancer Screenings and Caregiver Support	Speakers: Dr. Monique Mendez-Timmons, Licensed Clinical Psychologist, MCI – Dr. Natasha Rueth, Chief of Breast Cancer Services, MCI - Dr. Jennifer Goldman, Chief, Primary Care	550	Cigna Blue Cross & Blue Shield
Broward College	1	New Year, Better You	Speaker: Dr. Natalie Jorge-Rodrigues, MPC	5,000	Cigna
Broward Sheriff's Office	1	New Year Healthy Me	Screeener: Blood Pressure and BMI- Nadine Rattway, RN Clinical Ladder III, MHP	5,700	Aetna
City of Hallandale Beach	1	Diabetes Presentation	Speaker: Leighton Lugg, PharmD, MBA, BCACP, CDCES, CPH	400	Aetna
City of Hollywood	3	Diabetes 1-on-1 Appointments	Consultants: Monique Biddle, Diabetes & Nutrition - Monique Dane, Diabetes & Nutrition, MRH	1,494	Cigna
		Nutrition and Diabetes	Speaker: Monique Biddle, Diabetes & Nutrition, MRH		
		Stress Less for the Holidays	Speakers: Gretchen Haddad, Licensed Clinical Therapist, MHS - Jaslyn Decaso, Licensed Clinical Therapist, Memorial Outpatient Behavioral Health		
DHL	2	Testicular Cancer	Speaker: Dr. Jonathan Silberstein, Chief, Uro-Oncology Program, MHS	400	UnitedHealthcare of Florida, United HealthCare Services
		Men's Health- Prostate and Lung Cancers	Speakers: Dr. Mark Block, Chief of Thoracic Surgery – Dr. Justin Dubin, Andrologist and Urologist		
Flowers Baking Co. of Miami	1	Employee Health Fair	N/A	120	Blue Cross & Blue Shield
Gulfstream Park Racing & Casino	1	Employee Health Fair	N/A	699	United HealthCare Services
Kids In Distress		Heart Health	Speaker: Dr. Anand Desai, MCVI, Cardiac Services	300	United Health
Margaritaville Beach Resort	1	Employee Health Fair	N/A	480	Blue Cross & Blue Shield



**Broward Sheriff's Office
Employee Health Fair**



**City of Hollywood
Diabetes Presentation**



**AutoNation Cancer Screenings + Caregiver
Support**

“This event was one of our most impactful of the year. I received overwhelmingly positive feedback from the Associates and plan to hold another event this year and broaden the audience by including a virtual meeting component”.

- Ashley Shea | Director, Corporate Philanthropy



**Broward College
New Year, Better You
Webinar**



**Margaritaville
Employee Health Fair**



Smiley's Voice 11th Gala



Epilepsy Alliance Florida Annual Educational Dinner



National Multiple Sclerosis Society MS Gala



City of Hallandale Beach Diabetes & Nutrition Presentation

MS VIEWS AND NEWS

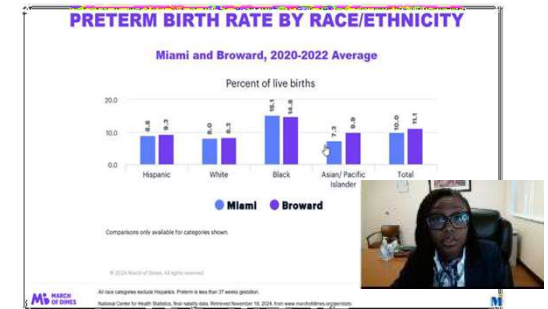
MS Views & News Saturday, November 9th, 2024

Patricia Iss, PhD	Craig Dome, PA	Buse Sengul, MD	Robert Coppola, DO	Brian Stingo, MD

THANKING THE SPONSORS OF THE 2024 MS SYMPOSIUM:

SANDOZ **VIATRIS** **Memorial Neuroscience Institute** **NOVARTIS**

MS Views & News



March of Dimes Understanding Premature Births



Turkey Trot



LLS Light the Night



Runway 5k



Kidney Walk



BRCA Strong



Run 4 Life



Alzheimer's Association



Winterfest Boat Parade
Family Fun Day



March of Dimes: Women of Distinction



Holiday Toy & Food Distributions



School to Work Program Launch



Diaper Distribution – City of Miramar



Human Trafficking Training for
Emergency Departments





Broward Education Foundation

Community Relations hosted a volunteer day for Adopt A School:

45 MHS Staff filled **1,500 backpacks**

6 Title 1 Elementary Schools in South Broward (distribution)

Replenish school supplies mid-year





Community Impact FY25 Q3

197,289 Individuals Impacted*



Vulnerable Community

23,681
individuals

visually impaired, maternal health,
cultural groups, special needs, etc.



Economic & Housing Stability

2,253
individuals



Education

64,880
individuals



Food Security

15,963
individuals



Foster Care

1,942
individuals



Health, Safety and Well-being

6,558
individuals

behavioral health, wellness fairs, domestic violence, etc.



Municipalities

82,012
individuals



MRH FBP Ribbon Cutting Video

