

CANCER CARE

Action Item	Population Served	Strategic Pillar	Objective
Build Regional Cancer Center Facility	Cancer patients in our primary and secondary service areas	Strategic Deployment	We consolidated cancer services into one location to better treat patients and improve continuity of care.
Partner with UW Health in Cancer Care	Cancer patients in our primary and secondary service areas	Quality and Safety	We improved the quality of cancer care by bringing world-class academic medicine to our region through formal affiliation and clinical management with UW Health.
Sustain and support multidisciplinary Lung Cancer Clinic	Lung Cancer patients	Quality and Safety	We improved the lung cancer experience for patients through a multidisciplinary treatment approach including coordinated care by a nurse navigator.
Sustain and support comprehensive Breast Care Team	Breast Care patients	Quality and Safety	We enhanced the breast cancer experience through a comprehensive treatment approach including coordinated care by a nurse navigator.
Provide Health Education through Community events and screenings	General Population	Strategic Deployment	We increased the number of public education offerings in our primary and secondary service areas with a special focus on cancer care and men's health.

VULNERABLE POPULATIONS

Action Item	Population Served	Strategic Pillar	Objective
Ensure Appropriate Commitment to Interpreter Services	Hispanic Patients and Families	Quality and Safety	We've established appropriate levels of on-site Spanish speaking interpreters at our hospital to ensure excellent service to our Hispanic patients.
Provide Health Screenings to Walter Williams Wellness Program for Seniors	Low-Income Seniors	Strategic Deployment	<p>We've empowered seniors to know their numbers and take greater control of their healthcare.</p> <p>Continue efforts to improve their overall health.</p>
Support Safe Kids Transportation Program: Help at Home	Foster Children	Strategic Deployment	We continue to provide new car seats for the Safe Kids Winnebago Coalition's Help at Home Program to enable foster children to have safe rides to doctor's appointments.
Participate in the Rockford Black Healthcare Initiative Coalition Find a Doctor Events	African American Patients	Strategic Deployment	We collaborate with the Rockford Black Healthcare Initiative Coalition to better educate African-American patients about health disparities and to link patients with doctors.

ECONOMIC AND LOGISTICAL ACCESS TO CARE

Action Item	Population Served	Strategic Pillar	Objective
Address Primary Care Physicians Shortage Through the University of Illinois College of Medicine at Rockford Partnership	General Population	Medical Group Physician Alignment	We commit more than \$4 million in annual subsidy and provide a teaching site for the UICOM-R family practice residency program to help ensure that more primary care physicians are educated to treat a growing number of patients.
Support the Rockford Health Council's Efforts to Improve Our Region's Health Through Education, Action & Advocacy	General Population	Strategic Deployment	We sustain our commitment as both a major sponsor and participant in health council's efforts to be a catalyst for healthcare access and quality for all.
Evaluate and Enhance Our ED Case Management	Emergency Room Patients	Quality and Safety	We provide case management of our ER population to prevent overuse and better connect individuals to primary care services. Established a \$180,000 grant in partnership with the Rockford Fire Department.
Create Transportation Services Program for New Cancer Center	Cancer Patients	Service Excellence	We established a transportation program to our cancer center for patients who needed assistance getting there.

POVERTY AND UNEMPLOYMENT

Action Item	Population Served	Strategic Pillar	Objective
Sustain Support for Low-Income Populations	Low-Income Population	Strategic Deployment	We provide the vast majority of hospital services to multiple agencies as a critical safety net facility to indigent, self-pay and Medicaid patients with special emphasis in maternity and behavioral health.
Increase Awareness for Project F.A.M.E. Free Mammograms for Women in Need	Low-Income Population	Strategic Deployment	We enhanced awareness for this effort to fund and advocate for mammography exams for those unable to afford them. We pursued additional public relations efforts to increase awareness.
Sustain Commitment to Neighborhood Revitalization	Hospital Neighbors	Strategic Deployment	We increased the number of owner occupied houses in an 81-block area that surrounds our hospital campus that has been deemed one of the poorest zip codes in the nation.
Invest in Regional Economic Development Councils	General Population	Strategic Deployment	We champion economic development by human capital investments and financial support in collaboration with the Rockford Area Economic Development Council and other groups that are charged with creating and sustaining employment in our region.

OBESITY/SMOKING

(preventing factors that lead to development of):

Action Item	Population Served	Strategic Pillar	Objective
Invest At a High Level in the YMCA of Rock River Valley	General Population	Strategic Deployment	We collaborate with the YMCA at a high investment level each year as we work together at a unique wellness clinic within the YMCA's flagship location. This location is designed to better serve both their members and our community. This clinic offers many opportunities to combat both childhood and adult obesity as well as healthy alternatives to smoking.
Partner With Area Media in Wellness Initiatives Programs	General Population	Strategic Deployment	We actively pursue media opportunities to encourage daily activity and combat obesity.
Increase Attendance at Public Education Events and Regional Screenings	General Population	Strategic Deployment	We heavily promote a large number of public events to educate our region about the dangers of inactivity and smoking through the promotion of our Heart Hospital and Regional Cancer Center and their program offerings.
Establish Population Health Management Model Within Our Primary Care Network	At-Risk Primary Care Patients	Medical Group Physician Alignment	We've implemented care coordinators throughout our clinic system to better manage the health of at-risk individuals who are challenged by obesity, smoking addiction and other lifestyle factors.
Enhance Clinical Care Through Primary Stroke Center and Chest Pain Center Certification	Cardiac and Stroke Patients	Quality and Safety	We provide the highest-quality care in accordance with our certification in both stroke and chest pain treatment.
Increase Awareness and Utilization Of Our Diabetic Programs	Diabetic Patients	Quality and Safety	We've increased the visibility of our diabetic education offerings through public relations and social media tactics in order to identify and treat more patients.