



# BROWARD HEALTHPOINT



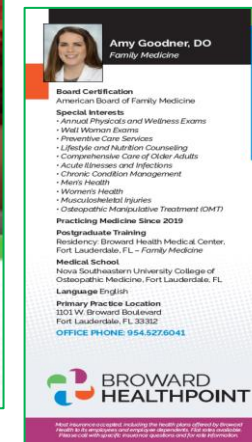
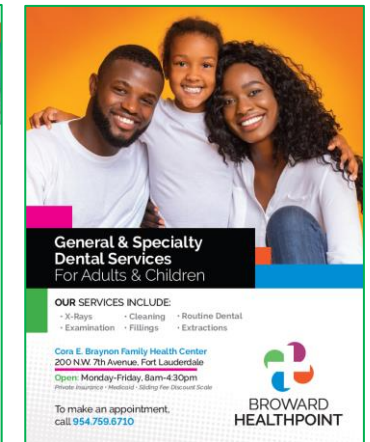
# MARKETING SUPPORT

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# COLLATERAL CREATION

- Rack cards
  - Bio rack cards
  - Service line rack cards
- Welcome new physician posters
- Services flyers
- Maternity services
  - Service line brochure
  - System maternity hospital bag check list
- Mobile Health Unit services rack card
  - Promote upcoming visits



# UNIFORM SELECTION

- Ensuring logo accuracy
- Identification of scrub colors
  - Reviewed and approved logo sew outs
- Identification of blazer colors



# EVENT SUPPORT

- ***Back to School Jamboree – Saturday, July 27***
  - Flyer
  - Poster
  - Directional Signage
  - Website Images
- ***Stay Healthy Together – September 2024***
  - Promotion of events
  - Collaterals



# BUILDING BRANDING

- Exterior Paint Colors
  - Developed exterior paint mockup template
- Monument Signage
  - Working with facilities to review/approve monument signage
- Interior brand signage
- Window Cling
  - Working on updating the window cling for the Adult Lauderdale Lakes location.
- Final trademarking of name/logo in process.



BHP - Bernard P. Alicki



BH - Bernard P. Alicki

# HEALTH RESOURCES & SERVICES ADMINISTRATION (HRSA) OPERATIONAL SITE VISITS (OSV)

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## Background

- Conducted in accordance with HRSA's Health Center Site Visit Protocol and Program Compliance Manual.
- Assesses compliance with Health Center Program requirements.
- Required every 3 years or more based on performance.
- More than 274 Operational Site Visits held nationally each year.
- Health Center Programs average 10 or more findings nationally.

# BROWARD HEALTHPOINT OSV

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- Conducted April 2-4, 2024
- 4 Reviewers
- Tour of Health Centers and Mobile Unit
- Focus Areas: Needs Assessment, Clinical Staffing, Locations and Hours of Operation, Coverage for Medical Emergencies, Continuity of Care, Sliding Fee Discount Program, Quality Improvement/Assurance, Key Management Staff, Contracts, Conflict of Interest, Collaborative Relationships, Financial Management, Billing & Collections, Budget, Program Monitoring/Data Reporting Systems, Board Authority, and Board Composition



# BROWARD HEALTHPOINT OSV

## Findings: (2)

1) HR Clinical Staffing policies required updating.

- HR policies were updated.

2) Coverage for Medical Emergencies During and After Hours - our contracted provider after-hours call center response relating to translation services.

- The contracted after-hours provider trained their team and created a process flow to access the translation services.
- Documents addressing the findings were submitted to HRSA on 4/26/2024.

# BROWARD HEALTHPOINT OSV

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## HRSA Compliance Resolution Opportunity (CRO):

- Process to correct/resolve any finding within 10 days of the Operational Site Visit preliminary report notification date from HRSA.
- Broward HealthPoint corrected and submitted documentation of the finding resolution on 4/26/24, well before the due date on 5/6/24.

## HRSA Operational Site Visit Final Report

- Received 5/16/24 - **There were No Findings.**

# DATA AND BILLING

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- All FQHC billing transitioned to the Ambulatory Physician Billing and Coding Team.
- Developed and implemented standard operating procedures specific to FQHC Billing and Coding Requirements.
- Realized \$505K in enhanced reimbursement for Medicaid HMO Wrap Payments.
- Currently receiving enhanced reimbursement rates for all governmental payers (Medicare, Medicaid, Medicare HMO, Medicaid HMO).

# BROWARD HEALTHPOINT BOARD

## BROWARD HEALTHPOINT BOARD CONSISTS OF 9 MEMBERS

### Areas of Expertise:

- 1** Public Marketing Professional:
- 5** HealthPoint Consumer
- 1** Health Consultant
- 1** Strategic Planner
- 1** Behavioral Health Professional

### Demographics:

Gender: 5 Male, 4 Female

Ethnicity: 2 Hispanic, 7 Non-Hispanic

Race:

- 5** Black American
- 2** White
- 1** Native Hawaiian
- 1** Other

# GRANTS

## **Broward Maternal Health Collaborative**

- Funder: Health Foundation of South Florida
- Collaborative Partners: Community Care (CCP), Healthy Start Coalition and Broward Health
- Started 9/1/2023 – 3 years
- Total Award Amount - \$849,145 by Health Foundation of South Florida
- Purpose: Address the Social Determinants of Health (SDoH), including access to quality health care, through a variety of evidence-based approaches in two targeted zip codes (33311 & 33313) in Broward County to improve Black maternal and infant health outcomes.
- This grant program is housed in the new Broward HealthPoint Maternity Care Center.

# GRANTS

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## Telehealth Minority Maternity Care Pilot Program

- Funder: Florida Department of Health
- Started 9/1/2023 – 3 Years
- Total Award Amount - \$764,750
- Purpose: Establish and maintain a pilot program to expand the use of a Technology-Enabled Collaborative Learning Capacity Building Model to improve maternal health outcomes, reduce rates of adverse maternal health outcomes.

# GRANTS

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## Healthy Start Initiative-Eliminating Racial/Ethnic Disparities

- Funder: Health Resources Service Administration
- Started: 4/29/24 – 5 years
- Total Award Amount -\$1,008,333
- Purpose: The establishment of the Perinatal Care Collaborative of Broward to improve health outcomes before, during, and after pregnancy and reduce the well-documented racial/ethnic differences in rates of infant death and adverse perinatal outcomes among women of color in Broward County.

# BROWARD HEALTHPOINT NEW MATERNITY CARE CENTER

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Location: 3736 W. Oakland Park Blvd., Lauderdale Lakes 33311

Opened - May 28, 2024

Services:

- Prenatal care
- Laboratory tests
- Ultrasound screenings
- Education
- Counseling

Collaboration/partnership with South Florida Community Care Network (CCP)



Thank you.

