



# Adventist HealthCare

Proposal for Services in  
Takoma Park

[AdventistHealthCare.com](http://AdventistHealthCare.com)

# Takoma Park/AHC Workgroup

Original Presentation November 2021

## Takoma Park/AHC Workgroup

- Kate Stewart, Mayor
- Peter Kovar, Ward 1 Councilmember
- Cindy Dyballa, Ward 2 Councilmember
- Jessica Clarke, Deputy City Manager
- Dr. Marissa Leslie, Medical Director, Behavioral Health Services
- Mary McNamara Ward, Vice President, Physician Network Operations
- Kandy McFarland, Interim Vice President, Behavioral Health
- Kim Emerson, Director, Behavioral Health Integration
- Andrew Nicklas, Deputy General Counsel

# Updated Proposal

## Services Proposed

- Behavioral Health Crisis Response Center
- Primary Care
- Behavioral Health Counseling

## Proposal Overview

- Review of services/Operations
- Comparison to Urgent Care
- Needs Analysis
- Marketing
- Current experience at urgent care

## Crosswalk of Specific Issues

# Behavioral Health Crisis Response Center

## Support Individuals in Acute Crisis

- Assess patients locally
- Provide therapy/prescribe medication

## AHC, County, and Takoma Park Collaboration

- AHC will donate space
- Assist in recruiting staff
- Partner with County and City and support long-term goals

## Nexus Montgomery

- Takoma Park represented at behavioral health workgroup
- Shape countywide behavioral health strategy

# Primary Care

## Meeting a Need

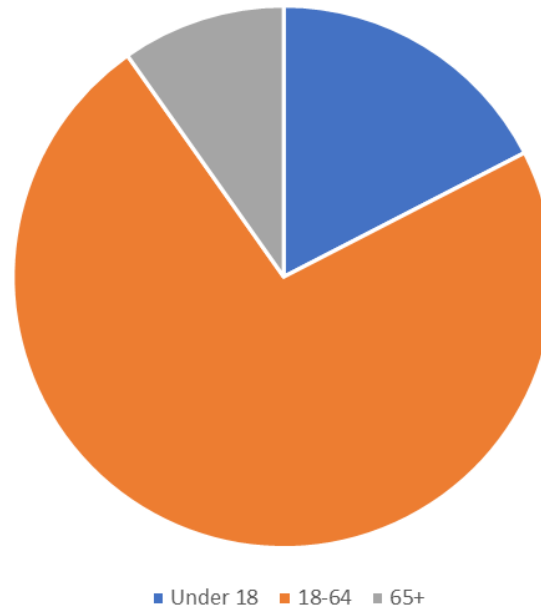
- Fewer primary care per capita
  - 962 patients per primary care provider vs. Montgomery County 732
- High demand for services
  - July – Dec 2021, 200 Project Access appointments to AHC physicians' offices within five miles of Takoma Park.

## Operations

- Preventative and chronic care treatment
- Convenient location
- Monday – Friday 8-5 & 24/7 live call line
- Can serve ~ 18-20 patients/day
- Patients 16 and up (~ covers over 80% of the age range of urgent care patients)
- Project Access

# Takoma Park Urgent Care Patient Age Data

Takoma Park Urgent Care  
Patient Age Data  
October - December 2021



	<b>Under 18</b>	<b>18-64</b>	<b>65+</b>	<b>Total</b>
<b>Total Visits</b>	475	1983	267	2725
<b>Percent of Total</b>	17%	73%	10%	100%

# Behavioral Health Counseling

## Reduce Crisis Encounters

- Preventative care
- Local referral post crisis episode

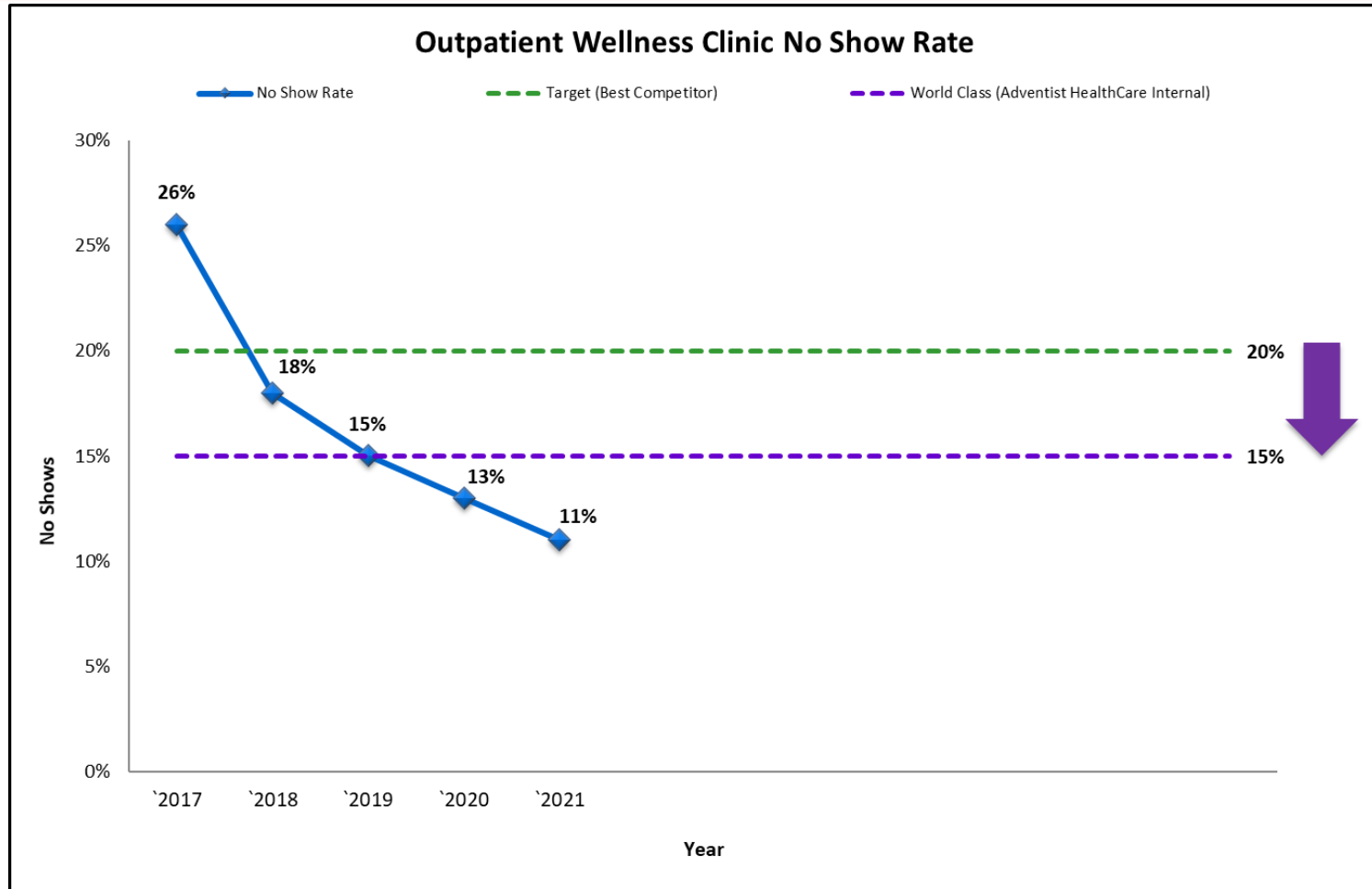
## Operations

- Imbedded with primary care
- In-person once a week at start & Telehealth 5 days/week
- Children, adolescents, adults, and older adults
- Spanish and English – will explore Amharic and other languages

## Community Support

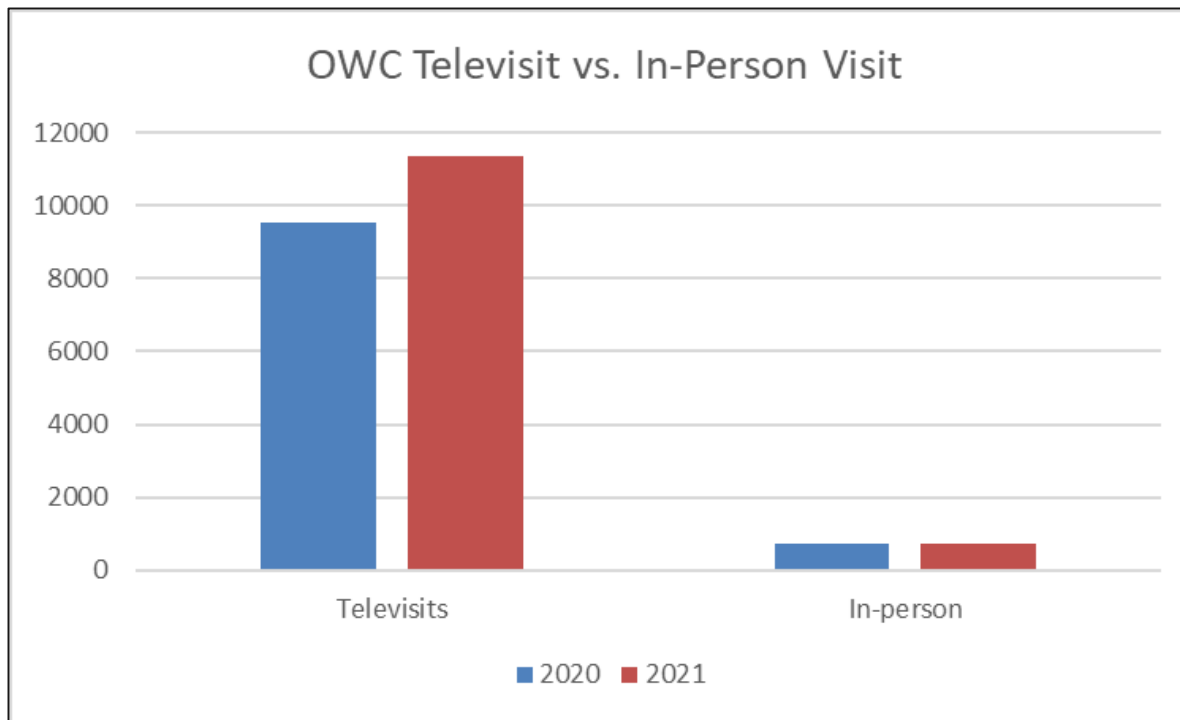
- Free mental health workshops
- Can be targeted for specific communities/cultural groups such as the Ethiopian, French African, and Hispanic communities

# No Show Rate





# Televisit Data



	2020		2021	
	Count	% of Total	Count	% of Total
Televisits	9517	93%	11363	94%
In-person	736	7%	730	6%
<b>Total</b>	<b>10253</b>		<b>12093</b>	

# AHC Urgent Care Experience

## AHC Transitioned away from Urgent Care Operations

- Contracted with third party operator for three other urgent cares

## Investment

- \$450,000 start up expenses
- Promoted locally

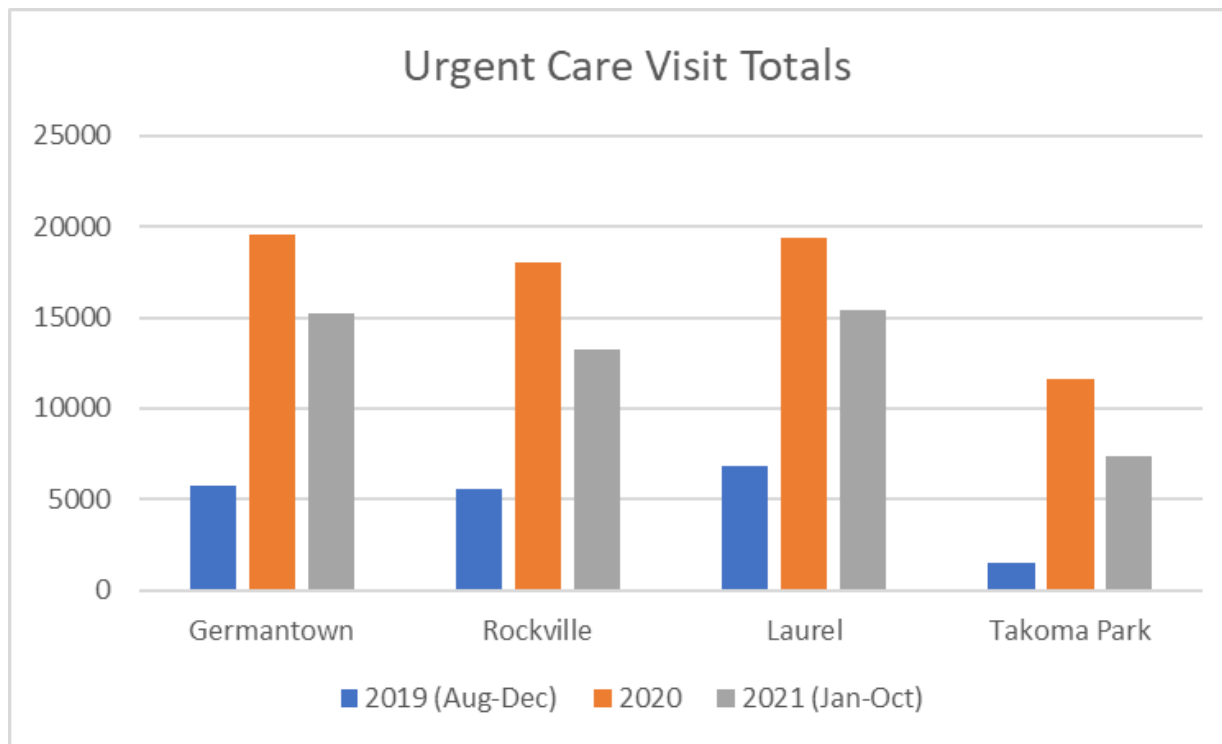
## Low Volumes

- Half volumes of other AHC urgent cares
- Not in high demand

## Not Sustainable

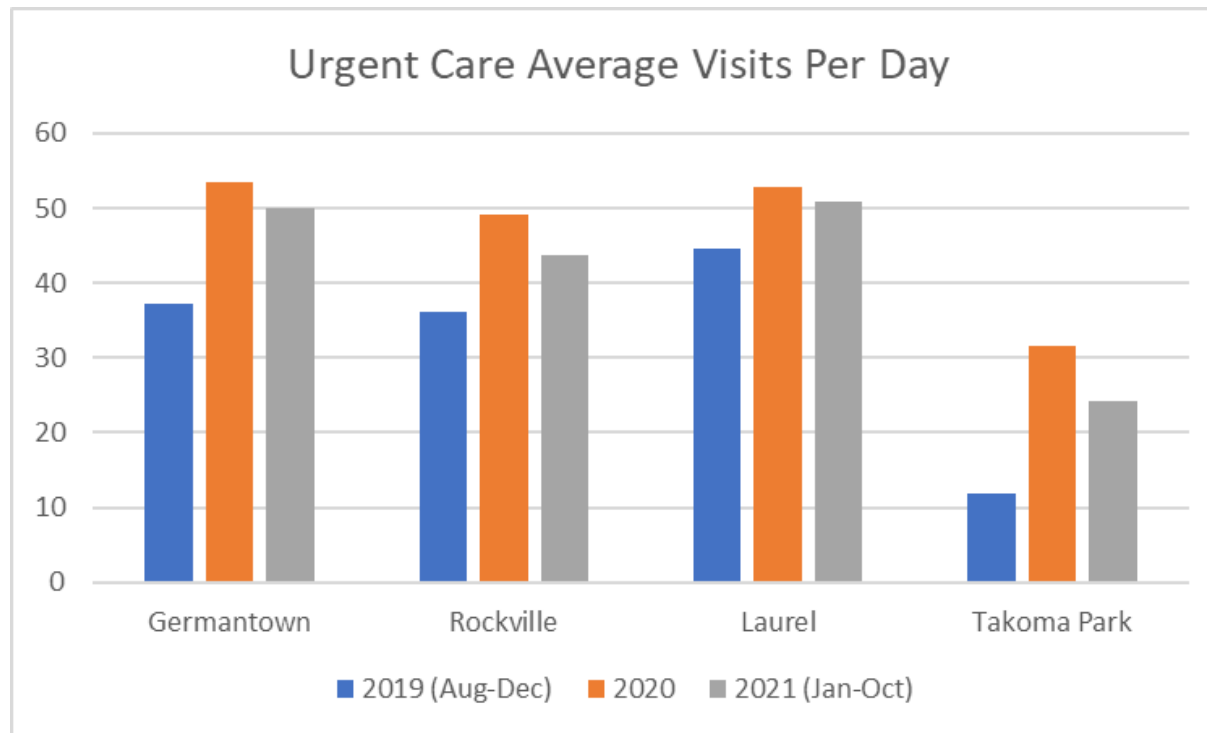
- \$2.2 million in losses thus far (~\$1 million loss annually)
- Significant staffing challenges

# Urgent Care Visit Totals



	2019 (Aug-Dec)	2020	2021 (Jan-Oct)
<b>Germantown</b>	5714	19594	15246
<b>Rockville</b>	5573	18015	13274
<b>Laurel</b>	6808	19357	15448
<b>Takoma Park</b>	1515	11633	7352

# Urgent Care Average Visits Per Day



	Germantown	Rockville	Laurel	Takoma Park
<b>2019 (Aug-Dec)</b>	37	36	45	12
<b>2020</b>	53	49	53	32
<b>2021 (Jan-Oct)</b>	50	44	51	24

# Comparing Primary Care to Urgent Care

## Most Patients Can Be Treated at Both

- Nearly all same diagnoses treated at each
- Same insurance accepted at each
- Similar payor mix at TP urgent care & AHC primary care in Silver Spring
- Neither treat life-threatening emergencies

## Main Difference: appointment vs. walk-in

- Urgent care accepts walk-ins/Primary care generally requires appointment
- Unscheduled visitors will try to be seen or scheduled

## Continuity of Care

- Primary care establishes a relationship/Urgent care more transactional
- More likely to complete regular screenings/wellness checks
  - Leads to early detection and better health outcomes

# Takoma Park Urgent Care – Diagnoses Breakdown

## Patient Diagnoses (October – December 2021):

- Total: 4914
- Treatable by Primary Care: 4593 (93%)
- Not treatable at Primary Care\*: 331 (7%)

\* Most require emergency department, some may be seen at an urgent care

## Diagnoses Requiring emergency department or urgent care:

- Severe Lacerations (*ED Only*)
- Chest pain/tightness (*ED only*)
- Fractures/bone breaks
- Open wounds

# Top 20 Diagnoses at Takoma Park Urgent Care

- All of the top 20 diagnoses are treatable at primary care.
- Top 20 diagnoses account for over 60% of all diagnoses seen.

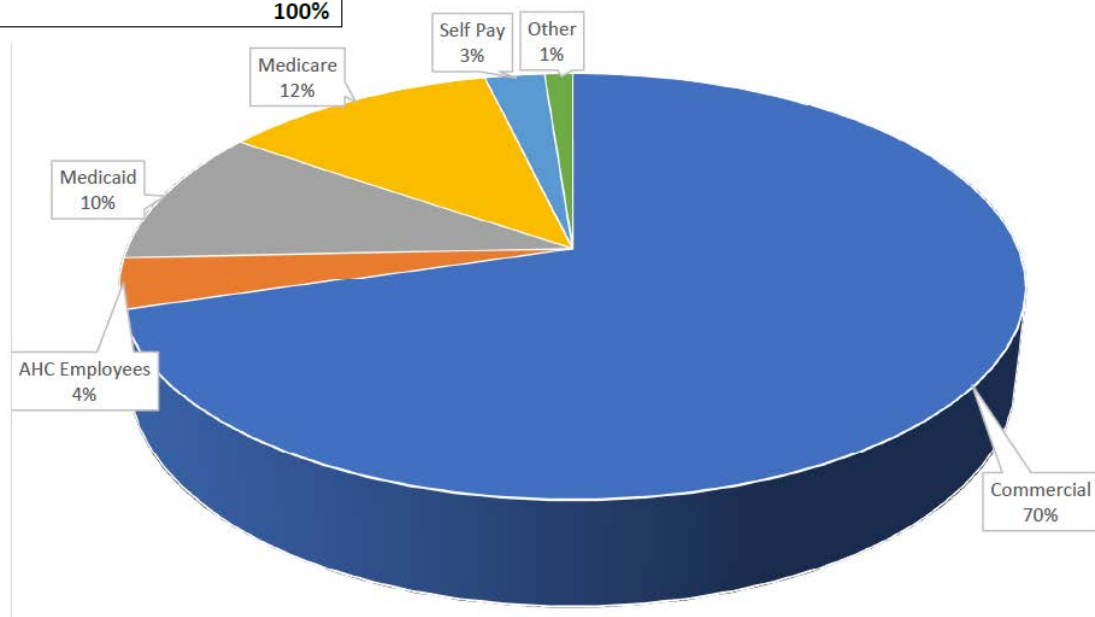
Diagnosis	Count	Percent of Total Diagnoses
Contact with and (suspected) exposure to other viral communicable diseases	871	18%
Encounter for observation for suspected exposure to other biological agents ruled out	596	12%
Cough	302	6%
Sore throat	282	6%
Elevated blood-pressure reading, without diagnosis of hypertension	123	3%
Nasal congestion	79	2%
Flu-like symptoms	68	1%
Fever, unspecified fever cause	65	1%
Encounter for screening for other viral diseases	64	1%
Elevated blood pressure reading in office with diagnosis of hypertension	59	1%
UTI symptoms	57	1%
Acute nonintractable headache, unspecified headache type	56	1%
Close exposure to 2019-nCoV	56	1%
Encounter for screening laboratory testing for COVID-19 virus	48	1%
Runny nose	37	1%
Cough, unspecified	35	1%
Acute pharyngitis, unspecified etiology	33	1%
Exposure to COVID-19 virus	32	1%
Rash	32	1%
Diarrhea, unspecified type	30	1%

# Payor Mix Comparison – Urgent Care

**Table 1 – 2021 Payor Mix: Takoma Park Urgent Care**

Payor	% of Payor Mix
Commercial	70%
AHC Employees	4%
Medicaid	10%
Medicare	12%
Self-Pay	3%
Other	1%
<b>Grand Total</b>	<b>100%</b>

**Table 1A – 2021 Payor Mix: Takoma Park Urgent Care**



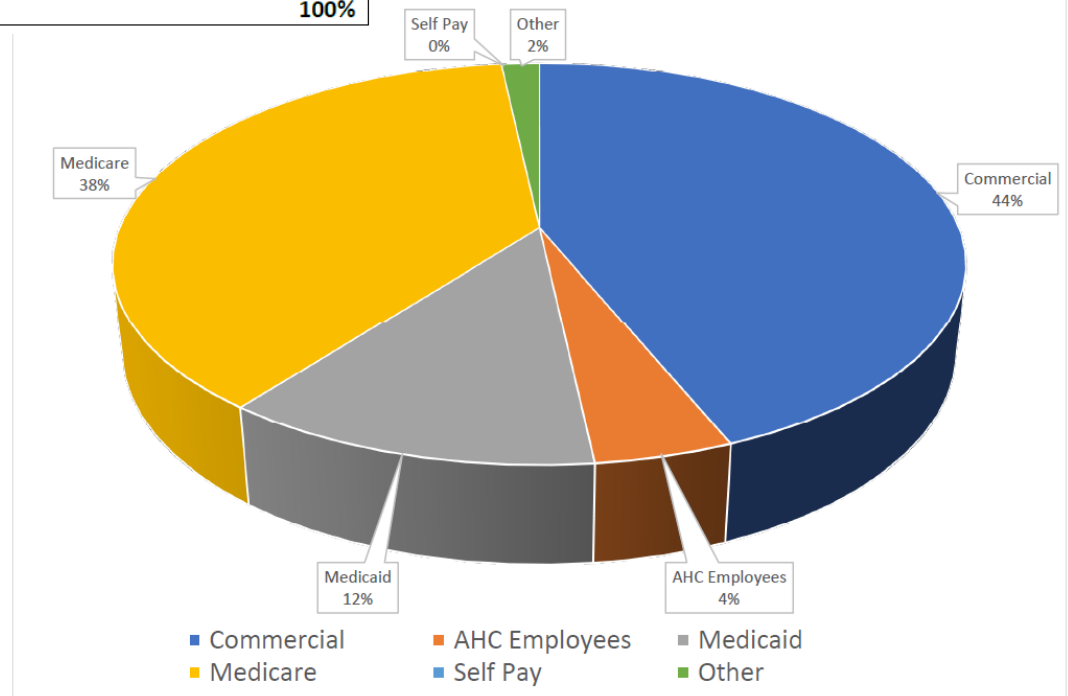


# Payor Mix Comparison – Primary Care

**Table 2 – 2021 Payor Mix: Primary Care Colesville Rd.**

Payor	% of Payor Mix
Commercial	44%
AHC Employees	4%
Medicaid	12%
Medicare	38%
Self-Pay	0%
Other	2%
<b>Grand Total</b>	<b>100%</b>

**Payor Mix: Primary Care Colesville Rd.**



# Robust Marketing Strategy

## Traditional Marketing (\$100,000 initial investment)

- TV ads
- Internet and social media ads
- Digital radio ads
- Newspapers/newsletters
- Recurs at regular intervals

## Local Engagement

- Crossroads Farmers Market
- Flyers to local businesses
- Community partnerships: CHEER, IMPACT, Casa
- Targeted/culturally appropriate resources for ethnic communities

# AHC Commitment in Takoma Park

## COVID-19 Services

- Free COVID testing
- Inpatient Care
- Outpatient Infusion Center
- Over 20,000 vaccine doses administered

## Community Support

- Multiple community service organizations hosted for over a year
- Flu Vaccines

## Manor House

- Assisted living facility for adults with chronic and severe mental illness

# Thank You

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