

MENTAL WELLNESS INNOVATION IN RURAL HEALTHCARE SYSTEMS

Madison Health and Wellness Center

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**Madison County
Memorial Hospital**

How

- Hand-in-hand network – Jacksonville
- Resiliency Coach hybrid Case management discharge planning
- Mobile wellness, outreach & health education
- Unique therapies – play, sand, and art expressions

INNOVATION



Where

PURPOSE & TARGET AREA

Developing and testing a *Mental Wellness* system to benefit employees, patients, and a rural community in north central Florida. Piloted in a Critical Access Hospital with a regional approach in partnership with resources out of Tallahassee and Jacksonville:

- Madison
- Suwannee
- Lafayette
- Hamilton
- Jefferson
- Taylor



Why

- Increased Stress and Anxiety of workforce due to COVID
- Pandemic Response
- Worker Retention
- Safety of Healthcare Systems
- Tragic Accident-Hospital Parking Lot

MODEL PROMPT



Why

- Outbreak and vaccination response
- Fear of unknown
- Changes in workplace and community
- Loss of life and/or loved ones
- Visitation Challenges
- Double shifts and modification of facilities
- Aftermath employees and community
- COVID Outbreak churned needs that far exceeded space, expertise and capacity.

COVID CRISIS



Why

- Healthcare systems across the nation struggling with recruitment and retention.
- Staff burnout - overworked to cover shifts and a feeling of inadequacy in responding to sickness and death.
- Community members dying and loved ones not allowed to be in the building generated a heightened sense of anxiety and guilt.
- Added dimension of knowing the patient and family members sometimes intimately and not being able to do anything to save them nor to allow access to loved ones at end-of-life.
- Safety threatened

IMPORTANCE



TIPPING POINT – CRISIS IN THE ORGANIZATION

- Key organizational and community asset was killed in the parking lot
- Employees became first responders
- After shock was devastating to the hospital and community
- Crisis response held in the chapel
- Peer recovery leveraged
- Large and small group counseling
- Individual counseling
- Ceremony

Why



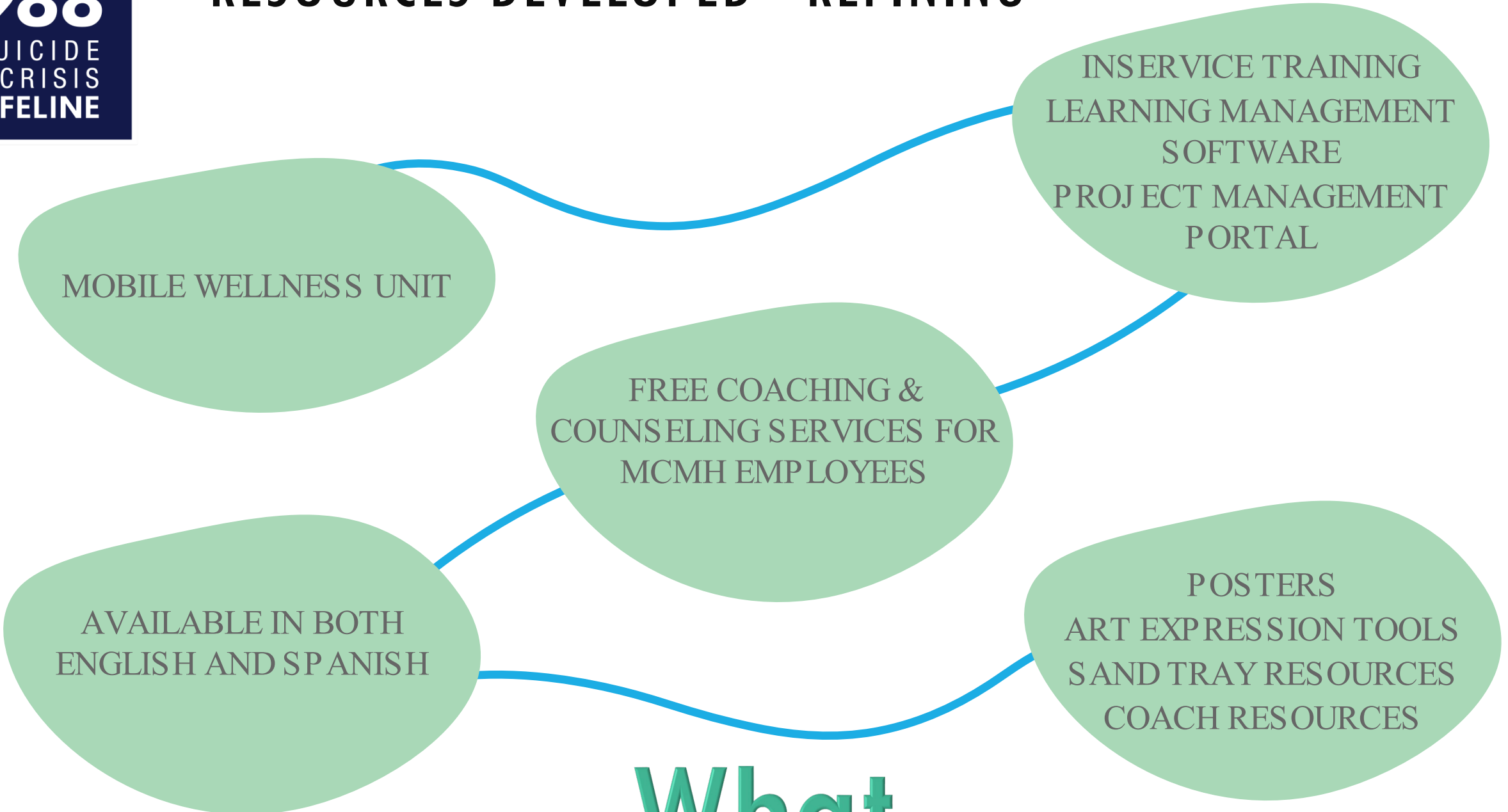
WHO BENEFITS FROM INNOVATION?

- Designed specifically to concentrate on benefiting healthcare systems - Rural Healthcare Systems.
- Mental wellness was severely compromised and therefore a response to mitigate this long-term is what the project and its team members seek to address.
- Staff internally and externally patients and family members benefited.



Who

RESOURCES DEVELOPED - REFINING



MOBILE WELLNESS UNIT

AVAILABLE IN BOTH ENGLISH AND SPANISH

FREE COACHING & COUNSELING SERVICES FOR MCMH EMPLOYEES

INSERVICE TRAINING
LEARNING MANAGEMENT SOFTWARE
PROJECT MANAGEMENT PORTAL

POSTERS
ART EXPRESSION TOOLS
SAND TRAY RESOURCES
COACH RESOURCES

What

BREAKING THE STIGMA

- Hosted Mental Health 101 with staff and community partners
- Provided Motivational Interviewing for key department managers
- Hosted Art Expressions and Sand Tray Therapy sessions
- Conducted outreach and mental wellness education
- Facilitated round table discussions with leadership
- Presented Stop the Stigma In-Service Training to staff
- Conducted a Social Media Awareness Campaign



Seasonal Trends in Emergency Department Visits for Mental and Behavioral Health Conditions Among Children and Adolescents Aged 5-17 Years – United States, January 2018-June 2023

CDC examined changes in emergency department visits for mental and behavioral health conditions among children and adolescents aged 5-17 years to look for seasonal patterns.

How

Heart Health Month



HEALTHY HEARTS MAKE HAPPY LIVES

How

Internally

- Educated response team
- Educated staff and leadership
- Provided mental wellness services
- Engaged all facets of the organization to build capacity



TWO PRONG APPROACH

Externally

- Outreach & Education
- Special events – show & tell
 - Awareness campaigns
- Partnership referral network

Key Strategies

Capacity building

Credentialing

Technology

Processes

Coaching



EXPECTED OUTCOMES

- **Short-term:** a workplace mental wellness model for healthcare.
- **Mid-term:** A fully sustainable Mental Wellness model for implementation in a Critical Access Hospital and a Community Wellness Center.
- **Long-range:** positive behavioral health conditions for children, youth and adults.



EARLY SUCCESS & TRENDS



- Positive trends include surveys and testimonials from participants
- Increase of participation over time – across all activities groups and individuals
- Integrating into chargemaster
- Enhanced morale in the workplace
- Coding & Billing model for Critical Access Hospitals

IMPACT



ART THERAPY & SAND TRAY

149 participants



SWING BED

69 patients



COUNSELING SESSIONS

45 sessions



AWARENESS & OUTREACH

12 Events
238 Attendees

NOW WHAT? WHERE DO WE GO FROM HERE?



- Continue educating workforce
- Increase capacity of Coaches and Counselor Network
- Increase public outreach and awareness
- Expand provider network referrals
- Replicate workplace model in the community on a broad scale
- Share best practices with other communities



ANY QUESTIONS OR
FEEDBACK?

THANK YOU!

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**Madison County
Memorial Hospital**

I wish people knew that my
mental health is so physical too:

