

HEALTH MANAGEMENT ASSOCIATES

RHP4 Learning Collaborative  
Raise the Floor Initiative

November 19, 2015

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

# Raise the Floor Initiatives

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## Two Required Raise the Floor Initiatives selected by Providers

June 2014-June 2015:

- Social Project now completed; final results will be included in annual year-end report to HHSC

July 2015 – August 2016:

- Plan and host a regional health fair to promote projects, wellness, healthy habits and provide information to consumers

# Health Fair Overview

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- Regional Health Fair will be held in Corpus Christi
- Date to be determined; suggest April or May
  - Date will depend on venue, time of fair
- All Performing Providers need to participate
  - Option to do local community fairs a possibility, but must still participate in RHP Fair

# Workgroup Selections

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- Two planning workgroups
- Team One:
  - Marketing/Public Relations
    - Strategy for publicizing health fair, developing flyers/advertisements and promotional materials, radio, notify community organizations and distribute information, use of performing providers social media tools to promote, etc.
  - Logistics
    - Set up and layout of fair, materials/display of DSRIP projects, furniture (tables and chairs), equipment, electrical, supplies and decorations, signage, breakdown/cleanup, day-of responsibilities and operations

# Team Two

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- Vendors and Demonstrations:
  - Performing Providers, health organizations (health department, associations), managed care organizations, Medicaid/CHIP enrollment, gardening/cooking demos
  - Food
- Entertainment and Activities:
  - Children's activities (bounce house), games, music, local children's organizations (dance troupes, gymnastics/martial arts demos)

# Door Prizes and Donations

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- Both Teams will be responsible for identifying and soliciting door prizes and donations
- HMA will provide assistance to both teams, identify venue choices/dates, and develop proposed budget

# Planning Activities

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- Monthly conference calls to discuss progress and assignments
- Bi-weekly calls beginning 2 months prior to event
- Weekly calls one month prior to event
- Regular updates from HMA, Team leads

# Nueces County Medical Society Health Fair

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- Held 9-2, August 1, 2015 – annual event at American Bank Center
- Vendor participation fees:
  - Non-profits: \$125 per booth
  - NCMS members: \$250
  - Hospitals, businesses, non NCMS members: \$500
- <http://www.nuecesmedsociety.org/Template.aspx?id=860>

# Citywide Health Fair – Sept 19

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- Sponsored by NAACP & LULAC
- Location: Del Mar College, 10-2

Features area healthcare organizations providing several services, including vaccinations for adults, dental oral health screenings, height and weight checks, eye exams, blood pressure tests, wellness and diabetes checks, STD and HIV checks and much more. Individuals can participate during a Zumba master class or play table tennis, among other activities. The fair also includes door prizes and healthy snacks.

# News Story re. Citywide Fair

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Argentina DeLaGarza, 71, browsed the booths at Del Mar College West Campus on Saturday looking for ways to live a healthier lifestyle. She was diagnosed with diabetes in 2005.

“I’ve already changed my eating habits, and I’ve lost 41 pounds in a year,” DeLaGarza said. “I don’t have to use medicine to control my diabetes anymore, and I want to know what other changes I can make to live a long life.”

To help with these changes, DeLagaGarza attended the fifth annual citywide health fair hosted by Corpus Christi Chapter of the National Association for the Advancement of Colored People (NAACP).

DeLaGarza let Gerardo Garay, a doctor of pharmacy candidate from Texas A&M Health Science Center, check her blood sugar at a CVS booth before she moved on to another table.

The event was free to the public and featured 75 vendors who offered health information and free services such as blood sugar tests, cholesterol tests, vision screenings and flu shots. Residents could also register to vote.

Terry Mills, local chapter president of the NAACP, said **more than 7,400 people attended the health fair.**

“This is our way to give back to the community and to people who normally don’t have access to these services,” Mills said. “If we don’t give back, who will? It’s our way of showing them we’re here to help.”

Nick Adame, president of League of United Latin American Citizens Council No. 1, said through more community efforts, residents can receive the help they need to take control of their health.

# Other Fairs

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- YWCA Corpus Christi Health Fair
- Greenwood Senior Center Health Fair - April
- Texas A&M University-Corpus Christi Health Fair - September
- Veterans Health Fair – July