



**Georgia  
Healthcare  
Innovation  
Challenge**

**8/4 Champion Q&A Session  
Challenge #2 - Pediatric Asthma**



## **8/4 Agenda: Challenge #2 (Pediatric Asthma)**

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- Recap Challenge highlights, provide additional details
- Questions: left-over from 7/30 Kick-off
- Questions: new questions from the audience
- Logistics: Where do we go from here?
- Appendix: Navicent background

# Challenge #2 - Pediatric Asthma





# About: Medical Center of Peach County

[The Medical Center of Peach County](#), Navicent Health (MCPC) is a Critical Access Hospital serving rural communities of Peach and surrounding counties

- 25 spacious private rooms (includes swing beds)
- 14 emergency treatment rooms, which includes 2 Trauma/Cardiac rooms, 1 Mental Health room
- 1 Operating Room and 2 Endo suites
- Rural Health Clinic located in Ft Valley, Ga



**Laura Gentry,**  
CEO, Medical Center  
of Peach County,  
Navicent Health



# Fort Valley, GA

## Population

Fort Valley	9,272
Peach County	26,881
State of GA	10.7 million

## Household Income

Fort Valley	\$40,342
Peach County	\$42,802
State of GA	\$58,756







# Overview: Pediatric Asthma

- The Medical Center of Peach County connected with the Pediatric Environmental Health Specialty Unit Southeast (PEHSU) at Emory University approximately 2 years ago regarding work that PEHSU to address pediatric asthma in Fort Valley, GA.
- Original project included:
  - Environmental Protection Agency, Region 4
  - Pediatric Environmental Health Specialty Unit Southeast
  - Break the Cycle, Inc.
  - Emory University
- Asthma is one of the primary diagnosis at MCPC Emergency Department for children ages 0-17

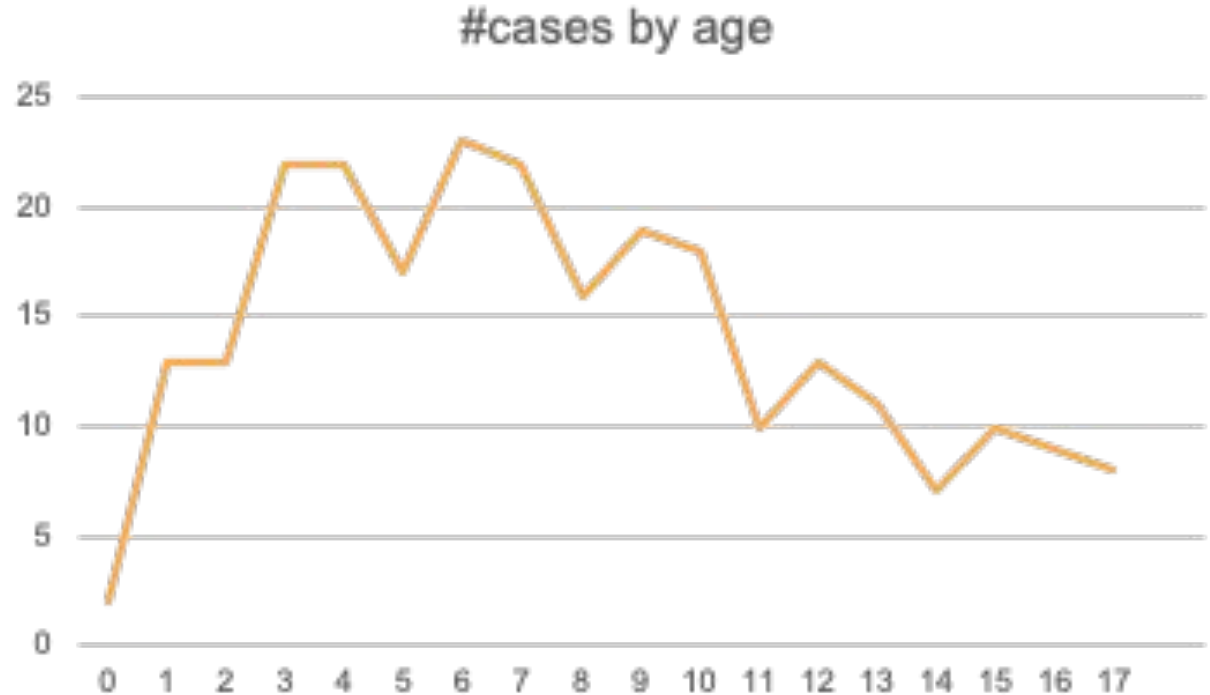


## Challenge 2: Pediatric Asthma



# ER Data MCPC (Medical Center Peach County)

Averages  
72-77 cases  
annually  
(2017-2019)





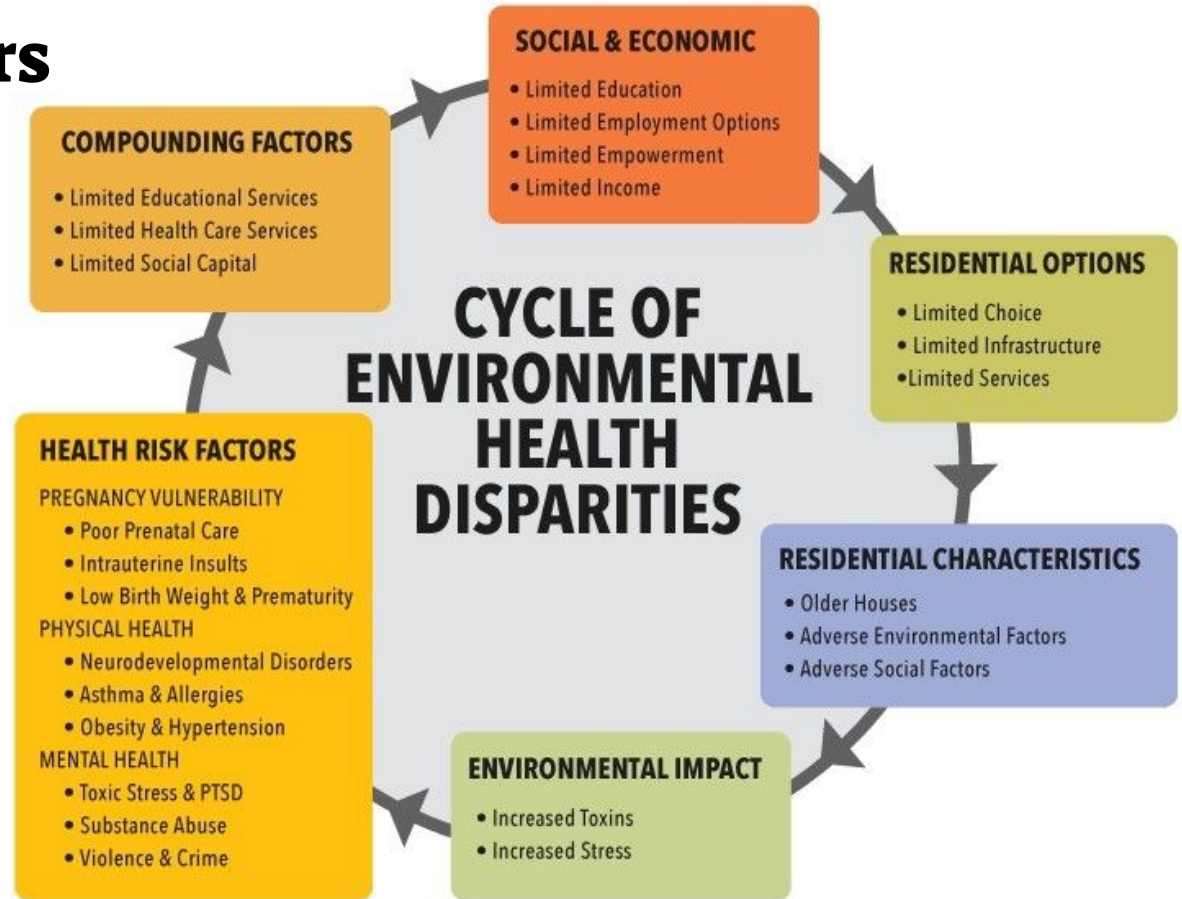
# Current Issues

- Knowledge deficit about asthma, asthma triggers and caring for children with asthma
- It takes time to build trust to gain community-wide involvement
- How to address asthma triggers that occur outside the home (school, sports)
- The fear of COVID-19 transmission may prevent families from seeking care for their child with asthma.





# Social Influencers of Health & Asthma





# Key Components of a Potential Solution

- Digital access is a social influencer of health
- Solution helps children and parents/guardians identify triggers and help all to know what action(s) to take to address triggers.
- The solution should be engaging and FUN for children and teens alike while involving parents/legal guardians and addressing clinician's concerns.
- The solution should have minimal broadband requirements
- Educational elements should be embedded for children and parents.





# Expected Impact

- Children will be educated about their condition, as well as their parents/legal guardians
- Increase health literacy about asthma in the community
- Improve the overall health of our children in Ft. Valley
- MCPC ER visits will decrease for our pediatric asthmatic patients
- Sustainable!





# Logistics



wk 0	wk 1	wk 2	wk 3	wk 4	wk 5	wk 6	wk 7	wk 8	wk 9	wk 10	wk 11	wk 12	wk 13	Going
7/27	8/3	8/10	8/17	8/24	8/31	9/7	9/14	9/21	9/28	10/5	10/12	10/19	10/26	

### **PHASE 1: PROPOSAL SUBMISSIONS**

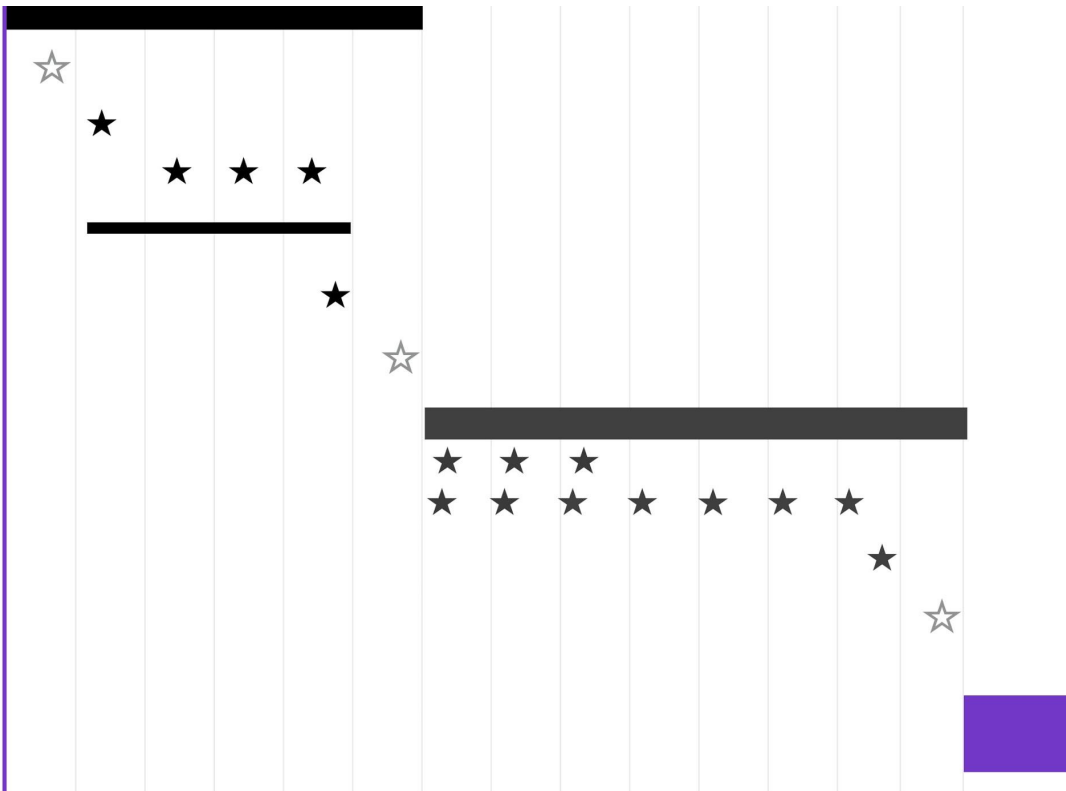
- **Reverse Pitch:** Navicent shares Two Challenges (7/30)
- Champion Q&A Sessions (8/4)
- Coaches Office Hours: (8/12, 8/19, 8/26)
- Research, Submission Preparation (8/4-8/27)
- **Submission Deadline** (8/28, 5 pm)
- **Announcement of Finalists** (9/4)

### **PHASE 2: FINALIST PREP**

- Champion Q&A Sessions
- Coaches Office Hours
- Forward Pitch - Dry run (10/22)
- **Forward Pitch:** Finalists present and winners chosen (10/29)

### **BETA TEST**

- PREPARE FOR TESTS (1-2 MONTHS)
- LAUNCH/CONDUCT TESTS (3-6 MONTHS)





# Next Steps: Phase 1 (Proposal Submission process)

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## Key Dates

- Aug 12, 19, 26 (3-4 pm): Coaches office hours
- Aug 28 (5 pm): Submission Deadline
- Sept 4 - Finalists announced
  
- **Declaration of Interest Form** (on website, Resources) - please complete
- **Questions:** ask on Coaches calls and online throughout the Phase (on website, Resources)
- **Submission Package** (components listed on website, Resources)



# Next Steps: Proposal Packet

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- Company/Team Overview
- Contact info
- Challenge you are proposing on
- Your approach overview
- A more detailed explanation of how your approach tackles the problem
- How you will measure solving the problem
- Estimated time in beta (after the 10/29 Forward Pitch) you think you'll need to demonstrate the capability of your solution
- Any important assumptions
- Confirmation that your solution will be ready to go into beta test with Navicent Health in January 2021



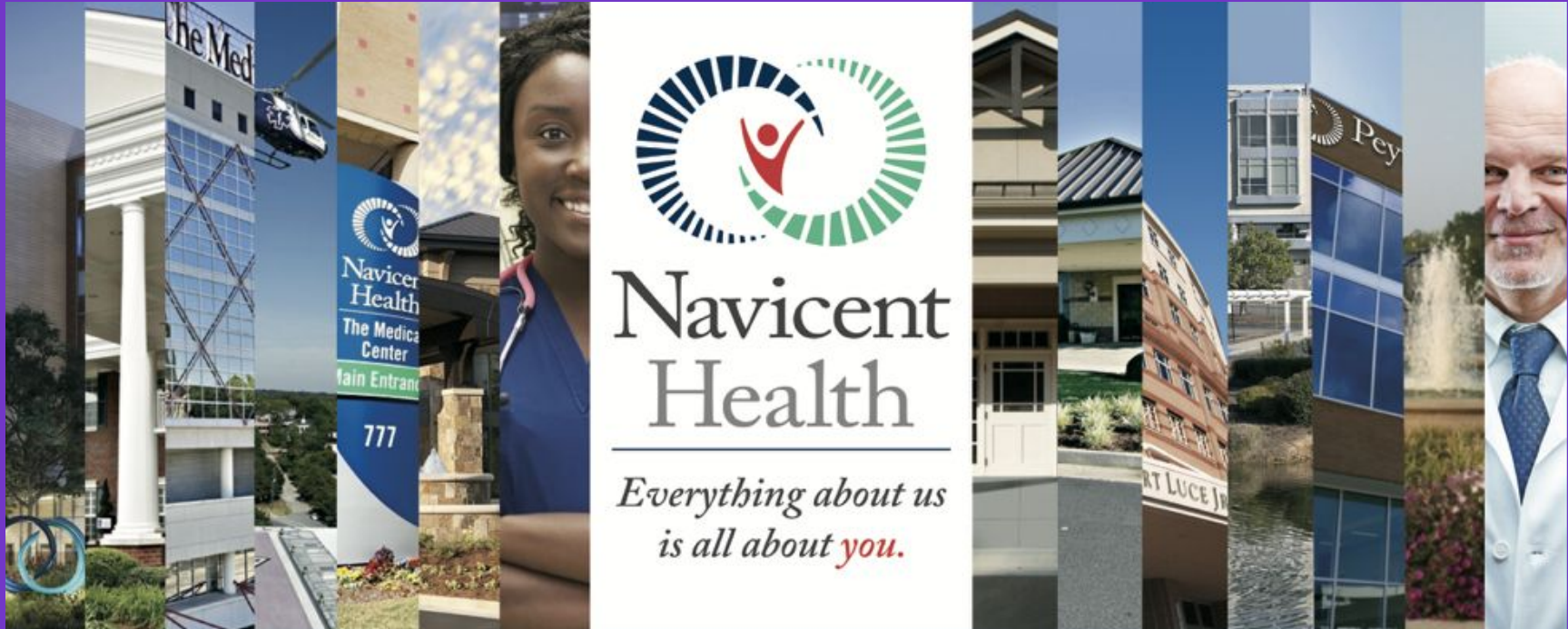


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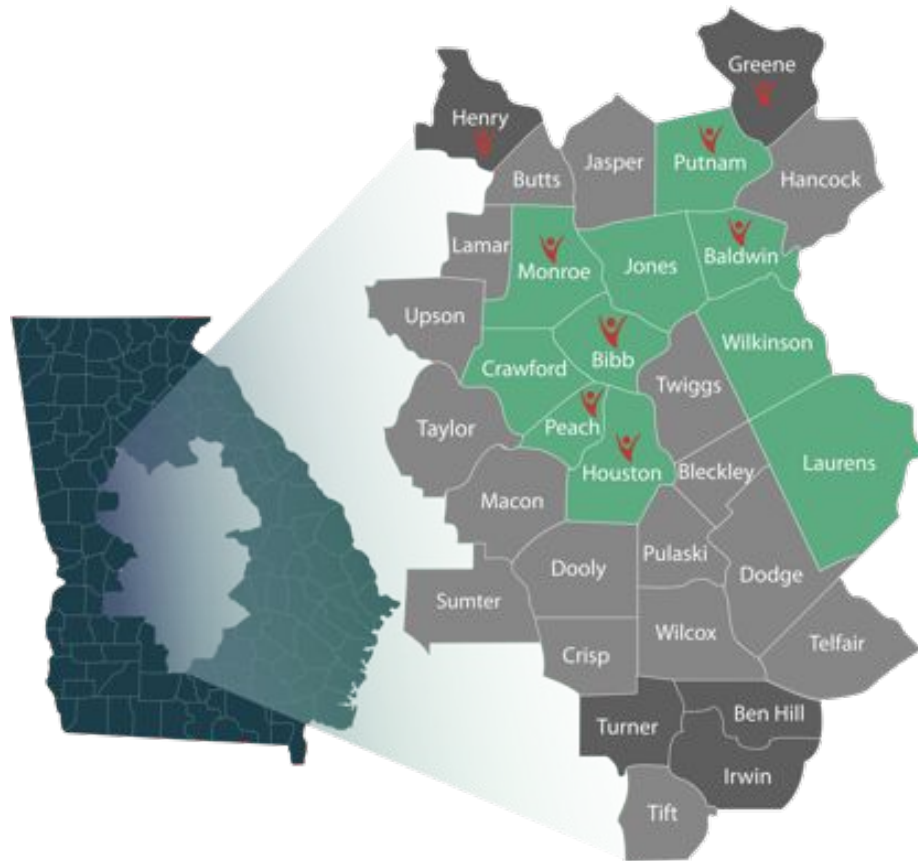
## Appendix



# Navicent Health



# Navicent's Footprint



## **BIBB COUNTY**

The Medical Center, Navicent Health  
Heart Center, Navicent Health  
Beverly Knight Olson Children's Hospital, Navicent Health  
Peyton Anderson Cancer Center, Navicent Health  
Rehabilitation Hospital, Navicent Health  
Urgent Care, Navicent Health  
Pine Pointe, Navicent Health  
Carlyle Place, Navicent Health

## **PEACH COUNTY**

Medical Center of Peach County, Navicent Health

## **HOUSTON COUNTY**

Navicent Health, Physician Group

## **MONROE COUNTY**

Monroe County Hospital a partner of Navicent Health  
Diagnostics Monroe, Navicent Health

## **BALDWIN COUNTY**

Navicent Health Baldwin  
Lake Center Navicent Health

## **PUTNAM COUNTY**

Putnam General Hospital a partner of Navicent Health

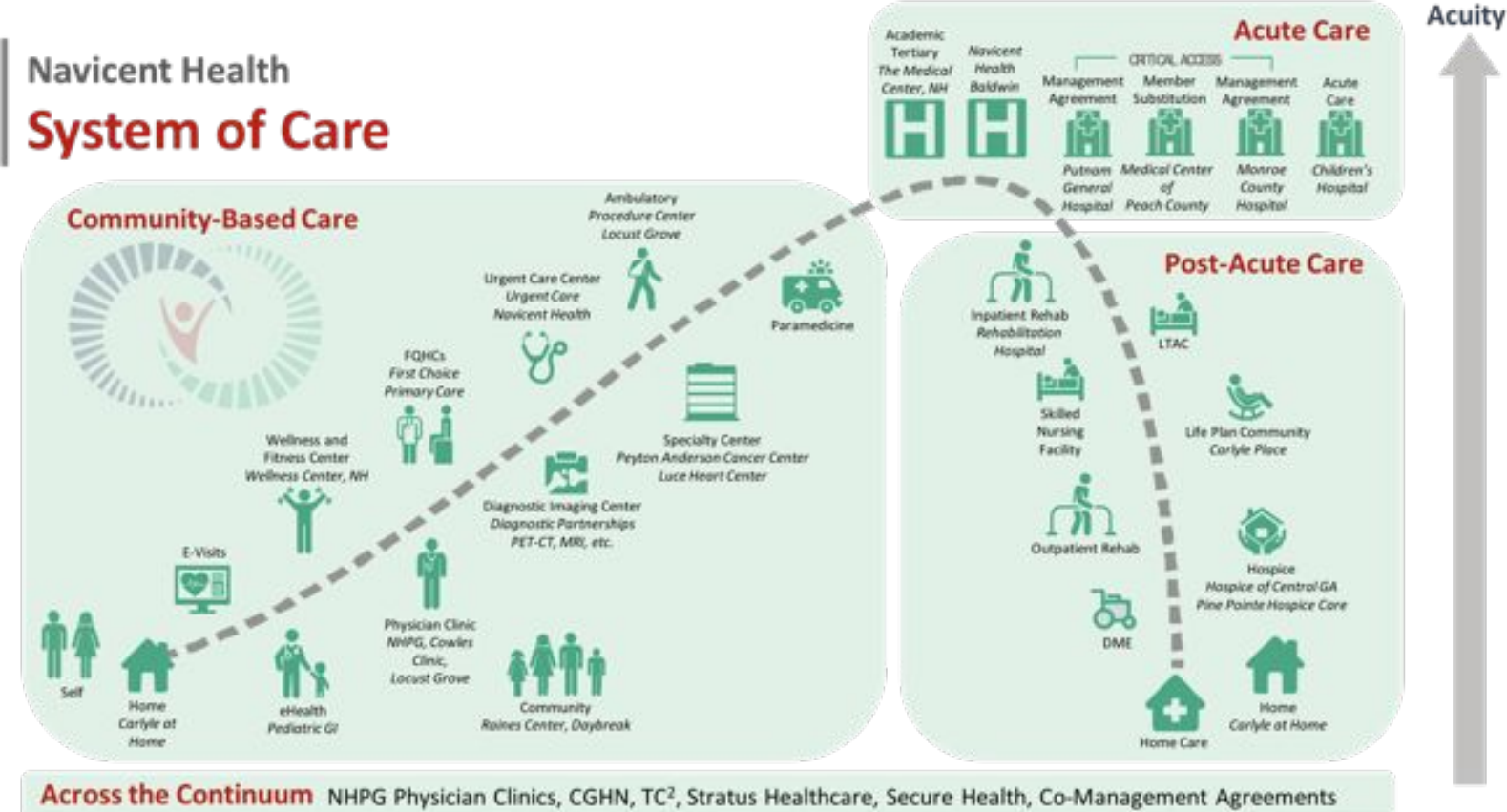
## **GREENE COUNTY**

Navicent Health at Cowles Clinic

## **HENRY COUNTY**

Navicent Health Locust Grove

# Coordinated System of Care



Notes: Adapted from SgZ's System of CARE model. NHPG = Navicent Health Physician Group; TC<sup>2</sup> is a regional Accountable Care Organization (ACO); FQHC = Federally Qualified Health Center; DME = Durable Medical Equipment; CGHN = Central Georgia Health Network; LTACH = Long-Term Acute Care Hospital; BKH-CH = Beverly Knight Olson-Children's Hospital



# Introducing Atrium Health

- Integration Focused on 4 Economies
- The Atrium Health Brand







## CHARLOTTE

1. Atrium Health Anson
2. Atrium Health Cleveland
3. Atrium Health Kings Mountain
4. Atrium Health Lincoln
5. Atrium Health Pineville
6. Atrium Health Pineville Rehabilitation Hospital
7. Atrium Health Union
8. Atrium Health University City
9. Carolinas HealthCare System NorthEast
10. Carolinas HealthCare System Stanly
11. Atrium Health's Carolinas Medical Center
12. Carolinas Medical Center-Mercy
13. Carolinas Rehabilitation
14. Carolinas Rehabilitation-Mt. Holly
15. Carolinas Rehabilitation-NorthEast
16. CHS Behavioral Health-Charlotte
17. CHS Behavioral Health-Davidson
18. Levine Children's Hospital

## COASTAL

19. Betty H. Cameron Women's and Children's Hospital\*
20. Columbus Regional Healthcare System\*
21. New Hanover Regional Medical Center\*
22. New Hanover Regional Medical Center Behavioral Health\*
23. New Hanover Regional Orthopedic Hospital\*
24. New Hanover Regional Rehabilitation Hospital\*
25. Pender Memorial Hospital\*
26. Scotland Memorial Hospital\*
27. Southeastern Regional Medical Center\*

## TRIAD

28. Alamance Regional Medical Center (Cone Health)\*
29. Annie Peen Hospital\*
30. Behavioral Health Hospital (Cone Health)\*
31. CHS Blue Ridge-Morganton\*
32. CHS Blue Ridge-Valdese\*
33. Moses H. Cone Memorial Hospital (Cone Health)\*
34. Randolph Hospital\*
35. Wesley Long Hospital\*
36. Women's Hospital (Cone Health)\*

## WESTERN

37. St. Luke's Hospital\*

## LOW COUNTRY

38. Bon Secours/St. Francis Hospital\*
39. Mount Pleasant Hospital\*
40. Roper Hospital\*

## UPSTATE

41. AnMed Health Medical Center\*
42. AnMed Health Rehabilitation Hospital\*
43. AnMed Health Women's and Children's Hospital\*
44. Cannon Memorial Hospital (AnMed)\*

## CENTRAL

45. The Medical Center, Navicent Health
46. Medical Center of Peach County (Navicent Health)
47. Monroe County Hospital (Navicent Health)\*
48. Navicent Health Baldwin
49. Putnam General Hospital (Navicent Health)\*
50. Rehabilitation Hospital, Navicent Health

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## **In One Day at Atrium Health**

**37,800** Patient Encounters (1 every 2 seconds)

**25,000** Physician Visits | **3,900** ED Visits | **700** Home Health Visits

**475** New Primary Care Patients | **14,000** Virtual Care Encounters

**91** Babies Delivered | **635** Surgeries

**\$5.6 Million**

Each day in uncompensated care  
and other benefits to our community.



## Size & Scope

**69,800** Teammates | 50 Hospitals

**44** Urgent Care Locations | **45** EDs | **25** Cancer Care Locations

**4,650+** Physicians | **17,000** Nurses

**\$11.1 Billion**

Net Operating Revenue

**\$2.9 Billion**

In last 5 years

Invested into renovations, new care locations, equipment upgrades and other capital projects



# Expected Impact

**Children with asthma will be able to live a healthy life to its fullest.**

