

# Profile: Corazon y Alma Health

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Profile for a fictional organization in the Healthcare Financial Management

## Instructional Preface

For the Healthcare Financial Management, you play the role of chief executive officer (CEO) of Corazon y Alma Health, comprised of a hospital, currently a member of an Accountable Care Organization (“ACO”), and the Corazon y Alma Medical Clinic which is the predominant healthcare provider in Miami-Dade County, Florida. This profile includes critical data and descriptions of the organization so you can successfully complete the project. Corazon y Alma is a fictional organization.

## Background

Corazon y Alma Health is the major healthcare provider for Miami-Dade County. In addition to administrative offices, this facility has a 24/7 emergency department and also provides services in cardiology, dermatology, otolaryngology, gastroenterology, gynecology, nephrology, neurology, obstetrics, oncology, pediatrics, and radiology. The hospital also has a surgery team and trauma center. Corazon y Alma Health is also associated with the University of Miami School of Medicine.

In order to enhance the community’s access to primary and preventive care and internal prenatal care, Corazon began a clinic in the community about ten years ago. This community clinic is staffed by primary care and mid-level providers, as well as family practice residents. The clinic uses the same electronic medical records as the hospital, thus improving information sharing between the hospital and clinic.

The county of Dade recently approached the hospital about partnering to improve the health of the community served by the clinic and hospital. The county (with state funding) has challenged Corazon y Alma to develop programs that would improve the health of the population by focusing on increased quality of care, increased access to care, and better preventive services and clinical protocols to lower the cost of care. While the hospital has enhanced OB services, the access to appropriate prenatal care is lacking, given geographic, social, and financial barriers in the community.

The hospital has a strong OB service with a few nurse midwives as part of the practice. There is no OB/GYN residency program and dedicated OB faculty, which is beginning to create issues given the need for oversight of medical students and resident staff. However, the facility has a high C-section rate, which needs to be addressed before the possibility of increasing the current volumes is considered. Complete services are available at Corazon y Alma (cardiothoracic surgeons, genetic testing, and a special care nursery), but they do not work together as a team in a true interdisciplinary fashion. The OR’s services are top notch, which reduces concern about increasing the volume in that part of the system for this patient population. The biggest foreseeable increase will be in outpatient services, and this is not yet a smooth operation.



There are no concerns in the inpatient services of the hospital regarding access to interpreters, but this is not true about the outpatient areas. In addition, the no-show rate for OB appointments is high. These issues need to be addressed to ensure that these high-risk patients regularly visit their care providers. Additionally, efforts to register patients into Medicaid services earlier in the process will need to be improved.

Financial services will have to rework their internal billing systems to include services provided without billing, but they have been flexible in the past.

## Mission, Vision, and Values Statements

Corazon y Alma Health is defined by its mission and values as follows:

### **Mission**

To build the health of the community by providing the highest standard of quality care for all residents of Miami-Dade County.

### **Vision**

Our vision is to be a nationally recognized, world-class facility and to be the provider of choice for Miami-Dade citizens, with a reputation for high quality and patient safety in a culturally appropriate environment of quality care.

### **Values**

Service, Excellence, Commitment, Compassion, Communication, Respect, Integrity, Stewardship, Inclusion

## Community and Services

Corazon y Alma Health serves the population of Miami-Dade County, which has 476,819 individuals living below the poverty level. That is 19.1% of the total population. .

The racial mix of Miami-Dade is summarized below:

Black	19.0%
White	15.2%
Hispanic	64.1%
Asian	1.7%

As a nonprofit healthcare provider, Corazon y Alma Health serves a large poverty-stricken community. In comparison to the national average, Miami-Dade County has a higher percentage of Medicare patients diagnosed with diabetes and heart failure. Additionally, the cost of caring for the population of Miami-Dade far exceeds the national average:

Helpful statistics:



- 16% of citizens report that they are in poor or fair health
- 21% of adults are obese
- 33% of citizens under 65 report that they are uninsured
- 40% of children are in single-parent households
- 28% of children are in poverty
- 33% of citizens have severe housing problems

Source: <http://www.countyhealthrankings.org/app/florida/2015/rankings/miami-dade/county/factors/overall/snapshot>

According to the most recent report for Miami-Dade County:

- 11.4% of births are covered by emergency Medicaid
- 48.6% of births are via C-section
- 17.8% births are preterm
- 90 out of 10,000 children born have congenital heart defects
- 1,292 out of 100,000 children aged 1–5 are hospitalized for asthma annually

Source: <http://www.floridacharts.com/charts/MICProfile.aspx?county=13&profileyear=2013&tn=30>

