
BONITA COMMUNITY HEALTH CENTER

Estero Committee of Community Leaders
South Lee County Hospital Committee
April 14, 2011



Today's discussion

- Summary and status of the work done by the Freestanding Emergency Department Steering Committee
- Update on BCHC
- Marketing efforts and community awareness of BCHC hours and services



Mission of the Freestanding ED Steering Committee



Develop a plan and recommendations for a freestanding emergency department in the Bonita/Estero community.

Study Outcomes

- Researched the regulatory requirements associated with a freestanding ED
- Identified the medical conditions that would trigger an EMS bypass
- Completed a 5 year projection of patient visits, revenues and expenses.
- Completed a capital budget and identified funding requirements.
- Developed recommendations for next steps towards the development of a freestanding ED.



Statutory & Regulatory Highlights

- A freestanding ED:
 - Must be licensed by a hospital
 - Must be designed to include hospital specific physical plant requirements and comply with hospital constructions codes and standards
 - Needs to comply with the State's emergency services rule which outlines service delivery requirements and transfer protocols including
 - ✓ Hours of operation (24/7)
 - ✓ Minimum staffing requirements
 - ✓ Call provisions



Conditions identified for EMS Bypass

- EMS Alert Calls
 - Trauma
 - Stroke
 - STEMI
- Electrocution/lightening strike
- Stab/gunshot/penetration wound
- Pregnancy/childbirth
- Drowning
- Overdose/poisoning
- Psychiatric



Financial Projections

The Committee noted that unpredicted shifts in demographics, uncertainties surrounding health care reform and the future direction of physician subsidies could affect the financial projections.



Financial projections and capital cost

Bonita Springs/Estero 24 hour ER Pro-Forma

			Year 1	Year 2	Year 3	Year 4	Year 5	TOTAL
Revenue:								
	ER Net Revenue		\$ 4,524,296	\$ 5,140,073	\$ 5,809,038	\$ 6,192,533	\$ 6,525,648	\$ 28,191,587
	Professional Fees		871,920	961,740	1,055,250	1,092,150	1,117,379	5,098,439
	Total Revenue		\$ 5,396,216	\$ 6,101,813	\$ 6,864,288	\$ 7,284,683	\$ 7,643,027	\$ 33,290,026
Expenses:								
	Salaries & Benefits		4,057,234	4,178,951	4,304,320	4,433,449	4,566,453	21,540,406
	Medical Supplies		701,508	812,462	936,030	1,017,200	1,092,732	4,559,932
	Other Expenses		1,473,773	1,797,584	1,887,581	1,962,491	2,036,523	9,157,952
	Depreciation		701,105	701,105	701,105	701,105	701,105	3,505,524
	Start up costs		400,000					400,000
	Interest Expense		555,055	546,619	537,752	528,431	518,633	2,686,490
	Total Expenses		7,888,675	8,036,721	8,366,788	8,642,675	8,915,445	41,850,305
Operating Income			\$ (2,492,459)	\$ (1,934,908)	\$ (1,502,501)	\$ (1,357,992)	\$ (1,272,419)	(8,560,279)
Capital Costs:								
	Total Square feet		16,000					
	Cost per Sq Ft		\$ 511					
	Total Building		\$ 8,176,000					
	Equipment Cost		\$ 3,000,000					
	Total Building and Equipment Costs		\$ 11,176,000					
	Working Capital (Three Years)		\$ 4,300,000					
	Total Capital Costs		\$ 15,476,000					

Committee Recommendations

- Short term (12 months)
 - Increase hours of operation at BCHC's urgent care center
 - Identify land use and zoning issues for the property adjacent to BCHC.
- Intermediate term (24 months)
 - Get community input regarding unmet medical service needs.
 - Identify and recruit needed physician specialists.
 - Develop land use plan.
 - Complete space planning and design.
 - Finalize capital needs.
 - Finalize vision and set fund raising goals.
- Long term (36 months)
 - Raise capital as well as funds for operational shortfalls.



BCHC Extended Urgent Care Hours

January 17th extended hours – 7am to 7pm Monday-Friday
(Saturday 8am-1pm and Sunday 8am-12noon)

- Average number of patients registered during the extended hrs.
 - January - 6.1patients per day.
 - February – 9.1 patients per day.
 - March – 11.6 patients per day.
 - April (MTD) – 10.1 patients per day.

- Extended hours will remain (at a minimum) through June.
- Goal to expand weekend hours next season.



Identify Land Use & Zoning Issues

- Land behind BCHC is owned by Lee Memorial Health System
- LMHS hired Johnson Engineering to assist us with clarification of the land use issues.
- LMHS received a zoning verification letter from the Department of Community Development confirming that the description of a freestanding emergency department is a permitted use of Health Care Facility, Group III.
- Confirmed the DRI had been extended until Dec. 31, 2012.



Mission is to provide quality and comprehensive healthcare to the Bonita/Estero community



- The Center opened in December 2000



What makes BCHC so unique

- ❑ **Multiple medical services under one roof**
- ❑ **Over 50 primary and specialty care physicians**
- ❑ **BCHC is a 501 (c) (3) (non-profit) corporation which means revenue generated gets reinvested back into the community in terms of improved equipment, services and facilities.**
- ❑ **The only community based healthcare facility in the area.**
- ❑ **Lowered prices to those who are uninsured.**
 - ❑ \$55 clinic visit
 - ❑ \$99 screening mammography



Services

- ❑ **Urgent care clinic**
 - Staffed with physicians board certified in emergency medicine, pediatrics and family medicine

- ❑ **Radiology services**
 - MRI (recently upgraded)
 - CT (recently upgraded)
 - Fluoroscopy
 - Ultrasound
 - Mammography (first digital in the county)
 - Bone Density (recently upgraded)

- ❑ **Rehabilitation center**
 - Physical therapy
 - Speech therapy
 - Occupational therapy
 - Balance and fall program



Services

- **Surgery center – AAAHC Accredited**
 - 4 operating rooms
 - 2 endoscopy suites
- **Pain management center**
- **Wound care center**
- **Lab and blood donor center**



Physician specialties at BCHC

- ❑ Radiology
- ❑ Family medicine
- ❑ Internal medicine
- ❑ Pediatrics
- ❑ Ob/gyn
- ❑ Podiatry
- ❑ Cardiology
- ❑ Podiatry
- ❑ Gastroenterology
- ❑ Urology
- ❑ Colorectal
- ❑ General surgery
- ❑ Plastic Surgery
- ❑ Wound healing
- ❑ Ophthalmology
- ❑ Ear, Nose Throat
- ❑ Dermatology
- ❑ Neurology
- ❑ Physiatry
- ❑ Pain management
- ❑ Retina specialist
- ❑ Orthopedics
- ❑ Occuloplasty
- ❑ Cardiac- electro physiology
- ❑ Colorectal
- ❑ General surgery



Reinvest to improve equipment and services

- Upgraded to a 1.5T MRI
- Upgraded to a 16 slice CT
- Upgraded bone density equipment
- Upgraded ultrasound equipment
- Added a radiology waiting room
- Remodeled and upgraded the endoscopy suites and equipment
- Added a third urgent care track
- Expanded urgent care hours

Community linkages with BCHC to improve service awareness

- Community newsletter – feature health related community education seminars either at the Center or in local communities.
- Feedback from the community on how to better improve the patient experience.
- Developing a speakers bureau
- “Welcome Back/Reconnect” program for returning seasonal residents.
- Working on ways to connect with the local schools to provide exposure to healthcare related careers (Estero High School)
- Partnering with the Commons Club at the Brooks “Living a Healthy Life” program.

Questions

