

# MOBILE INTEGRATED HEALTH

**The Future of EMS**



## NEW BRAUNFELS FIRE DEPARTMENT

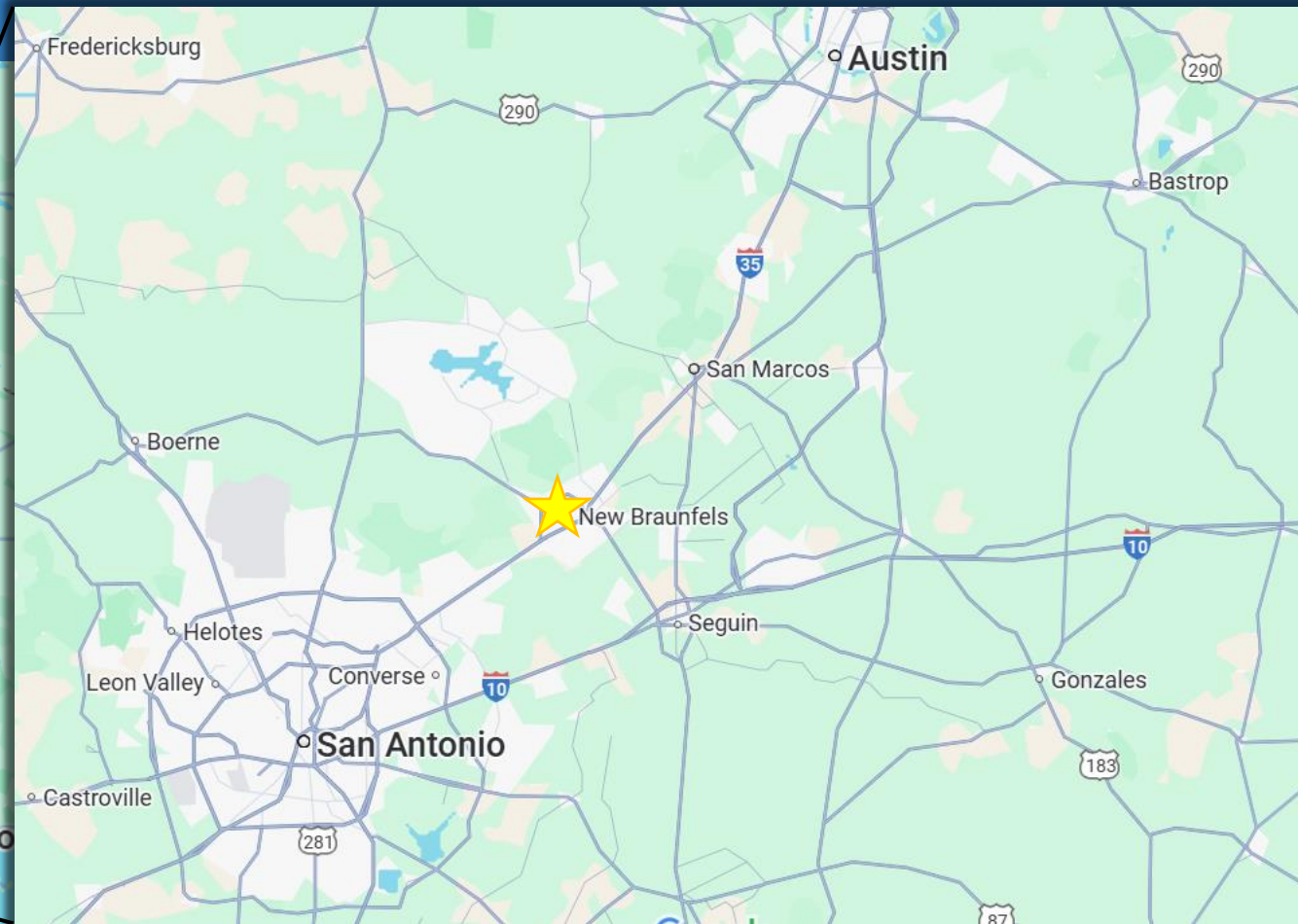
Division Chief of EMS: Michael Hayes

MIH Specialist: Ashley Cammack



**\*\*We have no financial disclosures or conflicts of interest to disclose.\*\***





- Rich German and Hispanic heritage
- Spans approximately 47 square miles
- Population nearing 120,000
- One of the fastest-growing cities in the U.S.
- Ranked among the 50 best places to live







# NBFD HISTORY:

- Third oldest fire department in Texas
- Serving New Braunfels for over 130 years
- EMS started September 30, 1970 (before SAFD)
- 7 Fire Stations ( All Hazard)
  - Each station is staffed with an ambulance and at least one fire apparatus
    - Each ambulance has at least one paramedic 24/7
  - 48/96 Schedule
  - MOF carries 2 units of whole blood & Ultrasound
  - First UTV Licensed to transport in the state of Texas





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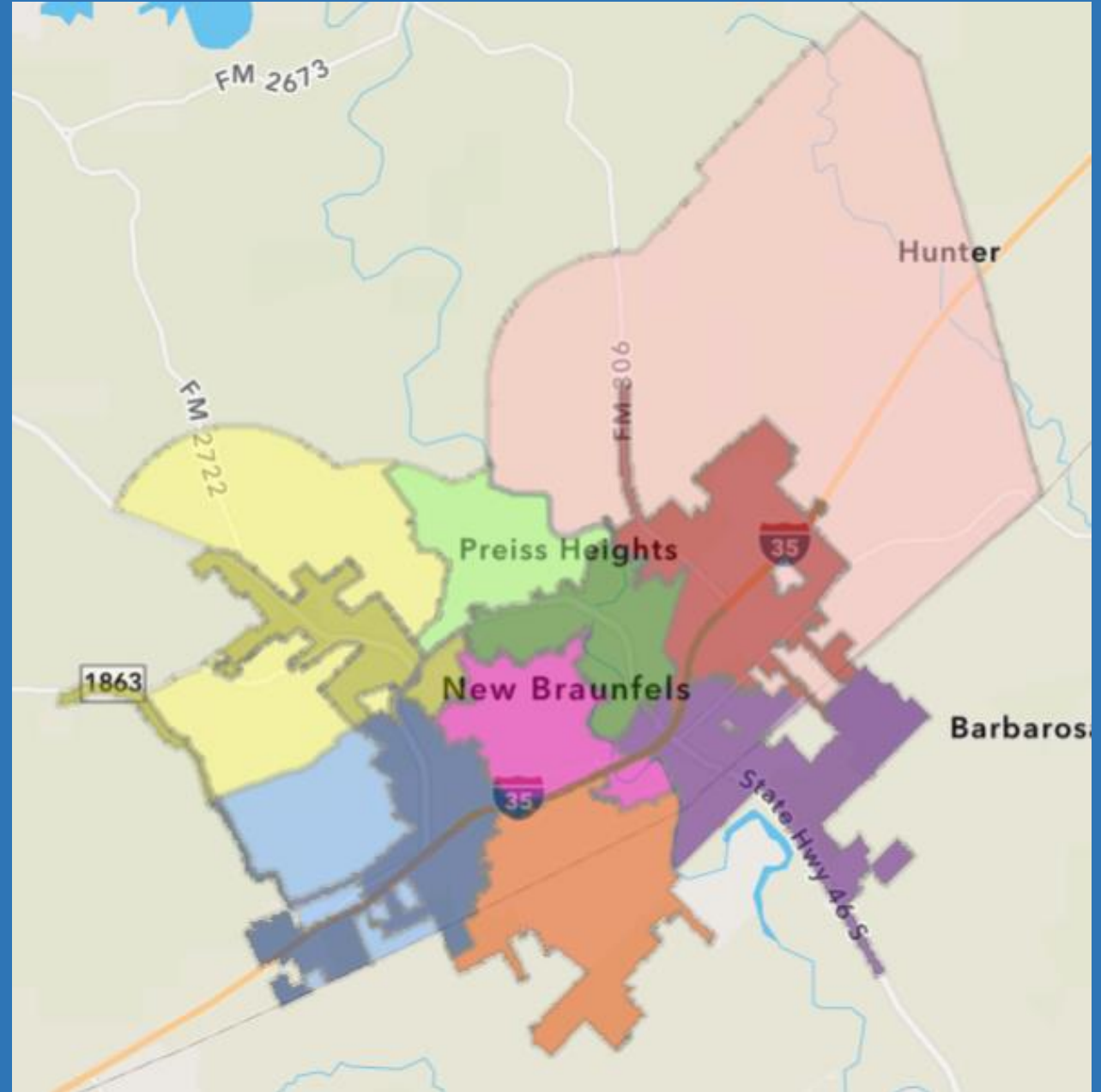
New Braunfels Volunteer Fire Department  
June 5, 1907





# Fire Department Responsibilities

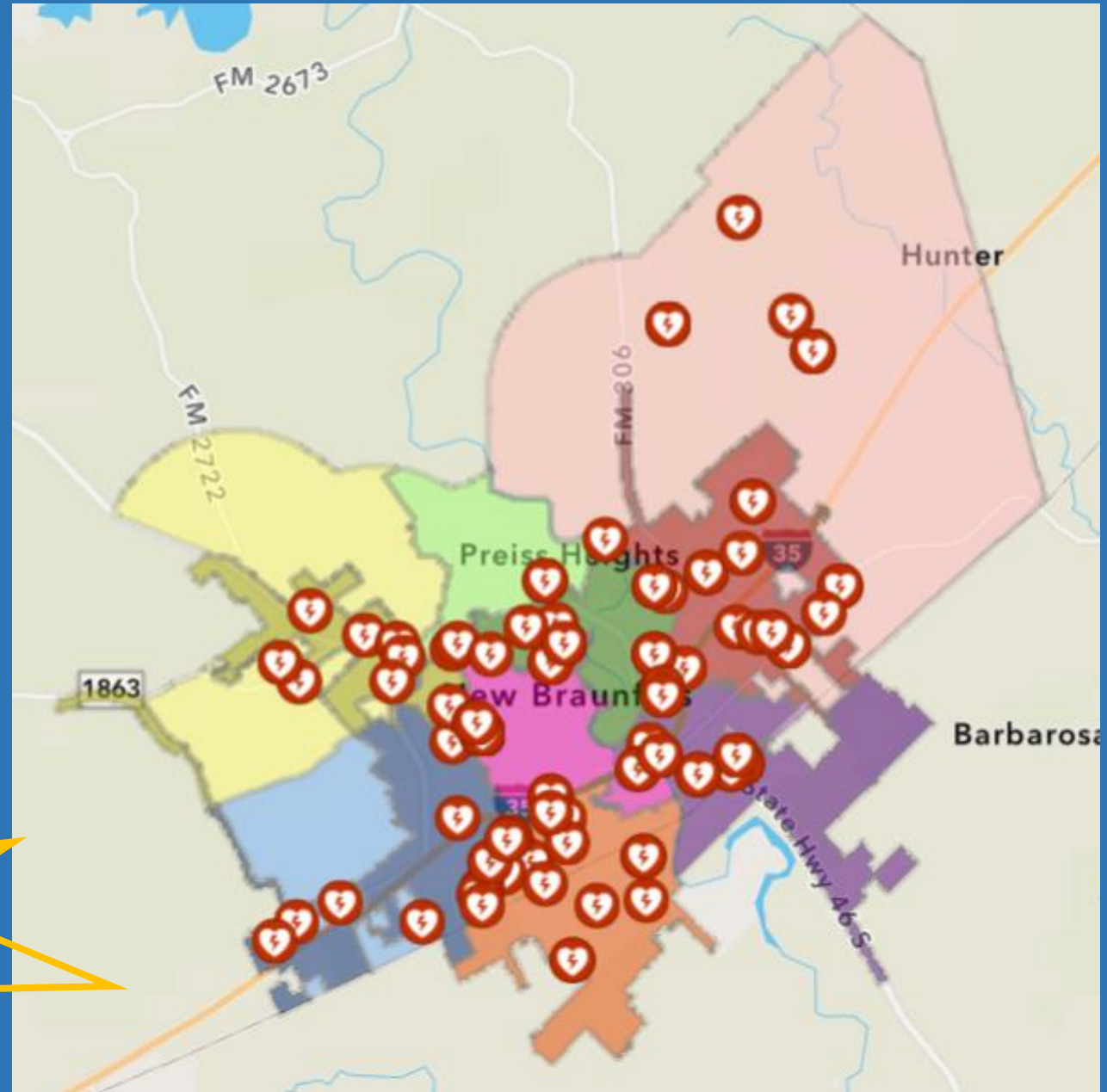
- Emergency services for:
  - 47 square miles within city limits
  - 75 square miles in unincorporated Comal County (ESD 7)
- Rapidly increasing annual call volume
  - 13,283 calls for service in 2024



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Each of the red dots on the map is someone who has called 10 or more times in 2023 and/or early 2024.





# WHAT IS MOBILE INTEGRATED HEALTH?

- Mobile Integrated Health (MIH) is the provision of healthcare in the *non-emergency* setting. A clinical Paramedic, using patient-centered mobile resources in the “out-of-hospital” environment would potentially be able to provide the following:
  - Tele-medicine/virtual medicine
  - Mental healthcare management
  - Chronic disease management
  - Substance Use Disorder (SUD) support
  - Healthcare system navigation
  - Reducing EMS responses for non-emergency cases





# PRESENTING IT TO STAKEHOLDERS:

- Goal: Reduce 911 EMS requests by 50% from High Volume Utilizers (HVUs)
- Help patients find primary & specialty care
- Connect patients with alternative healthcare solutions
- Allow EMS personnel/resources to remain readily available for critical emergencies

## DEPLOYMENT MODEL

### PROGRAM STARTUP

- Civilian Paramedic hiring and credentialing.

### PATIENT IDENTIFICATION

- HVU with greater than 10 EMS calls per year.
- Mental Health Consumer via NBPd MHU.



### INITIAL ASSESSMENT

- MIH Paramedic schedules a visit during business hours to the home/residence for a baseline of program integration.

### ONGOING CARE PLAN

- Recurring contact with the patient (virtual or in-person based on needs of the individual).
- Assist in navigating physician visits, medication compliance, access to other

### HEALTHCARE NAVIGATION

- Re-integration of the individual to full autonomy with personal healthcare management.



# HOW OUR PROGRAM WAS FUNDED:



**McKENNA**  
INSPIRATION · INFLUENCE · IMPACT



City of  
**New Braunfels**





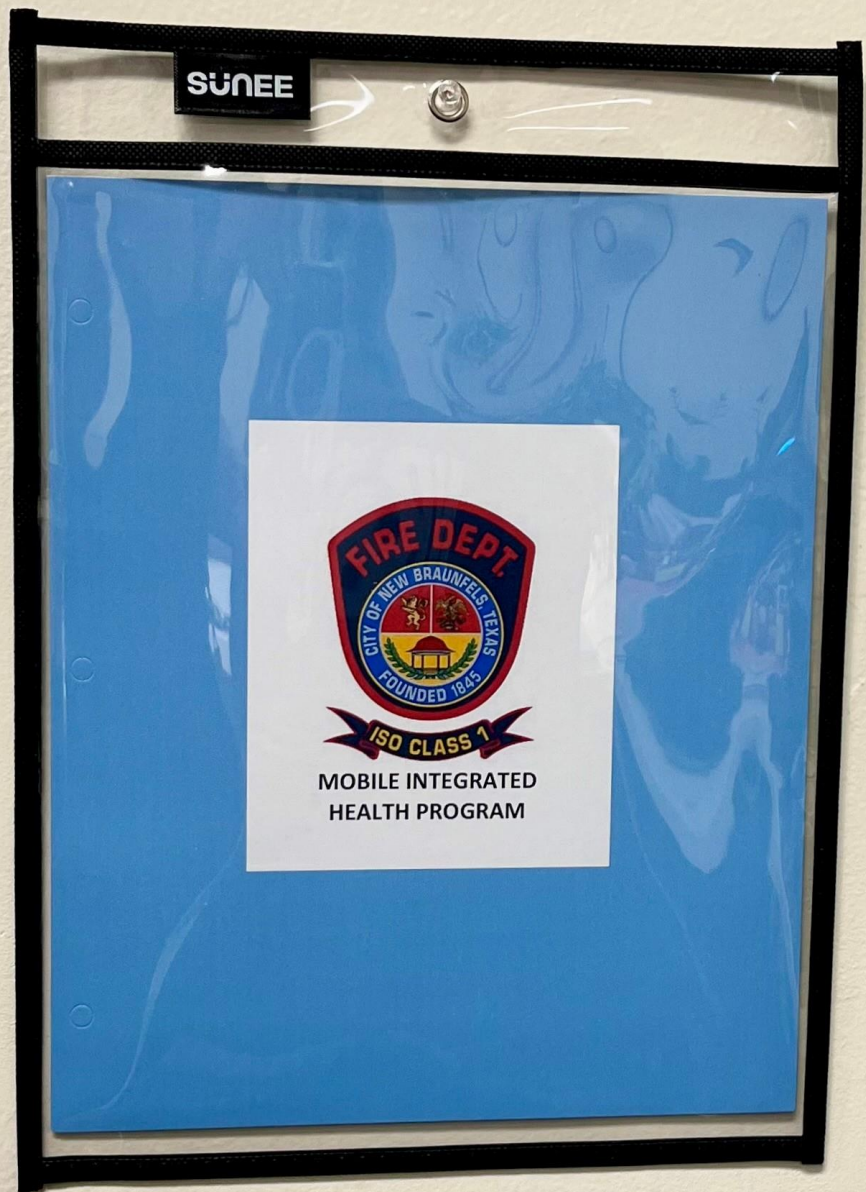
# NBFD MIH SPECIALIST



Photo taken by: Shaheryar Khan, Community Impact

- Specialist Hired:
  - Ashley Cammack, LP, CP-C
- Equipped with:
  - City vehicle
  - Cell phone & radio
  - Uniforms, iPad, MDT
  - Business cards & flyers for unanswered doors
  - Grief letter for family support





# IDENTIFYING HIGH VOLUME UTILIZERS:

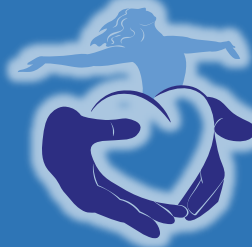
- How MIH Radar Works:
  - Charting system tracks patient utilization by name, not just call address
    - Identifies patterns of frequent 911 use across different locations
  - Patients flagged & added to MIH Radar
  - Proactive intervention:
    - MIH ideally engages early to prevent increasing EMS reliance
      - Sometimes requires collaboration of various agencies, to include Comal County Sheriffs Office Mental Health Deputies or New Braunfels Police Department Mental Health Unit
- Research each patient:
  - Insurance status
  - Socioeconomic factors
  - Barriers to healthcare access

# RESEARCH AVAILABLE COMMUNITY RESOURCES:

\*\* THESE RESOURCES ARE NOT IN ANY PARTICULAR ORDER AND Nbfd IS NOT ASSOCIATED WITH SOME OF THESE RESOURCES THROUGH CONTRACTS \*\*



Methodist Healthcare Ministries  
OF SOUTH TEXAS, INC.  
"Serving Humanity to Honor God"



MENTAL HEALTH &  
DEVELOPMENTAL DISABILITIES CENTER  
HILL COUNTRY





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New Braunfels  
Edition

VOLUME 7, ISSUE 7 | JUNE 7-JULY 5, 2024

2024 Health Care Edition



The first Mobile Integrated Health unit is now part of the Fire Station No. 2 fleet. MIH specialist Ashley Cammack speaks with New Braunfels Fire Department Chief Ruy Lozano at Fire Station No. 2.

# Mobile health unit addresses frequent 911 callers

BY SHAHERYAR KHAN & ERIC WEILBACHER

In February, the city of New Braunfels launched a Mobile Integrated Health program to visit with and attempt to reduce 911 call frequent users. Now the city is already looking to expand it.

New Braunfels Fire Department Chief Ruy Lozano said city officials prioritized establishing the program to tackle the roughly 1,300 annual calls they get from 911 "super utilizers."

"A super utilizer is anyone who calls 911 more than four times in a year," Lozano said. "[It] doesn't necessarily mean abuse. It just means that unfortunately, [EMS] ... has become the primary care physician for a lot of people in our community."

CONTINUED ON 38

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Doctors+Implants

HEALTH TEXAS  
PRIMARY CARE DOCTORS

LANDA  
EYE CENTER

NEW BRAUNFELS  
Herald-Zeitung

WEDNESDAY | JULY 17, 2024 | HERALD-ZEITUNG.COM

Reporting the life story of New Braunfels since 1852



(From left) Fire Chief Ruy Lozano, MIH Specialist Ashley Cammack and EMS Division Chief Michael Hayes stand in front of the mobile integrated health program vehicle on July 15, 2024. ERICA WILSON | Herald-Zeitung

# Lifeline for the lost

Mobile health program aims to help locals who have 'fallen through the cracks'

By Erica Wilson  
The Herald-Zeitung

In January, New Braunfels launched a mobile integrated health (MIH) program housed out of Fire Station No. 2, and emergency responders and community members alike are already feeling its relieving effects.

The New Braunfels program is operated in partnership with the McKenna Foundation and focuses on reducing 911 calls from super utilizers through community resources. Super utilizers are those who call 911 more than four times in a year, said Fire Chief Ruy Lozano.

Decals on the mobile integrated health program unit show that the program is supported by the McKenna Foundation and the New Braunfels Professional Firefighters Association.

ERICA WILSON | Herald-Zeitung

received more than 1,300 calls for service from super utilizers. She identified various barriers to healthcare access such as transportation, insurance or added stressors. "We found everything from inability to write, inability to communicate via phone, no internet, no laptop," Cammack said. "We've found some haven't been to their (primary care physicians) in years — like people happened to just have fallen through the cracks in some way or another, and we're catching them at this point with this program."

Officials have identified around 50 patients in the community that have called 911 at a frequency of 10 or more times in a calendar year. Cammack checks in on patients daily, working to connect them with any resources they may need to manage their own healthcare and ultimately graduate from the program.

See HEALTH, page 10

# City looks to address dangerous, criminal activity at river entry near Faust Street Bridge

By Hannah Thompson  
The Herald-Zeitung

Guadalupe River visitors have made a splash near the Faust Street Bridge, and the resulting issues have drawn the attention of city staff.

During Monday's Council meeting, Deputy City Manager Jordan Matney presented the problem the river area currently faces.

The first issue Matney addressed was the difficulty of entering and leaving the riverbank. Not only does the issue pose a danger to those enjoying the river, but to emergency service personnel who are responding to calls.

Along with a lack of safety, Matney also listed

See RIVER, page 10

# Smithson Valley graduate receives Texas Armed Services Scholarship

By Erica Wilson  
The Herald-Zeitung

Smithson Valley graduate Briana Crosby was surprised to see a parade of cars arrive at her Canyon Lake home on Monday, and she was even more shocked when Sen. Donna Campbell stepped out of one of the cars to greet her.

Campbell presented Crosby with the Texas Armed Services Scholarship, and also told her that her application shined because of her servant leadership qualities.


The scholarship provides recipients with \$15,000 a year toward earning a college degree before entering the service. Crosby is passionate about healthcare and hopes to utilize that passion to serve others in the Air Force.

Crosby said she could list a thousand reasons why she wants to go into the Air Force. She is adopting from China and said she feels like serving is an opportunity to give back to the government that took her in and accepted her.

See GRAD, page 3



# NBFD MIH PROGRAM GOALS:

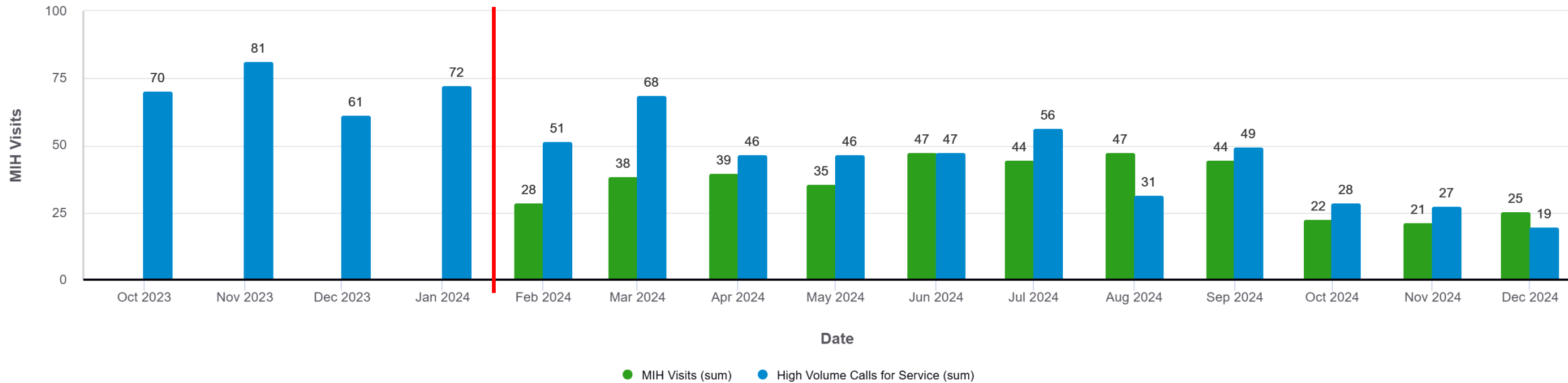
- Ultimate Goal: Graduation from MIH Program 
  - ✓ 6 months of ZERO 9-1-1 calls\* for non-emergency needs
  - ✓ Connection with a primary care provider for ongoing medical care
  - ✓ Medication adherence if necessary
  - ✓ A support system outside the emergency response system (family, community services, transportation assistance, etc.)
- Long-Term Vision:
  - Patients regain control over their healthcare
  - EMS remains available for life-threatening emergencies
  - Healthcare system cost savings through prevention



# CURRENT DATA:

**Mobile Integrated Healthcare** \*This dataset is across 57 patients whose 9-1-1 usage was being monitored.

Program started in February of 2024

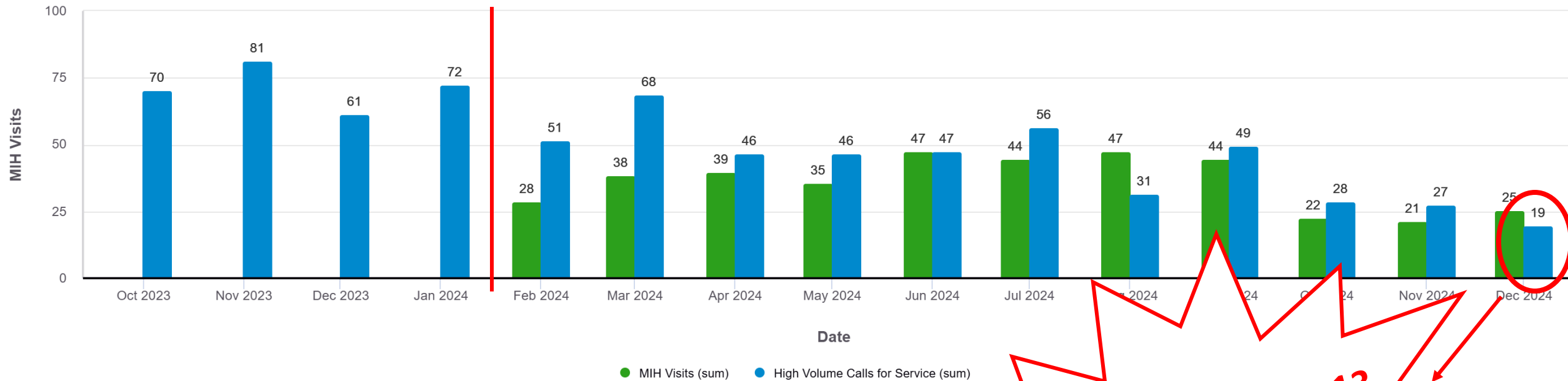


- The 32 original HVUs had a 49% reduction from 2023 to 2024
- Approximately 70% reduction of CFS from January 2024 to December 2024
- Total CFS from 2023 to 2024 were within 6 CFS of each other
- Call avoidance of approximately 300 CFS

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Of the 19 calls... 13 were legitimate emergencies!



# CHALLENGES:

- Crew buy-in
- Not everyone wants help or knows they need it
  - “I don’t think it is *that* big of a deal, we will get help when we really need it.”
  - “You can lead a horse to water, but you cannot make it drink.”
- **Transportation & advocacy issues** – Many patients struggle to get to appointments, pharmacies, grocery stores, etc.
  - Between metroplexes with fewer on demand affordable transportation options
- **Ensuring quality referrals** – Finding the *right* services for each patient

# FUTURE OF OUR PROGRAM:

- Where we're going **next**:
  - Expand *staffing*
    - *Ideally hiring an LSW soon*
  - Create *internship opportunities*
  - Strengthen partnerships with local healthcare resources
  - Introduce a *behavioral analyst* to assist with mental health cases
- **Ongoing Training for MIH Staff** – Staying updated on best practices
- **Vetting Resources** – Ensuring patients get the right help
- **Engaging the Community** – Educating people about alternatives to 911



Photo taken by: Erica Wilson, Herald-Zeitung



# TESTIMONIALS:

I met Ashley almost a year ago when I was having problems calling EMS for non-emergency calls then helping me get into bed.

This is where and when I met "Our Angel", not just for me but her other clients.

So many times she has helped me. She has done things for me, that I believed she came out of her own personal pocket. She's always making sure that we have and she visits me sometime during the week, just checking in.

You know angels comes in all forms and I constantly tell her, "That she's sent from heaven to us, and we who realize this Appreciates her so much.

She's even concerned about my 12 year old, who I say Ashley is his girlfriend. When she comes in, he lights up and happy to see her.

Isn't that something even La-la knows.

So in conclusion, I'm so happy that we have crossed paths, and I always tell her, The Lord has something good for her, because she takes care of us so much, with a pure heart.

When I meet someone in the medical field I always ask Do you know, Ashley Cammack, if they say no I give them a little synopsis of who she is and how I met her. I keep cards of hers to pass out.

I could go on and on about now it's personal, MY ANGEL.

Even though, I'm really older than her, I feel like at times I'm her child.


This is the way Jesus would have it when he sends an angel to earth, to help his people.

call the representative together when the new pump arrives. The representative then ended the call. The patient shared that he had written MIH a note while she was speaking with the representative. On a napkin, the patient had written, "You are really good at what you do." He thanked MIH and agreed to contact her once the new pump arrives. MIH offered to drop off the old pump at UPS, but the patient declined, stating that he would call and request a pickup instead. MIH asked if there was anything else



# FUN SHARES:



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Your Partner in Senior Care Solutions

*Women's  
Clothes for  
donation.  
Thanks for everything  
you do!  
Stay Safe.*





# SPECIAL THANK YOU TO:



Collaborative Care  
Communication Center



Questions?



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