EXECUTIVE SUMMARY FOR ROSELAND COMMUNITY HOSPITAL SUSTAINABLE BROADBAND INITIATIVES

PROGRAM Two of four proposed Chicago area communities of this proposal, Roseland (CA49), and West Pullman (CA 53) have between 52% and 65% of its residents without broadband service or subscribership (see map in Supplemental Information), while the two remaining targeted communities of Pullman, (CA 50), and Washington Heights, (CA 73), have 65% and 52% (or less) respectively, of its residents without broadband access. Roseland Community Hospital (RCH) of Chicago, Illinois, an anchor institution located in the 2nd Congressional District is requesting $699,707 in Federal dollars with a 21% match of $185, 570 to operate an innovative Sustainable Broadband Program. This initiative will:

1. Provide underserved end users broadband access.
2. Sustain end users' technology knowledge and broadband skills to be used for career advancement, job retention and job development in healthcare, technology and other fields.
3. Allow end-users, such as patients, visitors, community residents and staff of the hospital, the use of strategically placed mobile computer stations to increase their knowledge and skill in broadband services by utilizing a variety of training modules, including one-on-one individual training, computer-guided training and group training.
4. Allow visitors to the proposed Guest Network the opportunity to access health care information, such as healthy lifestyle information, nutritional information, health advocacy information and to increase their knowledge regarding primary health.
5. Empower patients and visitors of Roseland Community Hospital Association, via broadband knowledge and use, the opportunity to advocate for their own health by accessing basic health care information.
6. Support and increase the hospital's ability to provide quality patient care through the use of upgraded health technology.
7. Allow nursing staff the opportunity to upgrade their knowledge, skills and use of broadband technology, while also promoting job retention and career advancement, with this largely Roseland community resident group.
8. Allow the hospital to improve access to and speed of acquiring healthcare information.
9. Provide broadband training to clinicians and clerical staff with the ability to provide care and documentation on mobile devices.
10. Increase the hospital's efficiency and effectiveness in the patient registration system and at the bedside. By placing computer kiosks in the hospital setting, a captive audience will be able to make use of wait times and visitation times, with either on-line or one-on-one training opportunities. All end users, including nursing staff, who generally live in one of the four targeted communities, will have access to broadband, while some of them do not currently have home based subscribership. By introducing these targeted audiences to broadband and making it fully available in a community setting, broadband knowledge and skills will become commonplace, institutionalized at Roseland Community Hospital Association (RCH) and of sustainable value to each group, thereby promoting home subscribership. The hospital will purchase
state-of-the-art equipment and increase its bandwidth from 1.5MB to 12MB. This initiative will serve to create awareness, provide educational opportunities and access for end-users as computer kiosks are strategically placed in key locations of the hospital's campus for the benefit of visitors, patients, community residents and staff. User data and user surveys will be collected from each computer on a regular scheduled basis, to determine if patients and visitors find the system helpful, if on-line training has been user friendly and if they felt comfortable in navigating recommended health related and broadband tutorial websites. In the face of health care legislation's direction to reduce spiraling health care cost, this initiative will allow patients the opportunity to advocate for themselves as a result of learning more about prevention, their health and health care issues. This is an innovative, and replicable model that other community hospitals can use because it will provide demonstrable results of broadband sustainability through the use of an unconventional, free broadband site to spur and maintain broadband interest. Underserved populations will be able to use computer kiosks and have educational staff to provide guidance and information, while waiting in the hospital's clinics and/or Emergency Room for medical assistance. This model becomes even more cost effective because it allows overworked and strained community hospital systems the opportunity to upgrade its technology and network while also providing access to patients, community residents and visitors. The Roseland Community Hospital is located on the far south side of Chicago, Illinois and is the only hospital and lead anchor institution within a seven-mile radius. It is the single largest employer in the area and serves as the hospital of choice for the Greater Roseland communities. The hospital was established in 1924 and has been a necessary source of healthcare for the Chicago communities addressed in this proposal, which are Roseland, with a population of 56,493 and 17,968 households (CA49 - CA= community area), Pullman,(CA50), with a population of 8,921 and 3,549 households, West Pullman (CA53), with a total population of 39,846 and 11,668 households and Washington Heights,(CA73), with a total population of 29,843 and 10,339 households. Although the hospital's physical plant is antiquated, its new state-of-the-art Emergency Room serves as a primary care facility for underserved communities. RCH continues to upgrade its facilities and technologies to keep pace with best practice models of healthcare. The four communities have a combined population of 135,103 persons, of which forty percent (40%) live twice below the federal poverty level in two of these communities, according to the City of Chicago, Department of Public Health's Community Profile of 2008. This economically disadvantaged population has little, if any access to broadband services. This is the hospital's population of users and the target group of this proposal. This initiative will reach at least 12,000 end users and from that, at least 3000-3800 new broadband subscribers will be realized by the close of calendar year 2012. The project implementation will begin in October, 2010 and will be fully operational by July, 2011. Project staff for this initiative will include four positions, including a Network Specialist, two full-time Educators and a Wireless Infrastructure Consultant. Implementation Schedule: ' 03/2010 Emergency Room Implementation ' 05/2010 1st and 2nd Floor Wireless Implementation ' 08/2010 3rd through 5th Floor Wireless Implementation ' 12/2011 Infrastructure Network Upgrade ' 07/2011 Increase Bandwidth (Please see other quarterly milestones related to Guest Network and Awareness Campaign, contained in the application). The hospital's purposes are in accord with three of the five statutory purposes of Broadband funding: "to provide broadband access, education, awareness, training, equipment and support to anchor institutions or agencies serving vulnerable populations"; "create jobs' and to 'provide improved access to broadband service to consumers residing in underserved areas" Most importantly,
this initiative will complement other major goals of the American Reinvestment and Recovery Act by clearly enhancing health care service delivery as enumerated above. The project and its outcomes will be sustained through the resources of the hospital, fundraising as led by the Board of Directors and ongoing public and private grantsmanship efforts. Over time, the project will increase its affordability by directly increasing the efficiency ratio of the hospital's services to the patient population. This initiative will also dramatically increase the hospital's opportunity to provide better patient care. In addition, hospital visitors and patients will be able to increase their knowledge and education, skill and broadband accessibility in a novel setting. A total of 100 jobs-years will be created in the two years of active Federal involvement and at least 135 nursing jobs will be enhanced with broadband technology skills. At least thirty-two indirect jobs will be developed and twenty jobs will be induced from this project that will include support, security and training staff in subsequent years of operation. Increased subscribership will be measured by follow-up with those who have used the Guest Network and the nursing computer stations by utilizing data culled from on-line and mailed surveys.