

CHNA IMPLEMENTATION STRATEGIES 2013



Implementation Strategies

Conway Medical Center will engage key community partners in implementing evidence-based strategies across the service area. Acknowledging the many organizations and resources in place to address the health needs of our communities, CMC has strategically reviewed both internal and external resources. This portion of the CHNA, the Implementation Strategy, will explain how CMC will address health needs identified in the CHNA by continuing existing programs and services, and by implementing new strategies. It will also explain why the hospital cannot address all the needs identified in the CHNA, and if applicable, how CMC will support other organizations in doing so.

Health Priorities

As afore mentioned in the CHNA report, the following document addresses the needs that Conway Medical Center has chosen to address. The document also outlines why we chose to address this need, how we will address the need, who the responsible party will be, and any goals that will be set forth from the beginning, as well as time frame for achieving those goals.

A priority session was held at the Conway Medical Center with members of senior leadership in June 2013. The purpose of this session was to discuss data and input and prioritize the needs of the hospital's defined community. Criteria used included importance to the service area, relevance of the health issue to the population served, and the ability of CMC to effectively impact and improve the health issue.

The team discussed strategic action steps and desired outcomes and these serve as a framework of the implementation strategies.

Also, in accordance with IRS proposed regulations, the team identified which priorities would not be addressed in the implementation strategy and why. After discussing these priorities in depth and examining CMC's expertise, the expertise of other community organizations and outreach, and CMC's wide range of services currently available, the following issues were chosen for implementation:

- **Access to care for the uninsured-** Increase/continue education on a variety of health conditions/issues to improve access to care and health status of community. Also, partner with local clinics to continue assisting in providing care at reduced costs through support in areas of rent, utility bills, and hospital services.
- **Prevention/Screenings-** Provide preventative screenings while finding innovative ways to address financial and transportation barriers to receiving these screenings. This priority will also have a special focus on CMC's mammography initiative and HEALTHREACH van services.
- **Diabetes-** Continue to support and educate medically underserved diabetics in the community.

- **Smoking-** Address Horry County high tobacco use rates through assessing current tobacco prevention efforts, and offering smoking cessation and education classes
- **Infant Mortality-** Increase awareness through health education and outreach opportunities. Also possibly addressing the barriers to prenatal care that stand between underserved populations and adequate care.

A strategy for each need mentioned above has been provided in a table as shown below:

Community Health Need:			
Goals:			
Strategy:			
Action Step	Accountability	Timeline	Desired Outcome

Access to care for the uninsured- Increase/continue education on a variety of health conditions/issues to improve access to care and health status of community.

Community Health Need:	Access to care for the uninsured, indigent		
Goals:	Increase/continue education on a variety of health conditions/issues to improve access to care and health status of community		
Strategy: Improve access to care for the uninsured and indigent			
Action Step	Accountability	Timeline	Desired Outcome
Increase partnerships with businesses/stores around the county to provide fingerstick lipid panels, blood pressures and various other screenings on HEALTHREACH Van to community.	HEALTHREACH	End of 2014	Minimum 5 new sites
Formalize partnerships with other safety net providers in our market area to assist uninsured, high utilization emergency room patients with better coordination of care	Hospital	September 2014	Improved access and better coordination of care
Provide additional staff in the emergency room and patient access areas to assist the uninsured in applying for Medicaid and other possible insurance coverage through the Affordable Care Act Marketplace.	Hospital	Ongoing	Improved access and better coordination of care
Partner with local clinic to continue assisting in providing care at reduced costs through support in areas of rent, utility bills, and hospital services.	Hospital	Ongoing	Improved access and better coordination of care

Prevention/Screenings- Provide preventative screenings while finding innovative ways to address financial and transportation barriers to receiving these screenings. This priority will also have a special focus on CMC’s mammography initiative and HEALTHREACH van services.

Community Health Need:	Prevention/Screenings		
Goals:	Increase/continue education/screenings in areas of heart disease/stroke, prostate cancer, thyroid conditions and diabetes to improve health status of community.		
Strategy: To provide access to breast health screenings and aid in annual compliance.			
Action Step	Accountability	Timeline	Desired Outcome
Provide free mammograms to uninsured, low-income women in Horry County area through the Mammography Initiative.	CMC Foundation	continuous	Maintain funding to provide this initiative
Distribute mammogram reminders to past patients due for their next mammogram/follow-up	Breast Health Navigator	monthly, continuous	Increased number of women completing annual screenings or follow-up
Explore options for addressing transportation barriers in rural areas.	Navigator/Marketing	5/1/2014	Outreach or program to target an area in need.
Attend health fairs and outreach to area communities regarding breast health.	Breast Health Navigator, Marketing, Healthreach	continuous	Increased visualization as CMC being a breast health provider
Continually seek grants to assist with funding for screening and diagnostic testing. (Had Komen grant in 2012.)	Breast Health Navigator	continuous	Another grant
Strategy: Expand health screenings to include availability of Lung Cancer Screening through low dose CT.			
Action Step	Accountability	Timeline	Desired Outcome
Finalize process and logistics for low-dose Chest CT.	Radiology	11/1/2013	Patients scheduling and having this exam.
Provide education to area providers and the community about the research, benefits and guidelines for this screening.	Radiology, Breast Health Navigator	6/1/2014	Utilization of screening by community.
Strategy: Screen and educate the community on the risk factors of heart disease and stroke.			
Action Step	Accountability	Timeline	Desired Outcome
Increase partnerships with businesses/stores/churches to provide fingerstick lipid panels and blood pressures on HEALTHREACH Van to Community	HEALTHREACH	End of 2014	Minimum 5 new sites
Participate in health fairs and educate on the risks of heart disease/stroke.	HEALTHREACH	End of 2014	Minimum 1 or 2 functions
Offer community screening, CMP Blood panel, to educate community on importance of knowing your numbers for heart disease risk.	HEALTHREACH	End of March 2014	100-200 participants
Offer fingerstick lipid panels and blood pressure to senior centers.	HEALTHREACH	End of August 2014	All senior centers/increase awareness
Offer community screenings to small businesses, corporations, and residents of Horry County to identify overall health risks.	HEALTHREACH	End of 2014	Minimum 3-4 Events

Prevention/Screenings continued...

Strategy: Screen and educate the community about the importance of a PSA and Exam for Prostate Health.			
Action Step	Accountability	Timeline	Desired Outcome
Provide access for community to attend a prostate screening to include a PSA and exam.	HEALTHREACH	End of September 2014	2-3 locations
Prepare educational material to promote screenings, etc..	HEALTHREACH	End of September 2014	Increase awareness
Strategy: Screen and educate the community about Thyroid disease.			
Action Step	Accountability	Timeline	Desired Outcome
Provide access for community to attend a Thyroid screening.	HEALTHREACH	End of August 2014	20-40 participants
Prepare educational materials to promote screenings.	HEALTHREACH	End of August 2014	Increase awareness

Diabetes- Continue to support and educate medically underserved diabetics in the community.

Community Health Need:	Diabetes		
Goals:	Conway Medical Center will provide continued support and education to medically underserved diabetics in the community		
Strategy: To provide and promote wellness and access to care through education			
Action Step	Accountability	Timeline	Desired Outcome
Offer monthly diabetic support group meetings, providing education, support, and access to community resources	Hospital	Ongoing	Consistent, if not increasing attendance at monthly support group meetings
Participate in community health fairs to promote diabetes wellness	Hospital	Ongoing	Increased awareness of diabetes wellness
Provide no-cost glucometers and test strips to uninsured diabetics admitted to the facility	Hospital	Ongoing	Increased patient involvement in diabetes self-care/compliance
Strategy: Screen and educate at risk diabetics and current diabetics.			
Action Step	Accountability	Timeline	Desired Outcome
Provide access to community to attend an A1-C screening if either a current diabetic or at risk diabetic.	HEALTHREACH	End of November 2013 and 2014	10-20 participants
Prepare educational materials to promote screenings.	HEALTHREACH	End of November 2013 and 2014	Increase awareness.
Provide blood sugar screenings on HEALTHREACH Van at area businesses/stores/churches.	HEALTHREACH	End of 2014	Provide at all HEALTHREACH Van locations.

Smoking- Address Horry County high tobacco use rates through assessing current tobacco prevention efforts, and offering smoking cessation and education classes. Also increase awareness of other health issues that may stem from smoking.

Community Health Need:	Smoking		
Goals:	Conway Medical Center will provide support and education to assist and encourage smoking cessation in the community		
Strategy: To reduce tobacco use and dependence through treatment, support, and education			
Action Step	Accountability	Timeline	Desired Outcome
Provide written educational information presenting the hazards of smoking to all patients who self-report as being tobacco users.	Hospital	Ongoing	Increased awareness of the hazards of smoking and second hand smoke among members of our community
Provide smoking cessation educational programs on The Patient Education Channel free of charge to patients and visitors.	Hospital	Ongoing	Decrease the number of tobacco users in the community
Provide a low cost three session smoking cessation class to help smokers quit. Class will be open to the public and advertised throughout the community	Hospital	Ongoing	Decrease the number of tobacco users in the community
Educate patients who are seen by the diabetic educator about the particular hazards of smoking on the diabetic disease processes	Hospital	Ongoing	Increase the overall health of the community

Infant Mortality- Increase awareness through health education and outreach opportunities. Also possibly addressing the barriers to prenatal care that stand between underserved populations and adequate care.

Community Health Need:		Infant Mortality		
Goals:		To have a positive impact on the infant mortality rate in our community		
Strategy: Provide continued support and education to the community regarding prenatal and newborn issues that impact the well-being of our infants				
Action Step	Accountability	Timeline	Desired Outcome	
Provide a low cost child birth and newborn education class to expectant parents	Hospital	Ongoing	Educate expectant parents and new parents on the importance of infant care	
Offer monthly no-cost breastfeeding classes	Hospital	Ongoing	Increase in breastfeeding	
Participate in community health fairs to promote prenatal education	Hospital	Ongoing	Educate expectant parents and new parents on the importance of infant care	
Provide new parents with education regarding back to sleep, co-bedding, and second hand smoke	Hospital	Ongoing	Increase awareness regarding importance of placing newborn on the back to sleep, as well as the hazards of co-bedding and second hand smoke	
Provide parental CPR training for high risk newborns	Hospital	Ongoing	Increase the understanding of infant CPR so parents are better equipped to care for their high risk newborn.	
Provide education regarding the risks of early delivery	Hospital	Ongoing	Increase awareness of the importance of not delivering until 39 weeks gestation	

Needs Not Addressed

Several needs outlined in the CHNA processes have not been addressed in this plan. In initial discussion and subsequent prioritization, the Community Needs Assessment Team considered the levels to which some needs were already being addressed in the service area. Additionally, some community needs fall out of the scope of expertise and resources of the hospital. The priorities not addressed in this implementation strategy are listed below, along with a reason for omission.

Oral Health- Due to resource constraints along with the presence of other local organizations championing this area of need, Conway Medical Center will not address oral health at this time. Horry Georgetown Technical College is one organization in the area that has plans for improvement in this area.

Obesity/Nutrition- Conway Medical Center offers programs to give children healthy food options to take home on the weekends. Conway Medical Center will also continue to participate in health fairs on educating the community on the importance of nutrition and exercise. There are also numerous local organizations that continue to address this need through weight loss classes, healthy food outlets and local recreational facilities.

Transportation- Through prioritization, the team found a lack of effective interventions to address this need. Conway Medical Center will, however, continue to use available resources to offer the HEALTHREACH mobile van when possible.

Mental Health- Due to other local facilities specifically addressing mental health issues, along with certain resource constraints and lack of expertise in the mental health area, Conway Medical Center has chosen not to address this need in this year's strategies.

Plan to Evaluate

In accordance with section 6033(b)(15)(A) of the IRS proposed regulations, Conway Medical Center will provide annually on the form 990, a description of the actions taken during the taxable year to address the significant health issues identified through its most recent CHNA. If no actions were taken with respect to one or more of these needs, the reason or reasons why no actions were taken will be given.

Board Approval

This Implementation Strategy for fiscal YE September 30, 2013 was approved by the Conway Medical Center Board of Directors in February 2014.