

Community Health Needs Assessment Implementation Strategy  
 Approved by Perry County Memorial Hospital Board of Trustees on April 23, 2014

IMPLEMENTATION STRATEGIES	IMPACT/GOAL	HOSPITAL RESOURCES	RESPONSIBLE PARTIES	EVALUATION
<p><b>Identified Priority Area: Financial Resources</b>            Financial resources and funding for healthcare services are becoming increasingly limited, thus preventing providers from meeting identified unmet health needs in the community.</p>				
<p><b>Plan not to address:</b>            Provider reimbursement</p>	<p>Hospital has no ability to change reimbursement</p>	<p>n/a</p>	<p>n/a</p>	<p>n/a</p>
<p><b>Plan to address:</b>            Explore the feasibility of establishing Rural Health Clinic(s) (RHC) in the community and, if feasible, develop a business plan to establish a RHC</p>	<p>A RHC in the hospital's service area could increase available services in a financially sustainable manner</p>	<p>Hospital will provide staff to conduct the study and, if appropriate, develop the business plan</p>	<p>Hospital</p>	<p>Completion of the feasibility study and, if feasible, the development of a business plan within the next three years (prior to the completion of CHNA # 2)</p>

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<p><b>Identified Priority Area: Healthcare Shortage</b>            Growing shortage of critical healthcare workforce is decreasing access to healthcare services. These shortages are also increasing wait times. Shortage areas identified include: primary care physicians; hospitalists; pediatrician; gastroenterologist; dentist; mental health professionals; and dietician.</p>				
<p><b>Plan to address:</b>            Complete a community survey to determine number of providers, by specialty, required in hospital's service area</p> <p>Utilize existing hospital recruitment committee (representatives from Board of Trustees, administration and medical staff) to prioritize findings from survey and develop recruitment strategy</p> <p>Continue working with local schools and universities to cultivate interest in healthcare careers and provide opportunities for observation and internship opportunities</p>	<p>A completed study identifying the number of healthcare professionals needed in the community</p> <p>A plan to recruit healthcare professionals based on identified community needs</p> <p>Increased pool of healthcare professionals available in the community</p>	<p>Alliant Management Services (AMS) will conduct survey and submit study to hospital</p> <p>Hospital and its medical staff will provide members for the recruitment committee</p> <p>Hospital will continue to provide staff to coordinate programs with local schools</p>	<p>Alliant Management Services, in conjunction with hospital</p> <p>Hospital</p> <p>Hospital</p>	<p>Completion of survey within the next three years (prior to the completion of CHNA # 2)</p> <p>Development of recruitment strategy within the next three years (prior to the completion of CHNA # 2)</p> <p>Number of students completing observation days or internships at hospital during next three years</p>

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<p><b>Identified Priority Area: Healthcare Access</b>            Access to health services is limited, particularly for various at-risk populations. Identified issues include: Overuse of hospital emergency department by non-emergency patients; limited transportation services in rural locations of service area; need for a 24-hour pharmacy; greater coordination and interface amount healthcare and social service providers needed, particularly in treating at-risk populations; and needed follow-up medical care post hospital discharge.</p>				
<p><b>Plan to address:</b>            Review the hours of operation for clinics within the hospital's service area and determine the feasibility of changing office hours for existing hospital-owned clinics. If a RHC is established, set office hours to address this area of concern</p> <p>Develop a campaign to raise awareness of existing services and hours at local clinics (e.g., hours of operation; "walk-in" patients are welcome; ultrasound testing is available in at least one of the local clinics, etc.)</p> <p>Organize a meeting of representatives from hospital, healthcare providers (including pharmacies) and social services organizations to discuss various issues, challenges and opportunities including the need for greater coordination and interface among healthcare and social services providers; the need for a 24-hour pharmacy; and possible solutions including transportation concerns and post discharge follow-up</p>	<p>Increased availability of services at local clinics for non-emergent situations</p> <p>Greater awareness of existing services within the service area</p> <p>Increased collaboration among providers, potentially leading to an increase in services identified during the needs assessment (e.g., transportation, post hospital discharge follow-up and education, 24-hour pharmacy)</p>	<p>Hospital staff will conduct this review and examine possibility of changing office hours for existing clinics</p> <p>Hospital staff will develop campaign to increase awareness of existing services</p> <p>Hospital will provide staff to coordinate the meeting(s) and the space for the meeting(s)</p>	<p>Hospital</p> <p>Hospital</p> <p>Hospital</p>	<p>Review is completed within the next three years (prior to CHNA # 2)</p> <p>Campaign is developed within the next three years (prior to CHNA # 2)</p> <p>Meeting(s) held within the next three years (prior to CHNA # 2) to discuss relevant issues</p>

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<p><b>Identified Priority Area: Healthcare Education</b>            Perceived lack of adequate and effective health education, health promotion and prevention services specifically targeted at low income and at-risk populations including substance abuse and mental health education.</p>				
<p><b>Plan to address:</b>            Create an inventory of current health-related education, prevention and promotion activities in the community. Bring this assessment of the "current state" to an organized meeting of healthcare and social service providers in the community, and discuss the development of a community plan to enhance and promote health education, health promotion and prevention services targeted at low income and at-risk populations</p> <p>Publish a complete listing of healthcare and social services available in the community, and make it available at all appropriate community locations</p>	<p>Increased awareness of current health education and promotion activities available in the community</p> <p>Increased awareness of options available within the community</p>	<p>Hospital will provide staff to coordinate the meeting(s) and the space for the meeting(s)</p> <p>Hospital will provide space for the listing of available services on its website</p>	<p>Hospital, agencies and individuals who participate in the study and related meetings</p> <p>Hospital, agencies and individuals who participate in the study and related meetings</p>	<p>Completed inventory prior to CHNA # 2</p> <p>Publication of a listing prior to CHNA # 2</p>

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<b>Identified Priority Area: Mental Healthcare and Addiction Services</b> Access to mental health and addiction disease services is limited, particularly for various at-risk populations.				
<b>Plan not to address:</b> Limited points-of-entry for mental health crisis and overuse of emergency room during crisis due to long periods of wait time to see a mental health professional	Due to resource constraints, the hospital is unable to decrease the use of the emergency room when need arises for urgent mental health care	n/a	n/a	n/a
<b>Plan to Address:</b> Determine the feasibility of providing mental health services within the community via telemedicine and, if feasible, develop a business plan to implement a mental health program via telemedicine	Increased availability of mental health services within the community	Hospital will provide staff to conduct the study and, if appropriate, develop the business plan	Hospital	Completion of the feasibility study and development of a business plan, if feasible, to establish a mental health program via telemedicine within the next three years (prior to the completion of CHNA # 2)