

Drew Memorial Hospital
Community Health Needs Strategic Implementation Plan
2016 – 2019

Increase Services / Specialty Care

OBJECTIVES	ACTIVITIES/INVOLVED PARTIES	TIMELINE
<p>Research and recruit 1-2 additional physicians each year</p> <p style="text-align: center;">--</p>	<p>Work to increase number of physicians and/or increase the variety of physician specialty areas in Monticello. In particular, work to recruit those areas of medicine identified as highly desirable in the community health needs assessment survey: additional primary care, pediatrics, dermatology, cardiology, OB/GYN, orthopaedics, allergy & immunology, and endocrinology</p> <p>May include working with recruiting agency as well as identifying regionally-based physicians likely to travel to Monticello for outpatient clinic hours.</p> <p style="text-align: center;">--</p>	<p>Ongoing over 3 years, assess each year</p> <p style="text-align: center;">--</p>
<p>Assess existing service lines' successes and feasibility of increasing service lines</p>	<p>Research area competition and track outmigration for patients seeking specialty services unavailable at the hospital. Examine performance trends for existing services to assess success and viability of continuing service lines.</p>	<p>Ongoing over 3 years</p>

Patient Awareness of Existing Services

OBJECTIVES	ACTIVITIES/INVOLVED PARTIES	TIMELINE
<p>Increase community awareness of all hospital service lines</p> <p>--</p>	<p>Increase hospital staff involvement in Drew H.E.A.L.T.H. Coalition, the local Hometown Health Initiative (HHI) to disseminate hospital service line information among other community health leaders. Membership recruitment to be led by Marketing staff.</p> <p>ALSO</p> <p>Work with advertising agency to create and implement a comprehensive marketing strategy to increase awareness of service lines that were not identified as known DMH services in the 2016 Community Needs Assessment Survey.</p> <p>---</p>	<p>Ongoing over 3 years; reassess survey of known services at end of 3 years</p> <p>Create marketing plan fall 2016-spring 2017, implement in 2017.</p> <p>---</p>
<p>Increase market share of OB/GYN and labor & delivery patients</p> <p>--</p>	<p>Promote & encourage local OB/GYN care to younger women who might otherwise choose a larger hospital for prenatal care or labor & delivery. Include in aforementioned marketing plan a focus on OB/GYN and women's services marketing, in conjunction with construction of new OB Women's Center.</p> <p>---</p>	<p>Implement 2017 and afterward</p> <p>--</p>
<p>Redesign hospital website to facilitate ease of information finding and optimize user search engine results.</p>	<p>With an external vendor, redesign and wholly update hospital website with correct and comprehensive content about all available service lines</p>	<p>Begin redesign of content in fall 2016, ongoing through 2017.</p>

After Hours Physician Access (other than ER)

OBJECTIVES	ACTIVITIES/INVOLVED PARTIES	TIMELINE
<p>Explore feasibility of offering extended hours for non-emergent physician access beyond traditional clinic hours, 8 a.m. - 5 p.m. Monday – Friday.</p> <p>Explore utilizing mid-level coverage in a Fast Track to supplement Emergency Department staff on the hospital’s campus during evening and weekend hours.</p>	<p>Work with medical staff and local clinics to assess cost and feasibility of offering after-hours urgent care either within or outside hospital walls. If an external solution is identified, work to promote and educate the community on availability of non-Emergent care. Regardless of where solution may lie, launch campaign to educate the public on the difference between situations calling for urgent care vs. ER attention.</p>	<p>Ongoing over 3 years</p>

Physician Wait Time/Physician Shortage

OBJECTIVES	ACTIVITIES/INVOLVED PARTIES	TIMELINE
<p>Increase healthcare provider/physician access, reducing frustration and wait time for patients visiting local clinics (not affiliated with DMH)</p>	<p>Communicate and partner with medical staff and local providers to assist in recruitment of additional physicians to the area.</p>	<p>Ongoing over 3 years</p>

Public Health Concern: Heart Disease

OBJECTIVES	ACTIVITIES/INVOLVED PARTIES	TIMELINE
<p>Increase awareness of heart disease and heart-healthy lifestyle choices</p>	<p>Work with the local Hometown Health Initiative coalition in lead-up to Heart Month (February) to spread material and programming throughout the month, beyond the Go Red for Women banquet and beyond the existing all-female audience sought out in the community.</p>	<p>February 2017 implementation and subsequent Februaries</p>
<p>Reduce readmissions for heart-related conditions</p>	<p>Offer community education on heart-healthy eating, offer screenings, educational material, and encourage early detection during fall health fair and during heart month.</p>	<p>Ongoing over 3 years</p>

Public Health Concern: Chronic Illness

OBJECTIVES	ACTIVITIES/INVOLVED PARTIES	TIMELINE
<p>Educate local patients suffering from chronic illnesses in how to manage their conditions, ultimately eliminating unnecessary hospital admissions of patients suffering from multiple chronic conditions</p> <p>Build a pool of healthier lives in our area and increasing overall quality of life for our community, as we shift toward managing the health of our population in the healthcare industry.</p>	<p>Work with Chronic Care Management Program staff to increase their patient enrollment locally and widen the participation of clinics participating in CCM with Drew Memorial Hospital to surrounding counties.</p> <p>Develop or purchase printed materials about the most common chronic diseases in our area, which can be distributed by DMH staff to area clinics and patients</p> <p>In particular, focus on educating patients suffering from COPD, heart failure, pneumonia, knee surgery, and AMIs (acute myocardial infarctions) in order to avoid readmissions for these conditions, check in on their medication reconciliation, and ensure medication access.</p>	<p>Ongoing over 3 years</p> <p>Fall 2016-spring 2017 distribution</p>

Public Health Concern: Mental Health and Drug Addiction/Substance Abuse

OBJECTIVES	ACTIVITIES/INVOLVED PARTIES	TIMELINE
<p>Increase access to mental health and drug abuse services in the region</p>	<p>Research feasibility of expanding hospital’s existing psychiatric services, including inpatient treatment, detox, counseling or support groups.</p> <p>Research existing prescription drug abuse support resources in the region and help disseminate information about these services through case management staff, Hometown Health Initiative coalition, and publicly-available educational collateral.</p> <p>Support anti-drug community efforts in the schools and through the Sheriff and Police Departments.</p> <p>Encourage youth to enter these fields as careers, possibly by partnering with UAM students aspiring for social work and mental health professions.</p>	<p>Ongoing over 3 years</p>

Business Outreach

OBJECTIVES	ACTIVITIES/INVOLVED PARTIES	TIMELINE
Meet identified employee health needs of large local employers.	Research the hospital's role in providing occupational health and wellness plans to major area employers, possibly working with an outside agency, to offer pre-employment screenings, annual wellness screening/visits and work-related injury treatment. This objective may also relate to the community wellness program identified on page 9. Wellness challenges may be effectively implemented when they are communicated through workplace competitions.	2016-2017

Public Health Concern: Healthy Food Availability, Obesity and Nutrition

OBJECTIVES	ACTIVITIES/INVOLVED PARTIES	TIMELINE
<p>Increase access to and awareness of healthy food options for all ages</p>	<p>Market hospital Cafeteria menu and salad bar as healthy lunch option open to the community</p> <p>Provide healthy eating materials and educational collateral during all internal and external health fairs, especially on selecting the healthiest fast food restaurant options, cooking inexpensive healthy meals for families, and healthy choices for diabetic diets</p> <p>Support existing community activities that promote growing vegetable gardens, in conjunction with farmers market and master gardeners, and other school and community activities supporting healthy eating</p> <p>Research offering cooking classes in conjunction with DMH education department and UAM community education classes</p> <p>Research parenting classes that include significant nutrition focus for education department</p>	<p>Ongoing over 3 years</p>

Public Health Concern: Exercise Opportunities

OBJECTIVES	ACTIVITIES/INVOLVED PARTIES	TIMELINE
<p>Research additional locations for indoor exercise, research promoting existing locations, and research increasing amount of equipment for exercise (public access esp.)</p> <p>--</p> <p>Implement a community wellness program</p>	<p>Advocate with HHI Coalition the increase in recreational activity areas and equipment on county and city property</p> <p>At all internal and external health fairs, offer collateral about healthy activities for all ages and the benefits of remaining active.</p> <p>Support local activities promoting exercise and fitness activities, such as 5K runs, and promote public/free exercise opportunities to community</p> <p>---</p> <p>Research and develop a comprehensive educational program in the community, promoting diet and exercise, possibly working with HHI Coalition and with city/county officials to create a community wellness challenge with highly incentivized prizes for participants and those who make strides to make healthy changes in their lives.</p>	<p>Ongoing over 3 years</p> <p>--</p> <p>Research 2016-2017, roll out in January 2017 or January 2018 depending upon R&D phase</p>