

2013

COMMUNITY HEALTH NEEDS ASSESSMENT
IMPLEMENTATION STRATEGY



UNIVERSITY
HOSPITAL
MCDUFFIE

Implementation Strategies

University Hospital McDuffie will engage key community partners in implementing evidence-based strategies across the service area to address the health care priorities of our community. Acknowledging the many organizations and resources in place to address the health needs of our community, UHM has strategically reviewed both internal and external resources. This portion of the Community Health Needs Assessment, the Implementation Strategy, will explain how UHM 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 UHM will support those organizations in addressing those needs.

Health Priorities

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

Priorities were chosen in November 2013. Both data elements and community input was considered in choosing these priorities. Criteria used included importance to the service area, relevance of the health issue to the population served and the ability of UHM to effectively impact and improve the health issue.

The team discussed strategic action steps and desired outcomes that would serve as the framework of each strategy. Many strategies chosen can be linked between the priorities as they may be designed to improve more than one area of concern.

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 UH's expertise, the expertise of other community organizations and outreach and UH's wide range of services currently available, the following issues were chosen for implementation:

- A. **Chronic Disease Prevalence (Diabetes, Heart Failure, etc.):** According to the U.S. Centers for Disease Control and Prevention, Chronic Diseases are the leading causes of death and disability in the U.S., with 7 out of 10 deaths among Americans each year from chronic diseases. Heart disease, cancer and stroke account for more than 50 percent of all deaths each year, while diabetes continues to be the leading cause of kidney failure, non-traumatic lower extremity amputations and blindness among adults, aged 20-74. Four modifiable health risk behaviors – lack of physical activity, poor nutrition, tobacco use and excessive alcohol consumption – are responsible for much of the illness, suffering and early death related to chronic disease.

University Hospital McDuffie will create strategies in an effort to reduce chronic disease incidence, as well as the economic and emotion burden of these conditions. These will be addressed through preventive screenings and healthy behavior educational opportunities.

- B. **Prevention and Screenings:** According to Healthy People 2020, Clinical preventive services offer tremendous opportunity to save years of life and to help people live better during those years. Moreover, science-based prevention can save money – and provide high-quality care – by helping people avoid unnecessary tests and procedures. Evidence-based preventive services are effective in reducing death, disability and disease, including cancer, chronic diseases, infectious diseases and mental health/substance abuse disorders.

McDuffie County has many residents that need preventive health screenings in areas such as stroke, heart disease and breast cancer. These services play an integral role in the prevention and early detection of chronic diseases.

Chronic Disease Prevalence: Reduce the incidence, as well as the economic and emotional burden of chronic conditions while also addressing health risk behaviors associated with chronic disease.

Community Health Need:	Chronic Disease Prevalence		
Topic Area Overview:	Chronic Diseases are the leading causes of death and disability in the U.S., with 7 out of 10 deaths among Americans each year from chronic diseases. Heart disease, cancer and stroke account for more than 50% of all deaths each year, while diabetes continues to be the leading cause of kidney failure, non-traumatic lower extremity amputations, and blindness among adults, aged 20-74. Four modifiable health risk behaviors - lack of physical activity, poor nutrition, tobacco use, and excessive alcohol consumption - are responsible for much of the illness, suffering, and early death related to chronic disease. - CDC		
Specific Needs Identified in CHNA:	McDuffie County ranks as one of the highest in the U.S. for deaths related to cancer and diabetes. It is also in the highest percentile for incidents of breast cancer. The average number of age adjusted death rates due to cancer in all U.S. counties is 184 per 100,000. McDuffie County reflects a rate much higher than the average - 229 deaths per 100,000. This is 70 more deaths per 100,000 than neighboring Columbia County. This is significant because a majority of preventable deaths and illnesses in the United States are directly caused by human behaviors such as smoking and unhealthful diets.		
Goals:	Reduce the incidence, as well as the economic and emotional burden, of chronic conditions while also addressing health risk behaviors associated with chronic disease.		
Strategy: Provide lab work needed for Cardiovascular Screening Program, a partnership with the McDuffie County Health Department			
Lead Organizational Entity: University Hospital McDuffie Laboratory Department			
Action Step	Accountability	Timeline	Desired Outcome
The McDuffie County Health Department currently provides a Cardiovascular Screening Program by offering assessments and education to the residents of surrounding communities. Annual lab work provided by University Hospital McDuffie will be linked with the McDuffie County Health Department to support prevention and screening.	McDuffie County Health Department Advanced Family Nurse Practitioner and County Nurse Manager; University Hospital McDuffie Chief Nursing Officer	Present - 2016	Provide opportunities for early detection of cardiovascular disease for residents within the community.
Strategy: Support University Hospital education classes and events			
Lead Organizational Entity: University Hospital McDuffie facility wide			
Action Step	Accountability	Timeline	Desired Outcome
University Hospital McDuffie will support the education initiatives of University Hospital, which offer a wide range of ongoing education and support opportunities geared towards improving chronic disease prevalence. University Hospital will provide no less than five ongoing classes/groups, and no less than five annual education/outreach events related to chronic diseases such as Diabetes, Cancer and Obesity. All community classes are free, and are open to residents of McDuffie County. Healthy U Calendars will be provided to the McDuffie County Health Department and community	Diabetes Services Program Coordinator, University Hospital; Cancer Program Coordinator, University Hospital; Bariatric Surgery - Weight Management Program Coordinator, University Hospital; Community Relations Specialist, University Hospital; Executive Assistant to the President, University Hospital McDuffie	Present - 2016	Improved access to education and support related to chronic diseases.

Strategy: Support University Hospital screening events for lung cancer/lung disease and skin cancer - linked with Prevention-Screening

Lead Organizational Entity: University Hospital McDuffie facility wide

Action Step	Accountability	Timeline	Desired Outcome
Support University Hospital's annual lung cancer education and screening event. This is a physician-lead event that includes free pulmonary function and Alpha-1 Antitrypsin Deficiency tests, along with smoking cessation information. This free community event is open to the residents of McDuffie County. Healthy U Calendars will be provided to the McDuffie County Health Department and community.	Cancer Services Coordinator, University Hospital; Community Relations Specialist, University Hospital; Executive Assistant to University Hospital McDuffie President	Present - 2016	Provide access to free pulmonary function screenings.
Support University Hospital's annual skin cancer screening. University Hospital and local dermatologists team up every May to provide free skin cancer screenings to the community, which may help identify cancer at an early stage. This screening is open to the residents of McDuffie County. Healthy U Calendars will be provided to the McDuffie County Health Department and community.	Cancer Services Coordinator, University Hospital; Community Relations Specialist, University Hospital; Executive Assistant to University Hospital McDuffie President	Present - 2016	Promote opportunities for free skin cancer screenings.

Strategy: Support University Hospital initiatives to provide or participate in health fairs and/or screenings - linked with Prevention-Screening

Lead Organizational Entity: University Hospital McDuffie facility wide

Action Step	Accountability	Timeline	Desired Outcome
University Hospital McDuffie will support the health fair initiatives of University Hospital. Healthy U Calendars will be provided to the McDuffie County Health Department and community. These events are opportunities to screen and educate off campus on a variety of health-related concerns related to chronic diseases. Screenings include blood sugar, cholesterol and blood sugar checks; and carotid artery ultrasounds which identify early signs of plaque build up. Education is made available through the participation of multiple hospital service lines and includes information cardiovascular health and prevention, nutrition and weight management, cancer, diabetes and more. Health fairs are partnerships with community churches, local media and business and industry. All community health fairs are open to residents of McDuffie county, and University Hospital will host, or participate in, no less than two health fairs per year located in McDuffie County.	Community Relations Specialist, University Hospital; Executive Assistant to University Hospital McDuffie President	Present - 2016	Improve access to information and screenings related to chronic disease.

Prevention and Screening: Increase community health literacy and awareness through outreach programs with a focus on wellness and healthy behavior initiatives to empower individual personal health.

Community Health Need:		Prevention and Screening	
Topic Area Overview:		Preventive services such as routine disease screenings and scheduled immunizations are key to reducing death and disability and improving overall health. These services both prevent and detect illnesses and diseases—from flu to cancer—in their earlier, more treatable stages, significantly reducing the risk of illness, disability, early death, and medical care costs. In addition, wellness and education initiatives empower the community to make healthy lifestyle choices by creating environments that nourish all dimensions of personal health. These initiatives aim to keep the community informed of services available, as well as how to access them.	
Specific Needs Identified in CHNA:		McDuffie County residents demonstrate a higher breast cancer incidence rate when compared to surrounding counties. Providing education and outreach to McDuffie County residents in collaboration with the McDuffie County Health Department will help them to make lifestyle choices that lead to longer, healthier lives.	
Goals:		Increase community health literacy and awareness through outreach programs with a focus on wellness and healthy behavior initiatives to empower individual personal health.	
Strategy: Provide access to mammograms in collaboration with the McDuffie County Health Department			
Lead Organizational Entity: University Hospital McDuffie Radiology Department			
Action Step	Accountability	Timeline	Desired Outcome
Continue to provide and coordinate screening diagnostics, mammography or sonography, to eligible targeted women that are not getting regular health care or mammograms because cost is a barrier. Reports of each client's results for the purpose of follow up and documentation will be sent to the respective health department. The patient will receive a "lay letter" indicating either normal results, or a directive to contact their local health department.	The Radiology Department at University Hospital McDuffie will send a letter to patient. The health department will contact patient for needed follow-up.	Present - 2016	Provide opportunities for early detection of breast cancer to residents.
Strategy: Support University Hospital screening events for lung cancer/lung disease and skin cancer			
Lead Organizational Entity: University Hospital McDuffie facility wide			
Action Step	Accountability	Timeline	Desired Outcome
Support University Hospital's annual lung cancer education and screening event. This is a physician-lead event that includes free pulmonary function and Alpha-1 Antitrypsin Deficiency tests, along with smoking cessation information. This free community event is open to the residents of McDuffie County. Healthy U Calendars will be provided to the McDuffie County Health Department and the community.	Cancer Services Coordinator/Community Relations Specialist, University Hospital and Executive Assistant to University Hospital McDuffie President	Present - 2016	Provide access to free pulmonary function screenings.
Support University Hospital's annual skin cancer screening. University Hospital and local dermatologists team up every May to provide free skin cancer screenings to the community, which may help identify cancer at an early stage. This screening is open to the residents of McDuffie County. Healthy U Calendars will be provided to the McDuffie County Health Department and the community.	Cancer Services Coordinator/Community Relations Specialist, University Hospital and Executive Assistant to University Hospital McDuffie President	Present - 2016	Promote opportunities for free skin cancer screenings.

Strategy: Support University Hospital initiatives to provide or participate in health fairs and/or screenings

Lead Organizational Entity: University Hospital McDuffie facility wide

Action Step	Accountability	Timeline	Desired Outcome
University Hospital McDuffie will support the health fair initiatives of University Hospital. Healthy U Calendars will be provided to the McDuffie County Health Department and the community. These events are opportunities to screen and educate off campus on a variety of health-related concerns related to chronic diseases. Screenings include blood sugar, cholesterol and blood sugar checks; and carotid artery ultrasounds which identify early signs of plaque build up. Education is made available through the participation of multiple hospital service lines and includes information cardiovascular health and prevention, nutrition and weight management, cancer, diabetes and more. Health fairs are partnerships with community churches, local media and business and industry. All community health fairs are open to residents of McDuffie county, and University Hospital will host, or participate in, no less than two health fairs per year located in McDuffie County.	Community Relations Specialist, University Hospital and Executive Assistant to University Hospital McDuffie President	Present - 2016	Improve access to information and screenings related to chronic disease.

Strategy: Provide free Heart Attack and Stroke Prevention classes

Lead Organizational Entities: Cancer Services, Community Relations/Corporate Communications

Action Step	Accountability	Timeline	Desired Outcome
University Hospital will continue to provide Heart Attack and Stroke Prevention classes, which are open to residents of McDuffie County. Classes are held four times per month. This class explains some of the causes of vascular disease as well as early warning signs. Information is provided about how changes can be made immediately to prevent heart attack and stroke.	Heart Attack and Stroke Prevention Coordinator, University Hospital	Present - 2016	Improved access to education about vascular disease and prevention.

Plan to Evaluate

In accordance with section 6033(b)(15)(A) of the IRS proposed regulations, University Hospital McDuffie 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.

Needs Not Addressed

Certain needs identified as priorities in the CHNA process 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.

Access to Care- Uninsured: Though not directly addressed in these implementation strategies, many prevention and chronic disease initiatives can be linked with access priorities. These strategies center on providing free or reduced cost screenings and free health education opportunities for the community.

Social/Economic Determinants: Through this process, data sources indicated high levels of poverty and of unemployment in the McDuffie County area. These needs were found to be outside the scope of UHM's services. Additionally, there are other community organizations that may have more effective interventions to address these needs.

Sexual Health: Though certain indicators and community advocates mentioned this health need area, due to resource constraints, along with the presence of other local organizations championing this area of need, University Hospital McDuffie will not address sexual health as a priority at this time. UH will support the public health department and other local agencies as they use available resources and programs to address these needs.

Obesity/Poor Nutrition: Health Fair initiatives included in the strategy section above will address healthy behaviors and lifestyle. Though not directly a priority area in this CHNA, proper nutrition and a healthy body weight are essential to decreasing the risk of developing chronic disease and therefore will be the focus of many health fairs and educational opportunities the areas of prevention and the reduction of chronic disease incidence.

Board Approval

This Community Health Needs Assessment Report for fiscal YE Dec. 31, 2013, was approved by the Executive Committee of the University Hospital McDuffie Board of Directors at its meeting held Dec. 16, 2013.