

2016

COMMUNITY HEALTH NEEDS ASSESSMENT
IMPLEMENTATION STRATEGY



UNIVERSITY
HOSPITAL
MCDUFFIE

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Introduction

Executive summary

University Hospital McDuffie's 2016 Implementation Strategy Guide (ISG) accompanies its 2016 Community Health Needs Assessment (CHNA). The CHNA identifies McDuffie County (GA) as the community University Hospital McDuffie serves. The CHNA lists four health needs as priorities in that community: diabetes, cancer, heart disease and stroke, and health literacy. This ISG describes the actions the hospital intends to take to address the health need and the anticipated impact of these actions. It also identifies the resources the hospital plans to commit to address the health need and describes any planned collaboration between the hospital and other organizations in addressing the health need.

University Health Care System's mission, vision, and values

The mission of University Health Care System is to improve the health of those we serve.

The vision of University Health Care System is patients will insist on University, employees will be proud to be part of University, and physicians will prefer University because we set the standard for high-quality, safe care and exceptional service.

The values of University Health Care System are Quality, Safety, Service, People, Growth, and Affordability.

Description of the health needs for which we are adopting action plans

Diabetes (from Healthy People 2020)

Diabetes Mellitus (DM) affects an estimated 23.6 million people in the United States and is the 7th leading cause of death. DM:

- Lowers life expectancy by up to 15 years.
- Increases the risk of heart disease by 2 to 4 times.
- Is the leading cause of kidney failure, lower limb amputations, and adult-onset blindness.

In addition to these human costs, the estimated total financial cost of DM in the United States in 2007 was \$174 billion, which includes the costs of medical care, disability, and premature death.

The rate of DM continues to increase both in the United States^{5, 6} and throughout the world.⁷ Due to the steady rise in the number of persons with DM, and possibly earlier onset of type 2 DM, there is growing concern about:

- The possibility of substantial increases in diabetes-related complications
- The possibility that the increase in the number of persons with DM and the complexity of their care might overwhelm existing health care systems
- The need to take advantage of recent discoveries on the individual and societal benefits of improved diabetes management and prevention by bringing life-saving discoveries into wider practice
- The clear need to complement improved diabetes management strategies with efforts in primary prevention among those at risk for developing DM

Cancer (from Healthy People 2020)

Continued advances in cancer research, detection, and treatment have resulted in a decline in both incidence and death rates for all cancers. Among people who develop cancer, more than half will be alive in 5 years, yet cancer remains a leading cause of death in the United States, second only to heart disease. The cancer objectives for Healthy People 2020 support monitoring trends in cancer incidence, mortality, and survival to better assess the progress made toward decreasing the burden of cancer in the United States. The objectives reflect the importance of promoting evidence-based screening for cervical, colorectal, and breast cancer by measuring the use of screening tests identified in the U.S. Preventive Services Task Force (USPSTF) recommendations. The objectives for 2020 also highlight the importance of monitoring the incidence of invasive cancer (cervical and colorectal) and late-stage breast cancer, which are intermediate markers of cancer screening success.

In an era of patient-centered care, effective communication between clinicians and their patients and family members fosters shared knowledge and understanding and leads to medical decisions that align with patient values. The objectives assess whether people understand and remember the information they receive about cancer screening. Research shows that a recommendation from a health care provider is the most important reason patients cite for having cancer screening tests.

Heart Disease and Stroke (from Healthy People 2020)

Heart disease is the leading cause of death in the United States. Stroke is the third leading cause of death in the United States. Together, heart disease and stroke are among the most widespread and costly health problems facing the Nation today, accounting for more than \$500 billion in health care expenditures and related expenses in 2010 alone. Fortunately, they are also among the most preventable.

The leading modifiable (controllable) risk factors for heart disease and stroke are:

- High blood pressure
- High cholesterol
- Cigarette smoking
- Diabetes
- Poor diet and physical inactivity
- Overweight and obesity

Over time, these risk factors cause changes in the heart and blood vessels that can lead to heart attacks, heart failure, and strokes. It is critical to address risk factors early in life to prevent the potentially devastating complications of chronic cardiovascular disease.

Controlling risk factors for heart disease and stroke remains a challenge. High blood pressure and cholesterol are still major contributors to the national epidemic of cardiovascular disease. High blood pressure affects approximately 1 in 3 adults in the United States, and more than half of Americans with high blood pressure do not have it under control. High sodium intake is a known risk factor for high blood pressure and heart disease, yet about 90 percent of American adults exceed their recommendation for sodium intake.

The risk of Americans developing and dying from cardiovascular disease would be substantially reduced if major improvements were made across the U.S. population in diet and physical activity, control of high blood pressure and cholesterol, smoking cessation, and appropriate aspirin use.

Health literacy (from health.gov)

Health literacy is the degree to which individuals have the capacity to obtain, process, and understand basic health information and services needed to make appropriate health decisions.¹

Health literacy is dependent on individual and systemic factors:

- Communication skills of lay persons and professionals
- Lay and professional knowledge of health topics
- Culture
- Demands of the healthcare and public health systems
- Demands of the situation/context

Health literacy affects people's ability to:

- Navigate the healthcare system, including filling out complex forms and locating providers and services
- Share personal information, such as health history, with providers
- Engage in self-care and chronic-disease management
- Understand mathematical concepts such as probability and risk

Health literacy includes numeracy skills. For example, calculating cholesterol and blood sugar levels, measuring medications, and understanding nutrition labels all require math skills. Choosing between health plans or comparing prescription drug coverage requires calculating premiums, copays, and deductibles.

In addition to basic literacy skills, health literacy requires knowledge of health topics. People with limited health literacy often lack knowledge or have misinformation about the body as well as the nature and causes of disease. Without this knowledge, they may not understand the relationship between lifestyle factors such as diet and exercise and various health outcomes.

Health information can overwhelm even persons with advanced literacy skills. Medical science progresses rapidly. What people may have learned about health or biology during their school years often becomes outdated or forgotten, or it is incomplete. Moreover, health information provided in a stressful or unfamiliar situation is unlikely to be retained.

Action steps in response to the adopted health needs

This section includes a list of action steps we are taking to address the adopted health needs. Some action steps address several needs simultaneously.

Action	Anticipated impact	Metric for future evaluation	Resources planning to commit	Any planned collaboration with other facilities or organizations	Health needs addressed
<p>Continue to coordinate with local community events and businesses to arrange for community screening opportunities. The University Breast Health Center’s Digital Mobile Mammography Unit reaches women unable to come to University’s onsite center. With a mobile mammography unit, the center is able to take breast health care to underserved populations; to working women at business and industrial sites; and to community and church groups throughout the area. Letters to the health department. Any additional breast cancer diagnostic service where cost is a barrier will be performed.</p>	<p>Increase access to mammography. Improve the rate of early diagnosis of breast cancer.</p>	<p>Number of mammograms performed on the mobile unit in McDuffie County</p>	<p>University Hospital has a dedicated staff for the Mobile Mammography Unit. The staff performs mammograms and handles patient appointments, registration and follow-up letters.</p>	<p>University Health Care Foundation covers expenses related to reading mammograms and vehicle maintenance. Pays for diagnostic mammographies for indigent patients.</p>	<p>Cancer</p>
<p>Host one diabetes webinar per quarter. Classes will alternate between diabetes prevention and management of the disease. Webinar dates and access information will be shared with the McDuffie County Health Department and will be posted in University Hospital’s online Healthy U Calendar with a link to the webinar appearing on the UHM page.</p>	<p>Improved access to diabetes prevention and management education</p>	<p>Participation rates in webinars</p>	<p>Support from diabetes program coordinator and from University Health Care’s corporate communications department</p>	<p>University Health Care System diabetes education and corporate communication departments</p>	<p>Diabetes; Health literacy</p>

Action	Anticipated impact	Metric for future evaluation	Resources planning to commit	Any planned collaboration with other facilities or organizations	Health needs addressed
<p>Host two community health fairs per year in McDuffie County. Events will feature as many service lines as possible and will include, at minimum, representation from Diabetes Services, Cancer Services and Heart Attack & Stroke Prevention. In addition to providing education and printed materials, carotid artery ultrasounds, lipid profiles, blood sugar checks and fecal occult blood test kits will be available at no charge. We will also provide information about lung cancer screening programs available at University Hospital (Augusta). Blood sugar results will be available immediately via finger stick. Lipid profiles will be processed through University Hospital Laboratory and mailed to participants within 10 business days of screening. Heart Attack and Stroke Prevention will follow up with all participants who indicate "critical" levels, as defined by a University Hospital physician. Information about health fairs will be shared with the McDuffie County Health Department and will be listed in University Hospital's online Healthy U Calendar and community calendars.</p>	<p>Improved access to screenings related to cancer and diabetes. Increase awareness of preventative behaviors.</p>	<p>Number seen</p>	<p>Time investment from staff as well as financial resources needed to provide health fairs</p>	<p>In collaboration with University Hospital (Augusta).</p>	<p>Diabetes; Cancer; Heart disease and stroke; Health literacy</p>

Action	Anticipated impact	Metric for future evaluation	Resources planning to commit	Any planned collaboration with other facilities or organizations	Health needs addressed
<p>Plan a diabetes education outreach event with primary care providers in McDuffie County.</p>	<p>Help the PCP's understand the diabetes education opportunities University Health Care System can make available through University Hospital McDuffie. Brainstorm with them to partner in new ways to help their diabetic patients manage diabetes.</p>	<p>PCP's in attendance</p>	<p>Evening event. Have an employed endocrinologist speak, along with a diabetes educator.</p>	<p>McDuffie County primary care physicians</p>	<p>Diabetes</p>
<p>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.</p>	<p>Provide opportunities for early detection of cardiovascular disease for residents within the community.</p>	<p>Labs processed</p>	<p>Financial support for lab results</p>	<p>McDuffie County Health Department</p>	<p>Heart disease and stroke; Diabetes</p>

Action	Anticipated impact	Metric for future evaluation	Resources planning to commit	Any planned collaboration with other facilities or organizations	Health needs addressed
<p>University Hospital McDuffie will support the education initiatives of University Hospital, which offer a wide range of ongoing education and support group opportunities. All support groups are free, and are open to residents of McDuffie County. Healthy U Calendars will be available online.</p>	<p>Improved access to education and support related to chronic diseases.</p>	<p>Support groups offered</p>	<p>Any staff needs</p>	<p>University Hospital (Augusta)</p>	<p>Health literacy</p>
<p>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.</p>	<p>Attendees will be able to reduce risk factors associated with heart attack and stroke</p>	<p>Classes held; total attendance (specific to McDuffie County if possible to obtain)</p>	<p>Any staff needs</p>	<p>University Hospital (Augusta)</p>	<p>Heart disease and stroke</p>