



2019

## COMMUNITY HEALTH NEEDS ASSESSMENT

(CHNA)

### IMPLEMENTATION STRATEGY

#### **BACKGROUND**

Pocahontas Memorial Hospital (PMH) is a West Virginia non-profit Critical Access Hospital owned by the Pocahontas County Commission located in Buckeye, West Virginia. PMH serves primarily Pocahontas residents and provides acute inpatient care, swing bed skilled nursing 24 hour/7 days/week emergency department, Rural Health Clinic, and many health-related ambulatory and community based services.

Pocahontas Memorial Hospital's mission is **"to be committed to excellence in delivering compassionate quality health care and promoting healthy lifestyles."** It is in the spirit of this mission that PMH is undertaking this Community Health Needs Assessment and has engaged in the process not only to meet The Health Care Education Affordability Reconciliation Act of 2010 mandated requirements, but also to continue its tradition of analyzing and responding to the health needs of the community.

The purpose of the study was to gather current statistics and qualitative feedback on the key health issues facing our service area residents. As part of this effort, PMH will work with community partners to ensure appropriate strategies are in place to address the identified community needs.

The findings from the report were shared with the community partners and stakeholders to define the most vital community needs and gather feedback on how PMH can best address

those needs. The following pages outline the findings of the CHNA and Pocahontas Memorial Hospital’s strategies to meet the community’s health needs.

## **STRATEGIES TO ADDRESS COMMUNITY HEALTH NEEDS**

In support of the 2019 Community Health Needs Assessment and ongoing community benefit initiatives, PMH plans to implement the following strategies to impact and measure community health improvement.

### **1. MENTAL HEALTH**

Pocahontas Memorial Hospital recognizes the burden of mental illness in the United States is among the highest of all diseases, and mental disorders are among the most common causes of disability. Mental health is essential to a person’s well-being, healthy family and interpersonal relationships, and the ability to live a full and productive life. Mental health disorders also have a serious impact on physical health and are associated with the prevalence, progression, and outcome of some of today’s most pressing chronic diseases, including diabetes, heart disease, and cancer. Mental health disorders can have harmful and long-lasting effects—including high psychosocial and economic costs—not only for people living with the disorder, but also for their families, schools, workplaces, and communities. Therefore PMH will focus on continual education, improvement of mental health and access to appropriate quality care

**GOAL:** Improve mental health through prevention and by ensuring access to appropriate, quality mental health services.

#### **OBJECTIVES:**

- Increase the proportion of adults with mental health disorders who receive treatment
- increase the proportion of persons 55 years and older with co-occurring substance abuse and mental disorders who receive treatment for both disorders
- Increase the proportion of primary care physician office visits where adults 19 years and older are screened for depression

**KEY INDICATORS:** Performing Community Education Programs targeting “at risk” citizens.

#### **PMH STRATEGIES:**

1. Provide education regarding the importance of mental health awareness for all ages through:
  - Community lectures, presentations, workshops, etc.
  - Primary Care visits
2. Pursue a partnership/management contract with an identified behavioral health company to treat and rehabilitate adult patients seeking assistance.

3. Continue collaborative efforts with other local community organizations to provide education and treatment opportunities for addiction and/or mental health needs.

**Existing Community Assets and Resources:**

- ❖ Pocahontas County Wellness Center
- ❖ Pocahontas County Health Department
- ❖ Pocahontas Board of Education
- ❖ Smoking Cessation Program
- ❖ Department of Health and Human Services
- ❖ Local Youth Organizations (church groups, 4-H, etc.)

**2. ACCESS TO SPECIALTY CARE**

PMH recognizes that access to healthcare services is extremely critical for our rural residents. Our residents experience many significant barriers to getting the specialty care they need including specialty physician shortages, transportation to areas with specialized physicians, and financial stress with the cost of healthcare and travel.

**GOAL:** Improve access to specialty care for the vulnerable rural residents of Pocahontas County.

**OBJECTIVES:**

- Increasing the availability of specialty care by bringing specialists to primary care sites remotely through telemedicine or in person, and by using physician assistants to deliver specialty care;
- Expanding the role of primary care physicians and nurse practitioners in managing certain specialty needs, supported by training and electronic consultations;
- Enhancing communication and coordination among primary care providers and specialists through the medical home approach, including the use of dedicated staff (access coordinators) to arrange specialty care.

**KEY INDICATORS:** Pursue multiple approaches with emphasis on telemedicine approach to increase specialty availability.

**PMH STRATEGIES:**

1. Contract and partner with telemedicine group/system to increase availability of specialists.
2. Educate RHC coordinators to improve appropriate referral coordination and reduce no show rates.
3. Educate primary care providers through support of specialists to better manage basic specialty needs.

**Existing Community Assets and Resources:**

- ❖ **PMH Podiatry Clinic**
- ❖ **PMH Wound Care**
- ❖ **PMH Nursing Infusion Center**
- ❖ **Telemedicine-Retinopathy**
- ❖ **Tele-stroke with CAMC**
- ❖ **Partners in Health Network**
- ❖ **Physical Therapy Rehab in Green Bank**

**3. CHRONIC DISEASE MANAGEMENT**

PMH recognizes the connection between diabetes, cardiovascular disease, and other chronic conditions to overweight and obesity and as such will focus on continual education and awareness of the benefits of a healthy lifestyle including smoking cessation, nutrition and exercise.

**GOAL:** To promote a healthy lifestyle among county residents through promotion of healthy eating, physical activity and living smoke free.

**OBJECTIVES:**

- Reduce overweight and obesity rates
- Improve diet and nutritional intake
- Increase regular daily exercise among Pocahontas County residents
- Decrease the number of county residents who smoke

**KEY INDICATORS:** Performing Community Education Programs targeting “at risk” citizens.

**PMH STRATEGIES:**

1. Continue to educate individuals about the importance of healthy lifestyles including eating healthy foods, physical activity and quitting smoking through:

- Community Education Cooking Classes
- “Heart Healthy” Workshops
- Senior Citizen Luncheons
- Partnering with Green Bank Elementary School for a healthy food choices night for parents/students
- Spring Health Fairs
- Diabetes Education and Support Groups

**Existing Community Assets and Resources:**

- ❖ **PMH Diabetes Education and Support Groups**
- ❖ **Pocahontas County Board of Education**
- ❖ **Pocahontas County Health Department**
- ❖ **Smoking Cessation Program**
- ❖ **Local markets and community garden centers**

**COMMUNITY HEALTH NEEDS NOT ADDRESSED**

Pocahontas Memorial Hospital has chosen not to focus on the following needs that were identified through the Community Health Needs Assessment and prioritization process:

**Access to Care:**

**Transportation** – PMH currently provides ambulance services and are reviewing the possibility of a transport service. There are multiple EMS services in the county so we feel this emergency and non-urgent transportation of patients is being met. Currently there are no local bus services but at this time, we do not have the resources to address this issue. We feel this is a county-wide issue and will work collaboratively with the Pocahontas County Commission to seek resources.

**Oral and Dental Care** - There are Federally Qualified Health Care Clinics and a local private dentist in the county that provide these services. At this time, PMH believes there are sufficient dentists in the county to oversee the dental health of the community residents.

**Pediatric Care** – Although there are no pediatricians in the county, there are sufficient Family Practice physicians and mid-level providers that can evaluate and treat the limited pediatric population in the county. Recently, PMH has added an additional Nurse Practitioner to the Rural Health Clinic who will also be seeing the pediatric population so we believe this need will be met.

**Drug Addiction** - Drug and alcohol abuse is a major problem across the state of West Virginia and also poses a problem for our community. Pocahontas Memorial Hospital does not currently have a detox unit or an inpatient behavioral health unit and therefore must transfer all patients to an appropriate inpatient unit. We will continue to work collaboratively with our local mental health providers and will review opportunities to expand this service in the future. PMH currently collaborates with the Pocahontas Coalition Prevention and Seneca Mental Health Services.

## **APPROVAL FROM GOVERNING BODY**

The Pocahontas Memorial Board of Trustees met on Tuesday, June 25, 2019 to review the findings of the CHNA and the recommended the Implementation Strategy. The Board voted to adopt the Implementation Strategy as outlined and provide the necessary resources and support to carry out the initiatives therein.