

# Baptist Memorial Hospital-Collierville Community Health Improvement Plan

Baptist Memorial Health Care developed a community health improvement plan (CHIP) to guide community benefit and population health improvement activities across the Memphis Metro Service Area. Baptist's CHIP builds upon previous health improvement activities, while recognizing new health issues and concerns and a changing health care delivery environment, to address the region's most pressing community health needs. Below are specific activities that Baptist Memorial Hospital-Collierville will carry out in support of the system-wide plan.

## Health Priority: Behavioral Health

**Baptist Goal:** Improve outcomes for residents with a mental health or substance abuse condition and their families.

### **Baptist Objectives:**

- 1) Increase the number of residents who are screened for depression and mental health conditions.
- 2) Develop or continue collaboration with community agencies that provide mental health and substance abuse support services to reduce suicide and drug-induced death rates.
- 3) Educate residents about warning signs for mental health conditions and substance abuse, including Alzheimer's disease.

### **Baptist Memorial Hospital-Collierville Strategies:**

- 1) Support Baptist Memorial Health Care initiatives to screen individuals for depression and mental health conditions.
- 2) Identify opportunities to collaborate with community agencies that provide mental health and substance abuse support services.
- 3) Host educational forums and screenings.
- 4) Use media to promote awareness of behavioral health signs and symptoms.

## Health Priority: Cancer

**Baptist Goal:** Provide early detection and treatment to reduce cancer mortality rates and improve quality of life for patients living with cancer.

### **Baptist Objectives:**

- 1) Provide free or reduced cost screenings and services, especially targeting low-income, at-risk, and minority populations.
- 2) Increase residents' awareness of the benefits of cancer prevention, screenings, and early treatment.

**Baptist Memorial Hospital-Collierville Strategies:**

- 1) Partner with the American Cancer Society and other community partners to increase public awareness of cancer risk, prevention, and screening.
- 2) Participate in educational forums to increase awareness of risk factors and prevention activities.
- 3) Use media to promote awareness of cancer risk, prevention, and screening.

**Health Priority: Chronic Disease Management and Prevention**

**Baptist Goal:** Reduce risk factors for chronic disease and improve management of chronic disease through healthy lifestyle choices.

**Baptist Objectives:**

- 1) Provide education about healthy lifestyles and risk factors for disease.
- 2) Encourage physical activity among residents.

**Baptist Memorial Hospital-Collierville Strategies:**

- 1) Provide education and screenings for health risk factors related to chronic disease.
- 2) Collaborate with community partners to promote physical activity.

**Health Priority: Maternal and Child Health**

**Baptist Goal:** Improve birth outcomes for women and infants.

**Baptist Objectives:**

- 1) Increase the proportion of women who receive early and adequate prenatal care.
- 2) Increase the proportion of infants who are breastfed.

**Baptist Memorial Hospital-Collierville Strategies:**

In the area of maternal and child health, Baptist Memorial Hospital-Collierville will support initiatives led by Baptist Memorial Hospital for Women, which shares this service area.