

APPENDIX D
OPPORTUNITIES FOR IMPROVEMENT
AND IMPLEMENTATION STRATEGY

2016 Community Health Needs Assessment
Opportunities for Improvement and Action Plan



A. At-Risk Populations - Children / Pediatrics

| Educate | Advocate | Collaborate | Participate |
|--|---|--|---|
| <p>Provide access to all Leake County K-6 Teachers with Access to GoNoodle education resources</p> <p>Provide instructors to area schools on health-related matters.</p> | <p>Promote Medicaid expansion alternatives to MS legislature.</p> | <p>Work with Leake County Board of Education to develop grade-specific health education goals and resources.</p> <p>Partner with school nurses to develop a strategic plan and/or provide materials related to age-specific health concerns.</p> | <p>Develop school-based clinics as child sites of our rural health clinics to provide, minimally, immunizations (2017) with the future goal of providing well-care and even sick care visits (2018).</p> <p>Promote the fact that BMCL has the only certified pediatric nurse practitioner in Leake County.</p> |

B. At-Risk Populations - Men

| Educate | Advocate | Collaborate | Participate |
|--|----------|--|---|
| <p>Provide informational material on prostate screenings and testicular self-examination</p> | | <p>Offer community free prostate screenings through local event.</p> | <p>Develop a urology clinic on campus</p> |

C. At-Risk Populations – Senior Adults / Geriatric

| Educate | Advocate | Collaborate | Participate |
|---|--|--|---|
| <p>Provide information on changes to Medicare coverage options including new and expanded programs on Medicare Advantage</p> <p>Host public educational meetings (at least semiannually) on health topics of interest to senior adults.</p> | <p>Support critical-access status for rural facilities as the primary means to the continuation of vital health services to rural communities.</p> | <p>Host an annual meeting with administrators for area homes for the aged (nursing homes and assisted living facilities) to identify key health service needs for their residents.</p> | <p>Expand and promote BMCL’s Hospital Auxiliary/Volunteer Program as a key point of contact with the senior-adult population.</p> |

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D. At-Risk Populations - Women

| Educate | Advocate | Collaborate | Participate |
|---|---|--|--|
| <p>Provide women’s health education seminars and materials for: examples - breast cancer, heart disease, osteoporosis</p> | <p>Advocate state elected officials for expansion of Medicaid</p> | <p>Partner with OB Hospitalist group to provide prenatal services in Leake County.</p> | <p>Provide women’s health clinic through our Rural Health Clinic structure</p> <p>Offer low cost mammograms and bone density screenings the month of October.</p> <p>Host educational community events on women’s health concerns.</p> |

E. Disease/Condition-Specific – Accidental Injury / Trauma

| Educate | Advocate | Collaborate | Participate |
|--|--|---|---|
| <p>Provide, at least annually, public information related to injury prevention and treatment.</p> <p>Provide quarterly education on seasons concerns related to accidents and trauma (e.g. heat-related disorders, sunscreen use, fire dangers, etc.)</p> <p>Provide safety/injury avoidance information to Neshoba County Fair</p> <p>Provide CPR Training and Certification to all area school coaching staff.</p> | <p>Support additional funding of the state-wide trauma system.</p> <p>Support additional/continued funding for the state’s burn center.</p> <p>Advocate for additional state resources for EMT education</p> | <p>Participate in the MS state-wide trauma system as a level and the Central Trauma Region as a means to continually improve trauma services to citizens of Leake County.</p> <p>Promote “Choose Baptist” as first choice for transfer of emergency patients as a means to enhance continuity of care.</p> <p>Invite local ambulance service to attend and participate in performance improvement projects and activities related to patient transfers.</p> | <p>Facilitate timely and appropriate transfer of Emergency patients area tertiary referral hospitals through review and analysis of performance metrics</p> |

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F. Disease/Condition-Specific – Alzheimer’s/Memory Disorders

| Educate | Advocate | Collaborate | Participate |
|---|----------|--|--|
| Develop education material Provide educational resources and support programs for caregivers through state Alzheimer’s Organization. | | Partner with area home health agencies to offer educational and support resources to patients’ families. | Host educational events on Alzheimer’s, serve as host for support group and serve as an advocate and volunteer at state and local events. Promote World Alzheimer’s day/Wear Purple. Create team for Alzheimer’s Walk. |

G. Disease/Condition-Specific – Cancer

| Educate | Advocate | Collaborate | Participate |
|--|----------|--|---|
| Continue to sponsor annual “Pink Affair” or similar programs in Carthage as a means to raise awareness of breast cancer. Educational display for colorectal cancer in lobby in March. Promote lung cancer awareness month of November. | | Participate / sponsor in MS Baptist Health Foundation’s Cycle for a Cure event annually. | Expand GI screenings for colorectal cancer. |

H. Disease/Condition-Specific – COPD / Pulmonary

| Educate | Advocate | Collaborate | Participate |
|--|----------|---|--|
| Provide educational materials on COPD. Provide resources from MS Tobacco Coalition on lung awareness. | | Provide flu shots free or at reduced cost for area employers. Provide flu shots free or at reduced cost for area schools. Partner with MS Tobacco Coalition local Rep at area events for distribution of educational materials. | <i>Promote flu vaccination in our all BMCL Rural Health Clinics.</i> <i>Continue requirement for all eligible employees to receive annual flu vaccination as a condition of employment.</i> <i>Consider development of an on-site sleep lab.</i> |

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I. Disease/Condition-Specific – Diabetes

| Educate | Advocate | Collaborate | Participate |
|--|----------|--|---|
| Provide glucose screenings at area health fairs free of charge Provide education for better diabetic diet and care. | | Work with area schools to provide information on nutrition, exercise and healthy lifestyles to students on a grade-appropriate basis | Provide access to an endocrine specialist at a weekly basis on the BMCL campus Offer Certified Diabetic Foot Care Specialist in BMC Leake clinics weekly. Offer Wound Care on BMCL campus weekly. |

J. Disease/Condition-Specific – Stroke/CVA

| Educate | Advocate | Collaborate | Participate |
|--|---|--|---|
| Provide public education, at least annually on stroke awareness, signs of stroke and early intervention “golden hour.” | Advocate for increased funding for the state-wide stroke network. | Participate in the state-wide stroke network as a primary stroke hospital. Host stroke education seminars for BMCL staff and local EMT staff. | Provide “golden hour” interventions on a 24-hour basis including CT with STAT interpretation and thrombolytic therapy available on-site |

K. Disease/Condition-Specific – Heart Disease

| Educate | Advocate | Collaborate | Participate |
|--|---|---|---|
| Provide basic CPR instruction at all area high school for juniors and seniors in collaboration with state-wide graduation requirements. Education resources offered and highlighted on heart disease the month of February. | Advocate state elected officials for ongoing support of the MS STEMI network. | Partner with Baptist Health Foundation and American Heart Association to underwrite/provide CPR training materials including demonstration dummies for area high schools. Highlight local area residents who have fought the battle of heart disease in Heart Disease month of February. | Expand services to provide access to a board-certified cardiologist at an on-site clinic at BMCL campus of a weekly basis (currently twice a month) All employees to receive on-site CPR certification. Provide ACLS certification for nursing staff Host National Go Red Day in February. |

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L. Disease/Condition-Specific - Hypertension / Blood Pressure

| Educate | Advocate | Collaborate | Participate |
|---------|----------|--|---|
| | | Provide free blood pressure checks at area health fairs throughout the year. | Provide free blood pressure checks via hospital ED, rural health clinics as well as areas health fairs. |

M. Disease/Condition-Specific – Kidney/Urinary Disease

| Educate | Advocate | Collaborate | Participate |
|---|----------|---|-------------------------------------|
| Provide information of proper collection of urine specimens for patients and staff as well as area collection sites such as nursing home. | | Support efforts by MORA on organ donation Participate in national catheter-associated urinary tract infection (CAUTI) reduction study and programs | Provide a urology clinic on campus. |

N. Disease/Condition-Specific – Mental Health

| Educate | Advocate | Collaborate | Participate |
|---------|--|---|---|
| | Actively advocate state elected officials for expanded funding for mental health services. | Work with Weems Community Mental Health Center to Partner with area school special needs departments offering life skills through assembly of our admission packets. | Provide outpatient geripsych services to Leake County |

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O. Disease/Condition-Specific – Pneumonia and Influenza

| Educate | Advocate | Collaborate | Participate |
|---|----------|--|--|
| Provide annual community-wide education at the beginning of Flu season on signs, symptoms and early treatment options | | Provide low-cost flu shots either on-site for through health fairs | Provide flu and/pneumococcal vaccines through our network of clinics Require all employees to receive annual flu vaccination as a condition of employment |

P. Social Challenges Affecting Health - Access to Care

| Educate | Advocate | Collaborate | Participate |
|--|---|---|--|
| Educate the community on low-cost options for primary care needs including our clinics and charity care programs | Advocate state legislators for continuation and expansion of the MS Physician and Dental Rural Scholarship programs | Work with area nursing and allied health professions schools to serve as clinical sites for students. | Provide in-kind support (e.g. office space and supplies for the monthly community free-clinic. |

Q. Social Challenges Affecting Health - Employment

| Educate | Advocate | Collaborate | Participate |
|---|--|--|--|
| Provide information to local high school students about health-related careers and professions. | Encourage state legislators to support rural scholarship programs for health-related professions | Serve as a clinical training site for nursing and allied health professions students. Host Career For a Day students interested in the health care field through our local Main Street Chamber Association. | Develop a scholarship program for areas students pursuing degrees in nursing and/or allied health professions Offer a summer nursing externship to local nursing students from local nursing schools. |

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R. Social Challenges Affecting Health - Nutrition

| Educate | Advocate | Collaborate | Participate |
|---|----------|---|---|
| Pediatric Nurse Practitioner distributes healthy eating information to clinic patients. Provide Healthy Eating Choices information to local schools. | | Work with Valley Services to provide health cooking classes | Visit local schools and provide healthy eating program to students. |

S. Social Challenges Affecting Health – Poverty

| Educate | Advocate | Collaborate | Participate |
|--|--|--|---|
| Educate the public regarding BMCL’s charity care program | Advocate for some form of expansion of Medicaid or other expanded coverage for the poor. | Support the monthly community free clinic currently provided by Dr. Perry with in-kind donations of material and support and encourage volunteer participation by BMCL staff | Provide alternative primary care options via rural health clinics for patients who currently attempt to access primary care through the ED. |

ADDENDUM TO
2016 COMMUNITY HEALTH NEEDS ASSESSMENT
April 12, 2018

**Addendum to Community Health Needs Assessment
Baptist Medical Center Leake
April 12, 2018**

In May 2017 Baptist Memorial Health Care Corporation of Memphis, TN (BMHCC) acquired a controlling interest in Baptist Medical Center Leake (BMCL). As part of a system-wide review of CHNA documentation for all entities, several items were identified which BMHCC senior management felt needed further documentation and/or clarification in order to further document compliance with §501(r) requirements. Therefore, the following addendum to BMCL's 2016 Community Health Needs Assessment has been prepared in accordance with the review findings and will be published in an updated copy of the entire document:

Outlets utilized for solicitation of community participation:

- Website
- Email
- Social media
- Baptist Medical Center Leake (Employee email, Information Desk, Clinic receptionist, Outpatient Admissions)
- Carthage Main Street Chamber (Annual membership banquet (250 attendees, membership email)
- Kicks96
- The Carthaginian
- Carthage-Leake County Library (6/20/16; 10 attendees)
- Carthage Rotary Club (6/3/16; 34 attendees)
- Tyson Foods (presentation via break room media, 1,500 viewed)
- CHNA Community Focus Group (6/7/16; 10 attendees)
- Leake County Health Network (via email)

Survey Methodology:

The online survey was widely distributed via email, hospital website, social media, local Main Street/Chamber, and other means of electronic communication. Instructions for accessing the online survey were distributed in areas highly trafficked by patients and visitors throughout clinics, Baptist Medical Center Leake, local civic and community meetings, local library where free online access is available, local businesses as well as other local media outlets.

A hardcopy survey was also made available to ensure opportunities for a diverse participation. Paper surveys were distributed at local civic and community meetings and events, local businesses, Baptist Medical Center Leake main lobby and clinics. The completed hardcopy surveys were collected and entered to the online data for analysis.

Addendum to Community Health Needs Assessment

Baptist Medical Center Leake

April 12, 2018

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Focus Group Methodology:

A critical component in gathering relevant community health needs data involves conducting focus group interviews with community members who are interested in and represent the broader interests of the community, including those with special knowledge of or expertise in public health. Additional input was solicited from the following organizations representing key informants, with specific information relate to public health and or rural health as well as organizations representing minorities and the traditionally underserved:

- Baptist Medical Center – Leake, Mary Burkes, RN, Case Manager
- Baptist Medical Center – Leake, Elise Spears, LPN, Discharge Planner/Social Services*
- Truelight Missionary Baptist Church
- Galilee Missionary Baptist Church
- First Baptist Martin Luther King Baptist Church
- Weems Community Mental Health Center, Deborah Eichelberger, Director *
- Leake County Health Network, Michelle McCann, Executive Director
- Leake County Health Department, Jodi Russell, Director*
- East Central Mississippi Healthcare Alliance, Jill Bishop, Executive Director*
- Standing Pines Elementary School of the Mississippi Band of Choctaw Indians, Jason Roberson, Principal *
- Mississippi Office of Rural Health, Rozelia Harris, Director*
- Mississippi Hospital Association, Tim Moore, Chief Executive Officer
- Mississippi Rural Hospital Alliance, Mendal Kemp, Executive Director*
- Tyson Foods, Inc. (local employer of predominantly low-skilled and minority workforce)

*Indicates individuals with specific knowledge or expertise in public health

One specific focus group was conducted specifically to include participants from across Leake County who may not be represented by a particular group or organization. Information regarding the focus group that included the date, time, and location was disseminated by email, newspaper, the local Main Street Chamber, and local civic organization and community meetings. A series of questions and timely articles were presented to the focus group serving as a guide for the meeting in which the attendees were asked to share their responses. The responses were, in turn, documented by a designated scribe.

Michelle McCann
Director of Community Education
Baptist Medical Center Leake
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Needs Identified but Not Addressed

Baptist Medical Center Leake is classified as a critical access hospital by the Centers for Medicare and Medicaid Services. By definition, it offers a limited array of services in a rural community. Given limited resources, we are unable to address each of the health needs that exist within our community and/or those needs identified in our survey. Needs were prioritized to facilitate the efficient and effective utilization of available resources. Some needs identified in our CHNA report may not have been addressed in our Implementation Strategy due to a lack of human or financial resources or expertise in a specific field or discipline. In some cases, those needs are already being addressed by community partners, programs and/or initiatives.

Annual Updates

The last paragraph of BMCLs 2016-2018 CHNA states that the plan will be approved by the organization's Board of Directors and updated annually. The original CHNA and Implementation Strategy was approved by the appropriate board on August 5, 2016. The 2017 annual update was adopted by the Board of Directors on September 21, 2017.

Following the merger with BMHCC, senior managers provided additional education and guidance on the IRS §501 requirements in January 2018 at which time BMHCC senior management recommended, that since annual updates are not a requirement under the regulations, that the BMCL Board of Directors consider suspending this provision for the remainder of the CHNA cycle. The newly-integrated senior management team, has already commenced the planning phase for the next round of Community Health Needs Assessments for all facilities in our system.