



CULLMAN
REGIONAL
MEDICAL
CENTER

Cullman Regional Medical Center, Inc.

**2016
Community Health Needs Assessment
Implementation Strategy**

Overview

Introduction

Cullman Regional Medical Center, Inc. (CRMC) is a 145-bed acute care hospital located in Cullman, Alabama. CRMC is the only hospital in Cullman County, a county consisting of more than 734 square miles located in north central Alabama. CRMC is designated a Level III Trauma Center and provides a wide range of services.

CRMC completed a comprehensive Community Health Needs Assessment (CHNA) that was approved and adopted by the CRMC Board of Directors on June 28, 2016. The implementation strategy to address health needs identified in the 2016 CHNA was approved and adopted by the CRMC Board of Directors on November 1, 2016. Both the CHNA and implementation strategy were developed in compliance with Internal Revenue Code, section 501(r).

Evaluation Process and Criteria Utilized

Community health needs were identified through primary and secondary data collection and analyses, and were grouped into six major categories. These areas were prioritized by the CHNA Advisory Committee by utilizing criteria related to the estimated feasibility and effectiveness of possible interventions; whether addressing the need builds on existing organizational competencies; the number or proportion of people effected by the health need; the ability to meet the need with resources available; the importance the community places on addressing the health need; and the opportunity to intervene at the prevention level. The result was the identification and ranking of six significant health needs.

Significant Health Needs

Through the process described above and in the Assessment Methodology section of the CHNA, CRMC developed the following prioritized list of significant health needs:

1. Heart disease
2. Obesity
3. Access to care/continuity of care
4. Cancer
5. Smoking (as primary cause of lung disease and lung Cancer)
6. Substance abuse/mental health

Significant Health Needs to Be Addressed

Based on the evaluation criteria described previously, including prioritizing the health needs with the strongest alignment to its mission and ability and capacity to address those health needs, CRMC identified the five highest priority health needs below as those it will address.

1. Heart disease
2. Obesity
3. Access to care/continuity of care
4. Cancer
5. Smoking (as primary cause of lung disease and lung Cancer)

Heart Disease

Heart disease is the number one killer in Cullman County, and the heart disease mortality rate in Cullman County is substantially higher than either the Alabama statewide rate or the national rate. Also, several focus group and interview participants indicated that heart disease, as well as several causes of and risk factors for heart disease, were a significant health issue in Cullman County.

Obesity

More than one-third of the population of Cullman County is considered obese, which is a considerably higher rate than the nationally average. The significance of obesity was also the most frequently mentioned health need by focus group and interview participants. Additionally, obesity is one of the most significant risk factors for and causes of numerous other health issues experienced by Jackson County residents, including diabetes, hypertension, heart disease, and cancer.

Access to Care/Continuity of Care

Access to care, including continuity of care, were identified as a significant health need through both primary and secondary data. Several focus group and interview participants identified access to care as a significant health issue, particularly the uninsured, and those that lack transportation. Secondary data supports this concern, with a low level of affluence, and a high proportion of uninsured population and those enrolled in Medicaid in Cullman County. In addition, the primary care physician to population ratio is significantly higher in Cullman County than statewide and national ratios.

Cancer

Cancer is the number two killer in Cullman County, and the cancer mortality rate in Cullman County is substantially higher than the national rate. Also, several focus group

and interview participants indicated that cancer, as well as several causes of and risk factors for cancer, were a significant health issue in Cullman County.

Smoking

Similar to obesity, the prevalence of smoking among Cullman County residents is significantly higher than the national rate based on secondary data. In addition, smoking is a significant risk factor for and cause of many other health issues, including heart disease, chronic respiratory disease, and lung cancer. Also, smoking was mentioned by numerous focus group and interview participants as a significant health issue in Cullman County.

Significant Health Need That Will Not Be Addressed

Substance Abuse/Mental Health

Substance abuse and mental health were mentioned by numerous focus group and interview participants as a significant health issue in Cullman County. CRMC does not offer substance abuse or mental health treatment services. Therefore CRMC has very limited competencies and resources that would enable it to address this need.

Additionally, there are other organizations providing substance abuse and mental health services to Cullman County residents, including Mental Healthcare of Cullman and The Sanctuary at the Woodlands.

Of the significant health needs identified, CRMC has determined it is most appropriate to focus its efforts and resources on heart disease, obesity, access to care/continuity of care, cancer, and smoking. CRMC believes its resources are best focused on the highest priority health needs identified. In addition, CRMC does not intend to address substance abuse/mental health issues at this time due to several factors, including its lack resources and competency to address this community need, as well as the existence of other organizations focused on providing these services to the community.

Implementation Strategy

The implementation strategy specifies the community health needs CRMC intends to address, together with the goal, actions CRMC intends to take to address the goal/health need, anticipated impact of the actions, programs and services CRMC plans to commit, and collaborative partners.

Heart Disease

Goal:	Reduce the mortality rate for heart disease in Cullman County.
Actions CRMC Intends to Take to Address Goal/Health Need:	
1.	Continue to use/expand use of Community Paramedic Program through Cullman Emergency Medical Services, including partnering with local nursing homes.
2.	Continue to use/expand use of multidisciplinary Readmissions Team to work with heart failure patients to reduce readmission to hospital, including working with other available community resources (e.g., pharmacies, Community Paramedic Program, nursing homes).
3.	Continue/expand provision of free health screenings at community events at locations throughout Cullman County, including: <ul style="list-style-type: none"> • Providing and expanding number of heart and stroke prevention clinic screenings; and • Targeting low income and minority populations.
4.	Continue to work toward changing negative health behaviors through community health education/outreach, including: <ul style="list-style-type: none"> • Expanding/enhancing/promoting CRMC’s Employee Wellness Program, which includes tobacco cessation, free fitness facilities, and weight management programs. • Translating CRMC’s Employee Wellness Programs into development of a Community Wellness Program, including: <ul style="list-style-type: none"> • Developing worksite wellness programs, including screenings and health education; • Expanding health education programs focused on signs and symptoms of heart disease, and nutrition/diet education/awareness; and • Targeting low income and minority populations.
5.	Partner with area fitness centers to provide greater exercise opportunities. <ul style="list-style-type: none"> • Work to offer free passes or discounts to fitness centers with CRMC’s health screening services.
6.	Investigate the feasibility of developing a Heart Failure Program.
7.	Leverage CRMC’s Chest Pain Center accreditation and achieve accreditation from the Society of Cardiovascular Patient Care for its “Cardiac Cath Lab”.
8.	Work toward recruiting additional Cardiologists to serve the area.

Heart Disease (Continued)

Anticipated Impact of Actions:
<ul style="list-style-type: none">• Improve the overall health and quality of life of Cullman County residents• Lower readmission rates• Reduce overutilization of the Emergency Department• Increase the number of people receiving screening services, including low income and minority populations• Increase the number of people attending health outreach/education classes, including low income and minority populations• Improve the early detection and treatment of heart disease and heart disease risk factors• Increase the number of people exercising on a regular basis• Continue to improve the treatment of heart disease in Cullman County
Programs and Resources CRMC Plans to Commit:
<ul style="list-style-type: none">• Continued support/funding for the Community Paramedic Program• Continued support/funding for the multidisciplinary Readmissions Team• Free health screenings• Designation of an employee that will be oversee and be responsible for CRMC's Employee and Community Wellness initiatives• Development of a Community Wellness Program, including worksite wellness programs with screening and health education• Increase in the number of health education programs focused on signs and symptoms of heart disease, and nutrition/diet education/awareness
Collaborative Partners:
<ul style="list-style-type: none">• Area nursing homes• Area pharmacies• Area fitness centers• Area employers

Obesity

Goal:	Reduce the proportion of Cullman County residents that are obese.
Actions CRMC Intends to Take to Address Goal/Health Need:	
1.	Continue to work toward changing negative health behaviors through community health education/outreach, including: <ul style="list-style-type: none"> • Expanding/enhancing/promoting CRMC's Employee Wellness Program, which includes tobacco cessation, free fitness facilities, and weight management programs. • Translating CRMC's Employee Wellness Programs into development of a Community Wellness Program, including: <ul style="list-style-type: none"> • Developing worksite wellness programs, including screenings and health education; • Expanding health education programs focused on signs and symptoms of heart disease, and nutrition/diet education/awareness; and • Targeting low income and minority populations. (Heart Disease Action #4)
2.	Partner with area fitness centers to provide greater exercise opportunities. <ul style="list-style-type: none"> • Work to offer free passes or discounts to fitness centers with CRMC's health screening services and events. (Heart Disease Action #5)
3.	Partner with the Cooperative Extension to assist in implementing strategies to encourage healthy lifestyles. <ul style="list-style-type: none"> • Include use of the Mobile Kitchen.
4.	Partner with Cullman County and Cullman City schools to assist in teaching future generations to live a healthy lifestyle.
5.	Provide community educational programs regarding preparing healthy meals using CRMC's cafeteria, chef, and dieticians.
6.	Provide health and wellness advice on CRMC's website and social media.
Anticipated Impact of Actions:	
<ul style="list-style-type: none"> • Improve the overall health and quality of life of Cullman County residents • Healthier nutrition • Reduction in incidence of obesity, diabetes, and hypertension • Increase the number of people attending health outreach/education classes, including low income and minority populations • Increase the number of people exercising on a regular basis • Increase the number of people attending educational programs regarding preparing healthy meals • Increase the number of people utilizing health and wellness advice on CRMC's website and social media 	

Obesity (Continued)

Programs and Resources CRMC Plans to Commit:

- Designation of an employee that will be oversee and be responsible for CRMC's Employee and Community Wellness initiatives
- Development of a Community Wellness Program, including worksite wellness programs with screening and health education
- Increase in the number of health education programs focused on signs and symptoms of heart disease, and nutrition/diet education/awareness
- Provision of assistance to the Cooperative Extension, and Cullman County and Cullman City Schools
- CRMC Cafeteria, Chef, and dieticians

Collaborative Partners:

- Area fitness centers
- Cooperative Extension
- Cullman County Schools and Cullman City Schools
- Area employers

Access to Care/Continuity of Care

Goal:	Improve access to care and continuity of care for Cullman County residents.
Actions CRMC Intends to Take to Address Goal/Health Need:	
1.	Continue to use/expand use of Community Paramedic Program through Cullman Emergency Medical Services, including partnering with local nursing homes. (Heart Disease Action #1)
2.	Continue to use/expand use of multidisciplinary Readmissions Team to work with heart failure patients to reduce readmission to hospital, including working with other available community resources (e.g., pharmacies, Community Paramedic Program, nursing homes). (Heart Disease Action #2)
3.	Continue to support and build patient bridge to Good Samaritan Health Clinic, including: <ul style="list-style-type: none"> • Providing continued funding; • Enhancing awareness in community and working with other organizations to encourage its use by the uninsured; and • Providing application assistance.
4.	Develop urgent care services.
5.	Continue to contract with local taxi service to provide transportation.
6.	Continue to assist individuals in health insurance enrollment, including: <ul style="list-style-type: none"> • Continuing to contract with a Medicaid eligibility provider; and • Providing education to individuals regarding enrollment in the Health Insurance Marketplace.
7.	Continue to partner with The Link of Cullman County to decrease poverty caused by unemployment, homelessness, illness, and general poverty, including supporting local events.
8.	Conduct education and health screenings in areas of Cullman County with low income and minority populations.
Anticipated Impact of Actions:	
<ul style="list-style-type: none"> • Improve the overall health and quality of life of Cullman County residents • Lower readmission rates • Reduce overutilization, increase capacity and reduce wait times of the Emergency Department • Improve and expand access to primary care services for uninsured and underinsured individuals • Decrease poverty • Increase access to health education programs and screening services for low income and minority populations 	
Programs and Resources CRMC Plans to Commit:	
<ul style="list-style-type: none"> • Continued support/funding for the Community Paramedic Program • Continued support/funding for the multidisciplinary Readmissions Team • Continued support/funding for the Good Samaritan Health Clinic • Funding to support development of urgent care services • Continued contracting with Medicaid eligibility provider to assist in enrollment • Continued support for The Link of Cullman County • Support/funding of education and health screenings in areas of Cullman County with low income and minority populations 	

Access to Care/Continuity of Care (Continued)

Collaborative Partners:
<ul style="list-style-type: none">• Area nursing homes• Area pharmacies• The Link of Cullman County

Cancer

Goal:	Reduce the mortality rate for cancer in Cullman County.
Actions CRMC Intends to Take to Address Goal/Health Need:	
1.	Continue to provide a Nurse Navigation Program to assist patients in navigating the cancer treatment process, including locating community resources that provide financial assistance.
2.	Investigate the development of a program to expand the number of free cancer screenings offered in the community (mammograms, low-dose CT, etc.).
3.	Expand the number of cancer-related support groups offered in the community.
4.	Develop a Lung Nodule Clinic. <ul style="list-style-type: none"> • Include the review for cancer of scans performed for other purposes.
5.	Continue partnering with the American Cancer Society to promote its programs in the community.
6.	Provide additional community educational programs focused on the prevention and early detection of cancer.
Anticipated Impact of Actions:	
<ul style="list-style-type: none"> • Improve the coordination and funding of cancer care services • Increase participation in cancer-related support groups • Identify a greater number of individuals with early-stage cancer and pre-cancerous conditions • Increase the number of individuals receiving education regarding prevention and early detection of cancer 	
Programs and Resources CRMC Plans to Commit:	
<ul style="list-style-type: none"> • Continued funding/support for the Nurse Navigator Program • Funding for the development of a Lung Nodule Clinic • Continued funding/support for community educational programs related to prevention and early detection of cancer 	
Collaborative Partners:	
<ul style="list-style-type: none"> • American Cancer Society 	

Smoking

Goal:	Reduce the percentage of Cullman County residents who smoke.
Actions CRMC Intends to Take to Address Goal/Health Need:	
1.	<p>Incorporate the offering of new and promotion of existing smoking and tobacco cessation programs into CRMC's Employee Wellness Program.</p> <ul style="list-style-type: none"> • Provide media messages regarding available options. • Develop a tobacco treatment support program. • Offer financial incentives to stop tobacco use
2.	Implement a smoke- and tobacco-free campus at CRMC (beginning January 2017).
3.	<p>Develop programs to translate CRMC's Employee Wellness Programs into a Community Wellness Program.</p> <ul style="list-style-type: none"> • Work with area employers to implement smoke- and tobacco-free workplaces and offer tobacco treatment support programs
Anticipated Impact of Actions:	
<ul style="list-style-type: none"> • Decrease the number of CRMC's employees that smoke and use other tobacco products • Increase the number of CRMC's employees participating in smoking and tobacco cessation programs • Increase the number of smoke- and tobacco-free workplaces in Cullman County 	
Programs and Resources CRMC Plans to Commit:	
<ul style="list-style-type: none"> • Support/funding for tobacco treatment support program, including certification of an employee as a Tobacco Treatment Specialist • Funding for media messages regarding available smoking and tobacco cessation programs available 	
Collaborative Partners:	
<ul style="list-style-type: none"> • Area employers • American Cancer Society 	