



Cullman Regional Medical Center, Inc. 2022 Community Health Needs Assessment Implementation Plan

Overview

Cullman Regional is a fully accredited 150-bed hospital and health system serving a five-county area in North Alabama. As the largest employer in Cullman County, the hospital has grown to include an employed physician group of more than 50 providers and a network of convenient outpatient services urgent care, imaging, surgery, physician specialists and primary care.

Cullman Regional completed a comprehensive Community Health Needs Assessment (CHNA) that was approved and adopted by the Board of Directors on June 14, 2022. Both the CHNA and implementation strategy were developed in compliance with Internal Revenue Code, section 501(r).

Evaluation Process and Criteria Utilized

Twelve community health needs were identified and prioritized based on information gathered through primary and secondary data collection and analyses, and after consideration of various criteria, including: standing in comparison with benchmark data; the preponderance of significant findings within topic areas; the magnitude of the issue in terms of the number of persons affected; the potential health impact of a given issue; and the greatest concern to the community stakeholders (key informants) giving input to this process.

1. Mental Health
2. Substance Abuse
3. Tobacco Use
4. Nutrition, Physical Activity & Weight
5. Heart Disease & Stroke
6. Potentially Disabling Conditions
7. Respiratory Disease
8. Cancer
9. Infant Health & Planning
10. Access to Healthcare Services
11. Oral Health
12. Injury & Violence

Significant Health Needs

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, Cullman Regional identified the six highest priority health needs below as those it will address.

MENTAL HEALTH

GOAL	Develop existing behavioral health services to support more patients.
1.	Continue to offer outpatient psychiatric services through Medical Group Turning Point clinic. Cullman Regional employs a board-certified psychiatrist to provide full-time psychiatric care in an outpatient clinic setting. The hospital recently expanded its psychiatric services to include child/adolescent psychiatry and will continue to recruit additional providers to accommodate the needs of the community.
2.	Continue to provide enhanced emergency care with dedicated behavioral health treatment area in ER. Additionally, the hospital’s recent emergency department expansion included a dedicated area for behavioral health patients with special features for patient and caregiver safety.
3.	Continue to support and collaborate with partner organizations that also serve individuals with mental health challenges.
IMPACT	Increased local resources for individuals needing outpatient or emergency mental health treatment enabling more patients to be evaluated, treated and supported.
RESOURCES	Support/fund continued recruitment of mental health providers and further development of the existing psychiatric outpatient clinic and services.
PARTNERS	Cullman Regional Physician Services Cullman Regional Emergency Department Cullman Regional Turning Point Clinic Cullman Police Department Cullman Sheriff’s Office Cullman EMS WellStone Behavioral Health The Sanctuary at the Woodlands The Foundry Farm Recovery Center Lighthouse, Inc. Restoring Women Outreach Alcoholics Anonymous – Cullman SKG Foundation Court System The Link of Cullman County

Tobacco Use

GOAL	Enhance awareness about the harmful effects of tobacco use and provide connections to helpful resources.
1.	Explore ways to use hospital social media and other tactics to share important messages and resources about tobacco use. Through the hospital’s employed primary care physician clinics, Respiratory Therapy department and social media, Cullman Regional will work to educate the community and patients about the risks of tobacco use and resources to support cessation.
2.	Continue to offer tobacco counseling to patients at primary care appointments.
IMPACT	Individuals who use tobacco will see/hear more information about the risk of tobacco use and those who are motivated to quit will have information about resources.
RESOURCES	Time commitment from hospital social media and digital teams to develop and execute educational campaign. Time commitment from the hospital’s primary care providers to counsel on tobacco use at all patient appointments.
PARTNERS	The Lung Association Cullman Regional Medical Group Pulmonology Clinic Cullman Regional Marketing Department Alabama Department of Public Health Quit Now Alabama

Nutrition, Physical Activity & Weight

GOAL	Connect individuals interested in weight loss with healthcare resources that can help them achieve and sustain weight loss goals.
1.	Expand free information sessions on bariatric surgery to communities outside of Cullman. Cullman Regional has been offering free information sessions in Cullman since fall 2021. Information sessions give individuals the opportunity to speak directly with a bariatric surgeon to help them determine the best weight loss method.
2.	Establish a weight loss support group. The support group will be facilitated by a weight loss specialist and provide individuals considering or actively pursuing medical or surgical weight loss with a safe and encouraging place for questions/concerns.
3.	Produce patient education video series on weight loss. Showcase and explain a variety of weight loss options available locally.
IMPACT	At no cost, individuals will have a variety of ways to learn about different healthy weight loss methods and access to weight loss specialists for support.
RESOURCES	Time commitment from providers at the Bariatric Center of Excellence and Metabolic & Surgical Clinic to offer regular, free information sessions and support groups as well as time commitment costs associated with production of education video series.
PARTNERS	Cullman Regional Bariatric Center of Excellence Cullman Regional Metabolic & Surgical Clinic Cullman Regional Marketing Department

Heart Disease & Stroke

GOAL	Enhance the community's access to more advanced cardiovascular and neurology care.
1.	Recruit and employ neurologists. Cullman Regional added a new neurologist in summer 2022 and will an additional neurologist in late 2022 to provide more neurology care locally.
2.	Invest in technology and systems for advanced cardiovascular care. Cullman Regional's employed primary care physicians will be equipped with remote monitoring systems for patients with a variety of chronic medical conditions including hypertension.
3.	Continue activities of hospital's designated heart failure team. The team focuses on providing education and tools/toolkits to heart failure patients and tracking specific heart failure statistics.
4.	Continue to partner with the American Heart Association and American Stroke Association on education and quality initiatives.
IMPACT	Improvement of heart and stroke care and education at local level in both outpatient and inpatient settings.
RESOURCES	Support/fund recruitment activities to attract qualified providers. Hospital investment in technology. Time commitment from hospital multidisciplinary heart failure team.
PARTNERS	Cullman Regional Comprehensive Neurology Care Clinic Cullman Regional Emergency Department Cullman Regional Quality Department Cullman Regional Marketing Department Cullman Regional Cardiovascular Services Cullman Regional Cardiology Clinic American Heart Association Cullman Regional Physician Services American Stroke Association

Potentially Disabling Conditions

GOAL	Add specialty physician care to address the needs of patients with disabling conditions and complex diagnoses.
1.	Establish outpatient palliative care clinic. Cullman Regional opened a palliative care clinic in fall 2022 to provide specialty treatment for patients dealing with serious illness and complex diagnoses. Palliative care focuses on improving the patient's quality of life as much as possible.
2.	Provide hospitalized patients with palliative care services. Cullman Regional's new palliative care specialists provide inpatient consults for patients and families dealing

	with serious, complex diagnosis. Palliative care focuses on improving the patient's quality of life as much as possible.
IMPACT	Patients with complex diagnoses and multiple medical conditions will have local outpatient and inpatient palliative care services helping them achieve an improved quality.
RESOURCES	Support/fund physician specialist and establishment of clinic.
PARTNERS	Cullman Regional Palliative Care Clinic Cullman Regional Hospitalists Referring physicians Cullman Regional Physician Services

Respiratory Disease

GOAL	Enhance the community's access to more specialty physician care for respiratory disease.
1.	Establish a post-COVID care clinic. Cullman Regional opened a post-COVID care clinic in fall 2022 to provide specialty treatment for patients with long-term complications from COVID.
2.	Continue to ensure that the community has access to local pulmonology care. Cullman Regional operates an outpatient pulmonology clinic staffed with a board-certified pulmonologist and nurse practitioner.
IMPACT	Patients with respiratory disease will have local access to specialized post-COVID care.
RESOURCES	Support/fund physician specialists and establishment of new clinic.
PARTNERS	Cullman Regional Post-COVID Care Clinic Cullman Regional Pulmonology Clinic Cullman Regional Physician Services