

2013

Cumberland County Hospital



# **COMMUNITY HEALTH IMPLEMENTATION STRATEGY**

## Introduction

Cumberland County Hospital is a Kentucky, nonprofit organization, located in Burkesville, Kentucky. A board of directors governs the Hospital and ensures that the strategic direction of the hospital consistently meets the health care needs of the people which it serves. The Hospital strives to provide high quality outpatient and inpatient healthcare services to the Cumberland County communities.

This document provides a summary of Cumberland County Hospital's plan to develop new and enhance established community benefit programs and services from FY2014-16. This plan is focused on addressing the top community health priorities identified in the community health needs assessment conducted by Cumberland County Hospital in FY2013.



## Identifying Health Needs

Cumberland County Hospital identified community health needs by conducting a community health needs assessment during its fiscal year ending June 30, 2013. Primary data was obtained by conducting key informant interviews and a community health needs survey. In addition, secondary data was compiled from demographic and socioeconomic sources as well as national, state and local sources of information on disease prevalence, health indicators, and mortality.

Data was analyzed and reviewed to identify health issues of vulnerable populations and the community as a whole. Health needs were prioritized utilizing a method that weighs: 1) the size of the problem; 2) the seriousness of the problem; 3) the impact of the issue on vulnerable populations; 4) how important the issue is to the community; and 5) whether or not the hospital has existing programs to respond to the identified need.

Subsequently, Cumberland County Hospital's leadership entered into a dialogue to discuss the results of the evaluation and select health priorities. As a result of the analysis, the following areas were identified as priority areas on which we will focus over the next three years.

Cumberland County Hospital	Correlated Community Health Need
Prevention and Management of Chronic Diseases	Heart Disease Cancer Stroke/Cerebrovascular Disease Low Mammography Screening Rates
Access to Care	Uninsured Adults Preventative Care for Elderly Transportation Shortage of Primary Care Physicians
Healthy Living	Adult Obesity Physical Inactivity Drug Abuse Tobacco Use

## Priority: Prevention and Management of Chronic Diseases

### 1. Heart Disease

- a. Cumberland Co. Hospital provides community education regarding heart disease at the Community Health Fair in September. Literature and information and patient education is provided on heart health and heart disease processes such as atrial fibrillation, arrhythmia, high cholesterol, high blood pressure, and warning signs of heart attack. Tools are also available to help monitor blood pressure and cholesterol. Free blood pressure checks are offered.
- b. Disease process information is given to patients for different disease processes.
- c. Radio spots on local radio station to talk about heart disease and heart disease detection and prevention. (Talk Around Town Segment)

### 2. Cancer

- a. Cumberland Co. Hospital offers booths with educational information and literature on a variety of different cancers. (Including breast, colon, and skin cancer) at the annual health fair in September. Preventative information as well as screening information is also provided.
- b. Radio spots on local radio station to discuss cancer detection and prevention tips. (Talk around Town segment)

### 3. Stroke/ CVA/ TIA

- a. Cumberland Co. Hospital has a booth with information and literature about stroke and stroke prevention at the annual Community health fair.
- b. Radio spot focused on Stroke and stroke prevention and detection. (Talk around Town segment)

## Priority: Access to Care

### 1. Uninsured adults

- a. Each patient who is admitted to inpatient, outpatient or swing is interviewed by discharge planner and referrals are initiated to community resources as indicated.
- b. The hospital offers a financial counselor that is available for any patient. The financial counselor helps to determine if the patient is eligible for KHCP, and if so she assists them in the completion of the application.
- c. Patients who do not have insurance coverage are also provided with resource numbers. (i.e., drug discount programs)
- d. The Cumberland County Hospital offers a discount to all patients who make a prompt payment or who set up an acceptable payment plan with the financial counselor.

### 2. Preventative Care for Elderly

- a. Discharge planner assesses all admitted patients.
  - i. Discusses fall prevention and fall prevalence and risk
  - ii. Polypharmacy
  - iii. Medication management
- b. Patient education information is given to patients that have an identified need.
- c. Discharge planner makes follow-up phone calls to each discharged patient to identify any possible needs that might exist after the patient goes home. She assesses things such as medication regime compliance, compliance with follow up appointments any problems or signs and symptoms that the patient may be experiencing.

### 3. Transportation

- a. Since Cumberland County is a very rural community and most specialty care doctors are located outside of our area; Cumberland County Hospital has contracted with several specialty care doctors that specialize in different areas of health (cardiac, gynecology, pulmonary etc.) to offer a clinic space within the hospital for them to practice and schedule appointments. Cumberland County

Hospital hopes that this will help in delivering this specialty care to those individuals whom have no way to travel to outside areas.

- b. RTEC is also available in Cumberland County and the Cumberland County Hospital will help to schedule any pick- ups for any patients that are at the hospital if need be.

#### **4. Shortage of Primary Care Physicians**

- a. Cumberland County is a Medically Underserved Area and acutely aware of the physician shortage in this area. As a result of this situation the management and Board of Directors of the hospital entered into an agreement with a medical student in his second year of residency to begin work in this area, specifically for the Flowers Rural Health Clinic, in June 2014. Additionally, the hospital is in contact with another medical student to practice at the B.F. Taylor Medical Arts Facility (RHC). The management and Board of Directors of the hospital are committed to attracting new providers to this area.

### **Priority: Healthy Living**

#### **1. Adult obesity and physical inactivity**

- a. Cumberland County Hospital offers a booth at the annual health fair in September that focuses on Nutrition and healthy diet. Caloric intake and needs assessment is provided, along with free body fat analysis screening.
- b. Radio spot on local radio station discussing nutrition and physical inactivity with suggestions and benefits from improvement in these areas.
- c. Discharge planner sits up dietary consultations when appropriate for diet related issues.
- d. Cumberland County Hospital employs a registered dietician who provides nutritional therapy to inpatients as well as outpatients with physician referrals.

#### **2. Drug Abuse**

- a. Cumberland County Hospital and the two Rural Health Clinics participate in the KASPER program to ensure that all prescription drugs are being used correctly and that the patient is compliant with the prescription.
- b. Cumberland County Hospital also participates in the local schools Red Ribbon Week. Several employees from the hospital visit every classroom of the school system from Head Start all the way to the High School to address the issues of legal and illegal drug abuse.

### 3. Tobacco Use

- a. Cumberland County Hospital declared itself a smoke-free facility in 2009. The staff of the hospital is committed to education concerning the health problems that smoking causes. Education begins at the registration process, continues with the admission process through nursing, and concludes with the discharge process with the discharge planner. The hospital will continue to seek ways to educate the populace of the dangers of smoking.

## Needs Not Addressed

Some issues identified through the community health needs assessment have not been addressed in this plan. The following chart outlines how some of the needs identified in the assessment are already being addressed or if the community need falls outside the scope of expertise and resources of Cumberland County Hospital.

Community Need	How Need is Addressed
Children in Poverty	Outside scope of expertise and resources of Cumberland County Hospital.
Sexually Transmitted Infections	Outside scope of expertise and resources of Cumberland County Hospital.
Teen Birth Rate	Outside scope of expertise and resources of Cumberland County Hospital.