

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
Distribute vaccination schedule information at the Baptist Medical Clinic - BMC-Kosciusko (BMC-K)	Encourage local legislators to continue CHIP program and promote expansion alternatives.	Submit vaccination data to the MSDH	-Provide newborn and early childhood vaccinations in BMC-Kosciusko. -Participate in Medicaid Childhood Risk Assessment Program. -Consider sponsoring Young Mothers Support Group

B. At-Risk Populations - Men

Educate	Advocate	Collaborate	Participate
-Promote Prostate Screening during Prostate Cancer Awareness Month through educational seminars. -Sponsor Men's Health Day focusing on Cholesterol, Hypertension, and Back pain.		-Provide prostate screenings in community.	-Provide flat fee PSA screening test. -Recruit Urologist to BMCA satellite clinics.

C. At-Risk Populations – Senior Adults / Geriatric

Educate	Advocate	Collaborate	Participate
-Provide Fall Risk Mitigation Seminars.	Promote AHA's Save Rural Hospitals agenda to Federal Legislators		-Offer Fall Risk Assessment and Balance Training in Rehab Services. -Continue to provide weekly exercise class for Seniors. -Continue to sponsor Senior Day at Central MS Fair

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D. At-Risk Populations - Women

Educate	Advocate	Collaborate	Participate
Provide Seminar on Teenage Sexual Health issues.	Encourage Legislators to expand Medicaid	With local high schools and Boys and Girls Club to provide Teenage Sexual Health Education	<ul style="list-style-type: none"> <li>-Provide Women's Health Nurse Practitioner 2 days a week in BMC-Kosciusko.</li> <li>-Promote HPV vaccination in BMC-Kosciusko.</li> <li>-Continue to participate in MSDH Breast and Cervical Cancer Program to provide free Mammograms and Ultrasounds.</li> </ul>

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

Educate	Advocate	Collaborate	Participate
Provide seat belt use education to high school students	Encourage local MS Legislators to continue and increase funding for the Trauma Fund.	<ul style="list-style-type: none"> <li>-Collaborate with KPD &amp; MHP to provide seat belt education in high schools.</li> <li>-Collaborate with Central MS Trauma District to improve Trauma Services and education of providers.</li> <li>-Provide trauma data to MSDH Trauma Registry</li> </ul>	<ul style="list-style-type: none"> <li>-Sponsor attendance at ATLS Training for staff.</li> <li>-Continue participation in MSDH Trauma Program to improve Trauma services and provide trauma education to nurses and physicians.</li> </ul>

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

Educate	Advocate	Collaborate	Participate
Have representative of MS Alzheimer's Association speak at Community Meeting.		-Collaborate with Stepping Stones and Life Steps.	<ul style="list-style-type: none"> <li>-Add mini Mental Health Screening Exam to Senior Day Screenings.</li> <li>-Provide Geri-psych O/P care to early stage Alzheimer patients in IOP.</li> <li>-Evaluate feasibility of an Alzheimer's Memory Care Unit.</li> </ul>

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G. Disease/Condition-Specific – Cancer

Educate	Advocate	Collaborate	Participate
-Sponsor Seminars on Breast and Colon Cancer during designated awareness month.		-Continue participation in Susan G. Komen to provide screening mammograms to patients without insurance. -Collaborate with MS Chapter of ACS to provide awareness and early detection education.	-Evaluate sponsorship of local ACS Road to Recovery Program. -Consider families with cancer support group. -Continue to provide cancer screening services. -Participate in National Colon Cancer Awareness programs. -Offer free Guaic Kits during Colon Cancer Awareness activities

H. Disease/Condition-Specific – COPD / Pulmonary

Educate	Advocate	Collaborate	Participate
Provide educational materials on COPD and resources to assist with smoking cessation.		-Collaborate with MSDH and Atom Alliance/Stop Smoking MS to promote tobacco cessation.	-Recruit Pulmonologist to hold clinic and perform bronchoscopes at BMCA. -Investigate “at home” remote sleep lab testing. -Evaluate BMC-Kosciusko participation in Medicare Chronic Disease Management Program.

I. Disease/Condition-Specific – Diabetes

Educate	Advocate	Collaborate	Participate
-Distribute informative brochures on Diabetes at Health Fairs and in BMC-Kosciusko. -Evaluate adding Certified Diabetes Nurse Educator to staff.		Collaborate with area churches to provide glucose screenings to high risk groups.	-Evaluate BMC-Kosciusko participation in Medicare Chronic Disease Management program. -Provide Glucose Screenings at Health Fairs. -Continue to provide specialty care needed by diabetes-Podiatry and Wound Care. -Recruit Endocrinologist to provide clinic at BMCA.

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J. Disease/Condition-Specific – Stroke/CVA

Educate	Advocate	Collaborate	Participate
Provide community education on the early warning signs of stroke and importance of early intervention during Stroke Awareness Month in Lunch and Learn Sessions.	Encourage MS Legislature to increase funding for State Stroke Network	Collaborate with Neurology Specialist to provide Stroke Telemedicine Access	-Continue to provide Stroke Telemedicine access in the ER. -Evaluate participation in the Stroke Alliances Early Wake Up Treatment program.

K. Disease/Condition-Specific Heart Disease

Educate	Advocate	Collaborate	Participate
Provide educational materials at the BMC-Kosciusko.	Encourage MS legislature to increase funding for the MS STEMI Network.	Collaborate with Baptist Heart and AHA as described in Participate section.	-Evaluate BMC-Kosciusko participation in Medicare Chronic Disease Management Program. -Evaluate providing Cardiology Telemedicine Clinic at BMCA. -Continue to serve as an AHA CPR and ACLS education site.

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

Educate	Advocate	Collaborate	Participate
Provide educational materials at the BMC Kosciusko		Collaborate with Baptist Heart and AHA as described in Participate section.	-Evaluate providing Cardiology Telemedicine Clinic at BMCA. -Continue to serve as an AHA CPR and ACLS education site. -Offer blood pressure screening at health fairs and in public settings like Walmart. -Evaluate BMC-Kosciusko participation in Medicare Chronic Disease Management Program.

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

Educate	Advocate	Collaborate	Participate
Provide educational materials on link between HBP and Kidney disease at BMC-Kosciusko.		-Continue active participation in MORA -Continue participation in HEN CAUTI reduction.	-Continue to provide diagnostic urology procedures. -Evaluate BMC-Kosciusko participation in Medicare Chronic Disease Management Program

N. Disease/Condition-Specific – Mental Health

Educate	Advocate	Collaborate	Participate
	Lobby local legislators to increase funding to local Mental Health District	-Collaborate with Baptist Community Hospital for referral of patients to BMC-Kosciusko Tele Psychiatry Service. -Collaborate with local Mental Health District’s Life Steps to identify patients for referral to Tele Psychiatry at BMC-Kosciusko. -Collaborate with Tele Psychiatry provider to facilitate acute psychiatric referrals transferred from ER.	-Re-open the IOP at BMCA. -Provide Tele Psychiatry Service through BMC-Kosciusko -Evaluate providing LSCW counseling at BMCA-Kosciusko.

O. Disease/Condition-Specific – Pneumonia and Influenza

Educate	Advocate	Collaborate	Participate
		Collaborate with the community to provide flu and pneumococcal vaccination to employees, schools, civic organizations.	_Offer on-site Flu and Pneumonia vaccine to Business & Industry and Community Groups. -Submit vaccination data to MSDH.

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**P. Social Challenges Affecting Health - Access to Care**

Educate	Advocate	Collaborate	Participate
Promote use of low-cost BMC-Kosciusko through marketing and outreach efforts. -Continue and expand BMC-Kosciusko extended hours.	Ask MS Legislature to support funding the Rural Scholars Program. Encourage MHA and MSMA to support relaxing rules on NP Independent Practice.	Collaborate with MS Rural Scholars Program to increase awareness of the program in Attala County High Schools.	-Evaluate using IOP drivers and van to transport patients with transportation to BMC-Kosciusko. -Continue efforts to provide more specialty services locally.

**Q. Social Challenges Affecting Health - Employment**

Educate	Advocate	Collaborate	Participate
Collaborate with High School guidance counselors to make students aware of healthcare career opportunities. Collaborate with Holmes Community and other community colleges to provide clinical training.		Collaborate with High School guidance counselors to make students aware of healthcare career opportunities. -Collaborate with Holmes Community and other community colleges to provide clinical training.	Continue Tuition Reimbursement program for RN's and select allied Health Professionals.

**R. Social Challenges Affecting Health - Nutrition**

Educate	Advocate	Collaborate	Participate
See Collaborate and Participate sections		In Collaboration with Valley →  In Collaboration with Fresenius Dialysis→	Provide Class on Low Sodium Diets for Hypertensive patients.  Provide Class on Kidney Dialysis diets

S. Social Challenges Affecting Health – Poverty

Educate	Advocate	Collaborate	Participate
Educate community on BMCA’s charity care program.	Encourage local MS Legislators to re-consider Medicaid Expansion.	Collaborate with Schumacher Clinical Group (ERPs) to encourage use of BMC-Kosciusko to patients who use ER for primary care.	-Encourage use of BMC-Kosciusko to patients who use ER for primary care.

ADDENDUM TO  
2016 COMMUNITY HEALTH NEEDS ASSESSMENT  
**February 22, 2018**

**Addendum to Community Health Needs Assessment  
Baptist Medical Center Attala  
February 22, 2018**

In May 2017, the Baptist Memorial Health Care Corporation of Memphis, TN (BMHCC) acquired a controlling interest in Baptist Medical Center Attala (BMCA). As part of the January 2018 system-wide review of CHNA documentation, issues identified requiring additional clarification and/or documentation were corrected to ensure compliance with all §501(r) requirements. The following addendum to BMCA's 2016 Community Health Needs Assessment was prepared to present this additional information. This addendum was approved BMCA Board of Directors on February 22, 2018.

**Additional Clarifications**

Additional details and descriptions are included below.

**1. Details of Community Participation and Survey Methodology**

*Outlets utilized for solicitation of community participation:*

- Website
- Email
- Social media
- Baptist Medical Center Attala (Administration, ED, Cafeteria, Lobby, Information Desk)
- Baptist Medical Clinic | Kosciusko
- Kosciusko Attala Partnership
- Breezy News
- The Star-Herald
- Choctaw Plaindealer
- Attala County Library
- Friends of Attala County Library Meeting (06/14/16; 16 attendees)
- Kosciusko Lions Club Meeting (06/14/16)
- Kosciusko Rotary Club Meeting (06/20/16; 17 attendees)
- CHNA Community Focus Group (06/28/16; 11 attendees)

*Survey Methodology:*

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

Printed copies of the survey were 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 Attala main lobby and clinics. The completed hardcopy surveys were collected and entered to the online data

for analysis along with those which were directly submitted by participants to create a universal data set.

*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 and individuals representing key informants, with specific information related to public health and or rural health as well as organizations representing minorities and the traditionally underserved:

- Attala County Public Library - Vickie George, Assistant Librarian
- Attala County Public Library - Eloise William, Librarian (retired)
- Baptist Attala Primary Care - Linda Woods, Administrator\*
- Baptist Attala - John Dawson, Chief Executive Officer
- Baptist Attala - Susan Parkerson, Administrative Assistant
- Baptist Attala - Teanna Leflore, Director of Human Resources
- Beverly Johnson
- MS Baptist Health System - Diane Martin, Corporate Communications
- Physician - Brenda Harmon, MD\*
- Sharon Burchfield

\*Indicates individuals with specific knowledge or expertise in public health

The focus group was open to the public and specifically designed to include participants from across Attala 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.

## **2. Needs Identified, Not Addressed**

BMCA 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 all of the needs identified by 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, inadequate expertise in a specific field or discipline and/or needs that are already being addressed by our community partners, programs and/or initiatives.

### **3. Annual Updates**

The last paragraph of BMCA's 2016-2018 CHNA states the [IS] plan will be updated annually and that update will be approved by the organization's Board of Directors. The original CHNA and Implementation Strategy were approved by the appropriate board on August 25, 2016. As CHNA annual updates are not a requirement under the IRS §501(r) guidelines and the newly-integrated senior management team has already commenced the planning phase for the next round of Community Health Needs Assessments for all hospitals in our system, it was recommended that the BMCA Board of Directors consider suspending the annual update expectation for the remainder of the previous CHNA cycle.