

Morgan Memorial Hospital's Community Health Needs Implementation Strategy

Due to limited resources and the rising costs of providing healthcare services to our community, our implementation strategy is focused on increasing awareness and use of existing programs, services, and resources in our community. Our strategy will focus foremost, but not exclusively, on reaching the target group identified through the Community Health Needs Assessment as having the most disproportionate levels of health risk factors and diagnoses within our community: African American males.

Morgan Memorial Hospital's 2013-2016 Community Health Needs Implementation Plan

Community Health Priority Need #1: Improvements in clinical access and community health education activities. (Primary, Secondary, and Tertiary)

Specific Areas of Interest:

1. General awareness including tobacco, nutrition, exercise, sexually transmitted diseases and teen pregnancy
2. Chronic disease conditions including heart disease, cancer, respiratory concerns, diabetes, and depression
3. Community mental health and substance abuse

Current MMH Activities Addressing the Need:

- Community Health Fair and Back to School Rally – Each year Morgan Memorial Hospital partners with the Morgan Co. Family Connection collaborative to host this event. Representatives from more than 50 local resources are available to talk with attendees. Health screenings including glucose, cholesterol, blood pressure, bone density, hearing, vision and dental are available to attendees free of charge.
- Diabetes Education Classes- *“Managing Your Diabetes at Home”* is a 5 hour class taught twice per year. It is free of charge and open to individuals diagnosed with diabetes, caretakers or other individuals who have an interest in learning more. The course places a strong emphasis on healthy eating.

- CPR and First Aid- We have four employees who are Certified CPR Instructors. We offer community classes quarterly and as requested.
- Breast Cancer Awareness Month- In partnership with our radiologists and local primary care providers, we offer a set number of free screening mammograms each October available to individuals without insurance. We have also partnered with local community businesses to raise monies for a mammography fund that will be utilized to offset costs of mammograms for those needing them at other times of the year.
- Senior Life Enrichment Center (SLEC)- The only program in our region dedicated to Seniors, SLEC assists individuals in dealing with depression and other mental health issues brought on through life changes such as caregiver challenges, relocation, retirement, financial problems, loss of a loved one, or health and physical changes. Transportation is provided within a 40 mile radius.
- Participation in health fairs at local senior center, schools, and businesses when invited to do so. Free screenings and information on hospital services are provided to attendees.

Additional Strategies Planned:

- Increased health fairs with targeted audiences.

Our needs assessment showed that African American males are in most need of additional healthcare services. It also suggested that our local community tends to rely heavily on their faith and places of worship. We will work with the local ministerial association to bring health screening opportunities to the faith community beginning by targeting the four largest African American congregations.

In addition to churches, we will work with local industry employers to bring screening opportunities to their employees. We will target the four largest local industry employers: Ga Pacific (450), Pennington (200), Anthony (175), and Bard Manufacturing (130).

- Collaborate with public health and other local entities to develop an inclusive list of health-related resources that will be beneficial for local citizens. This document will be distributed at health fairs and other community events.

- Partner with the Morgan Co. Family Connection through the Teen Pregnancy Task Force. An employee of Morgan Memorial Hospital will serve as a representative on this newly formed committee tasked with educating teens in an effort to reduce the number of teen pregnancies within Morgan County. This group will also provide information on sexually transmitted diseases.

Community Health Priority Need #2: Issues Associated with the Hospital

Specific Areas of Interest:

1. Misuse of Emergency Room
2. Administrative Stability
3. Appearance of Hospital Facility
4. PR/Advertising of Health and Healthcare Services

Current MMH Activities Addressing the Need:

- Administrative Stability - Our CEO has been at MMH longer than any other CEO in the previous 5 years. A close working relationship has been established between the hospital administrator, hospital authority, and county commissioners. With all parties working together well, it is felt that administrative stability will no longer be a concern.
- Appearance of Hospital Facility - Our current facility was built in 1960 with only two significant renovation projects since that time. As our budget has allowed we continue to make improvements to the exterior façade. Most recently, more modern windows were installed and landscaping was improved. It is our hope that we will be able to undergo a significant building project within the next 5-10 years.
- PR/Advertising of Health and Healthcare Services – We have an advertising program in place within our primary service area. Through the use of print media, our website, social media and community events we are able to promote our service lines and other activities that we offer to the public.

Community Health Priority Need #3: Economic Development (Lack of Industry/Lack of Jobs)

The Madison-Morgan Chamber of Commerce spearheads economic development activity for our local community. Through strategic measures staff members work to promote and enhance the economic vitality of the community through the retention and/or expansion of existing business and the attraction of appropriate new business.

As an active member of the Chamber of Commerce, Morgan Memorial assists as needed in the recruitment of new industry and strives to be a beneficial partner to those industries already located in our community. Morgan Memorial holds a seat as an ex-officio member of the Chamber Board and provides monthly updates to the group.

The Morgan County Board of Commissioners are also strong supporters of continued economic success for our community. Recognizing the importance of the role that Morgan Memorial holds in attracting and retaining industry and other employers, the commissioners provide a financial supplement annually to the hospital.