



MORGAN
MEDICAL
— CENTER —

2019

Implementation
Strategy

Morgan Medical Center

Implementation Strategy

For FY 2020-2022 Summary

Morgan Medical Center is a 25-bed not-for-profit critical access hospital located in Madison, Georgia. In 2019, the hospital conducted a Community Health Needs Assessment (CHNA) to identify the health needs of Morgan County. The Implementation Strategy for Morgan Medical Center was developed based on findings and priorities established in the CHNA and a review of the hospital's existing community benefit activities.

This report summarizes the plans for Morgan Medical Center to sustain and develop community benefit programs that 1) address prioritized needs from the 2019 Morgan Medical Center CHNA and 2) respond to other identified community health needs.

The following prioritized needs were identified by the community and the CHNA steering committee. Particular focus was placed upon these needs in developing the implementation strategy.

- Lifestyle/obesity
- Access to Care
- Mental and Behavioral Health
- Senior Health

Morgan Medical Center has addressed each of the health needs identified in the CHNA. Morgan Medical Center developed implementation strategies to address each of the identified health issues over the next three years.

Specific implementation strategies for each of the CHNA identified health needs are addressed in the following appendices to this report.

The Morgan Medical Center Board approved this Implementation Strategy through a board vote on October 29, 2019.

The following issues were identified as “priority” needs by the community participants. The findings are listed in the order of priority determined by the Community Health Steering Committee.

1. Lifestyle/Obesity
 - a. There is a need for education on personal accountability and taking charge of one’s health status. There is a need to incentivize healthy behavior.
 - b. There is a need for education on low-cost healthy cooking options.
 - c. There is need for general lifestyle education (including sex education) for teens.
 - d. There is a need for communication of low-cost recreation resources.

2. Access to Care
 - a. There is the need for a centralized resource directory and communication and collaboration of available resources.
 - b. There is a need for low or reduced cost primary care options and/or communication of these available resources.
 - c. There is a need for low cost medication resources and/or communication of these available resources.
 - d. The EMS in Morgan County is overused for non-urgent calls and care.

3. Mental and Behavioral Health
 - a. There is a need for mental/behavioral health providers and facilities in Morgan County.
 - i. There is a need for communication of available resources for this in nearby cities.
 - b. There is a need for communication and awareness of available resources for substance abuse.
 - c. There is a need for more education and awareness of mental/behavioral healthcare treatment options, as well as, signs and symptoms of disorders or diseases to overcome the stigma associated with it.

4. Senior Health
 - a. There is a need for quality and affordable personal home care options to care for the Senior population.
 - b. There is a need for awareness and communication of available resources for the Senior population.

Appendix 1

Community Work Plan for Lifestyle/Obesity CHNA Page Reference 54-59, 71-79	
Health Problem	Outcome Objective (Anticipated Impact)
<ul style="list-style-type: none"> a. There is a need for education on personal accountability and taking charge of one's health status. There is a need to incentivize healthy behavior. b. There is a need for education on low-cost healthy cooking options. c. There is need for general lifestyle education (including sex education) for teens. d. There is a need for communication of low-cost recreation resources. 	<ul style="list-style-type: none"> a. Offer education to increase knowledge on personal accountability and taking charge of one's health. b. Increase education and awareness on how to cook healthy. c. Offer community education on healthy lifestyles. d. Increase awareness of local and nearby resources.
<p>Background:</p> <p>The CHNA process identified lifestyle and obesity as a health issue that needs to be addressed. The percentage of adults who did not engage in physical activity or exercise in the last 30 days was higher in Morgan County than in Georgia or the U.S. The community expressed a need for education on low-cost healthy cooking.</p>	
<p>Implementation Strategy:</p> <ul style="list-style-type: none"> a. Engage Morrison's and other community partners in offering educational opportunities in healthy cooking by the end of calendar year 2020. b. Engage community partners to offer educational opportunities in healthy lifestyles...fitness, exercise, yoga and wellness. c. Provide financial, staffing and organizational resources for other community educational offerings. d. Use hospital marketing resources (website) to raise awareness of community options. 	
<p>Possible Collaborations:</p> <ul style="list-style-type: none"> • Morgan Co. Extension Service • Morrison's Healthcare • Morgan County College and Career Academy • Madison Fitness Center • Local Churches 	

Appendix 2

Community Work Plan for Access to Care CHNA Page Reference 87-100	
Health Problem	Outcome Objective (Anticipated Impact)
<ul style="list-style-type: none"> a. There is the need for a centralized resource directory and communication and collaboration of available resources. b. There is a need for low or reduced cost primary care options and/or communication of these available resources. c. There is a need for low cost medication resources and/or communication of these available resources. d. The EMS in Morgan County is overused for non-urgent calls and care. 	<ul style="list-style-type: none"> a. Expand knowledge of existing community resources. b. Identify medical clinics available in the area and include in the Resource Directory. Continue to recruit primary care physicians to the community. c. Identify and increase awareness of financial assistance resources. d. Identify and increase awareness of transportation alternatives available in the community.
<p>Background:</p> <p>The CHNA process identified a need for better access to care for individuals struggling with poverty. There is a need for more outreach for individuals in poverty that lack transportation and family support.</p>	
<p>Implementation Strategy:</p> <ul style="list-style-type: none"> a. Use hospital marketing resources (website) to raise awareness of community options. b. Physician recruitment is included as part of the hospital strategic plan. Continue to recruit physicians to the area so that patients can use local transportation options to access care. c. Maintain information about financial assistance program on hospital website and identify potential qualifying patients during admission process. 	
<p>Possible Collaborations:</p> <ul style="list-style-type: none"> • Morgan County Public Transit 	

Appendix 3

Community Work Plan for Mental and Behavioral Health	
CHNA Page Reference 71-79, 96, 105-106	
Health Problem	Outcome Objective (Anticipated Impact)
<p>a. There is a need for mental/behavioral health providers and facilities in Morgan County.</p> <p> i. There is a need for communication of available resources for this in nearby cities.</p> <p>b. There is a need for communication and awareness of available resources for substance abuse.</p> <p>c. There is a need for more education and awareness of mental/behavioral healthcare treatment options, as well as, signs and symptoms of disorders or diseases to overcome the stigma associated with it.</p>	<p>a. Increase awareness of available local and nearby mental health resources .</p> <p>b. Increase awareness of available local and nearby alcohol and substance abuse treatment facilities.</p> <p>c. Increase education and outreach efforts on recognizing the warning signs and symptoms of mental illness.</p>
<p>Background:</p> <p>The CHNA process identified lack of general awareness and knowledge of mental and behavioral health signs and symptoms. There is also a lack of local facilities for mental and behavioral health.</p>	
<p>Implementation Strategy:</p> <p>a. Provide financial, staffing and organizational resources for other community educational offerings</p> <p>b. Use hospital marketing resources (website) to raise awareness of community options.</p> <p>c. Offer educational programming for law enforcement, first responders, and other community caregivers for recognizing signs and symptoms of a mental health crisis and de-escalation techniques.</p>	
<p>Possible Collaborations:</p> <ul style="list-style-type: none"> • Morgan Co. Sheriff’s Department • City of Madison Police Department • Advantage Behavioral Health • Morgan County Charter School System 	

Appendix 4

Community Work Plan for Senior Health CHNA Page Reference 102-104	
Health Problem	Outcome Objective (Anticipated Impact)
<ul style="list-style-type: none"> a. There is a need for quality and affordable personal home care options to care for the Senior population. b. There is a need for awareness and communication of available resources for the Senior population. 	<ul style="list-style-type: none"> a. Improve awareness of available local and nearby community resources. b. Expand knowledge of existing community resources.
<p>Background:</p> <p>The CHNA process identified a need for affordable personal home care and a psychiatric facility for seniors. The community identified dementia and Alzheimer’s as major issues.</p>	
<p>Implementation Strategy:</p> <ul style="list-style-type: none"> a. Use hospital marketing resources (website) to raise awareness of community options. b. Offer educational programming specific for Senior populations. 	
<p>Possible Collaborations:</p> <ul style="list-style-type: none"> • Morgan County Senior Center 	