

Upson Regional Medical Center

Implementation Strategy

For FY2013-2015 Summary

Upson Regional Medical Center (URMC) is a 115-bed not-for-profit community hospital located in Thomaston, Georgia. In 2012, the hospital conducted a Community Health Needs Assessment (CHNA) to identify the health needs of Upson County. The Implementation Strategy for URMC 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 Upson Regional Medical Center to sustain and develop community benefit programs that 1) address prioritized needs from the 2012 URMC 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.

1. Access to care
2. Heart disease and stroke
3. Cancer
4. Diabetes
5. Obesity
6. Teen lifestyle
7. Respiratory
8. Mental health
9. Teen pregnancy
10. Alcohol and drug abuse
11. Transportation
12. Sexually transmitted diseases

Upson Regional Medical Center has addressed each of the health needs identified in the CHNA. URMC developed implementation strategies to address each of the health issues identified over the next three years, with the exception of mental health, teen pregnancy, alcohol and drug abuse, transportation and sexually transmitted diseases.

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

1. Access to care (Appendix 1)
 - a. Recruit primary care physicians, targeted specialists and mid-level practitioners
 - b. Provide charity care
 - c. Develop a print and online centralized resource directory for Upson County
 - d. Allocate financial contribution to the public health department for the provision of primary care services

2. Heart disease and stroke(Appendix 2)
 - a. Provide tobacco cessation classes
 - b. Provide heart disease awareness community education at local churches, representative of the underserved community, and civic clubs
 - c. Conduct annual heart screenings
 - d. Conduct blood pressure checks at community health fairs
 - e. Provide discounted EKGs at community health fairs
 - f. Provide community education on healthy eating and weight control

3. Cancer (Appendix 3)
 - a. Provide tobacco cessation classes
 - b. Offer cancer support group(s)
 - c. Provide cancer awareness community education at local churches, representative of the underserved community, and civic clubs
 - d. Conduct free men's prostate and colorectal cancer screening
 - e. Offer discounted screening tests (PSA and Hemoccult) at community health fairs

4. Diabetes (Appendix 4)
 - a. Provide monthly diabetes education on disease management and nutrition
 - b. Provide blood glucose screenings at community health fairs
 - c. Offer a diabetes exercise class tailored to high-risk individuals
 - d. Provide insulin to uninsured/underserved patients
 - e. Provide, upon MD referral, one-on-one consults about diabetes disease management
 - f. Provide links to online health education resources via www.urmc.org

5. Obesity (Appendix 5)
 - a. Collaborate with the Wellness Center and FYCA to help implement Georgia SHAPE at the local elementary school
 - b. Provide healthy eating/active living community education
 - c. Conduct Body Mass Index screenings at community health fairs

- d. Partner with Children’s Healthcare of Atlanta to offer Strong4Life training and continuing education opportunities for healthcare providers and early childcare educators (www.strong4life.com).
6. Teen lifestyle (Appendix 6)
- a. Collaborate with school system and local school of dance to establish a “Girl Talk” chapter (www.desiretoinspire.org)
 - b. Collaborate with school system and FYCA on 6-12 employment education
 - c. Collaborate with school system and EMS on an anti-drinking and driving demonstration
 - d. Partner with the Recreation Department to provide healthy eating/active living education to league participants
7. Respiratory (Appendix 7)
- a. Provide tobacco cessation classes
 - b. Conduct Pulmonary Function Tests at community health fairs
 - c. Collaborate with schools to provide asthma education to school nurses and coaches.
 - d. Provide links to online health education resources via www.urmc.org

HEALTH NEEDS WITHOUT SPECIFIC IMPLEMENTATION STRATEGIES

1. Mental health

The community prevalence of mental health issues is relatively small in number of persons affected. URMC is an acute care hospital that provides emergency care for mental health conditions, often on a charity care basis. URMC does not have the specialized staff and physician resources needed to address mental health issues. McIntosh Trail and Pathways (Barnesville) currently provide focused mental health services to the community. The hospital will develop a resource directory for the community to help individuals navigate the healthcare system as it relates to mental health. The hospital will continue to meet the acute care and emergency care needs of mentally ill patients in the community, with referrals to specialized mental health providers when appropriate.

2. Teen pregnancy

There is a lack of community consensus on the recommended curriculum for sex education. This lack of consensus creates a barrier to the hospital directly addressing the need. A partnership between the school system and public health would better serve this identified need. As stated above, URMC will develop implementation strategies to address teen lifestyle issues. Through these strategies, the hospital will address lifestyle choices which may contribute to teen pregnancy. The hospital will also provide a resource directory to the community to identify health resources for pregnant teens.

3. Alcohol and drug abuse

Substance abuse treatment and prevention is beyond the scope of the hospital. UPMC is an acute care hospital that provides emergency care for mental health conditions, often on a charity care basis. However, UPMC does not have the staff and physician resources available to address alcohol and drug abuse health issues on a specialized basis. McIntosh Trail and Pathways (Barnesville) currently provide addictive disease-related health services to the community. The community would be better served by an organization that directly addresses this health concern. The hospital will provide a resource directory for the community to help individuals navigate the healthcare system as it relates to alcohol and drug abuse.

4. Transportation

It is beyond the hospital's scope to provide physical transportation to the community. Community members in need of transportation to access care and providers rely on cab service, ambulance or other form of vehicle. The hospital will address the need for transportation by providing screenings and other forms of preventive care in community locations in close proximity to vulnerable populations, such as churches and community centers. In addition, a resource directory will be developed to provide the community with phone numbers of transportation alternatives.

5. Sexually-transmitted diseases

There is a lack of community consensus on the recommended curriculum for sex education. This lack of consensus creates a barrier to the hospital directly addressing the need. A partnership between the school system and public health would better serve this identified need. As stated above, UPMC will develop implementation strategies to address teen lifestyle issues. Through these strategies, the hospital will address lifestyle choices which may contribute to increased prevalence of STDs. Although STDs are more prevalent among the youth and teen population, it is also an issue among the rest of the population. Public health will better serve the need for education and screenings in the community. The hospital will provide a resource directory to the community to identify health resources for sexual health. Public health facilities will be identified as resources community members can contact regarding sexual health and STDs.