



Brookwood Baptist
Health®

Citizens Baptist Medical Center Community Health Needs Assessment Implementation Strategy

Report Date: March 27, 2020

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Table of Contents

Introduction	4
Priorities Addressed	4
Implementation Strategy	5

Implementation Strategy Process for Citizens Baptist Medical Center

The most recent Community Health Needs Assessment (CHNA) for Citizens Baptist Medical Center (CBMC) was adopted on December 11, 2019. The Implementation Strategy was developed by hospital leadership to describe how CBMC will address the significant needs identified during the CHNA.

Current Health Priorities for Citizens Baptist Medical Center

1. Heart disease
2. Weight status
3. Diabetes
4. Cancer
5. Access to care

Implementation Strategy

Community Health Need	Target Population	Strategy	Goals	Existing Partners	Potential Partners	Rationale
Heart Disease	Healthcare providers	1 Educate primary care providers on cardiovascular disease	Offer CME and provider education modules on cardiovascular disease		American College of Cardiology	"Heart disease and stroke, the principal components of cardiovascular disease (CVD), are the first and third leading causes of death in the United States, accounting for nearly 40 percent of all deaths. Several organizations including the American Heart Association and the American College of Cardiology have developed clinical practice guidelines to assist in the diagnosis and management of patients with CVD. Scientific studies have demonstrated that adherence to these clinical guidelines is associated with decreases in CVD mortality and morbidity as well as cost savings to society through reductions in productivity losses at work and home." - Centers for Disease Control and Prevention Division for Heart Disease and Stroke Prevention
Heart Disease	Whole community	2 Improve awareness of cardiovascular disease risk factors, screening guidelines, and self-management	A) Participate in Cardio Day during heart month and conduct a Heart Talk B) Spotlight women's heart disease education throughout heart month and during the regular Women's Health Day event C) Conduct social media campaigns related to heart disease D) Provide heart health education during relevant ED visits (explore utilizing NIH resources)		American Association of University Women, Quality of Life Health Services, Senior Activity Centers, National Heart, Lung, & Blood Institute	The American Heart Association promotes seven approaches to staying heart healthy: "be active, keep a healthy weight, learn about cholesterol, don't smoke, use smokeless tobacco, eat a heart-healthy diet, keep blood pressure healthy, and learn about blood sugar and diabetes mellitus."
Heart Disease	At risk individuals for cardiovascular disease	3 Increase the number of individuals who are screened for cardiovascular risk factors and cardiovascular disease	A) Provide health screenings at regular events hosted by Talladega College B) Promote utilization of the Heart Health Assessment screening tool C) Incorporate Heart Health Assessment into new inpatient admissions and provide "Next Steps" information including heart health educational materials and resources		Cardiovascular Associates, Quality of Life Health, FQHCs	"Several health conditions, lifestyle, age, and family history can increase risk for heart disease. About half of all Americans (47%) have at least 1 of 3 key risk factors for heart disease: high blood pressure, high cholesterol, and smoking." - Centers for Disease Control and Prevention
Weight Status	Whole community	4 Improve awareness of how behavioral risk factors contribute to chronic disease	A) Provide regular health promotion messaging via print, web-based, and social media outlets B) Engage in community-based events like "Christmas on the Square" and "April in Talladega" and provide education on behavioral risk factors for chronic disease including nutrition C) Host the regular Men's Health Forum and Women's Health Day		Talladega County Health Department	"Six in ten Americans live with at least one chronic disease, like heart disease and stroke, cancer, or diabetes. These and other chronic diseases are the leading causes of death and disability in America, and they are also a leading driver of health care costs. Most chronic diseases can be prevented by eating well, being physically active, avoiding tobacco and excessive drinking, and getting regular health screenings." - Centers for Disease Control and Prevention
Weight Status	Individuals at risk of or experiencing food insecurity	5 Improve access to healthy foods	A) Explore opportunities to provide health education and preventative care within food pantries B) Incorporate a food insecurity screening into ER visits or as part of inpatient discharge planning C) Refer patients to community-based organizations and faith-based partners offering food assistance and assistance with basic needs		Alabama Farmers Market Authority, Sylacauga Alliance for Family Enhancement, Lincoln Food Pantry	"Poverty limits access to healthy foods and safe neighborhoods, and more education is a predictor of better health. Differences in health are striking in communities with poor SDOH such as unstable housing, low income, unsafe neighborhoods, or substandard education. By applying [knowledge] about SDOH, [improvements can be made to individual and population health [as well as] advancing health equity." -Centers for Disease Control and Prevention
Weight Status	Adults	6 Increase the number of adults who reach recommended physical activity levels	Provide free exercise, dance, and aerobics classes at the hospital regularly			"Physical Activity is one of the best things people can do to improve their health. It is vital for healthy aging and can reduce the burden of chronic diseases and prevent early death. Active people generally live longer and are at less risk for serious health problems like heart disease, type 2 diabetes, obesity, and some cancers. For people with chronic diseases, physical activity can help manage these conditions and complications." - Centers for Disease Control and Prevention Division of Nutrition, Physical Activity, and Obesity

Community Health Need	Target Population	Strategy	Goals	Existing Partners	Potential Partners	Rationale
Diabetes	Individuals with diabetes	7 Improve eating habits and adherence to nutritional guidelines	A) Utilize the "Know Diabetes by Heart" educational resources developed by the ADA B) Refer patients to evidence-based self management programs		The Balm in Glead, Quality of Life Health Services	"Diabetes self-management education & support provides the foundation to help people with diabetes to navigate self-management decisions and activities and has been shown to improve health outcomes." -American Diabetes Association
Diabetes	Patients with pre-diabetes	8 Screen and identify patients with pre-diabetes and assist them in managing their condition	A) Host the regular Men's Health Forum and Women's Health Day including health screenings B) Provide diabetes seminars for providers and community members C) Host monthly diabetes education courses			"Identifying patients with prediabetes has important benefits for individuals as well as healthy systems" including, better patient outcomes, cost-effectiveness, and improved population health.-National Institute of Diabetes & Digestive & Kidney Disease
Cancer	Whole community	9 Increase awareness of cancer screening guidelines	A) Create an educational campaign, which will be executed yearly, involving the American Cancer Society's Early Detection Guidelines B) Conduct free cancer screenings at community events annually		Ribbons of Hope Foundation, UAB Russell Medical Cancer Center, American Cancer Society	Screening tests are used to find cancer before a person has any symptoms. The American Cancer Society as well as medical professional societies provide guidance and recommendations for screening for specific cancers.

Implementation Strategy

Community Health Need	Target Population	Strategy	Goals	Existing Partners	Potential Partners	Rationale
Access to Care	Whole community	10 Increase awareness of local mental health providers and mental health risk factors and conditions, and reduce stigma	A) Engage faith-based organizations and leaders in mental health education regularly B) Partner with AltaPointe to ensure access to inpatient psychiatric services	AltaPointe	NAMI, The Crisis Center, Talladega County Health Department, Local schools, faith-based organizations, Greater Talladega & Lincoln Area Chamber of Commerce	"For many who seek psychiatric care, religion and spirituality significantly influence their internal and external lives and are an important part of healing. Because religion and spirituality often play a vital role in healing, people experiencing mental health concerns often turn first to a faith leader. From a public-health perspective, faith community leaders are gatekeepers or "first responders" when individuals and families face mental health or substance use problems. In that role they can help dispel misunderstandings, reduce stigma associated with mental illness and treatment, and facilitate access to treatment for those in need." - American Psychiatric Association Foundation
Access to Care	Women of childbearing age	11 Increase the number of available obstetrics providers within the community through recruiting initiatives	Create and implement recruiting initiatives that will increase the number of obstetrics providers in the service area			"Hospital and OB unit closures mean rural women in labor increasingly face lengthy journeys to the hospital, sometimes even hours long. They also have contributed to increases in births outside hospitals, births in hospitals without OB care, and in preterm births — all of which carry greater risks for mom and baby. Experts believe these closures also contribute to early elective deliveries using induction and cesarean section — procedures that increase the risk of complications — because women do not want to risk going into labor when they are hours from the nearest hospital. There is also a growing shortage of prenatal care in rural areas. Fewer than half of all rural counties have a practicing obstetrician or gynecologist (OB/GYN). This lack of prenatal care increases the likelihood by three to four times that women will die a pregnancy-related death, and contributes to higher rates of infant mortality. The scarcity of rural OB/GYNs also means rural women have poor access to postpartum care. This is alarming since one-third of maternal deaths happen one week to a year after giving birth." - The Commonwealth Fund
Access to Care	Low-income individuals	12 Improve access to transportation	A) Explore the potential for the use of ride-share programs to transport patients B) Expand satellite locations into areas where individuals lack access to public transportation		Alabama Medicaid Non-Emergency Transportation, Sylacauga Alliance for Family Enhancement	"There is a strong business case for hospitals and health systems to address transportation needs since individuals experiencing these issues are more likely to miss appointments or not fill prescriptions, leading to delays in care and potentially to disease progression and complications or readmissions." - American Hospital Association
Access to Care	Healthcare providers	13 Increase awareness of the impact of health literacy on patient adherence	A) Offer provider education modules on health literacy B) Promote health literacy messaging		Reference the CDC's Health Literacy Action Plan and free training materials	"Health literacy requires a complex group of reading, listening, analytical, and decision-making skills, as well as the ability to apply these skills to health situations. Both health care providers and patients play important roles in health literacy. Recognizing that culture plays an important role in communication helps us better understand health literacy. For people from different cultural backgrounds, health literacy is affected by belief systems, communication styles, and understanding and response to health information. According to the AHRQ, low health literacy is linked to higher risk of death and more emergency room visits and hospitalizations. Health literacy may not be related to years of education or general reading ability. A person who functions adequately at home or work may have marginal or inadequate literacy in a health care environment. People with low health literacy use more health care services, have a greater risk for hospitalization, and have a higher utilization of expensive services, such as emergency care and inpatient admissions." - National Network of Libraries of Medicine

Implementation Strategy

Community Health Need	Target Population	Strategy	Goals	Existing Partners	Potential Partners	Rationale
Access to Care	Inpatients	14 Improve the linkages between inpatient and tertiary care settings	A) Through an internal call center, improve the efficiency of referrals for patients requiring mental health and substance abuse treatment B) Stabilize load levels across various local treatment facilities through careful distribution of patient referrals	BBH facilities		"Effective integration of behavioral health and general health care is essential for identifying patients in need of treatment, engaging them in the appropriate level of care, and ensuring ongoing monitoring of patients with substance use disorders to reduce their risk of relapse. Implementation of systems to support this type of integration requires care and foresight and should include educating and training the relevant workforces; developing new workflows to support universal screening, appropriate follow-up, coordination of care across providers, and ongoing recovery management; and linking patients and families to available support services. Quality measurement and improvement processes should also be incorporated to ensure that the services provided are effectively addressing the needs of the patient population and improving outcomes." U.S. Dept. of Health & Human Services
Cross-Cutting: Weight Status, Diabetes, Heart Disease	Whole community	15 Improve self-efficacy related to preparing healthy foods	Sponsor free cooking classes regularly through out the community utilizing evidence-based programs		Cooking Matters evidence-based program, local food pantries	"Fewer than 1 in 10 children and adults eat the recommended daily amount of vegetables. Only 4 in 10 children and fewer than 1 in 7 adults eat enough fruit. Poor nutrition contributes to many costly diseases including obesity, heart disease, and some cancers. Low levels of vitamins and minerals can result in mental impairment and central nervous system defects in infants." - Centers for Disease Control and Prevention



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