

**OWENSBORO HEALTH REGIONAL HOSPITAL  
COMMUNITY HEALTH NEEDS ASSESSMENT  
IMPLEMENTATION STRATEGY  
Tax Year 2021**

**INTRODUCTION:**

The Owensboro Health Regional Hospital Community Health Needs Assessment (CHNA) was conducted and developed by the Community and Economic Development Initiative of Kentucky (CEDIK) and was approved on May 23<sup>rd</sup>, 2022 by the Owensboro Health Board of Directors. In addition to the CHNA, and in accordance with requirements of Sec. 501(r) of the Patient Protection and Affordable Care Act, all nonprofit hospitals must also adopt an implementation strategy which describes how the hospital plans to address the identified health need(s) contained within the CHNA. According to the final guidelines issued by the IRS, hospital facilities have an additional four and a half months to adopt the implementation strategy, specifically requiring an authorized body of the hospital facility to adopt an implementation strategy to meet the health needs identified through a CHNA on or before the 15th day of the fifth month after the end of the taxable year in which the hospital facility finishes conducting the CHNA.

**BACKGROUND:**

Owensboro Health Regional Hospital (OHRH) conducted its first Community Health Needs Assessment (CHNA) in conjunction with multiple community partners and Healthy Communities Institute for tax year 2012, its second CHNA in tax year 2015 and third in tax year 2018.

For purposes of the CHNA and this document, the defined community is Daviess County, Kentucky. However it must be noted that Owensboro Health assists communities and engages in collaborative partnerships throughout its 18-county service area to address the community priority health needs and social determinants defined by local health needs assessments in their specific counties.

Owensboro Health Regional Hospital conducted its fourth CHNA in tax year 2021 which was approved on May 23, 2022 and in partnership, as described above. The process by which the CHNA was conducted is thoroughly described in the CHNA and the Executive Summary posted on the Owensboro Health website at

<https://www.owensborohealth.org/sites/default/files/documents/ohrh-chna-full-report-2021.pdf>

Since the initial implementation strategy was drafted and approved, much has been learned and achieved in addressing community health needs. Annual updates regarding the strategy are

included in the hospital's tax returns on Form 990, Schedule H. Moreover, the additional requirement added to the CHNA is the inclusion of an impact statement, that is, a description of progress made in meeting priority health needs as named in the previous CHNA.

Utilizing the findings of the impact statement/ update since the last CHNA; the most recent CHNA; the hospital's current strategic priorities; and, efforts and activities in progress, we offer the implementation strategy as a component of Owensboro Health's efforts to address priority community health needs and social determinants of health.

## **Owensboro Health Regional Hospital Tax year 2021 Implementation Strategy**

### **IDENTIFIED AREAS OF NEED:**

The Owensboro Health Regional Hospital's Community Health Needs Assessment (CHNA) was conducted by the Community and Economic Development Initiative of Kentucky (CEDIK) and approved by the hospital's Board of Directors in May 2022. The methodologies used by CEDIK are fully described in the Owensboro Health Regional Hospital tax year 2021 Community Health Needs Assessment (CHNA) found at

<https://www.owensborohealth.org/sites/default/files/documents/ohrh-chna-full-report-2021.pdf>

Based on over 3,500 survey results, seven focus groups and key informant interview results, in addition to a review and analysis of secondary data, five priority areas were identified. Existing local, state and national priorities were considered. The following priorities and social determinant of health were identified as areas of need to address in the next three years:

- **Tobacco use and smoking**
- **Obesity and obesity related diseases**
- **Mental health**
- **Substance Use**
- **Housing (Social Determinant of Health, SDOH)**

As Owensboro Health Regional Hospital worked on its last CHNA and Implementation strategy, the birth of internal priority focus teams occurred and their strategic efforts continue with much success. Owensboro Health currently has teams which meet consistently, each with a project vision, mission, a physician-lead and OH team members. These focus teams address the identified community priority areas but in addition, are mindful and strategic in addressing specific populations and are strategic in utilizing the power of the arts in health, wellness, healing and improving quality of life. It was noted in previous implementation plans that teams

could be added if it was agreed that target areas would benefit by the formation of an internal strategic team. This 2021-2024 implementation plan will include that expansion.

Based on findings from the CHNA, population data, readmission findings, strengths of community resources, and realization of tools that could be used to directly impact health, wellbeing and healing both in the hospital and community settings, the following focus area team were formed: Older Adults and Aging, Tobacco and Related Diseases, Children and Youth, and Arts in Healing. Many of the successes addressing priority health issues impact can be attributed to this team based approach.

Note: (New teams are listed as a strategy under an identified priority area.)

Owensboro Health team members continue to serve on, and in some cases, co-facilitate local community health coalition subcommittees that were formed from previous health department GRDHD Community Health Improvement Plans. By serving on strategic *internal and external* teams working to impact identified community health areas, Owensboro Health can better identify, implement, refine and track its population health efforts to truly impact the lives of not only the members of the community in which it resides but also the multiple counties and region it serves.

- **Tax year 2021-2024 Implementation Plan Strategies:**

- **Tobacco use and smoking**

- Review plan for training team members as Tobacco Treatment Specialists to include all OH sites
    - Financially support Nicotine Replacement Therapy (NRT) program with OH Outpatient Pharmacy to provide NRT products to reduce all barriers to cessation resources.
    - Continue to provide patient, employee, and community education on these resources.
      - Provide information to schools, neighborhood alliances, etc.
    - Maintain advocacy of local, regional and state efforts for appropriate policies for tobacco use, nicotine use, vaping and second hand smoke reduction.
    - Strengthen current campus tobacco free policies and develop new signage for clarity related to electronic cigarettes and vaping.
    - Continue to advocate use of the Quit Now Kentucky line and Public Health's Tobacco Control marketing and media messages to increase number of persons utilizing the quit line and available resources.

- Maintain comprehensive tobacco policy requirement for all applicants in the OH Community Health Investments Grant Program.
  - Continue to expand early lung cancer screening and provide support to individuals at risk for lung disease.
  - Expand educational initiative to understand the synergistic effects of radon and smoking and radon's impact on lung disease.
  - Continue and expand Better Breathers Clubs.
  - Continue educational outreach to educate community to reduce stigma of tobacco related diseases.
  - Continue to partner with public health and other organizations to educate OH team members on vaping, JUULs and impact of electronic cigarettes and other non FDA approved tobacco and/or nicotine products in accordance with correlating with a community plan to educate schools, parents and community.
  - Develop plan and pilot youth tobacco cessation program.
  - Continue to provide Freedom from Smoking classes for community members and identified groups, businesses and industry clients.
- **Obesity and obesity related diseases**
    - Establish an OH Obesity and Related Diseases cross-organizational priority team.
    - Offer weight management and nutrition programs both to identified employer groups and community populations.
    - Reinstate Kids Weight Management Program
    - Explore potential to expand Medical Fitness Programming
    - Expand Outpatient Nutrition Program
    - Increase number of cooking classes
    - Work with local groceries to conduct store/food tours
    - Promote healthy food options for Owensboro Health employees
    - Identify communities within Daviess County with limited resources to participate in physical activity and partner to provide exercise classes facilitated by Healthpark team members.
      - Host classes off-site within neighborhoods and communities when feasible.
      - Host children's relay/obstacle course fun days for children.
    - Establish library of online education topics and tips for community.
    - Explore potential to partner in establishment of additional community gardens in Owensboro-Daviess County.

- Explore partnerships with community organizations to teach food preservation, canning, freezing to community members and non-profit organizations addressing food insecurity.
  - Continue to support Owensboro Health Healthpark and its scholarship program providing financial assistance.
  - Financially support and advocate for community projects and programs which focus on working collaboratively to improve healthy food options; appropriate time for play and exercise; art and music opportunities among others.
  - Utilize community data to target specific areas of the community which could most benefit by changes of policy, structural improvement, and community assets and work in partnership to develop improvement plans.
  - Continue financial and in-kind support to address senior hunger via partnership with Morrison's Food Services and Owensboro Senior Community Center.
  - Establish no less than one community nursing pod to promote breastfeeding as the optimal source of nutrition for babies reducing barriers to breastfeeding while visiting OH campuses and in community settings.
  - Conduct annual holiday food drive for area food pantries.
    - Explore collection of specialty items for specific population needs.
    - Partner with local school systems to complement holiday/summer food distribution efforts.
  - Serve with community partner(s) in facilitation of regional meeting to discuss food insecurity as a significant social determinant of health.
    - Partner to provide components of plans for sustainable and measurable impact.
  - Serve on local and state task forces related to community development, chambers of commerce, workplace health, economic development, health and wellness and the Arts to provide voice for community health improvement.
  - Provide expertise from staff to the community for education and program guidance.
  - Continue the Diabetes Prevention Program/Medicare Diabetes Prevention Program and explore expansion opportunities.
- **Mental health**
    - Owensboro Health, RiverValley Behavioral Health and the Owensboro Health Foundation will partner to continue utilizing CredibleMind as a population level intervention.
    - Owensboro Health, RiverValley Behavioral Health and the Green River District Health Department will participate in the American Hospital Association's

Hospital Community Learning Collaborative in fy 22 cohort to focus on community mental health.

- Develop no less than one actionable goal from learning collaborative.
  - Explore a mental health “community assessment center”
  - Owensboro Health will continue in its partnership with RiverValley Behavioral Health to provide monthly Mental Health First Aid training to all OH team members.
  - Explore potential for embedding mental health professionals in Primary Care offices.
  - Explore potential for embedding a case manager/community health worker or other in Primary Care offices.
  - Expand partnership with One Mind at Work.
  - Owensboro Health will continue Intensive Outpatient Program using an evidence based curriculum focusing on mental health problems.
  - We will initiate the IOP by hiring one therapist and adding an additional part or full-time therapist as the program grows.
  - Owensboro Health will serve on the Board and Clinical Care team for the Mental Health Court in Owensboro Daviess County.
  - We have and will continue to have representation on each of the three community health action teams as they seek to establish and implement strategies to address priority areas.
  - Owensboro Health Regional Hospital will continue to financially support through our grant program projects and proposals which seek to impact education and barriers to access to mental health.
  - Continue to provide educational opportunities with expertise and knowledge in this area and seek to advocate for policy where most beneficial to meet the identified needs.
  - Strengthen partnerships and outreach with the Arts community as a strategy to impact mental health and wellness as supported by research and literature.
- **Substance Abuse**
    - Develop and initiate a Substance Abuse Priority cross-organizational priority focus team.
    - The National Institute on Drug Abuse ranks Kentucky among the top 10 states with the highest opioid-related overdose deaths, and Kentucky’s hospitals are on the frontline in the fight to help the state recover. To assist the state’s hospitals in this battle, the Kentucky Hospital Association (KHA) is partnering with the Cabinet for Health and Family Services as part of the Kentucky Opioid Response Effort (KORE) to launch the Kentucky Statewide Opioid Stewardship (KY SOS) program.

- As a participant in this initiative, our organization agrees to:
  - Work to improve patient safety in the area of Opioid Stewardship including a specific focus on: the development and implementation of policies and procedures to promote opioid stewardship including:
    - Increasing community outreach and educating regarding pain management and safe opioid use
    - Providing-pharmacologic analgesics options to patients
    - Continue opioid stewardship committee; o
    - Tracking and reporting as required metrics regarding opioid stewardship;
    - Developing guidelines for opioid use in the inpatient, ambulatory, perioperative, and emergency department settings
    - Educating providers, staff, patients, and families to ensure success.
    - Commitment to collaboration, alignment and coordination.
- Share success stories and lessons learned with other KY SOS hospitals via the KY SOS listserv, webinars, and in-person meetings.
- Participate in site visits with the KY SOS Advisory Team as requested, which should include the appropriate representative(s) from our hospital's senior leadership.
  - Pilot program integrating the health system's electronic record system with KASPER data dramatically expedites the time it takes to access a KASPER report and enables and simplifies access to prescription reporting data.
  - Continue work with local substance abuse coalitions and community efforts to provide education specific to opiate abuse and heroin use.
  - Support internal policy and processes to educate physicians and other providers on prevention efforts.
  - Continue to use Angel Visitation program bringing persons in recovery from community into hospital setting to share recovery options for those in need.
  - Continue to financially support organizations whose missions and abilities and projects are specific to providing substance abuse prevention, treatment and recovery services, housing, education and assistance to address substance abuse through our grant programs.
  - Expand collaborative community partnerships and programming between Mother/Baby and Neonatal services and community organizations focused on prevention of substance use during pregnancy.
  - Participate in the development of a Drug Endangered Children Coalition.

- **Housing**

- Owensboro Health will develop a screening tool and an implementation Social Determinants of Health screening process.
- Owensboro Health will meet with community organizations and entities to gain understanding of affordable housing challenges, homelessness, current resources, current financial need and costs, grant programs, investments, government plans and vision to address housing issues in the community.
- Owensboro Health will use the Community Health Investment Grant Program to provide financial support to programs with sustainable and creative plans to systemically address housing and related issues to housing.
- Explore team member engagement opportunities for improving existing housing issues related to maintenance and repair issues.

**Population specific efforts, addressing social determinants of health and access to care continued efforts from previous CHNA findings and implementation plans:**

- Primary care, access points, transportation, language and cultural barriers, financial support for prescriptions, equipment and supplies, care coordination, education regarding benefit enrollment, staff engagement with community action team to address access to care.
  - Continue implementation of Nursing Improving Care for Healthsystem Elders (NICHE). Expand to additional sites.
  - Continue to track number of falls among aging population and work to utilize evidence based practices to impact and reduce falls in our communities.
  - As a system, continue with present building and construction and future building projects to address shortage of primary care physicians and access points to primary and specialty care.
  - Explore outreach partnerships with primary care residency program
  - Work to provide opportunities for service learning projects and professional educational opportunities which can work in tandem with efforts of community outreach to underserved populations with highest risk of chronic health disease.
  - Develop and begin no less than three research projects which can work in tandem with efforts of community outreach to underserved populations with highest risk of chronic health disease.



- Financially support community organizations, projects and programs which serve to reach community members with access to prescription medicines, supplies and need equipment.
- Financially support organizations that provide assistance in easing language, cultural, educational, transportation or other barriers to health care services and health improvement.
- Work with community partnerships to continually seek areas for improvement in care coordination and coordination of community support systems to keep citizens healthy and improve quality of life.
- Ensure financial counselors, navigators, and case managers have resource information available to work with patients and community members in understanding financial assistance; benefit enrollment; available community resources to prevent barriers to access; and, understanding of the healthcare system and how to access care.

**Strategies to increase community engagement, strengthen responses to identified social determinants of health and impact all named priority health issues.**

Establish regular listening sessions throughout communities within Owensboro Health footprint.

Develop internal communication plan which provides resource information for our team members to assist patients and their families.

Increase team members' engagement within the community.

Develop a plan to integrate and implement a Community Health Worker program.

Explore potential to place care navigators in all specialty clinics.

Develop of plan to screen for social determinants of health.

Develop a plan to train team members in subject areas specific to the identified priority health areas and social determinants of health.

Consider strategies for impacting the priority health areas and social determinants of health while building Owensboro Health service lines.

**While there is great overlap in many of the identified health issues, Owensboro Health recognizes its leadership role in being a catalyst for innovative thinking in addressing these community priority areas. We will continue to facilitate internal teams and their strategies**

**and partner with other individuals and organizations in the community on their current and developing efforts to address each of the named community priority areas. As we continue to refine the health system's strategic plan, we will remain focused and determined in addressing the health of our population.**

*Reviewed by the Owensboro Health Community Needs and Accountability Committee on September 14, 2022 and approved by the Owensboro Health Board of Directors on September 26, 2022.*