

OWENSBORO HEALTH MUHLENBERG COMMUNITY HOSPITAL
COMMUNITY HEALTH NEEDS ASSESSMENT
IMPLEMENTATION STRATEGY
TAX YEAR 2018

INTRODUCTION:

The Owensboro Health Muhlenberg Community Hospital (OHMCH) Community Health Needs Assessment (CHNA) was conducted in collaboration with the Muhlenberg County Health Department and the Community and Economic Development Initiative of Kentucky (CEDIK). The OHMCH Board of Directors approved this CHNA on May 18, 2018 and the Owensboro Health, Inc. Board of Directors approved this CHNA on May 21, 2018. 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 issues 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:

OHMCH conducted its first CHNA in conjunction with multiple community partners and CEDIK for tax year 2018. For purposes of the CHNA and this document, the defined community is Muhlenberg County, Kentucky. 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/health-resources/health-needs-assessment/>.

Utilizing the findings of the CHNA, the hospital's current strategic priorities and efforts and activities in progress, we offer the implementation strategy as a component of OHMCH's efforts to address priority community health needs.

AREAS OF NEED IDENTIFIED BY COMMUNITY:

The Muhlenberg County CHNA Steering Committee reviewed survey, focus group and key informant interview results as well as significant secondary health data. The committee considered existing local, state and national priorities, conducted an open discussion and voted on specific strategic initiatives for the county. The committee selected the following priority areas for action:

- Residents' (vulnerable populations) lack of knowledge on available community and health resources in the county
- Adult obesity
- Mental health- depression, counseling and testing for mental health disorders

- Youth health indicator needs*- teen birth rate, obesity, lack of physical activity, lack of out of school meaningful activities
- Substance use- prescription, illegal and illicit substances

*Youth needs are grouped together at the request of the steering committee with the consensus that collaboration between community organizations and integrated programming can better address the needs of youth instead of addressing individual health behaviors.

OHMCH STRATEGIES TO IMPACT PRIORITY HEALTH NEEDS AS IDENTIFIED IN THE CHNA:

- Provide leadership through in-kind staff to serve and assist with the development of a Muhlenberg County community health coalition.
 - Provide financial support through mini-grants and sponsorships to organizations who seek to impact priority health areas through their projects and programming.
- 1) Residents' (vulnerable populations) lack of knowledge on available community and health resources in the county:
 - a. Distribute Lift magazine to 10,000 households across the county which contains information about health issues, activities and resources available in our community.
 - b. Use social media to make citizens aware of programs and services offered by our organization (flu shots, sports physicals, respiratory screenings, cessation classes, new providers, etc.)
 - c. Host community education forums on priority health areas.
 - 2) Adult Obesity:
 - a. Support and plan community/employee walks and runs. (Note: OHMCH is the second largest employer in the county. With a small county population our employees represent a large segment of the population so supporting efforts to address adult obesity with our employee base and their families can have an impact on the entire community.)
 - b. Provide all Muhlenberg County elementary and middle school students with a free school health assessment every other year and mail additional information to their families with the student's results and education on healthy food and beverage choices and physical activity. (these assessments can also impact adults in the family, see 4b.)
 - c. Make referrals as appropriate to new access point: Owensboro Health Surgical Weight Loss Center.
 - 3) Mental health, depression, counseling and testing for mental health disorders:
 - a. Increase depression screenings for patients in Emergency Room, Inpatient, and Long-Term Care.
 - b. Increase services with addition of a behavioral health provider at Owensboro Health Healthplex.
 - c. Increase access to inpatient services provided by Owensboro Health Regional Hospital.
 - d. Work to increase collaborative partnership with Pennyroyal Mental Health Center.

- e. Expand access to behavioral health telehealth services when in-person appointments are not available.
 - f. Support educational offerings regarding suicide prevention.
- 4) Youth health indicator needs-teen birth rate, obesity, lack of physical activity, lack of out of school meaningful activities:
- a. Provide funding for school nurses and health technicians at each school in Muhlenberg County to address students' health needs and provide prevention and education on priority health issues.
 - b. Provide free school health assessments to students in Muhlenberg County elementary and middle schools with follow-up information provided about health food and beverage choices and the importance of physical activity.
 - c. Assist in promotion of physical activity and wellness events at local walking trails, athletic centers, Lu-Ray Park and Amphitheater.
 - d. Provide free sports physicals and IMPACT concussion program for student athletes.
 - e. Partner with community organizations to support youth events (ex. UK Extension Playing in the Park).
- 5) Substance use-prescription, illegal and illicit substances:
- a. Medical staff at OHMCH have an opioid stewardship committee whose charge is to ensure safe opioid prescribing and assist in the decrease of opioid abuse and misuse by patients in our care.
 - i. Criteria for screening and assessing/reassessing pain
 - ii. Algorithms for the appropriate prescribing
 - iii. Pharmacological therapies
 - iv. Patient education provided to reduce the risks of opioid use
 - b. Disposal bags for controlled substances will be made available in ER to the community for their use.
 - c. Grant provided to MCHS Project Prom to encourage positive choices and lessen the opportunity to engage in high-risk alcohol and drug use.
 - d. Freedom from Smoking classes offered for free at Coal Miners' Respiratory Clinic at OHMCH.
 - e. Seek funding for opioid prevention education in school and community settings.

While there is great overlap in many of the identified health issues, Owensboro Health Muhlenberg Community Hospital recognizes its leadership role in being a catalyst for innovative thinking in addressing these community priority areas. We will continue to partner with other individuals and organizations in the community on their efforts to address each of the named community priority areas. As we continue to refine the health system's strategic initiatives, we will remain focused and determined in addressing the health needs of our population.

Reviewed and approved by the Owensboro Health Muhlenberg Community Hospital Board of Directors on October 15, 2018.