

**OWENSBORO HEALTH REGIONAL HOSPITAL  
COMMUNITY HEALTH NEEDS ASSESSMENT  
IMPLEMENTATION STRATEGY  
Tax Year 2015**

**INTRODUCTION:**

The Owensboro Health Regional Hospital Community Health Needs Assessment (CHNA) conducted with the Green River District Health Department and Xerox Community Solutions, previously known as Healthy Communities Institute, was approved on May 19, 2016 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 conducted its first Community Health Needs Assessment (CHNA) in conjunction with multiple community partners and Healthy Communities Institute for tax year 2012. 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 14-county service area to address the community priority health needs defined by local health needs assessments in their specific counties.

Owensboro Health Regional Hospital conducted its second CHNA in tax year 2015 approved on May 19<sup>th</sup>, 2016 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 <http://www.owensborohealth.org/health-resources/health-needs-assessment/>

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 to the CHNA just approved 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; 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 address priority community health needs.

**Owensboro Health Regional Hospital  
Tax year 2015 Implementation Strategy**

**AREAS OF NEED IDENTIFIED BY COMMUNITY:**

The Owensboro/Daviess County community, through a collaborative effort between the Green River District Health Department, Owensboro Health, and numerous other community stakeholders, selected three priority health areas to address in its Community Health Improvement Plan (CHIP). This CHIP was the culmination of the health department's MAPP process (Mobilizing for Action through Planning and Partnerships).

The following three priority health areas contained in the CHIP were incorporated into Owensboro Health's Community Health Needs Assessment (CHNA).

1. Substance Abuse (ATOD: Alcohol, Tobacco and other Drugs)
2. Obesity
3. Access to Care

Owensboro Health staff members are serving on, and in some cases, co-facilitating local community health council's subcommittees that were formed from the Community Health Improvement Plan to address each of the three named priority areas.

**ADDITIONAL AREAS OF IDENTIFIED NEED:**

Two additional community health areas of need: mental health and oral health were identified in the assessment process and it was decided by this community to incorporate those issues into existing community actions plans to include strategies addressing mental and oral health in each existing plan addressing the three priority areas.

**STRATEGIES:**

**Substance Abuse**

- **Tobacco Cessation:**
  - **Continue to advocate use of the Quit Now Kentucky line through financial support of Green River District Health Department's Tobacco Control Coalition's marketing and media messages to increase number of persons utilizing the quit line.**
  - **Financially support and assist in efforts to have additional persons trained in American Lung Association's Freedom from Smoking evidenced based smoking cessation program.**
  - **Continue to provide patient, employee, and community education on these resources.**
  - **Maintain advocacy of local, regional and state efforts for appropriate policies for tobacco use and second hand smoke reduction.**

- **Maintain commitment to campus tobacco free policies.**
- **Explore potential to expand early lung cancer screening and provide support to individuals at risk for lung disease.**
- **Alcohol and other drugs:**
  - **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.**

**Explore potential collaborative partnerships and projects between Mother/Baby and Neonatal services and community organizations focused on prevention of substance use during pregnancy.**

## **OBESITY**

- **Nutrition, weight management, fitness and obesity related diseases**
  - **Continue to conduct and evaluate school health assessments.**
    - **Utilize assessment data to make decisions on partnerships and financial support of schools efforts to address childhood obesity.**
  - **Continue to support Owensboro Health Healthpark and its scholarship program providing financial assistance, the Healthpark educational programming, and outreach and targeted evidenced based programming.**
  - **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 community which could most benefit by changes of policy, structural improvement, and community assets and work in partnership to develop improvement plans.**
  - **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.**

## **ACCESS TO CARE**

- **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.**
  - **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.**
  - **Continue to pursue 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.**
  - **Target populations and areas of community with highest incidence of diabetes and work in collaboration to provide education and resources.**
  - **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 are 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.**

## **MENTAL HEALTH AND ORAL HEALTH**

- **According to primary interview data collected in the most recent CHNA, there is a lack of providers for those facing mental health issues; a stigma in seeking this type of care; and, a significant increase in the rate of suicide. Also identified was an insufficient number of Medicaid providers in this community providing dental care. In recognition of these findings, the community as well as Owensboro Health Regional Hospital desires to address the identified issues of mental health and oral health**

- **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 these 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 and oral health.**
  - **We will continue to provide educational opportunities with expertise and knowledge in these areas and seek to advocate for policy where most beneficial to meet the identified needs.**
  - **We will maintain our partnerships and outreach with the Arts community as a strategy to impact mental health and wellness as supported by research and literature.**

**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 partner with other individuals and organizations in the community on their efforts underway to address each of the named community priority areas as well. 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, 2016 and approved by the Owensboro Health Board of Directors on September 26, 2016*