



# *Baxter Regional Medical Center*

**COMMUNITY HEALTH NEEDS ASSESSMENT  
STRATEGIC IMPLEMENTATION PLAN**

**2017**

## OUR IMPLEMENTATION STRATEGY

The Baxter Regional Medical Center Steering Committee is the convening body for the Community Health Needs Assessment. Many individuals, including community residents, key informants, and community-based organizations contributed to this community health assessment. The Steering Committee analyzed the findings and prioritized the health needs in order of importance. Based upon research, the following recommendations on how to address health indicators identified in the research were made in the following categories: Physician Recruitment, Obesity, Diabetes, Tobacco Use, and Health Education.



## PRIORITIZATION OF HEALTH NEEDS IN THE COMMUNITIES WE SERVE

Based on a review of the data gathered during the Community Health Needs Assessment, including leading causes of death, rankings of health outcomes and factors, as well as, surveys and interviews, numerous health needs were identified. These needs were prioritized and evaluated to determine which were significant to the community. The criteria included the numbers of persons affected, the seriousness of the issue, whether the health need particularly affected persons living in poverty or members of an underserved population, and availability of community resources to address the need.



As a result, the following list of significant needs was identified:

1. Physician Recruitment
2. Obesity
3. Diabetes
4. Tobacco Use
5. Health Education



## PHYSICIAN RECRUITMENT

### NEEDS IDENTIFIED:

- Estimated demand for hospital services to increase
- The supply of physicians is less than the community demand for primary care and medical specialty services. Nationally the need for physicians outpaces the number of new physicians.
- Continue focus on Physician Recruitment to ensure community residents have access to adequate and appropriate healthcare and medical services

**ACTION ITEM #1** – BRMC will have a dedicated in-house Physician Recruiter on staff.

**ANTICIPATED IMPACT** – This will help BRMC focus on Physician needs specific to our area to enable community members to have better access to quality healthcare, and manage the entire recruitment process.

**ACTION ITEM #2** – BRMC will create and implement a Sourcing Strategy for Physician candidates in specialties identified as community healthcare needs with an emphasis on Pediatrics, Cardio, Neurosurgery and others.

**ANTICIPATED IMPACT** – This will allow BRMC to utilize sourcing resources to cast a wide net with job postings, databases, marketing and social media to actively identify and communicate with prospective candidates.

**ACTION ITEM #3** – BRMC will continue to offer the Kerr Medical Student Scholarship.

**ANTICIPATED IMPACT** – This will help BRMC support local medical students with tuition and build relationships to encourage them to return to our community to practice medicine.

**ACTION ITEM #4** – BRMC will plan and attend recruitment events.

**ANTICIPATED IMPACT** – This will help BRMC meet physicians in training and medical students to share opportunities and form early relationships with prospective candidates.



## **OBESITY**

### **NEEDS IDENTIFIED:**

- High percentage of adults that report a BMI  $\geq$  30.
- High number of adults who report no leisure-time physical activity.
- High number of adults that do not live within three miles of a recreational facility.

**ACTION ITEM #1** - BRMC will offer free exercise classes through the four community health education houses to better serve the community.

**ANTICIPATED IMPACT** - This will provide greater access to a recreational facility and increase the number of active community members.

**ACTION ITEM #2** - BRMC will offer healthy cooking classes at the four community health education houses.

**ANTICIPATED IMPACT** - This will allow for additional opportunities to help community members establish healthier eating habits.

**ACTION ITEM #3** - BRMC will offer outreach events featuring a registered dietician.

**ANTICIPATED IMPACT** - This will allow for more educational opportunities to help community members establish healthier eating habits.

**ACTION ITEM #4** - BRMC will partner with area schools and youth organizations to provide educational events.

**ANTICIPATED IMPACT** - This will promote fitness, healthier lifestyle choices and help prevent chronic disease within the community.

**ACTION ITEM #5** – BRMC will form a community partnership with Food Bank of North Central Arkansas and Arkansas State University – Mountain Home, to help present a program about healthy grocery shopping and meal prep on a budget.

**ANTICIPATED IMPACT** - The community will benefit from the education on how to prepare cost effective, healthy meals.



## DIABETES

### NEEDS IDENTIFIED:

- High percentage of diabetic Medicare enrollees that do not receive the HbA1c screening.
- High percentage of diabetes patients have not received education.

**ACTION ITEM #1** - BRMC will provide educational opportunities to the community about the importance of diabetes self-management.

**ANTICIPATED IMPACT** - This will help decrease patient's HbA1c percentage, blood pressure, cholesterol and weight.

**ACTION ITEM #2** - BRMC will provide education and testing to those at risk for diabetes within the ACO.

**ANTICIPATED IMPACT** - More patients will receive earlier diagnosis and treatment of diabetes in order to stay below the threshold requirement of 9.

**ACTION ITEM #3** - BRMC will add the HbA1C test to free screenings offered at the annual Community Health Fair.

**ANTICIPATED IMPACT** - This will help provide access to the HbA1C test for an underserved population.

**ACTION ITEM #4** - BRMC will provide insulin pump instruction and education on usage of the device along with extensive patient follow-up.

**ANTICIPATED IMPACT** - This will help support advanced diabetes management in the community and help prevent diabetes related complications.

**ACTION ITEM #5** - BRMC will provide individualized support groups for both type 1 and type 2 diabetes.

**ANTICIPATED IMPACT** - This will help with less hospitalization through continued support and assistance for our diabetes patients.



## **TOBACCO USE**

### **NEED IDENTIFIED:**

- High percentage of adults that report smoking at least 100 cigarettes and that they currently smoke.

**ACTION ITEM #1** - BRMC will provide free tobacco cessation classes and education to anyone within the ACO survey that admits tobacco use.

**ANTICIPATED IMPACT** - This free resource will help provide an environment that supports a tobacco free lifestyle within the ACO.

**ACTION ITEM #2** - BRMC will provide education on lessening nicotine addiction to reach a quit date goal.

**ANTICIPATED IMPACT** - This will help make the goal of quitting tobacco more attainable and sustainable.

**ACTION ITEM #3** - BRMC will provide a cigarette alternative for those with a hand to mouth habit.

**ANTICIPATED IMPACT** - This will help alleviate the dependency on the habit.

**ACTION ITEM #4** - BRMC will educate high school students on the dangers of tobacco use and the long term health effects.

**ANTICIPATED IMPACT** - This will provide education and encourage a tobacco-free healthy lifestyle.

**ACTION ITEM #5** - BRMC will offer free community outreach and education to area businesses on the dangers of tobacco use and the long term health effects.

**ANTICIPATED IMPACT** - This will help businesses lower insurance rates and encourage a tobacco-free healthy lifestyle among their employees.



## HEALTH EDUCATION

### NEEDS IDENTIFIED:

- High percentage of adults that report fair or poor health.
- High percentage of adults that report an average number of physically unhealthy days reported in the last 30 days.

**ACTION ITEM #1** - BRMC will offer programs through the four community health education houses to help promote wellness and overall health.

**ANTICIPATED IMPACT** - This will help increase the number of adults that receive education to live a healthier lifestyle.

**ACTION ITEM #2** - BRMC will provide outreach programs to make health education accessible to outlying rural areas.

**ANTICIPATED IMPACT** - This will help increase the number of adults receiving health education in rural areas.

**ACTION ITEM #3** - BRMC will continue to provide an employee wellness program to encourage a healthy lifestyle.

**ANTICIPATED IMPACT** - This will help lower insurance premiums and set a good example for the community.

**ACTION ITEM #4** - BRMC Employee Wellness Department will partner with Baxter County to provide an employee wellness initiative and health education to Baxter County employees.

**ANTICIPATED IMPACT** - This will help Baxter County lower insurance premiums and increase access to preventive testing to over 100 county employees.

**ACTION ITEM #5** - BRMC will partner with Mountain Home High School to provide mentors and educational programs to students and faculty.

**ANTICIPATED IMPACT** - This will help students and faculty become educated so they can share information with family and other community members to increase health awareness community wide.





## SOURCES

Total Population by County and Development District Projections.  
<[http://iea.ualr.edu/GregProjectionV2010/Total\\_POP\\_summary.xls](http://iea.ualr.edu/GregProjectionV2010/Total_POP_summary.xls)>.

U.S. Census Bureau. American Community Survey. 2009-13. Source geography: Tract

U.S. Department of Labor: Bureau of Labor Statistics. 2015-September. Source geography: County

County Health Rankings: Mobilizing Action Toward Community Health. 2016. Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute. 26 July 2016

<<http://www.countyhealthrankings.org>>.

2014-2015 Cost Report Data. Online Medicare Cost Report Worksheets and Data Sets.

<<http://www.costreportdata.com/index.php>>.

HealthyPeople.gov. 2011. U.S. Department of Health and Human Services. 30 Nov. 2011

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