



# COMMUNITY HEALTH NEEDS STRATEGIC IMPLEMENTATION PLAN



*Baxter Regional  
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## OUR IMPLEMENTATION STRATEGY

The Baxter Regional Medical Center Steering Committee was the convening body for the Community Health Needs Assessment during the 2012 fiscal year as established by the federal government in the Patient Protection and Affordable Care Act of 2010.

Many individuals, including community residents, key informants, and community-based organizations contributed to this community health needs assessment.

The Steering Committee analyzed the findings and prioritized the health needs in order of importance based on the Public Health in Arkansas' Communities Search (PHACS) results and committee responses.

Based upon this research, the following recommendations on how to address health indicators identified in the research were made in the following categories: Aging Problems, Preventative Health & Wellness, and Access to Primary Care.



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# PRIORITIZATION

## Prioritization of health needs in the communities we serve:

### 1. AGING PROBLEMS

- High number of adults with arthritis
- High number of adults with hypertension (high blood pressure)
- High number of adults with vision loss
- High number of adults with dementia/ Alzheimer's



### 2. PREVENTATIVE HEALTH & WELLNESS

- High number of adults consuming less than recommended amounts of fruits and vegetables
- High number of adults who report being overweight/obese
- High number of men who do not get regular prostate cancer screenings
- High number of adults who report using tobacco
- High number of women who do not receive mammography screening

### 3. ACCESS TO PRIMARY CARE

- High number of adults with no personal doctor
- High number of adults with no health insurance

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# #1

## AGING PROBLEMS

### 1. NEEDS IDENTIFIED: AGING PROBLEMS

- High number of adults with arthritis
- High number of adults with hypertension (high blood pressure)
- High number of adults with vision loss
- High number of women with dementia/Alzheimer's



#### Action Item #1

Send Hospital experts to speak at the four on-campus Community Houses

**Anticipated Impact:** Educate and empower individuals on how best to take care of themselves, resulting in the best quality of life possible.

#### Action Item #2

BRMC-Mruk Family Education Center on Aging expands free educational workshops for aging population. Monday-Friday, 9-4.

**Anticipated Impact:** Support and education of individuals and caregivers will result in a better quality of life.

#### Action Item #3

Free screenings for high blood pressure, cholesterol screening, hearing, and vision impairment at annual health fair.

**Anticipated Impact:** Educate and empower seniors on how to take care of themselves, help with resources available to them in order to have a better quality of life.

#### Action Item #4

Extensive testing/screening at Fairlamb Senior Health Clinic for possible dementia/Alzheimer's patients.

**Anticipated Impact:** A better quality of life through understanding and education.



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# #2

## PREVENTATIVE HEALTH & WELLNESS

### 2. NEED IDENTIFIED: PREVENTATIVE HEALTH & WELLNESS

- High number of adults consuming less than recommended amounts of fruits and vegetables
- High number of adults who report being overweight/obese
- High number of men who do not get regular prostate cancer screenings
- High number of adults who report using tobacco

#### Action Item #1

Create Wellness Committee to begin with Hospital workers: Healthier hospital menu, Campaign to use stairs, Campaign to utilize the hospital gym.

**Anticipated Impact:** By offering hospital workers healthier choices and exercise options, we exemplify what we can bring to the community.

#### Action Item #2

Offer healthy cooking classes to the community through our Community Houses

**Anticipated Impact:** By demonstrating healthy cooking techniques and introducing them to healthier options, more people could learn how to incorporate healthy cooking into their lives, leading to the reduction of obesity.

#### Action Item #3

Continue to expand health services with community partners our Annual Health Fair.

**Anticipated Impact:** By offering free services to include cholesterol testing, high blood pressure testing, free PSA testing kits and health education information at an Annual Health Fair, more people would receive needed healthcare services.

#### Action Item #4

Offer more free smoking cessation programs with expanded locations

**Anticipated Impact:** Increase awareness among community members regarding the potential dangers of smoking and decrease the likelihood of more people developing lung cancer. Provide the tools for those who desire to quit.

#### Action Item #5

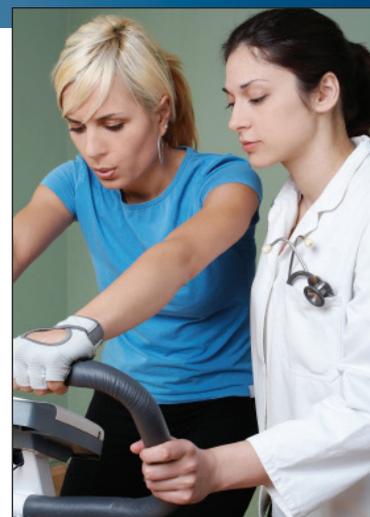
Mobile Mammography Unit outreach program providing mammography screenings to rural area women

**Anticipated Impact:** Early detection will save lives.

#### Action Item #6

Reppell Diabetes Learning Center

**Anticipated Impact:** One-on-one full scope counseling for newly diagnosed diabetes patients of any age will lead to better management of a chronic disease and quality of life.



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# #3

## ACCESS TO PRIMARY CARE

### 3. NEED IDENTIFIED: ACCESS TO PRIMARY CARE

- High number of adults with no personal doctor
- High number of adults with no health insurance

#### Action Item # 1

Advertise through social media, internet, and radio and print a referral line available for people to call to help find a physician. Using the same methodology, create awareness of clinics and encourage patients to seek care in the most appropriate setting.



**Anticipated Impact:** More members of the Twin Lakes area will have a better understanding of what is available to them, better access to primary care physicians, walk-in- clinic options and more rapid attention to the presenting health issue. Data has shown that immediate attention to a health issue is less costly than putting it off.

#### Action Item #2

Assist with Community sign up opportunities to Arkansas Private Option by providing locations, advertising awareness and IPA trainers.

**Anticipated Impact:** More community members will have better access to primary care physicians and receive care right away, instead of over-extending the emergency room or until the health issue becomes an urgent situation and more expensive medical attention is needed

#### Action Item #3

Establishment of a walk-in clinic at Walmart, Family Practice Clinics in Salem, AR and Flippin, AR.

**Anticipated Impact:** Easier access to primary care translates into healthier patients.

#### Action Item #4

Intense recruiting for Family Practice Physicians

**Anticipated Impact:** Additional physicians, at additional clinics will provide a better continuity of care for rural patients.

#### Action Item #5

Establish Community Paramedic Program: One-on-one counseling centered around, medication, nutrition, community resources.

**Anticipated Impact:** Patients will be able to remain at home by understanding and complying with their physicians orders. Any needed resources will be made known to the patient and implemented by Community Paramedics.



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