



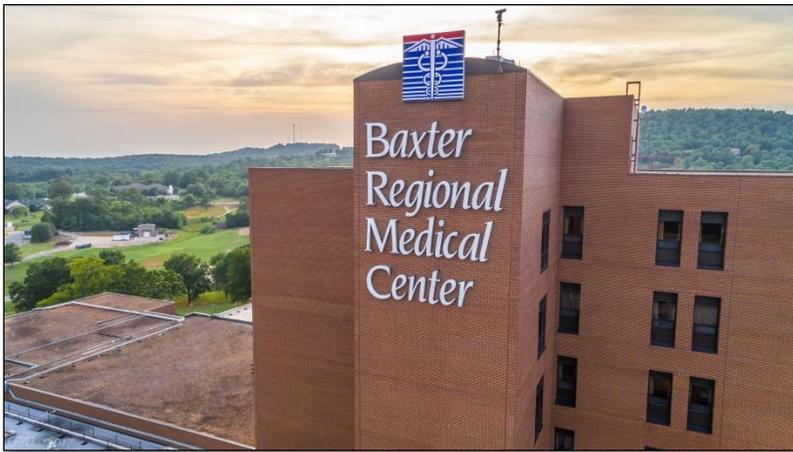
# *Baxter Regional Medical Center*

**COMMUNITY HEALTH NEEDS ASSESSMENT  
STRATEGIC IMPLEMENTATION PLAN**

**2020**

## BAXTER REGIONAL 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: Suicide Prevention/Mental Health, Drug Abuse Prevention, Obesity, Diabetes, Health and Wellness Education, and Access to Primary Care



## 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 for Baxter and Marion Counties 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. Suicide Prevention/Access to Mental Health Care
2. Drug Abuse Prevention
3. Obesity
4. Diabetes
5. Health & Wellness Education
6. Access to Primary Care.



## SUICIDE PREVENTION/ACCESS TO MENTAL HEALTH CARE

### NEEDS IDENTIFIED:

- Suicide prevention and mental health care for schools
- Suicide prevention and mental health care for veterans
- Lack of providers who can screen adolescents for mental health

**ACTION ITEM #1** - Baxter Regional will collaborate with area school districts for classroom education about mental health including guest speakers and continued support for Project Semicolon.

**ANTICIPATED IMPACT** - This will provide resources for students in need and help answer questions about teenage suicide which might help diagnose mental illness issues earlier in life.

**ACTION ITEM #2** - Baxter Regional will provide access to mental health screening tools for pediatric and family practice physicians.

**ANTICIPATED IMPACT** - This will give Baxter Regional's physician's the ability to screen children for mental health issues which could help lead to earlier diagnosis of mental illness within the community's younger population.

**ACTION ITEM #3** - Baxter Regional will create and implement a suicide prevention marketing campaign targeting veterans.

**ANTICIPATED IMPACT** - This will allow Baxter Regional to enhance awareness of veteran suicide rates and offer resources to veterans in need.

**ACTION ITEM #4** - Baxter Regional will conduct a financial proforma to explore the possibility of creating a mental health hope and education center similar to the current community support houses.

**ANTICIPATED IMPACT** - This will allow Baxter Regional to offer education and resources about mental health to those in the community.

**ACTION ITEM #5** - Baxter Regional will continue to explore grant funding opportunities to provide resources for mental health.

**ANTICIPATED IMPACT** - Grant funding would give Baxter Regional the ability to provide monetary support to the community for mental health awareness and education.



## DRUG ABUSE PREVENTION

### NEEDS IDENTIFIED:

- Support for the community drug taskforce
- Trainings for schools and community
- Education and support for people released from incarceration or newly sober

**ACTION ITEM #1** - Baxter Regional will continue to support the Community Drug Task Force with a focus on prevention.

**ANTICIPATED IMPACT** - This will help Baxter Regional utilize resources to increase education and resources for drug abuse prevention to show united front.

**ACTION ITEM #2** - Baxter Regional will continue to support and promote the resources provided by the Regional Recovery Network, a community program.

**ANTICIPATED IMPACT** - This will allow Baxter Regional and the community to support the Regional Recovery Network to help provide assistance for the community.

**ACTION ITEM #3** - Baxter Regional will collaborate with area schools for community education using simulations and overdose-specific training.

**ANTICIPATED IMPACT** - This will help Baxter Regional reach and educate the younger members of the community.

**ACTION ITEM #4** - Baxter Regional will apply for grants to help assist area schools with drug abuse education.

**ANTICIPATED IMPACT** - This will allow Baxter Regional to provide monetary support to the area schools to increase education and resources for drug abuse prevention.

**ACTION ITEM #5** - Baxter Regional will explore the possibility of providing drug/alcohol education for local business and factory employees.

**ANTICIPATE IMPACT** - This will allow Baxter Regional to provide more resources to the community and increase prevention of drug and alcohol abuse.

**ACTION ITEM #6** - Baxter Regional will explore the possibility of providing mental health support for ex-convicts newly released from jail or newly sober.

**ANTICIPATED IMPACT** - This will allow Baxter Regional to reach the most at risk individuals in the community.

**ACTION ITEM #7** - Baxter Regional will help implement the drug take back program in partnership with the Disabled American Veterans (DAV).

**ANTICIPATED IMPACT** - This will help reduce instances of drug overdose within the community's veteran population.



## OBESITY

### NEEDS IDENTIFIED:

- Baxter Regional staff needs to model behavior for community
- Patients without insurance can't afford dietary support
- Obesity risks in schools
- Lack of dietitians and educational staff in dietary services
- Lack of community physical health resources

**ACTION ITEM #1** - Baxter Regional will explore providing healthier food options and reduce the amount of unhealthy options for patients and employees in their facility.

**ANTICIPATED IMPACT** - This will encourage healthy behavior and serve as a model for healthy eating the community.

**ACTION ITEM #2** - Baxter Regional will continue healthy eating events provided by Reppell Diabetes Learning Center.

**ANTICIPATED IMPACT** - This will allow Baxter Regional to continue education for the community for dietary health.

**ACTION ITEM #3** - Baxter Regional will provide recognition for healthy eating and weight loss for their staff.

**ANTICIPATED IMPACT** - This will encourage staff to eat healthy and lose weight.

**ACTION ITEM #4** - Baxter Regional will collaborate with area schools to reduce adolescent obesity through education.

**ANTICIPATED IMPACT** - This will allow Baxter Regional to assist area schools in decreasing the childhood obesity rate and improve the overall health of the community.

**ACTION ITEM #5** - Baxter Regional will provide opportunities for dietary services and nursing staff to participate in community speaking events and education about obesity.

**ANTICIPATED IMPACT** - This will increase the number of employees on staff to provide the community with dietary education.

**ACTION ITEM #6** - Baxter Regional will continue to work alongside the Food Bank of North Central Arkansas for community education.

**ANTICIPATED IMPACT** - This will allow Baxter Regional to continue to assist and reach the section of the population most impacted by obesity.

**ACTION ITEM #7** - Baxter Regional will work in conjunction with community to explore the development of bike trails from the ASUMH campus to the Baxter Regional campus.

**ANTICIPATED IMPACT** - This will allow Baxter Regional to provide access to free resources for physical health.



**Baxter Regional  
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## DIABETES

### NEEDS IDENTIFIED:

- Lack of community awareness
- Increasing adolescent and teenage diabetes rates
- Lack of services and providers
- Pre-diabetes is not monitored by current procedure

**ACTION ITEM #1** - Baxter Regional will continue to provide community education through Reppell Diabetes Learning Center.

**ANTICIPATED IMPACT** - This will allow Baxter Regional to continue to support and educate the community on diabetes.

**ACTION ITEM #2** - Baxter Regional will continue to provide diabetic testing at the BRMC sponsored health fair and will begin to incorporate this opportunity at other community events.

**ANTICIPATED IMPACT** - This will allow Baxter Regional to continue to offer screenings to community and surrounding areas.

**ACTION ITEM #3** - Baxter Regional will collaborate with area schools to provide screenings for high school students.

**ANTICIPATED IMPACT** - This will help Baxter Regional reduce the instance of early-onset type 2 diabetes within the community.

**ACTION ITEM #4** - Baxter Regional will continue offering insulin pump education to the community.

**ANTICIPATED IMPACT** - This will allow Baxter Regional to continue to enhance its services and provide the community with education to reduce instances of insulin-related complications.

**ACTION ITEM #5** - Baxter Regional will provide obesity health care for diabetes patients without insurance.

**ANTICIPATED IMPACT** - This will allow Baxter Regional to reach a section of the population most impacted by obesity.



## HEALTH & WELLNESS EDUCATION

### NEEDS IDENTIFIED:

- Lack of health and wellness educational staff
- Lack of understanding of health & wellness
- Lack of awareness and education to students
- Lack of centralized educational center

**ACTION ITEM #1** - Baxter Regional will increase the opportunities for staff education to be able to provide more resources for community education.

**ANTICIPATED IMPACT** - This will allow Baxter Regional to have additional staff to be able to provide community education.

**ACTION ITEM #2** - Baxter Regional will implement internal and community educational campaigns on stress management and mental health.

**ANTICIPATED IMPACT** - This will help Baxter Regional to ensure the health and wellness of employees and members of the community.

**ACTION ITEM #3** - Baxter Regional will collaborate with area schools to provide students with health & wellness education.

**ANTICIPATED IMPACT** - This will allow Baxter Regional to provide educational resources for health and wellness to area schools and their students, reducing complications from decreased health literacy.

**ACTION ITEM #4** - Baxter Regional will collaborate with area churches to provide health and wellness information to the community.

**ANTICIPATED IMPACT** - This will allow Baxter Regional to increase its educational information to the community.



## ACCESS TO PRIMARY CARE IN BAXTER & MARION

### NEEDS IDENTIFIED:

- Need for additional Family Medicine providers
- Better utilization of mid-level providers
- Need for additional pediatric providers
- Magnet Status Recognition

**ACTION ITEM #1** – Baxter Regional will maintain an in-house physician recruiter on staff.

**ANTICIPATED IMPACT** - This will continue to provide more options for hiring and increase the pool of providers, decreasing the deficit.

**ACTION ITEM #2** – Baxter Regional will continue to provide medical scholarships.

**ANTICIPATED IMPACT** - This will encourage recipients of scholarships to seek employment at Baxter Regional.

**ACTION ITEM #3** - Baxter Regional will support additional mid-level providers

**ANTICIPATED IMPACT** - This will improve the deficit of primary care providers in our service area.

**ACTION ITEM #4** - Baxter Regional will explore establishing more family care clinics.

**ANTICIPATED IMPACT** - This will decrease the deficit of family care providers in the Baxter Regional service area.

**ACTION ITEM #5** – Baxter Regional will continue to pursue Magnet Status Recognition.

**ANTICIPATED IMPACT** - This will benefit the community by enhancing the care and quality of services.



## 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

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

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<http://www.healthypeople.gov/>

“Index.” CMS.gov Centers for Medicare & Medicaid Services, 4 Sept. 2018,  
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Community Health Needs Assessment 2019  
<https://www.baxterregional.org/documents/Baxter-Regional-CHNA-2019.pdf>



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