



Brookwood Baptist
Health®

Community Health Needs Assessment Implementation Strategy

Report Date: March 27, 2020

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Table of Contents

Introduction	4
Priorities Addressed	4
Implementation Strategy	5

Implementation Strategy Process for Shelby Baptist Medical Center

The most recent Community Health Needs Assessment (CHNA) for Shelby Baptist Medical Center (SBMC) was adopted on December 11, 2019. The Implementation Strategy was developed by hospital leadership to describe how SBMC will address the significant needs identified during the CHNA.

Current Health Priorities for Shelby Baptist Medical Center

1. Access to care
2. Substance abuse
3. Socioeconomic status
4. Mental health

Implementation Strategy

Community Health Need	Target Population	Strategy	Goals	Existing Partners	Potential Partners	Rationale
Access to Care	Whole community	1 Increase access to primary and preventative care	<p>A) Implement a care continuity provider screening for patients who utilize the ED</p> <p>B) Explore placing satellite clinics in areas with limited primary care providers</p> <p>C) Partner with providers as organized primary care members within the ACO network</p> <p>D) Provide free health screenings at community events</p>	Greater Shelby Chamber's Health Services Work Group	AFC, Cahaba Medical Care, Community of Hope Clinic, Shelby County Health Department,	"Primary and preventive care are important for improving and maintaining health, as well as reducing health care costs in the long term. Having health insurance—whether private or public coverage—is a "ticket" for entering the health care system, but by itself does not ensure access to timely and appropriate care. Hampering access to care is a shortage of primary care physicians, nurses, dentists, and other health personnel, particularly in low-income urban and rural communities. There are inadequate numbers of certain types of practitioners, as well as a maldistribution of practitioners—that is, insufficient numbers living and working in isolated geographic areas and/or willing and appropriately trained to serve culturally diverse low-income Medicaid beneficiaries and uninsured individuals." - The Commonwealth Fund
Access to Care	Community members	2 Improve provider cultural competency	Train providers and community partners to utilize the National Standards for Culturally & Linguistically Appropriate Services in Health	Faith-based organizations		"Cultural competence is the integration and transformation of knowledge about individuals and groups of people into specific standards, policies, practices, and attitudes used in appropriate cultural settings to increase the quality of services; thereby producing better outcomes." - National Prevention Information Network
Access to Care	Women of childbearing age and mothers of young children	3 Increase the number of women who receive adequate prenatal care	Partner to provide broader access to clinical prenatal care and community-based supports including enrollment in social services, assistance with basic needs, parenting classes, and others		Cahaba Medical Group, Alabama Department of Public Health	There is also a growing shortage of prenatal care in rural areas. Fewer than half of all rural counties have a practicing obstetrician or gynecologist (OB/GYN). This lack of prenatal care increases the likelihood by three to four times that women will die a pregnancy-related death, and contributes to higher rates of infant mortality. The scarcity of rural OB/GYNs also means rural women have poor access to postpartum care. This is alarming since one-third of maternal deaths happen one week to a year after giving birth. * - The Commonwealth Fund

Implementation Strategy

Community Health Need	Target Population	Strategy	Goals	Existing Partners	Potential Partners	Rationale
Substance Abuse	Individuals with substance abuse disorders	4 Increase the number of individuals who receive peer support	Increase the number of available peer support professionals within the community	Compact 2020		"Peer support workers are people who have been successful in the recovery process who help others experiencing similar situations. Through shared understanding, respect, and mutual empowerment, peer support workers help people become and stay engaged in the recovery process and reduce the likelihood of relapse. Peer support services can effectively extend the reach of treatment beyond the clinical setting into the everyday environment of those seeking a successful, sustained recovery process." - Substance Abuse and Mental Health Services Administration
Substance Abuse	Individuals with substance abuse disorders	5 Increase the number of individuals who access substance abuse treatment	A) Pursue Office-Based Opioid Treatment (OBOT) certification B) Conduct community education specific to opioid addiction and dependence C) Provide patient navigation services in probate court	Compact 2020, Stepping Up Initiative	Bradford Health Services, Parents of Addicted Loved Ones (PAL), Celebrate Recovery	"The World Health Organization has called MAT "one of the most effective types of pharmacological therapy of opioid dependence." Numerous studies have shown that MAT contributes to significant reductions in opioid use, criminal activity, overdose, and other risky behaviors. MAT quells cravings and allows patients receiving it to stabilize their physical dependency. This stability allows MAT patients to achieve healthy social, psychological, and lifestyle changes" - Centers for Disease Control and Prevention
Substance Abuse	Individuals with opioid addiction and dependence	6 Reduce overdose rates	Provide training to community members and promote free online trainings on naloxone administration		Get Naloxone Now, American Red Cross, Compact 2020	"The people who most often witness and respond to an overdose are other persons who use drugs. By equipping these individuals with naloxone and training them to identify and respond to an overdose, the potential delay between the onset of an opioid overdose and the delivery of life-saving care can be reduced from hours to seconds. This is especially true in rural areas, where residents may experience longer EMS response times. With powerful opioids, like fentanyl and fentanyl analogs, appearing in the U.S. drug supply, higher doses of naloxone may be needed. Therefore, ready access to naloxone among members of the lay community and first responders is key for saving lives." - Centers for Disease Control and Prevention
Mental Health	Healthcare providers	7 Improve provider self-efficacy to identify mental health concerns and refer patients to local treatment and support resources	Provide continuing education on mental health topics	NAMI	SAMHSA, Central Alabama Wellness	"While psychiatric and other mental health professionals can play an important role in the provision of high-quality mental health care services, primary care physicians are the main providers for the majority of patients. Most people with poor mental health will be diagnosed and treated in the primary care setting. Mental illness also complicates other medical conditions, making them more challenging and more expensive to manage. Together, this makes mental health an important issue for primary care physicians." - American Academy of Family Physicians

Implementation Strategy

Community Health Need	Target Population	Strategy	Goals	Existing Partners	Potential Partners	Rationale
Socioeconomic Status	School-aged children	8 Conduct health promotion programs related to cultivating a healthy lifestyle with an emphasis on low cost ways to reach success	Partner with Shelby County organizations to create a week long Healthy Lifestyle Campaign in local elementary schools, where SBMC will have its staff participate in conducting at least 1 program (i.e. certified nutritionists healthy snack creations, certified physical therapists campus wide Stretch for Success session(s), etc.)		Shelby County Health Department, Shelby County Schools, Local food banks	"Behaviors that influence excess weight gain include eating high-calorie, low-nutrient foods and beverages, not getting enough physical activity, sedentary activities such as watching television or other screen devices, medication use, and sleep routines. In contrast, consuming a healthy diet and being physically active can help children grow as well as maintain a healthy weight throughout childhood. Balancing energy or calories consumed from foods and beverages with the calories burned through activity plays a role in preventing excess weight gain. In addition, eating healthy and being physically active also has other health benefits and helps to prevent chronic diseases such as type 2 diabetes, cancer, and heart disease." - Centers for Disease Control and Prevention
Socioeconomic Status	Chronic disease patients	9 Improve management of chronic conditions to reduce healthcare costs and improve morbidity and mortality	A) Focus on preventing readmissions in key service lines B) Explore a potential collaboration with Pelham Emergency Services to conduct a paramedicine program	Hope Clinic, Pelham Emergency Services	Pelham Emergency Services	"Community paramedicine is a relatively new and evolving healthcare model. It allows paramedics and emergency medical technicians (EMTs) to operate in expanded roles by assisting with public health and primary healthcare and preventive services to underserved populations in the community. The goal is to improve access to care and avoid duplicating existing services. Some rural patients lack access to primary care and use 9-1-1 and emergency medical services (EMS) to receive healthcare in non-emergency situations. This can create a burden for EMS personnel and health systems in rural areas. Community paramedics can work in a public health and primary care role to address the needs of rural residents in a more efficient and proactive way." - Rural Health Information Hub
Cross-Cutting: Access to Care, Socioeconomic Status	Low-income individuals	10 Improve access to free and reduced cost healthcare services	A) Support employees to volunteer with organizations that provide free medical care B) Participate once a quarter in the creation of the Shelby County Chamber's "Health Focus of the Month" as well as engage community in the Chamber's "Healthy Lifestyles Expo" C) Incorporate AHC HRSN screening tool to identify social needs D) Ensure case managers are able to connect patients to local sliding-fee scale services	Greater Shelby Chamber's Health Services Work Group	Hope Clinic, Local food pantries, Faith-based organizations providing healthcare assistance	"Even under the ACA, many uninsured people cite the high cost of insurance as the main reason they lack coverage. In 2018, 45% of uninsured adults said that they remained uninsured because the cost of coverage was too high. Many people do not have access to coverage through a job, and some people, particularly poor adults in states that did not expand Medicaid, remain ineligible for financial assistance for coverage. Some people who are eligible for financial assistance under the ACA may not know they can get help, while others have income above the cutoff for financial assistance. Additionally, undocumented immigrants are ineligible for Medicaid or Marketplace coverage. People without insurance coverage have worse access to care than people who are insured. One in five uninsured adults in 2018 went without needed medical care due to cost. Studies repeatedly demonstrate that uninsured people are less likely than those with insurance to receive preventive care and services for major health conditions and chronic diseases." - Kaiser Family Foundation
Cross-Cutting: Socioeconomic Status and Access to Care	Hospital Employees	11 Train laypeople to assist in incidences of violence	Encourage community members to participate in "Stop the Bleed" program training		Shelby County Health Department, Stop the Bleed	The STOP THE BLEED® campaign was initiated by a federal interagency workgroup convened by the National Security Council Staff, The White House. The purpose of the campaign is to build national resilience by better preparing the public to save lives by raising awareness of basic actions to stop life threatening bleeding following everyday emergencies and man-made and natural disasters.

Implementation Strategy

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Cross-Cutting: Mental Health & Substance Abuse	School-aged children	12 Improve coping skills and resiliency	Support in-school education and programs related to mental health and substance abuse	Compact 2020	The Leader in Me Program, Shelby County Health Department	"Adolescence is one of the most critical times for brain development. Stress and depression during this time can cause long-term learning deficits and decreased emotional regulation. When the body's stress response is activated for long periods of time, the brain can't develop normally. A child who has even one long-term experience with depression is far more likely to experience depression as an adult. According to the World Health Organization (WHO), schools are one of the most important settings to build children's positive mental health." - The Leader in Me Program
Cross-Cutting: Access to Care, Mental Health & Substance Abuse	Inpatients	13 Improve the linkages between inpatient and tertiary care settings	A) Through an internal call center, improve the efficiency of referrals for patients requiring mental health and substance abuse treatment B) Stabilize load levels across various local treatment facilities through careful distribution of patient referrals	BBH facilities		"Effective integration of behavioral health and general health care is essential for identifying patients in need of treatment, engaging them in the appropriate level of care, and ensuring ongoing monitoring of patients with substance use disorders to reduce their risk of relapse. Implementation of systems to support this type of integration requires care and foresight and should include educating and training the relevant workforces; developing new workflows to support universal screening, appropriate follow-up, coordination of care across providers, and ongoing recovery management, and linking patients and families to available support services. Quality measurement and improvement processes should also be incorporated to ensure that the services provided are effectively addressing the needs of the patient population and improving outcomes." U.S. Dept. of Health & Human Services



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