



Implementation Strategy to Address Significant Community Health Needs

Person Memorial Hospital

Paper copies of this document may be obtained at Person Memorial Hospital 615 Ridge Road, Roxboro, NC 27573 or by phone 336.599.2121. This document is also available electronically via the hospital website: PersonHospital.com

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Overview

The Community Health Needs Assessment (CHNA) defines priorities for health improvement, creates a collaborative community environment to engage stakeholders, and an open and transparent process to listen and truly understand the health needs of the community served by Person Memorial Hospital (Person County, NC). This document is the Person Memorial Hospital (PMH) Implementation Plan outlining how the hospital plans on addressing significant health needs in the community.

The CHNA is contained in a separate document.

Person Memorial Hospital's Board of Directors approved and adopted this Implementation Strategy on November 26th, 2019.

Starting on December 1st, 2019, this report is made widely available to the community via Person Memorial Hospital's website, PersonHospital.com, and paper copies are available free of charge at Person Memorial Hospital.

Community Health Improvement/Implementation Plan 2019

To successfully make our community healthier, it is necessary to have a collaborative venture which brings together all of the care providers, citizens, government, schools, churches, not-for-profit organizations and business and industry around an effective plan of action. The community health needs assessment was completed previously and posted on PMH's website.

Based on the results of the CHNA, PMH has selected three of the identified significant health needs to address.

1. Diabetes prevention and management
2. Identification and management of heart disease
3. Prevention and early identification of cancer

PMH plans to meet the significant health need by:

1. Providing increased visibility, education and access to cancer screenings such as colonoscopy, mammography, and lung CT to identify early-stage cancers to decrease cancer mortality.
 - The anticipated result of this action is a higher proportion of the community receiving cancer screening services thereby, over the next several years, lowering the overall incidence and mortality of cancer in Person County.
 - Person Memorial Hospital will continue to offer these screening services and provide as much access as possible to these services. The organization will continue to use various communication and marketing mediums to educate public on availability and importance of screening services at PMH.
 - PMH will continue to collaborate with community organizations and individual medical practices to promote the importance of screenings. Examples include collaborative events and promotion during national health observances such as March's Colorectal Cancer Awareness month and October Breast Cancer Awareness months.
2. As a Chest Pain Accredited Facility, PMH will regularly provide online information and training on Early Heart Attack Care and Hands Only CPR training in addition to heart education focused on behaviors that prevent heart disease.
 - EHAC and CPR awareness and training has the potential to save lives by alerting the public to recognize early symptoms of heart attacks and giving them the tools for early intervention, thereby reducing mortality from heart attack-related incidences.
 - PMH will continue to provide literature and CPR training during numerous community events and lunch n' learn educational series. The organization will also continue to produce education through marketing and communication channels including website and newspaper articles, social media and other mediums.
 - All community organizations have the potential to be partners for this education as any person can learn these principals and are potentially in the position to use them. Community organizations such as the Chamber of Commerce organize events providing a venue for education, local businesses encourage this type of training and all health-related organizations have an interest in promoting this education.
3. Provide quarterly community outreach and education events to provide education on prevention and management of diabetes to prevent additional comorbidities, ED visits and hospitalizations.
 - If the prevalence of diabetes, and the root causes of diabetes such as obesity, can be reduced, notionally utilization of diabetes-related acute health services such as inpatient hospitalizations and ED visits should decrease as well.
 - PMH will continue to provide diabetes prevention and management education in the form of online communication, various community events to promoting healthy diet, fitness and medication management, and literature given to patients of Person Memorial Hospital and Person Physician Practices.
 - Organizations such as the NC Cooperative Extension, Person County Health Department, Healthy Personians and Person Family Medical and others regularly seek out and provide diabetes education granting opportunities for PMH to provide resources such as literature, clinical expertise and material support for diabetes education.

PMH does not intend to address the following significant health needs:

1. Due to scope of hospital services and lack of resources, we are not addressing the proactive treatment substance abuse or mental health as other community and regional entities are better equipped for this task.
2. Lung disease and tobacco-use behaviors will not be addressed as our facility does not employ the specialized clinicians needed to address these issues.

