

# 2018 CHNA Implementation Plan

Professional Research Consultants, Inc. 



# Steering Committee

Kathy Landreth, Chief Executive Officer

Deb Shipman, Chief Financial Officer

Kari Lightner, Executive Director, Ambulatory Clinics

Amy Simmons, Executive Director, Ancillary Services

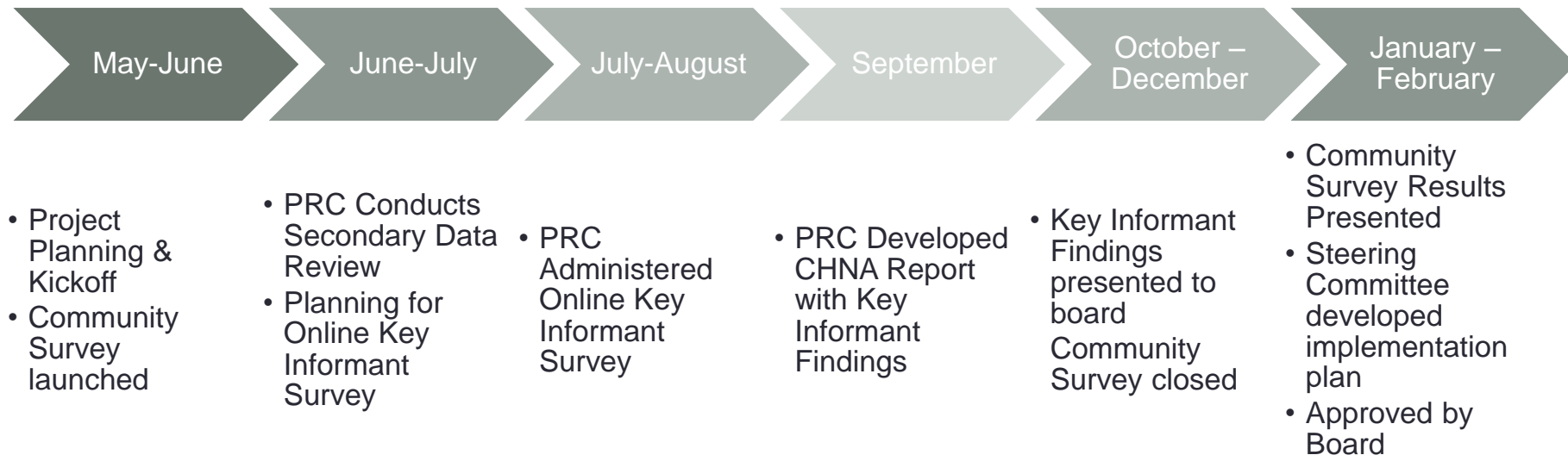
Pat Foutz, Executive Director, Corporate Compliance, Risk Management,  
and Special Projects

Cara Major, Executive Director, Human Resources and Support Services

Joy Skovira, Executive Director, Quality and Nursing Services

Amy Phillips, Manager of Development & Communications

# Assessment Timeline



# Key Informant Survey

Final participation included representatives of the organizations outlined below.

- Alleghany County Public Schools
- Alleghany County School Board
- Alleghany County Supervisor
- Alleghany Highlands Chamber of Commerce and Tourism
- Alleghany Highlands Community Services Board
- Alleghany/Covington DSS
- Alleghany/Covington Health Department
- Bath Community Hospital
- Bath Community Physicians Group
- Bath County Chamber of Commerce
- Bath County Health Department
- Board of Supervisors
- City of Covington
- Highland County Public Schools
- Highland Medical Center
- Rockbridge Area Community Services Board

# Community Survey

## Survey available at –

- Website
- Facebook
- Sent link in our direct mail piece = 8,500 households
- Patient Advisory Committee
- Chamber Event
- Bistro
- Library
- Senior Center
- Wellness Center
- Health Fairs at The Homestead, BARC, Bath County Courthouse
- Advertised in The Recorder
- Bath County Public Schools

**Total Participation = 503**

## Total Population

(Estimated Population, 2012-2016)

	Total Population	Total Land Area (Square Miles)	Population Density (Per Square Mile)
<b>Primary Service Area (Bath Co)</b>	4,558	529.16	8.61
<b>Secondary Service Area (Highland &amp; Alleghany Cos.)</b>	18,149	860.62	21.09
<b>Total Service Area</b>	22,707	1,389.78	16.34
<b>Virginia</b>	8,310,301	39,481.77	210.48
<b>United States</b>	318,558,162	3,532,068.58	90.19

## Areas of Opportunity

- ▶ Access to Healthcare Services
- ▶ Cancer
- ▶ Diabetes
- ▶ Heart Disease & Stroke
- ▶ Infant Health & Family Planning
- ▶ Injury & Violence
- ▶ Nutrition, Physical Activity & Weight
- ▶ Respiratory Diseases
- ▶ Substance Abuse
- ▶ Tobacco Use

#1

## Perceptions of Substance Abuse as a Problem in the Community

■ Major Problem    ■ Moderate Problem    ■ Minor Problem    ■ No Problem At All



Sources: ● PRC Online Key Informant Survey, Professional Research Consultants, Inc.  
● Community Survey

Notes: ● Asked of all respondents.

- Denial/Stigma
- Access to Care
- Awareness

*Most problematic:*  
1. Methamphetamines  
2. Alcohol  
3. Heroin  
4. Tobacco  
5. Prescription Meds



#2

## Perceptions of Diabetes as a Problem in the Community

■ Major Problem    ■ Moderate Problem    ■ Minor Problem    ■ No Problem At All



Sources: 

- PRC Online Key Informant Survey, Professional Research Consultants, Inc.
- Community Survey

Notes: 

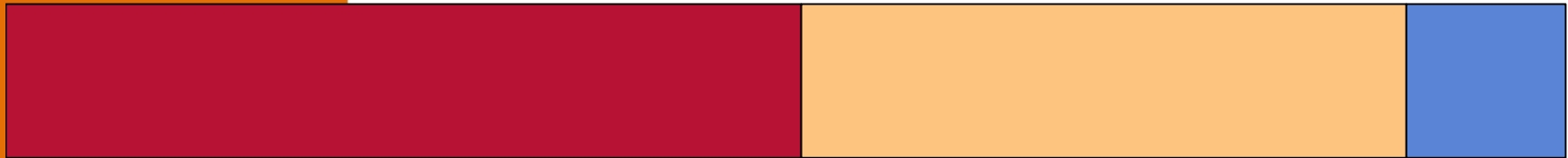
- Asked of all respondents.

- Access to Care/Services
- Health Awareness/Education
- Access to Healthy Food

#3

## Perceptions of Nutrition, Physical Activity, and Weight as a Problem in the Community

■ Major Problem   ■ Moderate Problem   ■ Minor Problem   ■ No Problem At All



Sources: • PRC Online Key Informant Survey, Professional Research Consultants, Inc.

• Community Survey

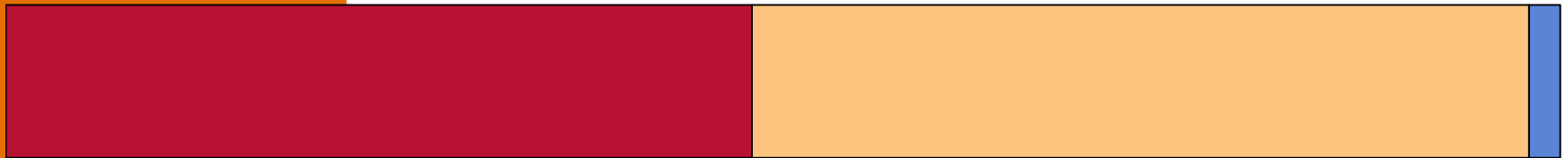
Notes: • Asked of all respondents.

- Health Education
- Diet/Nutrition
- Obesity/Overweight

# #4

## Perceptions of Cancer as a Problem in the Community

■ Major Problem   ■ Moderate Problem   ■ Minor Problem   ■ No Problem At All



Sources: 

- PRC Online Key Informant Survey, Professional Research Consultants, Inc.
- Community Survey

Notes: 

- Asked of all respondents.

- Prevalence/Incidence
- Access to Care/Services
- Environmental Contributors
- Tobacco Use

## Priorities

**Access to Care – Specialty & Primary Care**

**Nutrition, Physical Activity, Weight Management**

**Substance Abuse – Drugs, Alcohol, Tobacco &  
Access to care**

## Access to Care – Action Items

- ❖ **Develop a General Surgery Program at BCH**
- ❖ **Increase accessibility to Specialists at BCH**
- ❖ **Develop the telemedicine program to also include all clinic locations**
- ❖ **Promote specialty services so community is aware of what's available at BCH**
- ❖ **Recruitment of Nurse Practitioner and Primary Care Physician in 2019**
- ❖ **Explore Increasing Walkin Clinic accessibility**
- ❖ **Continue to develop the Chronic Care Management program**
- ❖ **Explore Home Health Providers**

# Nutrition, Physical Activity, Weight Management – Action Items

- ❖ **The Bath Community Rehab & Wellness Center will continue to offer programs for all ages.**
- ❖ **Lunch and learn and Monday dinner education series will be offered in the cafeteria with our local providers as well as specialty providers presenting on various topics as indicated as focus areas from the CHNA.**
- ❖ **The Bath Community Hospital will offer education programs for the community on healthy eating and good nutrition and education on staying fit.**
- ❖ **Research the development of a health library for the hospital website.**
- ❖ **Contact large employers/groups in the community to schedule dates & locations of education events that are FREE and open to the community.**
- ❖ **Offer healthy tips/education segments on local radio stations**



# Substance Abuse – Drugs, Alcohol, Tobacco & Access to care – Action Items

- ❖ **Implement care coordination practices to organize patient care activities**
- ❖ **Educate community members on opioid use disorder, treatment options and methods for preparing and referring individuals to treatment**
- ❖ **Develop annual drug take back days and drop boxes at the hospital**
- ❖ **Continue the development of the addiction coalition with VDH**
- ❖ **Explore Suboxone Clinic requirements and BCH capacity**
- ❖ **Develop support groups for various addiction treatments**
- ❖ **Continue partnership with local church program**