



Cox Medical Center Branson

# Community Health Needs Assessment 2012 - 2015 Implementation Plan



## Overall Goal and Approach to Implementation Plan:

Cox Medical Center Branson is a community hospital motivated by its respect for the people that it serves and its commitment to the CoxHealth system. The hospital seeks to provide leadership through its mission, "To improve the health of the communities we serve through quality health care, education and research," and by offering a continuum of health services in its primary service area of Stone and Taney Counties. Cox Medical Center Branson's approach to providing community benefit is to target the intersection of documented unmet community health needs and combine it with our organization's key strengths and mission commitment.

### Community Partners:

Cox Medical Center Branson believes that it is extremely important to work with other mission focused agencies, organizations and institutions to truly make a difference. By linking together and effectively using limited resources, the hospital can address identified unmet community health needs, as well as assist in improving the broader health needs of the community. The hospital does not believe it can effectively address all health needs without committed partners which has led to the creation of the Ozarks Wellness Network, or **OWN it.**

**OWN it.** is a health and wellness network coordinated through Cox Medical Center Branson focusing on community collaboration to achieve common community health goals such as drug, alcohol and tobacco abuse; unhealthy body weight; and child and family safety. The mission of **OWN it.** is to align local health and wellness initiatives in Stone and Taney Counties that promote a healthy community. **OWN it.** will work to identify community health needs through data driven assessments, create and implement standardized evidence-based multi-agency interventions, measure the effectiveness of interventions to determine the impact of the program, and provide infrastructure for collaborative grant funded initiatives.

Below are partners with expertise across a wide variety of sectors offering resources that Cox Medical Center Branson will collaborate with to present a unified front in accomplishing the desired outcomes for the health needs selected for this implementation plan. Aligned resource allocation will benefit our community, visitors and employers by aligning health and wellness services to make the greatest impact and improve the overall health of the Tri-Lakes area.

- Taney County Health Department
- Stone County Health Department
- Faith Community Health Center
- Free Medical Clinic of the Ozarks
- Christian Action Ministries
- Parenting Life Skills Center
- Springfield Regional Office Division of Development
- First Christian Church
- Branson Parent's as Teachers
- C.A.P.E. Foundation, Inc.
- Americans for Non-Smokers Rights
- Tobacco Free Missouri
- American Lung Association
- Hollister YMCA
- Hollister School District
- Branson School District
- Jesus Was Homeless
- Branson Christian Church
- Lakes Area Child Advocacy Center
- Life Skills Touch Point Autism Services
- OMC Love Inc
- OACAC-Stone County
- American Cancer Society
- Skaggs Foundation
- Washington University
- Missouri State University



## Results of Needs Assessment:

The 2012 Community Health Needs Assessment identifies a number of unmet or partially met health needs throughout the service area. Analysis of the community health needs assessment data provided a means to evaluate and prioritize areas of greatest need. Health needs were ranked on a scale of one to five with a five meaning that the hospital could have the greatest impact on that need, while a one denotes the least impact. These health were further ranked on four factors:

- The ability of Cox Medical Center Branson to evaluate and measure outcomes.
- How many people are affected by the issue or size of the problem?
- What are the consequences of not addressing the problem?
- Prevalence of common themes.

The list below aided in identifying top health priorities. By addressing these needs, community health will likely improve. They have the greatest impact on overall community health and the hospital has the ability to make an impact. Over the last year, the hospital has begun to develop tools for intervention, and through this plan, current interventions will be expanded upon and new interventions will be created and implemented in order to impact the greatest number of residents.

Exhibit 23  
The Skaggs Community Hospital Association  
Ranking of Community Health Needs

Health Problem	Ability of the Hospital to Impact Change	How many people are affected by the issue?	What are the consequences of not addressing this problem?	Prevalence of common themes	Total Score	Weighted Score
Affordable Healthcare	3	4	4	4	15	18
Uninsured Residents	3	4	4	4	15	18
Diseases of the Heart	4	3	4	3	14	18
Access to Specialists	3	4	3	4	14	17
Shortage of Physicians	3	4	3	4	14	17
Access to Recreational Facilities/Limited	4	3	3	3	13	17
Adult Smoking	3	3	3	4	13	16
Transportation	3	3	3	4	13	16
Adult Obesity	2	3	4	4	13	15
Diabetic Screenings	4	2	3	2	11	15
Cancer	2	3	4	3	12	14
Access to Healthy Foods	1	4	3	4	12	13
Diabetes	3	2	3	2	10	13
Drug Abuse	2	2	3	3	10	12
Respiratory	3	2	3	1	9	12
Physical Activity	1	4	3	2	10	11
Low Birth Weight	2	2	2	2	8	10
Children in Poverty	1	2	2	3	8	9
Alcohol abuse	1	3	2	2	8	9
Mental Health	2	2	2	1	7	9
Infant Mortality	2	2	2	1	7	9
Dental Health	1	2	2	2	7	8
Teen birth rate	1	1	2	2	6	7
Motor Vehicle Crashes	1	2	2	1	6	7
STDs	1	1	2	1	5	6

## Focus Areas:

As a result of the analysis, **affordable care, uninsured residents, diseases of the heart, access to specialists, shortage of physicians, access to recreational facilities, adult smoking** and **transportation** were identified as the priority areas on which we will focus.

## Health Needs Not Addressed:

There were other areas of need identified through the assessment that are clearly important to improving the health of the community. While they are deemed to have a less immediate impact, if opportunity arises, they will be integrated into this plan as a sub-objective activity.

Unfortunately, as with most of rural America, Cox Medical Center Branson is without the necessary resources to adequately address the pandemic increase in people who are impacted by mental health and substance abuse issues.

## Goals:

The goals for addressing each of the priority areas are the same, but the strategies and objectives for each priority will differ according to need. The goals are:

**Goal 1:** Prevention and/or reduction of risk factors

**Goal 2:** Detection and treatment of risk factors

**Goal 3:** Collaborate to increase community capacity to deliver evidence-based programs that support prevention and management of risk factors among high risk populations.

**Goal 4:** Promote patient and community education to improve self management of chronic diseases.

## **PRIORITY: Affordable Care/Uninsured Residents**

### **Objective 1: Research federal and state programs that aid in making healthcare affordable for uninsured and underinsured residents.**

- Strategies:**
- A. Continue to screen eligible patients for the Missouri State Health Insurance Pool.**
  - B. Continue to screen patients for Medicaid or Medicare eligibility.**
  - C. Continue to help uninsured patients apply for hospital charity care sliding fee scale.**

### **Objective 2: Increase patient education regarding affordable healthcare options.**

- Strategies:**
- A. Provide financial counseling for uninsured and underinsured patients.**
  - B. Refer eligible patients to the Faith Community Health Center or Free Medical Clinic of the Ozarks.**

### **Objective 3: Support and create local community health initiatives that provide accessible affordable care.**

- Strategies:**
- A. Encourage physicians to volunteer at Faith Community Health Center and Free Medical Clinic of the Ozarks.**
  - B. Provide support to the pharmacy dispensary at Faith Community Health Center and Free Medical Clinic of the Ozarks.**
  - C. Partner with Jordan Valley Community Health Center, a local Federally Qualified Health Center, to increase accessible affordable care opportunities.**
  - D. Increase number of no cost/low cost health screenings available within Stone and Taney Counties.**
  - E. Increase communitywide education through hospital publications and website regarding accessible care for uninsured residents.**

### **Objective 4: Identify uninsured patients utilizing the Emergency Department for care and divert to less expensive preventative care.**

- Strategies:**
- A. Refer uninsured patients to financial counselors and HumanArc to establish a potential payor.**
  - B. Refer uninsured patients to a Care Management team to find each patient a primary care provider.**

### **Objective 5: Geographically identify pockets of uninsured residents in order to better assess healthcare needs.**

- Strategies:**
- A. Work with the health departments to map uninsured patient addresses to identify high areas of need.**
  - B. Implement healthcare screenings in each area of high need.**

## **PRIORITY: Diseases of the Heart**

### **Objective 1: Provide community education related to heart disease.**

- Strategies: A. Facilitate a monthly support group for heart disease patients and spouses.  
B. Provide weekly one-on-one coaching to patients and spouses.

### **Objective 2: Provide accessible healthcare for heart disease patients.**

- Strategies: A. Provide scholarships for cardiac rehabilitation for patients who cannot afford treatment.

### **Objective 2: Reduce readmission rates for heart disease patients.**

- Strategies: A. Provide one-on-one Nurse Care Management to high risk patients.  
B. Enroll patients in medical home program.

### **Objective 3: Increase collaborative efforts with other community health related agencies to address obesity.**

- Strategies: A. Work with OWN it. agencies to create and implement a community wide intervention to address youth and adult obesity.  
B. Educate community regarding accessible healthy exercise and nutrition options.

## **PRIORITY: Access to Specialists/Shortage of Physicians**

### **Objective 1: Increase recruitment strategies for physicians and midlevels in specialty areas of high need and shortages.**

- Strategies: A. Apply for National Health Services Corps that would allow primary care providers to have loans repaid thus creating a stronger referral base.  
B. Collaborate with the University of Missouri and physicians completing their rotations within the CoxHealth system to provide additional resources for future employment opportunities.  
C. Utilize resources available with CoxHealth Systems such as the Residency Program to increase primary care physician numbers.

### **Objective 2: Increase number of new patients treated by existing physicians.**

- Strategies: A. Continue to work towards National Committee on Quality Assurance credentialed medical homes.  
B. Increase strategies to schedule new patients with existing physicians in a timely manner.

## **PRIORITY: Access to Recreational Facilities**

**Objective 1: Increase messages to community regarding low cost and available resources for physical activity in Stone and Taney Counties such as trails, parks and recreational facilities.**

**Strategies: A. Post trail maps, park maps and information, and recreational facility information on website and in hospital publications.**

## **PRIORITY: Adult Smoking**

**Objective 1: Decrease adults 18+ who smoke cigarettes or use smokeless tobacco.**

**Strategies: A. Increase availability and access to cessation resources for adults.  
B. Increase the number of businesses that offer no cost and low cost cessation services to their employees.  
C. Promote community resources such as Quitline and Become an Ex.**

**Objective 2: Increase number of businesses that implement tobacco free policies.**

**Strategies: A. Increase awareness by creating resource documents and educational packets.  
B. Partner with local chamber of commerce and media to market businesses that are tobacco free.  
C. Increase community education regarding the benefits of tobacco free workplace policy implementation through policy presentations.**

**Objective 3: Increase awareness regarding dangers of secondhand smoke.**

**Strategies: A. Conduct a series of mass media segments/campaign to recruit, inform and motivate tobacco users to quit.**

## **PRIORITY: Transportation**

**Objective 1: Educate patients regarding accessible transportation.**

**Strategies: A. During pre-registration, every patient is asked if transportation is needed.  
B. Continue to offer OATS transportation services for inpatient discharge transfers.**

**Objective 2: Research funding for transportation programs.**

**Strategies: A. Identify and apply for grant opportunities to fund a transportation program.**

**Objective 3: Create accessible healthcare opportunities throughout service area.**

**Strategies: A. Increase number of no cost/low cost community screenings provided throughout both Stone and Taney Counties.**