**ASHLEY COUNTY MEDICAL CENTER**

**COMMUNITY HEALTH NEEDS STRATEGIC IMPLEMENTATION PLAN**

**2013-2015**

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| **GOAL 1: DEVELOP INFRASTRUCTURE TO IMPROVE HEALTHCARE AND HEALTH OUTCOMES IN THE SERVICE AREA** | | |
| **OBJECTIVES** | **ACTIVITIES** | **TIMELINE** |
| **Participate in a county-wide community health network** | Promote hospital and community participation in Hometown Health IC IImprovement Coalition (HHIC).  Invite participation from those attending Community Health Needs Assessment meetings to participate in HHIC meetings (next meeting 9/24/13) at Ashley County Medical Center (ACMC)  Promote communication among healthcare workers and residents by encouraging attendance at monthly HHIC meetings.  Present ACMC’s Community Health Needs Assessment (CHNA) Workplan to HHIC group  Integrate ACMC’s Community Health Needs Assessment Workplan with the community plan by HHIC.  Merge ACMC CHNA Workplan goals with HHIC goals. | *September 2013- August 2014* |
| **GOAL 2: IMPROVE THE HEALTH OF RESIDENTS BY OFFERING FREE HEALTH EDUCATION PROGRAMS** | | |
| **OBJECTIVES** | **ACTIVITIES** | **TIMELINE** |
| **Increase available Health Education Programs in the service area** | Research and pursue additional funding sources for health education programs  Increase health education available to the community on prevalent health issues, e.g., prenatal and maternal health, diabetes, cardiovascular disease, and benefits of healthy lifestyle.  Work with the Greater Delta Alliance for Health partners to offer more health education programs in the service area focusing on targeted health issues  Work with local healthcare partners to provide additional health education programs in the service area; especially for the local schools | *On-going over three years* |
| **GOAL 3: INCREASE THE NUMBER OF HEALTHCARE PROVIDERS IN THE SERVICE AREA** | | |
| **OBJECTIVES** | **ACTIVITIES** | **TIMELINE** |
| **Pursue the opportunity to provide specialty services at ACMC through tele health and additional physicians** | Develop a list of priority services needed in the community  Increase communications with medical student programs and increase their awareness of needs in the Ashley County area.  Work with Greater Delta Alliance for Health partners for potential collaboration  Promote awareness of MASH and CHAMPS programs for high school students to help recruit students for healthcare careers. | *September 2013- May 2014* |
| **Work with community partners in recruiting new physicians.** | Involve community members to assist with recruiting visits  Develop a plan of action for recruiting healthcare providers to the region that involves the whole community | *On going* |
| **GOAL 4: IMPROVE HOSPITAL COMMUNICATIONS WITH THE COMMUNITY TO INCREASE PUBLIC AWARENESS OF PROGRAMS AND SERVICES OFFERED BY ASHLEY COUNTY MEDICAL CENTER** | | |
| **OBJECTIVES** | **ACTIVITIES** | **TIMELINE** |
| **Provide the community with a health resource directory of services offered by ACMC and other local healthcare providers and agencies** | Work with Arkansas Foundation for Medical Care (AFMC) and Greater Delta Alliance to develop a list of health services offered in the community and surrounding counties.  Assist AFMC and Greater Delta Alliance to secure funding and develop partnerships to publish the directory  Work with Greater Delta Alliance for Health as a partner in collaboration  Provide Ashley County residents with a completed health resource directory | *September 2013- May 2014* |
| **Increase hospital participation and outreach efforts at local community events** | Meet with Phil Gilmore, CEO, to discuss potential events and ACMC participation at events  Develop a yearly calendar of events for ACMC participation and publicity at community events  Partner with the Greater Delta Alliance for Health mobile health screening unit to provide health screenings, health information, and publicity of ACMC services and programs.  Increase public awareness of ways to prevent disease, and resources available in the community. | *Ongoing* |