



SHANNON MEDICAL CENTER

Community Health Needs Assessment

2013-2014 Implementation Plan

Overall Goal and Approach to Implementation Plan:

Shannon Medical Center, a non-profit health system established in the 1930's, is the only safety net hospital in the region, and provides the communities of West Central Texas with a variety of medical services. Founded on a legacy of caring, Shannon Medical Center of San Angelo, Texas is a locally owned health system dedicated to providing exceptional health care for our family, friends and neighbors. Shannon is a community resource that strives to meet the needs of the community and is committed to the core values: Accountability, Service, Pride, Integrity, Respect and Excellence. Dedicated to the region's health and well-being, Shannon's approach is to target the intersection of documented unmet community health needs and the organization's key strengths.

The city of San Angelo serves as the county seat and population center of Tom Green County, with an estimated population in 2011 of 94,544. Tom Green County's population in 2012 is reported at 113,281 (*Source: U.S. Census Bureau, State & County Quickfacts, The County Information Project, Texas Association of Counties*). The estimated population for Shannon's community as of 2010 including Tom Green County is 342,356 (*U.S. Census Bureau, State & County Quickfacts*).

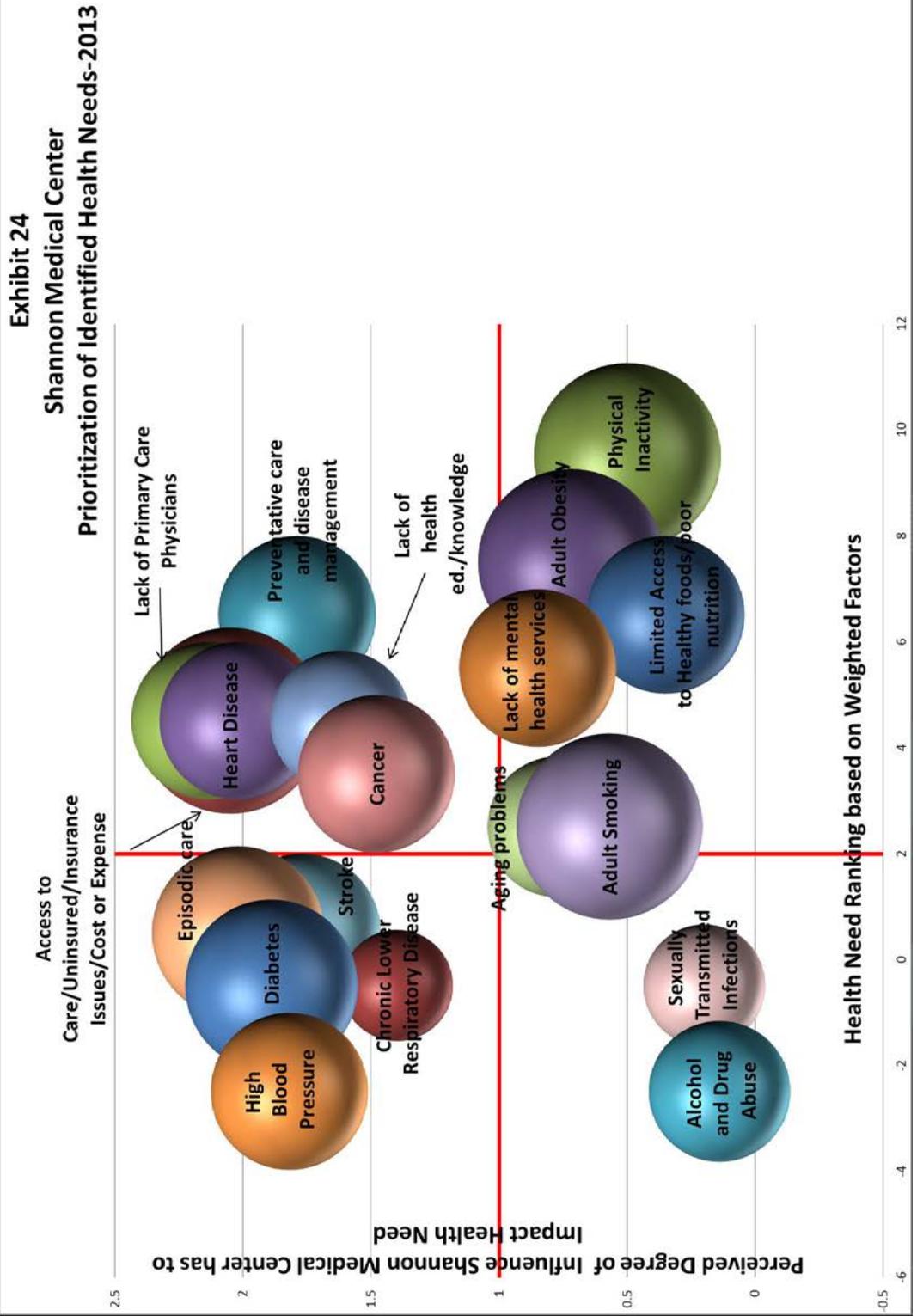
Based on patient origin of acute care discharges and outpatient discharges from October 1, 2011, to September 30, 2012, management has identified the primary community to include all of Tom Green, Runnels, McCulloch and Concho County zip codes. The outer counties included in the Shannon community are Brown, Coke, Coleman, Crockett, Howard, Irion, Kimble, Mason, Menard, Mills, Mitchell, Nolan, Pecos, Reagan, San Saba, Schleicher, Sterling, Sutton, Terrell, and Upton. Shannon continues to collaborate and build relationships with a broad range of agencies, organizations and institutions to build community and organizational capacity. By effectively utilizing resources and working together, Shannon plans to implement strategies to improve the community it serves.

Results of Needs Assessment:

The 2013 Community Health Needs Assessment gathered overall health information of the community. Analysis of the community needs assessment data provided a means to evaluate and prioritize areas of greatest need. To facilitate prioritization of identified health needs, a ranking and prioritization process was used. Health needs were ranked based on the following five factors:

- How many people are affected by the issue or size of the issue?
- What are the consequences of not addressing this problem?
- The impact of the problem on vulnerable populations.
- How important the problem is to the community?
- Prevalence of common themes.

The graphical representation included on the following page is intended to aid in identifying health priorities for the organization. By addressing those needs in the upper right quadrant, overall community health will likely improve as these needs have the greatest impact on overall health and the Hospital is more likely to influence a positive impact on these needs.



Priority Areas:

As a result from the analysis, priorities were determined by taking into account the overall ranking, the degree to which Shannon can influence long-term change and the identified health needs impact on overall health. The following priorities were identified:

- Healthy Living
- Prevention and Disease Management
- Education

Because Access to Care ranks high and relates to each of the priorities, Shannon made it a goal to address Access to Care within each Priority Area.

Shannon Medical Center Priorities	Correlated Community Health Need
Healthy Living	<ul style="list-style-type: none"> • Access to Care • Obesity • Physical Inactivity • Poor Nutrition
Prevention and Disease Management	<ul style="list-style-type: none"> • Access to Care • Adult Smoking • Cancer • COPD/Respiratory Disease • Diabetes • Episodic Care vs. Preventative Measures • Heart Disease • High Blood Pressure • Lack of Mental Health Services • Lack of Primary Care Physicians
Education	<ul style="list-style-type: none"> • Access to Care • Doctor's Office Hours • Lack of Health Education/Knowledge • Language/ Cultural Barriers

Health Needs Not Addressed:

There are needs that Shannon will not address with this implementation strategy that are clearly important to improving the health of the community. However, they are considered to have less immediate impact and will be addressed in a future plan, or if the opportunity arises, could be incorporated within a current strategy of this plan. Shannon will continue to explore potential partnerships and internal strategies to find a way to provide these essential services to our patients.

Goals:

The following goals will underlie each objective to address the three Priority Areas. The goals are:

Goal 1: Increase health knowledge within the community.

Goal 2: Collaborate to improve access to care.

Goal 3: Promote patient and community education to improve self management of chronic disease.

PRIORITY: Healthy Living

Objective 1: Promote wellness and exercise through programs and events in the counties served.

- Strategies:
- A. Sponsor community activities that encourage physical activity for children and families.
 - B. Offer obesity prevention classes for children and families.
 - C. Partner with local restaurants to promote healthier options and substitutions to their menus.
 - D. Promote environments that support health, nutrition and physical activity.

Objective 2: Encourage employee based wellness programs to business and industry in the community.

- Strategies:
- A. Educate business and industry on the importance of offering worksite wellness.
 - B. Assist businesses with starting a wellness program by offering services and resources.

Objective 3: Participate in public health events to support healthy lifestyles.

- Strategies:
- A. Offer prevention screenings at public health events including blood pressure, Hemoglobin A1c, and cholesterol.

- B. Provide wellness and fitness information at local events to encourage healthy living.
- C. Participate in health fairs and health-related events within the Shannon community.

PRIORITY: Prevention and Disease Management

Objective 1: Expanding access to primary care and non-emergent care.

- Strategies:
- A. Open an additional clinic that will see all patients with extended hours.
 - B. Increase Physicians' patient panels to accept new patients.
 - C. Recruit healthcare providers to improve access to primary and specialty care.

Objective 2: Collaborate with local providers to enhance prevention and disease management.

- Strategies:
- A. Collaborate with MHMR Services of the Concho Valley to offer more comprehensive care for patients who are impacted by mental health.
 - B. Collaborate with Shannon Clinic to manage high-risk patients by implementing a Disease Management Registry.
 - C. Explore patient follow-up phone calls for reducing readmissions and patient complications.

Objective 3: Explore collaboration with community partners to reduce unnecessary hospital readmissions and emergency department visits while improving health outcomes.

- Strategies:
- A. Partner with organizations to offer heart disease educational events.
 - B. Offer community events to promote cancer awareness and prevention.
 - C. Participate in the Tom Green County Partnership for Better Health to reduce potentially preventable hospitalizations.

PRIORITY: Education

Objective 1: Assure healthcare providers in our community have the most up to date knowledge.

- Strategies:
- A. Coordinate and offer continuing education programs in our community.
 - B. Make providers aware of resources available locally to assist in treating patients.

Objective 2: Provide patient and community education to increase awareness and provide tools and resources to the community.

- Strategies:
- A. Participate in the Community Partner Program to assist patients in need to apply for benefits.
 - B. Offer information online about services, health resources, and health status/risk assessment tools.
 - C. Offer *Healthbeat Live* seminars to address health topics and to educate the community on risk factors, prevention measures, disease symptoms, and treatment resources.