

# *Community Health Implementation Strategy 2020 – 2022*



## Introduction

Shannon Medical Center is located in San Angelo, Texas with the mission to provide patients with the most compassionate and efficient service while ensuring the highest quality care. Shannon is licensed for over 400 medical beds. Shannon has been caring for West Texans for more than 85 years and is proud to be the largest locally-based health care provider for the Concho Valley and surrounding region.

The facility provides a variety of clinical services to meet each patient's needs and is the designated Level III Lead Trauma Facility for the region, has a nationally recognized intensive care unit, provides critical care to newborns as young as 28 weeks gestation, performs state-of-the-art diagnostics in the radiology department, and provides complete testing and surgical capabilities for cardiology patients, among many more services. Shannon continues to collaborate and build community and organizational capacity. By effectively utilizing resources and working together, Shannon plans to implement strategies to improve the community it serves.

## Identifying Health Needs

A community health needs assessment was conducted from January 2019 to September 2019. Community input was provided through seven key stakeholder interviews and a community survey with 66 responses, including representatives from:

- ✓ Faith-based community
- ✓ Local elected officials and governmental agencies
- ✓ Local industry and businesses
- ✓ Local school systems, universities and community colleges
- ✓ Medical providers
- ✓ Public health agencies
- ✓ Shannon Medical Center
- ✓ Social service agencies

Population demographics and socioeconomic characteristics of the community were gathered and reported utilizing various third parties. The health status of the community was then reviewed. Information on the leading causes of death and morbidity information was analyzed in conjunction with health outcomes and factors reported for the community by CountyHealthRankings.org and other third parties.

This data was analyzed and reviewed to identify health issues of vulnerable populations and the community as a whole. As a result of the analysis described above, the following health needs were identified for the community:

- Adult Obesity
- Adult Smoking
- Cancer
- Children in Single-Parent Households
- Excessive Drinking/Alcohol-Impaired Driving Deaths
- Healthy Behaviors/Lifestyle
- Heart Health
- High Cost of Health Care
- Lack of Health Knowledge/Education
- Lack of Mental Health Providers
- Language/Cultural Mindset
- Lung Disease
- Physical Inactivity
- Poverty/Financial Resources/Children in Poverty
- Preventable Hospital Stays
- Sexually Transmitted Infections
- Shortage of Dentists
- Shortage of Primary Care Physicians
- Stroke
- Substance Abuse
- Teen Birth Rate
- Violent Crime Rate

The identified health needs were reviewed by Shannon’s Executive Leadership Team, Shannon’s Management Team, the community health needs assessment committee, and BKD. To facilitate prioritization of identified health needs, a ranking process was used. Each factor received a score between 0 and 5, with a total maximum score of 25. Then priority areas were determined based on their assessment of the qualitative and quantitative data. Identified needs were prioritized based on the following criteria:

- 1) How many people are affected by the issue or size of the issue?
- 2) What are the consequences of not addressing this problem?
- 3) Prevalence of common themes.
- 4) Organizational capacity and existing infrastructure to address the health need.

Based on the criteria outlined above, the health needs that scored a 19 or more (out of a possible 25) were identified as a priority area. Shannon has identified the following priority areas based on the above criteria:

- 1) Improve Access to Care
- 2) Healthy Behaviors/Lifestyle
- 3) Adult Obesity
- 4) Health Education/Knowledge

Although the needs that scored below 19 in the ranking process are still important to improving the health of the community, Shannon will not be focusing on these in the Implementation Strategy due to lower prioritization score assigned to the need. As a result of the identified priority areas, the following goals and strategies are planned to be implemented in the community over the next three years.

## **PRIORITY 1: Improve Access to Care**

***Goal 1: Connect patients with appropriate health services to improve the continuum of care.***

- Strategies:
- A. Collaborate with organizations such as MHMR Services for the Concho Valley to improve mental health services for special populations.
  - B. Continue and expand the Shannon Care Coordination program to manage high-risk patients with multiple disease processes, address social and health care issues, and support patients as they work towards goals of independence in their health care management.
  - C. Continue to offer outpatient prescription and transportation assistance to qualifying patient populations.
  - D. Collaborate with Shannon Clinic to increase access to care and address the shortage of primary care physicians.
  - E. Provide services that offer patient follow up to reduce readmissions and complications following a hospital discharge.
  - F. Continue to partner with Tom Green County to provide health care services for the indigent population.

***Goal 2: Improve community awareness of available health services, education and support.***

- Strategies:
- A. Increase information available on the web and social media outlets regarding ease of access, affordability of health services, and educational opportunities in the community.
  - B. Provide informational brochures and educational seminars at community outreach events and in the hospital setting.

## **PRIORITY 2: Healthy Behaviors/Lifestyle**

*Goal 1: Provide opportunities to promote healthy living in the community.*

- Strategies:
- A. Partner with organizations to provide community activities/events that encourage physical activity for children and families.
  - B. Promote environments that support health, nutrition, and physical activity.
  - C. Support and participate in initiatives throughout the community, including: support groups, coalitions, etc.

*Goal 2: Participate at community outreach events to support healthy lifestyles.*

- Strategies:
- A. Collaborate with local businesses to offer wellness resources, services, and education.
  - B. Offer various free health screenings at health-related events in the community.

## **PRIORITY 3: Adult Obesity**

*Goal 1: Increase public awareness of the importance of healthy eating, nutrition, and physical activity.*

- Strategies:
- A. Provide education through media, brochures, campaigns, and educational seminars on adult obesity, including how to manage and prevent it.
  - B. Provide opportunities for the community to participate in physical activities and learn about the importance of physical activity.
  - C. Explore partnering with community agencies to produce healthy eating and physical activity campaigns.

## **PRIORITY 4: Health Education/Knowledge**

*Goal 1: Provide greater health education to children, families, and vulnerable populations.*

- Strategies:
- A. Continue to build and serve on community-based coalitions, boards, and service projects.
  - B. Support and participate in collaborative efforts to raise awareness for various health needs, such as heart health, stroke, diabetes and mental health.
  - C. Continue to offer and expand education in various capacities to reach the broader population through news segments, newspaper publications and online information.

***Goal 2: Improve community outreach efforts that will provide health education opportunities.***

- Strategies:
- A. Continue to collaborate and connect with local businesses to offer employee-based health education and programs.
  - B. Promote new and current health resources that provide various health services and support.

***Goal 3: Assure healthcare and social service providers in the community have the most up-to-date knowledge.***

- Strategies:
- A. Provide continuing education opportunities for health and social service providers in the community.
  - B. Provide regional support and resources to surrounding providers in the Shannon service area.

## Needs Not Addressed

Some issues identified through the Community Health Needs Assessment have not been addressed in this plan. During initial discussions and subsequent prioritization, Shannon considered the levels to which some needs were already being addressed in the service area. Additionally, some community needs fall out of the scope of expertise and resources of Shannon. Lack of Mental Health Providers is one need not specifically addressed in the assessment. While Shannon is not incorporating strategies to improve access to mental health providers, the community has seen improvement and growth in the accessibility of mental health providers and available mental health services over recent years. Furthermore, Shannon will continue to explore potential partnerships and internal strategies to find a way to provide these essential health services to our patients and community.

## Next Steps

This Implementation Plan will be executed over the next three years, from Fiscal Year (FY) 2020 through the end of FY 2022. Shannon will work with community partners and health experts on the following for each of the approaches to addressing the identified health needs:

- Develop work plans to support effective implementation
- Create mechanisms to monitor and measure outcomes
- Provide ongoing status and results of these efforts to improve community health

Shannon Medical Center is committed to conducting another health needs assessment within three years.