



2020-2022 CHNA
IMPLEMENTATION STRATEGY

MISSION FOR IMPLEMENTATION

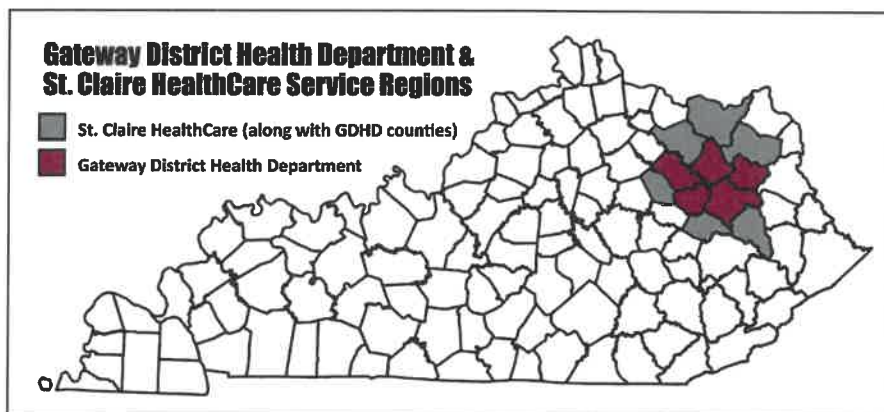
Founded on the mission, “To proclaim God’s goodness through a healing ministry to the people of eastern Kentucky.” St. Claire HealthCare strives to be a leader, an advocate and a community partner in creating innovative health and wellness solutions to improve the lives of those in our service region.

This Implementation Strategy is the companion piece to our latest Community Health Needs Assessment, as required by the IRS. It builds upon the CHNA findings and details how SCH intends to work with our partners to respond to the priority health needs identified in the CHNA.

TARGET AREA/POPULATION

St. Claire HealthCare's service region is comprised of 11 counties. The Gateway District Health Department's service region includes the majority of SCH's primary service counties (approximately 70-75 percent of SCH's patient population), including Rowan County,

where SCH is headquartered. For this reason, the Gateway Wellness Coalition has decided to focus its assessment efforts on the Gateway District Health Department service region counties of Bath, Elliott, Menifee, Morgan and Rowan. That said, many of the initiatives/strategies included in this Implementation Strategy may also positively impact residents and patients from other counties in the SCH service region.



PRIORITY HEALTH NEEDS

As a result of the most recent CHNA, Gateway Wellness Coalition participants identified the following community health needs as critical focus areas:

- COVID-19/Pandemic Management and Preparedness
- Mental/Behavioral Health and Drug Abuse/Addiction
- Health Behaviors (Community Nutrition, Recreation/Physical Activity, Tobacco Use/Smoking Cessation, Immunizations and Radon Mitigation)
- Access to Quality Medical/Dental Care – Both Geographic and for At-Risk and Marginalized Groups (e.g. Those in Poverty, the Uninsured/Underinsured, the LGBTQ+ Community, etc.)

COVID-19/Pandemic Management and Preparedness

St. Claire HealthCare will continue to be a leader in our service region in addressing the COVID-19 pandemic and in positioning for optimal preparedness to address future pandemics.

Major Actions	Sub-Actions
<p>Be a catalyst and conduit for actions that can prevent or minimize the risk of the spread of COVID-19.</p>	<ol style="list-style-type: none"> 1. Work in conjunction with community partners to promote evidence-based actions that can prevent/minimize the spread of COVID-19 (e.g. mask wearing, social distancing, handwashing, getting the vaccine, avoiding large gatherings, etc.) 2. Work in conjunction with the Gateway District Health Department to administer as many doses of the COVID-19 vaccine as possible. 3. Continue operate our drive-through COVID-19 testing program as long as deemed appropriate by state public health leaders. <p>Anticipated outcome: Downward trends in the number of new COVID-19 cases, as well as the positivity rate, hospitalizations and deaths caused by COVID-19.</p>
<p>Provide the best possible care for patients who test positive for COVID-19, in a manner that protects other patients and providers from contracting the virus.</p>	<ol style="list-style-type: none"> 1. Monitor and implement evidence-based treatment methods and protocols for COVID-19 that are recommended by the CDC and state public health leaders. 2. Utilize virtual visits when possible to minimize unnecessary close physical interaction with patients who could be COVID-positive. <p>Anticipated outcome: Statistically verifiable improved patient outcomes for individuals who are treated for COVID-19, and a reduction in new COVID-19 cases that could result from contact tracing within SCH.</p>
<p>Take steps to be as optimally prepared as possible to address future pandemics.</p>	<ol style="list-style-type: none"> 1. Closely monitor and implement recommended steps/strategies for pandemic preparedness, including those steps/strategies in appropriate SCH plans and policies. 2. Work in conjunction with the Gateway District Health Department and other appropriate local and state agencies and partners to evaluate and improve pandemic and disaster preparedness plans and protocols. <p>Anticipated outcome: SCH will be much better positioned to mount a proactive, rather than reactive, response to any future pandemics that may arise, minimizing the number of individuals in our service region who are adversely impacted.</p>

Mental/Behavioral Health and Drug Abuse/Addiction

St. Claire HealthCare will explore and implement partnerships and strategies to improve mental/behavioral health services and to address the substance abuse/addiction problem in our service region.

Major Actions	Sub-Actions
<p>Provide interdisciplinary care for both adults and children who need mental/behavioral health treatment.</p>	<ol style="list-style-type: none"> 1. Provide medication assisted treatment through SCH, privately owned companies and soon-to-be through a community mental health center. 2. Provide intensive outpatient treatment for mental health and substance abuse in partnership with privately owned companies and soon-to-be through a community mental health center. 3. Provide traditional inpatient and outpatient psychiatric services for children, adolescents and adults through SCH, privately owned companies and soon-to-be through a community mental health center. <p>Anticipated outcome: Appropriate interdisciplinary mental health care is provided to patients of all ages, regardless of financial, housing and transportation hurdles.</p>
<p>Be a leader in a coordinated approach to dealing with the service region’s substance abuse/addiction problem.</p>	<ol style="list-style-type: none"> 1. Carry out a \$900,000 federal grant project from the U.S. Department of Health and Human Services Health Resources and Services Administration, in coordination with the Northeast Kentucky Substance Use Response Coalition, to provide medication-assisted treatment services, which are lacking in the region. 2. Continue a three-year, \$1 million Rural Communities Opioid Response Program Implementation Grant, in conjunction with the Northeast Kentucky Substance Use Response Coalition. The funding establishes “First Day Forward”, a jail re-entry program to connect recently released individuals who struggle with substance abuse to vital community resources; youth prevention education presented in schools; training for medical professionals surrounding medication assisted treatment and HIV/Hepatitis C treatment; and other broad community education initiatives. <p>Anticipated outcome: According to the National Center for Health Statistics, 2018 saw the first nationwide decline in drug overdose deaths since 1990, and Kentucky’s overdose fatalities fell by nearly 15%, the largest drop in more than a decade. It is anticipated that factors related to the mental-health impacts of the COVID-19 pandemic could lead to a spike in substance abuse and drug overdose deaths. The aim is that these strategies will have a measurable positive effect in minimizing that anticipated spike in the SCH service region and continue to lead to better outcomes moving forward.</p>

In coordination with community partners, develop a plan to address the lack of access to mental/behavioral health and substance abuse treatment and services.

1. Form a team representing SCH, Gateway District Health Department, Pathways and appropriate privately owned companies and other agencies to develop the plan.
2. Facilitate meetings as needed to identify current resources and to explore and implement steps/strategies to address where treatment and services are lacking.
3. Continue an 18-month, \$200,000 planning grant from the Health Resources and Services Administration for a Rural Communities Opioid Response Program Planning III Project concerning substance abuse disorder, community resources and possible jail re-entry programming in a multi-county area.
4. Place emphasis on housing and transportation hurdles, specifically not enough transitional housing support for those coming out of recovery or prison, a lack of temporary housing opportunities for the homeless without a Morehead residence or proof for 30 days is denied by the Gateway Homeless Shelter, and a lack of affordable public transportation outside of the Morehead city limits.

Anticipated outcome: SCH will have a baseline understanding of the existing services in the service region, allowing us to realistically plan with partners, leverage resources to fill gaps, and better meet the growing need for mental/behavioral health and substance abuse treatment.

Health Behaviors (Community Nutrition, Recreation/Physical Activity, Tobacco Use/Smoking Cessation, Immunizations and Radon Mitigation)

In light of the fact that our service region’s rates are above state and national levels for a number of significant health problems (e.g. cardiovascular disease, hypertension, stroke, cancer, obesity, etc.), SCH will seek to work in cooperation with partners to take proactive steps to mitigate risk factors for these health problems.

Major Actions	Sub-Actions
<p>Seek and implement ways to improve community nutrition and promote recreation and physical activity.</p>	<ol style="list-style-type: none"> 1. Explore the concept and feasibility of a “Farmacy Program” in which medical providers would have the option of prescribing fresh produce for patients who could then purchase the produce using a token or voucher program at farmers markets or participating grocery stores. 2. Partner with the UK Extension Service and other partners to facilitate nutrition classes and obesity prevention initiatives in area schools. 3. Partner with Parks and Recreation Departments and community groups to promote the use of recreational facilities and the region’s extensive hiking and biking trail system. <p>Anticipated outcome: Measurable reductions in the region’s population in obesity rates and diseases directly connected to risk factors regarding poor nutrition and lack of proper exercise.</p>
<p>Work with community and state partners to reduce tobacco use in all age groups.</p>	<ol style="list-style-type: none"> 1. Work with the Kentucky Healthcare Collaborative Tobacco Subcommittee to shape and implement strategies to reduce the use of tobacco and electronic cigarettes in all age groups. 2. Advocate for school districts throughout the service region to become 100% smoke-free. 3. When appropriate, use the Gateway Wellness Coalition display on smoking/second-hand smoke dangers at health fairs. 4. When possible, support community initiatives to pass ordinances that restrict/prohibit tobacco use in public places. <p>Anticipated outcome: Measurable reductions in smoking and tobacco use rates in the region’s population, as well as reductions in the rates of diseases connected to risk factors regarding poor nutrition and lack of proper exercise.</p>
<p>Work with community and state partners to educate residents in the service region about standard immunizations and Radon mitigation.</p>	<ol style="list-style-type: none"> 1. Work with the Gateway District Health Department to implement a significant media initiative to educate the region’s residents about myths associated with standard immunizations, including the new COVID-19 vaccine. 2. Partner with the Gateway District Health Department and other partners to educate the region’s residents about Radon risks and the importance of Radon monitors in residences. <p>Anticipated outcome: Increases in the number of residents who obtain recommended immunizations and who acquire and properly use Radon monitors in their homes.</p>

Access to Quality Medical/Dental Care – Both Geographic and for At-Risk and Marginalized Groups (e.g. Those in Poverty, the Uninsured/Underinsured, the LGBTQ+ Community, etc.)

SCH will increase access to care in the region.

Major Actions	Sub-Actions
Address geographic barriers to access to quality care.	<ol style="list-style-type: none"> 1. Explore – and where deemed feasible, implement – opportunities to provide more services physically in other counties throughout the service region where a desire for a greater SCH presence has been requested by residents, such as Morgan and Fleming counties. 2. Promote and increase utilization of SCH’s home health services. <p>Anticipated outcome: A higher percentage of the region’s residents will take advantage of needed medical/dental care as it becomes more geographically accessible.</p>
Address economic barriers to access to quality care.	<ol style="list-style-type: none"> 1. Assist residents who qualify but are not enrolled in taking the necessary steps to obtain Medicaid and Medicare benefits. 2. Explore financial incentives (e.g. payments, vouchers and prize drawings) that can be used to encourage patients to undergo preventive care, such as screenings, vaccinations and other brief interventions. 3. Continue to offer free sports physicals to primary and secondary students in the service region. <p>Anticipated outcome: A higher percentage of the region’s low-income, uninsured and underinsured residents will receive needed care.</p>
Address societal barriers to access to quality care.	<ol style="list-style-type: none"> 1. In coordination with community partners, develop a plan to assess reasons that at-risk and marginalized groups, such as the LGBTQ+, are not able or do not feel comfortable accessing care. 2. Based on the findings of the assessment, develop strategies to address those reasons, and reach out those groups to assist them in accessing care. <p>Anticipated outcome: A higher percentage of the region’s societally marginalized groups will receive needed care and feel comfortable in doing so.</p>

ISSUES NOT SELECTED FOR PRIORITIZATION

To maximize available resources for the priority areas listed above, the Gateway Wellness Coalition Community Health Needs Assessment Team determined that the following issues would not be explicitly included in this Community Health Improvement Strategy:

- Chronic Diseases (Heart, Stroke, Hypertension, Diabetes, Asthma) and Cancer
- Health Literacy
- Violence and Safety
- Infant/Child Health
- Senior Health and Well-Being
- Sexual Health
- Emergency Department Usage/Preventable Hospitalization
- Socio-Economic Factors (e.g. Employment, Adequate and Affordable Housing, Availability of Nutritious Foods, Food Insecurity, Education, etc.)

While all of these are community concerns, it was determined that there are other organizations in the region who are better equipped to lead the efforts to address the needs, or these needs are being indirectly addressed by strategies spelled out for the prioritized needs that are included.