



Baptist Memorial Health Care's Metro-Memphis Hospitals Joint Community Health Improvement Plan

Baptist Memorial Health Care developed a community health improvement plan (CHIP) to guide community benefit and population health improvement activities across the Memphis Metro Service Area. Baptist's CHIP builds upon previous health improvement activities, while recognizing new health issues and concerns and the changing health care delivery environment, to address the region's most pressing community health needs. While the majority of these activities will be jointly supported by Baptist Memorial hospitals in the Memphis area, specific activities are called out for each hospital.

Participating Hospitals:

Baptist Memorial Hospital-Memphis
Baptist Memorial Hospital for Women
Baptist Memorial Restorative Care Hospital
Spence and Becky Wilson Baptist Children's Hospital

Health Priority: Behavioral Health

Goal: Increase behavioral health screenings to initiate early treatment and improved outcomes for residents at all stages of life.

Objectives:

- 1) Increase the number of residents who are screened for behavioral health conditions.
- 2) Develop or continue collaboration with community agencies that provide mental health and substance abuse support services to reduce suicide and drug-induced death rates.
- 3) Increase availability of services for patients with Alzheimer's disease and their caregivers.
- 4) Educate residents on the signs and symptoms of mental health conditions and substance abuse and where to get help.

Strategies:

Joint Strategies

- 1) Support initiatives to screen individuals for depression and mental health conditions.

Baptist Memorial Restorative Care Hospital Strategies

- 1) Host educational forums through a partnership with the Alzheimer's Association.

Baptist Memorial Hospital-Memphis Strategies

- 1) Host educational forums through partnership with the Alzheimer's Association.
- 2) Partner with Integrated Addiction Care Associates to provide treatment options to adults with drug and alcohol addictions.



Baptist Memorial Hospital for Women Strategies

- 1) Partner with community agencies to provide counseling for new mothers.
- 2) Provide information about postpartum depression and promote awareness of signs, symptoms and treatment resources.
- 3) Provide support groups and resources to improve outcomes for new moms and siblings experiencing depression, anxiety or other mental health issues.
- 4) Provide education about Integrated Addiction Care to maternity patients.
- 5) Provide education to emergency room physicians regarding behavioral health screenings.

Spence and Becky Wilson Baptist Children's Hospital Strategies

- 1) Encourage parents to get parenting support through Universal Parenting Place.
- 2) Encourage parents to enroll their children in classes offered through Universal Parenting Place.

Health Priority: Cancer

Goal: Provide early detection and treatment to reduce death from breast, colorectal and lung cancers, and improve quality of life for patients.

Objectives:

- 1) Increase awareness of benefits of genetic testing and early screening for improved outcomes.
- 2) Increase physicians' participation in secondary screening protocols for lung cancer to increase early diagnosis of the disease.
- 3) Increase access to screenings in rural areas to reduce disparities among low-income, at-risk and minority populations.
- 4) Increase access to care close to home for rural residents.
- 5) Improve care coordination and caregiver support.

Strategies:

Joint Strategies

- 1) Partner with community organizations to increase public awareness of cancer risk, prevention and screening.
- 2) Participate in and host educational forums and health fairs to increase awareness of risk factors and prevention activities.
- 3) Partner with the American Cancer Society to reduce access to care barriers for individuals with cancer.

Baptist Memorial Hospital-Memphis Strategies

- 1) Encourage physician collaboration during grand rounds to ensure enhanced use of lung disease screening protocols.
- 2) Partner with the American Cancer Society to provide transportation and lodging to patients traveling from rural areas.
- 3) Host caregiver conferences to provide education and support.



Baptist Memorial Hospital for Women Strategies

- 1) Participate in community health events, including health fairs, school events and local church events to provide education regarding cancer and prevention.
- 2) Provide support groups and resources for women with breast cancer.
- 3) Sponsor Susan G. Komen and Think Pink events to improve outcomes for patients with breast cancer and their families.
- 4) Promote a mobile mammography unit to educate women on the importance of annual mammograms and increase screenings.
- 5) Create a cancer mobile application to provide education, tools and literature related to cancer and healthy lifestyles.

Health Priority: Chronic Disease Management and Prevention

Goal: Promote health as a community priority and increase healthy lifestyle choices.

Objectives:

- 1) Increase residents' knowledge of their risk factors for disease.
- 2) Collaborate with community partners to encourage physical activity among residents.
- 3) Advocate for planning and policies that promote health as a community priority.
- 4) Reduce food insecurity and increase community options for healthy foods.

Strategies:

Joint Strategies

- 1) Participate in health fairs and community events to provide education for healthy lifestyles and prevention of chronic disease.
- 2) Provide free screenings for health risk factors related to chronic disease.
- 3) Collaborate with community partners to sponsor events promoting physical activity.
- 4) Use Baptist experts to share educational information with the public via printed documents, television and radio.
- 5) Host educational forums through partnerships with the American Heart Association and American Stroke Association, among others.

Spence and Becky Wilson Baptist Children's Hospital Strategies

- 1) Provide an educational camp for youths with diabetes or who are at risk for developing diabetes.

Health Priority: Maternal and Child Health

Goal: Improve birth outcomes for women and infants.

Objectives:

- 1) Increase the proportion of pregnant women in rural communities who receive early and adequate prenatal care.
- 2) Reduce smoking and related risk behaviors among pregnant women.
- 3) Provide early intervention for mothers who use substances known to cause neonatal abstinence syndrome (NAS).
- 4) Increase the proportion of infants who are breastfed during their first 6 months.
- 5) Reduce disparities in prenatal care and birth outcomes.



Strategies:

In the area of maternal and child health, Baptist Memorial Hospital-Memphis and the Spence and Becky Wilson Baptist Children's Hospital will support initiatives led by Baptist Memorial Hospital for Women, including the following:

- 1) Participate in community events to provide education and resources for prenatal care, breastfeeding and new baby education.
- 2) Provide breastfeeding classes and lactation resources.
- 3) Provide support groups and parenting education resources for new mothers and their families.
- 4) Provide sibling classes to prepare children for the arrival of a new baby.
- 5) Collaborate with community partners to increase access to prenatal care and reduce health disparities.

Baptist Memorial Hospital for Women Strategies

- 1) Promote a maternity mobile application that provides education on breastfeeding, new baby education and safety, among other topics.
- 2) Provide education about Integrated Addiction Care to maternity patients.
- 3) Provide online education to mothers and expectant mothers regarding the benefits of prenatal care, newborn health and labor and delivery expectations.

Spence and Becky Wilson Baptist Children's Hospital Strategies

- 1) Promote mobile applications that provide tips for parents of children between birth and 18 years old.
- 2) Participate in community events to provide education and resources on children's health issues.