

APPENDIX D
OPPORTUNITIES FOR IMPROVEMENT
AND IMPLEMENTATION STRATEGY

2016 Community Health Needs Assessment
 Opportunities for Improvement and Action Plan



A. At-Risk Populations - Children / Pediatrics

Educate	Advocate	Collaborate	Provide
	<p>Promote Medicaid expansion alternatives to MS legislature.</p>	<p>Work with Yazoo County Board of Education to develop grade-specific health education goals and resources.</p> <p>Partner with school nurses to develop a strategic plan and/or provide materials related to age-specific health concerns.</p>	<p>Provide access to all Yazoo County K-6 Teachers with Access to GoNoodle education resources</p> <p>Provide instructors to area schools on health-related matters.</p>

B. At-Risk Populations – Senior Adults / Geriatric

Educate	Advocate	Collaborate	Provide
<p>Host public educational meetings (at least semiannually) on health topics of interest to senior adults.</p>	<p>Support critical-access status for rural facilities as the primary means to the continuation of vital health services to rural communities.</p>	<p>Host and annual meeting with administrators for area homes for the aged (nursing homes and assisted living facilities) to identify key health service needs for their residents.</p>	<p>Expand and promote BMCY’s Hospital Auxiliary/Volunteer Program as a key point of contact with the senior-adult population.</p>

C. At-Risk Populations - Women

Educate	Advocate	Collaborate	Provide
	<p>Advocate state elected officials for expansion of Medicaid</p>		

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D. Disease/Condition-Specific – Accidental Injury / Trauma

Educate	Advocate	Collaborate	Provide
Provide, at least annually, public information related to injury prevention and treatment.	Support additional funding of the state-wide trauma system.	Participate in the MS state-wide trauma system as a level and the Central Trauma Region as a means to continually improve trauma services to citizens of Yazoo County.	Facilitate timely and appropriate transfer of Emergency patients area tertiary referral hospitals through review and analysis of performance metrics

E. Disease/Condition-Specific – Cancer

Educate	Advocate	Collaborate	Provide
Continue to sponsor annual “Pink Affair” in Yazoo City as a means to raise awareness of breast cancer.	Advocate State elected officials for Medicaid expansion.	Participate / sponsor in MS Baptist Health Foundation’s Cycle for a Cure event annually.	Expand GI screenings for colorectal cancer.

F. Disease/Condition-Specific – COPD / Pulmonary

Educate	Advocate	Collaborate	Provide
Conduct in-services annually to local employers such as CF Industries regarding vaccinations		Provide flu shots free or at reduced cost to area employers.	Promote flu vaccination in all our BMCY Rural Health Clinics. Continue requirement for all eligible employees to receive annual flu vaccination as a condition of employment.

G. Disease/Condition-Specific – Diabetes

Educate	Advocate	Collaborate	Provide
Provide glucose screenings at area health fairs and local church programs free of charge.		Work with area schools to provide information on nutrition, exercise and healthy lifestyles to students on a grade-appropriate basis	Provide access to an endocrine specialist at a weekly basis on the BMCY campus

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H. Disease/Condition-Specific – Stroke/CVA

Educate	Advocate	Collaborate	Provide
Provide public education, at least annually on stroke awareness, signs of stroke and early intervention “golden hour.”	Advocate for increased funding for the state-wide stroke network.	Participate in the state-wide stroke network as a primary stroke hospital.	Provide “golden hour” interventions on a 24-hour basis including CT with STAT interpretation and thrombolytic therapy available on-site

I. Heart Disease

Educate	Advocate	Collaborate	Provide
	Advocate state elected officials for ongoing support of the MS STEMI network.	<p>Provide basic CPR instruction at all area high school for juniors and seniors in collaboration with state-wide graduation requirements.</p> <p>Partner with Baptist Health Foundation and American Heart Association to underwrite/provide CPR training materials including demonstration dummies for area high schools.</p>	<p>Expand services to provide access to a board-certified cardiologist at an on-site clinic at BMCY campus of a weekly basis (currently twice a month)</p> <p>All employees to receive on-site CPR certification.</p> <p>Provide ACLS certification for nursing staff</p>

J. Disease/Condition-Specific - Hypertension / Blood Pressure

Educate	Advocate	Collaborate	Provide
			Provide free blood pressure checks via hospital ED, rural health clinics as well as areas health fairs.

K. Disease/Condition-Specific – Mental Health

Educate	Advocate	Collaborate	Provide
	Actively advocate state elected officials	Work with Warren Yazoo Mental Health Center to serve the needs to this local population.	Provide outpatient geripsych services to Yazoo County

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L. Social Challenges Affecting Health – Poverty

Educate	Advocate	Collaborate	Provide
Educate the public regarding BMCY's charity care program	Advocate for some form of expansion of Medicaid or other expanded coverage for the poor.	Utilize HPE Presumptive eligibility Program to assist those who may qualify for Medicaid.	Provide services upon ER registration and clinic registration with credentialed personnel.

XVII. CHNA Addendum



ADDENDUM

**Addendum to Community Health Needs Assessment
Baptist Medical Center Yazoo
January 25, 2018**

In May 2017, the Baptist Memorial Health Care Corporation of Memphis, TN (BMHCC) acquired a controlling interest in Baptist Medical Center Yazoo (BMCY). As part of a system-wide review of CHNA documentation, issues that required additional clarification and/or documentation were identified and corrected to ensure compliance with all §501(r) requirements.

CHNA and CHNA-IS Approval

The BMCY Board of Trustees originally reviewed and approved the CHNA documentation on August 4, 2016. The system-wide audit identified minor clerical errors in the CHNA data analysis of the survey demographics. Also, Board approval did not specifically detail the approval of both documents. Consequently, the corrected CHNA, the CHNA-IS, the 2017 IS update and this addendum were resubmitted to the Board on January 25, 2018 for approval.

Other Clarifications

This addendum contains issues identified that were not detailed in the original CHNA. Additional details and descriptions are added below for clarification and to ensure BMCY is compliant with all §501(r) requirements.

1. Details of Community Participation and Survey Responders

Outlets utilized for solicitation of community participation:

- Website
- Email
- Social media
- Baptist Medical Center Yazoo (Administration, ED, Lobby, Information Desk)
- Baptist Medical Clinic | Primary Care
- Baptist Medical Clinic | Yazoo Family Doctors
- Baptist Medical Clinic | Yazoo
- The Yazoo Herald
- Belzoni Banner
- B.S. Ricks Memorial Library
- Yazoo County Sheriff's Annual TRIAD Meeting / Senior Day (06/10/16; ~150 attendees)
- Yazoo City Rotary Club Meeting (06/15/16; 23 attendees)
- Yazoo County Health Network Meeting (06/15/16; 19 attendees)
- Oasis Health & Rehab Health Fair (06/15/16; ~60 attendees)
- CHNA Community Focus Group (06/21/16; 12 attendees)

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Survey Methodology:

The online survey was widely distributed via email, hospital website, social media, local Main Street/Chamber, and other means of electronic communication. Instructions for accessing the online survey were distributed in areas highly trafficked by patients and visitors throughout clinics, Baptist Medical Center Yazoo, local civic and community meetings, local library where free online access is available, local businesses as well as other local media outlets.

A hardcopy survey was also made available to ensure opportunities for a diverse participation. Paper surveys were distributed at local civic and community meetings and events, local businesses, Baptist Medical Center Yazoo main lobby and clinics. The completed hardcopy surveys were collected and entered to the online data for analysis.

Focus Group Methodology:

A critical component in gathering relevant community health needs data involves conducting focus group interviews with community members who are interested in and represent the broader interests of the community, including those with special knowledge of or expertise in public health. Additional input was solicited from the following organizations representing “key informants, with specific information relate to public health and or rural health as well as organizations representing minorities and the traditionally underserved”:

- Warren Yazoo Mental Health, April Ward, RN*
- Community Representative, local Home Health, Beth Tarver
- MS Dept. of Health, H Caryn Womack, Health Educator*
- Yazoo Co Human Resources/Elderly, Glenda Fisher, Director *
- Sta-Home Health, Jeff Sanders, Office Mgr
- Acadian Life Alert System, Josh Creed, Sales Rep
- Mississippi Home Care, Lori McGraw, RN
- AMR, Mary Kotev, Ambulance Service
- Mississippi Home Care, Michelle Davis, Office Manager
- Mississippi Home Care, Michelle Perritt, RN
- MSDH Yazoo Health Dept., Pattie Brown, RN*
- Baptist Yazoo Hospital, Rhonda Carpenter, RN, Case Manager
- Tobacco Free MS, Rochelle Culp, Project Director*
- Sharkey Issaquena Hospital, Susan Perry, Marketer,
- Warren Yazoo Mental Health, Tiffany Cohea, Representative*
- Continue Care, Tina Davis, Hospice Coordinator,
- Yazoo Juvenile Detention Center, Valerie Rollins, LPN*
- Warren Yazoo Mental Health, Millicent Ledbetter, Director*
- Kelly Ward, local home health RN
- MSDH, CHES Tameka Walls, Representative*
- Federal Prison, Yazoo, Melissia Standley, Communiy Liaison

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- AMR (Ambulance Service), Diane Sampson, Paramedic
- Mutual Credit Union – Yazoo, Diane Copes, Manager
- Warrant Yazoo Social Worker, Gloria Owens, (also LifeSavers Program)*
- Baptist Yazoo, Dennis Moulder (Disaster Preparedness and Hospital Security)
- Brown and Company local hospice, Kelly Stoker
- Yazoo Extension Service, Brenda Sue Milner, Secretary*
- Yazoo 4-H Leader/Extension Services, Katrina Owens, Director*
- St. Dominic Hospital, Leah Smith, marketer/educator
- Baptist Yazoo, Holly Estes, Program Director for Mental Health*
- Baptist Yazoo, Leigh Ann Roden, LPN, Community Educator
- Dept. of Health, Yazoo, Kristen Bradshaw, Nurse*
- Continue Care Home Health, Debbie Davis, RN,
- Our Time Adult Day Care Services, Bentonia Monica Tobias, Owner*
- WIC program, Patricia Jones, local director*
- Hospice Organization, Rhonda Brown, Marketer
- Dr. Larry Cruel, DPM, Clinic in Yazoo
- Dr. Larry Cruel clinic, Angelia Hogue, Office Manager
- MSHD CHES, Veronica Mitchell, Program Representative*
- MS Coalition Against Domestic Violence, Paula Granger, Area Director*
- Humphries Co Health Network, Solola Dulaney, President*
- Yazoo County Extension Service, Ann W. Twiner, Economist*
- Yazoo Health & Rehab, M. Belk, Case Manger
- Yazoo Health & Rehab, Ashley Jones, Representative
- Families First Program, P. Ross, MS Community Education *
- Baptist Yazoo, BeLinda Sanders, Administrative Assistant
- Sta-Home Health, Cindy King, RN
- Martha Coker / Methodist Green Houses, Shirley Harris, Activities Director
- KareInHome Home Health, Dominique Ramsey, Social Worker *
- Sharkey Issquena Hospital, and Health Network, Jowilla Secoy,
- Humana, Nell Jackson, Marketer,
- ASH-LTACH, Debbie Lewis,
- MS Baptist Health System, Caitlin Hayden, Community Representative
- AMR (Ambulance), Chandra Myles
- Mississippi Home Care, Sha Whitworth, RN,
- GA Carmichael Health Center (FQHC), Miranda Alexander, Social Worker*

*Indicates individual with specific knowledge in areas of public health.

Caitlin Hayden
CAH Community Relations Representative
Mississippi Baptist Health Systems
601-968-1256

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2. *Needs Identified but Not Addressed*

Baptist Medical Center Yazoo is classified as a critical access hospital by the Centers for Medicare and Medicaid Services. By definition, it offers a limited array of services in a rural community. Given limited resources, we are unable to address each of the health needs that exist within our community and/or those needs identified in our survey. Needs were prioritized to facilitate the efficient and effective utilization of available resources. Some needs identified in our CHNA report may not have been addressed in our Implementation Strategy due to a lack of human or financial resources or expertise in a specific field or discipline. In some cases, those needs are already being addressed by community partners, programs and/or initiatives.

3. *Annual Updates*

The last paragraph of BMCY's 2016-2018 CHNA states that the plan will be approved by the organization's Board of Directors and updated annually. The original CHNA and Implementation Strategy were approved by the appropriate board on August 4, 2016.

Following the merger with BMHCC, senior managers provided additional education and guidance on the IRS §501 requirements in January 2018 at which time BMHCC senior management recommended, that since annual updates are not a requirement under the regulations, that the BMCY Board of Directors consider suspending this provision for the remainder of the CHNA cycle. The newly-integrated senior management team has already commenced the planning phase for the next round of Community Health Needs Assessments for all facilities in our system.