



The
Medical
Center

We save lives.

**The Medical Center at Bowling Green
Community Health
Needs Assessment &
Strategic Implementation Plan**

November 2012

The Medical Center at Bowling Green
Communities Health Needs Assessment Committee

The Medical Center at Bowling Green

Community Health Needs Assessment & Strategic Implementation Plan

Table of Contents

Introduction1

- Organizational Description
- Service Area
- Existing Licensed Healthcare Resources in BRADD Area.....
- Mission, Vision & Values
- Purpose

Executive Summary2

Process3

Community Health Needs Report4

- Community Demographics
- Council Membership
- First Assessment Steps
- Public Input
- Community Themes & Planning
- Attachments

Strategic Implementation Plan for Hospital5

- Partnerships with Key Community Health Providers & Organizations
- Preventative Care & Disease Management
- Access to Care

Communication Plan6

Conclusion7

Organizational Description

The Medical Center at Bowling Green (the “Corporation”), is a private non-stock, nonprofit Kentucky corporation that operates a hospital facility in Bowling Green, Kentucky, under the name “The Medical Center at Bowling Green” and, since 1993, a hospital and long term care and rehab facility in Scottsville, Kentucky under the name “The Medical Center at Scottsville.” The two facilities are part of one corporation but are separately licensed by the State of Kentucky. References herein to “The Medical Center” refer to the combined facilities. References herein to “The Medical Center at Bowling Green” refer to the Corporation’s facility in Bowling Green, Kentucky, and references herein to “The Medical Center at Scottsville” refer to the Corporation’s facility in Scottsville, Kentucky.

The Corporation has been determined by the Internal Revenue Service (the “IRS”) to be a charitable organization as described in Section 501(c)(3) of the Internal Revenue Code of 1986, as amended (the “Code”) and is exempt from federal income taxation by virtue of Sections 501(a) and 501(c)(3) of the Code.

The Corporation is owned and controlled by Commonwealth Health Corporation, Inc., a non-stock, nonprofit Kentucky corporation (“CHC”), under a holding company arrangement, which was established in 1984. CHC has been determined by the IRS to be a charitable organization as described in Section 501(c)(3) of the Internal Revenue Code of 1986, as amended (the “Code”) and is exempt from federal income taxation by virtue of Sections 501(a) and 501(c)(3) of the Code.

The Medical Center at Bowling Green was originally founded as the City Hospital in 1926. In 1946, the city hospital became jointly owned by the City of Bowling Green, Kentucky and the County of Warren, Kentucky and was operated by the Bowling Green-Warren County Hospital Commission (the “Commission”) as a public hospital. In 1977, the Corporation became the successor to the Commission with a stated purpose of leasing and operating existing Commission facilities and financing, constructing and operating a new hospital facility.

The Medical Center at Bowling Green has undergone a series of expansions and has grown to be the largest and most comprehensive hospital facility in Southcentral Kentucky, offering a wide range of acute care and specialty services.

In 1980, The Medical Center at Bowling Green moved into a new, six-story, state-of-the-art facility, occupying 298,000 square feet on a 17-acre campus. Since 1980, because of an expanding demand for inpatient and outpatient services, several additions to The Medical Center at Bowling Green have been made and both clinical and patient areas have been renovated and modernized.

In 1982, a cancer treatment center was added. In 1984 and again in 1990, the outpatient service area was expanded.

In 1985, the Corporation assisted an affiliate, Commonwealth Medical Plaza Corp., in developing a 29,156 square foot medical office building adjacent to The Medical Center at Bowling Green. Today, the Corporation holds a 92% equity interest in the limited partnership that owns the building.

In 1992, a magnetic resonance imaging facility was acquired adjacent to The Medical Center at Bowling Green campus. In 1997, the Corporation built a 50,000 square foot medical office building adjacent to its outpatient service area.

In 2004, The Medical Center at Bowling Green completed new construction of approximately 59,500 square feet to house an expanded new ambulatory surgical area and an expanded emergency department. The two floor structure was constructed across High Street and is connected to the main hospital via an elevated floor housing the post anesthesia care unit. In addition, renovation of 23,000 square feet of the existing facility was completed to relocate and serve the growing needs of the Diagnostic Imaging Center and surgical areas.

In 2009, The Medical Center at Bowling Green completed new construction consisting of two additional floors above the existing Emergency Department and Ambulatory Surgery wing of The Medical Center at Bowling Green. The new additional floors are supported by ancillary services across the connected bridge way. The project includes construction of a new egress stairwell to serve the new third and fourth floors only. The existing second floor is augmented with approximately 953 square feet of new infill construction adjacent to the new stairwell. The new third and fourth floors each contain approximately 23,238 square feet of space and accommodate 24 acute inpatient beds each. This expansion provided space to allow The Medical Center at Bowling Green to bring on-line its entire complement of 337 licensed beds.

In 2012, The Medical Center acquired Western Kentucky Diagnostic Imaging (“WKDI”) to expand the hospital’s diagnostic imaging capacity.

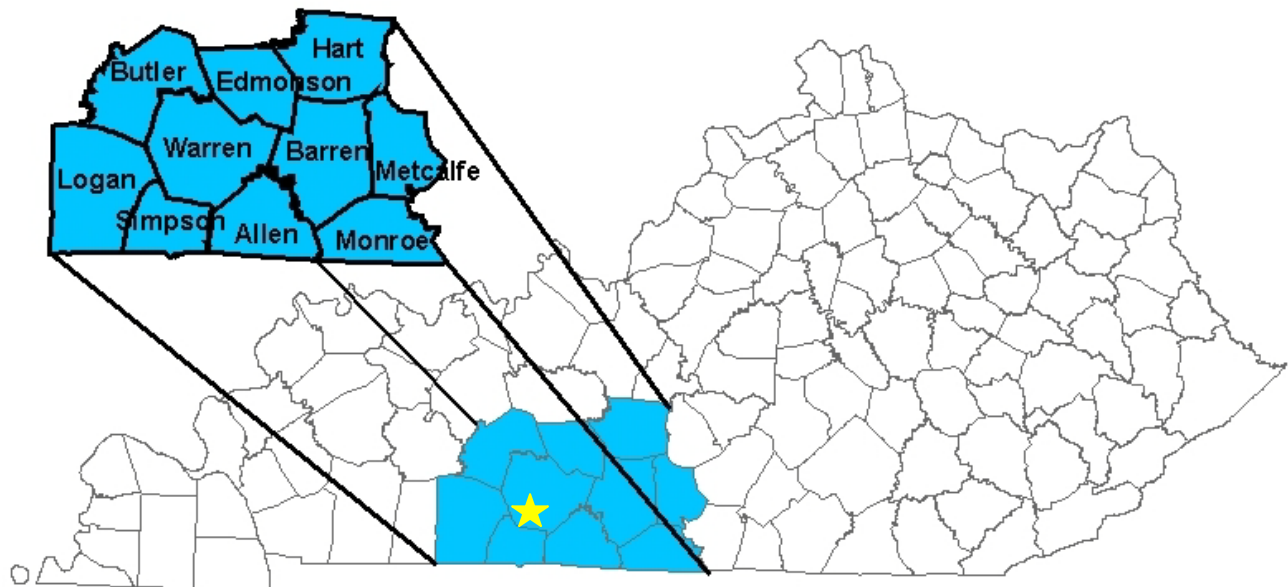
Today, The Medical Center at Bowling Green has expanded to approximately 462,000 square feet and its campus has doubled in size through purchases by the Corporation and CHC.

Service Area Description

The primary service area for The Medical Center is Warren County and the contiguous counties of Allen, Barren, Butler, Edmonson, Logan, and Simpson, which had a population according to the 2010 U.S. Census of approximately 244,900 and an estimated July 1, 2011 population of approximately 247,000. Bowling Green, Kentucky, where the Corporation’s major facilities are located, is the county seat of Warren County. According to the 2010 U.S. Census, Bowling Green had a population of approximately 58,000 and Warren County had a population of approximately 113,700. Bowling Green has recently been designated a metropolitan statistical area. Scottsville, Kentucky, where the Corporation’s Scottsville Facility is located, is the county seat of Allen County, Kentucky, which had a population of approximately 20,000 according to the 2010 U.S. census.

The Medical Center at Bowling Green CHNA Service Area

 The Medical Center at Bowling Green



Existing Licensed Healthcare Resources in BRADD Area

Facility Name	City	Type	Licensed Beds
CAL TURNER REHAB AND SPECIALTY CARE	SCOTTSVILLE	LONG TERM CARE	110
BARREN COUNTY HEALTH CARE CENTER	GLASGOW	LONG TERM CARE	94
GLASGOW HEALTH & REHABILITATION CENTER	GLASGOW	LONG TERM CARE	92
GLASGOW STATE NURSING FACILITY	GLASGOW	LONG TERM CARE	100
GLENVIEW HEALTH CARE FACILITY	GLASGOW	LONG TERM CARE	60
NHC HEALTHCARE, GLASGOW	GLASGOW	LONG TERM CARE	194
T J SAMSON COMMUNITY HOSPITAL	GLASGOW	LONG TERM CARE	16
MORGANTOWN CARE & REHABILITATION CENTER	MORGANTOWN	LONG TERM CARE	122
EDMONSON CARE AND REHABILITATION CENTER	BROWNSVILLE	LONG TERM CARE	74
HART COUNTY HEALTH CARE CENTER	HORSE CAVE	LONG TERM CARE	104
AUBURN HEALTH CARE	AUBURN	LONG TERM CARE	66
CREEKWOOD PLACE NURSING & REHAB CENTER, INC	RUSSELLVILLE	LONG TERM CARE	104
METCALFE HEALTH CARE CENTER	EDMONTON	LONG TERM CARE	71
MONROE HEALTH AND REHABILITATION CENTER	TOMPKINSVILLE	LONG TERM CARE	104
FRANKLIN-SIMPSON NURSING AND REHABILITATION CENTER	FRANKLIN	LONG TERM CARE	98
BOWLING GREEN NURSING AND REHABILITATION CENTER	BOWLING GREEN	LONG TERM CARE	66
CHRISTIAN HEALTH CENTER	BOWLING GREEN	LONG TERM CARE	32
COLONIAL MANOR CARE AND REHABILITATION CENTER	BOWLING GREEN	LONG TERM CARE	48
GREENWOOD NURSING & REHABILITATION CENTER	BOWLING GREEN	LONG TERM CARE	128
HOPKINS CARE AND REHABILITATION CENTER	WOODBURN	LONG TERM CARE	50
KINDRED TRANSITIONAL CARE AND REHABILITATION ROSEWOOD	BOWLING GREEN	LONG TERM CARE	176
MAGNOLIA VILLAGE CARE AND REHABILITATION CENTER	BOWLING GREEN	LONG TERM CARE	60
THE MEDICAL CENTER AT SCOTTSVILLE	SCOTTSVILLE	CRITICAL ACCESS HOSPITAL	25
T J SAMSON COMMUNITY HOSPITAL	GLASGOW	ACUTE	180
CAVERNA MEMORIAL HOSPITAL	HORSE CAVE	CRITICAL ACCESS HOSPITAL	25
LOGAN MEMORIAL HOSPITAL	RUSSELLVILLE	ACUTE	75
MONROE COUNTY MEDICAL CENTER	TOMPKINSVILLE	ACUTE	49
THE MEDICAL CENTER AT FRANKLIN	FRANKLIN	CRITICAL ACCESS HOSPITAL	25
GREENVIEW REGIONAL HOSPITAL	BOWLING GREEN	ACUTE	211
RIVENDELL BEHAVIORAL HEALTH SERVICES	BOWLING GREEN	PSYCHIATRIC	125
SOUTHERN KENTUCKY REHABILITATION HOSPITAL	BOWLING GREEN	REHABILITATION	60
THE MEDICAL CENTER AT BOWLING GREEN	BOWLING GREEN	ACUTE	337
ORTHOPEDICS PLUS PHYSICAL THERAPY - SCOTTSVILLE	SCOTTSVILLE	REHAB	0
THE MEDICAL CENTER AT SCOTTSVILLE	SCOTTSVILLE	REHAB	0
THE MEDICAL CENTER AT SCOTTSVILLE	SCOTTSVILLE	RURAL HEALTH CLINIC	0
MCPEAK SURGERY CENTER	GLASGOW	AMULATORY SURGICAL CENTER	0
JUST FAMILY, INC.	GLASGOW	ADULT DAY HEALTH	0
TJ SAMSON ADULT DAY HEALTH CARE CENTER	GLASGOW	ADULT DAY HEALTH	0
GLASGOW KIDNEY CENTER	GLASGOW	END STAGE RENAL DIALYSIS	0
T J SAMSON KIDNEY CARE	GLASGOW	END STAGE RENAL DIALYSIS	0
T J SAMSON COMMUNITY HOSPITAL HOME CARE PROGRAM	GLASGOW	HOME HEALTH AGENCY	0
TJ. SAMSON COMMUNITY HOSPITAL HOME CARE PROGRAM HOSPICE	GLASGOW	HOSPICE	0

LINCARE, INC.	GLASGOW	MOBILE HEALTH SERVICE	0
T J SAMSON COMMUNITY HOSPITAL	GLASGOW	MOBILE HEALTH SERVICE	0
GPA PRIMARY CARE CENTER	GLASGOW	PRIMARY CARE CENTER	0
SPECTRUM CARE ACADEMY OF GLASGOW I	CAVE CITY	PRTF I	0
SPECTRUM CARE GLASGOW II	GLASGOW	PRTF I	0
GLASGOW PHYSICAL THERAPY	GLASGOW	REHAB	0
HEARTLAND REHABILITATION SERVICES	GLASGOW	REHAB	0
NHC HEALTHCARE GLASGOW	GLASGOW	REHAB	0
T J SAMSON COMMUNITY HOSPITAL REHABILITATION CENTER	GLASGOW	REHAB	0
THE BARREN RIVER REGIONAL CANCER CENTER, INC.	GLASGOW	SPECIALIZED MEDICAL TECHNOLOGY SERVICES	0
CERTIFIED MEDICAL ASSOCIATES	MIDDLETOWN	MOBILE HEALTH SERVICE	0
MORGANTOWN CARE AND REAHBILIATION CENTER	MORGANTOWN	REHAB	0
ORTHOPEDICS PLUS PHYSICAL THERAPY - MORGANTOWN	MORGANTOWN	REHAB	0
ACTIVE DAY OF BROWNSVILLE	BROWNSVILLE	ADULT DAY HEALTH	0
EDMONSON CARE AND REAHBILIATION CENTER	BROWNSVILLE	REHAB	0
ASSOCIATES IN PHYSICIANS SERVICES	BROWNSVILLE	RURAL HEALTH CLINIC	0
THE OLE HOMEPLACE ADULT DAY HEALTH CARE CENTER – HART CO.	MUNFORDVILLE	ADULT DAY HEALTH	0
HEARTLAND REHABILITATION SERVICES	HORSE CAVE	REHAB	0
CAVERNA MEMORAIL HOSPITAL PHYSICIANS OFFICES	HORSE CAVE	RURAL HEALTH CLINIC	0
CMH MUNFORDVILLE PHYSICIANS OFFICE	MUNFORDVILLE	RURAL HEALTH CLINIC	0
FAMILY MEDICAL CENTER OF HART COUNTY	MUNFORDVILLE	RURAL HEALTH CLINIC	0
ACTIVE DAY OF RUSSELLVILLE	RUSSELLVILLE	ADULT DAY HEALTH	0
LIFELINE HEALTH CARE OF LOGAN CO.	RUSSELLVILLE	HOME HEALTH AGENCY	0
AUBURN COMMUNITY FAMILY CLINIC	AUBURN	LIMITED SERVICE CLINIC	0
LIFESKILLS RESIDENTIAL DEVELOPMENT	RUSSELLVILLE	MENTALLY RETARTED/DEVELOPMENTALLY DISABLED GROUP HOME	0
LOGAN MEMORIAL HOSPITAL PHYSICIAN NETWORK	RUSSELLVILLE	NETWORK	0
LOGAN PHYSICIAN PRACTICE NETWORK	RUSSELLVILLE	NETWORK	0
ORTHOPEDICS PLUS PHYSICAL THERAPY - RUSSELVILLE	RUSSELLVILLE	REHAB	0
EDMONTON ADULT DAY HEALTH CARE	EDMONTON	ADULT DAY HEALTH	0
METCALFE CO. ADULT DAY CARE	EDMONTON	ADULT DAY HEALTH	0
METCALFE HEALTH CARE CENTER	EDMONTON	REHAB	0
EDMONTON PRIMARY CARE CENTER	EDMONTON	RURAL HEALTH CLINIC	0
KELLY SERVICES, INC.	EAST BRUNSWICK	NP	0
MONROE COUNTY MEDICAL CENTER	TOMPKINSVILLE	ADULT DAY HEALTH	0
MONROE COUNTY MEDICAL CENTER HOME HEALTH AGENCY	TOMPKINSVILLE	HOME HEALTH AGENCY	0
FOUNTAIN RUN RURAL HEALTH CLINIC	FOUNTAIN RUN	RURAL HEALTH CLINIC	0
LIVING WELL HEALTHCARE, LLC	TOMPKINSVILLE	RURAL HEALTH CLINIC	0
TERESA SHEFFIELD, APRN, LLC	TOMPKINSVILLE	RURAL HEALTH CLINIC	0
ACTIVE DAY OF BOWLING GREEN	BOWLING GREEN	ADULT DAY HEALTH	0
BARREN RIVER ADULT DAY CARE CENTER	BOWLING GREEN	ADULT DAY HEALTH	0
BOWLING GREEN HEMODIALYSIS CENTER	BOWLING GREEN	END STAGE RENAL DIALYSIS	0
DAIALYSIS OF WARREN COUNTY	BOWLING GREEN	END STAGE RENAL DIALYSIS	0
LIFELINE HEALTH CARE OF WARREN COUNTY	BOWLING GREEN	HOME HEALTH AGENCY	0
THE MEDICAL CENTER HOME CARE PROGRAM	BOWLING GREEN	HOME HEALTH AGENCY	0
HOSPICE OF SOUTHERN KENTUCKY	BOWLING GREEN	HOSPICE	0

QUICK CARE CLINIC	BOWLING GREEN	LIMITED SERVICE CLINIC	0
LIFESKILLS, INC.	BOWLING GREEN	MENTAL HEALTH CENTER	0
LINCARE, INC.	BOWLING GREEN	MOBILE HEALTH SERVICE	0
WESTERN KENTUCKY UNIVERSITY MOBILE HEALTH & WELLNESS	BOWLING GREEN	MOBILE HEALTH SERVICE	0
FAIRVIEW COMMUNITY HEALTH CENTER	BOWLING GREEN	PRIMARY CARE CENTER	0
ACTIVE DAY OF BOWLING GREEN	BOWLING GREEN	REHAB	0
BLUEGRASS OUTPATIENT CENTER	BOWLING GREEN	REHAB	0
GREENWOOD NURSING AND REAHBILIATION CENTER	BOWLING GREEN	REHAB	0
PHOENIX REHAB, LLC	BOWLING GREEN	REHAB	0
TFC PHYSICAL THERAPY	BOWLING GREEN	REHAB	0
WESTERN KENTUCKY UNIVERSITY SPEECH CLINIC	BOWLING GREEN	REHAB	0
HOSPICE OF SOUTHERN KENTUCKY, INC.	BOWLING GREEN	RESIDENTIAL HEALTHCARE FACILITY	0
COMMONWEALTH HEALTH FREE CLINIC	BOWLING GREEN	SPECIALIZED HEALTH CLINIC	0
OCCUPATIONAL HEALTH PROFESSIONALS, INC.	BOWLING GREEN	SPECIALIZED HEALTH CLINIC	0
WESTERN KENTUCKY DIAGNOSTIC IMAGING	BOWLING GREEN	SPECIALIZED MEDICAL TECHNOLOGY SERVICES	0
SCOTTSVILLE PRIMARY CARE CLINIC	Scottsville	PHYSICIAN OFFICE/LAB	0
DICKINSON, L. G.	GLASGOW	PHYSICIAN OFFICE/LAB	0
DOCTORS CLINIC	CAVE CITY	PHYSICIAN OFFICE/LAB	0
GLASGOW PEDIATRIC ASSOCIATES	GLASGOW	PHYSICIAN OFFICE/LAB	0
GLASGOW URGENT CLINIC	GLASGOW	PHYSICIAN OFFICE/LAB	0
IMMEDIATE CARE CLINIC, LLC	GLASGOW	PHYSICIAN OFFICE/LAB	0
JAMES P. CREWS	GLASGOW	PHYSICIAN OFFICE/LAB	0
NORTHSIDE PEDIATRICS	GLASGOW	PHYSICIAN OFFICE/LAB	0
SMALL, KAREN	GLASGOW	PHYSICIAN OFFICE/LAB	0
SOTHERN MEDICAL LABORATORY	GLASGOW	PHYSICIAN OFFICE/LAB	0
WOMEN AND CHILDREN'S CLINIC, PSC	GLASGOW	PHYSICIAN OFFICE/LAB	0
SAHETYA MEDICAL GROUP	BROWNSVILLE	PHYSICIAN OFFICE/LAB	0
CAVERNA MEMORAIL HOSPITAL	HORSE CAVE	PHYSICIAN OFFICE/LAB	0
FAMILY MEDICAL CENTER	MUNFORDVILLE	PHYSICIAN OFFICE/LAB	0
FAMILY MEDICAL CENTER OF HART COUNTY	MUNFORDVILLE	PHYSICIAN OFFICE/LAB	0
DEWEY E. WOOD, M.D.	RUSSELLVILLE	PHYSICIAN OFFICE/LAB	0
DR. ERIN M. RANCK MEDICAL PRACTICE	RUSSELLVILLE	PHYSICIAN OFFICE/LAB	0
CARTER, ANTHONY	TOMPKINSVILLE	PHYSICIAN OFFICE/LAB	0
JOHN V. ADAMS, M.D.	FRANKLIN	PHYSICIAN OFFICE/LAB	0
THE MEDICAL CENTER AT FRANKLIN	FRANKLIN	PHYSICIAN OFFICE/LAB	0
ASSOCIATES IN PHYSICIAN SERVICES	BOWLING GREEN	PHYSICIAN OFFICE/LAB	0
BOWLING GREEN BIOLOGICALS	BOWLING GREEN	PHYSICIAN OFFICE/LAB	0
BOWLING GREEN DERMATOLOGY & SKIN CANCER SPECIALISTS	BOWLING GREEN	PHYSICIAN OFFICE/LAB	0
BOWLING GREEN MEDICAL CLINIC	BOWLING GREEN	PHYSICIAN OFFICE/LAB	0
GEORGE A. WATSON, M.D.	BOWLING GREEN	PHYSICIAN OFFICE/LAB	0
GORDON B. NEWELL, M.D.	BOWLING GREEN	PHYSICIAN OFFICE/LAB	0
GRAVES-GILBERT CLINIC	BOWLING GREEN	PHYSICIAN OFFICE/LAB	0
GREENWOOD URGENT CLINIC	BOWLING GREEN	PHYSICIAN OFFICE/LAB	0
PEDIATRIC ASSOCIATES OF BOWLING GREEN	BOWLING GREEN	PHYSICIAN OFFICE/LAB	0
PRIMECARE MEDICINE ASSOCIATES, PLLC	BOWLING GREEN	PHYSICIAN OFFICE/LAB	0
SAHETYA, K.G.	BOWLING GREEN	PHYSICIAN OFFICE/LAB	0

STELLAR HEALTH CARE	SMITHS GROVE	PHYSICIAN OFFICE/LAB	0
TAPP MEDICAL CLINIC	BOWLING GREEN	PHYSICIAN OFFICE/LAB	0
URGENTCARE	BOWLING GREEN	PHYSICIAN OFFICE/LAB	0
WESTERN KENTUCKY UNIVERSITY HEALTH CAENTER LABORATORY	BOWLING GREEN	PHYSICIAN OFFICE/LAB	0
ANATOMIC PATHOLOGY LABORATORY OF GLASGOW	GLASGOW	LAB	0
SOUTHERN MEDICAL LABORATORY	GLASGOW	LAB	0
FAMILY MEDICAL CENTER OF HART COUNTY	MUNFORDVILLE	LAB	0
BOWLING GREEN ASSOCIATES, PATHOLOGISTS LAB	BOWLING GREEN	LAB	0
PREVENTION LIFESKILLS, INC	BOWLING GREEN	ALCOHOL AND DRUG ADDICTION	0

*** Kentucky Cabinet for Health and Family Services. (2012). BRADD Licensed Health Care Facilities [Table]. *OIG Directories*. Retrieved from URL <http://chfs.ky.gov/os/oig/directories.htm>.

Mission, Vision, and Values

MISSION

The Medical Center at Bowling Green's mission is to care for people and improve the quality of life in the communities we serve.

VISION

The Medical Center at Bowling Green will be an innovative leader in healthcare delivery and outcomes.

WHAT WE VALUE

Quality

We are committed to providing the highest level of care and service at every opportunity.

People

People are our most valuable resource. We work together to achieve our organization's goals. We treat everyone with honor, dignity, and respect.

Accountability

Each of us is responsible for managing our resources ethically and wisely.

Purpose

The Community Health Needs Assessment has been completed for the following reasons:

- To help meet the Hospital's mission to care for people and improve the quality of life in the communities we serve;
- To comply with the Patient Protection and Affordable Care Act of 2010 and maintain the Hospital's tax exempt status;
- To establish community health needs for the Hospital's service area, to determine areas of greatest need, and for the Hospital to develop a strategic plan to address those needs;
- To involve internal and external resources to ensure needs of individuals are met and that efforts are not duplicated; and
- To create a sustainable process for conducting a community health needs assessment that can be continued for future assessments.

Executive Summary

The Patient Protection and Affordable Care Act of 2010 includes a provision that requires every tax exempt, non-governmental hospital to:

- Conduct a Community Health Needs Assessment (CHNA) at least every three years.
- Adopt a Strategic Implementation Plan that includes how the needs identified in the assessment will be met.
- Report to the Internal Revenue Service via its 990 tax form how it is meeting its implementation plan.

The Community Health Needs Assessment Report details the process used to collect, disseminate and prioritize the information in the assessment. The Medical Center at Bowling Green worked closely with local healthcare and public health leaders throughout the assessment process.

The end result of the assessment process was the development by the hospital of a strategic plan to address the major needs identified.

Process

In September 2011, The Medical Center joined with the Barren River District Health Department and numerous other healthcare providers, community organizations and leaders to form the Barren River Community Health Planning Council. The goal of the Council was to plan and implement a community health needs survey and assessment process followed by identification of key healthcare needs for the community and then development of strategic plans to meet those needs. The process used was primarily based on the Mobilizing for Action through Planning and Partnership (MAPP), which was developed by the National Association of City and County Health Officials and the Centers for Disease Control and Prevention. Meetings were held twice monthly for three months and then once a month for 16 months.

The hospital used the data collected through the survey to develop a strategic plan that addresses strengthening of partnerships with community health providers and organizations, preventive care and disease management, and access to care.

The assessment results and strategic plan were submitted to the hospital board for review and approval and then made available to the community.

**THE MEDICAL CENTER at BOWLING GREEN
IMPLEMENTATION STRATEGIES
FOR ADDRESSING COMMUNITY HEALTH NEEDS
2013 – 2015**

Through the research and recommendations from the Community Health Needs Assessment and hospital staff, administration and Board of Directors, the following strategies will guide The Medical Center leadership in addressing our community's health needs over the next three years.

1. Strengthen Partnerships With Key Community Health Providers & Organizations

A very beneficial component of the Community Health Needs Assessment process for the hospital was participating as an active member of the Barren River Community Health Planning Council. This reinforced the importance of each community partner in our quest to meet the healthcare needs of all individuals in our community. Over the next three years, The Medical Center will focus on continuing to strengthen relationships with the organizations listed below and developing collaborative efforts to improve healthcare within Warren and surrounding counties. Partnerships may include joint funding of initiatives, providing leadership on governing boards, information sharing and cooperative work on health related grants. This list is not meant to be exclusive and other organizations/providers will be added as identified. These agencies were identified as directly addressing community health needs and serving the populations most in need within The Medical Center's service area:

American Cancer Society – Warren County Chapter
Kentucky Heart & Stroke Association
Barren River District Health Department
Bowling Green Housing Authority
Fairview Primary Care Center
Kentucky Cancer Program
Medicaid Managed Care Programs/Case Management
Refugee Assistance Center
Southcentral Kentucky Community Action

Western Kentucky University Rural Health Institute & Mobile Unit

2. Preventative Care & Disease Management Focus

The Community Health Needs Assessment provided data specific to preventative care and disease management. Council members reviewed the data and determined the following focus areas: Diabetes, Obesity, Cardiovascular Disease, Lung Cancer, Drug and Alcohol Abuse and Addiction. The hospital's plan to address these is as follows with the overall goal to educate individuals on the importance of taking ownership of their health and wellbeing:

Diabetes:

- The Medical Center will enhance awareness and utilization of the outpatient Diabetes Education Program recognized by the American Diabetes Association and located at the Health & Wellness Center through marketing of services to community and health care providers.
- Provide Community Diabetes Education Forums.
- Physician CME Diabetes Program.
- Articles on the benefits of Diabetes Education in hospital's community newsletter, *WellNews*, and in hospital's *Physician Newsletter*
- *A 90 Seconds to Better Health* TV segment on Diabetes.
- Explore opportunities to identify readmissions of patients with a diagnosis of diabetes and enhance the process to refer patients for outpatient diabetes education.
- Explore opportunities to develop a process to identify ED admissions related to complications due to diabetes. Develop a process to ensure patients have a regular healthcare provider.
- Diabetes education at hospital community outreach events (Health & Wellness Expo, Women's Conference, etc.).
- Offer onsite Diabetes Education Classes for employer groups through The Medical Center Worksite Wellness Program.
- Provide diabetes education through the Commonwealth Health Free Clinic.

- Research feasibility of providing diabetes education to patients in rural counties in conjunction with WKU Mobile Health Unit.

Obesity:

- Increase awareness and utilization of The Medical Center's outpatient Medical Nutrition Counseling services located at the Health & Wellness Center through marketing of services to community and healthcare providers.
- Community Forum to address obesity epidemic utilizing the HBO documentary *Weight of the Nation* in 2013.
- Offer Healthy Weight/Healthy Life Classes at the Health & Wellness Center twice a year, and make the classes available for onsite employer groups.
- Provide Healthy Eating presentations by registered dietitian to school groups, civic organizations, employer groups, etc.
- Research grant funding in conjunction with the health department to build a permanent Farmers Market structure to assist in access to fresh fruits & vegetables for individuals.

Cardiovascular:

- Continue to provide education to the community about risk factors associated with heart disease, and stroke and how to modify those risk factors through healthy lifestyle choices. This will be an ongoing campaign utilizing all media outlets, newsletters, programs at Health & Wellness Center, and through Worksite Wellness for employer groups, civic organizations, etc.
- Continue the systematic approach by the hospital to identify and track all congestive heart failure patients who are admitted. Discharge planning will start at admission and will involve coaching and follow up services post discharge. The goal will be improved quality of life for the patient and reduction of ED visits and readmissions.
- Research the feasibility of starting a Heart Failure Clinic through utilization of the WKU Mobile Health Unit.

Lung Cancer:

- Provide education on the hazards of smoking specific to lung cancer, as well as stroke and heart disease, through community outreach
-

events such as the Health & Wellness Expo, Men's Health Event, Women's Conference, etc., and through Worksite Wellness and Speakers Bureau.

- Work in conjunction with community partners for implementation of smoke free environments throughout the community.
- Continue to provide Cooper Clayton Smoking Cessation Classes at the Health & Wellness Center.

Drug and Alcohol Abuse & Addiction:

- Work in conjunction with community partners to educate adults and children about the hazards of drug and alcohol abuse through a community forum.
- Provide drug and alcohol abuse & addiction educational materials at the Health & Wellness Center and at community outreach events including a Women-in-Charge Luncheon in 2013.
- Participate in the National Drug Take Back Initiative by promoting National Drug Take Back Days to hospital employees, patrons at the Health & Wellness Center and to businesses through Worksite Wellness
- CME program for physicians on *Trends in Drug Abuse*.

3. Access to Care

- Completion and opening by fall semester of 2013 of The Medical Center-WKU Health Sciences Complex on the hospital campus to house the university's nursing and physical therapy programs. This project addresses the national and local shortage of nurses and physical therapists.
- Work in conjunction with community health partners to develop a directory of available health services and resources for the community.
- Research the feasibility of working in conjunction with WKU Mobile Health Unit to provide preventative and limited primary care to underserved areas in Butler and Edmonson counties.

Communication Plan

The Medical Center at Bowling Green will publish the Community Health Needs Assessment, including the survey results and strategic plan, on its web site and make hard copies available to the public upon request. The results will also be incorporated into the hospital's annual IRS tax form 990 submission.

Conclusions

The Medical Center at Bowling Green has been totally committed to the Community Health Needs Assessment throughout the process. The Community Health Needs Assessment has strengthened relationships with other healthcare providers and organizations in the community. The survey led to data driven identification of key community health needs. The hospital has developed a detailed strategic plan to address these needs over the next three years with the ultimate goal to improve the quality of life in the communities we serve.