

Community Health Needs Assessment (CHNA)

Annual Implementation Strategy

Towanda Memorial Hospital

91 Hospital Drive, Towanda, PA 18848

FY2017

General Information

Contact Person: Staci Covey

Date of Written Plan: June 1, 2016

Date Written Plan Was Adopted by Organization's Authorized Governing Body: June 23, 2016

Date Written Plan Was Required to Be Adopted: July 1, 2016

Authorizing Governing Body that Adopted the Written Plan: Towanda Memorial Hospital Board of Directors

Name and EIN of Hospital Organization Operating Hospital Facility: Towanda Memorial Hospital 24-0786657

Address of Hospital Organization: 91 Hospital Drive, Towanda, PA 18848

I. Purpose of Implementation Strategy

This Implementation Strategy has been prepared in order to comply with federal tax law requirements set forth in Internal Revenue Code section 501(r) requiring hospital facilities owned and operated by an organization described in Code section 501(c)(3) to conduct a community health needs assessment at least once every three years and adopt an implementation strategy annually to meet the community health needs identified through the community health needs assessment. This Implementation Strategy is intended to satisfy each of the applicable requirements set forth in proposed regulations released April 2013.

II. List of Community Health Needs Identified in Written Report

List of Community Health Needs Identified in CHNA Written Report, Ranked by CHNA's Priority:

- Obesity
- Cancer Incidence-General
- Access to Mental Health Providers
- Access to Primary Care
- Diabetes

III. Health Needs Planned to Be Addressed By Facility

List of Significant Health Needs the Facility Plans to Address include:

- Obesity
- Cancer Incidence-General
- Access to Mental Health Providers

Please refer to the attached tables which provide a detailed description of intervention actions (including collaborative efforts), population description, Guthrie resources utilized, and evaluation tools by measurable effectiveness criteria. These tables are stratified by priority health need.

IV. Health Needs Facility Does Not Intend to Address

List of Significant Health Needs the Facility Does Not Plan to Address include:

- Access to Primary Care
- Diabetes

Due to available resources these needs will not be addressed through an implementation strategy in the subsequent fiscal years. However, due to the overlap in disease etiology between the identified priority needs and these needs an impact is anticipated.

FY2017 Towanda Memorial Hospital Implementation Strategy – Priority Need Obesity

Intervention #1	Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
	<p>Location: Towanda, PA</p> <p>Intervention #1: Provide standardized education to community members regarding basic nutrition.</p> <p>Continue the basic nutrition class, which is offered to community members as a 2 hour face-to-face, hands-on learning forum which focuses on making healthy eating choices. The class is led by a Guthrie dietitian. The nurse will further work with participants through a series of objectives and provide continuous feedback.</p> <p>During the class, participants will be provided with educational materials and information on Body Mass Index (BMI), Macronutrients (Carbohydrates, Proteins, and Fats), Basic Food Groups, Building, Reading and Interpreting Food Labels, and Identifying Healthy Choices that will contribute to better overall health.</p> <p>At the conclusion of the class, participants will receive a “Quick Reference Tip Sheets” handout which is a resource guide summarizing various electronic food journaling phone applications.</p>	<p>Population recruited by community notifications: community members in Bradford, PA and Sullivan, PA</p>	<p>After completing the course, participants should be able to identify the objectives as outlined in each educational session</p>	<p>Completion of Healthy Eating Basic Nutrition 101 Form. This form will document the course objectives</p> <p>Will evaluate using NCR (no carbon required) format</p>	<p>Bi-Annually</p>

FY2017 Towanda Memorial Hospital Implementation Strategy – Priority Need Obesity

	Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
Intervention #2	<p>Location: Towanda, PA</p> <p>Intervention #2: Provide standardized education to healthcare providers regarding ways to treat and counsel overweight and obese patients.</p> <p>This 7-8 hour program will be offered face to face by a Guthrie Bariatrician. The purpose of this program will be to provide primary care providers with resources to successfully counsel patients about their weight.</p> <p>Suggested Core Competencies for the Primary Care Providers (PCP) will include:</p> <ol style="list-style-type: none"> Evaluation and treatment of the obese patient (adult and pediatric) Dietary therapy for the obese patient Pharmacotherapy for the obese patient Common medications and their effect on weight loss Writing an exercise prescription Including obesity management in your clinical practice- including reimbursement Coding and billing for obesity related services 	<p>Population: Guthrie PCP network that covers Bradford, PA, Tioga, PA, Chemung, NY, and Tioga, NY counties.</p> <p>Clients receive intervention within the PCP office or in the community.</p> <p>Sample Size per class may vary dependent upon outreach facility and provider involvement.</p>	<p>Continue core curriculum as described, including progress note templates and counseling materials/meal plans</p>	<p>Evaluate protocol specified clinical (patient) and provider outcome measures</p>	<p>Annually</p>

FY2017 Towanda Memorial Hospital Implementation Strategy - Priority Need Obesity

Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
<p>Location: Towanda, PA</p> <p>Intervention #3: Provide a Community Garden</p> <p>Food insecurity remains a concern for the community served by Towanda Memorial Hospital. A pilot community garden will be evaluated to provide families with fresh produce during the Summer of Fiscal Year 2017.</p>	<p>Population: Community members from Bradford, PA and Sullivan, PA</p>	<p>The number of families that receive food from the Community Garden.</p>	<p>Assessment of community concern of food insecurity throughout the summer of Fiscal Year 2017.</p>	<p>Annually</p>
<p>Intervention #3</p>				

FY2017 Towanda Memorial Hospital Implementation Strategy – Priority Need Obesity

	Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
Intervention #4	<p>Location: Towanda, PA</p> <p>Intervention #4: Community Involvement Help to create a community messaging campaign to promote education about child hood obesity. This campaign is run in collaboration with the following community partners: Head Start, Women, Infants, and Children (WIC), local day care owners, Guthrie Towanda Family Nurse Partnership program, local church/food pantry.</p>	<p>Population: Community members from Bradford, PA and Sullivan, PA</p>	<p>Count of media deployed by Guthrie with messaging</p>	<p>Examination of Electronic Health Record data pre and post-messaging to examine community use of pediatric obesity resources</p>	<p>Annually</p>
Intervention #5	<p>Location: Sayre, PA</p> <p>Intervention #5: Facilitate two workshops on childhood obesity in collaboration with Early Child Learning Network</p>	<p>Population: Community members from Bradford, PA and Sullivan, PA</p>	<p>Count of attendees at each workshop</p>	<p>Program evaluation will occur with all attendees</p>	<p>Annually</p>
Intervention #6	<p>Location: Sayre, PA</p> <p>Intervention #6: Continue community fitness activities including the Annual Turkey Trot and Guthrie Gallop.</p>	<p>Population: Community members from Bradford, PA and Sullivan, PA</p>	<p>Count of attendees at each event</p>	<p>Evaluate community attendance relative to previous years</p>	<p>Annually</p>

FY2017 Towanda Memorial Hospital Implementation Strategy – Priority Need Obesity

Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
<p>Location: Sayre/Towanda, PA</p> <p>Intervention #7: Increase Public Awareness about Obesity</p> <p>In Fiscal Year 2017, the 4th annual Walk From Obesity will be held at Round Top Park. The two mile walk will be the centerpiece of the day, which will include education on healthy lifestyles and cooking demonstrations. The funds raised will support the American Society of Metabolic and Bariatric Surgery Foundation, which makes grants available to local communities for efforts to combat obesity.</p> <p>The lead up into the walk will be a “62 miles in 62 days challenge”. This challenge will encourage community members to take at least 30 minutes out of their day to walk, run, bike or swim. The challenge will be held throughout the Summer of 2016 for 62 days.</p> <p>At least, 50 Guthrie employees will be needed to volunteer to staff the walk/run. All proceeds raised from this event will be used to fund future community health initiatives including obesity prevention.</p>	<p>Population recruited through community notifications and primary care physicians. Notifications will be sent to community members in Bradford, PA, Tioga, PA, Chemung, NY, and Tioga, NY</p>	<p>Through the presentations at the walk we aim to:</p> <ol style="list-style-type: none"> 1. Help individuals gain access to medical treatment for obesity and obesity related co-morbidities 2. Educate the general public (including children) on obesity and its effects on health 	<p>Increase the number of walk/run participants from the previous year:</p> <p><u>Walk Year</u> Year 2: 40 Year 3: 60</p> <p>Track the total number of individuals in attendance at the walk/run and the total number of educational materials distributed</p>	<p>Annually</p>
<p>Intervention #7</p>				

FY2017 Towanda Memorial Hospital Implementation Strategy – Priority Need Obesity

	Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
Intervention #8	<p>Location: Towanda, PA</p> <p>Intervention #8: Implement modified food labels in Towanda Memorial Hospital to facilitate healthy eating choices.</p> <p>The Guthrie Clinic will begin using labels to identify heart healthy, gluten friendly and other guidance tools to promote health food alternatives within the Hospital cafeteria and vending machines.</p> <p>In addition to this effort, Towanda Memorial Hospital will continue to enhance healthy snack food options.</p>	<p>Population: Community members from Bradford, PA and Sullivan, PA</p>	<p>Count of food labels used throughout the Hospital</p>	<p>Evaluate the consumption pre and post-labeling effort of labeled healthy alternatives</p>	<p>Annually</p>

FY2017 Towanda Memorial Hospital Implementation Strategy – Priority Need Obesity

	Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
Intervention #9	<p>Location: Towanda, PA</p> <p>Intervention #9: Community Involvement</p> <p>Develop collaborations with YMCA of the USA and the Partners in Family & Community Development (PFCD) to provide fitness services for community members.</p>	<p>Population: Community members from Bradford, PA and Sullivan, PA</p>	<p>Count of collaboration efforts throughout the Fiscal Year</p>	<p>Evaluate programs effectiveness on yearly basis</p>	<p>Annually</p>

FY2017 Towanda Memorial Hospital Implementation Strategy- Priority Need General Cancer Incidence

	Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
Intervention #1 (Lung Cancer)	<p>Location: Towanda/Sayre, PA</p> <p>Intervention #1: Increase Public Awareness about Lung Cancer including preventative measures.</p> <p>In November 2016 Guthrie again in collaboration with the Lung Cancer Alliance will help host the "Shine a Light on Lung Cancer" community forum to promote lung cancer awareness. The purpose of this forum will be to educate the community on the lung cancer facts, prevention and screening. The speakers will include Guthrie providers, survivors and invited lecturers.</p> <p>After the speakers present an open discussion regarding lung cancer prevention, smoking cessation and lung cancer screening will occur.</p> <p>Throughout the year, a highly visible and interactive educational exhibit will travel to local schools, businesses and other public events to educate the public on the effects of smoking such as:</p> <ul style="list-style-type: none"> •Asthma •Bronchitis •Lung cancer •Emphysema <p>The exhibit will include disease-specific prevention and screening brochures.</p>	<p>Population recruited by community notifications: Community members in Bradford, PA and Sullivan, PA</p>	<p>The number of participants attending program will be documented</p>	<p>Program evaluation will be distributed to all attendees and comments will be summarized</p>	<p>Annually</p>

FY2017 Towanda Memorial Hospital Implementation Strategy- Priority Need General Cancer Incidence

	Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
Intervention #2 (Lung Cancer)	<p>Location: Towanda, PA</p> <p>Intervention #2: Encourage hospital providers to talk with their patients about tobacco cessation.</p> <p>Implement an automatic referral for patient education if a patient is assessed to be a tobacco user that wants to quit. This referral will automatically trigger patient education for available resources to help quit such as the Pennsylvania Quit Line and resources available through Bradford County.</p>	<p>Population: Patients who see a Guthrie provider from Bradford, PA and Sullivan, PA</p>	<p>The number of patients referred through the EHR will be tracked</p>	<p>The number of patients who are referred and are then assessed to have quit smoking within one year</p>	<p>Annually-Ongoing</p>

FY2017 Towanda Memorial Hospital Implementation Strategy - Priority Need General Cancer Incidence

Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
<p>Location: Towanda, PA</p> <p>Intervention #3: Continue Breast Cancer Awareness initiatives throughout the year including: Breast Cancer Awareness Week campaign for Guthrie employees and public education through commercials and print media.</p>	<p>Population: All Guthrie employees and general public in Bradford, PA and Sullivan, PA</p>	<p>The number of commercials and print ads will be monitored</p>	<p>Mammogram appointments will be monitored throughout the month of October to examine effectiveness of screening education</p>	<p>Annually-Ongoing</p>

Intervention #3 (Breast Cancer)

FY2017 Towanda Memorial Hospital Implementation Strategy- Priority Need General Cancer Incidence

	Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
Intervention #4 (Breast Cancer)	<p>Location: Towanda, PA</p> <p>Intervention #4: Continue Mammogram Reminders throughout the year.</p> <p>Continue patient and provider reminder letters for annual mammogram (set of five letters: one letter to remind patient for upcoming annual mammogram, three letters to remind the patient and provider of overdue mammogram and one to thank the patient and to prompt the patient to proactively schedule their next mammogram).</p>	<p>Population: All existing Guthrie mammogram patients</p>	<p>Percentage of female Guthrie patients that receive the annual mammogram</p>	<p>Comparison of mammogram rates to pre-reminder letter benchmark prior to implementation in Fiscal Year 2016</p>	

Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
<p>Location: Towanda, PA</p> <p>Intervention #5: Continue Colon Cancer Awareness initiatives throughout the year including: public education through commercials and print media.</p>	<p>Population: General public in Bradford, PA and Sullivan, PA</p>	<p>The number of commercials and print ads will be monitored</p>	<p>Calls for Colonoscopy appointments will be monitored throughout the month of March to examine effectiveness of screening education</p>	<p>Annually-Ongoing</p>

Intervention #5 (Colon Cancer)

FY2017 Towanda Memorial Hospital Implementation Strategy – Priority Need General Cancer Incidence

<p>Intervention #6 (Colon Cancer)</p>	<p>Location: Towanda/Sayre, PA</p> <p>Intervention #6: Continue Automatic rescheduling for Colonoscopy screenings and initiate pilot program to increase patient compliance with best practice for preventative screenings.</p> <p>Currently, Guthrie patients that require a colon screening are automatically rescheduled for their due date. This practice will continue, however a pilot for scheduling patients based on the patient's preference and availability will be initiated. The goal of this pilot is to increase patient compliance with the best practice for colon screening.</p>	<p>Population: All Guthrie colon screening patients</p>	<p>Percentage of Guthrie patients that receive a Screening Colonoscopy</p>	<p>Continue to monitor Tissue/Adenoma Review of screening colonoscopies</p>	<p>Ongoing monitoring</p>
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FY2017 Towanda Memorial Hospital Implementation Strategy- Priority Need Access to Mental Health Care

	Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
Intervention #1	<p>Location: Towanda, PA</p> <p>Intervention #1: Implement Patient Health Questionnaire-9 to evaluate depression in patients.</p> <p>Implement Patient Health Questionnaire-9 to evaluate depression in patients. The resulting score for the questionnaire depicts a patient's clinical need for mental health care and justifies a mental health referral. Implementation will first occur in pilot locations in the hospital. Expansion of the tool throughout the hospital will be evaluated once pilot is complete.</p>	<p>Population: Patients who see a Guthrie Towanda Memorial Hospital Provider</p>	<p>The number of patients assessed by the Patient Health Questionnaire-9 will be tracked</p>	<p>The number of patients who are referred to a Mental Health Provider after completion of the Patient Health Questionnaire-9</p>	<p>Annually-Ongoing</p>

FY2017 Towanda Memorial Hospital Implementation Strategy- Priority Need Access to Mental Health Care

Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
<p>Location: Towanda, PA</p> <p>Intervention #2: Continue collaboration with Trinity of Bradford County.</p> <p>Working with Trinity of Bradford County, provide education to Guthrie Social Workers, Crisis Workers and Care Coordinators on local resources and other drug and alcohol topics as identified. Through enhanced collaboration and education provided by Trinity, care transitions for patients with drug and alcohol dependency needs will be improved.</p>	<p>Population: Guthrie Providers and Patients who see a Guthrie Towanda Memorial Hospital Provider</p>	<ul style="list-style-type: none"> The number of referrals to Trinity of Bradford County Evaluate the referral process into Trinity from Guthrie. Guthrie Providers that work collaboratively with Trinity will be given yearly survey to evaluate the transfer process. Improvement opportunities will be shared with Trinity 	<ul style="list-style-type: none"> Number of educational sessions to Guthrie Providers Continuous evaluation of referral process 	<p>Annually-Ongoing</p>
<p>Intervention #2</p>				

FY2017 Towanda Memorial Hospital Implementation Strategy- Priority Need Access to Mental Health Care

	Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
Intervention #3	<p>Location: Towanda, PA</p> <p>Intervention #3: Assess provider comfort with providing mental health care and understanding of mental health resources.</p> <p>Implement provider survey to assess provider comfort with providing mental health care as well as provider understanding of mental health resources. This assessment will dictate future provider education and resources created.</p>	<p>Population: All Guthrie Providers</p>	<p>The number of providers that complete questionnaire assessing provider comfort with providing mental health care and understanding of mental health resources</p>	<p>The number of providers that receive education regarding mental health resources and care for mental health issues in a primary care setting</p>	<p>Annually-Ongoing</p>

FY2017 Towanda Memorial Hospital Implementation Strategy- Priority Need Access to Mental Health Care

	Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
Intervention #4	<p>Location: Towanda, PA</p> <p>Intervention #4: Create provider education for opiate prescribing.</p> <p>A robust provider education will be developed and deployed to address appropriate prescribing practices of opiates. Education will include information such as the various types of opiates, drug duration, hazards of long term use, etc. To create the provider education, all current resources within and around Guthrie will be investigated.</p>	<p>Population: All Guthrie Providers</p>	<p>The number of providers that complete the education course</p>	<p>Providers completing the course will be asked to evaluate the course upon completion</p>	<p>Annually-Ongoing</p>

FY2017 Towanda Memorial Hospital Implementation Strategy - Priority Need Access to Mental Health Care

	Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
Intervention #5	<p>Location: Towanda, PA</p> <p>Intervention #5: Implement changes in discharge planning process to increase patient access to substance abuse resources</p> <p>Implement discharge planning process changes to include contact information for substance abuse resources. Additionally, if the patient consents, staff or Social Work will initiate the appointment making process. Currently, this service is not done regularly in the hospital for this patient population.</p>	<p>Population: All Guthrie Towanda Memorial Hospital Patients</p>	<p>The number of discharges created with contact information for substance abuse resources</p>	<p>The number of patients that allow staff/social work to initiate resource contact</p>	<p>Annually-Ongoing</p>

FY2017 Towanda Memorial Hospital Implementation Strategy- Priority Need Access to Mental Health Care

	Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
Intervention #6	<p>Location: Towanda, PA</p> <p>Intervention #6: Continue Drug safe deposit boxes</p> <p>In Fiscal Year 2016, MedSafe® drug disposal units were installed in Towanda Memorial Hospital, Towanda Memorial Hospital and Corning Hospital. MedSafe® drug disposal units allow for safe and anonymous disposal of unused or expired medications by community members. They will continue to be available for the public and staff to use during pharmacy hours.</p>	<p>Population: Community members in Bradford, PA and Sullivan, PA</p>	<p>Monthly use of MedSafe® drug disposal units</p>	<p>The frequency in which the MedSafe® drug disposal units need to be emptied will be evaluated to determine what other resources are warranted</p>	<p>Annually-Ongoing</p>

FY2017 Towanda Memorial Hospital Implementation Strategy- Priority Need Access to Mental Health Care

	Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
Intervention #7	<p>Location: Towanda, PA</p> <p>Intervention #7: Enhance collaboration efforts</p> <p>Actively seek out and develop collaborations with substance dependency providers and treatment centers to enhance care transitions for Guthrie patients. Exploration for collaboration efforts will include the surrounding areas as well as New York and Pennsylvania.</p>	<p>Population: Community members in Bradford, PA and Sullivan, PA</p>	<p>Number of collaborations identified</p>	<p>The number of patients we are able to successfully help transition to substance dependency providers and treatment centers</p>	<p>Annually-Ongoing</p>