



2014-2016 Community Health Plan

Posted May 15, 2014

Gordon Hospital conducted and participated in a broad Community Health Needs Assessment (CHNA) during 2013. See the final plan at www.gordonhospital.com.

Gordon Hospital was a leader in the development of the Community Health Needs Assessment. Other participants included the Gordon County Health Department, Gordon County Hospital Authority Board, Gordon Hospital staff, and community agency representatives.¹ The Assessment looked at the health-related needs of the broad community as well as those of low-income, minority and underserved populations. The Assessment included both primary and secondary data, and identified the following priorities:

- Cancer programming and screening education
- Lack of healthcare provider access in Fairmount
- Heart disease and stroke
- Respiratory diseases and smoking

The hospital's Community Health Needs Assessment Committee participants, hospital leadership and hospital board reviewed the needs identified in the Assessment. The hospital board approved the priorities and the full Assessment.

Next, with focus on the above priorities, the Community Health Needs Assessment Committee helped develop a Community Health Plan². The Plan has been approved by the Gordon Hospital Board and posted by May 15, 2014 at the web location noted below. The Plan lists targeted interventions and measurable outcome statements for each effort. Many interventions engage community partners.

Gordon Hospital's fiscal year is a calendar year (January – December). For 2014, the Community Health Plan³ will begin May 15 and evaluated at the end of the calendar year. In 2015 and 2016, the Community Health Plan will be evaluated annually for the 12-month period beginning January 1 and ending December 31. Evaluation results will be posted annually and attached to our IRS Form 990.

If you have questions regarding this Community Health Plan or Community Health Needs Assessment, please contact Kim Brazell, Community Benefit Manager at kim.brazell@ahss.org.

¹The full Community Health Needs Assessment can be found at www.gordonhospital.com under the Community Benefit heading.

²Also posted on our website.

³This Community Health Plan does not include all Community Benefit activities. Those activities are included on Schedule H of our Form 990.

Gordon Hospital

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OUTCOME GOALS						OUTCOME MEASUREMENTS								
CHNA Priority	Outcome Statement	Target Population	Strategies/Outputs	Outcome Metric	Current Year Baseline	Year 1 Outcome Goal - #	Year 1 Actual	Year 2 Outcome Goal - #	Year 2 Actual	Year 3 Outcome Goal - #	Year 3 Actual	Hospital \$	Matching \$	Comments
Cancer programming and screening education	Increase patient capacity at cancer educational seminars	low income adults in zip codes 30701	Increase number of low income participants to 100 over 3 years	Number of additional low income participants	30 participants	50		75		100		Staff time \$3000, cost of supplies and food \$3500	CREATION Health Grant	
	Increase access and capacity at free cancer screenings	low income adults in zip codes 30701	Increase number of low income participants to 100 over 3 years	Number of additional low income participants	30	50		75		100		Staff time \$1000	CREATION Health Grant	
	Increase participation in discounted mammograms for low income women	Low income adults, Spanish speaking adults in zip codes 30701	Partner with local Health Department to hand out information to women and make referrals for mammograms	# of additional patients seen in radiology for mammograms	0 patients/yr.	50		75		100		Staff and reading time	Health Department Grant Money	
Lack of healthcare provider access in Fairmount	Open a general healthcare clinic in Fairmount	Adults and children zip code in 30139	Open the clinic and maintain regular office hours	Number of patients treated in zip codes 30139	0 patients	150		300		500		Operational budget loss of (\$232,493)		Baseline set at zero because there was no active clinic in the community
Heart Disease and Stroke	Provide free blood pressure screenings throughout the community	Adults in Gordon County	Conduct blood pressure clinics at health fairs and in public places such as Walmart on a monthly basis	# of people having blood pressures taken	100	250		400		650		Staff in-kind time	N/A	
	Provide CREATION Health 8 Principles of good health classes	Adults in Gordon County	Conduct 8 week class that helps people focus on living a healthier life	# of participants	60	90		120		150		Staff in-kind time	N/A	
	Educate 200 fifth-graders about healthy eating, exercise, and tobacco dangers	Fifth-graders in the city, county and private local schools	Conduct 25 minute rotating sessions for kids to rotate through nutrition, exercise, safety and smoking stations	Curriculum and pre/post test development	0 students	Complete by 12-31/14		Modify as needed		Modify as needed		Staff in-kind time; \$5000 food and supplies	N/A	
	CREATION Health Farmer's Market	Adults in Gordon County	Host a weekly farmer's market each week during the summer so that the community has access to good healthy food	# of people coming to Farmer's Market	0 graduates	Complete by 8-31/14		Modify as needed		Modify as needed		Staff in-kind time	CREATION Health Grant	
Tobacco Use/Smoking	Increase enrollment in smoking cessation classes in low income populations	Adults in Gordon County	Hold Free Breathe Free Smoking Cessation Classes	Number of attendees who stop smoking for 6 months	30 graduates per year	50		75		100		\$10,000 in staff time	CREATION Health Grant	
Respiratory Diseases	Educate 200 fifth-graders about healthy eating, exercise, and tobacco dangers	Fifth-graders in the city, county and private local schools	Conduct 25 minute rotating sessions for kids to rotate through nutrition, exercise, safety and smoking stations	Curriculum and pre/post test development	0 students	Complete by 12-31/14		Modify as needed		Modify as needed		Staff in-kind time; \$2500 food and supplies	N/A	
	Increase COPD Risk and Prevention Education in low income populations	Adults in Gordon County	Conduct a COPD seminar to educate adults about risks and prevention	Curriculum and pre/post test development	30	50		75		100		Staff in-kind time; \$2500 food and supplies		