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## COMMUNITY HEALTH NEEDS ASSESSMENT IMPLEMENTATION STRATEGY

### Marcum & Wallace Memorial Hospital

#### IDENTIFYING INFORMATION

Hospital Name: Marcum & Wallace Memorial Hospital (MWMH)

Primary Address: 60 Mercy Court, Irvine, KY 40336

Implementation Strategy Tax Year: 2014

Tax Identification Number: 61-0927491

Chief Executive Officer: Susan Starling, CEO

Date Implementation Strategy Approved by Board: September 16, 2013

Due Date for Form 990 Filing that Includes Implementation Strategy: November 2014

#### IDENTIFIED COMMUNITY HEALTH PRIORITIES

- Cancer
- Heart Disease
- Utilization of Emergency Room

#### Cancer

Cancer deaths (per 100,000 people) in Estill, Lee, and Powell counties are 16% higher than the Kentucky cancer death rate, with lung, colorectal, breast and prostate cancer having the highest incidence. By providing increased community health education and preventative screenings regarding lung, breast, colon and prostate cancer, Marcum & Wallace Memorial Hospital (MWMH) will work to reduce cancer deaths within our service area.

#### Plan:

- Marcum & Wallace Memorial Hospital will work with the University of Kentucky Lung Cancer Program and Project HOME to promote early detection and prevention of lung cancer. This will include the implementation of a lung cancer screening program at MWMH.
- Marcum & Wallace Memorial Hospital will also continue to work with the Susan G. Komen Foundation to educate women about the importance of early detection and preventative

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mammogram screenings for breast cancer. Grant funding associated with this program will be used to provide mammogram screenings for those who are uninsured and/or underinsured.

- Marcum & Wallace Memorial Hospital will promote awareness and early detection of prostate cancer by providing free PSA blood screenings to participants of three or more community outreach events. MWMH will identify and target community groups, civic organizations, and local employers within the service area, which includes Estill, Lee and Powell counties.
- Marcum & Wallace Memorial Hospital will also identify and refer patients to programs available within the service area that assist those in need of further treatment as a result of an abnormal lung, breast and/or prostate cancer screening.

### **Heart Disease**

Cardiovascular deaths (per 100,000 people) in Estill, Lee and Powell counties are 10% higher than the Kentucky cardiovascular death rate. High percentages of obesity and diabetes within the service area also contribute to high rates of cardiovascular disease. Marcum & Wallace Memorial Hospital will work to increase access to cardiology care, provide increased community health education and preventative cardiovascular screenings to reduce the number of cardiovascular deaths within our service area.

#### **Plan:**

- Marcum & Wallace Memorial Hospital will increase access to cardiology care by increasing the number of cardiology specialty clinics conducted at MWMH each month. This will eliminate the need for patients to travel outside the community for specialized care, which can be a financial barrier to care for most.
- Marcum & Wallace Memorial Hospital will work to provide increased community education regarding heart disease at four or more community outreach events. Event participants will also be given the opportunity to receive a free carotid artery ultrasound screening, which could identify abnormalities or early stages of heart disease.
- In collaboration with Baptist Health- Lexington, Marcum & Wallace Memorial Hospital will work to enhance the Code AMI program. This program works to improve outcomes for AMI patients treated at MWMH, ensuring that they receive the necessary treatment at our facility before being transferred to Baptist Health – Lexington for cardiac intervention.
- Marcum & Wallace Memorial Hospital is also investigating the option of becoming a Certified Chest Pain Center.

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### **Utilization of Emergency Department for Non-Life Threatening Issues**

Currently, at Marcum & Wallace Memorial Hospital a large number of patients utilize the emergency room to treat non-emergent or non-life threatening issues. These are generally conditions that could be treated by in a physician clinic by the patient's primary care provider (PCP). Patients who do not have a PCP or "medical home" are forced to utilize the emergency room for treatment. Due to limited availability of physician clinics after normal business hours, those with a PCP are sometimes required to seek treatment through the emergency room as well.

#### **Plan:**

- Marcum & Wallace Memorial Hospital will collaborate with Project HOME to identify patients seen in the emergency room who do not have a primary care physician and work to establish a "medical home" for those patients. Project HOME's Health Care Navigator will work with patients to establish a "medical home" and/or refer them to other community resources, if needed.
- Marcum & Wallace Memorial Hospital will work to improve accessibility of primary care physicians within the community by increasing clinic hours of operation in the physician clinics operated by Marcum & Wallace Memorial Hospital. Establishing evening appointments and possibly weekend hours would potentially decrease utilization of the emergency room for non-emergent issues.
- Investigate the opportunity of developing a process to refer non-emergent patients presenting to the emergency room to MWMH physician clinics for care.