



# Coshocton Regional Medical Center

2019

Coshocton Regional Medical Center

Implementation Strategy

To Address Significant Community Health Needs

Coshocton County, OH



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This report is widely available to the community via Coshocton Regional Medical Center’s website <https://www.coshoctonhospital.org/> and paper copies are available free of charge at Coshocton Regional Medical Center, 1460 Orange St., Coshocton, OH 43812 or by phone (740) 622-6411.

## **Overview**

The Community Health Needs Assessment (CHNA) defines priorities for health improvement, creates a collaborative community environment to engage stakeholders, and an open and transparent process to listen and truly understand the health needs of the community served by Coshocton Regional Medical Center (Coshocton, OH). This document is the Coshocton Regional Medical Center (CRMC) Implementation Plan outlining how the hospital plans on addressing significant health needs in the community.

The CHNA is contained in a separate document.

Coshocton Regional Medical Center's Board of Directors approved and adopted this Implementation Strategy on October 3, 2019.

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### ***Community Health Improvement/ Implementation Plan 2019***

To successfully make our community healthier, it is necessary to have a collaborative venture which brings together all of the care providers, citizens, government, schools, churches, not-for-profit organizations and business and industry around an effective plan of action. The community health needs assessment was completed previously and posted on CRMC's website.

Based on the results of the CHNA from interviews, focus groups and prioritization from Coshocton County Health Department and the City of Coshocton Health Department, Coshocton Regional Medical Center has selected three of the identified significant health needs to address.

1. Substance Use/ Mental Health
2. Healthy Eating/ Active Living
3. Tobacco Use

Coshocton Regional Medical Center plans to meet the significant health needs by working to implement the ideas described in this implementation plan.

1. Substance Use/ Mental Health

- a. Problem:
    - i. Local increase in substance abuse, leading to mental health issues for abuser and family/children.
  - b. Solution:
    - i. Get staff involved with Coshocton County Drug Coalition. The drug coalition is a community-based effort to maintain focus on substance abuse, work toward getting answers to help defend against the problem and educate the community about the signs and risks of substance abuse.
    - ii. Investigate the feasibility of creating a medical detox program for the hospital to treat patients for the three days required prior to acceptance into a residential recovery program.
    - iii. Participate in and sponsor family and children focused programs in collaboration with Family and Children First Council, WIC, Help me Grow and Maternal and Child Health Center.
      - 1. Youth Health Day
      - 2. Baby Expo
    - iv. Use marketing platforms to promote drug free living and family focused education.
2. Healthy Eating/ Active Living
- a. Problem: Lack of active life style and healthy diet contributes to:
    - i. Diabetes
    - ii. Heart Disease
    - iii. Obesity
    - iv. High BP
  - b. Solution:
    - i. Include a Calorie Count on the menu in the Café. Provide fresh and not processed food choices for staff and community members. With limited lunch destinations in the community, advertise that we are open to the public and share menu to social media.
    - ii. Offer Free Screenings quarterly to the public (PAD, glucose and BP checks).
    - iii. Participate in community outreach events such as the annual Health Safety and Wellness Expo, where we provide no cost screenings, such as blood pressure, glucose and PAD. We have physicians and nurse

practitioners on hand throughout the event to answer questions and provide health information as needed.

- iv. Use marketing platform to share education, including healthy holiday meal planning; healthy food substitutions; label reading; healthy cooking on a budget.
- v. Participate in youth focused activity programs in conjunction with Kids America, such as Kamp Kiwanis and Youth Health day, that puts a focus on exercise.
- vi. Expand our Cardiovascular service line to bring more services locally.
- vii. Investigate a wound management service line to help patients with diabetes who struggle with wounds that will not heal due to the disease. With the age of our population and the prevalence of diabetes, adding this service line will help patients who either travel for wound care or receive sub-standard care.
- viii. Hire a Diabetic Educator to assist our patients and community.
- ix. Implement a “Walk with a Doc” program quarterly to educate the community on the importance of physical activity and a healthy lifestyle.

### 3. Tobacco Use

a. Problem: The use of tobacco causes diseases such as:

- i. COPD
- ii. Cancer
- iii. Heart Disease

b. Solution:

- i. Explore the potential for bringing Pulmonary Services to Coshocton Regional Medical Center.
- ii. Hosting of tobacco cessation groups at the hospital available to both the public and to our inpatients who want to attend.
- iii. Educate the community by way of social platforms and print advertising that we offer a Pulmonary Rehab program.
- iv. Explore the opportunity of giving a bill discount for anyone who participates in a Hospital sponsored tobacco cessation event.

Community input was received in the 2019 implementation plan during a community meeting on June 26, 2019 at 8am. Additionally, there is a link on the CRMC's website for the community to provide written input into the Community Health Needs Assessment and implementation plan.

CRMC does not intend to address the following significant health needs:

1. Transportation
2. Homelessness

Due to resource limitations, we are not addressing transportation and homelessness as this will require local city and county resources to implement infrastructures to fund the resolution of these issues.