

Jackson County Memorial Hospital  
2020 Community Health Needs Assessment  
Implementation Strategy

# Community Health Needs Assessment Implementation Strategy

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Jackson County Memorial Hospital



**JACKSON COUNTY**  
Memorial Hospital

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JACKSON COUNTY  
MEMORIAL HOSPITAL

COMMUNITY HEALTH  
NEEDS ASSESSMENT

IMPLEMENTATION  
STRATEGY

**INTRODUCTION**

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Jackson County Memorial Hospital's mission is to *To be the best place for patients to receive care, employees to work and physicians to practice medicine.*

JCMH is a sole community provider serving Jackson County and other communities and residents in Southwest Oklahoma.

Jackson County Memorial Hospital partnered with the Jackson County Health Department, and Shortgrass Community Health Center in conducting the Community Health Needs Assessment (CHNA). From the assessment, JCMH identified *Cancer, Overweight/Obesity, and Access to Care* as the three health priorities affecting county and area residents. The assessment was conducted in Jackson, Harmon, Greer, Tillman and Kiowa counties in 2019. For purposes of the JCMH Improvement Plan, we analyzed Jackson County results.

Our Community Health Improvement Plan, or CHIP, is an action-oriented strategic plan that outlines priority health issues for a defined community, based on the findings of the CHNA and details how these issues will be addressed, to ultimately improve the community's health.

Data from 932 county residents was collected from a countywide survey with questions relating to the health of the county. From this survey Jackson County Memorial Hospital identified the three health priorities.

Upon completion of the Assessment, Jackson County Memorial Hospital analyzed the results and with approval from the hospital's governing board, adopted the three health priorities:

- ***Cancer***
- ***Overweight/Obesity***
- ***Access to Care***

## Jackson County Memorial Hospital 2020 Community Health Needs Assessment Implementation Strategy

The Community Health Needs Assessment and the corresponding Implementation Strategy was structured to meet requirements of the 2010 Patient Protection and Affordable Care Act, as well as taking into account 'social determinants of health'. Health is influenced by many factors, which may generally be organized into five broad categories known as determinants of health: genetics, behavior, environmental and physical influences, medical care and social factors, also known as social determinants of health. These five categories are interconnected.

The fifth category (social determinants of health) encompasses economic and social conditions that influence the health of people and communities. These conditions are shaped by socioeconomic position, which is the amount of money, power, and resources that people have, all of which are influenced by socioeconomic and political factors (e.g., policies, culture, and societal values). All of these factors (social determinants) impact the health and well-being of people and the communities they interact with. (CDC)

This Implementation Plan details the initiatives that JCMH will or has put forth to impact the three prioritized health concerns in Jackson County.

The Community Health Needs Assessment and the Jackson County Memorial Hospital Implementation Strategy are posted on the hospital's website, [www.jcmh.com](http://www.jcmh.com); and copies may be requested by contacting Jackson County Memorial Hospital at 580-379-5771.

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**CANCER  
PRIORITY**

**CANCER**

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The *2017 Oklahoma State of the State Report* reveals that Cancer remains the number one cause of death for Jackson County residents from ages 45-65. From the CHNA survey results, Cancer remains one of the top health concerns.

**Cancer Screenings**

Cancer Screenings, board certified surgeons, and the Cancer Centers of Southwest Oklahoma are providers of preventive and screening measures for Jackson County and southwest Oklahoma residents.

**Jackson County Memorial Hospital and the JCMH Campus of the Cancer Centers of Southwest Oklahoma**

Jackson County Memorial Hospital and The JCMH Campus of the Cancer Centers of Southwest Oklahoma provide free screenings to people in Jackson County and southwest Oklahoma.

- Skin Cancer screening
- Prostate screening
- Lung Cancer screening for high risk smokers
- Colon screening take-home kits

The Patient Protection and Affordable Care Act of 2010 provides insured individuals a Screening colonoscopy and Screening Mammogram with no deductible or co-payment to the insured.

**Jackson County Memorial Hospital**

Jackson County Memorial Hospital has two board certified surgeons on staff who perform screening colonoscopies as well as general surgical procedures that include gastro and abdominal surgery.

**The Cancer Centers of Southwest Oklahoma**

The Cancer Centers of Southwest Oklahoma is a partnership between Jackson County Memorial Hospital, Comanche County Memorial Hospital, and Duncan Regional Hospital. The center on the JCMH Campus opened in 2008 and provides cancer care including cancer research and clinical trials. An advanced team of medical oncologists, radiation oncologists, radiation therapists, and registered nurses staff the three centers.

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**OVERWEIGHT/  
OBESITY  
PRIORITY**

**OVERWEIGHT/OBESITY**

In the *2017 State of the County's Health Report* for Jackson County, Obesity is the #2 Flagship issue for the county health department. Obesity is a primary cause of adult deaths and is defined as having a BMI greater than 30.0 kg/m<sup>2</sup> (BMI = weight in kg/square of height in m). In addition to its association with mortality, obesity increases risk for several chronic diseases such as heart disease and type 2 diabetes.

Obesity rates have continued to rise in Oklahoma. Thirty-four percent of adult females and 33.7% of adult males in Oklahoma were obese in 2015, and nearly half of American Indian adults were obese, followed by Black (36.9%), White (32.9%), and Hispanic (32%) adults.

**The JCMH Diabetes Center of Excellence**

The JCMH Diabetes Center is recognized by the American Diabetes Association for providing diabetes education. Participants include Type I, Type II, and gestational diabetes. The Diabetes Center is staffed by a Registered Nurse and a Registered Dietitian.

- The program objective is to empower patients with self-management techniques through realistic education and counseling.
- Appointments are generated by a primary care physician referral.
- Financial assistance is offered to all patients citing financial difficulty.

The JCMH Diabetes Center of Excellence staff also educates hospital in-patients

The JCMH Diabetes Center of Excellence staff provides a free, monthly Diabetes Support Group with topics including nutrition, self-management, foot care, eye health.

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**Weight Management Support Group**

In 2019, JCMH began offering to employees as well as the community a monthly free Weight Management Support Group.

Hosted by JCMH Registered Dietitians, the goal of the Weight Management Support Group is to provide encouragement, accountability and ideas for individuals at any point in their weight loss journey.

This group is for anyone wanting to meet their weight loss goals – from those just starting out to those in maintenance mode. This includes anyone looking for support after weight loss surgery.

The classes are free to attend, and no registration is needed.

**Health Screenings**

Free screenings are provided throughout the county and southwest Oklahoma as requested by organizations and events that include blood sugar, blood pressure, cholesterol screening, and body mass Index measurements.

An annual “Healthy Heart” screening with a full lipid panel and A1-C blood test is offered in February for \$20. Results are available to the patient and automatically sent to the physician identified at registration. Registered Nurses and a Registered Dietitian staff the screening event and provide free educational material and consultation.

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**ACCESS TO CARE  
PRIORITY**

**Access to Care**

Health is influenced by a variety of personal, social, economic, and environmental factors called 'determinants of health', such as our genetics, behaviors, where we live, and accessibility to health care. The determinants of health are inter-related, whereby changes in one determinant impact other determinants. As such, interventions and policies that target more than one determinant will have greater impact on our health.

**Behavioral Health Integration**

One measure of increasing access to care has been to move the Psychiatrist and three Licensed Clinical Social Workers to the JCMH Medical Clinic. Mental Health was one of the top 5 factors of health concerns from the Jackson County CHNA.

This clinic integration also assists in meeting our Accountable Care Organization (ACO) goals. ACOs are groups of doctors, hospitals, and other health care providers, who come together voluntarily to give coordinated high-quality care to their Medicare patients so that patients get the right care at the right time, while avoiding unnecessary duplication of services and preventing medical errors.

From the 2017 *State of the County Health Report*, it mentions that from 2013-2014, nearly 20% of adult Oklahomans had a mental illness and 4.4% had a serious mental illness.

**Health Screenings**

Free screenings are provided throughout the county and southwest Oklahoma as requested by organizations and events that include blood sugar, blood pressure, cholesterol screening, and body mass Index measurements.

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**Provider Availability**

JCMH has an organizational goal to maintain 23 physicians. Our hospital has increased primary care availability by continuing to recruit for these positions. We also have contracted with other specialty physicians to increase availability to services we would not otherwise be able to provide. Dr. Cole Wooton, Urologist, started performing surgeries and utilizing clinic space in 2018. We also offer clinic or other space to a Podiatrist, an Internist providing outpatient nephrology services, cardiology, ENT, and other services as needed.

**Chronic Care Management/Annual Wellness Visits**

The Centers for Medicare & Medicaid Services (CMS) recognizes Chronic Care Management (CCM) as a critical component of primary care that contributes to better health and care for individuals.

CCM activities include those that support comprehensive care management for patients outside of the office setting. Services include interactions with patients by telephone or secure email to review medical records and test results or provide self-management education and support. Services also include interactions with the patient's other healthcare providers to exchange health information, as well as management of care transitions and coordination of home- and community-based services. CCM requires that patients have 24/7 access to physicians or other qualified healthcare professionals or clinical staff to address urgent needs.

The Annual Wellness Visit (AWV) is a yearly appointment with your primary care provider (PCP) to create or update a personalized prevention plan. This plan may help prevent illness based on your current health and risk factors. A Health Risk Assessment includes your weight, height and blood pressure. You will be asked such questions as your ability to care for yourself, your memory, whether or not you are depressed, and your smoking and drinking habits. The purpose is to determine if you are at risk for future illnesses. Once the Health Risk Assessment is completed, your doctor may recommend screenings in the event some concerns arose during the assessment. These screenings will be performed during a separate visit, and possibly with another physician, depending on the type of screening. Your doctor is required to tell you if the screening requires a co-pay. The goals of an Annual Wellness Visit are to create a complete personal and family health history and to help prevent future health problems



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**SOUTHWEST TRANSIT SUBSIDATION**

Jackson County Memorial Hospital collaborated with the Southwest Oklahoma Transit Authority to impact both Nutrition and Transportation in assisting financially to continue their *Meals on Wheels* program. Together we meet the needs of vulnerable individuals in Jackson and surrounding counties by delivering meals to homebound seniors. This solution provides meals to At-Risk Older Adults and serves as a well-being check to address any unmet needs.

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**JCMH BOARD  
OF TRUSTEES  
APPROVAL**

**Approval of the Implementation Strategy**

As a public trust authority, Jackson County Memorial Hospital is governed by a nine-member Board of Trustees: eight members appointed by the Jackson County Commissioners and the JCMH Chief of Staff.

In accordance with the Patient Protection and Affordable Care Act mandate, Jackson County Memorial Hospital's Implementation Strategy is considered as being adopted on the date that it is approved by the governing board of the hospital.

The JCMH Implementation Strategy was reviewed and approved by Jackson County Memorial Hospital Board of Trustees January 27, 2020

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**References**

Jackson County Community Health Needs Assessment, 2019

Oklahoma State Department of Health, 2017, *State of the County's Health Report*

<https://stateofstateshealth.ok.gov/Data/County>