

**Bon Secours Richmond Health System  
Rappahannock General Hospital  
Community Health Needs Assessment Implementation Plan  
2017 – 2019**

To address the prioritized needs identified in the Bon Secours Rappahannock General Hospital (RGH) Community Health Needs Assessment, an Implementation Plan was developed. The Implementation Plan includes Bon Secours programs and initiatives but also incorporates community partnerships and community resources to help drive impact.

The Assessment determined that the most significant health needs in our service area may be grouped into three broad categories:

- Clinical Care/Access to Care
- Social & Economic Factors
- Health Behaviors

The Assessment further identified significant health needs in our service area to be:

- Availability of Providers (MDs/NPs)
- Access to health care services evenings and weekends
- Mental Health
- Senior health
- Underinsured and Uninsured
- Chronic Disease
- Dental Care
- Jobs with fair wages
- Families living in poverty
- Educational disparity
- Transportation
- Health Education
- Exercise options
- Smoking
- Alcohol/Drug Use
- Teen Births
- Adult & Childhood obesity

Areas of focus were recommended to the RGH Administration for advancement included:

- Provider availability (MDs/NPs)
- Access to health care services during evenings and weekends
- Mental Health services
- Senior Health
- Underinsured and Uninsured
- Health Education
- Alcohol/Drug Use

RGH has chosen to focus on Access to Care for the Uninsured, Health Education and Mental Health Services.

**PRIORITY: ACCESS TO CARE FOR THE UNINSURED**

**GOAL: Improve access to comprehensive, quality health care services.**

**OBJECTIVE: Recruit primary care physicians and mid-level providers to the service area.**

**BACKGROUND ON STRATEGY**

Lack of health insurance coverage is a significant barrier to accessing needed health care.

The Kaiser Family Foundation released a report in November 2015 that outlines the effects insurance has on access to health care. One key finding was that "Uninsured people are far more likely than those with insurance to report problems getting needed medical care. Over a quarter (27%) of adults without coverage say that they went without care in the past year because of cost compared to 5% of adults with private coverage and 10% of adults with public coverage." [1]

The ability to access health services is associated with a number of social, economic, and environmental factors. One of the primary factors is the high cost of medical insurance, which makes it unavailable to many people. A lack of medical services in some communities, coupled with a shortage of PCPs nationwide, also negatively affects people's ability to access health services. These barriers are compounded by other determinants—such as age, gender, race and ethnicity, and origin of birth—that may affect a person's ability to access health services. The systematic removal of these barriers is key to improving the health of all Americans.

According to Healthy People 2020, access to quality health care services has a positive impact on:

- Overall physical, social and mental health status
- Prevention of disease and disability
- Detection and treatment of health conditions
- Quality of life
- Preventable death
- Life expectancy

[1] *County Health Rankings* Kaiser Commission on Medicaid and the Uninsured. *The Uninsured: A Primer - Key Facts about Health Insurance and the Uninsured in the Era of Health Reform*. November, 2015.

**Evidence Based Sources:**

- *Healthy People 2020* <https://www.healthypeople.gov/2020/evidence-based-resource/health-professions>
- *County Health Rankings* [www.countyhealthrankings.org](http://www.countyhealthrankings.org)

<b>ACTION PLAN</b>		
<b>Activity</b>	<b>Target Date</b>	<b>Anticipated Impact</b>
Develop strategy with Northern Neck Free Clinic to provide access to patients who are ineligible for the NNFC due to income	Ongoing	<ul style="list-style-type: none"> <li>• Increase the number of residents with a medical home</li> <li>• Decrease emergency room visits</li> </ul>
Increase the number of primary care providers in the RGH service area	Ongoing	<ul style="list-style-type: none"> <li>• Working with the RGH Medical Director and Health Resources and Service Administration (HRSA), identified as Health Professional Shortage Areas (HPSA) and Medically Underserved Areas (MUA), to provide loan repayment to new physicians.</li> </ul>
Identify community resources for provision of care after 5:00 p.m. and weekends	Ongoing	<ul style="list-style-type: none"> <li>• Decrease unmet health needs</li> <li>• Reduce delays in receiving appropriate care</li> <li>• Enhance ability to get preventive services</li> <li>• Avoid preventable hospitalizations</li> </ul>
Coordinate efforts with the Northern Neck Free Clinic (NNFC) to enhance service to the uninsured.	Ongoing	<ul style="list-style-type: none"> <li>• Engage NNFC social worker with uninsured patients recently discharged from RGH to arrange for follow up care</li> </ul>
Disseminate revised BSHSI Financial Assistance Plan to community partners	Ongoing	<ul style="list-style-type: none"> <li>• Provides reduced cost care to uninsured patients up to 400% of the federal poverty level thereby enhancing access to a larger percentage of residents</li> </ul>
<b>Resources Required</b>		
Funding for physician recruitment; Collaboration with community providers.		
<b>ALIGNMENT WITH STATE/NATIONAL PRIORITIES</b>		
HRSA's Health Professions program to provide policy leadership and grant support for health professional workforce development.		
<b>PARTNERSHIPS</b>		

Northern Neck Free Clinic  
Lively Medical Center  
Hartfield Medical Center  
Heathsville Family Practice

Kilmarnock Primary Care  
Kilmarnock Pediatrics  
Kilmarnock Surgical Associates  
Rx Partership

**PRIORITY: HEALTH EDUCATION**

**GOAL:** Increase the quality, availability, and effectiveness of educational and community-based programs

**OBJECTIVE:** Provide educational and community-based programs designed to prevent disease and injury, improve health, and enhance quality of life.

**BACKGROUND ON STRATEGY**

Education and community-based programs play a key role in:

- Preventing disease and injury
- Improving health
- Enhancing quality of life

Health status and related health behaviors are determined by influences at multiple levels: personal, organizational/institutional, environmental, and policy. Because significant and dynamic interrelationships exist amount these different levels of health determinants educational and community-based programs are most likely to succeed in improving health and wellness when they address influences at all levels and in a variety of environment/settings.

Education and community based programs are designed to reach people outside of traditional health care settings. Examples include schools, churches, worksites and recreational facilities. Programs that touch people in multiple environments have the potential for greater impact. Areas of focus for health education may include chronic disease, nutrition, exercise, mental health, tobacco use, substance abuse and obesity prevention.

**Evidence Based Sources:**

- *Healthy People 2020* <http://www.healthypeople.gov>
- *Healthfinder.gov* <http://healthfinder.gov/HealthTopics/Category/health-conditions-and-diseases/diabetes/take-steps-to-prevent-type-2-diabetes>

**ACTION PLAN**

Activity	Target Date	Anticipated Impact
Partner with the Northern Neck YMCA and Northern Neck Free Clinic to offer diabetes screenings and nutritional education.	Ongoing	<ul style="list-style-type: none"><li>• Increase awareness through diabetes screenings.</li><li>• Increased knowledge of healthy nutrition and increased exercise through community education programming and resources.</li></ul>

Provide health education on smoking prevention/cessation, substance abuse and obesity prevention to area high schools	Each school year	<ul style="list-style-type: none"> <li>• Reduce high risk behaviors at Lancaster, Northumberland and Middlesex Middle Schools and High Schools</li> <li>• Enhance relationships with school nurses</li> <li>• Provide collateral materials to each school</li> </ul>
Conduct Senior University, a day long health education and wellness event for older adults at Rappahannock Community College	Annually	<ul style="list-style-type: none"> <li>• Increase the number of older adults who have a medical home</li> <li>• Enhance knowledge on wellness</li> <li>• Improve ability to live independently</li> <li>• Increase knowledge of health-related resources in the community</li> <li>• Disseminate information on screenings such as mammography, colonoscopy, skin cancer, etc.</li> </ul>
Revise HealthLine column in local newspaper	Quarterly	<ul style="list-style-type: none"> <li>• Increase knowledge of health related resources in the community</li> </ul>
Sponsor Support Groups	Monthly	<ul style="list-style-type: none"> <li>• Increase health information available to local residents</li> <li>• Reduce anxiety experienced by caregivers</li> </ul>
Provide advance directive education and support		<ul style="list-style-type: none"> <li>• Increase awareness and knowledge</li> <li>• Support families through the process</li> </ul>

**Resources Required**

Staffing and partnerships

**ALIGNMENT WITH STATE/NATIONAL PRIORITIES**

**Healthy People 2020**

**PARTNERSHIPS**

Northern Neck YMCA Northern Neck Free Clinic Lively Medical Center Hartfield Medical Center Heathsville Family Practice	Lancaster, Northumberland & Middlesex Schools Bay Aging Kilmarnock Primary Care Kilmarnock Pediatrics Kilmarnock Surgical Associates
---	--

**PRIORITY: BEHAVIORAL HEALTH**

**GOAL:** Increase access to behavioral health services to improve mental health of the community

**OBJECTIVE:** Reduce barriers to accessing behavioral health services

**BACKGROUND ON STRATEGY**

According to the National Institute of Mental Health (NIMH), an estimated 13 million American adults (approximately 1 in 17) have a seriously debilitating mental illness. Mental health disorders are the leading cause of disability in the United States, accounting for 25 percent of all years of life lost to disability and premature mortality.

In 2014, Substance Abuse and Mental Health Services Administration's (SAMHSA) National Survey on Drug Use and Health (NSDUH) showed that 15.7 million adults reported having a major depressive episode (MDE) in the past 12 months. About one-third of those adults (33.2%) did not seek professional help during the preceding 12 months.

Mental health is a critical link to an individual's overall health and has important implications in family and interpersonal relationships and the ability to lead a productive life. Mental health and physical health are strongly linked. Mental health disorders, especially depression, are associated with the risk, occurrence, management, progression, and outcome of chronic disease including diabetes, hypertension, stroke, heart disease and cancer and even, obesity (National Prevention Council, *National Prevention Strategy*, June 2011).

Mental disorders are among the most common causes of disability. Mental health and physical health are closely connected and plays a significant role in people's ability to maintain good physical health. Mental illnesses, such as depression and anxiety, affect people's ability to participate in health-promoting behaviors. In turn, problems with physical health, such as chronic diseases, can have a serious impact on mental health and decrease a person's ability to participate in treatment and recovery (HealthyPeople.gov). Mental illness is not confined to any age group but rather covers the gamut from young children to seniors.

**Evidence Based Sources:**

- *Healthy People 2020* <http://www.healthypeople.gov>
- *Substance Abuse and Mental Health Services Administration* <http://www.samhsa.gov/treatment>

<b>ACTION PLAN</b>		
<b>Activity</b>	<b>Target Date</b>	<b>Anticipated Impact</b>
Employ mental health Nurse Practitioner for Outpatient Services	Ongoing	<ul style="list-style-type: none"> <li>• Increase the capacity to treat patients with mental health conditions</li> <li>• Integrate behavioral health with primary care</li> </ul>
Promote Bridges Behavioral Health Services which provides inpatient and outpatient services	Ongoing	<ul style="list-style-type: none"> <li>• Increase the number of patients treated for mental health conditions</li> </ul>
Conduct support groups including Women’s Cancer, Grief Counseling, Alzheimer’s Care Givers and Stroke patients	Ongoing	<ul style="list-style-type: none"> <li>• Prevent mental health conditions from developing for from escalating</li> </ul>
Meet monthly with Charles Walsh, Executive Director of the Northern Neck Community Service Board	Ongoing	<ul style="list-style-type: none"> <li>• Increase the prevalence of preventive services for mental health services</li> <li>• Better coordination of services between the community and RGH</li> <li>• Reduce redundancy</li> </ul>
Provide transportation for behavioral health patients to RGH	Ongoing	<ul style="list-style-type: none"> <li>• Enhanced patient compliance with care plan</li> </ul>
Support Behavioral Health Task Force	Ongoing	<ul style="list-style-type: none"> <li>• Coordinated network for behavioral health needs</li> </ul>
<b>Resources Required</b>		
Staffing, Partnership, Funding		
<b>ALIGNMENT WITH STATE/NATIONAL PRIORITIES</b>		
Healthy People 2020		
<b>PARTNERSHIPS</b>		
Northern Neck Community Service Board Rappahannock Community College		Community providers Bay Center for Spirituality