

Implementation Strategy

Analyzing primary data collected from surveys and focus groups as well as available data from secondary sources allowed the CNHA committee to prioritize the health needs for each county within the “community” served by Saint Francis Healthcare System and SoutheastHEALTH. The top priority needs from each county were then compared, and the following list representing the greatest collective health needs of the community was created:

Top Priority Health Needs

- Cancer
- Obesity
- Chronic Disease Management
 - Stroke
 - Heart Disease
 - Diabetes
 - Chronic Respiratory Disease
- Substance Abuse/Mental Health Treatment
- Healthcare Affordability and Access to Care

The committee found that access to care and affordability of care are issues that play a role in most of the other major health needs identified. As such, it is addressed within the implementation strategies for each of the major health needs identified in this implementation plan rather than being addressed as its own separate issue. The table below summarizes Saint Francis Healthcare System’s implementation strategies to address these key community health needs.

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Identified Health Needs		Strategies to Address Needs	
Problem	Contributing Factors	How?	Specific Strategies
Obesity	Lack of physical activity	Enhance access to exercise facilities and support community programs that promote physical activity for adults and children. Provide information and instruction to those identified.	Provide Fitness Plus and Fit Kids scholarships through Saint Francis Foundation for needy individuals. Provide free guest days to access Fitness Plus. Support the following exercise-related community events: The American Heart Association Heart Walk, the American Cancer Society Relay for Life, the Arthritis Foundation Jingle Bell Run/Walk, The Medical Fitness Association Worldwide Walking Challenge and AARP’s Walking Program. Provide outreach to the Cape Girardeau, Bollinger, Scott and Stoddard County Health Departments’ efforts for exercise and walking programs. Host an annual joint obesity conference in conjunction with SoutheastHEALTH that aims to provide county health departments with better tools to help the community address obesity and promote a healthy lifestyle.

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Identified Health Needs		Strategies to Address Needs	
Problem	Contributing Factors	How?	Specific Strategies
Obesity (cont.)	Poor eating habits	Provide nutrition education and other resources through appropriate Medical Center channels and partnerships with other community resources	Gather BMI measurements from primary care practices to target education for patients.
			Increase the volume of patient referrals to The Healthy Weigh Program via clinical decision support reminders in physician practice EMR software and continue to promote The Healthy Weigh through community partners and employers. Provide nutrition and diet outreach in the four-county area through dietetic and wellness programs.
			In collaboration with the Saint Francis Medical Partners host the following community events throughout the three-year period.
			Comprehensive Approach to Diabetes Management Community Event (Dr. Zachariah and Dr. Adjovu).
			Obesity Management Community Event (Dr. Adjovu and Dr. Gibson).
			Weight Loss Solutions Community Event (Dr. Legrand).
Offer "Eat Move Lose" program to the community twice per year.			
Through the Wellness Department, offer metabolism measurement and nutrition counseling sessions (small fees apply) and host Healthy Bites Luncheons monthly.			
Cancer	Smoking	Provide support to current tobacco users who wish to stop abusing tobacco.	Continue smoking cessation programs. Use funding through smoking cessation grant provided from The Missouri Foundation for Health (MFH). These include smoking cessation classes, educational materials and nicotine replacement therapies for residents of Cape, Bollinger, Scott and Stoddard Counties. Funding for the MFH grant ends in October 2013.

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Identified Health Needs		Strategies to Address Needs	
Problem	Contributing Factors	How?	Specific Strategies
Cancer (cont.)	Smoking (Cont.)	Provide tobacco use prevention education to students.	Seek continued to continue tobacco use prevention and cessation. The current Missouri Foundation for Health grant allows Saint Francis to provide tobacco prevention education to middle and high-school-age students and employers in Cape, Scott and Bollinger Counties. This grant ends in October 2013.
	Cost of preventive screenings	Provide assistance to needy patients who cannot otherwise afford preventive cancer screenings (see also strategies to provide other preventive screenings under Chronic Disease Management).	Dig for Life annual fundraiser provides for free mammograms, transportation to treatments and breast cancer education to needy patients.
			Continue Saint Francis' collaboration with the Southeast Missouri Cancer Control Coalition, which sponsors free skin cancer screenings, lung screenings, and oral cancer screenings. CT scans to screen for lung cancer in smokers.
Lack of access to care	Provide assistance to needy patients who cannot otherwise afford cancer treatment.	Through Saint Francis Foundation, the Cancer Care Fund pays for cancer treatment, transportation costs and other costs associated with care for needy cancer patients.	
Chronic Disease Management	Poor eating habits	Provide education on the importance of proper nutrition to patients with chronic diseases. See also strategies under Obesity above.	The Diabetes Education Center, staffed by certified diabetic educators, provides free classes to diabetic patients that cover topics such as healthy diet, weight management and the importance of adhering to one's prescribed medication regimen.
			Exercise is Medicine offers exercise and physical activity to combat diabetes, hypertension and stroke. Exercise is Medicine encourages primary care physicians to include exercise when designing treatment plans.

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Identified Health Needs		Strategies to Address Needs	
Problem	Contributing Factors	How?	Specific Strategies
Chronic Disease Management (cont.)	Lack of access to care	Provide free or reduced cost health screenings.	<p>Free blood pressure checks are offered weekly by the Wellness Department. Heart and Health screenings annually in February for American Heart Month. Blood pressure and cholesterol tests offered free to the public.</p> <p>The Marketing and Referral Services Department assists the Medical Partners and community physicians in conducting periodic screening events for conditions such as heart disease, skin cancer, abdominal aortic aneurysm (AAA) and prostate cancer.</p> <p>A Cape Girardeau County grant secured by SFMC pays for two-thirds of the cost for cholesterol and blood pressure checks for all Cape Girardeau County residents 60 years of age and older</p>
		Improve access to specialist care beyond Cape Girardeau	<p>Saint Francis Healthcare System provides the following specialty satellite clinics:</p> <p>Sikeston (Scott County): radiation oncology, medical oncology provided to Missouri Delta Medical Center’s Infusion Center, neurology and cardiology.</p> <p>Dexter (Stoddard County): cardiology</p>
		Educate the public so that they become better informed about available providers of care, treatment and services	<p>The Consumer Call Center is a key resource for patients who inquire about provider availability, provider accepted insurance plans, Medicaid and Medicare questions, inquiries about scarce specialties and any other patient issues about accessing care.</p> <p>Partner with Bollinger County Health Department in women’s health day held in local grocery store.</p>
		Provide education and assistance to patient populations at high risk for hospital readmission.	<p>The Continuing Care Clinic provides education, close monitoring and follow-up care for “at risk” congestive heart failure (CHF) patients upon discharge to help these patients better manage CHF and prevent hospital re-admission. This program will be expanding to also target “at risk” patients discharged following treatment for acute MI (STEMI) and pneumonia. The Palliative Care Program uses a team-based approach to control symptoms.</p>

Needs identified in the CHNA but not addressed in this plan

While treatment for substance abuse and mental health conditions are a significant community health need identified by this assessment, Saint Francis Healthcare System will not be addressing this need as part of its 2013-16 CHNA implementation plan for the following reasons:

- Considerable resources are already allocated to address the other top-priority health needs identified by the 2012 CHNA;
- SoutheastHEALTH, the other community hospital in Cape Girardeau, already offers inpatient psychiatric treatment, and duplication of such services in the same community is not the best use of SFMC resources; and
- The significant resource requirements that would be necessary for Saint Francis Healthcare System to develop its own outpatient substance abuse and/or mental health treatment programs from the ground up is not feasible at this time. Saint Francis will instead continue to work with other community partners that offer such service in the community by making appropriate patient referrals.