

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 Medical Center. 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

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

Access to care and affordability of care are issues that play a role in most of the other major health needs identified. The table below summarizes Saint Francis Medical Center’s implementation strategies to address these key community health needs.

Saint Francis Medical Center – 2016-2019 CHNA Implementation Plan			
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.	Offer Fit Kids in Cape Girardeau and Jackson schools.
			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 AHA Heart Walk, the ACS Relay for Life, the Arthritis Foundation Jingle Bell Run/Walk, The MFA Worldwide Walking Challenge and AARP’s Walking Program. Provide outreach to Cape Girardeau. Cape Girardeau County Health Department Obesity Coalition was formed in April 2013 and has been expanded three years. It is now grant-funded. Offer Healthy Weigh diet, Weight Loss Solutions with Medicare coverage and Exercise is Medicine at reasonable costs to help improve health.

Saint Francis Medical Center – 2016-2019 CHNA Implementation Plan			
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 and community events to target education for patients through Healthy Community Coalition.
			Increase the volume of patient referrals to The Healthy Weigh 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). Obesity Management Community Event (Dr. Gibson). Weight Loss Solutions Community Event (Dr. LeGrand and Dr. Carson Cunningham).
			Offer free health and wellness talks for members and employees.
			Through the Wellness Department, offer metabolism measurement and nutrition counseling sessions (small fees apply) and host Healthy Bites Luncheons monthly.

Saint Francis Medical Center – 2016-2019 CHNA Implementation Plan			
Identified Health Needs		Strategies to Address Needs	
Problem	Contributing Factors	How?	Specific Strategies
Cancer	Smoking	Provide support to current tobacco users who wish to stop abusing tobacco.	Continue smoking-cessation programs. These include smoking-cessation classes, educational materials and nicotine replacement therapies for residents of Cape, Bollinger, Scott and Stoddard Counties. Smoke-free/tobacco-free campus started January 1, 2016. Offer patients nicotine patches.
		Provide tobacco use prevention education to pregnant mothers.	Through BABY & ME - Tobacco Free Program, a smoking-cessation incentive program offered at Saint Francis Healthcare System, mothers who quit smoking can win a \$25 monthly voucher diapers up to 6-12 months postpartum.

Saint Francis Medical Center – 2016-2019 CHNA Implementation Plan			
Identified Health Needs		Strategies to Address Needs	
Problem	Contributing Factors	How?	Specific Strategies
Cancer (cont.)	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).	<p>Dig for Life annual fundraiser provides for free mammograms, transportation to treatments and breast cancer education to needy patients.</p> <p>Continue Saint Francis' collaboration with the Southeast Missouri Cancer Control Coalition, which sponsors free skin cancer screenings, lung screenings and oral cancer screenings.</p> <p>CT scans to screen for lung cancer in smokers.</p>
	Lack of access to care	Provide assistance to needy patients who cannot otherwise afford cancer treatment.	<p>Cancer Care Fund</p> <p>Through Saint Francis Foundation, the Cancer Care Fund pays for cancer treatment, transportation costs and other costs associated with care for needy cancer patients. Outreach in Scott, Stoddard and Cape Girardeau Counties.</p>

Saint Francis Medical Center – 2016-2019 CHNA Implementation Plan			
Identified Health Needs		Strategies to Address Needs	
Problem	Contributing Factors	How?	Specific Strategies
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.	<p>Diabetic Support Group</p> <p>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.</p>
		Provide Exercise is Medicine to supplement medications for chronic disease management.	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.
	Cost of preventive screenings Smoking Cost of prescription drugs	<p>Provide assistance to needy patients who cannot otherwise afford preventive cancer screenings (see also strategies to provide other preventive screenings under Chronic Disease Management).</p> <p>See strategies outlined under Cancer section above.</p> <p>Provide assistance to needy patients who may have difficulty paying for prescription drugs or other indicated post-discharge treatment.</p>	<p>DASH diet for hypertension</p> <p>Healthy Bites Lunch and Learn</p> <p>Continuing Care Clinic used to manage congestive heart failure.</p> <p>See also the discussion on The Healthy Weigh program and other Saint Francis programs offered to the community above.</p> <p>See strategies outlined under Cancer section above.</p>

Saint Francis Medical Center – 2016-2019 CHNA Implementation Plan			
Identified Health Needs		Strategies to Address Needs	
Problem	Contributing Factors	How?	Specific Strategies
Chronic Disease Management (cont.)	Cost of preventive screenings Smoking Cost of prescription drugs (cont.)	Improve access to specialist care. Provide free or reduced-cost health screenings.	Case management provides low-income patients, upon discharge, assistance with pharmaceuticals, home medical equipment, home health visits and other requirements that they may not be able to afford.
			Free blood pressure checks are offered two times a month by the Wellness Department. Heart and Health screenings are offered annually in February for American Heart Month. Blood pressure and cholesterol tests are offered free to the public.
			The Marketing and Business assists the Medical Partners and community physicians in conducting periodic screening events for conditions such as heart disease, skin cancer and strokes.
			Saint Francis Medical Center provides the following specialty satellite clinics: Sikeston (Scott County): radiation oncology, medical oncology provided to Missouri Delta Medical Center’s Infusion Center, cardiology, obstetrics, gynecology, family practice and physical therapy. Dexter (Stoddard County): Outpatient Clinic
		Educate the public so they become better informed about available providers of care, treatment and services.	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. Also, provide follow-up upon discharge regarding health status.
		Provide education and assistance to patient populations at high risk for hospital readmission.	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 readmission. 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.
		Provide education to minority populations.	Will begin a partnership with Boston Scientific through the Close the Gap program to help educate medical workers and eliminate heart disease healthcare disparities.

Saint Francis Medical Center – 2016-2019 CHNA Implementation Plan			
Identified Health Needs		Strategies to Address Needs	
Problem	Contributing Factors	How?	Specific Strategies
Chronic Disease Management (cont.)	Cost of preventive screenings Smoking Cost of prescription drugs (cont.)	Provide education to minority populations (cont.).	Participation in #123forEquity. Saint Francis Healthcare System will increase the collection and use of race, ethnicity and language preference data, increase cultural competency training and increase diversity in leadership and governance to help eliminate healthcare disparities.

Saint Francis Medical Center – 2016-2019 CHNA Implementation Plan			
Identified Health Needs		Strategies to Address Needs	
Problem	Contributing Factors	How?	Specific Strategies
Healthcare Affordability	Cost of Healthcare	Availability of Rural Health Clinics, allowing special Medicare and Medicaid reimbursement.	Specific RHCs in the area include: <ul style="list-style-type: none"> • Jackson Family Care- Jackson, MO • Jackson Physician Associates- Jackson, MO • Immediate Convenient Care- Cape Girardeau, MO • Piedmont Physician Associates- Piedmont, MO • Saint Francis Outpatient Center- Dexter, MO • Charleston Family Care- Charleston, MO • Kneibert Clinic- Poplar Bluff, MO • Physicians Park Primary Care- Poplar Bluff, MO
Healthcare Affordability (cont.)	Cost of Healthcare (cont.)	Provide financial assistance for patients.	<p>Uninsured patient program: Patients who self-pay receive a 75 percent reduction of charges at the time of billing.</p> <p>Presumptive Charity: Self-pay balances are processed through a presumptive scoring program to determine if patient qualifies for assistance, with the possibility of their account being reduced to zero balance.</p> <p>Patient Financial Assistance Program: If a patient cannot pay and feels the presumptive scoring was unreasonable, a financial assistance application is available for further consideration.</p> <p>Sister Esther Emergency Fund: Helps patients in need of meals, phone calls, transportation and overnight lodging.</p> <p>Cancer Care Funds</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 Medical Center will not be addressing this need as part of its 2016-2019 CHNA implementation plan for the following reasons:

- Considerable resources are already allocated to address the other top-priority health needs identified by the 2016 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 Medical Center 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.
- Saint Francis recently acquired a multi-specialty clinic in Poplar Bluff, which employs a psychiatrist and mental health providers. Although mental health is not being addressed currently, future plans could include mental health outreach to nearby Stoddard County.

[Actions taken since 2013 to address health needs](#)

- Expansion of lung cancer screenings offering more lung cancer CT imaging free to targeted populations
- Participation in the Healthy Communities Coalition of Cape Girardeau County. Community committee addressing obesity in adults and children in Cape Girardeau County. Assisted with grant applications from the Missouri Department of Health and Senior Services.
- Worked with minority population in Southeast Missouri to raise awareness of early detection of cancers (breast, prostate, colon and lung). Sponsored events with Lincoln University Outreach for minority populations.
- Monthly Heart and Health screenings open to the public. Free to citizens of Cape Girardeau County 65 years and older. Grant funding to provide screenings. Free screenings for veterans from all designated CHNA surveys.
- Promote Baby & Me Tobacco Free from Missouri Foundation for Health.
- Offer Fit Kids program in Fitness Plus facility and in Meadow Heights School based on ACE program for exercise and nutrition.
- Other initiatives available upon request for reporting.