

**2016 COMMUNITY HEALTH NEEDS ASSESSMENT
IMPLEMENTATION STRATEGY**

GOAL: Address conditions that include obesity, unhealthy eating, diabetes, hypertension, high cholesterol, coronary disease, stroke, sleep apnea, osteoarthritis, COPD as well as other chronic disease conditions						
Objective	Action Steps	Responsible	Timeframe	Evaluation Metrics	Budget	Update
Develop and implement a chronic care management program. Services include medication review and assistance with self-management of multiple medications and health care education	<ul style="list-style-type: none"> ▪ Target patients most likely to have chronic conditions age 65 and above. ▪ Through WMC Physician Practices, Internal Medicine and Family Practice offices provide a care coordination program that emphasizes preventative care and wellness services to address and manage the following chronic conditions 	David Artman Lisa Conti	12/2017	# of patients enrolled in service	WMC Physician Practices	<p>WMC Physician Practices put a trial in place regarding the Chronic Care Management Program beginning in October of 2017.</p> <p>247 patient were enrolled in the program and after evaluation, the trial was abandoned due to lack of patient benefit.</p>

	<p>such as COPD, CHF, neurological conditions, cancer, chronic kidney disease, heart disease, stroke and arthritis</p> <ul style="list-style-type: none"> ▪ Implement care coordination via telephone to assist patients with setting appointments with PCP and specialists, utilization of community resources ▪ Post hospital discharge providing a mechanism to establish appointments with the patients primary care 					
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	provider					
Establish cardiac rehabilitation center that allows for rehabilitation and treatment of patients that have complex cardiovascular conditions not limited but including post-operative open heart surgery as well as other complex cardiac interventions.	<ul style="list-style-type: none"> ▪ Perform analysis in regards to the viability of a cardiac rehab program at WMC ▪ Identify location for cardiac rehab center that is easily accessible to the community ▪ Purchase equipment and identify management and staffing ▪ Provide education and outreach to the physician community and tertiary referral centers in 	David Artman Dave Michetti Clayton Henderson	1/2017 3/2017 3/2017 5/2017	# of patients enrolled in program	Administration, Marketing, Facilities and Supplies	<ul style="list-style-type: none"> ▪ New Program started in February 2017. ▪ 894 Patients have been enrolled in the Cardiac Rehab Program since inception. ▪ WMC's Cardiac Rehabilitation clinic is located at 705 Colliers Way, Weirton WV 26062. ▪ The team of WMC's Cardiac Rehab RN's and staff perform various outreach opportunities throughout the year including monthly support groups, Heart Health Month education and BP screening, yearly reunion celebration for current and former program participants. ▪ The staff works closely with neighboring communities and Pittsburgh area health systems including the Allegheny Health

	the Pittsburgh market					Network along with WVU hospitals to provide Cardiac Rehab services to those in need.
Host a heart healthy health fair to raise awareness of heart disease, provide free screenings, educate the community and encourage healthy eating and exercise.	<ul style="list-style-type: none"> ▪ Identify screenings to perform, location, date, supplies and staff needed for fair ▪ Recruit staff to perform free screenings ▪ Market event to the community through newspaper ad, Facebook and flyers throughout the community 	Kelli McCoy	1/2017	# of participants and screenings completed	Administration / Marketing	<p>Heart Health</p> <ul style="list-style-type: none"> • WMC observed Go Red Day for Women by offering lectures to the community about heart health. Dr. Vardhan Reddy, Heart Surgeon and WMC Chief Medical officer led a discussion about the importance of heart health. He, along with WMC Registered Dieticians presented key guidelines for living a heart healthy life. Members of media were on hand as well as members of the staff. • Cardiologist Stanley Mannino spoke about the Tryton Bifurcated Stent procedure. This is significant because this procedure allows patients with bifurcated lesions (a coronary artery narrowing occurring adjacent to, and/or involving, the origin of a significant

						side branch) to avoid bypass surgery and the unpredictable outcomes that can follow.
GOAL: Address the unhealthy lifestyle choices prevalent among residents in the service area such as smoking, poor nutrition and physical inactivity that contribute to health conditions such as cancer, chronic lung diseases, heart disease, obesity and diabetes						
Objective	Action Steps	Responsible	Timeframe	Evaluation Metrics	Budget	Updates
Implement self-referring lab testing continuously throughout the year instead of only 2 selective times during the year	<ul style="list-style-type: none"> ▪ Identify locations to offer the service ▪ Decide how much to charge for the service ▪ Market service to the community at large through newspaper ads, rack cards, Facebook and through WMC Physician Practice offices 	Dave Michetti Dave Michetti Kelli McCoy Lisa Conti			Laboratory, Marketing	WMC initiated a self-referral lab program with a full blood chemistry profile that allows patients to walk in for lab work at a specified price point. Patients do not need a physician order to obtain the specified lab profile test and the results are reported back to the patient. At this time, WMC performs approximately 300 self-referral lab profiles per month.
Provide free skin cancer screenings in May for Skin Cancer Awareness Month	<ul style="list-style-type: none"> ▪ Identify location, date and physician to perform screening 	Kelli McCoy Dr. Kittridge Kelli McCoy Kelli McCoy	2/2017 4/2017 5/2017	# of participants in screening	Communications, Administration, WMC Physician Practices	Dr. Ana Busquets performed free skin screenings for dozens of patients from three states. A number of patients were brought back for follow up

	<ul style="list-style-type: none"> Recruit staff for screening Market screening to community 					appointments as a way to combat skin disease.
Provide free prostate cancer screenings with a PSA blood test at a discounted rate in September for Prostate Cancer Awareness Month	<ul style="list-style-type: none"> Identify location, date and physicians to perform screening Recruit staff for screening Market screening 	<p>Kelli McCoy</p> <p>Kelli McCoy</p> <p>Kelli McCoy</p>	<p>6/2017</p> <p>8/2017</p> <p>9/2017</p>	# of participants screened	Communications, Administration, WMC Physician Practices	Shailen Sehgal, MD performed a free prostate cancer screening clinic in Robinson Township and Dr. Hardev Parihar, MD did the same in Weirton, WV.
Perform "Mammogram Blitz" in October for Breast Cancer Awareness Month by encouraging Women to get their mammogram	<ul style="list-style-type: none"> Outreach and educate community with a Breast Cancer Awareness Event Extend mammogram hours and days for the month of 	<p>Kelli McCoy</p> <p>Janice Bable</p> <p>Kelli McCoy</p>	<p>8/2017</p> <p>9/2017</p> <p>10/2017</p>	# of mammograms completed	Communications, Administration, Radiology	2018 saw an increase in mammograms as WMC increased staffing and hours for mammograms. With the opening of the multimillion dollar Breast Care Center, it made appointments as easy as ever, putting all Breast Care in one location for our patients. During the month of October we engage in community outreach and spread educational information to remind people of the importance of mammogram. In

	<p>October</p> <ul style="list-style-type: none"> Market extended services and event 					<p>October 2018, we also held a Breast Cancer Survivors' evening. WMC Breast care physicians presented discussions on the latest technology to fight the disease while recognizing "Slomski's Survivors"</p> <p>2019 will be another year where we will continue the mammogram blitz, outreach and education, along with extended hours for mammograms.</p>
<p>Implement the WMC HealthyU Wellness Program to include not only employees but the community to focus on healthy lifestyle choices and improving overall wellness</p>	<ul style="list-style-type: none"> Provide free workshops to include overall wellness topics such as: personal resilience, smoking cessation, diabetes, family matters, heart health and cholesterol, everyday habits and the prevention of cancer and hope for the 	<p>Kelli McCoy</p> <p>Dave Artman Kelli McCoy</p> <p>Dave Artman</p> <p>Kelli McCoy</p> <p>Donna Kittridge</p>	<p>1/2017</p> <p>4/2017</p> <p>5/2017</p> <p>1/2017</p> <p>3/2017</p>	<p>Number of people enrolled.</p>	<p>Marketing / Administration</p>	<p>WMC provides free fitness classes and free use of a state of the art on-site fitness facility open 24 hours. WMC also sponsors a yearly health fair for all employees with a variety of free screenings and health giveaways.</p> <p>WMC participated in the 2018 and (will again in 2019) the Annual Tri-State Medical Health Fair, providing blood pressure and pulse ox screenings to 250 visitors to the Follansbee Community House at no cost. WMC also provided free vein screenings and helped to make appointments for those who needed intervention with venous problems.</p>

	<p>whole person</p> <ul style="list-style-type: none"> ▪ Expand space for the on-site exercise classes and increase class offerings ▪ Consider expanding the personal trainer option to the community ▪ Allow overeaters anonymous to use WMC for monthly meetings ▪ Dieticians provide community outreach by encouraging healthy eating and habits 					
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GOAL: Address the community epidemic of drug and alcohol abuse by implementing new services, providing alternatives to the community and preventing over prescription of chronic pain medication						
Objective	Action Steps	Responsible	Timeframe	Evaluation Metrics	Budget	Updates
Implement neonatal abstinence abuse program with neonatal patient navigator to treat opioid addicted mothers and babies. Program will follow mother and child for 6 months post-delivery and provide everyday items for baby such as good, clothing and equipment such as car seats.	<ul style="list-style-type: none"> ▪ Research potential grants to help fund program and neonatal patient navigator position ▪ Apply for grants ▪ Recruit neonatal patient navigator ▪ Develop partnership with behavioral health service agency ▪ 	<p>Kelli McCoy</p> <p>Kelli McCoy</p> <p>Administration</p> <p>Julie Mazur/Autumn</p>	10/2016	Number of Mothers assisted with program.	Grant	<ul style="list-style-type: none"> ▪ WMC has received two grants one in 2017 and one in 2018 from the West Virginia Perinatal Partnership. ▪ Currently finishing up the application for a continuation of the grant from last year. ▪ Hired a full-time patient Navigator in January 2017. ▪ Developed working partnerships with area behavioral health providers.
Implement Non-narcotic Back & Neck Center as an alternative to pain management under the medical direction of Dr. Brian Ernstoff.	<ul style="list-style-type: none"> ▪ Identify office location ▪ Develop marketing plan 	<p>Lisa Conti</p> <p>Dave Artman</p> <p>Kelli McCoy</p>	1/2017	Number of new patients admitted to program	WMC Physician Practices	Established in 2017 as a way to provide an alternative to opioids for back and neck pain. This program has seen continued growth as more and more people turn to Dr. Brian Ernstoff to use rehabilitation to relieve pain.

<p>Perform constant evaluation of drug distribution in the emergency department. Physicians are no longer authorized to prescribe for chronic pain in the emergency department.</p>	<ul style="list-style-type: none"> ▪ Monitor Narcotic administration for compliance. ▪ Educate Emergency Room Staff and Physicians regarding the policy regarding chronic versus acute pain narcotic distribution. 	<p>Mary Vandine</p>	<p>1/2017</p>	<p>Monitor end of year statistics of narcotic administration for chronic pain in the Emergency Department</p>	<p>Emergency Room</p>	<p>The WMC Emergency Department reviews patient records daily for adherence to the chronic pain policy.</p> <p>Physician and Advanced Practice Providers review the WV Board of Pharmacy Controlled Monitoring Program prior to prescribing any controlled medication.</p>