

**2016 COMMUNITY HEALTH NEEDS ASSESSMENT  
IMPLEMENTATION STRATEGY**

<b>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</b>						
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"> <li>▪ Target patients most likely to have chronic conditions age 65 and above.</li> <li>▪ 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 such as COPD, CHF, neurological conditions, cancer, chronic kidney disease, heart disease, stroke and arthritis</li> <li>▪ Implement care coordination via telephone to assist patients with setting appointments with PCP and specialists, utilization of community resources</li> <li>▪ Post hospital discharge providing a mechanism to establish appointments with the patients primary care provider</li> </ul>	David Artman Lisa Conti	12/2017	# of patients enrolled in service	WMC Physician Practices	
Establish cardiac rehabilitation center that allows for rehabilitation and treatment of patients that have complex cardiovascular conditions not limited but including post-operative	<ul style="list-style-type: none"> <li>▪ Perform analysis in regards to the viable of a cardiac rehab program at WMC</li> <li>▪ Identify location for cardiac rehab</li> </ul>	David Artman Dave Michetti Clayton Henderson	1/2017  3/2017	# of patients enrolled in program	Administration, Marketing, Facilities and Supplies	



open heart surgery as well as other complex cardiac interventions.	<ul style="list-style-type: none"> <li>center that is easily accessible to the community</li> <li>Purchase equipment and identify management and staffing</li> <li>Provide education and outreach to the physician community and tertiary referral centers in the Pittsburgh market</li> </ul>		<p>3/2017</p> <p>5/2017</p>			
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"> <li>Identify screenings to perform, location, date, supplies and staff needed for fair</li> <li>Recruit staff to perform free screenings</li> <li>Market event to the community through newspaper ad, Facebook and flyers throughout the community</li> </ul>	Kelli McCoy	1/2017	# of participants and screenings completed	Administration / Marketing	
<b>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</b>						
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"> <li>Identify locations to offer the service</li> <li>Decide how much to charge for the service</li> <li>Market service to the community at large through newspaper ads, rack cards, Facebook and through WMC Physician Practice offices</li> </ul>	<p>Dave Michetti</p> <p>Dave Michetti</p> <p>Kelli McCoy Lisa Conti</p>			Laboratory, Marketing	
Provide free skin cancer screenings in May for Skin Cancer Awareness Month	<ul style="list-style-type: none"> <li>Identify location, date and physician</li> </ul>	Kelli McCoy Dr. Kittridge	2/2017	# of participants in screening	Communications, Administration,	



	<ul style="list-style-type: none"> <li>to perform screening</li> <li>Recruit staff for screening</li> <li>Market screening to community</li> </ul>	Kelli McCoy Kelli McCoy	4/2017 5/2017		WMC Physician Practices	
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"> <li>Identify location, date and physicians to perform screening</li> <li>Recruit staff for screening</li> <li>Market screening</li> </ul>	Kelli McCoy Kelli McCoy Kelli McCoy	6/2017 8/2017 9/2017	# of participants screened	Communications, Administration, WMC Physician Practices	
Perform "Mammogram Blitz" in October for Breast Cancer Awareness Month by encouraging Women to get their mammogram	<ul style="list-style-type: none"> <li>Outreach and educate community with a Breast Cancer Awareness Event</li> <li>Extend mammogram hours and days for the month of October</li> <li>Market extended services and event</li> </ul>	Kelli McCoy Janice Bable Kelli McCoy	8/2017 9/2017 10/2017	# of mammograms completed	Communications, Administration, Radiology	
Implement the WMC HealthyU Wellness Program to include not only employees but the community to focus on healthy lifestyle choices and improving overall wellness	<ul style="list-style-type: none"> <li>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 whole person</li> <li>Expand space for the on-site exercise classes and increase class offerings</li> <li>Consider expanding the personal trainer option to the community</li> <li>Allow overeaters anonymous to use WMC for monthly meetings</li> <li>Dieticians provide community</li> </ul>	Kelli McCoy Dave Artman Kelli McCoy Dave Artman Kelli McCoy Donna Kittridge	1/2017 4/2017 5/2017 1/2017 3/2017	Number of people enrolled.	Marketing Administration /	



	outreach by encouraging healthy eating and habits					
<b>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</b>						
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"> <li>▪ Research potential grants to help fund program and neonatal patient navigator position</li> <li>▪ Apply for grants</li> <li>▪ Recruit neonatal patient navigator</li> <li>▪ Develop partnership with behavioral health service agency</li> <li>▪</li> </ul>	<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	
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"> <li>▪ Identify office location</li> <li>▪ Develop marketing plan</li> </ul>	<p>Lisa Conti</p> <p>Dave Artman</p> <p>Kelli McCoy</p>	1/2017	Number of new patients admitted to program	WMC Physician Practices	
Perform constant evaluation of drug distribution in the emergency department. Physicians are no longer authorized to prescribe for chronic pain in the emergency department.	<ul style="list-style-type: none"> <li>▪ Monitor Narcotic administration for compliance.</li> <li>▪ Educate Emergency Room Staff and Physicians regarding the policy regarding chronic versus acute pain narcotic distribution.</li> </ul>	Mary Vandine	1/2017	Monitor end of year statistics of narcotic administration for chronic pain in the Emergency Department	Emergency Room	
Assess the need to expand The Pain Center to accommodate more patients	<ul style="list-style-type: none"> <li>▪</li> </ul>					

