

Conway Regional Health System

Implementation Strategy

For FY 2016 – 2018

Conway Regional has been meeting the health needs of Faulkner County residents for 78 years. Organized in 1938, Conway Regional's mission states that we are accountable to the community to provide high-quality, compassionate health care services.

Conway Regional Medical Center is a 154 bed hospital located in Conway, Arkansas. Almost half of the patients seen at Conway Regional are residents of Conway; just fewer than 20% come from the surrounding areas of Faulkner County and a little more than 20% come from the surrounding counties of Cleburne, Conway, Perry and Van Buren.

Conway Regional Health System includes 7 primary care clinics, a cardiovascular clinic, many outpatient service options for patients, and a rehabilitation hospital. Conway Regional Rehabilitation Hospital is the only licensed acute inpatient rehabilitation hospital in Faulkner County, and it contributes to the health system's overall goal to meet the health needs of people living within the five county service area.

Target Areas and Population

Conway Regional Health System focused the Community Health Needs Assessment (CHNA) on Faulkner County. While Conway Regional serves a five county area, it was decided that we would focus on our primary service area, Faulkner County, and then grow programs and support for the secondary service area of Cleburne, Conway, Perry and Van Buren Counties.

How the Implementation Strategy was Developed

Conway Regional's Implementation Strategy was developed in partnership with Perception Health, an analytics company in Nashville, Tennessee, based on the findings and priorities established through the CHNA and a review of the hospital's existing community benefit plan.

Conway Regional is part of the Human Services Coalition that serves Faulkner County. This coalition recognized the opportunity to evaluate the needs of the community. Conway Regional, with the support of other coalition members, moved forward and provided all financial support for the collection, assessment and distribution of data. To ensure the input of persons with broad knowledge of the community we worked with a number of community and health organizations throughout the process including:

- City of Conway/Faulkner County Government
- Faulkner County Health Department/HomeTown Health Initiative of Faulkner County
- State of Arkansas Department of Health
- United Way of Central Arkansas

In addition to these organizations we also used a community summit and telephone survey to involve the general public in the needs assessment process.

Conway Regional has pinpointed key individuals in the hospital to champion our priority areas determined through the needs assessment process. The champions will work with individuals and organizations in the community to help reach the established goals.

Major Needs and How Priorities were Established

With support from Perception Health, Conway Regional undertook a structured approach to review public health data by conducting phone surveys and establishing a Community Health Summit with key members of the community. The assessment resulted in 3 health needs identified for Faulkner County: obesity, nutrition and exercise, and chronic disease management.

Based on the findings, Conway Regional determined there were three key areas to focus on: obesity, nutrition and exercise, and disease management. These areas were determined to be a priority because of the number of people affected and the preventative measures that could be taken to impact the health of the community.

Conway Regional's review of current community benefit programs found that the hospital was already working on and impacting several of the established needs through the current community benefit programs and charity care; Medicaid and SCHIP services as well as continuing health professional education programs.

Description of What Conway Regional Health System will do to Address Community Needs

Conway Regional pinpointed key individuals in the hospital to champion each of the priority areas determined through the needs assessment. These individuals will work with people in the community to help reach the established goals. Each champion has a group to assist with their goals, whether it be the hospital's community benefit representative, members of the Human Services Coalition or other key community people.

The three focus areas for Conway Regional for this assessment period are obesity, nutrition and exercise, and chronic disease management.

In addition, Conway Regional will continue to meet community needs by providing charity care; Medicaid and SCHIP services; community benefit programs and continuing health professional education programs.

Action Plans

Obesity

Goal: Conway Regional Health System will work to reduce childhood obesity by 1% per year in the next three years. Faulkner County reported childhood obesity rates of 17%.

Tactics: Conway Regional will continue to promote participation in the Kids Run Arkansas[®] program. Kids Run Arkansas[®] is a collaboration between Conway Regional and Physical Education coaches and teachers in the schools in Faulkner County. This is a family-friendly event which promotes activity to the entire family. Information about Kids Run Arkansas[®] will continue to be promoted through fliers, website, newspaper and word of mouth, and targeted email marketing.

Tactics: Conway Regional Women's Council took on childhood obesity as a primary focus in 2016, and will continue this in the future. The focus will be on healthy nutrition for children and the importance of breastfeeding to prevent obesity.

Tactics: The Women's Council will continue to fund grants that assist educators with wellness programs in Faulkner County.

Goal: Conway Regional will work to reduce adult obesity by 3% over the next three years. Faulkner County reported that 30% of the population was obese in 2015, and the Conway Regional Rehabilitation Hospital reported 19.2% of the patients to be obese. Conway Regional Medical Center reported obesity for 12.4% of patients in 2015.

Tactics: Conway Regional will work with other organizations in the community to increase the availability of organization wellness programs.

Nutrition and Exercise

Goal: Conway Regional will increase the activity for the population of Faulkner County by 3% over the next three years. This initiative will be called "Get Conway Moving". According to the Robert Wood Johnson Foundation, in 2015, 29% of the population in Faulkner County reported no leisure-time physical activity.

Tactics: The health system will work with other businesses in the community to create corporate wellness challenges. Employees will compete with people from other businesses in health-related areas.

Tactics: Conway Regional will continue to sponsor and support infrastructure within the community that encourages exercise. This could include walking trails, playgrounds, or other fitness equipment.

Goal: Conway Regional would like to influence nutritional behaviors of people in Faulkner County by implementing a "Counter the Culture" initiative.

Tactics: The Women's Council will focus on increasing awareness about the importance of nutrition for overall health. This will include the disbursement of materials related to the importance of healthy eating for a higher quality of life, as well as grocery shopping tips. The Women's Council will also use the "Color Your Plate" initiative to educate students about the need for colorful vegetables and fruits with every meal.

Chronic Disease Management

Goal: Conway Regional will work to reduce the rate by 2% over the next three years by focusing on improving nutrition, increasing exercise, and lowering obesity. Diabetes affects 35% of Conway Regional Rehabilitation Hospital patients and 20.4% of Conway Regional Medical Center patients.

Tactics: The Diabetes Education department of Conway Regional purchased a “mobile kitchen” to teach the community about healthy cooking. This kitchen will be used at numerous events around the county, and will demonstrate recipes that are nutritious and easy to make.

Tactics: Conway Regional offers a wellness program to employees to help decrease the risk of chronic diseases, and this program will be expanded to other members of the community.

Tactics: Conway Regional Rehabilitation Hospital requires nutritional counseling for all patients admitted that are diagnosed with diabetes.

Next Steps for Priorities

For each of the priority areas listed above, Conway Regional will work with community partners to:

- Identify any related activities being conducted by others in the community that could be built upon.
- Continue to develop measurable goals and objectives so that their effectiveness can be measured.
- Build support for the initiatives within the community and among other health care providers.
- Develop detailed work plans.

Needs not being Addressed and the Reasons

Conway Regional will continue initiatives that are already in place to educate and influence the habits of people in Faulkner County. These include the dietetics staff working to improve the healthy food offered through the hospital cafeteria for employees and visitors, multiple support groups, a diabetes education program, a diabetes management program as well as participation in health fairs and speaking engagements throughout the community promoting health.

Smoking/Drinking/Drug Abuse

Conway Regional offers a smoking cessation program for our employees through an employee based wellness program but does not currently offer this service to the community. As the wellness programs increase in Conway and Faulkner County, smoking cessation will most likely be one aspect that employers will add to their benefits. Currently, support and resources are available through Community Services, Inc. as it has an initiative in place to decrease smoking in Faulkner County.

Access to Care

The need for increased Physician/Clinical Workforce should impact the overall access to care. One way we are increasing access is through collaboration with UAMS Center for Distance Health called ARSAVES that allows Conway Regional to provide emergency room patients experiencing a stroke, lifesaving treatment. The program provides patients with access to specially trained neurologists through two-way video 24 hours a day, 7 days a week. We also continue efforts to recruit physicians and clinical staff. As the availability of physicians increases, the need for access should decrease. Conway Regional will continue efforts to recruit physicians but there is not a point established where all physician needs or access needs will be met.

Approval

Each year the Conway Regional Board of Directors reviews the allocation of funds and resources for community benefit and adjusts the resources as needed. The implementation strategy addresses Conway Regional's priority for community needs and will be evaluated annually for updates. This report was prepared for the October 26, 2016 meeting of the Board of Directors of Conway Regional Rehabilitation Hospital, as well as the November 7, 2016 meeting of the Board of Directors of Conway Regional Health System.

Conway Regional Health System Board of Directors Approval:



Barbara G Williams, RN, PhD
Conway Regional Health System
Board of Directors – Chairman



Matt Troup, FACHE
Conway Regional Health System
President and CEO

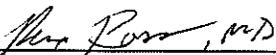
11/7/2016

Date

11/11/16

Date

Conway Regional Rehabilitation Hospital Board of Directors Approval:



Rex Ross, M.D.
Conway Regional Rehabilitation Hospital
Board of Directors - Chairman



Alicia R. Kunert
Conway Regional Rehabilitation Hospital
Executive Director

10/26/2016

Date

10/26/2016

Date