

# Wilson Health

## Implementation Strategies 2023-2025



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### Mission & Vision

#### **Our Mission:**

To improve the health and wellness of our communities by delivering compassionate, quality care.

#### **Our Vision:**

To be a trusted, nationally-recognized leader of innovative, collaborative, community health.

#### **Our Values:**

ASPIRE – Always Serve with Professionalism, Integrity, Respect and Excellence

### Community Served

Shelby County, Ohio

### Background:

Wilson Health is a non-profit organization that strives to provide quality care, better experiences and healthy outcomes. Like all healthcare systems, Wilson Health is facing transformative industry changes at the national, state, and regional levels. Its Strategic Plan has a strong focus on the community and collaboration, and the implementation strategies mirror that commitment. Wilson Health is located in the City of Sidney, Shelby County, Ohio. It is a community resource motivated by its respect for the people that it serves. Wilson Health is the County's only independent, full-service community hospital and is accredited by the Healthcare Facility Accreditation Program (HFAP) for holding the highest of standards for quality care and patient safety.

In 2021, over thirty hospitals came together to conduct a collaborative Community Health Needs Assessment (CHNA) for Southwest Ohio. The work was led by The Health Collaborative in Cincinnati, Ohio and the Greater Dayton Area Hospital Association in Dayton, Ohio. Results in the CHNA report include data from a survey, qualitative data from multiple focus groups, an analysis of available secondary data, and findings from health departments.

### Prioritization of Community Health Needs

The top priority areas reported in the Regional CHNA report were:

- Cardiovascular Health
- Mental Health
- Arthritis/Osteoporosis
- Respiratory Health/Asthma
- Dental Health
- Maternal Health
- Prevention

## Planning Process for Wilson Health

Margo O'Leary, Director of Marketing - Communications, convened select internal stakeholders on July 27, 2022 to identify the strategies listed below to meet the health needs identified by the community as top areas of health concern in the region. The participants included hospital representatives, a GDAHA representative and two consultants. Due to the COVID-19 pandemic, some programs identified as top priorities in the prior implementation plan were temporarily delayed or scaled back as the hospital pivoted to address the immediate and urgent needs of the community. Fortunately, all programs are now being offered to the community and even expanded in scope as many community needs have increased as a result of the pandemic.

## IMPLEMENTATION STRATEGIES

### Drug Detox Program

Community Needs addressed: Substance abuse, mental health, and prevention.

Goal: To increase the resources available for people suffering from addiction, especially opioid.

Strategy/Action: Create a partnership to develop an inpatient detox program.

Background: Just like many other counties in Southwest Ohio, Shelby County has been experiencing an increase in drug overdose deaths and mental health needs. In partnership with local agencies and organizations, Wilson Health created a program to support and treat patients struggling with substance abuse issues.

Partner(s): New Vision Withdrawal Management; Shelby County Drug Task Force; Wilson Health Medical Group Physicians; Family Resource Center of Shelby Co.

Resources: CADAC II Service Coordinator; Community Outreach Coordinator; Intake Specialist

Timing: 2023-2025

Evaluation of Impact: Number of people who complete treatment

Executive Sponsor: Missy Tallmadge, Chief Nursing Officer

### Telemedicine Program

Community Needs addressed: Prevention and mental health

Goal: To increase access to primary care, behavioral healthcare, & mental healthcare.

Strategy/Action: Implement telehealth services to ensure access to patients throughout the Wilson Health healthcare system to help decrease barriers to care.

Background: Telehealth is an important resource in this rural county where many patients experience barriers to care. Rates of breast, lung cancer, and overall cancer are higher here than for the United States or the State of Ohio. There are also fewer primary care providers per capita. During the COVID-19 pandemic, telemedicine became an even more important resource as the barriers that already existed widened and patients were hesitant to come into a hospital or office setting for care. Because of this the program expanded in scope between 2020-2022 to include not just primary care, but also behavioral health care. Future plans to

expand telemedicine to other specialties are planned as well.

Partner(s): Wilson Health Medical Group; Wilson Health Medical Staff

Resources: Meditech EMR; Microsoft TEAMS Telehealth Platform

Timing: 2023-2025

Evaluation of Impact: Number of patients who utilize telehealth services for care

Executive Sponsor: Larry Meyers, Chief Information Officer

## **Community Based Health Clinics**

Community Needs addressed: Prevention, cardiovascular health,

Goal: To increase access to primary care.

Strategy/Action: Create community-based clinics, with the collaboration of local schools and employers, to establish on-site and/or near-site for more residents to access.

Background: There are fewer primary care providers per capita in Shelby County than in Ohio or the United States. Access to care was a priority at the community meetings, in agency surveys, and from the local health department. Rates of breast, lung cancer, and overall cancer are higher here than for the United States or the State of Ohio. Lung cancer and heart disease are the leading causes of death.

Partner(s): Local Employers; School Systems

Resources: Shelby County United Way; The Community Foundation of Shelby County; Schools

Timing: Sidney School District Health Clinic opened in 2021, with plans to add more clinics in the future

Evaluation of Impact: Track the number of people who receive care annually

Executive Sponsor: David Buchanan, VP of Business Development

## **Chronic Disease Management & Prevention**

Community Needs addressed: Access to care, prevention and cardiovascular health

Goal: Increase knowledge about chronic diseases in general, including prevention and disease management

Strategy/Action: Community engagement to provide education, screening and support to prevent and/or manage chronic diseases

Background: Access to care was a priority at the community meetings, in agency surveys, and from the local health department. Rates of breast, lung cancer, and overall cancer are higher here than for the United States or the State of Ohio. Lung cancer and heart disease are the leading causes of death. In addition, the percentage of the population age 65 and older is increasing and exceeds the state percentage.

Partner(s): Wilson Health Medical Group network of healthcare providers; Local YMCA; Senior Centers; Local Employers and Schools

Resources: Wilson Health Foundation

Timing: 2023 - 2025

Evaluation of Impact: Decreased use of Emergency Department for non-emergent medical issues

Executive Sponsor: Dr. Robert McDevitt, Chief Medical Officer

### **3-D Mammography Screening**

Community Needs addressed: Access to care, prevention

Goal: To increase the number of women who receive 3-D mammograms.

Strategy/Action: Continue and expand screening for breast cancer with 3-D mammography.

Background: 3-D mammography has the following advantages: early detection of breast cancer in the absence of any signs or symptoms; less need for follow-up imaging; identifies more cancers; and improves detection of cancer in dense breast tissue. It is anticipated that a Mobile Mammography Unit will be added in the near future.

Partner(s): Wilson Health Medical Group; Employers/Area Businesses

Resources: Wilson Health Foundation VIPink Fund

Timing: 2023 -2025

Evaluation of Impact: Number of women who receive mammograms

Executive Sponsor: Missy Tallmadge, Chief Nursing Officer

### **Safe Sleep**

Community Needs addressed: Maternal Health

Goal: To emphasize the importance of Safe Sleep Education and to disseminate it effectively throughout our communities.

Strategy/Action: Provide safe sleep education to families/caregivers of infant < 1 year; Identify families needing a safe sleep space and provide resources

Background: SIDS is the leading cause of death among babies between 1 month and 1 year of age. This program focuses on actions parents and caregivers can take to help babies sleep safely and to reduce the risk of Sudden Infant Death Syndrome (SIDS) and other sleep-related causes of infant death.

Partner(s): Cribs for Kids®; Shelby County Health Department; Wilson Health Pediatrics

Resources: Wilson Health Foundation; Cribs for Kids®

Timing: 2023 -2025

Evaluation of Impact: Reduce the number of Sudden Infant Death (SID) rates in Shelby County

Executive Sponsor: Missy Tallmadge, Chief Nursing Officer

## **Baby & Me Tobacco Free**

Community Needs addressed: Maternal health, lung/respiratory health

Goal: Support pregnant women to quit using tobacco and vaping products.

Strategy/Action: Employ a full time certified tobacco treatment professional to provide free smoking and vaping cessation education and support for women who are pregnant or up to one year post-partum.

Background: Tobacco use is a risk factor for poor birth outcomes and infant health. This program was designed to provide free tobacco and vaping cessation support for women who are pregnant or up to one year postpartum. Women who complete the series of seven classes receive incentives to support their babies throughout the course such as diapers and wipes.

Partner(s): CVS Health

Timing: 2023 -2025

Evaluation of Impact: Number of women who participate in and complete the program

Executive Sponsor: Missy Tallmadge, Chief Nursing Officer, Mary Moeller, Certified Tobacco Treatment Specialist

## **Significant Health Needs that will not be addressed:**

Wilson Health acknowledges the wide range of priority health issues that emerged from the CHNA process and determined that it could effectively focus on only those health needs which are the most pressing, and within its ability to influence. Wilson Health does not intend to address the following health need(s):

- **Dental Health** - It was determined that addressing this need was best served by others in the community who have applicable expertise, capacity and adequate resources. Wilson Health will continue to support strong partners in the community and effectively address the needs of the community we serve.

This Community Health Needs Assessment Implementation Plan for fiscal year end 2022 was approved by the Wilson Health Board of Trustees at its meeting held on April 26, 2023.

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, Chair  
Wilson Health Board of Directors

A handwritten signature in cursive script, reading "WA Klatun", written over a horizontal line.

, President and CEO  
Wilson Health