



REPORT TO OUR COMMUNITY

FY 2012



Advanced Care
of White County *hospital*





REPORT TO OUR COMMUNITY

FY 2012

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OUR MISSION

To improve the quality of health and well being for the communities we serve through compassionate care.

OUR VALUES

Integrity – We keep our promises.

Teamwork – We work together.

Compassion – We are sensitive to others.

Excellence – We are committed to quality.

Stewardship – We manage responsibility.

Innovation – We embrace creativity.

Servanthood – We have a heart for serving others.

OUR HONORS

2012 Governor's Quality Award

2012 Governor's Work-Life Balance Award and
Mature Worker Friendly Award

2012 Arkansas Foundation for Medical Care Quality
Innovator Award

2012 MedAssets 'Cost Management
Performance Award'

DEAR FRIENDS,

We are thankful to be part of this great community and strive to provide excellent care. Our community is the area we serve, which includes Cleburne, Jackson, Prairie, Lonoke, White and Woodruff counties.

White County Medical Center, along with the Advanced Care Hospital of White County, was charged with learning more about the specific health needs in the community we serve. While we try to have our finger on the pulse of healthcare in our geographic area, the two hospitals formed a team to research what we can do to meet the health needs of our community moving forward.

Through this collaborative effort, the team conducted a comprehensive Community Health Needs Assessment to ensure that we gathered a true understanding of the health needs in our area. The following report explains the research and findings in greater detail.

Also, I am glad to share with you that our hospital's Board of Directors has already taken a significant step toward addressing the health needs in our community. In the coming months and years, our hospital's community outreach associates will focus on meeting the needs of our community in the areas of access to primary care, preventative health and wellness, and chronic disease management.

We look forward to serving you.

Yours in good health,



Ray Montgomery
CEO/President
White County Medical Center





DEAR COMMUNITY MEMBERS,

The Advanced Care Hospital of White County was established in 2007 to fill a need in the community. Our hospital is certified as a long-term acute care facility that cares for patients who no longer need care in an Intensive Care Unit setting, yet are still too sick to return home with home health care or to a nursing home.

As a non-profit hospital, we are committed to adding value to the community; therefore, our community benefit efforts are more than financial assistance. Our endeavors led us to take a measured approach to identify and discuss ways to meet the ever-changing healthcare needs in our service area.

Community health is our priority. As you read through the following information, you will see that our efforts have involved collaborative partnerships, which are the key to the growth and success of future wellness initiatives.

The hope for healthier lives in our community depends on all of us working together to ensure the best possible results for generations to come.

Sincerely,

Terri Parsons
Administrator
Advanced Care Hospital of White County



THE MISSION OF ADVANCED CARE HOSPITAL

Advanced Care Hospital of White County associates and partners, through a spirit of servanthood, are committed to the continuous improvement of quality patient care, the provision of highly satisfied patient care at reasonable prices, the maintenance of an adequate margin for reinvestment in new technology, facility improvements, human resources, and a leadership role for positive change in the healthcare environment.

Advanced Care
of White County
hospital

OUR WORK

As the leading healthcare provider in a six-county area, White County Medical Center associates strive to improve the quality of health and well being for the communities it serves through compassionate care. White County Medical Center is the largest employer in a six-county area with more than 1,750 associates; the area includes Cleburne, Jackson, Lonoke, Prairie, White and Woodruff counties. The facility has a combined total of 438 licensed beds and a medical staff of 150 physicians that specialize in various areas of healthcare.

Additionally, the Advanced Care Hospital of White County, a 27-bed long-term acute care facility, operates on White County Medical Center's South Campus. The Advanced Care Hospital of White County primarily serves Cleburne, Jackson, Lonoke, Prairie, White and Woodruff counties; however, it also serves the remaining Arkansas counties, as it is one of only eight long-term acute care hospitals in the state.

White County Medical Center offers a wide range of healthcare services to the region, including:

- 24-hour Emergency Care at a Level III Trauma Center, as well as AR SAVES (Arkansas Stroke Assistance through Virtual Emergency Support), which provides immediate care for stroke victims
- Cardiac Intervention
- Clearview (senior psychiatric care)
- Compass (adult psychiatric care)
- Comprehensive Cancer Care at White County Oncology inside the CancerCenter of Excellence
- Critical Care
- Diabetes Education Program, certified by the American Diabetes Association
- Durable Medical Equipment
- Home Health, named a Top 500 Agency by HomeCare Elite
- Inpatient Hospice
- Inpatient Rehabilitation
- Imaging Center (64-slice CT, cath lab, MRI, ultrasound)
- New Life Center
- Outpatient Rehabilitative Services
- PrimeTimes, a program for seniors age 55 and older
- Sleep Center, accredited by the American Academy of Sleep Medicine
- Sports Medicine
- Surgical Services, including one of the most advanced robotic da Vinci® Surgical Systems in Arkansas
- Wound Care Center

Also, White County Medical Center has a family of physician clinics throughout Searcy including: Family Practice Associates, Orthopaedic and Spine Center of Central Arkansas, Searcy Medical Center and Searcy Medical Center – West Clinic, Westside Family Medical Clinic, White County Medical Center Cardiology Clinic and White County Oncology.



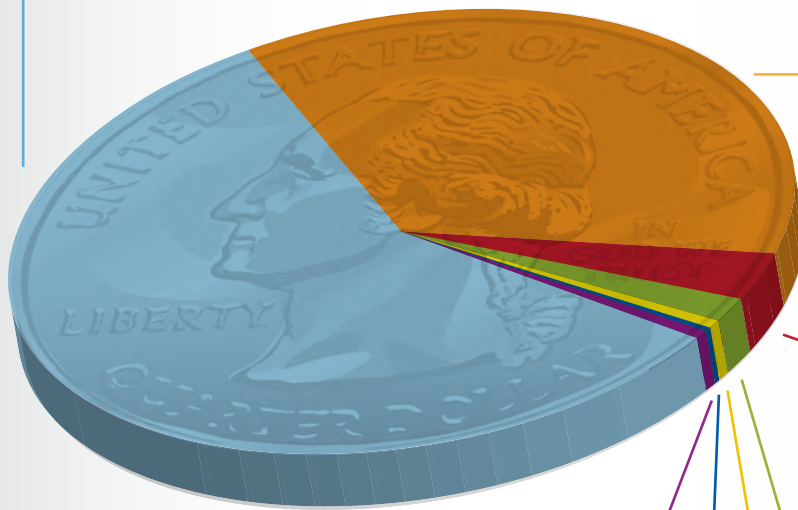
“ We do not want to be merely average or good; we want to be **‘world class.’** ”

OUR WORK

\$8,450,314

Subsidized Health Services

Clinical programs that are provided despite a financial loss, but the service meets an identified community need and if no longer offered would be unavailable or fall to the responsibility of the government or other non-profit organization.



\$5,369,621

Financial Assistance & Means-Tested Government Programs

Unpaid cost of public programs for low-income persons.

\$474,613

Community Health Improvement Services & Community Benefit Operations

Costs associated with staff and community health needs and/or assets assessment, as well as other costs associated with community benefit strategy and operations.

\$60,008

Health Professions Education

Cost of teaching students, physicians, nurses and other health professionals who are not on the medical staff or employed by WCMC or the Advanced Care Hospital of White County.

\$234,971

Community Building Activities & Operations

Cost of programs that improve the physical environment, promote economic development and support health advocacy and coalition efforts.

\$43,449

Research

The study and/or data collection of health indicators to generate increased general knowledge made available to the public.

\$92,055

Financial & In-kind Contributions

Funds and in-kind services donated to individuals not affiliated with the organization or to community groups and other non-profit organizations.

OUR INVOLVEMENT

White County Medical Center and the Advanced Care Hospital of White County have always worked to provide health benefits to the community through education and health screenings, classes and support groups, and other health and wellness-related events and programs. Many of the programs WCMC already offers were created as a response to previous community surveys, which include:

- A Day of Caring
- Active Partnership for Heart Healthy Living
- AARP Driver's Safety Course
- Breast Cancer Awareness Luncheon
- Breast-feeding Class
- Business Expo, Searcy Chamber of Commerce
- Cancer Connectors
- Childbirth Class, also available in Spanish
- Diabetes Support Group
- Get Down Downtown
- Heart Healthy Day
- Infant CPR & Safety Class
- Insulin Pump Support Group
- KC Koala Healthy Presentations
- Ladies' Night Out, Searcy and Cabot
- Look Good ... Feel Better
- M*A*S*H (Medical Application of Science for Health)
- Prenatal Yoga
- PrimeTimes, program tailored for adults 55 and older
- Race for the Cure, Searcy Team
- Red Ribbon Week, Drug-free Campaign
- Senior Expo
- Searcy Optimist Club Pee-Wee Football League
- Searcy Girl's Softball League
- Sibling Class
- Sports Physicals for local athletes
- SNAP (Summer Activities Nursing Program)
- Teen Mothers-to-be Class
- Tours of White County Medical Center for school groups
- Trick-or-Treat on the Square
- United Way Luncheon
- White County Fair Booth and Senior's Day at the Fair
- White County Medical Center Auxiliary Community Education on organ donation through ARORA
- White County Medical Center Home Health Agency Health Fairs

Under the Patient Protection and Affordable Care Act of 2010, the Internal Revenue Service (Form 990, Schedule H) has requested that non-profit hospitals conduct a comprehensive Community Health Needs Assessment to identify additional health needs in the community and suggest ways that White County Medical Center and the Advanced Care Hospital of White County can potentially meet those needs.





COMMUNITY SPONSORSHIPS

This list represents organizations throughout the community that White County Medical Center gave either unrestricted sponsorships or donations in 2012 to benefit the community in the areas of health and well-being, community building, and safety:

- American Cancer Society
- Arkansas State Fraternal Order of Police
- Bald Knob Chamber of Commerce
- Bald Knob Public Schools
- Beebe Public Schools
- CASA of White County
- Dr. Robert E. Elliott Foundation
- Domestic Violence Prevention
- Family Business Services
- Freedom Explosion
- Harding Academy Robotics
- Harding University Athletics
- Jacob's Place Homeless Mission
- Junior Auxiliary of Searcy, programs that benefit local children
- Main Street Searcy
- Pangburn Public Schools
- Relay for Life (Beebe and Searcy)
- Searcy Civitan Club
- Searcy Public Schools
- Searcy Regional Chamber of Commerce
- Searcy Sharks Swim Team
- Susan G. Komen for the Cure
- White County Fair Association
- W.I.S.E. Coalition



COMMUNITY INVESTMENT OF WCMC'S ADVANCED CARE HOSPITAL

For the Advanced Care Hospital of White County, community benefit investments represented **2.83%** of the hospital's overall expenses.



\$194,016

Financial Assistance & Means-Tested Government Programs

Unpaid cost of public programs for low-income persons.



OUR COMMUNITY

White County Medical Center and the Advanced Care Hospital of White County serve the North-Central Arkansas region of the state that encompasses Cleburne, Jackson, Lonoke, Prairie, White and Woodruff counties. The majority of the area is made up of rural farmland with agriculture as the primary economic base of the region, while tourism is the largest industry in Cleburne County.

White County: 78,493



Lonoke County: 69,839



Cleburne County: 25,808



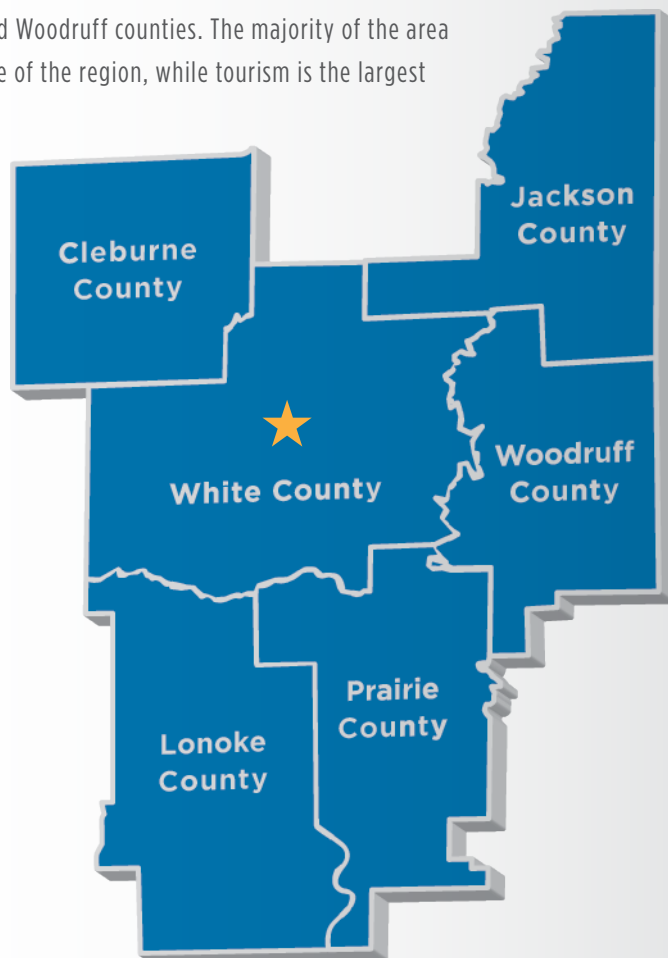
Jackson County: 17,600



Prairie County: 8,458



Woodruff County: 7,100



*Population based on 2012 estimate date from the U.S. Census Bureau.

IDENTIFYING OUR COMMUNITY'S NEEDS

White County Medical Center (WCMC) and the Advanced Care Hospital of White County (ACHWC) assembled a team of associates to conduct a Community Health Needs Assessment during the 2012 fiscal year. This WCMC/ACHWC Community Outreach Team (termed the Outreach Team in following references) explored the best ways to gather information on the six-county region to gain a true understanding of residents' health needs.

The Outreach Team identified the most comprehensive body of quantitative research available through the University of Arkansas for Medical Sciences (UAMS). UAMS and its associated organizations gather health information from each county in the state on a quarterly basis as part of the Public Health in Arkansas' Communities Search (PHACS).

PHACS data are collected as a joint project of the Arkansas Center for Health Disparities and the Arkansas Center for Clinical and Translational Research. Additional support is given by the Arkansas Prevention Research Center, the UAMS Translational Research Institute and the Arkansas Minority Health Commission. (Reports are available online at <http://www.uams.edu/phacs>.)

For the purpose of the Community Health Needs Assessment, the Outreach Team compiled PHACS County Profile Reports for Cleburne, Jackson, Lonoke, Prairie, White and Woodruff counties. In addition to each county's demographic information, health information regarding important health needs was reported in the following areas:



1. SOCIAL ENVIRONMENT FACTORS:

Education, Income, Employment

2. ACCESS TO HEALTHCARE:

Number of Doctors, Hospitals and Dentists per County

3. BEHAVIORAL RISKS:

Smoking, Drinking, Drug Use

4. PREVENTATIVE CARE AND SCREENINGS:

Healthy Eating, Exercise, Women's and Children's Health

5. HEALTH OUTCOMES AND MORTALITY:

Prevalence of Heart Disease, Diabetes, Cancer

The Outreach Team analyzed the results of the reports on a county-by-county basis and determined that the most effective way to

assess the needs of the hospital's overall community was to identify the top three needs in the five areas listed above for each county.



In addition to the PHACS research, the WCMC Team also conducted town-hall style meetings with community leaders in each county from November 6 through November 30, 2012.

November 6, 2012
Jackson County
Newport Chamber of Commerce

November 8, 2012
Cleburne County
Café Klaser in Heber Springs

November 13, 2012
Woodruff County
Augusta Chamber of Commerce

November 14, 2012
Lonoke County
Colton's Steakhouse in Cabot

November 16, 2012
Prairie County
Des Arc Community Center

November 30, 2012
White County
Hubach Conference Center at
White County Medical Center in Searcy

Individuals representing local government offices, law enforcement, civic organizations, healthcare providers, school systems, businesses and churches were invited to attend the meetings.

The Outreach Team sent 148 letters to community leaders explaining the importance of the meeting and need to identify health issues in their communities. Surveys and copies of the PHACS County Profile Reports, as well as a summary of the report, were included with the letter. Community leaders invited to participate included the following:

CLEBURNE COUNTY:

Heber Springs

- Chief of Police
- Cleburne County Health Department Unit
- County Sheriff and Judge
- Local business leaders from Defiance Metal and Green Dental Lab
- City Mayor
- Ministerial Leaders from local churches of varying denominations

JACKSON COUNTY:

Amagon, Beedeville Diaz, Jacksonport, Newport, Swifton, Tuckerman, Tupelo, Weldon

- Chiefs of Police
- County Sheriff and Judge
- Jackson County Department of Human Services Office
- Jackson County Health Department Unit
- Local business leaders from E-Z Mart, Newport Diagnostic Medical Clinic and Poinsett Rice & Grain
- Mayors
- Ministerial Leaders from local churches of varying denominations
- Newport Chamber of Commerce
- Superintendents of Local School Districts

LONOKE COUNTY:

Cabot and Lonoke

- Chambers of Commerce Leaders
- Chiefs of Police
- County Sheriff and Judge
- Local business leaders from Walmart

LONOKE COUNTY CONTINUED:

- Lonoke County Department of Human Services Office
- Lonoke County Health Department Unit
- Mayors
- Ministerial Leaders of local churches of varying denominations
- Superintendents of Local School Districts

PRAIRIE COUNTY:

Des Arc and Hazen

- Chambers of Commerce Leaders
- Chiefs of Police
- County Sheriff and Judge
- Local business leaders from Riceland Foods
- Mayors
- Ministerial Leaders of local churches of varying denominations
- Prairie County Department of Human Services Office
- Prairie County Health Department Unit
- Superintendents of Local School Districts

WHITE COUNTY:

Bald Knob, Beebe, Bradford, Garner, Georgetown, Higginson, Judsonia, Kensett, McRae, Pangburn, Rose Bud, Searcy, West Point

- Chiefs of Police
- County Sheriff and Judge
- Mayors
- Ministerial Leaders of local churches of varying denominations
- Superintendents of Local School Districts
- Chambers of Commerce Leaders
- Leaders of local businesses including Walmart, Harps, Dollar General, Bill's Food Center, Knight's Grocery and Caldwell Milling Company
- White County Department of Human Services Office
- White County Health Department Unit

WOODRUFF COUNTY:

Augusta and Cotton Plant

- ARcare Representatives
- Augusta Chamber of Commerce

- Chiefs of Police
- County Sheriff and Judge
- Leaders from local business including Sloan Valve
- Ministerial Leaders of local churches of varying denominations
- Superintendents of Local School Districts
- Woodruff County Department of Human Services Office
- Woodruff County Health Department Unit

The PHACS research tool served as a starting point for open discussion to take place during each meeting. The Outreach Team members asked leaders present about their opinions regarding the top three health needs identified in their respective county; those unable to attend the meetings in person were invited to mail in their responses, which were also considered in the overall results for the Community Health Needs Assessment. Overall, the verbal and written responses from the town-hall style meetings supported the PHACS data; the responses were reported as follows:

CLEBURNE COUNTY

THE TOP THREE HEALTH CONCERNS/NEEDS IDENTIFIED INCLUDE:

- pediatric care
- mental health care
- adult healthcare, specifically in the area of gynecology and obstetrics

OTHER ISSUES MENTIONED INCLUDED:

- synthetic marijuana use among teens
- prescription drug abuse among teens
- lack of health insurance for youth

- alcohol abuse
- lack of family involvement for youth
- lack of pediatricians in the county
- low immunization rate among youth
- obesity
- teen mental health, including depression and attempted suicides
- lack of obstetricians/gynecologists in the county
- large number of children in foster care

Programs and services available in Cleburne County that were identified by the Outreach Team and town-hall meeting participants include: Christian Health Ministries, counseling available at churches, the Community Center, counselors in public school districts, the county Health Department Unit and Human Services Office, CAPCA Headstart, ABC Program and Cedar Mountain Program (a program for developmentally challenged adults).



JACKSON COUNTY

THE TOP TWO HEALTH CONCERNS/NEEDS IDENTIFIED INCLUDE:

- the cost of healthcare in the county
- lack of access to walk-in clinics

OTHER ISSUES MENTIONED INCLUDED:

- lack of dental facilities
- lengthy office visits, especially for children who miss school and individuals who miss work

- language barrier with a growing Hispanic population
- need for year-round food programs that offer balanced and nutritious food for students
- lack of geriatric doctors in the county
- need for transportation to/from doctor's appointment for the elderly
- need for comprehensive information that lists all services available in the county
- need for walk-in clinics after 5 p.m.
- need for more pediatricians in the county
- cost of prescription medication
- food stamp program abuse

LONOKE COUNTY

THE TOP THREE HEALTH CONCERNS/NEEDS IDENTIFIED INCLUDE:

- need for after-hours clinic
- cost of prescription medications
- need for resources to inform/educate residents how and where to receive [free] services available to them

OTHER ISSUES MENTIONED INCLUDED:

- lack of specialists in the county
- limited ambulance service
- mental health care and counseling
- need education on ATV safety
- lack of after-hours clinics

- unmet health needs in minority groups
- need for education on tobacco, drugs, sex
- need for transportation to/from doctor's appointment for the elderly
- unmet needs for dental care
- lack of health insurance for working poor
- cost of prescription medication
- Medicare's 'donut hole,' or Prescription Drug plan coverage gap
- need for year-round food programs that offer balanced and nutritious food for students and families
- need education about health issues
- need for free healthcare clinic
- language barriers; non-English speaking residents fear going to the doctor
- need for telemedicine services
- affordable health insurance

Programs and services available in Lonoke County that were identified by the Outreach Team and town-hall meeting participants include: Health Department Unit, Central Arkansas Development Council, Lonoke Christian Clinic (dental care twice a month), Family Resources of Lonoke (feeds families), and the Cabot Christian Coalition.

PRAIRIE COUNTY

THE TOP THREE HEALTH CONCERNS/NEEDS IDENTIFIED INCLUDE:

- need for cessation programs for tobacco, drugs and alcohol
- need for health education and screenings for adults
- lack of specialists in the county

OTHER ISSUES MENTIONED INCLUDED:

- binge drinking among teens

- low participation among elderly who get flu and pneumonia vaccines
- prescription drug abuse in schools
- teenage pregnancy
- obesity; underweight children; eating disorders
- lack/cost of insurance
- single-parent homes
- time/distance to receive healthcare from specialists outside community is lengthy

Programs and services available in Prairie County that were identified by the Outreach Team and town-hall meeting participants include: a local Food Bank, church groups, senior transportation, senior meals, health insurance for children, clinic providers and a backpack school food program.



WHITE COUNTY

THE TOP THREE HEALTH CONCERNS/NEEDS IDENTIFIED INCLUDE:

- cost of health insurance
- need for education/awareness about programs available
- access to healthcare

OTHER ISSUES MENTIONED INCLUDED:

- need for more preventive care
- incentives for healthy living
- lack of healthcare in certain areas of the county, especially McRae and Bradford

- cost of food
- cost of insurance
- transportation
- cost of prescription medications
- language barriers
- community-based school health units
- drug and alcohol abuse among teens
- need for education on making good food choices
- children's trauma center

Programs and services available in White County that were identified by the Outreach Team and town-hall meeting participants include: W.I.S.E. Coalition, CAPCA Headstart, Riverview School District afterschool program, church groups, civic organizations, Rice Depot, food pantries, His House, Christian Health Ministries and Friends for Life.

WOODRUFF COUNTY

THE TOP THREE HEALTH CONCERNS/NEEDS IDENTIFIED INCLUDE:

- need for education in the county about diseases and disease processes
- need for transportation
- need for consistent healthcare providers

OTHER ISSUES MENTIONED INCLUDED:

- lack of healthcare provider in clinic setting
- use of ambulance service due to no other means of transportation
- lack of access to mammogram screenings

- misrepresentation of HMO medical and drug programs
- high unemployment rate in the county
- need for transportation, especially among the elderly population
- obesity
- chronic disease management
- need for more education on sexually transmitted diseases
- need for more education about prescription medications

- lack of physical activity among children
- funding for families to afford groceries

Programs and services available in Woodruff County that were identified by the Outreach Team and town-hall meeting participants include: ARcare clinic provides disease management and case managers; and the 5210 Program, which assists with obesity management.



OUR FINDINGS

Once all of the research was compiled, the Outreach Team analyzed the findings and prioritized the health needs in order of importance based on the PHACS results and committee responses. Results were also considered based on how the indicators aligned with the hospital's mission and vision. The Outreach Team identified the three primary categories of need and assigned the most prevalent health indicators as follows:

1. ACCESS TO PRIMARY CARE

- high number of adults with no personal doctor
- high number of adults with no health insurance

2. PREVENTATIVE HEALTH & WELLNESS

- low number of adults meeting minimum to moderate physical activity recommendation
- low number of adults who consume less fruits and vegetables than recommended
- high number of adults who report being overweight/obese
- high number of adults who report poor mental or physical health
- high number of women who do not get regular pap exams
- high number of men who do not get regular prostate cancer screenings
- high number of adults who report binge drinking
- high number of adults who report using tobacco by 12th grade
- high percentage of traffic fatalities related to drugs or alcohol
- high percentage of youth who used tobacco recently
- high number of children in foster care
- high number of unsubstantiated child abuse reports

3. CHRONIC DISEASE MANAGEMENT

- high number of adults with coronary heart disease
- high number of adults with high blood cholesterol
- high number of adults with hypertension (high blood pressure)
- high number of adults with lung cancer
- high number of women with breast cancer
- high number of men with prostate cancer
- high number of adults with arthritis

Each category and corresponding list of health indicators (listed above) was then submitted to three internal committees of White County Medical Center and Advanced Care Hospital of White County associates with expertise in each of the three areas. These internal committees discussed whether and how the hospital is already working to meet the needs of the community and suggested ideas on how to meet the health needs defined in the research.

While the Outreach Team gathered the most comprehensive research possible, gaps in the information may be due to the following: limited participation in community town-hall meetings; historically limited public exposure to all areas of need and their interrelated nature; personal and organizational perceptions; backgrounds and beliefs; prior experiences; and the infancy of the community needs analysis process.



OUR RESOURCES

Health resources the Outreach Team identified in the community include, but are not limited to:

ARKANSAS DEPARTMENT OF HEALTH

- Cleburne County Health Unit
- Jackson County Health Unit
- Lonoke County Health Unit
- Prairie County Health Unit
- White County Health Unit
- Woodruff County Health Unit

ARKANSAS DEPARTMENT OF HUMAN SERVICES

- Cleburne County DHS Office
- Jackson County DHS Office
- Lonoke County DHS Office
- Prairie County DHS Office
- White County DHS Office
- Woodruff County DHS Office

- American Cancer Society
- American Red Cross
- ARcare
- CASA (Court Appointed Special Advocates) of White County
- Christian Health Ministries
- Friends for Life
- Parents of Special Kids, Searcy
- Searcy Children's Home, Inc.
- United Way of White County
- White County Aging Program
- White County Children's Safety Center
- White River Area Agency on Aging

OUR IMPLEMENTATION STRATEGY

WCMC, in collaboration with the Advanced Care Hospital of White County, conducted a Community Health Needs Assessment during the 2012 fiscal year as established by the federal government in the Patient Protection and Affordable Care Act of 2010.

The Community Health Needs Assessment incorporated data from the University of Arkansas for Medical Sciences (UAMS), as well as in-person responses at town-hall-style meetings in Cleburne, Jackson, Lonoke, Prairie, White and Woodruff counties. UAMS and its associated organizations gather health information from each county in the state on a quarterly basis as part of the Public Health in Arkansas' Communities Search (PHACS).

The Outreach Team, comprised of representatives of White County Medical Center and the Advanced Care Hospital of White County, analyzed the findings and prioritized the health needs in order of importance based on the PHACS results and committee responses.

Based on the research conducted by the Outreach Team, the internal committees made the following recommendations on how to address health indicators identified in the research under the categories of: 1. Access to healthcare; 2. Preventative Health & Wellness; and, 3. Chronic Disease Management.

For the health needs identified, Action Items were suggested by the respective committee members and the anticipated impact is outlined for each item.

Furthermore, to address the health needs of the White County Medical Center and Advanced Care Hospital of White County community, the hospital's Board of Directors and Administrative team has decided to refocus an existing hospital program. The WCMC Healthworks program, originally created in 1992, served as an outreach program for area businesses and industries with the mission of developing employee health and wellness programs. Unfortunately, many of the manufacturers have since relocated their operations, leaving local

plants empty and employees without a job and healthcare coverage.

With the decrease of area businesses and industries and increase in healthcare needs of residents throughout the WCMC and ACHWC community, the WCMC Board of Directors has given Healthworks a new mission: to improve the quality of health and well being for the communities the hospital serves by offering residents easier access to healthcare; preventative health and wellness and screenings; and education on effectively and successfully managing chronic diseases.

The following Action Items, which were suggested by each committee, were approved by the White County Medical Center Board of Directors as potential objectives the hospital may pursue in meeting health needs in the community. While this list contains a springboard of ideas, it will function as a living document, as it will be assessed and modified on an ongoing basis.

Access to Primary Care

A. NEED IDENTIFIED: HIGH NUMBER OF ADULTS WITH NO PERSONAL DOCTOR

Action Items #1

- Establish a referral line for people to call regarding primary care physicians
- Create awareness of clinics and physicians within the community
- Focus on densely populated areas including White, Cleburne and Jackson counties
- Encourage patients to seek care in the most appropriate setting

Anticipated Impact: More community members will have better access to primary care physicians and receive care right away, instead of waiting until the health issue becomes an urgent situation and more expensive medical attention is needed

B. NEED IDENTIFIED: HIGH NUMBER OF ADULTS WITH NO HEALTH INSURANCE

Action Item #2

Train hospital associates to be navigators, certified application counselors to guide patients to the best insurance plan to suit their needs, whether individual or family

Anticipated Impact: People will receive needed financial help through insurance instead of having to pay full out-of-pocket expenses for healthcare services

#1





#2

Preventative Health & Wellness

A. NEEDS IDENTIFIED:

- Low number of adults meeting minimum to moderate physical activity recommendation
- Low number of adults who consume less fruits and vegetables than recommended
- High number of adults who report being overweight/obese
- High number of adults who report poor mental or physical health
- High number of women who do not get regular pap exams
- High number of men who do not get regular prostate cancer screenings

Action Item #1

Create wellness packages for community members by developing partnerships with local businesses to provide healthcare related services to community members at a discounted rate

Anticipated Impact: By offering community members health and wellness services and benefits at a discounted rate, participation could potentially be high and a larger number of people could adopt a healthier lifestyle

Action Item #2

Partner with local businesses and organizations to offer healthy cooking classes

Anticipated Impact: By demonstrating healthy cooking techniques and introducing them to healthier options, more people could learn how to incorporate healthy cooking into their lives

Action Item #3

Organize community wellness fairs by partnering with churches, senior centers, retirement facilities, businesses, schools and local and state government offices to foster community interaction.

Anticipated Impact: Offering free services at well-attended events, more people could receive needed healthcare services

B. NEEDS IDENTIFIED:

- High number of adults who report binge drinking
- High number of adults who report using tobacco by 12th grade
- High percentage of traffic fatalities related to drugs or alcohol
- High percentage of youth who used tobacco recently

Action Item #1

Offer onsite education and/or assistance with education at schools on the topic of alcohol and tobacco use

Anticipated Impact: Impressionable minds remember unusual and striking information that is presented in atypical settings with strong presentation materials

Action Item #2

Provide community resource advancement assistance by organizing community meetings that include charitable organizations, government agencies and similar organizations to give them an opportunity to share and learn about populations that are considered "at risk"

Anticipated Impact: Supporting local organizations that focus on serving others within the community could potentially broaden the effectiveness of the organization, thereby touching more lives, encouraging more people to participate and building greater awareness

Action Item #3

Partner with Pharmacies and Home Health Agencies to tackle prescription drug abuse by developing information they can use to educate patients upon receiving prescription drugs at the pharmacies. Also, encourage discussions with patients during Home Health and doctor's visits on the impact prescription drugs have on the patients physically and mentally compared to illegal drugs and alcohol.

Anticipated Impact: Targeted programs have, historically, significantly raised awareness in drug and alcohol abuse and resulted in a decline among the targeted populations

C. NEEDS IDENTIFIED:

- High number of children in foster care
- High number of unsubstantiated child abuse reports

Action Item #1

Partner with foster care and child abuse community groups

Anticipated Impact: By offering needed support to existing groups in the community, a larger population could be served

Chronic Disease Management

A. NEEDS IDENTIFIED

- High number of adults with coronary heart disease
- High number of adults with high blood cholesterol
- High number of adults with hypertension (high blood pressure)
- High number of adults with lung cancer
- High number of women with breast cancer
- High number of men with prostate cancer
- High number of adults with arthritis



Action Item #1

Send hospital experts to speak at community groups in the geographic area

Anticipated Impact: Educate and empower individuals on how to take care of themselves and their disease to have the best quality of life possible

Action Item #2

Increase distribution of Wellness Today magazine and include more educational stories regarding heart disease, high cholesterol, high blood pressure, cancers and arthritis

Anticipated Impact: Wellness Today magazine is sent to residents in Cleburne, Jackson, Prairie, Lonoke, White and Woodruff counties; therefore, broadening the number of homes it is delivered to would expand the audience of those educated about different disease processes

Action Item #3

Establish Internet support groups

Anticipated Impact: By providing a way for people with similar disease processes to interact with one another, they become better educated about their disease and learn what methods are most effective to take care of themselves by taking charge of their health

Action Item #4

Discuss managing diseases effectively at Senior Expo and similar events/programs

Anticipated Impact: Educate and empower seniors on how to take care of themselves and their disease to have the best quality of life possible

Action Item #5

Offer smoking cessation programs

Anticipated Impact: Increase awareness among community members regarding the potential dangers of smoking and decrease the likelihood of more people developing lung cancer



Advanced Care Hospital of White County

IMPLEMENTATION STRATEGY

The Advanced Care Hospital of White County collaborated with White County Medical Center to assist in conducting a Community Health Needs Assessment during the 2012 fiscal year as established by the federal government in the Patient Protection and Affordable Care Act of 2010.

The Community Health Needs Assessment incorporated data from the University of Arkansas for Medical Sciences (UAMS), as well as in-person responses at town-hall-style meetings in Cleburne, Jackson, Lonoke, Prairie, White and Woodruff counties. UAMS and its associated organizations gather health information

from each county in the state on a quarterly basis as part of the Public Health in Arkansas' Communities Search (PHACS). The Outreach Team, comprised of representatives of the Advanced Care Hospital of White County and White County Medical Center, analyzed the findings and prioritized the health needs in order of importance based on the PHACS results and committee responses.

Based on the research conducted by the Outreach Team, the internal committees made the following recommendations on how to address health indicators identified in the research under the categories of:

1. Access to healthcare; 2. Preventative Health & Wellness; and, 3. Chronic Disease Management.

For the health needs identified, Action Items were suggested by the respective committee members and the anticipated impact is outlined for each item.

The Advanced Care Hospital of White County Board of Directors and Administration has chosen to financially support meeting the following health needs, which White County Medical Center will pursue the primary leadership role in addressing. The health needs include the following:

1. ACCESS TO PRIMARY CARE

- high number of adults with no personal doctor
- high number of adults with no health insurance

2. PREVENTATIVE HEALTH & WELLNESS

- low number of adults meeting minimum to moderate physical activity recommendation
- low number of adults who consume less fruits and vegetables than recommended
- high number of adults who report being overweight/obese
- high number of adults who report poor mental or physical health
- high number of women who do not get regular pap exams

- high number of men who do not get regular prostate cancer screenings
- high number of adults who report binge drinking
- high number of adults who report using tobacco by 12th grade
- high percentage of traffic fatalities related to drugs or alcohol
- high percentage of youth who used tobacco recently
- high number of children in foster care
- high number of unsubstantiated child abuse reports

3. CHRONIC DISEASE MANAGEMENT

- high number of adults with coronary heart disease
- high number of adults with high blood cholesterol
- high number of adults with hypertension (high blood pressure)
- high number of adults with lung cancer
- high number of women with breast cancer
- high number of men with prostate cancer
- high number of adults with arthritis





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