



Community Health Needs Assessment Implementation Strategy

Webster County Memorial Hospital (Webster) has created a plan to enhance existing community benefit programs and hospital services. The focus of this plan is to address major community health priorities that were identified in the 2015 Community Health Needs Assessment which was conducted on behalf of Webster County Memorial Hospital. This assessment process was designed to extend broadly into the community to identify needs, gaps and barriers to health and health services. Through a process of primary research, data analysis, validation and prioritization, the assessment process identified the following significant community health related needs:

- Increased education and promotion of community resources
- Promote healthier lifestyle choices
- Chronic disease maintenance and prevention
- Improve overall health status

The Implementation Strategy will describe Webster's response and strategies that will identify programs and resources to address and respond to the health needs over the next three years.

Increased education and promotion of community resources

Need: To provide increased health related education and promote the available community resources:

- Advertising campaign to promote awareness of available services
- Initiate telemedicine services with a cardiologist at Monongalia General Hospital
- Initiate community services such as blood pressure and cholesterol screenings and health-related education services at the Cowen pharmacy (opening early 2016)

- Work with the Clinical and Translational Science Institute to become designated as a rural rotation site for medical students
- Provide shadowing opportunities to high school students to encourage them to pursue careers in healthcare

Healthier Lifestyle Choices

Need: To utilize existing affiliations and build new relationships to promote healthier lifestyle choices.

Initiatives:

- Institute a tobacco-free policy at all facilities to model and promote wellness; engage and educate the community to support tobacco-free environment policy,
- Offer tobacco cessation classes for employees as well as community education on smoking cessation.
- Continued efforts on educating community about the importance of good nutrition and physical activity through health fairs and distribution of educational materials.
- Sponsor community projects that promote activities which encourage physical fitness and exercise for the family.
- Initiate health-related education services at the Cowen pharmacy (opening early 2016)

Chronic Disease Maintenance and Prevention

Need: To provide additional chronic disease maintenance and prevention education to the community in a more proactive and preventive manner.

Initiatives:

- Continued efforts on educating the community about proper maintenance and prevention of chronic diseases such as Diabetes, Cardiovascular and Respiratory diseases.
- Initiate community services such as blood pressure and cholesterol screenings and health-related education services at the Cowen pharmacy (opening early 2016)

Improve overall health status

It is the mission of Webster County Memorial Hospital to impact health disparities by providing services, opportunities, and access to quality health care that is designed to meet the health needs of the citizens of Webster and surrounding counties. It is our belief that by providing additional resources and promoting healthy lifestyles, the community as a whole will benefit and the overall health status will improve.

Needs Beyond the Hospital's Mission or Community Benefit Program

Addressing all of the health needs present in a community will require resources beyond what any single hospital may provide. Webster is committed to fulfilling its mission as well as remaining financially viable so that it may continue its commitment to excellence in quality care and provide a wide range of community benefits. The Hospital will focus its efforts in order to make a true and measurable impact, and thus plans to implement actions that will address those needs identified through the Community Health Needs Assessment as “Most Important”. The Hospital will continue to evaluate opportunities for funding or resources to commit to addressing the remaining needs.