



**MISSOURI DELTA**  
FOCUSED ON THE FUTURE OF HEALTHCARE



# **COMMUNITY HEALTH IMPROVEMENT IMPLEMENTATION PLAN**

**2023**

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## **2023 Community Health Improvement Implementation Plan**

### ***INTRODUCTION***

Missouri Delta Medical Center is a 125-bed acute care medical center serving communities within Scott, Mississippi, and New Madrid Counties in Southeast Missouri. Outpatient services include laboratory, diagnostic imaging, surgery, wound care, sleep disorder testing, and pain management (*non-exhaustive list*). Additionally, Missouri Delta Medical Center includes Missouri Delta Physician Services, which has 23 primary care and specialty clinics throughout the primary counties we serve, as well as in Stoddard and Pemiscot counties.

### **Our Mission, Vision & Values**

#### **Mission**

Missouri Delta Medical Center is a not-for-profit organization that partners with its physicians, providers, employees, and communities it serves to provide exceptional patient-centered care through a culture of safety, quality, efficiency, and compassion.

#### **Vision**

We will deliver the highest quality healthcare and provide the best experience for our patients.

#### **Values**

*Safety*        We always put safety first and practice safety behaviors in everything we do.

*Quality*       We strive for the best, continuously improving quality in all our activities.

*Efficiency*    We use our time and resources wisely.

*Compassion*   We express care and concern for others through our attitude and actions.

### ***PURPOSE OF THE IMPLEMENTATION PLAN***

This Implementation Plan addresses the community health needs identified in the 2022 Community Health Needs Assessment (CHNA) prepared by Missouri Delta Medical Center. This Plan serves as Missouri Delta Medical Center’s implementation strategy for meeting those needs. The Plan also meets the requirements for community benefit planning as set forth in federal law, including but not limited to: The Patient Protection and Affordable Care Act of 2010.

## TOP COUNTY HEALTH NEEDS – FOCUS GROUP FEEDBACK

<b>Scott County Concerns</b>
Affordability of healthcare and prescription drugs
Substance use/abuse (alcohol, drugs)
Mental and Behavioral Disorders
Communicable Diseases
Transportation

<b>New Madrid County Concerns</b>
Mental and Behavioral Disorders
Oral health
Substance use/abuse (alcohol, drugs)
Suicide
Diabetes and other Chronic Diseases

<b>Mississippi County Concerns</b>
Transportation
Smoking, vaping, and tobacco use
Healthcare availability
Mental and Behavioral Disorders
Other: education/job skills

## LEADING CAUSES OF DEATH PER COUNTY

Leading Causes of Death	Scott County			MO
	(Data Years 2009-2019)	Events	Rate	Compared with MO Rate
All Causes	4,825	920.08	H	809.76
Heart Disease	1,155	215.92	H	193.95
All Cancers (Malignant Neoplasms)	1,081	197.90	H	173.88
Lung Cancer	370	66.89	H	51.08
Colorectal	108	20.45	H	15.37
Chronic Lower Respiratory Disease	436	80.38	H	51.03
Unintentional Injuries	241	55.12	H	52.44
Motor Vehicle Accidents	80	19.18	H	14.37
Stroke	246	46.81	N/S	41.02
Alzheimer's Disease	208	38.58	H	29.21
Kidney Disease (Nephritis and Nephrosis)	140	25.96	H	18.85
Suicide	91	23.08	H	16.46

Leading Causes of Death	New Madrid County			MO
	(Data Years 2009-2019)	Events	Rate	Compared with MO Rate
All Causes	2,724	1,050.30	H	809.76
Heart Disease	739	280.47	H	193.95
All Cancers (Malignant Neoplasms)	597	220.01	H	173.88
Lung Cancer	214	77.19	H	51.08
Colorectal	63	23.26	H	15.37
Chronic Lower Respiratory Disease	232	86.08	H	51.03
Unintentional Injuries	149	69.22	H	52.44
Motor Vehicle Accidents	59	27.78	H	14.37
Alzheimer's Disease	131	47.59	H	29.21
Kidney Disease (Nephritis and Nephrosis)	90	34.15	H	18.85

Leading Causes of Death	Mississippi County			MO
	(Data Years 2009-2019)	Events	Rate	Compared with MO Rate
All Causes	1,985	1,060.30	H	809.76
Heart Disease	6339	337.11	H	193.95
All Cancers (Malignant Neoplasms)	445	229.48	H	173.88
Lung Cancer	160	81.12	H	51.08
Colorectal	43	22.13	H	15.37
Chronic Lower Respiratory Disease	139	71.26	H	51.03
Unintentional Injuries	108	64.94	H	52.44
Motor Vehicle Accidents	38	24.05	H	14.37
Stroke	107	56.43	H	41.02
Alzheimer's Disease	81	43.13	H	29.21

## APPROACH TO IMPLEMENTATION

The 2022 Community Health Needs Assessment was submitted by Missouri Delta Administrative Team to the hospital board of directors on Thursday, January 10, 2023, which received final approval.

In response to the Community Health Needs Assessment, Missouri Delta’s Administrative Team reviewed and compiled a list of resources and services already available in the community that address the priority needs that surfaced. From there, our need priorities and strategies to address them were developed.

### Top Health Issues to be Addressed by Missouri Delta Medical Center and Community

#### Resources:

- Chronic Disease (heart disease, COPD, kidney disease)
- Cancer (lung & colon)
- Mental Illness

<b>Missouri Delta Medical Center – 2023 Community Health Improvement Implementation Plan</b>				
<b>Problem</b>	<b>Contributing Factors</b>	<b>How?</b>	<b>Specific Strategies</b>	<b>Anticipated Outcome</b>
<b>Chronic Disease -heart disease</b>	(Obesity) Poor nutrition and eating habits. Lack of physical activity	Provide education to families (parents & children) on healthy food choices and portion sizes.	Educational activity (FitKidz – Nutrition Boy, safety Gal, etc.) created by Missouri Delta graphic designer) book geared toward families which includes healthy recipes and healthy eating habits. Books will be available in MDMC clinic waiting rooms, ER, health fairs, etc. Participate in the annual Healthy Kids Day program at the YMCA with educational dietary information. Support YMCA programs for children such as sponsoring baseball, basketball and flag football teams.	Increase awareness of healthy and unhealthy food choices and resource of specific kid-friendly healthy recipes. Fitkidz will help learning about healthy living attractive to the younger generation. Increased awareness of our bodies and the benefit of physical activity.
		Educate public on healthy food choices.	Continue to provide speakers about healthy eating at events such as The Annual Women’s	Increase awareness of unhealthy choices and associated health risks as well as

			Health Conference, YMCA, employer health fairs, schools, churches.	resources on what food is considered healthy.
		Collaborate with community organizations with additional resources to educate health/nutrition.	Educate public on Chronic Disease Educational Workshops, Nutrition Counseling, Parents as Teachers, Exercise classes, parenting programs, after school activities, summer camps/back to school fairs, Life skills classes, Food Pantry locations, weight loss programs, etc.	Improve health and wellness within the communities we serve.
		Provide patients with education on Congestive Heart Failure (CHF) by nurse education (Population Health)	Continue to provide patients enrolled in our Population Health program: education on CHF, while in hospital, as well as continued follow-up after discharge.	Decrease number of deaths due to CHF.
	Lack of disease monitoring	Provide patients with ways of monitoring their chronic disease	Adding remote patient monitoring to help patients manage and monitor chronic disease at home. Patients are provided scales for CHF monitoring and blood pressure cuffs for hypertension.	Decrease number of ER visits and deaths due to CHF.
	Resources unknown	Provide patients with outside resources.	Assist patients enrolled in Population Health program with setting up transit rides for doctor appointments, provide information on local health department programs, local food pantries, and special free care programs such as Operation Healthy Delta.	Decrease number of ER visits and deaths due to Chronic Disease.
<b>Chronic Disease -COPD</b>	Smoking	Spread the word on the dangers of smoking and smokeless tobacco.	In addition to our case manager being certified in smoking cessation, we will be adding a nurse that is certified as well.	Decrease the number of new tobacco users in our area. Increase number of those who have quit.

			Promote Freedom from Smoking programs offered by local health departments.	
			Educate medical providers on the resources available for patients who want to quit tobacco usage.	Increase number of users who have quit.
	Lack of education	Provide patients with education on Chronic Obstructive Pulmonary Disorder (COPD) by nurse education (Population Health)	Continue to provide patients enrolled in our Population Health program: education on COPD while in hospital, as well as continued follow-up after discharge.	Decrease number of ER visits and deaths due to COPD.
<b>Chronic Disease -Diabetes / Kidney Disease</b>	Lack of Education	Provide free screenings for the public (A1C, glucose, blood pressure, cholesterol). Continue to provide wellness/screening programs for adults in the workplace.	Continue to collaborate with and participate in SEMO Health Network on "Community Healthcare Days". Educate community on local resources: Diabetes Self-Management Program, Lab services, Blood pressure monitoring programs	Decrease number of those with uncontrolled diabetes.
<b>Cancer -Lung</b>	Lack of education on screening options to catch lung cancer early enough for cure.	Low Dose CT	Educate primary care providers, nurses, medical technicians, and population health care coordinators regarding the importance of performing low dose CT scans for patients with a history of smoking. Utilize electronic medical records and screening tools to identify those who will qualify for a CT scan. Those who smoked a pack a day for 30 years or two packs a day for 15 years or those 55-77 years old who currently smoke or	Decrease number of deaths caused by lung cancer by earlier detection and treatment.



			have quit in the past 15 years.	
	Lack of education on new treatment options for lung cancer (public & medical community).	Adding the EBUS and the ION robot for earlier detection and treatment of Lung Cancer. Lung cancer is the number one cause of cancer-related deaths, taking more lives than breast, prostate and colon cancers combined (Lung Cancer Alliance Data).	Educate primary care providers and specialists throughout the region regarding the acquisition of this new technology that will allow for earlier diagnosis, staging and treatment of lung cancer. The Linear EBUS enables access to the hilar and mediastinal lymph nodes and the radial EBUS via the ION robot provides access to peripheral lung lesions.	Since only 15% of lung cancer is diagnosed in its earliest and most curable stages before it metastasized, diagnosing at the earliest stages (1A-1), provides an average 5-year survival rate of 92%.
	Smoking ( <i>see COPD above</i> )			
<b>Cancer -Colon</b>	Lack of education	Educate community on benefits of having a colonoscopy screening. Educate community and medical providers on new age guidelines for recommended colonoscopy screenings.	Continue to provide colon health talks for the community. Disperse new age guidelines to medical providers and explain when Cologuard should and should not be utilized.	Decrease number of deaths caused by colon cancer.
<b>Mental Illness</b>	Access to care	Educate community on mental health providers who are accepting new patients. Recruit more mental health providers.	Attend job fairs to talk about mental health professions.	Increase mental health providers in area.
	Lack of education	Promote awareness of resources: national crisis hotline (988 which started in July 2022), AFSP, SAMHSA, etc.	Work with community group "Walk Bes;de Me" regarding suicide prevention.	Decrease occurrence of suicide attempts and deaths associated with mental illness.
	Stigma	Social media campaigns		Reduce stigma associated with mental illness.

## **Conclusion:**

Over the next several years, Missouri Delta Medical Center will continue to take strategic and collaborative actions within the hospital's capacity to respond to and address the identified priorities in this Community Health Improvement Implementation Plan. While we will focus on these priorities, our hospital is in constant motion, working to address a myriad of community health challenges and social determinants of health.