



Ocean Springs Hospital & Singing River Hospital

## 2016-2018 Implementation Strategy

Responding to the 2015 Community Health Needs Assessment

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## INTRODUCTION

Singing River Health System, comprised of Ocean Springs Hospital and Singing River Hospital, is pleased to present the joint 2016-2018 Implementation Strategy of their defined community of Jackson County, Mississippi.

The Patient Protection and Affordable Care Act of 2010 added new requirements which nonprofit hospital organizations must satisfy in order to maintain their 501(c)3 status. One such requirement is that nonprofit hospitals must conduct a community health needs assessment and corresponding implementation strategy at least once every three years. Ocean Springs Hospital and Singing River Hospital's joint 2015 Community Health Needs Assessment was approved by the Board of Trustees on August 26, 2015 and published to the website September 2015. This report satisfies the implementation strategy requirement. Both reports can be found at [www.singingriverhealthsystem.com](http://www.singingriverhealthsystem.com)

This implementation strategy was developed based on the findings and priorities established by the joint 2015 Ocean Springs Hospital and Singing River Hospital Community Health Needs Assessment and review of the existing community benefit activities. The hospitals reserve the right to amend this plan as circumstances warrant. Beyond the initiatives and programs described herein, the hospitals address, to an extent, some of these needs simply by providing health care to the community regardless of ability to pay.

## ABOUT SINGING RIVER HEALTH SYSTEM

As a not-for-profit, community-owned health system, Singing River Health System exists to improve the quality of life in the community. The System is comprised of Ocean Springs Hospital, located in Ocean Springs, Mississippi, and Singing River Hospital located in Pascagoula, Mississippi, with a combined bed licensure of 571. Singing River Hospital was the first community-owned and operated hospital in the state of Mississippi, as well as the first in the state to open a 24-hour physician-staffed Emergency Department--there was only six of its kind in the United States at the time.

Singing River Health System is the second largest employer in Jackson County with an economic impact exceeding \$400 million per year, and over \$40 million per year in charity care to the uninsured/underinsured. Services provided include the following:

- 24-hour Emergency Services
- Heart and Vascular Services
- The Regional Cancer Center
- Women's and Children's Services
- Inpatient and Outpatient Rehabilitation Services
- The Neuroscience Center
- Behavioral Health Services
- Wound Care and Hyperbaric Medicine Center
- Singing River Hospice of Light

Singing River Health System provides access to primary care with clinics in Hurley, Ocean Springs, Pascagoula, and Vanleave. Additionally, a walk-in clinic open seven days a week located in Walmart located in Pascagoula.

## HEALTH NEEDS

While the following health needs are listed separately, it is important to note that they are all interconnected. As such, by addressing any needs, the others are also affected. For example, any illness or condition is generally exacerbated by poor mental health, as well as by virtue of being ill, mental health can be negatively affected. Similarly, poor dietary habits can result in obesity, chronic illness, and/or cancer.

Singing River Health System will aim to address each issue in whole or in part, with exception of substance abuse, poverty, and education. This is due to the fact that Singing River Health System does not have a specific substance/alcohol abuse program and is not equipped to impact large societal issues such as poverty and education. We will collaborate with other organizations when possible to support their efforts in these areas.

### *Health Status*

#### **Mental Health**

Good mental and emotional health is an essential component of overall health and well-being. The Mississippi Gulf Coast has been fraught with natural and environmental disasters over recent years, and when combined with the economic downturn across the country, it has impacted the mental health of area residents and exacerbated the issues of those already suffering from mental illness.

#### *Current programs and services that address mental health:*

- Bereavement Support Group. Free class for adults who have lost a loved one.
- Employee Assistance Program. Program available to employees and their immediate family members that provides professional assistance for stress, anxiety, depression, substance abuse, family difficulties, financial problems, child/adolescent issues, and crisis situations.
- Grief Class. Free classes to assist children experiencing sudden loss, death, or life changes.
- Individual, group, and family therapy
- Inpatient Acute Care. 24-hour inpatient admission for adults 18 and older that provides supervision in a therapeutic environment.
- Pet Assisted Wellness Services (PAWS). Pet therapy program offered for the emotional wellbeing of inpatients at both hospitals.
- Structured Outpatient Program. Medically supervised program tailored to meet the individual needs of adult and senior patients requiring intense behavioral health support, but who do not need the acute treatment of an inpatient psychiatric facility.
- Successful Parenting Class. Free classes for parents of children with difficult behavior.
- Trauma Therapy. Eye movement desensitization and reprocessing is used for a wide range of mental health problems that result from overwhelming experiences, commonly known as post-traumatic stress disorder.

#### *Partnerships and potential opportunities:*

- Member of the United Way for Jackson & George Counties Mental Health Coalition which offers mental health programs in the community.
- Explore possible partnerships with outside agencies providing mental health services.

*Anticipated Impact and Plan to Evaluate:* The inpatient and outpatient therapy programs are anticipated to improve care and placement of people with mental health needs. Support groups, PAWS, and classes are anticipated to improve the emotional health and wellbeing of attendees, as well as increase knowledge base. The partnership with the United Way for Jackson & George Counties is anticipated to increase mental health awareness and education in the community. Anticipated impact of potential partnerships with mental health service providers could increase access to mental health services. The plan to evaluate includes tracking patient participation and outcomes—where applicable—and reassessing the health needs of the community during the next community health needs assessment.

## **Obesity**

Obesity is defined as a body mass index of 30 or greater. Mississippi ranks number one in the nation for obesity, with 35% of adults being obese. Jackson County performs marginally better than the state with a 32% adult obesity rate.

### *Current programs and services that address obesity:*

- Bariatric Surgery Program. Provides surgical weight loss procedures, as well as offers guidance to help patients make lifestyle changes.
- Breastfeeding Resource Centers. Research has shown that breastfeeding decreases the risk of a child becoming obese (CDC, 2012). Both Ocean Springs Hospital and Singing River Hospital offer breastfeeding resource centers where breastfeeding support is offered, as well as breastfeeding supplies and pumps for rent or purchase.
- Encourage Fitness. Singing River Health System Foundation, with in-kind support from Singing River Health System, hosts the annual “Run Run Rudolph 5K and Fun Run,” as well as promoting/supporting other community runs and walks in an effort to cultivate a culture of healthful living.
- Healthplex. Located in Pascagoula, Healthplex is a comprehensive health and wellness center offering state-of-the-art fitness equipment and group classes while providing trained staff to assist individuals with chronic conditions or those at risk of developing them.
- Nutrition Education Outreach. Dieticians provide food demonstrations and nutrition education in the community.
- Nutrition Services. Dietary consults are available by appointment at both hospitals with physician referral.

### *Partnerships and potential opportunities:*

- Singing River Health System is a founding partner and ongoing member of the Mississippi Gulf Coast Youth Health Coalition, whose first initiative “Let’s Go! Gulf Coast,” aims to combat childhood obesity by encouraging healthy eating and active living for Mississippi Gulf Coast children, their families, and the communities in which they live, learn, work, and play.
- Explore population health programs targeting chronic conditions with a possible pilot program for employees, with the intent of extending corporate health strategies to the community.

*Anticipated Impact and Plan to Evaluate:* The programs are anticipated to improve the health of participants by assisting in weight loss, health promotion, physical fitness education, nutrition education, and increasing awareness of overall health. The partnership with the Mississippi Gulf Coast Youth Health Coalition is anticipated to raise awareness in Jackson County about obesity and how to make healthier choices. The plan to evaluate includes tracking patient participation and outcomes, where applicable, and reassessing the health needs of the community during the next community health needs assessment. Evaluation metrics are built-in to the Let's Go! Gulf Coast initiative and will be included in the data assessed during the next community health needs assessment.

## **Chronic Conditions**

Chronic conditions, also known as non-communicable diseases, are a long-lasting condition that can be controlled but not cured. They are not passed from person to person and include heart disease, stroke, chronic respiratory diseases, and diabetes. They are the leading cause of death in the world (WHO, 2015).

*Current programs and services that address chronic conditions:*

- Better Breathers Club. This club offers the opportunity to learn ways to better cope with Chronic Obstructive Pulmonary Disease, while getting the support of others who share the diagnosis.
- Board Certified Geriatrician. Geriatric medicine specializes in the complex medical and psychosocial problems of older adults.
- Cardiac Cath Lab. Offering cardiac diagnostic catheterization, coronary intervention procedures, balloon angioplasty, coronary stenting, rotational atherectomy, peripheral diagnostic catheterization and interventional procedures, electrophysiological studies and ablations, pacemakers and implantable cardioverter defibrillators, carotid stenting, and cardiac calcium scoring. Cath lab procedures are also part of the Blue Distinction Centers of Excellence for cardiac care.
- Cardiac and Pulmonary Rehabilitation. Comprehensive program for patients with chronic heart and/or lung disease.
- The Center for Cardiovascular Surgery. Offering coronary artery bypass surgery, valve repair and replacement, aneurysm repair, thoracic surgery, carotid artery surgery, and peripheral vascular surgery. Ocean Springs Hospital and Singing River Hospital were named Blue Distinction Centers of Excellence for cardiac care by Blue Cross & Blue Shield of Mississippi. The designation acknowledges best practice care coordination with the goal of healthier outcomes through an emphasis on quality and prevention.
- Community Education and Screenings. Employees provide educational presentations and speeches on a variety of topics in the community, such as senior centers, schools, churches, and civic groups. Regular participation in health fairs is ongoing, with screenings offered for blood pressure, body mass index, and lung function. Free onsite screenings have also been offered for alpha testing which detects risk for lung disease.
- Congestive Heart Failure Clinic. Offering short-term and long-term symptom management, drug therapies, education on lifestyle modification, and enhanced external counterpulsation.
- Encourage Fitness. Singing River Health System Foundation, with in-kind support from Singing River Health System, hosts the annual "Run Run Rudolph 5K and Fun Run," as well as promoting/supporting other community runs and walks in an effort to cultivate a culture of healthful living.

- Healthplex. Located in Pascagoula, Healthplex is a comprehensive health and wellness center offering state-of-the-art fitness equipment and group classes while providing trained staff to assist individuals with chronic conditions or those at risk of developing them.
- Hospitalists. Ocean Springs Hospital and Singing River Hospital employ Hospitalists, which are physicians who specialize in the care of hospitalized patients. This specialized expertise results in better quality of care during the hospital stay.
- Regional Pulmonary Hypertension Center. Located in Ocean Springs, The Regional Pulmonary Hypertension Center is the only pulmonary hypertension clinic on the Mississippi Gulf Coast.
- Retail Pharmacy. Starting in 2015, Ocean Springs Hospital and Singing River Hospital now offer in-house retail pharmacies. This allows patients to be discharged with the medications that they need, which helps to eliminate gaps in treatment and provide continuity of care.
- Singing River Health System Clinics. There are five clinics total, with locations in Hurley, Ocean Springs, Pascagoula, Vancleave, and a walk-in clinic in Walmart located in Pascagoula. Extended and/or weekend hours are offered, as well as same day appointments and a board certified emergency physician offering fast-track services at the Pascagoula clinic.
- Sleep Center. Multidisciplinary medical clinic and sleep diagnostic laboratory.
- The Wound Care Center. Offering specialized equipment and a highly trained staff for the management of problem wounds. This is especially helpful for patients with diabetes.

*Potential Opportunities:*

- Explore population health programs targeting chronic conditions with a possible pilot program for employees, with the intent of extending corporate health strategies to the community.

*Anticipated Impact and Plan to Evaluate:* The inpatient and outpatient services are expected to improve care and quality of life of people with chronic conditions, including specialized care from hospitalists and geriatricians. Continuity of care should be enhanced by the internal retail pharmacy. The Better Breathers Club is anticipated to improve the emotional health and well-being of chronic lung disease sufferers, and community education and screenings should enhance health knowledge and awareness. Impact of the potential population health program is not possible to determine at this time since the program is under development. The plan to evaluate includes tracking patient participation and outcomes, where applicable, and reassessing the health needs of the community during the next community health needs assessment.

## Cancer

Jackson County residents have a higher incidence of all cancer than both Mississippi and the US. These specifically include cervical cancer, lung cancer, oral cavity & pharynx cancer, and prostate cancer (HCI, 2015).

*Current programs and services that address cancer:*

- Discounted cancer screenings
- Healthplex Cancer Exercise Program. This four week exercise and lifestyle modification program focuses on the individualized needs of the cancer patient.
- Singing River Health System Regional Cancer Center
  - Team of five board certified oncologists
  - Clinical research site in partnership with University of Alabama Birmingham and University of Mississippi Medical Center
  - Cancer education and prevention speeches in the community
  - Classes/Support Groups: Chemotherapy Class, Look Good Feel Better, Re-Vive
  - Nurse navigators
  - Endo-bronchial ultrasound. This state-of-the-art lung cancer screening allows for better localization of chest tumors and finding lung cancer at an earlier stage.
  - Trilogy linear accelerator. The only cancer center on the Mississippi Gulf Coast to offer this latest advancement in cancer care, which delivers radiation therapy with a high degree of accuracy and can treat smaller lesions which allows for treatment at earlier stages when cancer is most curable. The accelerator also targets tumors more precisely while sparing health tissue.
- Smoke-free campus. All Singing River Health System properties, including both hospitals and outlying facilities, are smoke-free.
- Support American Cancer Society Events. Singing River Health System helps to raise funds for and offers in-kind support to American Cancer Society Events.

*Anticipated Impact and Plan to Evaluate:* The inpatient and outpatient services are expected to improve care and quality of life of people with cancer, including specialized care from board certified oncologists, state-of-the-art equipment, and being a clinical research site. Cancer classes and support groups are anticipated to improve the emotional health and well-being of patients with cancer, and community education and screenings should enhance health knowledge and awareness. The plan to evaluate includes tracking patient participation and outcomes, where applicable, and reassessing the health needs of the community during the next community health needs assessment.

## *Health Behaviors*

### **Dietary Choices**

See obesity and chronic conditions sections.

### **Substance Abuse**

Not addressed. Singing River Health System does not offer a specific substance/alcohol abuse program at the present time. Exploring community partnerships for mental health services could possibly affect this need. Community resources include Singing River Services and Home of Grace.

### **Tobacco Use**

Not addressed. Singing River Health System does not offer a tobacco cessation program at the present time. All Singing River Health System properties and facilities are smoke-free in an effort to promote a healthier lifestyle, and cancer prevention education is offered in the community which includes education on abstaining from tobacco use. The cities of Moss Point and Pascagoula passed smoking ordinances prohibiting indoor smoking in their respective cities.

## *Social & Economic Factors*

Social and economic factors are considered barriers that impact all other health needs.

### **Poverty**

Not addressed. Singing River Health System is not equipped to address poverty.

### **Access to Healthcare**

*Current programs and services that address access to care:*

- Emergency Services. Ocean Springs Hospital and Singing River Hospital both offer 24-hour emergency services with board-certified emergency physicians. To ensure access to care, emergency services are provided to all individuals in Jackson County without regard for ability to pay.
- Lab Services for Volunteers in Medicine Gautier. Singing River Health System offers a set amount of free lab services for patients of Volunteers in Medicine Gautier, a free community healthcare clinic serving uninsured adults.
- Singing River Health System Clinics. There are five clinics total, with locations in Hurley, Ocean Springs, Pascagoula, Vancleave, and a walk-in clinic in Walmart located in Pascagoula. Extended and/or weekend hours are offered, as well as same day appointments and a board certified ER physician offering fast-track services at the Pascagoula clinic.
- Singing River Health System Financial Assistance Policy. Written policy that fully describes the eligibility criteria for obtaining free or discounted medically necessary care to assist those unable to pay for such services.

- Singing River Health System Foundation. Singing River Health System provides operational support for this not-for-profit, 501(c)3 charitable foundation whose mission is to provide programs and services that promote the overall health and well-being of the community.
- Singing River Health System Imaging Centers. Available in both Ocean Springs and Pascagoula, the imaging centers offer diagnostic imaging services in a more convenient setting than accessing these services in the hospitals.
- Singing River Health System Patient Transportation Service. Provides free transportation to healthcare services within Jackson County; designed for elderly and/or disabled patients lacking such transportation.
- Singing River Health System Physician Recruitment. Physicians are required to have appointments available for Medicare and Medicaid patients in order to improve access to care.

*Anticipated Impact and Plan to Evaluate:* Inpatient and outpatient services are anticipated to impact those needing medical care by helping to ease financial and geographic barriers by offering financial assistance and facilities placed in convenient locations. Free lab services and programs of the Singing River Health System Foundation are anticipated to impact those who would have otherwise avoided testing, equipment, and/or medical care. Patient Transportation Services are expected to assist those with transportation barriers to accessing medical care. The plan to evaluate includes tracking patient participation and outcomes, where applicable, and reassessing the health needs of the community during the next community health needs assessment.

### **Education**

Not addressed. Singing River Health System is not equipped to address education needs. Singing River Health System does strive to promote health literacy by offering health education in the community, as well as offering clinical sites for high school and college students in health disciplines.

### **APPROVAL BY GOVERNING BOARD**

This implementation strategy was approved by the Singing River Health System Board of Trustees on 12/09/2015.

## REFERENCES

Centers for Disease Control and Prevention (CDC), National Center for Chronic Disease Prevention and Health Promotion, Division of Nutrition, Physical Activity, and Obesity. (2012). A growing problem. Retrieved from [www.cdc.gov/obesity/childhood/problem.html](http://www.cdc.gov/obesity/childhood/problem.html)

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