

J. Arthur Doshier Memorial Hospital
2021-2024 Community Health Needs Assessment
Implementation Plan Strategies



INTRODUCTION

This community health implementation plan was developed by J. Arthur Doshier Memorial Hospital and submitted to the Board of Trustees for adoption. It is also made available to the public on the website www.doshier.org. With the COVID-19 pandemic, it became apparent that we would not be able to fulfill the 2018-2021 implementation plan so there will be a continuance to achieve outcomes through 2024 inclusive of some new initiatives. Furthermore, hospitals and health departments in the region are being brought together by the Brunswick Wellness Coalition to discuss collaboration and development of a regional community health needs assessment instead of continuing with individual organizational assessments and plans. Not only would this be efficient but also demonstrate a cost savings that could be re-invested into the community.

THE COMMUNITY WE SERVE

J. Arthur Doshier Memorial Hospital, located at 924 N. Howe Street in Southport, NC, is an accredited Critical Access Hospital with 25 inpatient beds. It is staffed by board-certified physicians, 320 employees, and approximately 200 hospital volunteers. The hospital is overseen by a publicly-elected seven-member Board of Trustees.

Services include a 24-hour emergency department, inpatient and outpatient surgeries and procedures, cardiac rehabilitation, cardiopulmonary/respiratory therapy, diabetes and nutritional education, diagnostic imaging, laboratory services, physical, occupational, lymphedema and speech therapies. In addition, offered services include upgraded imaging equipment, MRI and CT scan, MAKO robotic orthopedic procedures, 3-d digital mammography, DEXA bone density scan, x-ray, outpatient lab, onsite COVID-19 testing and vaccinations, telehealth including tele-medicine, tele-psychiatric, and tele-hospitalist, surgical specialist, women's health, urgent care, specialty physicians and swing bed. Doshier Sleep Disorder Laboratory offers diagnosis and treatment of sleep disorders such as apnea, narcolepsy and chronic snoring. The Wound Center provides outpatient wound care including hyperbaric chambers. The Patient Care Unit was completely renovated in 2015. All rooms are private.

In order to meet the community's growing outpatient healthcare needs, a network of primary care clinics and specialties have been established in the communities served by Doshier Memorial Hospital. These include family practice, internal medicine, women's health, general surgery, cardiology, vascular, urology, ophthalmology, endoscopy, and orthopedics.

The hospital is seeking and nurturing relationships with a broad range of collaborative partners to build community and organizational strength. The Brunswick Wellness Coalition is organized exclusively for charitable and educational purposes, serving those living and working in Brunswick County. This Coalition works closely with J. Arthur Doshier Memorial Hospital to improve the health of our community with the vision of becoming the healthiest county in North Carolina. In response to the coronavirus pandemic, the hospital partnered with Brunswick Community College, Brunswick County Health Services, Brunswick County

Emergency Services, Brunswick County Sheriff's Department, Brunswick-Novant Health, and the North Carolina National Guard to offer vaccination clinics as soon as vaccines were available.

The hospital's mission is to be "The friendliest, most patient-focused hospital in North Carolina."

Dosher Hospital's primary service areas are Smithville Township, Southport, Oak Island, Caswell Beach, Boiling Spring Lakes, Bald Head Island, and St. James as well as unincorporated areas of Brunswick County.

ACCESS TO CARE IMPROVEMENT STRATEGY

J Arthur Dasher Memorial Hospital will enhance access to care in Smithville Township and surrounding communities by collaborating with other providers and directing patients to the most appropriate sites and types of care.

Major Action(s)	Sub-actions
Collaborate with local providers to reduce barriers to care.	<ol style="list-style-type: none"> 1. Continue to build relationships with area providers in medical and surgical care. 2. Meet with local providers to develop strategies for collaboration. 3. Hospital will provide discharge follow-up, case management and referral to community clinics and providers. 4. Support local transportation initiatives to increase access to care through Neighbor to Neighbor. <p>Anticipated Outcomes:</p> <ul style="list-style-type: none"> • Establish a Care Coordination Center to assist with the follow up and improve efficiency of referral relationships and responsive case management along with assisting patients with finding a medical home. • Increased networking and collaboration with providers in the community will improve continuity of care for populations who have traditionally experienced lower access. • Explore NC Care 360 as a referral hub. • Use telehealth as a strategy of collaboration. • Increase transportation resources for the community.
Address frequent emergency department use among low income and chronic disease populations by improving access to appropriate care alternatives.	<ol style="list-style-type: none"> 1. Refer more low-income patients to clinics, primary care providers, home health or other non-emergency care settings more appropriate to their medical situation. 2. Manage cases of chronic conditions to reduce return visits to ED. 3. Participate in a regional fall prevention initiative to reduce hospital admissions related to falls. 4. Collaborate to establish caregiver and eldercare education partner. <p>Anticipated Outcomes:</p> <ul style="list-style-type: none"> • Achieve a 10% reduction in ED visits among the low income and chronic disease population. • As vulnerable patient populations reduce cyclical ED use and are integrated into a medical home, measurable reductions in health disparities will be observed. • Reduce ED visits leading to hospital admissions from falls. • Embrace education through Lower Cape Fear Life Care.
Resource Inventory	<ul style="list-style-type: none"> • Minor/urgent care clinics • New Hope Clinic/Cape Fear Health Net • Home care agencies • Health Departments

	<ul style="list-style-type: none">• Rural Health Clinics• Local physician practices• Telemedicine capabilities• Case Management• Lower Cape Fear Life Care.• Evidence-based community interventions
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INCREASING ACCESS TO MENTAL HEALTH SERVICES STRATEGY

J. Arthur Doshier Memorial Hospital will collaborate with existing area mental/behavioral health and telehealth providers to ensure patients with mental/behavioral needs are connected to appropriate supports.

Major Action(s)	Sub-actions
Sustain and enhance collaborations and referral relationships with local mental/behavioral health service providers	<ol style="list-style-type: none"> 1. Screen patients for mental health concerns and refer those with need to community-based services. 2. Explore expansion of current tele psychiatric services. 3. Meet with local providers of services for mental health crisis, chronic mental illness and/or substance use disorders. 4. Reignite operation medicine cabinet. 5. Educate employees about the availability of Employee Assistance Program (EAP). <p>Anticipated Outcomes:</p> <ul style="list-style-type: none"> • Screening and referring patients to community-based mental health resources will heighten awareness of available options, encouraging people to seek mental health counseling when needed. • Telemedicine will increase accessibility and convenience of care including tele-psychiatric visits. • Offer a minimum of two drive-thru drug drops to reduce the number of narcotics on the street and proper disposal of medications. • Experience an increase in employee use of EAP.
Resource Inventory	<ul style="list-style-type: none"> • Tele-psychiatric medicine program • Licensed mental health professionals in community • Area treatment centers • Primary Care providers • EAP

INCREASING WELLNESS THROUGH LIFESTYLE MEDICINE

J. Arthur Doshier Memorial Hospital will continue to contribute to ongoing community efforts to ensure families in Brunswick County have access to healthy lifestyle education and support.

Major Action(s)	Sub-actions
Educational series to include the following as lifestyle medicine <ul style="list-style-type: none"> - Food - Exercise - Stress Management 	<ol style="list-style-type: none"> 1. Introduce concept during Women’s Health Forum, Guest Chef program and other scheduled events. 2. Provide participants of these programs with a questionnaire to complete to assist with determining scheduling preferences. 3. Support Brunswick Wellness Coalition initiatives to provide healthy food to county residents. 4. Introduce wellbeing policy inclusive of equity, diversity, and inclusion. 5. Support hospital employees with healthy lifestyle choices and practices. <p>Anticipated outcomes:</p> <ul style="list-style-type: none"> • Increase knowledge of lifestyle medicine and healthy choices. • Host at least one healthy food drive for county food pantries. • Offer equity training for employees. • Track the number of employees participating in healthy lifestyle activities offered through wellbeing practices.
Resource Inventory	<ul style="list-style-type: none"> • Dietician • Exercise Physiologist • Brunswick County Wellness Coalition • Employee Engagement Team • Employees

COMMUNITY NEEDS THAT CANNOT BE ADDRESSED

In an effort to maximize resources available, leaders and staff at Doshier Hospital determined the following issues would not be explicitly included in their CHIP:

- Alzheimer’s Disease
- Maternal Health
- Oral Health
- Homelessness