Introduction

University Health Conway is located in Monroe, Louisiana, and is part of University Health System, a clinical partner and hospital for the LSU Health Shreveport School of Medicine.

The Hospital is an integrated health care provider serving residents of North Louisiana. The Hospital proudly offers a wide range of services and specialties to meet the needs of the citizens. University Health upholds a strong commitment to state-of-the-art treatment, clinical research, and community education and prevention programs.

University Health Conway provides a 24-hour trauma center and is home to health care providers committed to improving the health of all local citizens. Profits are reinvested in our communities, allowing preservation of the safety net mission, along with facility and technology improvements.
Identifying Health Needs

A community health needs assessment was conducted from May 2015 to April 2016. Community input was obtained through interviews of key informants, including representatives from:

✓ University Health Conway System
✓ Social service agencies
✓ Local school systems and universities
✓ Public health agencies
✓ Other medical providers

Population demographics and socioeconomic characteristics of the community were gathered and reported utilizing various third parties. The health status of the community was then reviewed. Information on the leading causes of death and morbidity information was analyzed in conjunction with health outcomes and factors reported for the community by CountyHealthRankings.org, and other third parties.

This data was analyzed and reviewed to identify health issues of uninsured persons, low-income persons and minority groups, and the community as a whole. As a result of the analysis described above, the following health needs were identified as the most significant health needs for the community:

1. Healthy behaviors/lifestyle choices
2. Lack of access to services (cost)
3. Poor nutrition/limited access to healthy food options
4. Lack of primary care physicians/hours
5. Lack of health knowledge/education
6. Obesity
7. Cost of prescription drugs
8. Physical inactivity
9. Children in poverty/homelessness
10. Lack of dental services
11. Uninsured/limited insurance
12. Diabetes
13. Utilization of emergency room for episodic care
14. Lack of mental health services
15. Transportation
The identified health needs were reviewed by hospital management and priority areas, included in the table below, were determined based on their assessment of the qualitative and quantitative data.

<table>
<thead>
<tr>
<th>University Health Conway Priority</th>
<th>Correlated Community Health Need</th>
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</table>
| Chronic Disease Prevention and Management | • Healthy Behaviors/Lifestyle Choices  
• Physical Inactivity  
• Obesity  
• Diabetes  
• Lack of Health Knowledge |
| Access to Health Services         | • Lack of Access to Services  
• Lack of Primary Care Physicians/Hours  
• Utilization of Emergency Room for Episodic Care  
• Uninsured/Limited Insurance  
• Lack of Mental Health Services |
| Poor Nutrition/Limited Access to Health Food Options | • Poor Nutrition/Limited Access to Health Food Options  
• Diabetes  
• Obesity |

**PRIORITY 1: Chronic Disease Prevention and Management**

Key stakeholders noted that education on health issues and preventative care is limited. They reported there is a significant need for community outreach programs aimed to educate patients and those within the CHNA Community. Diabetes, asthma, cardiovascular disease and obesity are considered as a health and quality of life issue.

Over 36% of the CHNA Community is obese and approximately the same percentage reports physical inactivity. Adult smoking rates for the community are above national rates with many counties in the service area reporting adult smoking rates above 20%. Over 35% (approximately 61,000 adults) of adults in the CHNA Community have high blood pressure and over 11% (approximately 21,000 adults) have diabetes. Poor dental health and low birth weight are also health concerns.

**Goal 1:** Educate community members on the importance of healthy lifestyles, disease prevention and chronic disease management.

**Strategies:**

A. Continue to expand Congregational Health outreach with the continued goal of 5 events per month within congregations in the community. Topics
covered are determined through a survey administered to members of each individual congregation to ensure topics covered are relevant to its members.

B. Partner with the Louisiana Campaign for Tobacco-Free Living to offer smoking cessation classes to the community and to educate on the hazards of secondhand smoking.

C. Continue development of breast feeding program and maintain baby friendly designation.

D. Continue collaborative efforts with the American Cancer Society and American Heart Association in education and promotion of disease awareness, prevention, and management.

E. Continue collaborative efforts with the Children’s Coalition, Louisiana Public Health Institute and Louisiana Adolescent Reproductive Health Coalition in policy development and implementation of community actions focused on the Adolescent population.

F. Provide education to community members and visitors through the hospitals’ Context Media TVs

G. Partner with the Junior League of Monroe to address the community needs of Women and Children and other identified areas of unmet needs according to their Community Impact Committee

Goal 2: Increase collaboration with primary care providers

Strategies: A. Provide education to providers in rural communities in Region 8 related to medical specialties.

B. Implementation of population health indicators within electronic medical records to provide better preventive care.

Goal 3: Provide opportunities for preventive screenings and diagnostic tests

Strategies: A. Provide health fairs to the community including health seminars and lectures.

B. Through partnership with LSU provide staffing for mobile vans to provide mammograms and pap smears in the community, particularly in underserved communities.

C. Continue partnerships with Northeast Louisiana Cancer Foundation and Louisiana Breast and Cervical Health Program.

D. Partner with faith based organizations to promote preventive health education and awareness across the age continuum.

E. Increase community awareness of screening and diagnostic opportunities by collaborative efforts with the Susan G. Komen foundation.
G. Utilize Continuous Glucose Monitoring Systems, which were recently purchased by the hospital, to provide patients a 3 to 5 day assessment which monitors their day to day glucose control. This will allow for better glucose control on a long-term basis.

**PRIORITY 2: Access to Health Services**

Over 55,000 persons in the community live in poverty and over 53,000 persons do not have insurance in the CHNA Community. Nearly 25% of the population reported they have no regular doctor. One hundred percent of the population is living in a health professional shortage area as designated by the U.S. Department of Health and Human Resources. Key informants noted the emergency room at the hospital is utilized as an outpatient clinic as a result of low access. There was also consensus among the key informants that there are not enough physicians and specialists in the community and that poverty and homelessness impacts access to care. Key informants noted the need for more accessible ambulatory care offering convenient hours for the CHNA Community.

**Goal 1: Increase community awareness and availability of services provided by University Health Conway.**

**Strategies:**

A. Actively participate in Southside Community Involvement Association (SCIA) and work with community leaders to increase community outreach regarding available health services in the community.

B. Distribute “We’re Here for U” leave behind booklet to the community.

C. Continue partnership with Central Louisiana Area Health Education Center (CLAHEC) and continue to support enrollment in the Affordable Care Act and Medicaid Expansion.

D. Expand collaborative endeavors with the Faith-based community and establish “non-traditional” community partnerships.

E. Continue to work collaboratively with Northeast (NE) Delta Human Services Authority (HSA) to address the behavioral health needs of the community.

F. Actively participate on the NE Delta HSA Opportunity Zone committee to address enhancing access to mental health and addictions services.

G. Work collaboratively with other healthcare and related entities to address primary and preventive care, to include health promotion and health education to reduce health disparities.

**Goal 2: Increase access to physicians.**

**Strategies:**

A. Investigate expanded hours at walk-in clinic which opened in 2016.

B. Continue support of Primary Health Care Services by providing access to specialty services for referrals from primary care providers providing care in the clinics.
C. Additional holding space for inpatient psychiatric services

**PRIORIT 3: Poor Nutrition/Limited Access to Health Food Options**

Over 78,000 persons or 33.42% of the population is living in census tracts designated as food deserts. The high poverty level for the community also indicates there is likely a high degree of food insecurity in the community. Healthy food access is also a concern as the grocery stores per 100,000 populations are reported as 12.75 for the CHNA Community compared to 21.88 and 21.2 for Louisiana and the United States respectively.

**Goal 1: Support healthy eating choices**

**Strategies:**

A. Provide volunteers and food donations to Northeast Louisiana Food Bank and Grace Place Ministries.

B. Continue healthy food offerings in University Health Conway Facilities, i.e. vending machines and dietary options, and promote Wellspot designation status.

C. Continue to offer Nutrition and diabetes education.

**Needs Not Addressed**

Some issues identified through the Community Health Needs Assessment have not been addressed in this plan. In initial discussion and subsequent prioritization, University Health Conway considered the levels to which some needs were already being addressed in the service area. Additionally, some community needs fall out of the scope of expertise and resources of University Health Conway. The following chart outlines how some of the needs identified in the assessment are addressed by others or in different ways:

<table>
<thead>
<tr>
<th>Community Need</th>
<th>How Need is Addressed</th>
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<tr>
<td>Lack of Dental Health</td>
<td>Dental health for the indigent and underserved now have dental services provided through Medicaid for adults and children. This allows access through many private providers. The Federally Qualified Health Centers in Region 8 also provide dental exams and treatment along with the opportunity for in school dental sealants.</td>
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<tr>
<td>Transportation</td>
<td>The Louisiana Department of Health will schedule and provide non emergent medical transportation to the underserved through Medicaid. The Federally Qualified Health Centers in Region 8 also provide transportation to the underserved. In Ouachita Parish, both cities provide paratransit services for any citizens with disabilities.</td>
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Next Steps

This Implementation Plan will be rolled out over the next three years, from FY 2017 through the end of FY 2019. The Hospital will work with community partners and health issue experts on the following for each of the approaches to addressing the identified health needs:

- Develop work plans to support effective implementation
- Create mechanisms to monitor and measure outcomes
- Provide on-going status and results of these efforts to improve community health

University Health Conway is committed to conducting another health needs assessment within three years.

Adoption/Approval

University Health’s Board of Directors approves the Implementation Strategy that has been developed to address the priorities of the Community Health Needs Assessment conducted in FY 2016.

The Hospital will utilize this Implementation Strategy as a roadmap to collaborate with their community to address the priorities, particularly for the most vulnerable.

Chair, University Health Conway Board of Directors

Date

Chief Executive Officer, University Health Conway

Date