

NMHS 2013 Implementation Plan

Listening and Learning to Improve

NMHS routinely uses diverse methods to capture the voice of those they serve in the 24 rural counties in northeast Mississippi and northwest Alabama. Additionally, a comprehensive Community Health Needs Assessment (CHNA) assisted NMHS in systematically identifying its strategic priorities. The below methods were used:

- Satisfaction surveys
- Discharge phone calls
- Face time with various community leaders
- Social media
- Community outlets/organizations
- Board and employee participation
- Research

NMHS Health Assessment

Mississippi-Alabama is among the least healthy and most medically underserved in the U.S. with adverse lifestyle choices as a major factor threatening personal wellness. NMHS partnered with a local university to further assess the service area's health needs (next two slides).

Catchment Area Health Assessment Statistics

Clinical Prevention Screenings

Blood pressure checked within the past year	75.2%
Had a flu shot in the past year	49.2%
Had pneumonia vaccine	33.2%
Eye exam within the past year	48.5%
Blood test for glucose or sugar	58.0%
Dental exam	45.9%
Blood cholesterol test	79.0%
Glaucoma exam	40.0%
Blood stool test	23.9%

Catchment Area Assessment Statistics - Health Status

Current health status fair or poor	29.1%
Health worse than a year ago	11.3%
At least one bad physical health day in last month	35.5%
At least one bad mental health day in last month	16.8%
Limited activities – at least one day last month	30.4%
Missed work – at least one day last year	13.7%
Confined to bed – at least half a day in past year	23.5%
Coronary heart disease	10.2%
Angina pectoris	4.6%
Heart attack	7.3%
Other heart condition or heart disease	13.4%
Stroke	6.7%
Emphysema	3.0%
Cancer	11.5%
Diabetes	20.0%
Asthma	11.2%
Currently have asthma	7.4%
Fruits and vegetables – at least five servings per day	9.3%
Trying to lose weight	31.6%
Counseled to lose weight	40.5%

NMHS System Opportunities Identified

- Cardiac services
- Cancer
- Telemedicine
- Bariatric
- End-of-life care
- Pediatric
- Orthopedic
- Population health

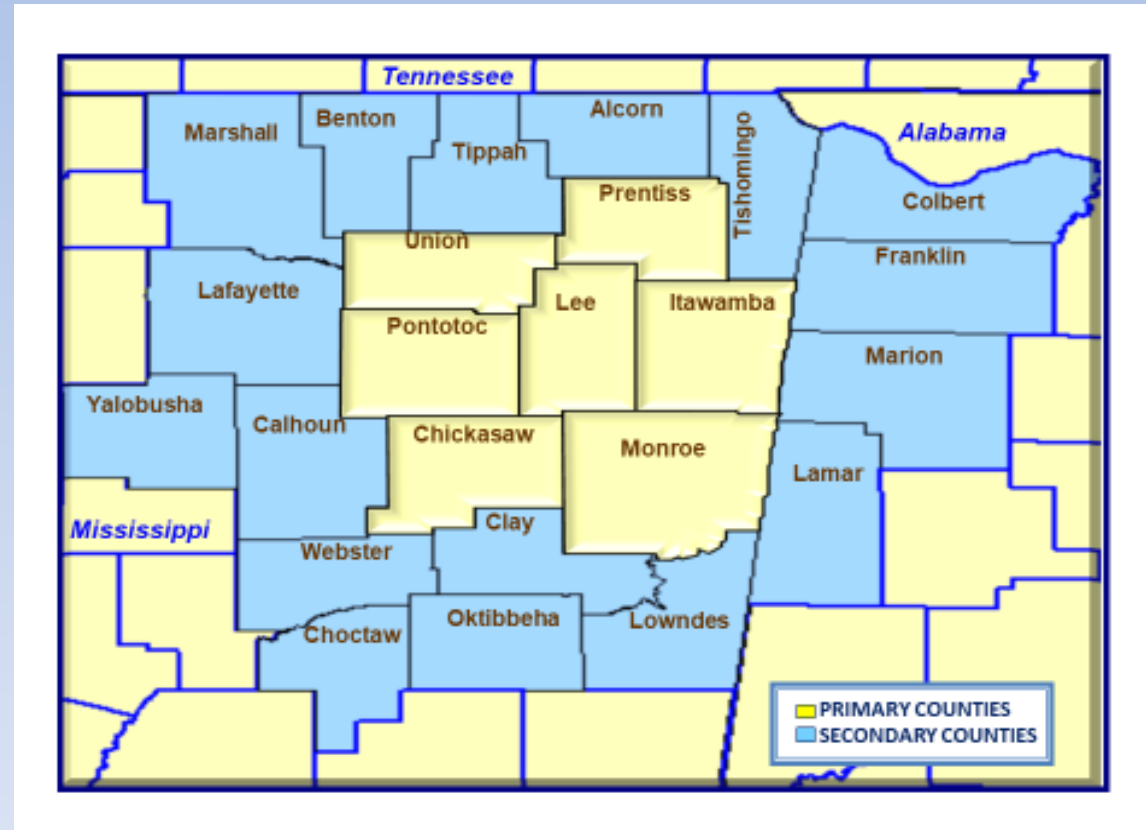
NMHS Strategic Priorities for 2013

Our mission is to continuously improve the health of the people of our region. Therefore, we utilized data gathered from our diverse listening and learning approaches (slide two) to prioritize our strategic opportunities. NMHS has a total of 113 facilities located on 289 acres and every organizational business entity has strategically aligned goals based on the identified needs of those we serve.

- Improve access
- Obesity

Priority one – improve access

Rationale – NMHS serves 24 rural counties with limited access to care. There are also societal and geographical challenges unique to those we serve, e.g., high poverty level, lack of public transportation coupled with a less educated and sicker population.



Priority Two - Obesity

Rationale – Mississippi leads the nation in obesity and a large percentage of our community lives with diabetes and other factors threatening personal wellness (below). Although we know that changing lifestyles is a difficult challenge, NMHS is committed to helping people make the right choices through a variety of educational and prevention mechanisms.

Indicator	MS	US
Poverty level	21.4%	13.5%
Diabetes	11.1%	8.0%
Overweight or obese	68.1%	62.9%
Mortality – age adj./100k	746.2	961.9

Implementation Activities by Hospital Facility

Clay County Medical Corporation d/b/a/ North Mississippi Medical - West Point

Implementation Activities

- Standardized care gaps
- Added access points and work site clinics
- Added advanced practice providers
- Involved medical staff in recruitment

Health lectures	3,673
Community health screenings	795
School screenings	1,051

Marion Regional Medical Center d/b/a North Mississippi Medical Center - Hamilton

Implementation Activities

- Conducted a feasibility study to evaluate rural health
- Developed a satellite clinic rotation to better meet cardiology needs
- Developed a wellness screening and evidence based care goal

North Mississippi Medical Center - Tupelo

Implementation Activities

To better meet the needs of the communities we serve, the use of advance practice providers was explored and strategies were systematically deployed to optimize the skill level of every clinician. Also, several initiatives were developed:

- Updated electronic health record
- Identified new clinic access points
- Enhanced care transition program
- Recruited specialists
- Developed an advanced practice leadership institute
- Implemented LEAN projects
- Organized discharge planning teams
- Improved processes related to disease state management

Implementation Activities Cont.

Health lectures	6,145
Community health fair screenings	3,949
Industrial health fairs	387
School screenings	22,323

Pontotoc Health Services d/b/a North Mississippi Medical Center - Pontotoc

Implementation Activities

- Increased technology outreach
- Implemented mobile MRI
- Recruited advanced practice and primary care providers

• Health lectures	• 160
• Health screenings	• 287
• Community flu shots	• 330
• School Screenings	• 2,435

Tishomingo Health Services d/b/a North Mississippi Medical Center - Iuka

Implementation Activities

- Expanded outpatient services via hospitalists
- Expanded ancillary services
- Added PCPs to increase access points

Health lectures	135
School screenings	84

**Webster Health Services d/b/a
North Mississippi Medical Center - Eupora**

Implementation Activities

- Increased outpatient services
- Increased coverage for pediatric services
- Increased PCP recruitment
- Received sleep lab accreditation

Health lectures	255
Health screenings	200

NMHS Implementation Plan Updates

2014

Cardiovascular Disease

- Community CPR classes - 128 participants
- Community blood pressure screening and education – 1,265 participants
- Cholesterol screening and education - 438 participants
- Smoking Cessation - 686 visits/107 participants
- Stroke screening and education - 206 participants
- Lunchtime Learning: “Atrial Fibrillation” - 116 participants
- Lunchtime Learning: “Women and Heart Disease” - 155 participants

NMHS Implementation Plan Updates

2014 Continued

Obesity, Healthy Eating and Active Living

- Assisted with planning and implementing the Families in Transition (F.I.T.) program
- NMMC School Nurses assisted with sports physicals – 1,845 participants
- NMMC School Nurses provided height and weight screenings

Cancer

- Pretty in Pink Luncheon focused on breast cancer awareness - 172 participants
- Spirit of Women Girls' Night Out focused on breast cancer awareness - 71 participants
- PSA screening and education - 34 participants
- Lunchtime Learning – “Gynecological Cancers” – 98 participants

NMHS Implementation Plan Updates

2014 Continued

Diabetes

- NMMC School Nurses provided daily support and education for more than 20 diabetic students
- Glucose screening and education - 438 participants
- Lunchtime Learning: “Diabetes” - 105 participants

Reproductive and Maternal Health

- Wonderful Beginnings Baby Fair - 200 participants

Children/Adolescent/Teen Health and Safety

- Mother/Daughter Workshop - 145 participants
- Effects of drug use education, Itawamba Attendance Center by NMMC School Nurse – 1,500 participants
- Hand washing and puberty education, Itawamba Attendance Center by NMMC School Nurse - 152 participants

NMHS Implementation Plan Updates

2014 Continued

Children/Adolescent/Teen Health and Safety Cont.

- Safety education, South Pontotoc Attendance Center by NMMC School Nurse – 1,675 participants
- Nutrition and oral health education, South Pontotoc Attendance Center by NMMC School Nurse - 480 participants
- Drug use prevention and self-esteem, Okolona Elementary and Junior High by NMMC School Nurse - 810 participants
- NMMC School Health Centers Charted Treatments - 11,209
- NMMC School Health Centers Screenings – 4,701
- Two SafeSitter sessions - 40 participants

Bone Health

- Bone density screening and education – 391 participants

NMHS Implementation Plan Updates

2014 Continued

Immunizations

- Provided free influenza vaccinations – 3,300 participants

General Health

- Spirit of Women January event “Pure and Simple” - 389 participants
- Lunchtime Learning: “Spine Health” - 95 participants
- Lunchtime Learning: “Muscle and Joint Health” - 107 participants

NMHS Implementation Plan Updates

2015

Cardiovascular Disease

- Community CPR classes - 237 participants
- Community blood pressure screening and education – 1,162 participants
- School blood pressure screening and education - 354 participants
- Distributed “Blood Clots and Cancer: Know the Risks” information produced by Spirit of Women HeartCaring program to all oncology services sites
- Distributed updated HeartCaring Journals to NMMC Heart Institute
- Cholesterol screening and education - 322 participants
- Smoking Cessation - 906 visits/143 participants

NMHS Implementation Plan Updates

2015 Continued

Obesity, Healthy Eating and Active Living

- Body Mass Index screening and education - 923 participants by NMMC school nurses
- Assisted with planning and implementing the Families in Transition (F.I.T.) program
- “Digestive Health” Lunchtime Learning program - 96 participants
- “Fitness at Any Age” Spirit of Women Girls’ Night Out program - 105 participants
- NMMC School Nurses assisted with sports physicals – 1,845 participants
- Health and exercise education for Itawamba Attendance Center by NMMC School Nurse – 242 participants

NMHS Implementation Plan Updates

2015 Continued

Cancer

- Provided colon cancer awareness assessment at “Run for Your Buns” 5K - 41 participants
- Pretty in Pink Luncheon focused on breast cancer awareness - 132 participants
- PSA screening and education - 25 participants

Diabetes

- NMMC School Nurses provided daily support and education for more than 25 diabetic students
- Glucose screening and education - 322 participants

Reproductive and Maternal Health

- Wonderful Beginnings Baby Fair - 300 participants

NMHS Implementation Plan Updates

2015 Continued

Children/Adolescent/Teen Health and Safety

- Mother/Daughter Workshop - 122 participants
- Character Building Skills education for PreK-5th graders at South Pontotoc Attendance Center by NMMC School Nurse - 950 participants
- Self-esteem education at Okolona Elementary and Junior High by NMMC School Nurse - 204 participants
- Hand hygiene education at Itawamba Attendance Center - 750 participants
- School Shooting Safety for 7th and 8th graders at Itawamba Attendance Center - 215 participants
- Safety education for K-5th graders at Itawamba Attendance Center - 800 participants
- NMMC School Health Centers Charted Treatments - 11,536

NMHS Implementation Plan Updates

2015 Continued

Children/Adolescent/Teen Health and Safety Continued

- NMMC School Health Centers Screenings-Hearing – 2,963; Vision – 2,582; Lice – 2,351
- Three SafeSitter sessions - 50 participants
- Bus Safety education for PreK-5th graders at South Pontotoc Attendance Center by NMMC School Nurse - 950 participants
- Fire Safety education for first graders at South Pontotoc Attendance Center by NMMC School Nurse - 150 participants
- Hand hygiene education for 5th graders at South Pontotoc Attendance Center - 175 participants
- Spirit of Women “Internet and Social Media Safety” program - 35 participants

NMHS Implementation Plan Updates

2015 Continued

Bone Health

- Bone density screening and education - 295 participants
- “Orthopedics” Lunchtime Learning program - 104 participants

Oral Health

- Oral health education for PreK-2nd graders at South Pontotoc Attendance Center by NMMC School Nurse – 474 participants

NMHS Implementation Plan Updates

2015 Continued

Immunizations

- Provided free influenza vaccinations – 2,874 participants “Adult Immunizations” Lunchtime Learning program - 103 participants
- NMMC School Nurse taught proper immunization procedure for Summer Health Academy - 20 participants

General Health

- Spirit of Women January event “Take a Time Out” - 175 participants
- Spirit of Women overactive bladder educational program – 46 participants
- “Stress-free Holiday Decorating” Lunchtime learning program – 87 participants
- Hand washing and Hygiene education for 5th graders at South Pontotoc Attendance Center by NMMC School Nurse – 175 participants

NMHS Implementation Plan Updates

2016

Cardiovascular Disease

- Community CPR classes - 137 participants
- Community blood pressure screening and education - 389 participants
- Cholesterol screening and education - 63 participants
- Smoking Cessation - 696 visits/119 participants
- Lunchtime Learning: “Conquer Cholesterol” - 96 participants
- Day of Dance for Heart Health - 20 participants

NMHS Implementation Plan Updates

2016 Continued

Obesity, Healthy Eating and Active Living

- NMMC School Nurses provided height and weight screenings
- Spirit of Women January event: “Lose the Clutter, Lose the Weight” - 455 participants

Cancer

- PSA screening and education - 8 participants
- Run for Your Buns 5K-Colorectal Cancer education - 120 participants

NMHS Implementation Plan Updates

2016 Continued

Diabetes

- NMMC School Nurses provided daily support and education for more than 25 diabetic students
- Glucose screening and education - 63 participants

Children/Adolescent/Teen Health and Safety

- NMMC School Health Centers Charted Treatments - 3,161
- NMMC School Health Centers Screenings - 506
- Four SafeSitter sessions - 54 participants
- Jump Rope for Heart-South Pontotoc Elementary - 950 participants
- Seizure Education-South Pontotoc Elementary by NMMC School Nurse - 45 participants

NMHS Implementation Plan Updates

2016 Continued

Children/Adolescent/Teen Health and Safety

- Dental Health-South Pontotoc Elementary by NMMC School Nurse - 155 participants
- Food Allergies-South Pontotoc Elementary by NMMC School Nurse - 26 participants
- Nutrition-Itawamba Attendance Center by NMMC School Nurse - 800 participants
- Fire Safety-Itawamba Attendance Center by NMMC School Nurse - 521 participants
- Children's Health program at local daycare by NMMC School Nurse - 45 participants

NMHS Implementation Plan Updates

2016 Continued

Bone Health

- Bone density screening and education - 308 participants

General Health

- Lunchtime Learning: “Fighting Fatigue” - 75 participants
- Lunchtime Learning: “Understanding Genetics” - 63 participants