



Community Health Needs Assessment

CLAY COUNTY MEDICAL CORPORATION, DBA

NORTH MISSISSIPPI MEDICAL CENTER-WEST POINT

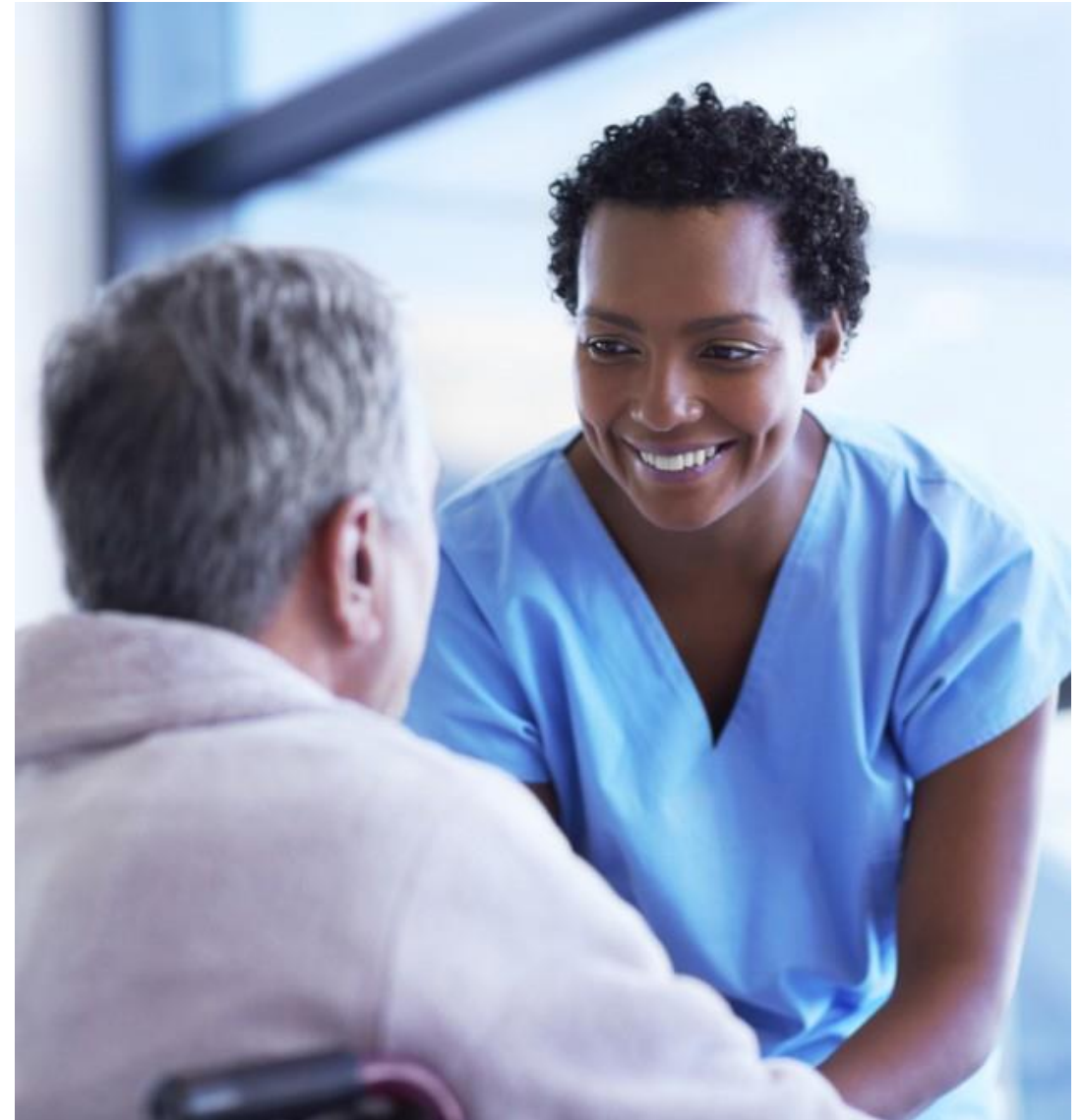
SEPTEMBER 2022



**NORTH MISSISSIPPI
HEALTH SERVICES**

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Executive Summary

Regulatory Requirements of Community Health Needs Assessment (CHNA)

The Patient Protection and Affordable Care Act (PPACA) of 2010 requires tax-exempt hospitals, such as North Mississippi Health Services (NMHS), to conduct a Community Health Needs Assessment (CHNA). The CHNA is the process by which a non-profit hospital evaluates the health needs of the community it serves, e.g., diabetes, heart disease, lung disease, and the service area's overarching resources, e.g., food, housing, poverty, etc. This assessment identifies community strengths, needs, care gaps, assets and opportunities relative to the health of residents.

North Mississippi Medical Center-West Point is a not-for-profit hospital affiliated with North Mississippi Health Services (NMHS). Because of its tax status, this hospital is required to conduct a CHNA every three years. This includes identifying priorities and implementing strategies that address the needs of those served in the defined market. Each hospital within NMHS conducts a CHNA in order to understand and plan for the current and future health needs of residents and patients in the communities it serves.

This CHNA will help develop strategies that will improve the health of the NMHS service area communities by:

- ✓ Identifying chronic health issues and care gaps
- ✓ Recognizing health disparities particularly associated with vulnerable populations
- ✓ Highlighting community resources that are either available, lacking or underutilized
- ✓ Understanding health needs from a population-based perspective
- ✓ Implementing plans to address identified needs



Introduction

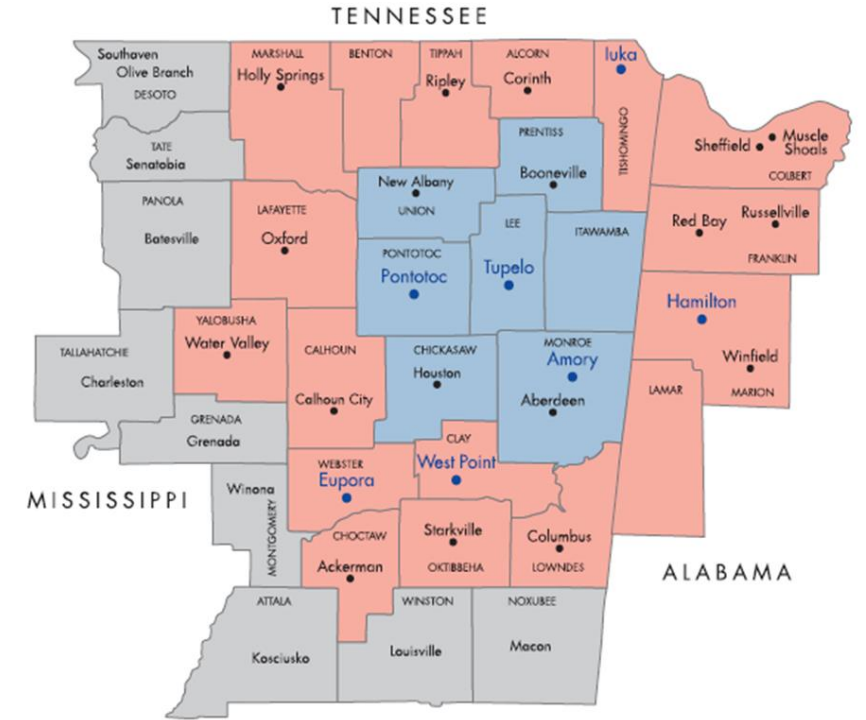
North Mississippi Medical Center-West Point is affiliated with North Mississippi Health Services

North Mississippi Health Services (NMHS) is a not-for-profit, integrated health care delivery system serving 24 counties in north Mississippi and northwest Alabama (twenty Mississippi counties and four Alabama counties). The map highlights this area.

NMHS' headquarters is located in Tupelo, MS, the site of its flagship hospital, North Mississippi Medical Center, Inc. The system has five community hospitals with locations in Mississippi (Amory, Eupora, Iuka, Pontotoc and West Point and one community hospital located in Alabama (Hamilton).

North Mississippi Health Services is dedicated to being the provider of the best patient- and family-centered care. NMHS connects patients and their families with convenient access to care that is cost efficient and of the highest quality. NMHS provides acute, diagnostic, therapeutic and emergency services, with the sole trauma center (Level 2) in our service area, through North Mississippi Medical Center in Tupelo.

NMHS is a 2012 recipient of the prestigious Malcolm Baldrige National Quality Award. North Mississippi Medical Center, Inc. (NMMC) is a 2006 Baldrige Award recipient.



- North Mississippi Health Services
 - North Mississippi Medical Center Eupora
 - North Mississippi Medical Center Gilmore-Amory
 - North Mississippi Medical Center Hamilton
 - North Mississippi Medical Center Iuka
 - North Mississippi Medical Center Pontotoc
 - North Mississippi Medical Center Tupelo
 - North Mississippi Medical Center West Point
- Primary Service Area
■ Secondary Service Area

Introduction

North Mississippi Medical Center-West Point

Clay County Medical Corporation, d/b/a North Mississippi Medical Center-West Point is located in Clay County. This full-service, 60-bed medical facility is a private, not-for-profit hospital that opened its doors in 1985 and continues to grow.

The six-bed Intensive Care Unit offers invasive and non-invasive monitoring for medical and surgical patients. The hospital also has 10 licensed swing beds for patients who need extended care.

North Mississippi Medical Center-West Point offers 24-hour emergency services at the Level IV Trauma Center, as well as a paramedic-level ambulance service. Outpatient services include cardiac and pulmonary rehabilitation programs, as well as physical, occupational and speech-language rehabilitation services. Other services include radiology, respiratory therapy, and pharmacy.

The Sleep Disorders Center is fully accredited by the American Academy of Sleep Medicine with a board-certified sleep specialist and registered sleep technologists help individuals overcome sleep apnea, narcolepsy, chronic insomnia and other conditions.

North Mississippi Medical Center-West Point's 14,000-square-foot Wellness Center boasts around 1,300 members and offers numerous classes for exercisers of all ages and fitness levels. In addition to the hospital and Wellness Center, the North Mississippi Medical Center-West Point campus is also home to several medical practices.



Actions Taken Since 2019 CHNA

Priority areas from the previous CHNA:

- Improve Awareness/Access to Health Services
- Obesity/Chronic Disease Management
- Women's/Children's Services

COMMUNITY ACTIVITIES 2019

DATE	COMMUNITY ACTIVITY	NUMBER OF PARTICIPANTS
	2019	
February	Communiversity Health and Wellness Fair	
Oct. 2019 – Sep. 2021	Monthly Auxiliary Meetings (volunteers from the community)	20
Oct. 2019 – Sep. 2021	Masquerade Jewelry Sale fundraiser 2 times per year (opened to the community)	100 community members plus staff
Oct. 2019 – Sep. 2021	Collective Goods Fundraiser once a year	100+ staff
Oct. 2019 – Sep. 2021	Blood Drives 4 times per year	20
2019	Junior Class from Oak Hill tours the hospital	25 students
2019	Mainstreet Workshop in G'wood	
2019	Wake Up West Point	30
October	Hope Run for Breast Cancer (Radiology dept. has a team)	
November	Christmas Open House in Gift Shop	50+ staff
December	Auxiliary provides staff a Christmas Tea	

Actions Taken Since 2019 CHNA

Priority areas from the previous CHNA:

- Improve Awareness/Access to Health Services
- Obesity/Chronic Disease Management
- Women’s/Children’s Services

COMMUNITY ACTIVITIES 2020

DATE	COMMUNITY ACTIVITY	NUMBER OF PARTICIPANTS
	2020	
Oct. 2019 – Sep. 2021	Bright Horizon’s Partnership with WPHS every year	
Oct. 2019 – Sep. 2021	Adopt-A-Family every year	20 families adopted
2020	Safe Place Training at Sally Kate Winter’s Family Services	15
2020	HCF Employee Campaign	
2020	City Wide Disaster Drills	25-50
2020	Flu Shots given at City Hall for all city employees	
2020	Waymaker Video (in-house)	20
May	Annual Main Street Awards Banquet (virtual)	10 Board Members
July	Dr. Ned Miller participated in a hand washing video	
September 11	Wellness Center coordinates a stair climb at WPHS for the community	100
October	City Wide Clean Up Day	
November	Employees bought toys for The Mission (shelter in WP)	
December	Decorated our hospital tree at The Blues Museum for a fundraiser- Lighting of The Trees	12 employees/100 community members

Actions Taken Since 2019 CHNA

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- Women’s/Children’s Services

COMMUNITY ACTIVITIES 2021

DATE	COMMUNITY ACTIVITY	NUMBER OF PARTICIPANTS
	2021	
2021	United Way Day of Caring - annual	10
2021	Donated food to The Blues Museum Fundraiser	
2021	Partnership with The Great Starkville Development	
2021	Tupelo Community Theater with volunteers	15
2021	Community wide party for Lisa Klutts - Main Street Director of the Year	
2021	The Mill luncheon presentation by John Cohen	100
2021	Wellness Center offers special classes - on going	
March	Collaborated with The Growth Alliance and provided all the teachers at Fifth Street Elementary with “happies”	80 teachers
May	Replenishment Blood Drive for Ava Johnson (employee’s young child who has cancer)	
June	Business After Hours	125
July	HCF Employee Campaign	
August	Safe Place Training at Sally Kate Winter’s Family Services	15
September	Prairie Arts Festival - employee volunteers	15

Actions Taken Since 2019 CHNA

Priority areas from the previous CHNA:

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- Obesity/Chronic Disease Management
- Women’s/Children’s Services

MEDIA ACTIVITIES 2019 - 2020

DATE	COMMUNITY ACTIVITY
	2019
October 23	Russell Chumley, LPC, LMFT represented BH at Facebook Live Care Transition Expo
December	Russell Chumley, LPC, LMFT WTVA interview on holidays and depression
	2020
January	Russell Chumley, LPC, LMFT article for Mud and Magnolias on coping with depression.
March 24	Sandra Holmes, Ph. D, Shared coping information on coping skills during Covid-19 with marketing that was Place on hospital slider, NMMC internet for community, NMMC-ENTV and NMMC Facebook
April	Russell Chumley, LPC, LMFT – Interviewed by Daily Journal on coping with the Pandemic
April 6	Valerie Fields, LPC was interviewed on WTVA regarding Employees in Healthcare and Stress
April 9	Susan Schuh, LPC did a WEBEX for the community on Crisis/Stress Management
April 16	April Kitchens, LMSW Did an article on Budgeting During a Crisis
May 1	Sandra Holmes, Ph.D. provided Community Development Foundation information for HR professionals for coping with employee concerns during the pandemic
May 18	Sandra Holmes, Ph.D. provided Marketing and NMMC Education Mental Health month packet to be used on NMMC Facebook live and NMMC e-news, ENTV
August 25	Sandra Holmes, Ph.D. wrote an article on Self-care — The Ostrich
August 28	Sandra Holmes, Ph.D. wrote an article for Leadership – Self-Care Reminders and Resources
August 31	Sandra Holmes, Ph.D. Provided Marketing with packet on Suicide Prevention Month to be used for community post and at NMMC E-news—Just checking—regarding checking on others during Pandemic
September 8	Phillipa Jones, LCSW Spoke on Dealing with Children During Crisis for United Ways Voices from Home series
December 4	Sandra Holmes, Ph.D. wrote an article on Loneliness that was also used as slider on NMMC intranet for community and employees

Actions Taken Since 2019 CHNA

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MEDIA ACTIVITIES 2021

DATE	COMMUNITY ACTIVITY
	2021
January 21	Sandra Holmes, Ph.D. had article on Self-Care published in Mud and Magnolias
February	Russell Chumley, LPC, LMFT – NMMC Blog submission on coping with depression
March 18	Phillipa Jones, LCSW wrote an article/blog post Keep Calm and Carry On for helping children with anxiety
April	Russell Chumley, LPC, LMFT – NMMC Blog submission on coping with anxiety
April 21	Sandra Holmes, Ph.D. Shared Mental Health Month packet with Marketing materials used for community and employee post
April	Lateefa Chism, LMSW wrote an article/blog on Self-Care — What it Is and Isn’t
April	Lauren Carter, RN wrote an article/blog Depression You Are Not Alone
April	EAP staff did weekly video clips for the NMMC community and provided information that was shared on the hub
April	Sandra Holmes, Ph.D. provided 2 presentations on Emerging Strong – using Balance to build Resilience
May	Jade Davis-Hurt, LPC – NMMC Blog submission on OCD
August 25	Sandra Holmes, Ph. D. had blog post of previous article Makes Like an Ostrich on Facebook Live NMMC
September 8	April Kitchens, LMSW had blog post of previous article Take a Break and Breath on Facebook Live NMMC
September 21	Sandra Holmes, Ph.D. Upcoming repeat of above
October 7	Sandra Holmes, Ph.D. Upcoming North Mississippi Society of Human Resource Management – Emerging and Resilience

Actions Taken Since 2019 CHNA

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MEDIA ACTIVITIES (YOUTUBE) 2020

PUBLISHED DATE	COMMUNITY ACTIVITY	NUMBER OF VIEWS
2020		
April 20	COVID-19 is Color Blind	8,293
May 21	COVID-19 is Color Blind – Spanish Version	134
June 25	Dr. Jeremy Blanchard Discusses COVID-19 Prevention	178
July 23	Primary Care after Bariatric Surgery	109
August 21	High Risk Pregnancy	94
August 24	Cesarean Delivery	7,458
August 28	Infant Safety	27
August 28	Childbirth During COVID- 19	94
August 28	Caring for Your Newborn	65
August 28	Breastfeeding	786
August 28	Prenatal Nutrition	26
August 28	First Days with a Newborn	241
August 28	The Golden Hour	39
August 28	Prenatal Exercise	31
August 28	Happy, Health WIC Moms	21
August 28	All About Epidurals	59
August 28	Babies Don’t Come with Instructions	53
August 28	Feeding Your baby	23
August 28	Prenatal Massage2	2,066

MEDIA ACTIVITIES (YOUTUBE) 2020 - 2021

PUBLISHED DATE	COMMUNITY ACTIVITY	NUMBER OF VIEWS
August 28	Infant CPR	712
October 7	Emotion, Behavior and Weight Management	57
October 26	NMMC Sleep Disorders Center Home Sleep Study Tutorial	1,823
October 29	Wear a Mask	28
December 29	Who is a Candidate for Weight Loss Surgery	361
December 29	Diabetes and Weight Loss	25
December 29	Nutrition and Weight Loss	17
December 29	Sleep Apnea and Weight Loss	8,224
2021		
January 26	NMMC Diabetes Prevention Program: Introduction	21
March 11	Obesity and Sleep Apnea	44
March 11	NMMC Diabetes Prevention Program: Shop and Cook to Prevent Type 2	35
March 17	NMMC Diabetes Prevention Program: Manage Stress to Prevent Type 2	9
May 12	Vernon Rayford, M.D. Discusses Possible Side Effects after the Vaccine	22
May 12	Pregnancy and the COVID-19 Vaccine	30
June 1	NMMC Hospice Virtual Memorial Service 2021	266
June 2	Are you afraid? What to expect with a routine mammogram	42

Actions Taken Since 2019 CHNA

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MEDIA ACTIVITIES (YOUTUBE) 2021

PUBLISHED DATE	COMMUNITY ACTIVITY	NUMBER OF VIEWS
2021		
June 2	Why It's Important to See your Doctor Every Year with Claire Northington, FNP	43
July 9	EMG/Nerve Conduction Study	613
July 14	Colon Cancer Screening: Colonoscopy vs. Home-Screening Kits	32
July 20	The Importance of sports physicals and child wellness checks	43
August 13	Keep your Heart Healthy	6
August 13	Coping Triggers	4
August 13	When Weight Loss Stalls	5
August 13	Stay Active to Prevent T2	11
August 13	Eat Well Away from Home	5
August 13	Take Charge of Your Thoughts	10
August 13	Get Support	6
August 13	More About T2	13
August 13	Stay Active Away from Home	3
August 13	Take a Fitness Break	4
August 13	Stay Motivated to Prevent T2	5
August 18	More About Carbs	15
August 24	Early Pregnancy	14

MEDIA ACTIVITIES (YOUTUBE) 2021

PUBLISHED DATE	COMMUNITY ACTIVITY	NUMBER OF VIEWS
2021		
August 24	Labor and Delivery	21
August 30	Respiratory Syncytial Virus (RSV)	56
September 9	Prostate Cancer Treatment Options	1
September 9	Prostate Cancer Screening	1
September 9	PSA Screening for Prostate Cancer	3



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MEDIA ACTIVITIES (FACEBOOK) 2019 – 2020

PUBLISHED DATE	COMMUNITY ACTIVITY	NUMBER OF VIEWS
2019		
October 15	Live from the Endovascular lab with Dr. Jason Stacy and Dr. Richard Arriola Discussing Stroke	10K
October 23	Live at the Care Transitions Expo	2.5K
November 13	Live with Dr. Vernon Rayford Discussing Diabetes	2.5K
November 20	Live with Jill Bauer, physical therapist, demonstrating dry needling	3.2K
November 27	Live with Emily Littlejohn Talking about Healthy Holiday Eating	1.9K
December 2	Live with Dr. Benjamin Hinton discussing cutting edge cancer treatment	3K
December 11	Live with Breast Health Specialists Dr. Mary Moss and Dr. Joanna Sadowksa	2.8K
December 18	Kevin Morse Colon Cancer Story	4.9K
December 30	Brett Rakestraw Colon Cancer Story	5.9K
2020		
January 24	Live from North Mississippi Retina Center	3.4K
February 4	Live with Dr. Bobby Tullos talking about the flu	12K
February 19	Dr. Jaime Ungo discusses vaping	14K
February 26	Dr. Stephen Amann and Jaren Earnest discuss colon cancer	8.3K
March 10	Handwashing: Your Best Defense	1.1K
April 10	Q and A with Dr. Jaime Ungo about COVID-19	8.8K

MEDIA ACTIVITIES (FACEBOOK) 2020

PUBLISHED DATE	COMMUNITY ACTIVITY	NUMBER OF VIEWS
2020		
April 15	Stress and Anxiety During a Global Pandemic	1.3K
April 18	Social Distancing	900
April 20	Stop the Spread of Germs	935
April 23	COVID-19 is Color Blind	4K
April 23	Live with Dr. Terry Pinson discussing weight loss surgery	7.8K
May 1	Keeping Our Community Well and Safe	10.8K
May 6	Live with Dr. Danny Sanders talking about breast cancer treatment during COVID-19	6.4K
May 13	Live with Dr. Will Cauthen discussing weight loss surgery	1.8K
May 15	Matt Laubhan on Staying Healthy Together	8.7K
May 18	Live with Dr. Kalish discussing overactive bladder	6.5K
May 19	Dr. Edward Hill, retired physician and former host of 60 Second Housecall - COVID	7.7K
May 19	NMMC Vein Center with surgeons Dr. Newt Harrison and Dr. Robert McAuley	1.9K
May 20	Will Rambo, senior pastor at The Orchard Tupelo, discusses handwashing and wearing a mask	4K
May 21	COVID-19 is Color Blind – Spanish Version	3.6K
May 22	Let’s Stay Healthy Together - Trent Harmon	3.6K
May 25	Let’s Stay Healthy Together – Jim Johnson	2.3K

Actions Taken Since 2019 CHNA

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MEDIA ACTIVITIES (FACEBOOK) 2020

PUBLISHED DATE	COMMUNITY ACTIVITY	NUMBER OF VIEWS
	2020	
May 26	Kaylin Costello – the two most important things that each of us can do to prevent COVID	5.3K
May 28	Let's Stay Healthy Together – Jason Hayden	3.7K
May 28	Live with Dr. Charles Pigott discussing surgery options	5.9K
May 29	Let's Stay Healthy Together – Robbie Robinson	2.3K
June 1	Let's Stay Healthy Together – Tom Booth	2.2K
June 2	Let's Stay Healthy Together – Dr. Christy Vowell	2.6K
June 3	Reminder about mask wearing	8.7K
June 4	Let's Stay Healthy Together – Zierra and Zell Long	7.5K
June 5	Neal McCoy – Helps Stop the Spread	840
June 9	Live with Abigail Farris discussing advance care planning	6K
June 11	Live with neurosurgeon Dr. Lynn Miller discussing back pain	6.2K
June 16	Live from the Center for Digestive Health discussing acid reflux	3.5K
June 24	Live with Dr. Mary Moss and Dr. Joanna Sadowska discussing health care screening during a pandemic	3.4K
June 24	Let's Stay Together – Paul Thorn	7.5K
June 25	Live with NMHS Chief Medical Officer Dr. Jeremy Blanchard discussing masking	18.7K
June 25	Let's Stay Healthy Together – Matt Laubhan	8.7

MEDIA ACTIVITIES (FACEBOOK) 2020

PUBLISHED DATE	COMMUNITY ACTIVITY	NUMBER OF VIEWS
	2020	
June 26	Let's Stay Healthy Together – Pastor Will Rambo	4K
June 27	Let's Stay Healthy Together – Dr. Edward Hill	7.7K
June 28	Let's Stay Healthy Together – Jim Johnson	5.2K
June 29	Let's Stay Healthy Together – Jack Reed	4.9K
June 30	Let's Stay Healthy Together – Robbie Robinson	2.3K
July 1	Let's Stay Healthy Together – Trent Harmon	3.6K
July 2	Let's Stay Healthy Together – Miss Tupelo Kaylin Costello	5.4K
July 3	Let's Stay Healthy Together – Jason Hayden	3.7K
July 4	Let's Stay Healthy Together – Judd Wilson	4.4K
July 8	Live with Dr. Jaime Ungo taking about lung cancer screening	3.4K
July 10	Let's Stay Healthy Together – Dave Gilliland, M.D.	3.6K
July 20	Let's Stay Healthy Together – Dr. Vernon Rayford	3.4K
July 21	Let's Stay Healthy Together – Dr. Ned Miller	5.8K
July 22	Let's Stay Healthy Together – Pastor Lowell Walker	2.1K
August 10	Live at Urologic discussing enlarged prostate	3K
August 12	Does wearing a mask affect your oxygen and CO2 Levels?	5.2K
August 23	Wear A Mask	678
August 24	High Risk Pregnancy	4.4K

Actions Taken Since 2019 CHNA

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- Women’s/Children’s Services

MEDIA ACTIVITIES (FACEBOOK) 2020

PUBLISHED DATE	COMMUNITY ACTIVITY	NUMBER OF VIEWS
	2020	
August 24	Prenatal Exercise	2.5K
August 24	Labor and Delivery	6.8K
August 25	What to pack for labor and delivery	6K
August 25	Early Pregnancy	3.2K
August 26	All About Epidurals	4.8K
August 26	The Golden Hour	2.1K
August 27	Feeding Your Baby	1.7K
August 27	Cesarean Delivery	6.1K
August 27	Breastfeeding	2.6K
August 27	First Days with a Newborn	3.7K
August 27	Happy, Healthy WIC Moms	1K
August 27	Caring for a Newborn	2.6K
August 28	Babies Don’t Come with Instructions	2.6K
August 28	Infant Safety	1.3K
August 28	Neonatal Intensive Care Unit	4.5K
August 28	Infant CPR	3.9K
September 15	Do Your Part – How to Mask	727
September 22	Live with Anna Wright and Jonathan Pilgrim discussing the Walk to End Alzheimer’s	2K

MEDIA ACTIVITIES (FACEBOOK) 2020

PUBLISHED DATE	COMMUNITY ACTIVITY	NUMBER OF VIEWS
	2020	
September 23	Surviving Sepsis: Angie Everett’s Personal Story	5.1K
September 27	It’s Time to Fight Flu, Mississippi	476
October 7	Live with Dr. Drew Blackstock discussing addiction medicine	3.1K
October 20	Abby Hopkins Shares Her “Why I Walk Story”	873
October 21	Rheumatology Consultants	832
October 21	Walk to End Alzheimer’s Promise Garden	1.6K
October 23	Live with vascular surgeon Dr. Joey Stinson discussing carotid issues	3.5K
October 28	Live with Dr. Bennett McGehee at Women’s Hospital	5.4K
October 29	2020 New Doctors	2.1K
October 29	Wear a Mask	4.3K
November 6	Live with Dr. Eric Webb at Women’s Hospital	2.6K
November 11	Live with Emily Davis discussing postpartum health	1.1K
November 16	Neonatal Therapists	735
November 16	Our NICU Family	4K
November 17	Our NICU Family 2	2.9K
November 18	NICU Graduates	1K
November 18	Neonatal Intensive Care Unit Tour	674
November 18	NICU Transport Team	1.9K

Actions Taken Since 2019 CHNA

Priority areas from the previous CHNA:

- Improve Awareness/Access to Health Services
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MEDIA ACTIVITIES (FACEBOOK) 2020 - 2021

PUBLISHED DATE	COMMUNITY ACTIVITY	NUMBER OF VIEWS
2020		
November 19	Our NICU Family 3	360
November 20	Our NICU Family 4	541
November 23	Live with Dr. Jennifer Kennard at Rheumatology Consultants	2.9K
November 26	Trinise Westbrook Weight loss Success Story	448
December 4	Family Medicine Residency Graduates Serve Small Communities	3.8K
December 7	Justin King Weight loss Success Story	179
December 11	Mask up Tupelo	5.7K
December 17	Live at the first COVID vaccines at NMMC	15.8K
December 17	Live at NMMC with continuing coverage of our first COVID vaccine	9.9K
December 19	NMMC Begins COVID-19 Vaccinations	12.5
December 30	Live with Dr. Vernon Rayford talking about diabetes	3.7K
2021		
January 6	NMHS CEO and CMO Receive COVID-19 Vaccination	1.2K
January 11	Weight Loss Surgery Overview	241
January 11	Nutrition and Weight Loss	88
January 12	Who is a Candidate for Weight Loss Surgery	1.1K
January 12	Freddie Harris Knee Replacement at Surgery Center	3.9K

MEDIA ACTIVITIES (FACEBOOK) 2021

PUBLISHED DATE	COMMUNITY ACTIVITY	NUMBER OF VIEWS
2021		
January 12	Getting Started on Your Journey	344
January 12	NMHS Cleaning Procedures	4.4K
January 13	Your Hospital Stay after Weight Loss Surgery	222
January 13	You're Invited: Virtual RN Open House	1.1K
January 13	Sleep Apnea and Weight Loss	716
January 14	Weight Loss and Emotions	188
January 14	Diabetes and Weight Loss	1.3K
January 15	Heart Disease and Weight Loss	434
January 19	Live at NMMC discussing RN opportunities	3.9K
January 22	Virtual RN Open House	3.5K
January 26	Justin King Weight Loss Success Story	1.9K
February 1	Live with Dr. Barry Bertolet taking about "COVID-19 and Your Heart"	47.9K
February 6	Forever Grateful	4.3K
February 8	Magnifiers for Low Vision	877
February 12	Live with Dr. Richmond McCarty discussing lifestyle medicine	3.8K
February 12	Low Vision: Identifying money	1.4K
February 18	Lighting for Low Vision	789

Actions Taken Since 2019 CHNA

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- Improve Awareness/Access to Health Services
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MEDIA ACTIVITIES (FACEBOOK) 2021

PUBLISHED DATE	COMMUNITY ACTIVITY	NUMBER OF VIEWS
2021		
February 24	Live with Dr. David Talton discussing heart valve disease	4.1K
February 24	Live with Dr. Karthik Prasad discussing atrial fib	3.9K
February 26	Low Vision Rehabilitation	652
February 28	Jim Spruiell Memorial Scholarship	1.1K
March 2	Live with NMMC Cardiac Rehabilitation	3.3K
March 24	Live with Dr. Stephen Armann and Jim Goodwin discussing colon cancer	3.6K
March 31	Regina Weatherall, RN, ICU manager at North Mississippi Medical Center	3.1K
April 3	Dr. Jeremy Blanchard Discusses How the COVID-q9 Vaccine was Developed so Quickly	797
April 3	Live with Dr. Bonnie Basler discussing COVID-19 vaccinations	2.2K
April 8	Pregnancy and the COVID-10 Vaccine	657
April 9	Live with the McLaughlins talking about their NICU experience	2.9K
April 10	Vernon Rayford, M.D. discusses possible side effects after the COVID-19 Vaccine	901
April 17	Justin Brewer, M.D. explains why he took the vaccine for COVID-10	790
April 29	Do Your Part: Get Vaccinated	532
May 1	Is the COVID-19 Vaccine Safe?	556

MEDIA ACTIVITIES (FACEBOOK) 2021

PUBLISHED DATE	COMMUNITY ACTIVITY	NUMBER OF VIEWS
2021		
May 5	“What Do Nurses Do?” by the NMMC Child Care Center	2.3K
May 6	Dr. Jeremy Blanchard discusses why hesitation about the COVID-19 vaccine	594
May 7	Stroke Symptomnology	185
May 14	Stroke Symptomnology	277
May 21	Stroke Symptomnology	205
May 27	Live with Claire Northington, nurse practitioner at Fulton Medical Clinic	3.4K
May 28	Stroke – React – Don’t Regret	189
June 2	Whitney Sparks, FNP – joins us live to speak about routine mammography	3.5K
June 2	NMMC Hospice Virtual Memorial Service	2.8K
June 15	Live: Dr. Curtis Glidewell with New Albany Medical Clinic is discussing steps to control your blood pressure	2.1K
June 22	Diabetic Eye Exams with Dr. Keri Merschman	1.6K
June 23	Men’s Health with Dr. Kenneth Thomas	2.5K
June 29	Live: Dr. Stephen Farmer and Dr. Timothy Posey at Urologic speak about prostate enlargement	1.7K
July 1	Live with Dr. Erik Dukes discussing the importance of sports physicals for your athletes	1.8K

Actions Taken Since 2019 CHNA

Priority areas from the previous CHNA:

- Improve Awareness/Access to Health Services
- Obesity/Chronic Disease Management
- Women's/Children's Services

MEDIA ACTIVITIES (FACEBOOK) 2021

PUBLISHED DATE	COMMUNITY ACTIVITY	NUMBER OF VIEWS
2021		
July 7	Live with Dr. Lakeisha Chism discussing colon cancer screening: colonoscopy vs. home tests	3.1K
July 12	EMG/Nerve Conduction Study	737
July 13	Live with Dr. Keith Krist at West point Children's Clinic discussing well-child visits/childhood immunizations	2.4K
July 20	Sports Physicals	2K Views
July 28	Live with pharmacist James Taylor at the NMMC Family Medicine Residency	2.7K
July 29	Walk with a Doc	293
July 29	Live: Dr. Crosswhite discusses how to make your wishes known	3.6K
August 2	Relationship Matters	1.3K
August 2	Live: Dr. Bonnie Basler discusses lung cancer screening	1.1K
August 6	Help our Home Team: NMMC Tupelo President David Wilson and Health Care Foundation of North Mississippi	2.8K
August 10	Live with registered dietitian Emily Littlejohn at the NMMC Wellness Center	1.4K
August 16	The North Mississippi Coalition for COVID-10 Vaccination	19.1K
August 17	You're Worth A Shot: Barry Bertolet, M.D.	12.5K
August 18	You're Worth A Shot: Trice W. Sumner, DDS	3.3K
August 21	You're Worth A Shot: Barry Bertolet, M.D.	1.1K
August 22	You're Worth A Shot: C.K. White, M.D.	2.1K

MEDIA ACTIVITIES (FACEBOOK) 2021

PUBLISHED DATE	COMMUNITY ACTIVITY	NUMBER OF VIEWS
2021		
August 22	You're Worth A Shot: C.K. White, M.D.	2.1K
August 23	You're Worth A Shot: Jeremy Blanchard, M.D.	6.3K
August 24	You're Worth A Shot: Terry Pinson, M.D.	3.6K
August 25	NMHS Clinics Open New COVID-19 Testing Site	958
August 25	Update from Dr. Jeremy Blanchard, Chief Medical Officer, North Mississippi Services	9K
August 31	You're Worth A Shot: Dr. Joe Johnsey	2.5K
August 31	Respiratory Syncytial Virus (RSV)	2.2K
September 1	All About Epidurals	793
September 2	Labor and Delivery Tour	1.3K
September 2	First Days with a Newborn	3.2K
September 2	You're Worth A Shot: Dr. Hoat Hoang	5K
September 3	What Connected Feels Like	3.3K
September 3	Neonatal Intensive Care Unit	780
September 3	Cesarean Delivery	1.4K
September 6	You're Worth A Shot: Dr. Jennifer Thomson-Davis	1.6K
September 7	You're Worth A Shot: Eric Lewis, M.D.	3.5K
September 8	You're Worth A Shot: Vernon Rayford, M.D.	1.2K
September 9	Prostate Cancer Screening	745
September 15	PSA Screening for Prostate Cancer	323
September 22	Saturday Morning Sports Injury Clinic – Dr. Bryan Fagan	510

Actions Taken Since 2019 CHNA

Priority areas from the previous CHNA:

- Improve Awareness/Access to Health Services
- Obesity/Chronic Disease Management
- Women's/Children's Services

MEDIA ACTIVITIES (NMHS WEBSITE) 2021

PUBLISHED DATE	COMMUNITY ACTIVITY	NUMBER OF VIEWS
	2021	
January 12	Sciatica: The Burning Truth about Leg Pain	154
January 12	High Blood Pressure: The Silent Killer	38
January 15	Questions to Ask Your Doctor	31
January 15	Healthy for Good in the New Year	31
January 19	Chronic Pain: Is it in Your Head?	35
January 22	Life Hacks to Prevent Sudden Cardiac Death	55
January 25	For Childbirth, Choose Hospital Over Home	38
February 2	Your Turn: Please Get the Vaccine	83
February 5	Would I Benefit from a Sleep Study?	56
February 5	Time to Say Goodbye to Your Gallbladder?	32
February 5	Finding relief from Uterine Fibroids	109
February 5	Cold, Dark Days of Winter	38
February 5	Babies Don't Come with Instructions	104
February 8	Which Test When?	27
February 8	Social Determinants of Health	110
February 8	Coming Back from COVID-19	76
February 10	How to Set Attainable Goals	47
February 11	Is Mastectomy the Best Option for Breast Cancer?	83
February 11	COVID-19 and Your Heart	210

MEDIA ACTIVITIES (NMHS WEBSITE) 2021

PUBLISHED DATE	COMMUNITY ACTIVITY	NUMBER OF VIEWS
	2021	
February 15	Winter Driving Tips	100
February 16	Keeping you Safe and Well	184
March 18	Heart Health and the Impact on Chronic Wounds	63
March 19	The Brain Matters	55
March 23	The Importance of Childhood Vaccines	39
March 24	Helping a Child with Anxiety During COVID-19	140
April 6	COVID-19 vaccination: What You Need to Know	116
April 7	Tornado Awareness: The Real Spin on Weather	42
April 29	Depression: You Are Not Alone	75
May 3	My provider has ordered an EMG/NCS test. Now what?	368
May 6	Issues Linger for COVID-19 Long-Haulers	122
May 11	Self-Care: What It Is and Isn't	126
May 18	I So Have OCD	64
May 19	What Happens After a Stroke?	46
May 31	Why It's Important to See Your Doctor Every Year	86
May 31	Can Weight Loss Surgery Do My Heart Good?	66
June 2	What to Expect with A Routine Mammogram	85
June 10	Keep it Healthy when Eating Out	44
June 10	Don't Give Carbs a Bad Rap	60

Actions Taken Since 2019 CHNA

Priority areas from the previous CHNA:

- Improve Awareness/Access to Health Services
- Obesity/Chronic Disease Management
- Women's/Children's Services

MEDIA ACTIVITIES (NMHS WEBSITE) 2021

PUBLISHED DATE	COMMUNITY ACTIVITY	NUMBER OF VIEWS
	2021	
June 11	The Hard-to-Swallow Truth	81
June 11	Controlling Your Blood Pressure	87
July 15	RSV: The New Old Kid on the Block	174
July 23	Colon Cancer Screening: Colonoscopy vs. Home Screening	63
July 26	Monoclonal Antibodies Infuse Hope for Those with COVID-19	127
August 24	COVID-10 'Magic Pill' Can Be Toxic	332
August 25	Caution: Baby on Board	95
August 26	Packing Your Hospital Bag Before It's Time	186
August 26	How to Know When It's Time	91
August 26	Eating for Two	55
August 26	Early Pregnancy: What to Expect	54
August 26	Caring for Your Newborn	81
August 27	Pregnancy Exercise for a Fit Pregnancy	38
August 27	Is Your Infant Safe	31
August 27	How to Perform Infant CPR and Rescue Breathing	32
September 8	Take a Break and Take a Breath	46
September 10	Coping with Loss	43



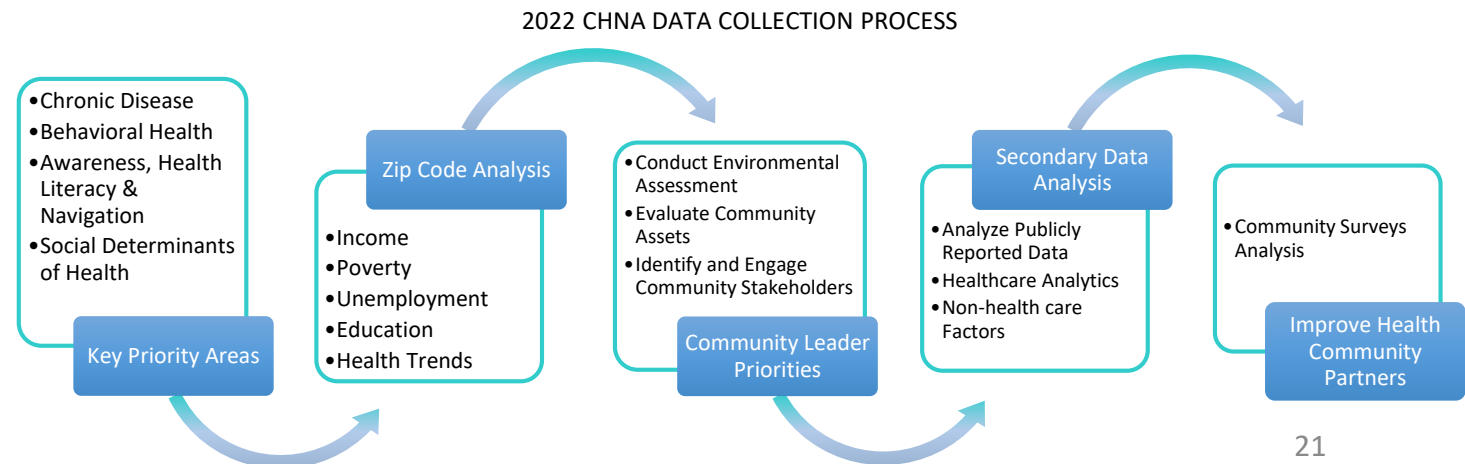
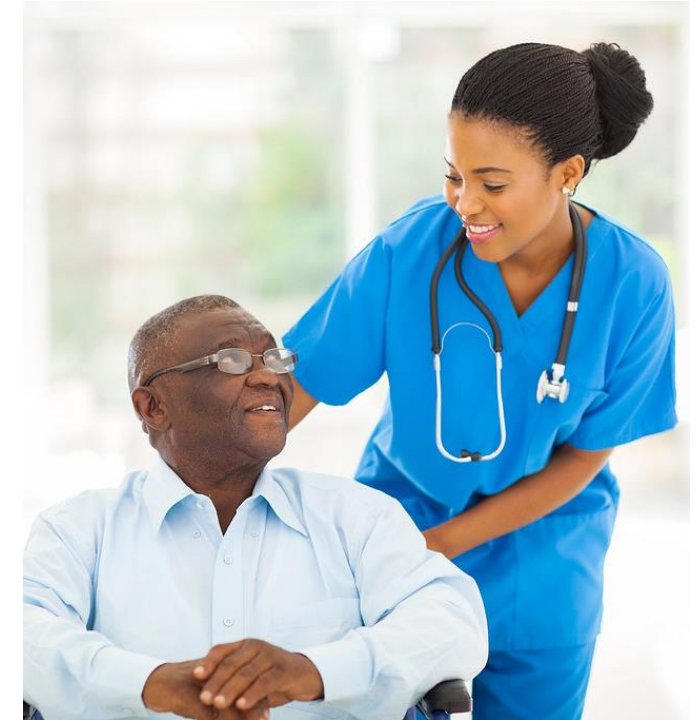
Methodology

Overview

Federal regulations allow us to define the communities we serve based on the relevant facts and circumstances including the geographic locations served by our facilities. Our overall service area includes 20 Mississippi counties and four Alabama counties. This CHNA was compiled/assembled by the Strategy Department of North Mississippi Health Services (NMHS). Significant data from the below secondary sources were gathered, assessed, evaluated and analyzed with demographic and health indicators cited as appropriate:

- U.S. Census Bureau
- County Health Rankings
- CDC
- County Health Departments

Input from the community was received via informant interviews, standardized electronic surveys from key organizations/stakeholders, healthcare advocates/leaders, and interested community partners residing in the service areas served by North Mississippi Medical Center-West Point and the health system (see Appendix). Additionally, Improve Health community partners participated.

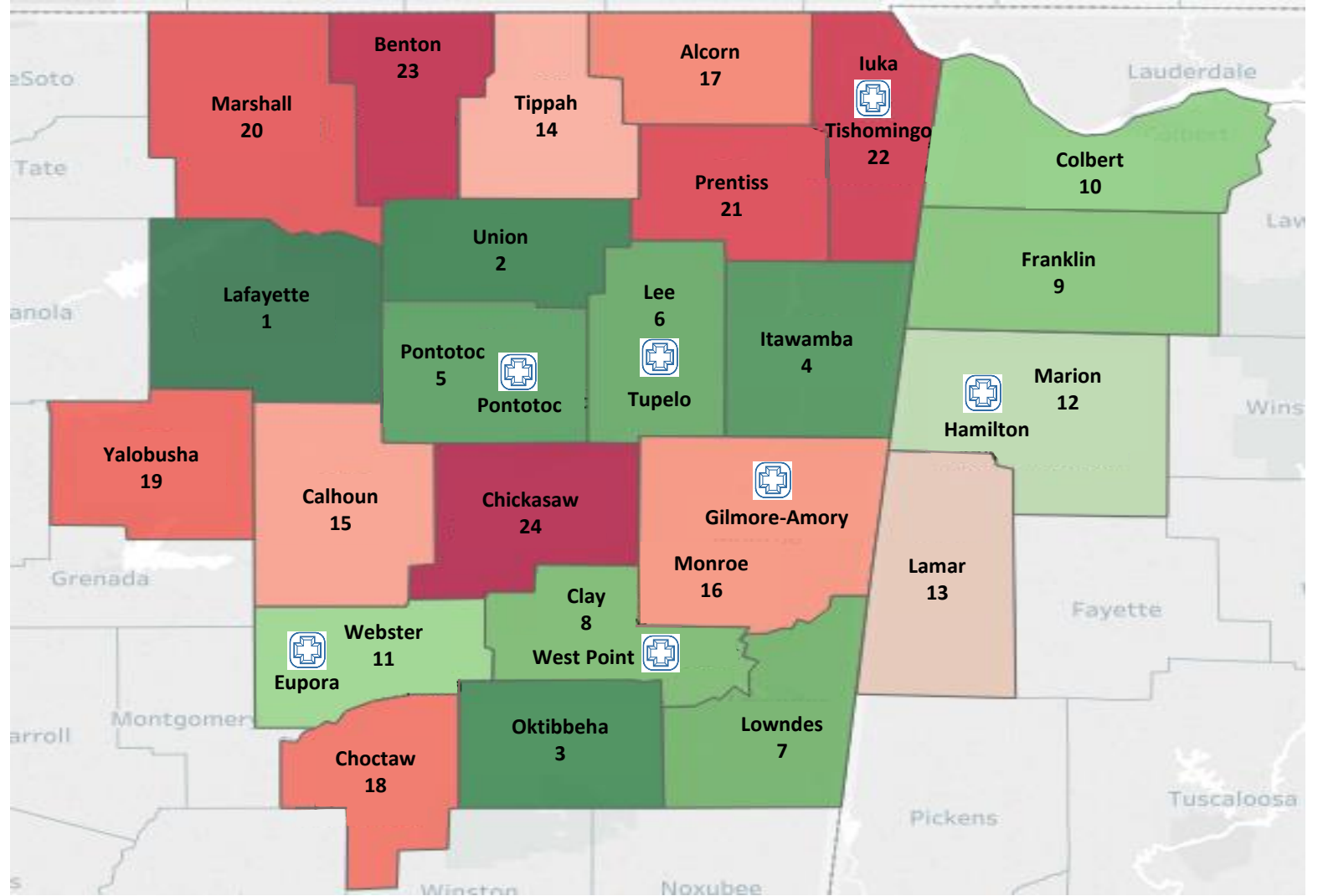


Clay County Ranking Relative to NMHS

Ranking of Health Outcomes for NMHS Service Area (The county with a ranking of #1 is considered the healthiest.)

Health Outcomes represent how healthy a county is relative to other counties. This category reflects the physical and mental well-being of residents within a community through measures that represent the length of life and quality of life.

County	Rank
Alcorn	17
Benton	23
Calhoun	15
Chickasaw	24
Choctaw	18
Clay	8
Colbert	10
Franklin	9
Itawamba	4
Lafayette	1
Lamar	13
Lee	6
Lowndes	7
Marion	12
Marshall	20
Monroe	16
Oktibbeha	3
Pontotoc	5
Prentiss	21
Tippah	14
Tishomingo	22
Union	2
Webster	11
Yalobusha	19



Source: Adapted from the University of Wisconsin Population Health Institute. County Health Rankings & Roadmaps 2021. <https://www.countyhealthrankings.org/>

Clay County Ranking Relative to NMHS

Health Behaviors in Clay County Relative to NMHS

According to the CDC (Centers for Disease Control and Prevention), obesity, smoking, diet and physical inactivity are common causes of heart disease.

Ways to prevent heart disease and reduce the risk of cancer include choosing healthy foods and drinks, maintaining a healthy weight, getting regular physical activity, and not smoking.

The charts to the right show the percentage of three common causes of heart disease by each of the 24 counties in the NMHS service area.

All counties rank above the top U.S. Performers. The highest rates are 26% (Benton, Calhoun, Prentiss, and Tippah) for smokers, 50% (Clay) for obesity, and 45% (Tippah) for physical inactivity.



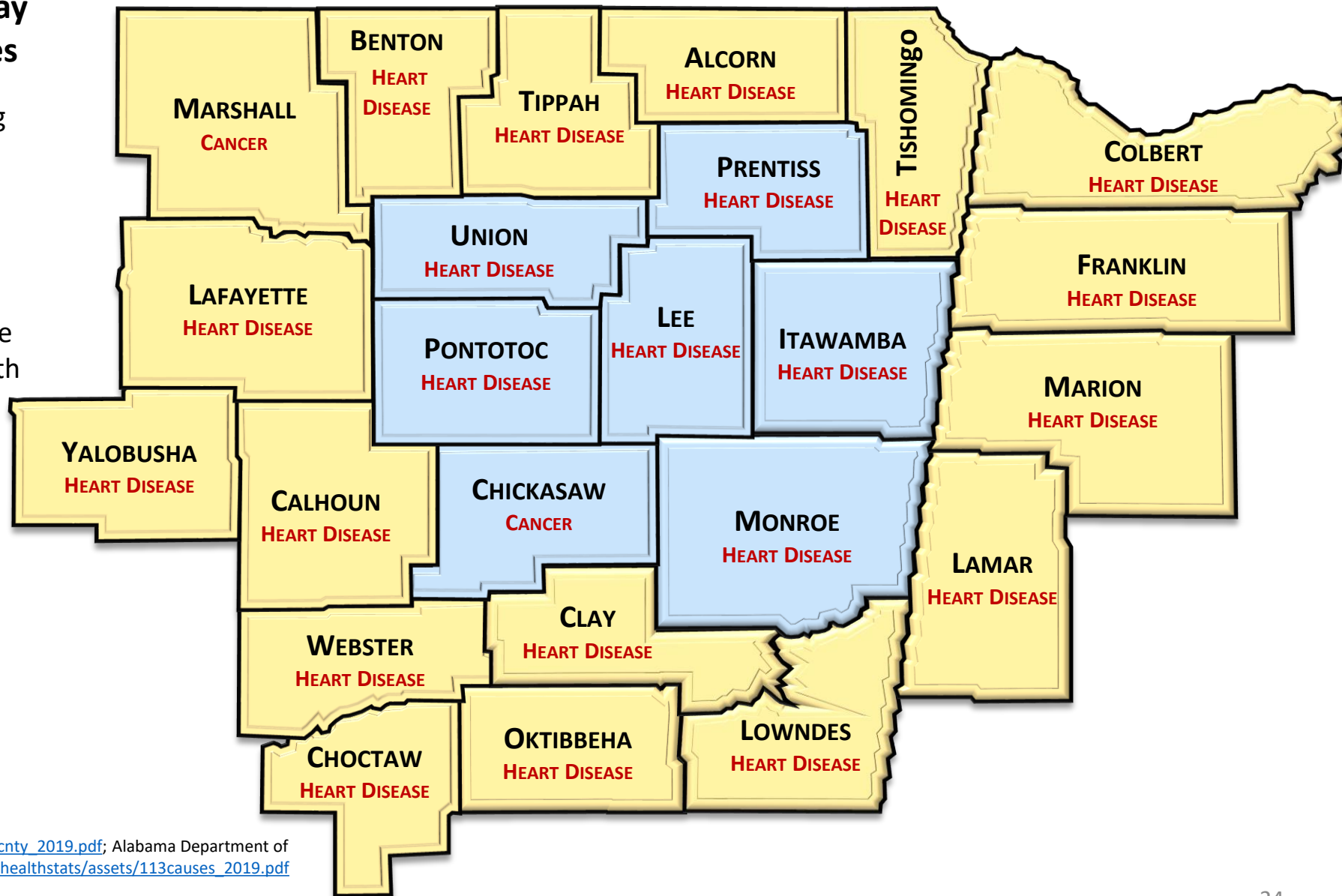
Sources: County Health Rankings, <https://www.countyhealthrankings.org/>; CDC, [Centers for Disease Control and Prevention \(cdc.gov\)](https://www.cdc.gov/)

Clay County Ranking Relative to NMHS

Top Causes of Death for Clay County and NMHS Counties

Cardiovascular disease, including heart disease and stroke, is the leading cause of deaths in Mississippi and Alabama.

Within the 24 counties in the NMHS service area, heart disease is the leading cause of death, with the exception of Marshall and Chickasaw (cancer).



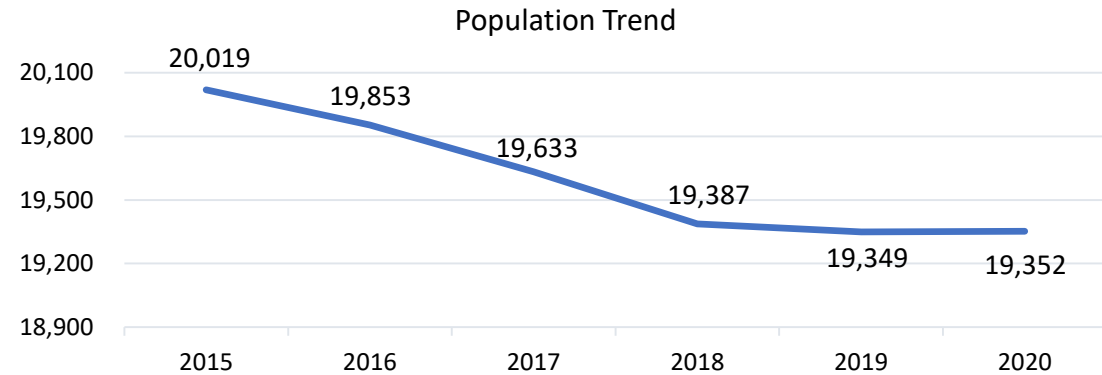
Sources: Mississippi Department of Health, https://msdh.ms.gov/phs/2019/Summary/dthsumm_cnty_2019.pdf; Alabama Department of Public Health, https://www.alabamapublichealth.gov/healthstats/assets/113causes_2019.pdf

Demographics

Clay County

Population

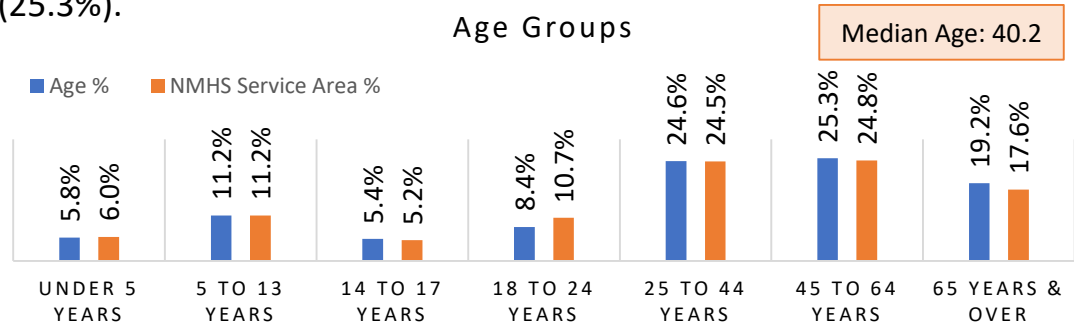
According to the U.S. Census Bureau, the population in Clay County decreased from 2015 to 2019.



Source: U.S. Census Bureau, Population Division; <https://www.census.gov/programs-surveys/popest/technical-documentation/research/evaluation-estimates/2020-evaluation-estimates/2010s-county-detail.html>

Age

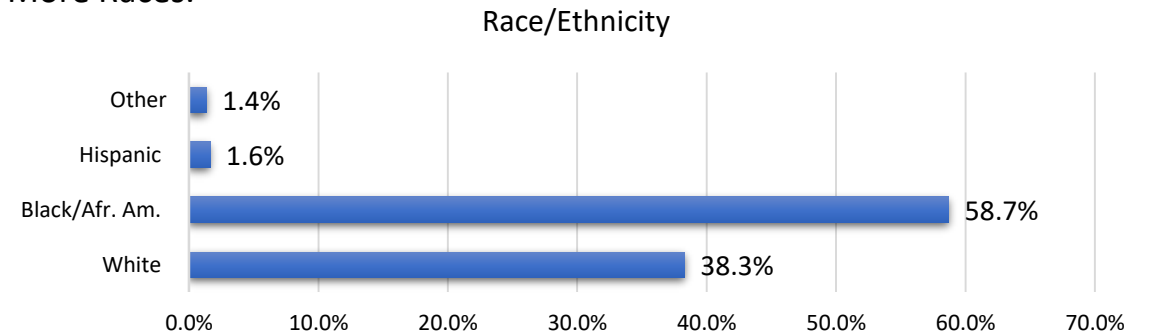
Clay County has a higher percentage of residents age 45 to 64 years (25.3%).



Source: U.S. Census Bureau, Population Division; <https://www.census.gov/programs-surveys/popest/technical-documentation/research/evaluation-estimates/2020-evaluation-estimates/2010s-county-detail.html>

Race/Ethnicity

The racial composition of the population in Clay County is shown below. Other includes Asian, American Indian & Alaska Native, Native Hawaiian & Other Pacific Islander, Native Hawaiian & Other Pacific Islander, and 2 or More Races.



Source: U.S. Census Bureau, Population Division; <https://www.census.gov/programs-surveys/popest/technical-documentation/research/evaluation-estimates/2020-evaluation-estimates/2010s-county-detail.html>

Ratio of Population to Providers

In Clay County, dentists maintain the largest ratio compared to mental health providers and primary care physicians. Ratios represent the number of individuals served by one provider.

Primary care physicians include non-federal M.D.'s and D.O.'s under age 75 specializing in general practice medicine, family medicine, internal medicine, and pediatrics.

Primary Care Physicians	2,154:1
Dentists	4,829:1
Mental Health Providers	552:1
People per square mile	45.4

Sources: County Health Rankings & Roadmaps 2021. <https://www.countyhealthrankings.org/>; U.S. Census Bureau. <https://www.census.gov/library/visualizations/interactive/2020-population-and-housing-state-data.html>

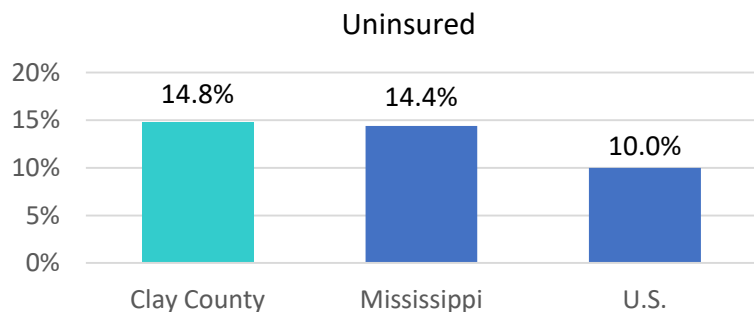
Demographics

Clay County – Social Determinants of Health (conditions in which people are born, grow, live, work, and age)

Uninsured

The percentage of population under age 65 without health insurance in Clay County is 14.8%, which is higher than the state of Mississippi and the U.S.

The lack of health insurance coverage is a significant barrier to accessing needed health care and to maintaining financial security.

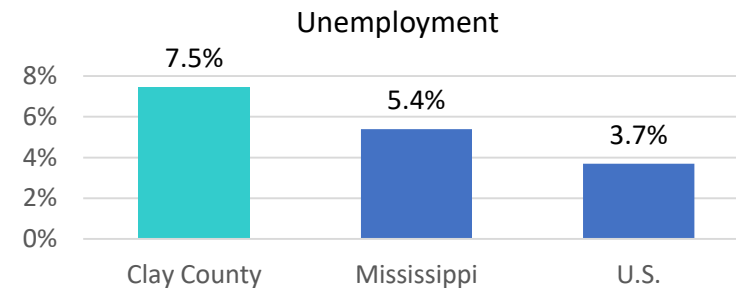


Source: County Health Rankings & Roadmaps 2021. <https://www.countyhealthrankings.org/>

Unemployment

Clay County has a higher percentage of unemployment (7.5%) than the state of Mississippi and the U.S.

Unemployment has been shown to lead to an increase in unhealthy behaviors related to alcohol and tobacco consumption, diet, exercise, and other health-related behaviors, leading to an increased risk for disease or mortality, especially suicide.

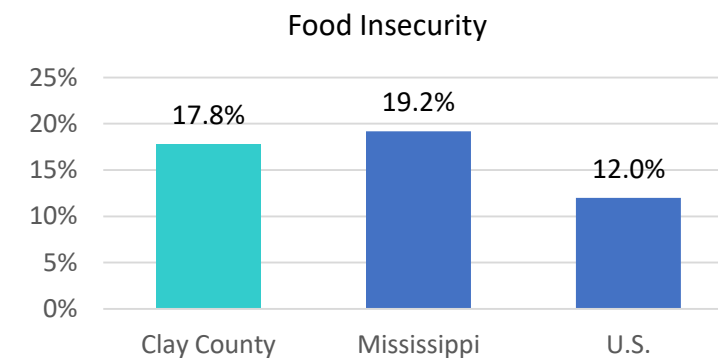


Source: County Health Rankings & Roadmaps 2021. <https://www.countyhealthrankings.org/>

Food Insecurity

Clay County has a lower food insecurity rate (17.8%) than the state of Mississippi.

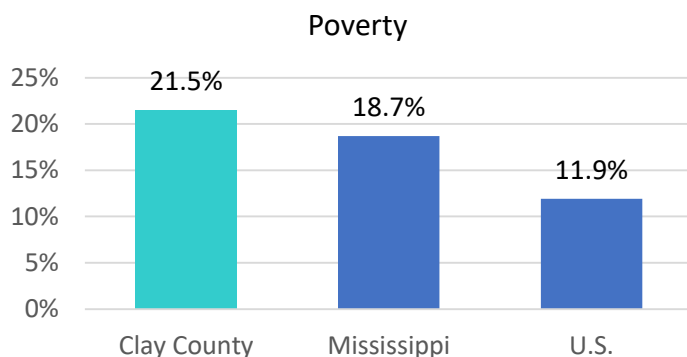
Lacking consistent access to food is related to negative health outcomes such as weight-gain and premature mortality.



Source: County Health Rankings & Roadmaps 2021. <https://www.countyhealthrankings.org/>

Poverty

Clay County has a higher percentage of poverty (21.5%) than the state of Mississippi and the U.S.

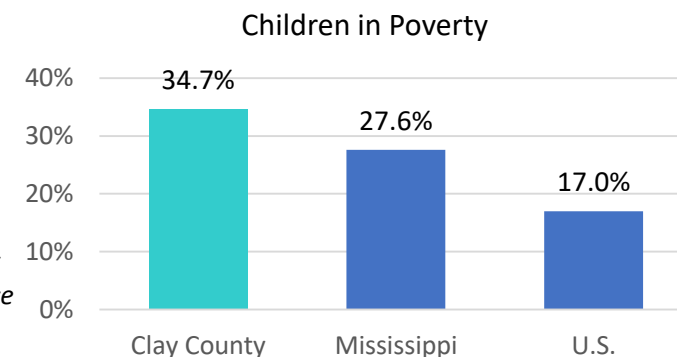


Source: U.S. Census Bureau. <https://www.census.gov/topics/income-poverty/poverty/data/data-tools.html>

Children in Poverty

The percentage of children in poverty in Clay County is higher (34.7%) than the state of Mississippi and the U.S.

While impacts from poverty are present at all ages, children in poverty may experience lasting effects on academic achievement, health, and income into adulthood.



Source: County Health Rankings & Roadmaps 2021. <https://www.countyhealthrankings.org/>

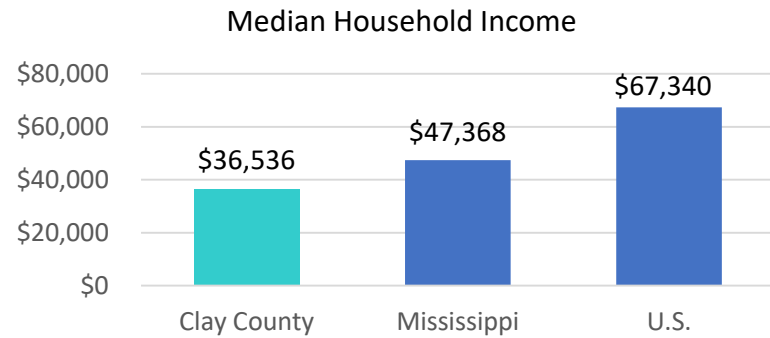
Demographics

Clay County – Social Determinants of Health (conditions in which people are born, grow live, work, and age)

Income

The median household income in Clay County is \$36,536, which is lower than the state of Mississippi and the U.S.

Median household income is an indicator of income and poverty, which can compromise physical and mental health.



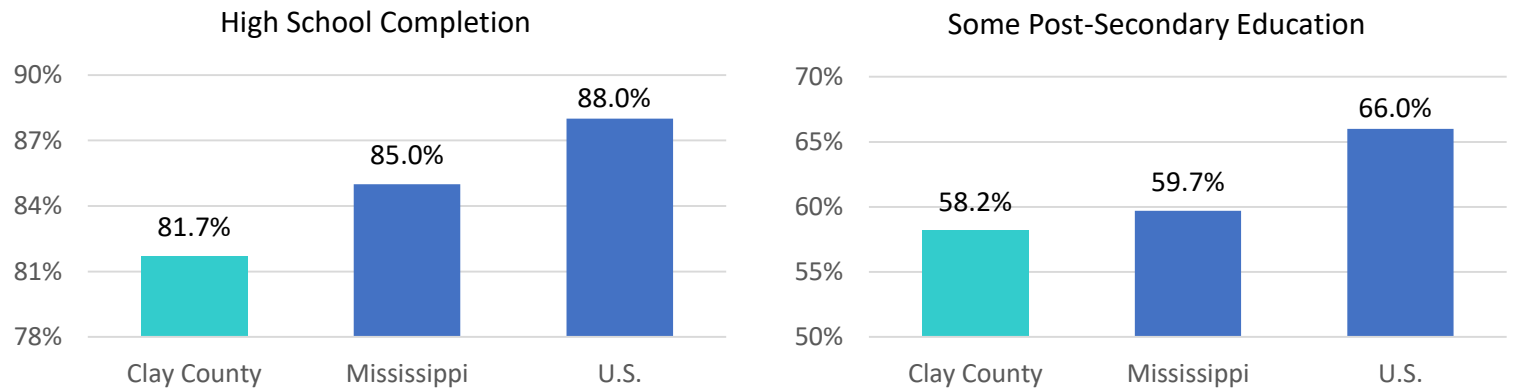
Source: U.S. Census Bureau. <https://www.census.gov/topics/income-poverty/poverty/data/data-tools.html>



Education

The percentage of adults age 25 and over with a high school diploma or equivalent in Clay County is 81.7%. The percentage of adults ages 25-44 with some post-secondary education (enrollment in vocational/technical schools, junior colleges, or four-year colleges) is 58.2%.

Better educated individuals live longer, healthier lives than those with less education, and their children are more likely to thrive.

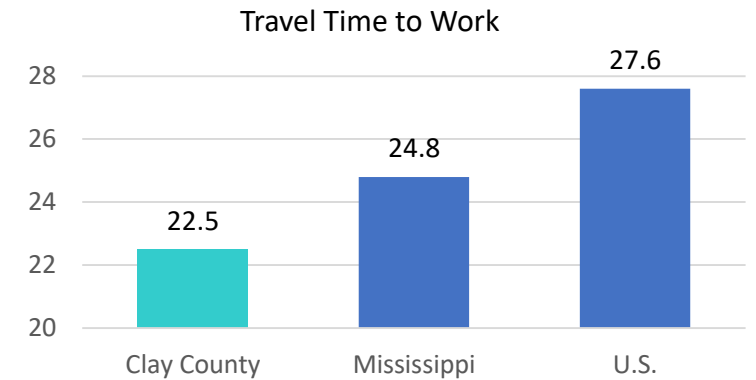


Source: County Health Rankings & Roadmaps 2021. <https://www.countyhealthrankings.org/>

Mean Travel Time to Work

The average one-way commute in the United States reached a new high of 27.6 minutes. Clay County has a lower mean time of 22.5 minutes.

Source: U.S. Census Bureau. <https://data.census.gov/cedsci/table?q=DP03&g=0500000US28017&tid=ACSDP5Y2019.DP03>



Demographics

Clay County – Health Rankings

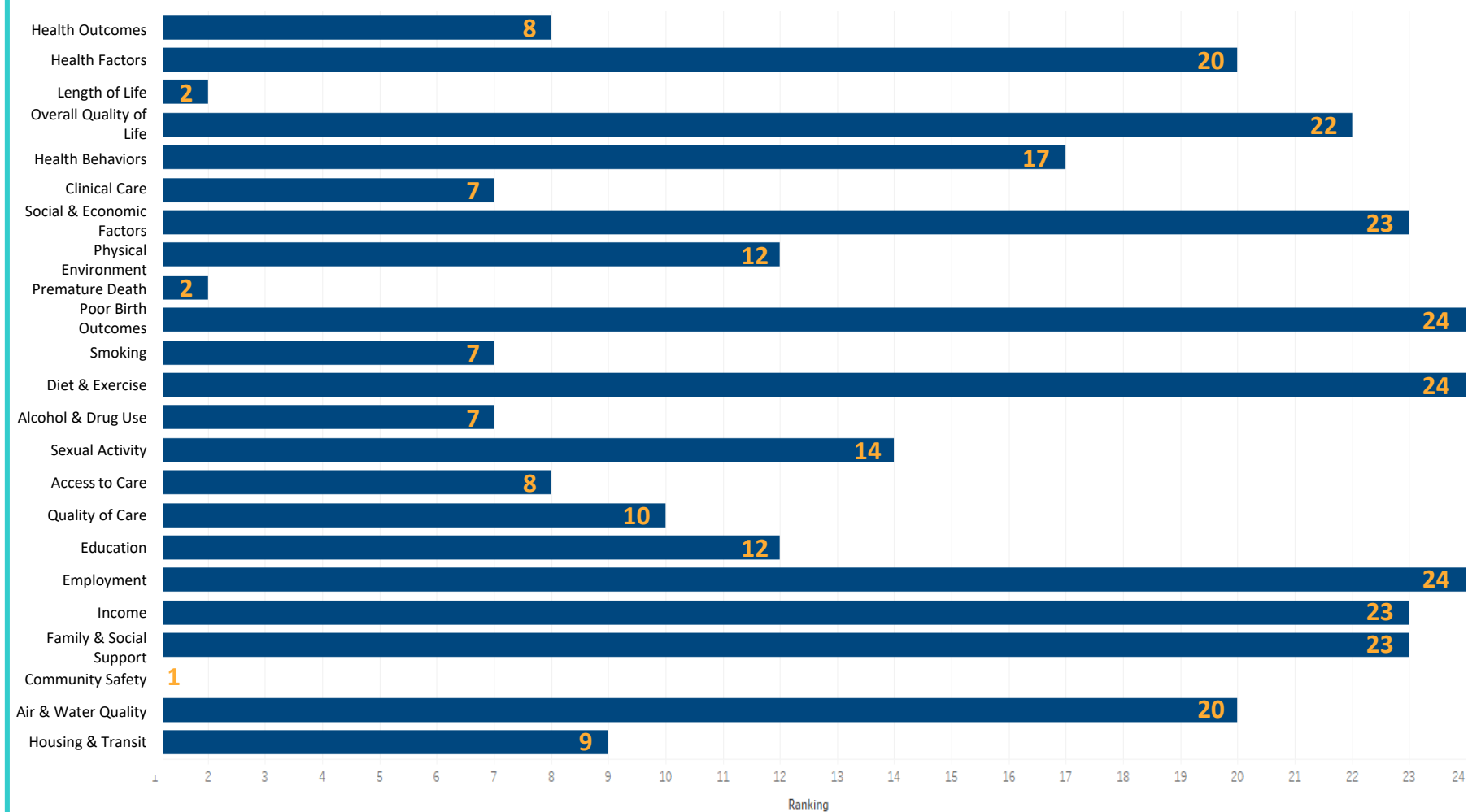
The Rankings are based on a model of population health that emphasizes the many factors that, if improved, can help make communities healthier places to live, learn, work and play.

By ranking the health of nearly every county, the County Health Rankings help communities understand how healthy their residents are today (health outcomes) and what will impact their health in the future (health factors).

The graph displays how health outcomes and factors in Clay County rank in comparison to the 24 counties in NMHS' service area.

Source: County Health Rankings & Roadmaps 2021. <https://www.countyhealthrankings.org/>

Clay County Health Outcomes and Factors



Source: Adapted from the University of Wisconsin Population Health Institute. County Health Rankings & Roadmaps 2021. <https://www.countyhealthrankings.org/>
 Note: Each category ranked from 1 to 24 based on the number of NMHS counties, i.e., continuum from most healthy (1) to least healthy (24)

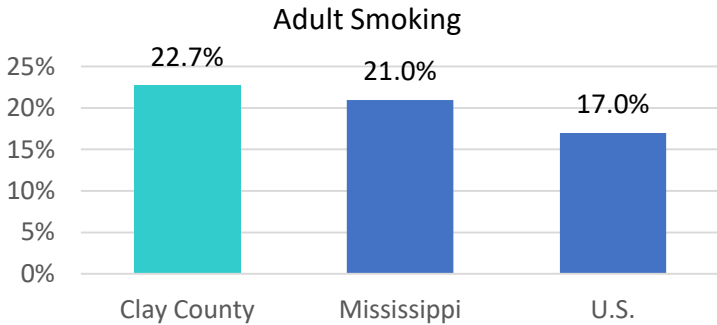
Demographics

Clay County – Health Behaviors and Factors

Adult Smoking

Clay County has a higher percentage of smokers (22.7%) than the state of Mississippi and the U.S.

Cigarette smoking can cause various cancers, cardiovascular disease, respiratory conditions, low birthweights, and other adverse health outcomes.

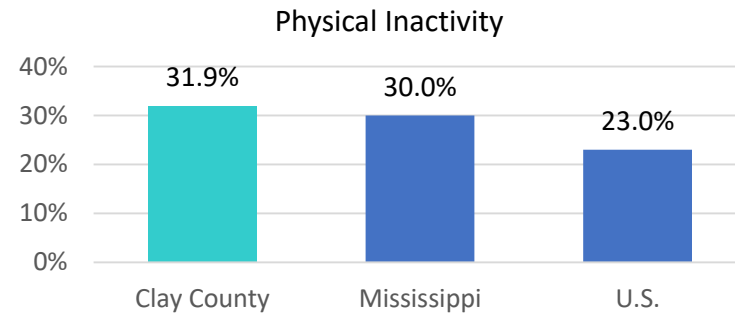


Source: County Health Rankings & Roadmaps 2021. <https://www.countyhealthrankings.org/>

Physical Inactivity

Clay County has a higher percentage of adults age 20 and over with physical inactivity (31.9%) than the state of Mississippi and the U.S.

Physical inactivity has been related to several disease conditions such as type 2 diabetes, cancer, stroke, hypertension, and cardiovascular disease.

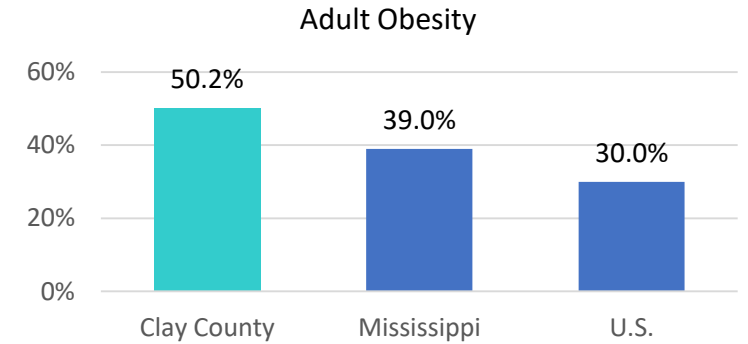


Source: County Health Rankings & Roadmaps 2021. <https://www.countyhealthrankings.org/>

Adult Obesity

The percentage of adults age 20 and over with a body mass index (BMI) greater than or equal to 30 in Clay County is 50.2%.

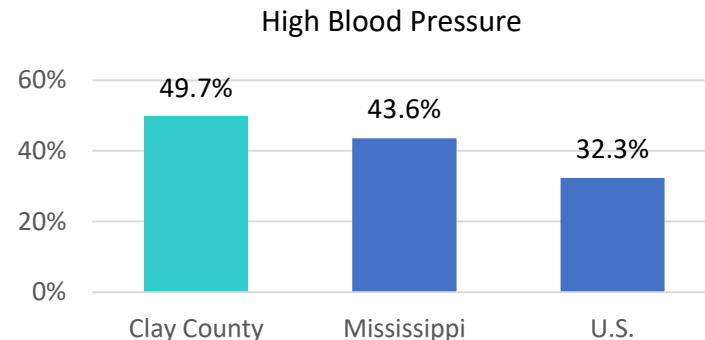
Obesity increases the risk for coronary heart disease, type 2 diabetes, cancer, hypertension, sleep apnea, and stroke.



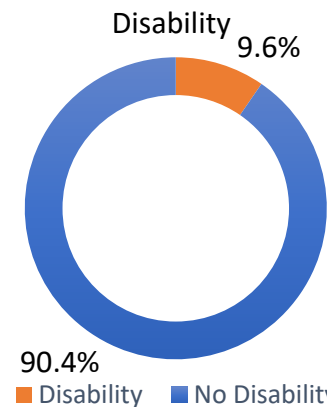
Source: County Health Rankings & Roadmaps 2021. <https://www.countyhealthrankings.org/>

Hypertension

According to the CDC, the estimated prevalence of high blood pressure among adults is 49.7% in Clay County which is higher than the state of Mississippi and the U.S.



Source: Centers for Disease Control and Prevention. <https://experience.arcgis.com/experience/22c7182a162d45788dd52a2362f8ed65>; <https://www.cdc.gov/brfss/brfssprevalence/index.html>



Disability

The percentage of people living with disabilities is highest in the South. Clay County's rate is 9.6%.

Adults living with disabilities are more likely to be obese, smoke, have heart disease, and diabetes.

Sources: U. S. Census Bureau. <https://data.census.gov/cedsci/>; CDC, [Disability Impacts All of Us Infographic | CDC](#)

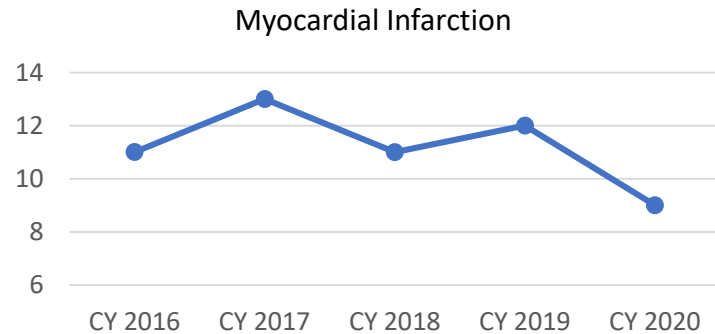
Demographics

Clay County – Chronic Diseases

Myocardial Infarction (Heart Attack)

According to Dimensions, a Mississippi Hospital Association (MHA) program, heart attacks increased in Clay County in 2017 and 2019.

Heart disease is the #1 cause of death in Mississippi.

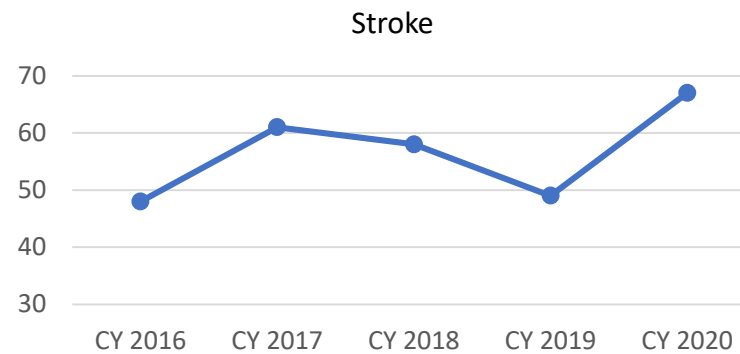


Source: Mississippi Department of Health, [Heart Health - Mississippi State Department of Health \(ms.gov\)](https://www.ms.gov/health/heart-health)

Stroke

Strokes decreased in Clay County from 2017 to 2020.

Stroke is one of the top five causes of death in Mississippi.

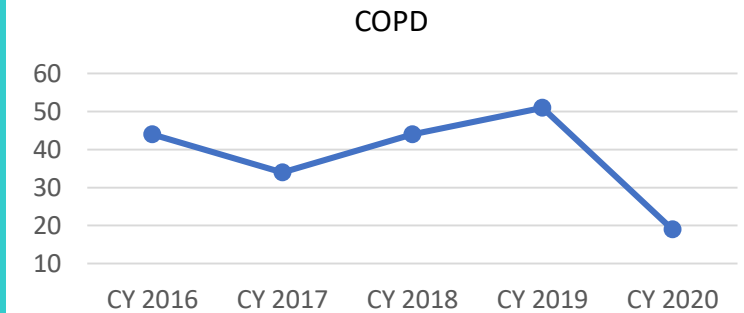


Source: Mississippi Department of Health, [Stroke Prevention - Mississippi State Department of Health \(ms.gov\)](https://www.ms.gov/health/stroke-prevention)

COPD (Chronic Obstructive Pulmonary Disease)

COPD increased in Clay County from 2017 to 2019.

It is estimated that more than 140,000 Mississippians are currently diagnosed with COPD.

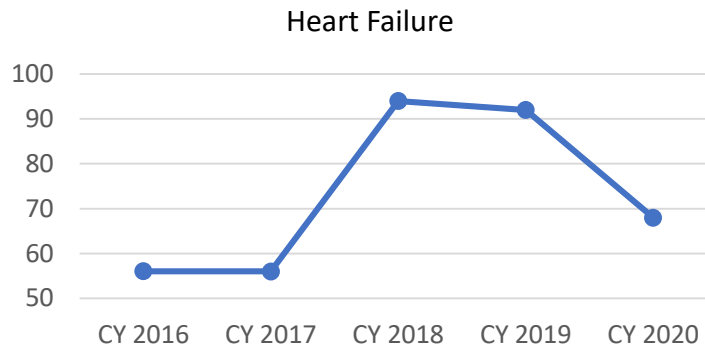


Source: Mississippi Department of Health, [Chronic Obstructive Pulmonary Disease \(COPD\) - Mississippi State Department of Health \(ms.gov\)](https://www.ms.gov/health/chronic-obstructive-pulmonary-disease)

Heart Failure

Heart failures increased in Clay County in 2018.

Lifestyle factors that increase the risk of heart attack and stroke can also contribute to heart failure.



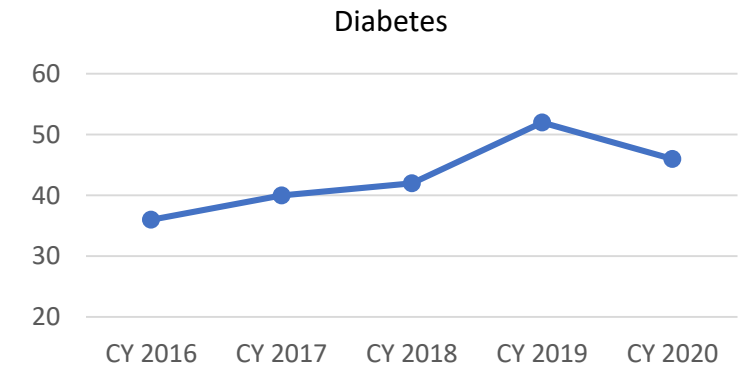
Source: AHA, [Causes and Risks for Heart Failure | American Heart Association](https://www.heart.org)

Source: Mississippi Hospital Association, Dimensions, 2016 - 2020. Reports for graphs published October 2021.

Diabetes

Diabetes increased in Clay County from 2016 to 2019.

Moderate diet and exercise that result in 5 to 7 percent weight loss can delay and possibly prevent type 2 diabetes.



Source: Mississippi Department of Health, https://msdh.ms.gov/msdhsite/_static/43,0,296.html

Demographics

Clay County

Causes of Death

In Clay County, heart disease is the top cause of death with a rate of 264.0 deaths per 100,000 population.

Heart disease is the leading cause of death in the state of Mississippi.

CAUSE	RATE*
HEART DISEASE	264.0
MALIGNANT NEOPLASMS (CANCER)	196.7
CEREBROVASCULAR DISEASE (STROKE)	113.9
EMPHYSEMA & OTHER CHRONIC LOWER RESPIRATORY DISEASES	88.0
DIABETES MELLITUS	72.5
ALZHEIMER'S DISEASE	51.8
ACCIDENTS / INFLUENZA & PNEUMONIA	46.6
CHRONIC LIVER DISEASE & CIRRHOSIS	31.1
NEPHRITIS, NEPHROTIC SYNDROME & NEPHROSIS (KIDNEY DISEASE)	20.7
PNEUMONITIS DUE TO SOLIDS & LIQUIDS / HYPERTENSION/HYPERTENSIVE RENAL DISEASE	10.4
MATERNAL CAUSES (PER 100,000 LIVE BIRTHS)	386.1
HOMICIDE / SUICIDE / ANEMIAS	5.2
CONDITIONS ORIGINATING IN THE PERINATAL PERIOD (PER 1,000 LIVE BIRTHS)	3.9

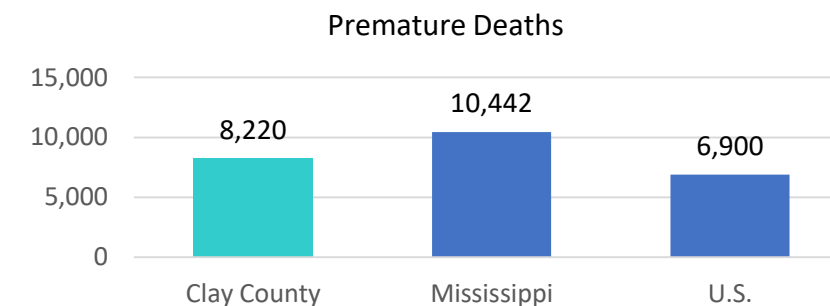
*Rate is the number of deaths per 100,000 population.

Source: [Mississippi State Department of Health - Home \(ms.gov\)](https://www.ms.gov)

Premature Deaths

Clay County has a lower number of premature deaths (8,220) than the state of Mississippi.

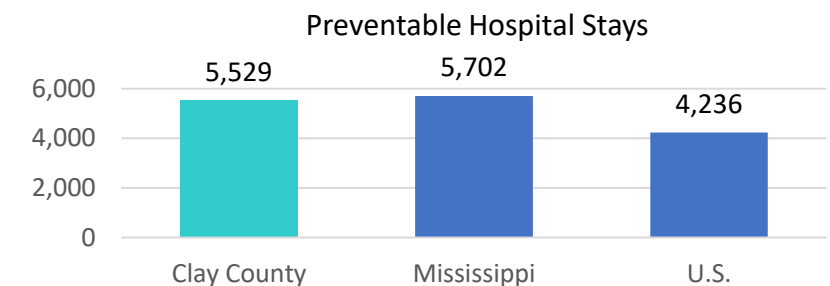
Premature death is the years of potential life lost before age 75 per 100,000 population.



Preventable Hospital Stays

Clay County has a lower number of preventable hospital stays (5,529) than the state of Mississippi.

Preventable hospital stay is the rate of hospital stays for ambulatory-care sensitive conditions per 100,000 Medicare enrollees.



Source: County Health Rankings & Roadmaps 2021.

<https://www.countyhealthrankings.org/>

Community Health Needs Survey Tool and Results



Community Health Needs Survey

In addition to collecting social and demographic data from secondary sources, additional input was solicited from community residents who represent broadly diverse interests of the service area ranging from nonprofit community volunteers to retired educators, bankers and private business leaders (Appendix).

The Strategy Team of NMHS developed an electronic SWOT (strengths, weaknesses, opportunities, threats) survey format to collect community feedback, managed the collection process specifically designed to gather the perspectives of various community leaders' experiences and their knowledge of the service area.

The hospital leadership recruited potential community stakeholders and electronic invitations were sent to residents who expressed an interest in participating in the SWOT. Of those who agreed to participate in the West Point Service Area SWOT, 59.0% completed the survey and a summary of their prioritized results are shown on the following pages.

- ✓ Healthcare resources readily available to you
- ✓ Healthcare resources not available to you
- ✓ Unmet needs you would like to see addressed
- ✓ Serious health challenges to you/your family



Community Health Needs Assessment

1. In your community, what healthcare resources are readily available to you/your family or other residents?
2. In your community, what healthcare resources are not available to you/your family or other residents?
3. In your community, what are some unmet healthcare needs that you would like to see addressed?
4. In your community, what serious health challenges are you/your family or other residents facing?

Community Health Needs Survey Tool and Results

Survey Results: In your community, what healthcare resources are readily available to you/your family or other residents?

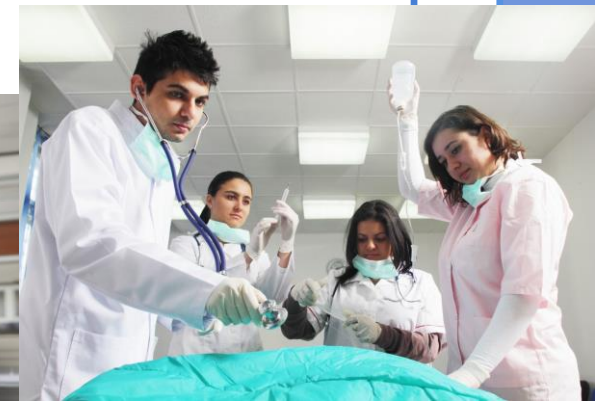
- ✓ Hospital/Emergency services (ER)
- ✓ Government health services such as state department of health, public health service
- ✓ Physicians including specialists, pediatricians, dentists, dermatologists, practitioners, hospitalists
- ✓ Urgent care, 12-hour and other clinic offerings
- ✓ Specialty care including OB/GYN, ENT, rehab, level 2 trauma, vision, orthopedic, dental, women's health
- ✓ Educational resources/school-based enrichment opportunities
- ✓ Pharmacies
- ✓ Wellness centers
- ✓ Hospice/long-short term care



Community Health Needs Survey Tool and Results

Survey Results: In your community, what healthcare resources are not available to you/your family or other residents?

- ✓ Specialists, specialties, e.g., pediatrician, ortho surgeon, respiratory, diabetes, OB/GYN, cardiologists, holistic, cancer center, trauma 1, orthopedics, endocrinology, allergy/asthma, cardiology, ophthalmology, burn center, wound care, geriatrics, mental health
- ✓ Scheduling appointments - doctors are booked
- ✓ Providers not accepting Medicaid
- ✓ Payor status or provider availability for specialty services including gastroenterology, endocrinology and neurology
- ✓ Support groups/educational opportunities
- ✓ Affordable services for counseling, reproductive health, free services for no/low income patients
- ✓ Adult daycare, after hours care
- ✓ Limited surgical procedures



Community Health Needs Survey Tool and Results

Survey Results: In your community, what are some unmet healthcare needs that you would like to see addressed?

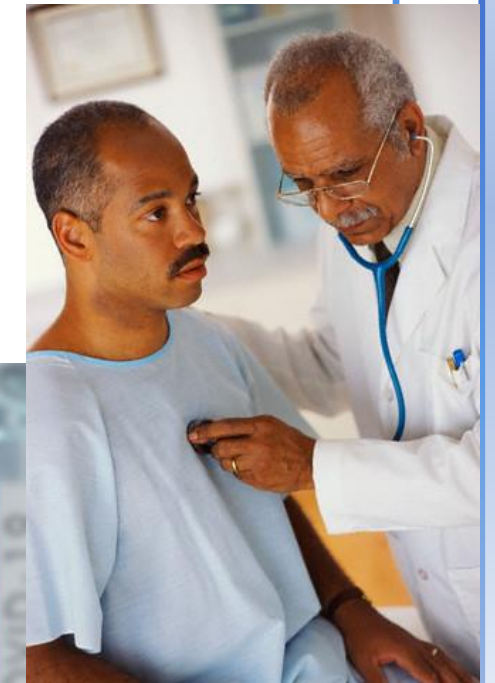
- ✓ Specialty services including endocrinology, allergy/asthma, cardiology, ophthalmology, cancer center, podiatry, surgery, deliveries, sleep center, reproductive health, geriatrics, diabetes and massage therapy
- ✓ Education and prevention including nutrition, cardiovascular and overall healthy living
- ✓ Mental healthcare
- ✓ Lack of physicians
- ✓ Orthopedics/Ortho surgeons
- ✓ Access to health services including routine screenings, clinics for homeless, more ambulances in community, primary care for limited income families, urgent/after hours care, social services, caregivers
- ✓ Healthcare costs
- ✓ Elderly care – physical activity opportunities
- ✓ Holistic medicines



Community Health Needs Survey Tool and Results

Survey Results: In your community, what serious health challenges are you/your family or other residents facing?

- ✓ COVID-19
- ✓ Health factors/conditions particularly heart disease, cancer, diabetes, obesity, drug/alcohol abuse, and high blood pressure
- ✓ Accessible healthcare including vision care for children, caregiver support for the elderly, after hours non-emergency care, healthier food choices
- ✓ Mental health/developmental challenges
- ✓ Affordable healthcare/prescriptions/cost of care
- ✓ Education including nutrition and lifestyle conditions
- ✓ Misinformation from social media
- ✓ Individuals without a physician
- ✓ Scheduling appointments – takes at least two months
- ✓ Lack of physicians



Implementation Strategies

Listening and Learning to Improve

NMHS as the parent corporation of North Mississippi Medical Center-West Point routinely uses diverse methods to capture the voice of those they serve in the 24 rural counties in northeast Mississippi and northwest Alabama. A SWOT analysis was designed to identify the service area's perceived strengths, weaknesses, opportunities and threats. The Strategy Team of NMHS developed the survey questions (methodology referenced on page 21). The elicited responses helped NMHS validate health-related needs and community opportunities.

The SWOT along with data from various publicly available sources, e.g., regional/local organizations and agencies assisted NMHS in systematically identifying its strategic priorities. The below methods were also used to glean needs and preferences of service area residents:

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



Implementation Strategies

Strategic Priorities for North Mississippi Medical Center-West Point and NMHS

North Mississippi Health Services' mission is to improve the health of our patients, families and the communities we serve. Where we are born, live, work and age affect a wide range of health risks and outcomes. According to the County Health Rankings Model, social determinants of health have an influence on length and quality of life. We are connecting with partners in our region to address these needs.

These partners will help us identify community resources. Our goal is that in every stage of life, our patients and families can expect good health outcomes regardless of their social conditions.

Our community goal is to reduce preventable disease, illness and injury. We are also interested in improving social and behavioral factors that have a negative effect on the health of the people of our region.



Implementation Strategies

Improve Health Goals for North Mississippi Medical Center-West Point and NMHS

Increase Access to Preventive Service

- Expand virtual/telehealth offerings
- Collaborate to explore transportation needs
- Initiate innovative listen-to-learn community sessions
- Utilize partners to assist those with limited or no insurance
- Increase affordable after-hours care
- Improve access to specialty care

Increase Physical Activity and Promote Exercise as Medicine

- Partner with local wellness centers and gyms
- Develop partnerships with local parks/recreation facilities
- Utilize exercise "prescriptions"
- Organize walking clubs
- Promote corporate wellness programs
- Identify community resources, e.g., trails, walking tracks, etc.

Develop a Nutritionally Aware Community Culture

- Screen for and create access to nutritious foods
- Develop culturally-appropriate educational programs
- Develop community coalitions to provide fresh food/promote community gardens
- Teach food preservation skills
- Utilize established networks to promote nutrition

Develop Partnerships with Public Entities

- Public health -- state and regional offices
- Education Institutions -- early childhood, primary, secondary and post-secondary
- Government -- state, regional and local

Implementation Strategies

Activities and Recognitions – North Mississippi Medical Center-West Point and NMHS

- Continue emphasis on chronic disease management
- Implement an Improve Health initiative reinforced by community partnerships with a five-year end goal designed to decrease obesity, increase physical activity and reduce smoking in service area
- Enhance obesity awareness - offered a free year-long diabetes prevention program for individuals struggling with obesity, have or have had gestational diabetes or pre-disposed to diabetes through family history
- Premier Quest Hero Award, 2021



Appendix

A – Local, Mississippi, Alabama, and United States Data Assessment

Alabama Department of Public Health. https://www.alabamapublichealth.gov/healthstats/assets/113causes_2019.pdf

American Heart Association (AHA). <https://www.heart.org/>

Centers for Disease Control and Prevention (CDC). [Centers for Disease Control and Prevention \(cdc.gov\)](https://www.cdc.gov/)

County Health Rankings & Roadmaps, 2021. <https://www.countyhealthrankings.org/>

Mississippi Department of Health. https://msdh.ms.gov/phs/2019/Summary/dthsumm_cnty_2019.pdf

Mississippi Hospital Association, Dimensions, 2016 - 2020. <https://dimensions.mhanet.org/Account/Login>

National Institute of Standards and Technology. <https://www.nist.gov/baldrige/north-mississippi-health-services>

North Mississippi Health Services. [North Mississippi Medical Center-West Point \(nmhs.net\)](https://www.nmhs.net/)

United States Census Bureau. [Census.gov](https://www.census.gov/)

Appendix

B – Community Survey Participants

Participant Industry/Affiliation Description	Broad Interest of Community
Community relations	Community based organization
Community relations	Education knowledge
Mississippi State University – community partner	Educational institution
Public industry - manager	Industrial organization
Private industry – business owner/retired employee	Diverse/general community and governmental agency
Public industry – elected official	Governmental agency
Public industry - banking	Diverse/general and economic awareness
Private industry - attorney	Diverse/general and legal knowledge
Public industry – patrol officer	Governmental agency
Private industry - physician	Health care provider
Public industry – retired bank employee	Diverse/general and economic awareness
Public industry – business owner x 2	Diverse/general community
Public industry – educator	Educational institution
Public industry – local official	Governmental agency
Public industry – educator	Educational knowledge
West Point Growth Alliance – community partner	Community and economic development