

**WFBH – WILKES MEDICAL CENTER**  
**2020 – 2022 CHNA Implementation Strategy**

**DOMAIN: ACCESS TO CARE**

**The anticipated impact of the following actions may include:** reduction in emergency department visits, increase in the number of insured adults, improvement in access to and utilization of culturally appropriate primary care, reduction of health disparities, and reduction in transportation barriers to receiving medication and care.

**1. Action: Increase access to Cancer Care**

- Partnering with Office for Rural Cancer Care/Office of Cancer Health Equity to improve outreach and referral opportunities
- Align with WFBH Hem/Onc strategy to provide services

**2. Action: Increase access to providers (physicians and APPS) to increase the primary care network**

Increase Urgent Care hours / access

- Reduce ED visits for non-urgent conditions
- Continue strengthening partnerships with those currently in the network
- Continue work with area employers focusing on access and wellness: Expand Footprint for Best Health for Business with aim of increasing primary care / access points.

**3. Action: Identify improved opportunities to access the community**

- Health fairs, screenings, education, awareness (at least 4/year)
- Partner with the Health Foundation and the Health Department to increase community access
- Include gun safety/access controls in screening/fairs

**DOMAIN: OBESITY AND CHRONIC DISEASE**

**The anticipated impact of the following actions may include:** improved health behaviors, disease management and health status through greater continuity of care with health care providers (including improved adherence to treatment recommendations and improved communication with health care providers).

**1. Action: Provide weight management education and support programs**

- Partner with Brenner Fit and the Health Department to provide healthy eating education in middle schools
- Participation on School Health Advisory Committee (SHAC).

**2. Action: Improve the capacity of community based organizations and health care providers to support efforts related to chronic disease prevention and management.**

- Engage Faith Health community connectors to address chronic disease management
- Stroke and Heart Health outreach at community events
- Continue recruitment efforts for Pulmonologist

- Improve participation in smoking cessation offerings

### **3. Action: TJC Chest Pain Center designation for ED**

#### **DOMAIN: TOBACCO USE**

**The anticipated impact of the following actions may include:** decrease in ED visits related to COPD, increase in number of individuals utilizing COPD Clinical Pathway, addition of a Pulmonary Rehab program focusing on nutrition and education.

- 1. Action: Improve COPD and Cardiac care access through Cardiac/Pulmonary Rehabilitation program**
- 2. Action: Sponsor health events/fairs for awareness/education (at least 4/year)**
- 3. Action: Partner with local organizations to provide awareness, education, and referrals**
- 4. Action: Partner with Health Department to decrease pregnancy smoking rates**
- 5. Action: Smoking cessation classes and materials at Care Coordination**
  - Partnership with Office of Cancer Health Equity
  - 6-week class and nicotine replacement therapy
  - Increase number of pregnant participants

#### **DOMAIN: MENTAL HEALTH AND SUBSTANCE ABUSE**

**The anticipated impact of the following actions may include:** decrease in ED visits related to behavioral health issues, decreased suicide deaths, increase in the number of individuals utilizing CareNet services and participating in the Hospital's care giver academy, increase engagement in partnership between Health Foundation and Health

- 1. Action: Integrate behavioral health with hospital medicine**
  - Research funding pathways to develop and sustain the inpatient practice.
  - Recruit behaviorists and / or Peer Support Specialists.
  - Incorporate addiction medicine into inpatient care
- 2. Action: Develop three-way partnership with The Health Foundation & Wilkes County Health Department**
  - Participation in Community Opioid Prevention Exchange (COPE) efforts
  - Drug disposal bins in hospital and Care Connections Pharmacy
  - Expand syringe exchange (SEP) program at Care Connections Pharmacy
- 3. Action: Develop Peer Support Specialist program**
  - Engage Wake Forest Behavioral Health and Project Lazarus

## **Domain: Maternal and Child Health**

**The anticipated impact of the following actions may include:** decreasing unintended pregnancy rates, decreasing pregnancy smoking rates, increase the number of new parents with infant CPR skills, increase the number of age appropriate, safe car seats that are correctly installed

- 1. Action: Partner with Wilkes County Health Department to reduce infant mortality rate**
  - Continue support of Long Acting Reversible Contraceptives (LARC) at Greenway
  - Partner with the Health Department and Care Connections to decrease pregnancy smoking rates
- 2. Action: Continue offering monthly free classes for lactation, newborn care, childbirth preparation, Lamaze, infant CPR, and sibling classes**
- 3. Action: Increase number of nurse lactation specialists**
- 4. Action: Investigate grant funding for safe infant care seat provision**
- 5. Sponsor car seat safety event (collaborate with SAFE kids)**