



2014-16 Community Health Plan

Posted May 15, 2014

Park Ridge Health conducted/participated in a broad Community Health Needs Assessment (CHNA) in 2013 under the umbrella of Western North Carolina (WNC) Health Impact, a partnership among county health departments and hospitals. (See www.WNCHealthyImpact.com for more details about the assessment, purpose and participants in this region-wide effort.)

Park Ridge Health is a leader in Healthy Impact as well as a leader in the development of the Community Health Needs Assessment – as were the Henderson County Health Department and multiple other community partnersⁱ. The Assessment looked at the health-related needs of the broad community as well as those of low-income, minority and underserved populations. The Assessment included both primary and secondary data, and identified the following priorities:

- Improve Women's Health During Childbearing Years
- Promote Healthy Weight and Healthy Living
- Improve Children's Health Outcomes through a Focus on Family Support and Education
- Increase Readiness of all Children to Learn and Succeed in School
- Access to and Continuity of a Primary Care Home
- Access to and Continuity of a Mental Health Home

After conducting the Community Health Needs Assessment, Park Ridge Health and the other partners developed the Henderson County Health Improvement Planⁱⁱ, or “implementation strategy. The hospital’s Community Health Needs Assessment Committee participants, hospital leadership and the hospital board reviewed the needs identified in the Assessment. The hospital Board approved the priorities and the full Assessment.

Next, with a particular focus on these priorities, the community partnership helped developed a Community Health Improvement Plan (CHIP) or “implementation strategyⁱⁱⁱ.” The CHIP has been approved by the Park Ridge Health Board and posted by May 15, 2014 at the web location noted below. The Plan lists targeted interventions and measurable outcome statements for each effort. Many interventions engage multiple community partners. This supplemental document describes the activities and outcomes measures for the specific parts of the Plan in which Park Ridge Health is taking a lead role.

Park Ridge Health’s fiscal year is January-December. For 2014, the Community Health Improvement Plan will be deployed beginning May 15 and evaluated at the end of the calendar year. In 2015 and beyond, the CHIP will be evaluated annually for the 12-month period beginning January 1 and ending December 31. Evaluation results will be posted annually and attached to our IRS Form 990.

If you have questions regarding this Community Health Improvement Plan or Community Health Needs Assessment, please contact Graham Fields, Community Benefit Manager, at graham.fields@ahss.org.

ⁱ The full Community Health Needs Assessment can be found at www.parkridgehealth.org under the Community Benefit heading.

ⁱⁱ Also posted on this web site.

ⁱⁱⁱ This Community Health Plan does not include all Community Benefit activities. Those activities are included on Schedule H of our Form 990.

Park Ridge Hospital

2014-2016 Community Health Plan

OUTCOME GOALS						OUTCOME MEASUREMENTS								
CHNA Priority	Outcome Statement	Target Population	Strategies/Outputs	Outcome Metric	Current Year Baseline	Year 1 Outcome Goal - #	Year 1 Actual	Year 2 Outcome Goal - #	Year 2 Actual	Year 3 Outcome Goal - #	Year 3 Actual	Hospital \$	Matching \$	Comments
Healthy Living (Obesity and Nutrition)	Increase physical activity and exercise.	Adults in the Park Ridge Health service area (Henderson County and portions of Buncombe County)	Park Ridge Health will continue its partnership with Henderson County Parks and Recreation to serve as the hospital partner and sponsor for the Henderson County Senior Games.	Increase percentage of adults engaging in recommended physical activity by 5%.	60.00%	63.00%	TBD	TBD	TBD	TBD	TBD	\$1000 Annual Cash and In-Kind Donation and Staff Time.		Park Ridge Health will host the registration for this event and provide lunch for the group.
		Adults, youth and families in the Park Ridge Health service area (Henderson County and portions of Buncombe County). GoldenGol is a Hispanic soccer league that serves youth and adults.	Park Ridge Health will continue its partnership with the Henderson County Soccer Association and GoldenGol through its support of the Park Ridge Health Family Athletic Park in Fletcher.									Ongoing Donations and Staff Time.		Park Ridge Health has provided \$50,000 towards this park and funded a \$20,000 community playground.
		Adults, youth and families in the Park Ridge Health service area (Henderson County and portions of Buncombe County).	Park Ridge Health will donate \$10,000 over the next two years to enhance the aquatics facilities at the non-profit Lelia Patterson Center in Henderson County.									\$10,000 Donation over 2 Years		
	Improve diet and nutrition	Adults in the Park Ridge Health service area (Henderson County and portions of Buncombe County)	Park Ridge Health will enhance its nutrition education programs and seminars for the community.	Increase percentage of adults consuming recommended daily servings of fruits and vegetables by 20%	3.30%	4.00%	TBD	TBD	TBD	TBD	TBD	Staff Time and Materials		

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		Parents and families in the Park Ridge Health service area (Henderson County and portions of Buncombe County)	Park Ridge Health will donate \$5000 and expand its partnership with Hands On! Children's Museum to better educate parents and families about healthy nutrition									\$5000 Annual Donation and Staff Time.		
	Reduce childhood obesity.	Uninsured and low income youth in the Park Ridge Health service area (Henderson County and portions of Buncombe County)	Increase participation in the Kid Power exercise and nutrition program.	Decrease the prevalence of obese 2 to 4 year olds by 5%.	14.10%	13.40%	TDB	TBD	TBD	TBD	TBD	Staff Time and Program Expenses.		
		3rd-8th grade girls in the Park Ridge Health service area with particular focus on at risk youth and economically disadvantaged families.	Park Ridge Health will become the hospital partner for Girls on Run of WNC and donate \$5,000 to the organization.	.								\$5000 Annual Donation and Staff Time.		Park Ridge Health will also provide first aid support and screenings at Girls on the Run events in the region.
		Youth and families in the Park Ridge Health service area (Henderson County and portions of Buncombe County)	Park Ridge Health will become the hospital partner for Henderson County Little League Association and donate \$2,500.									\$2500 Annual Donation		
		Youth and families in the Park Ridge Health service area (Henderson County and portions of Buncombe County) with an emphasis on reaching medically underserved families.	Park Ridge Health will partner with the YMCA of WNC to support Healthy Kids Day and other events throughout the year.									Donation (Cash and In-Kind) and Staff Time at Events		Park Ridge Health will staff the event and provide health screenings through the WOW Van.

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Chronic Disease Prevention, Screening and Education	Reduce the instance of diabetes.	Uninsured and underinsured adults in the Park Ridge Health service area (Henderson County and portions of Buncombe County) with particular emphasis on low income, minority populations.	Park Ridge Health will work to increase public awareness of and participation in free health screenings through its Wellness on Wheels (WOW) mobile screening van. Currently, the program can screen for abnormal cholesterol, glucose, blood pressure, body mass index (BMI), bone density, electrocardiogram (EKG), and prostate-specific antigen (PSA) values.	By December 2015, decrease the percentage of adults with diabetes by 5%.	7.90%	7.40%	TBD	TBD	TBD	TBD	TBD	Estimated \$120,000 in Annual Salaries and Supplies.		The WOW Van is a full-size RV adapted to serve as a mobile medical office. Park Ridge Health employees a team of WOW van nurses and support staff. Park Ridge Health also provides supplies and educational materials for the van and associated events.
		Uninsured and medically underserved adults and families in the Park Ridge Health service area (Henderson County and portions of Buncombe County) with particular emphasis on low income, minority populations.	Park Ridge Health, in partnership with area churches, will work to increase participation in its annual Arden Health Fair. The free Health Fair provides the WOW Van screenings listed above, as well as, prostate and breast exams, hearing and vision screenings, dental hygiene exams, foot exams, skin cancer screenings and PAPs. The event also features numerous health and human service agencies from across the region. The goal is to increase the number of attendees seeking screenings and to enhance the number of community organizations that are represented at the event.									Staff Time, Marketing Expenses and Supplies.		Park Ridge Health partners with the Arden Adventist Church to plan host and staff this regional health fair. Park Ridge Health providers offer a variety of tests and screenings. Park Ridge Health also designs and funds the marketing materials to promote participation in this event.
		Medically underserved, low income youth in Henderson County.	Park Ridge Health will expand its partnership with the Henderson County Department of Public Health to develop additional health outreach and screening programs. Specifically, Park Ridge Health will partner with other area hospitals to fund additional community flu clinics. These clinics are designed to vaccinate economically disadvantaged students at no cost.									Approximate Annual Donation of \$5000.		Park Ridge Health, in partnership with Pardee Hospital, contributes approximately \$5000 each year to fund a school-based flu shot clinic for low-income and medically-underserved students in Henderson County.

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	Improve heart health and reduce cardiovascular disease.	Uninsured and underinsured adults in the Park Ridge Health service area (Henderson County and portions of Buncombe County).	Park Ridge Health will work to increase public awareness of and participation in free health screenings through its Wellness on Wheels (WOW) mobile screening van as earlier outlined.	By December 2015, reduce the cardiovascular disease mortality rate by 2.5%.	Cardiovascular disease mortality rate of 164.	Cardiovascular disease mortality rate of 160.	TBD	TBD	TBD	TBD	TBD	Estimated \$120,000 in Annual Salaries and Supplies.		
		Uninsured and medically underserved adults and families in the Park Ridge Health service area (Henderson County and portions of Buncombe County) with emphasis on low income, minority populations	Park Ridge Health will work to increase participation in its annual Arden Health Fair as earlier outlined.									Staff Time, Marketing Expenses and Supplies.		
Prenatal and Maternal Health	Reduce infant mortality.	Women of childbearing age in Henderson County with a focus on low income, uninsured and minority populations.	Park Ridge Health will continue and expand its partnership with the Henderson County Department of Public Health to provide prenatal care and educational programs onsite at the health department for low income patients	By December 2015, reduce the infant mortality rate in Henderson County by 3%.	5.20%	5.00%	TBD	TBD	TBD	TBD	TBD	Staff Salaries and Supplies		Kelly Thompson, a nurse midwife with Park Ridge Women's Services, and her staff regularly sees low-income patients at the Henderson County Department of Public Health.
		Low income, uninsured Hispanic women of childbearing age in the Park Ridge Health service area (Henderson County and portions of Buncombe County).	Kelly Thompson is a certified nurse midwife with Park Ridge Women's Services who serves a large Medicaid and charity care population. With a bilingual staff, Thompson's practice also sees a large number of Hispanic patients. Park Ridge Health will work through this practice to expand its outreach and provide quality prenatal care to the underserved in the community									Staff Salaries and Supplies		

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		Women of childbearing age in Buncombe County with a focus on low income, uninsured and minority populations.	Park Ridge Health will continue and expand its partnership with Asheville Pregnancy Support Services (APSS) to offer free early prenatal care--including ultrasound services--onsite to medically underserved populations. A Park Ridge Health physician regularly travels to see patients at the APSS facility in Asheville. Park Ridge Health also donates resources to this organization.									\$5000 Annual Donation. Staff Salaries and Supplies.		Dr. Justin Towle is employed by Park Ridge Health. He sees primarily low income, medically underserved patients at the APSS facility in Asheville.
		Women of childbearing age in Henderson County with a focus on low income, uninsured and minority populations.	Park Ridge Health will continue and expand its partnership with Open Arms Crisis Pregnancy Center in Hendersonville to connect medically underserved women with early prenatal care and pregnancy support resources. Park Ridge Health offers free ultrasounds and timely appointments for Open Arms clients with OBGYN providers in the area. Park Ridge Health also donates money to this organization.									\$4000 Annual Donation and Staff Time.		Park Ridge Health is the hospital partner for Open Arms in Hendersonville and helps connect clients--most of whom are uninsured, low income or medically-underserved-- with an OBGYN and prenatal care.
	Reduce smoking during pregnancy.	Women of childbearing age in Henderson County with a focus on low income, uninsured and minority populations	Park Ridge Health will continue and expand its partnership with the Henderson County Department of Public Health as earlier outlined.	Reduce the percentage of women in Henderson County who smoke during pregnancy.	11.80%	9.00%	TBD	TBD	TBD	TBD	TBD	Staff Time		
		Low income, uninsured Hispanic women of childbearing age in the Park Ridge Health service area (Henderson County and portions of Buncombe County).	Park Ridge Health will continue its work through Kelly Thompson and Park Ridge Women's Services as earlier outlined.									Staff Salaries and Supplies		

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		Women of childbearing age in Buncombe County with a focus on low income, uninsured and minority population	Park Ridge Health will continue and expand its partnership with Asheville Pregnancy Support Services (APSS) as earlier outlined.									\$5000 Annual Donation and Staff Time.			
		Women of childbearing age in Henderson County with a focus on low income, uninsured and minority population	Park Ridge Health will continue and expand its partnership with Open Arms Crisis Pregnancy Center as earlier outlined.									\$4000 Annual Donation and Staff Time.			
	Reduce low birth weight births.	Women of childbearing age in Henderson County with a focus on low income, uninsured and minority populations	Park Ridge Health will continue and expand its partnership with the Henderson County Department of Public Health to provide prenatal care and educational programs onsite at the health department for low income patients.	Reduce the percentage of low birth weight births in Henderson County.	6.90%	6.60%	TBD	TBD	TBD	TBD	TBD	Staff Salaries and Supplies			
		Low income, uninsured Hispanic women of childbearing age in the Park Ridge Health service area (Henderson County and portions of Buncombe County).	Park Ridge Health will continue its work through Kelly Thompson and Park Ridge Women's Services as earlier outlined.									Staff Salaries and Supplies			
		Women of childbearing age in Buncombe County with a focus on low income, uninsured and minority population	Park Ridge Health will continue and expand its partnership with Asheville Pregnancy Support Services (APSS) as earlier outlined.									\$5000 Annual Donation and Staff Time.			

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		Women of childbearing age in Henderson County with a focus on low income, uninsured and minority population	Park Ridge Health will continue and expand its partnership with Open Arms Crisis Pregnancy Center as earlier outlined.									\$4000 Annual Donation and Staff Time.		
	Earlier access to prenatal care.	Women of childbearing age in Henderson County with a focus on low income, uninsured and minority populations	Park Ridge Health will continue and expand its partnership with the Henderson County Department of Public Health as earlier outlined.	Increase the percentage of first trimester entry into prenatal care.	76.50%	77.00%	TBD	TBD	TBD	TBD	TBD	Staff Salaries and Supplies		
		Low income, uninsured Hispanic women of childbearing age in the Park Ridge Health service area (Henderson County and portions of Buncombe County).	Park Ridge Health will continue its work through Kelly Thompson and Park Ridge Women's Services as earlier outlined.									Staff Salaries and Supplies		
		Women of childbearing age in Buncombe County with a focus on low income, uninsured and minority population	Park Ridge Health will continue and expand its partnership with Asheville Pregnancy Support Services (APSS) as earlier outlined.									\$5000 Annual Donation and Staff Time.		
		Women of childbearing age in Henderson County with a focus on low income, uninsured and minority population	Park Ridge Health will continue and expand its partnership with Open Arms Crisis Pregnancy Center as earlier outlined.									\$4000 Annual Donation and Staff Time.		
	Promote healthy sleeping habits for infants.	Women of childbearing age in Henderson County with a focus on low income, uninsured and minority populations	Park Ridge Health will continue and expand its partnership with the Henderson County Department of Public Health as earlier outlined..	Increase the proportion of infants who are put to sleep on their backs by 10%.	66.80%	70.00%	TBD	TBD	TBD	TBD	TBD	Staff Salaries and Supplies		

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		Low income, uninsured Hispanic women of childbearing age in the Park Ridge Health service area (Henderson County and portions of Buncombe County).	Park Ridge Health will continue its work through Kelly Thompson and Park Ridge Women's Services as earlier outlined.									Staff Salaries and Supplies			
		Women of childbearing age in Buncombe County with a focus on low income, uninsured and minority population	Park Ridge Health will continue and expand its partnership with Asheville Pregnancy Support Services (APSS) as earlier outlined.									\$5000 Annual Donation and Staff Time.			
		Women of childbearing age in Henderson County with a focus on low income, uninsured and minority population	Park Ridge Health will continue and expand its partnership with Open Arms Crisis Pregnancy Center as earlier outlined.									\$4000 Annual Donation and Staff Time.			
Prescription Drug Abuse	Reduce prescription drug overdose deaths.	All ages in the Park Ridge Health service area (Henderson County and portions of Buncombe County)	Park Ridge Health will partner with Hope Rx and Pardee Hospital to explore new hospital Emergency Department policies designed to encourage safe prescribing of controlled substances and provide meaningful referrals for chronic pain and addiction.	Reduce the rate of deaths due to unintentional poisoning by 3%.	11.70%	11.35%	TBD	TBD	TBD	TBD	TBD	Staff Time		Park Ridge Health was one of the community partners that founded the prescription drug abuse prevention and education organization Hope Rx. Park Ridge Health is represented on the Steering Committee.	
			Park Ridge Health will partner with Hope Rx to enhance provider education in the region and help									Staff Time and Supplies			
	Reduce the misuse of prescription drugs by adolescents.	Youth in the Park Ridge Health service area (Henderson County and portions of Buncombe County).	Park Ridge Health will partner with Hope Rx to support community education programs designed to improve the public's capacity to recognize and avoid the dangers of abusing prescription opioids.	Reduce the number of adolescents who have ever taken prescription drugs without a doctor's order.											

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	Reduce the misuse of any illicit drug.	Youth and Adults in Henderson and Buncombe Counties	Park Ridge Health will partner with Hope Rx to continue building community awareness and education programs to address the misuse or prescription drugs.	Reduce the percentage of individuals aged 12 years and older reporting any illicit drug use in the past 30 days.	Baseline Data Not Established.	TBD	TBD	TBD	TBD	TBD	TBD			