



2019 Community Health Needs Assessment

Implementation Strategy

Rapides Regional Medical Center



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Community Health Needs Assessment



About Rapides Regional Medical Center

In the spring of 2019, Rapides Regional Medical Center (RRMC) embarked on a comprehensive Community Health Needs Assessment (CHNA) process to identify and address the key health issues for our community.

Rapides Regional Medical Center (RRMC), based in Alexandria, Louisiana is a for-profit, 362-bed hospital serving central Louisiana. With approximately 1,700 employees, RRMC provides services primarily to residents of Rapides, Avoyelles and Grant parishes. RRMC is accredited by The Joint Commission.

It is RRMC's mission to provide high quality, efficient and compassionate healthcare for our patients and community. Rapides Regional Medical Center provides the following medical services: General Medicine, Trauma, General Surgery, Cardiovascular Surgery, Cardiac Rehabilitation, Neurology, Neurosurgery, Intensive Care and Telemetry, Oncology Services, Obstetrics and Gynecology, Orthopedic Services, Physical Therapy, Respiratory Services, Lithotripsy and various Outpatient Services. The Medical Staff includes more than 250 physicians and more than 60 specialties.

Rapides Regional Medical Center maintains a department dedicated to addressing its outreach objectives of serving the entire community, not only those who come through its doors. Building on a long tradition of service, the Community Outreach Department utilizes hospital strengths alongside those of other well-established community partners. This strategy allows RRMC to better understand and reach the most vulnerable sectors of the community, while meeting pressing healthcare needs. The goal is to improve the community's health status by empowering citizens to make healthy life choices.

Hospital facts and figures:

- 362 licensed beds

RRMC completed its last Community Health Needs Assessment in 2016.

Definition of the Community Served

RRMC's community, as defined for the purpose of the Community Health Needs Assessment, includes the three-parish Service Area in Central Louisiana, including Avoyelles, Grant, and Rapides parishes. This community definition was determined based on the ZIP codes of residence of recent patients of Rapides Regional Medical Center. A geographical description of the study area is illustrated in the following map.



Significant Health Needs of the Community

The following “Areas of Opportunity” represent the significant health needs of the community, based on the information gathered through this Community Health Needs Assessment. From this data, opportunities for health improvement exist in the area with regard to the following health issues (see also the summary tables presented in the following section).

The Areas of Opportunity were determined after consideration of various criteria including: standing in comparison with benchmark data (particularly national data); identified trends; the preponderance of significant findings within topic areas; the magnitude of the issue in terms of the number of persons affected; and the potential health impact of a given issue. These also take into account those issues of greatest concern to the community stakeholders (key informants) giving input to this process.

Areas of Opportunity Identified Through This Assessment	
Access to Healthcare Services	<ul style="list-style-type: none"> • Primary Care Physician Ratio • Emergency Room Utilization • Regular Dental Care [Adults]
Cancer	<ul style="list-style-type: none"> • Leading Cause of Death • Cancer Deaths <ul style="list-style-type: none"> ◦ Including Lung Cancer, Female Breast Cancer, Colorectal Cancer Deaths • Cancer Incidence <ul style="list-style-type: none"> ◦ Including Lung Cancer, Prostate Cancer, Colorectal Cancer • Cancer Prevalence • Prostate Cancer Screening [Men 50+] • Cervical Cancer Screening [Age 21–65]
Diabetes	<ul style="list-style-type: none"> • Diabetes Prevalence • <i>Key Informants: Diabetes ranked as a top concern.</i>
Heart Disease & Stroke	<ul style="list-style-type: none"> • Leading Cause of Death • Heart Disease Deaths • Stroke Deaths • Stroke Prevalence • High Blood Pressure Prevalence • High Blood Cholesterol Prevalence • Overall Cardiovascular Risk
Infant Health & Family Planning	<ul style="list-style-type: none"> • Low-Weight Births • Teen Births
Injury & Violence	<ul style="list-style-type: none"> • Unintentional Injury Deaths <ul style="list-style-type: none"> ◦ Including Motor Vehicle Crash • Homicide Deaths • Firearm-Related Deaths • Violent Crime Rate • Domestic Violence Experience
Kidney Disease	<ul style="list-style-type: none"> • Kidney Disease Deaths

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Areas of Opportunity (continued)	
Mental Health	<ul style="list-style-type: none"> • “Fair/Poor” Mental Health • 3+ Days/Month of Poor Mental Health • Diagnosed Depression • Symptoms of Chronic Depression • Receiving Treatment for Mental Health • Suicide Deaths • <i>Key Informants: Mental health ranked as a top concern.</i>
Nutrition, Physical Activity & Weight	<ul style="list-style-type: none"> • Low Food Access • Food Insecurity • Overweight & Obesity [Adults] • Trying to Lose Weight [Overweight Adults] • Leisure-Time Physical Activity • Strengthening Activity • Meeting Physical Activity Guidelines • “Often” See Community Members Being Active • Children’s Physical Activity [Age 5-17] • Children’s Screen Time [Age 5-17] • Access to Recreation/Fitness Facilities • <i>Key Informants: Nutrition, physical activity, and weight ranked as a top concern.</i>
Potentially Disabling Conditions	<ul style="list-style-type: none"> • “Fair/Poor” Physical Health • 3+ Days/Month of Poor Physical Health • Activity Limitations • 4+ Days/Month When Health Prevented Usual Activities • Arthritis/Rheumatism Prevalence [Total Sample and Age 50+] • Alzheimer’s Disease Deaths
Respiratory Diseases	<ul style="list-style-type: none"> • Chronic Lower Respiratory Disease (CLRD) Deaths • Chronic Obstructive Pulmonary Disease (COPD) Prevalence • Pneumonia/Influenza Deaths • Pneumonia Vaccination [Age 65+]
Sexual Health	<ul style="list-style-type: none"> • Gonorrhea Incidence • Chlamydia Incidence • HIV/AIDS Deaths
Substance Abuse	<ul style="list-style-type: none"> • Unintentional Drug-Related Deaths • Binge Drinking • Riding with Potentially Drunk Drivers • Illicit Drug Use • <i>Key Informants: Substance abuse ranked as a top concern.</i>
Tobacco Use	<ul style="list-style-type: none"> • Cigarette Smoking Prevalence • Environmental Tobacco Smoke Exposure at Home <ul style="list-style-type: none"> ◦ Including Among Households With Children • <i>Key Informants: Tobacco use ranked as a top concern.</i>

Community Feedback on Prioritization of Health Needs

Prioritization of the health needs identified in this assessment (see “Areas of Opportunity” above) was determined based on a prioritization exercise conducted among community stakeholders (representing a cross-section of community-based agencies and organizations) in conjunction with the administration of the Online Key Informant Survey.

In this process, these key informants were asked to rate the severity of a variety of health issues in the community. Insofar as these health issues were identified through the data above and/or were identified as top concerns among key informants, their ranking of these issues informed the following priorities:

1. **Mental Health**
2. **Substance Abuse**
3. **Nutrition, Physical Activity & Weight**
4. **Diabetes**
5. **Heart Disease & Stroke**
6. **Tobacco Use**
7. **Cancer**
8. **Sexual Health**
9. **Kidney Disease**
10. **Injury & Violence**
11. **Access to Healthcare Services**
12. **Infant Health & Family Planning**
13. **Respiratory Diseases**
14. **Potentially Disabling Conditions**



Implementation Strategy



Implementation Strategy Adoption

This summary outlines Rapides Regional Medical Center's plan (Implementation Strategy) to address our community's health needs by 1) sustaining efforts operating within a targeted health priority area; 2) developing new programs and initiatives to address identified health needs; and 3) promoting an understanding of these health needs among other community organizations and within the public itself.

On November 19, 2019, the RRMC Community Benefit Committee approved this Implementation Strategy to undertake the outlined measures to meet the health needs of the community.

This Implementation Strategy document is posted on the hospital's website at:
<http://rapidesregional.com/about/rapides-cares.dot>

Hospital-Level Community Benefit Planning

Priority Health Issues To Be Addressed

In consideration of the top health priorities identified through the CHNA process — and taking into account hospital resources and overall alignment with the hospital's mission, goals and strategic priorities — it was determined that RRMC would focus on developing and/or supporting strategies and initiatives to improve:

- Diabetes, Nutrition, Physical Activity & Weight
- Heart Disease & Stroke
- Cancer
- Injury and Violence
- Access to Healthcare services
- Maternal & Infant Health

Priority Health Issues That Will Not Be Addressed & Why

In acknowledging the wide range of priority health issues that emerged from the CHNA process, RRMC determined that it could only effectively focus on those which it deemed most pressing, most under-addressed, and most within its ability to influence.

Health Priorities Not Chosen for Action	Reason
Mental Health	RRMC has limited resources, services and expertise available to address Mental Health and Disorders. Other community organizations have infrastructure and programs in place to better meet this need. Limited resources excluded this as an area chosen for action.
Substance Abuse & Tobacco	RRMC has limited resources, services and expertise available to address alcohol, tobacco and other drug issues. Other community organizations have infrastructure and programs in place to better meet this need. Limited resources excluded this as an area chosen for action.
Sexual Health	RRMC believes that this priority area falls more within the purview of the health department and other community organizations. Limited resources and lower priority excluded this as an area chosen for action.
Potentially Disabling Conditions	Advisory Committee members felt that more pressing health needs existed. Limited resources and lower priority excluded this as an area chosen for action.
Kidney Disease	Advisory Committee members felt that more pressing health needs existed. Limited resources and lower priority excluded this as an area chosen for action.
Respiratory Diseases	Advisory Committee members felt that more pressing health needs existed. Limited resources and lower priority excluded this as an area chosen for action.

Implementation Strategies & Action Plans

The following displays outline Rapides Regional Medical Center’s plans to address those priority health issues chosen for action in the FY2020-FY2022 period.

Diabetes, Nutrition, Physical Activity and Weight

Community Partners/ Planned Collaboration	<ul style="list-style-type: none"> American Diabetes Association American Heart Association American Cancer Society National Kidney Foundation Junior League of Alexandria
Goal	To increase awareness of nutrition, physical activity and weight status as contributing factors in chronic health diseases (diabetes, heart disease and cancer)
Timeframe	FY2020-FY2022
Scope	These strategies will focus on the residents in the service area.
Strategies & Objectives	<p>Strategy #1: Provide free Diabetes/Nutrition classes – taught by Registered Dietician and Registered Nurse.</p> <p>Strategy #2: Promote physical activity through sponsorship of active community events, i.e. 5K runs, bicycle events, sporting events.</p> <p>Strategy #3: Provide nutritional information and healthy lifestyle recommendations at various community events/health fairs.</p> <p>Strategy #4: Partner with Alexandria Museum of Art (AMoA) to promote healthy living.</p> <p>Strategy #5: Provide free diabetic screening/education – Diabetes Sound the Alert Day.</p> <p>Strategy #6: Educate the community on free resource – Diabetes Health Profiler.</p>
Financial Commitment	<p>Diabetes/Nutrition Classes - \$1,800</p> <p>Diabetes Sound the Alert Day - \$500</p> <p>Community event sponsorship - \$50,000</p> <p>Health fairs/Community Events - \$1,500</p> <p>Diabetes Health Profiler - \$3,000</p>
Anticipated Impact	<ul style="list-style-type: none"> 100 participants in Diabetes/Nutrition Classes 50 participants in Diabetes Sound the Alert Day Sponsorship of 40 community events 750 participants in AMoA Healthy Living classes 25 Diabetes Health Profiler assessments completed
Plan to Evaluate Impact	<ul style="list-style-type: none"> Report number of participants in Diabetes/Nutrition Classes Report number of participants in Diabetes Sound the Alert Day Report number of community events sponsored Report number of participants in AMoA healthy living classes Report number of Diabetes Health Profiler Assessments completed
Results	<i>Pending</i>

Heart Disease & Stroke

Community Partners/ Planned Collaboration	<ul style="list-style-type: none"> American Heart Association American Stroke Association The National Coalition of Women with Heart Disease National Institutes of Health American Red Cross
Goal	To educate service area residents on cardiovascular health.
Timeframe	FY2020-FY2022
Scope	These strategies will focus on the residents in the service area.
Strategies & Objectives	<p>Strategy #1: Provide educational materials, presentations and screenings to community residents on cardiovascular health.</p> <p>Strategy #2: Educate the community on availability of free resource – Heart Health profiler.</p> <p>Strategy #3: Provide monetary support for cardiovascular health and prevention research to AHA.</p> <p>Strategy #4: Provide Basic Life Support (BLS) training to community organizations.</p> <p>Strategy #6: Educate the community on stroke awareness with Tackle Stroke program.</p>
Financial Commitment	<p>Education Materials - \$1500 AHA Donation - \$15,000 Community BLS training - \$1,000 Tackle Stroke - \$2,000 Heart Health Profiler - \$3,000</p>
Anticipated Impact	<ul style="list-style-type: none"> 500 service area residents educated on cardiovascular health 30 Heart Health Profiler assessments completed Donation to AHA for cardiovascular research BLS training to 350 community residents 2,000 Tackle Stroke participants
Plan to Evaluate Impact	<ul style="list-style-type: none"> Report number of service area residents educated on cardiovascular health Report number of Heart Health profiler assessments completed Report AHA donation Report number of community residents trained in BLS Report number of Tackle Stroke participants
Results	<i>Pending</i>

Cancer	
Community Partners/ Planned Collaboration	<ul style="list-style-type: none"> • Cancer Screening Project • American Cancer Society • Colon Cancer Alliance • American Academy of Dermatology • National Council on Skin Cancer Prevention
Goal	To educate service area residents on cancer prevention and screenings
Timeframe	FY2020-FY2022
Scope	These strategies will focus on the residents in the service area.
Strategies & Objectives	<p>Strategy #1: Provide educational materials on cancer (colorectal, skin, breast, prostate, lung) to community groups/health fairs.</p> <p>Strategy #2: Partner with American Academy of Dermatology and local dermatologists to offer “Spot Me” as a skin cancer screening event.</p> <p>Strategy #3: Partner with National Council on Skin Cancer Prevention and the American Academy of Dermatology to increase awareness of signs and symptoms of skin cancer by promoting “Don’t Fry Day.”</p> <p>Strategy #4: Provide monetary support for cancer research and prevention to ACS through Colors of Courage Run and No Shave November.</p> <p>Strategy #5: Facilitate Cancer Support Group for service area residents.</p>
Financial Commitment	Education materials for cancer awareness/screening - \$1,000 Don’t Fry Day - \$400 Spot Me Event - \$450 ACS Donation - \$5,000 Support Group - \$500
Anticipated Impact	<ul style="list-style-type: none"> • 150 participants for “Don’t Fry Day” • 100 participants for “Spot Me” • 500 participants in health fairs/community events • Donation to ACS for cancer research • 100 participants in the Cancer Support Group
Plan to Evaluate Impact	<ul style="list-style-type: none"> • Report number of participants for “Don’t Fry Day” • Report number of participants for “Spot Me” • Report number of participants in health fairs/community events • Report ACS donation • Report number of participants in Cancer Support Group
Results	<i>Pending</i>

Injury and Violence

Community Partners/ Planned Collaboration

- Louisiana State Police
- AARP
- Safe Kids
- National Highway Traffic and Safety Administration
- Rapides Senior Citizen Centers
- American College of Surgeons

Goal

To decrease traumatic injury in defined service area

Timeframe

FY2017-FY2019

Scope

These strategies will focus on the residents in the service area.

Strategies & Objectives

Strategy #1: Partner with Louisiana State Police to conduct Sudden Impact programs including hospital based, on-site, mock crash and mock trial.

Strategy #2: Educate community on ATV safety through various events.

Strategy #3: Provide fall prevention education targeting senior citizens in service area.

Strategy #4: Provide monthly child passenger safety seat checks.

Strategy #5: Provide hemorrhage control education to service area residents.

Financial Commitment

Sudden Impact - \$22,000
 ATV Safety Events - \$500
 Fall Prevention Education - \$500
 Child Passenger Safety Seat Checks - \$2,500
 Hemorrhage Control - \$300

Anticipated Impact

- 2,500 participants in Sudden Impact
- 500 participants in ATV safety events
- 100 participants in fall prevention education
- 100 child seat checks

Plan to Evaluate Impact

- Report number of participants in Sudden Impact
- Report number of participants in ATV safety events
- Report number of participants in fall prevention education
- Report number of child seats checked
- Report number educated on hemorrhage control

Results

Pending

ACCESS TO HEALTH SERVICES

Community Partners/Planned Collaboration	<ul style="list-style-type: none"> • Primary Care Physicians in the Service Area • Louisiana State University Family Residency and Oral Maxillofacial Programs • Tulane Gynecology and Ophthalmology Programs • Louisiana State University at Alexandria (LSUA) • Louisiana College (LC) • Northwestern State University (NSU)
Goal	<p>To increase access to care in the service area To assist individuals with identifying Primary Care Providers To educate residents in the service area on appropriate utilization of primary care/urgent care/emergency care To provide funding to increase graduation rate, quality of healthcare workforce</p>
Timeframe	FY2020-FY2022
Scope	These strategies will focus on residents in the service area.
Strategies & Objectives	<p>Strategy #1: Continue the Cooperative Endeavor Agreement with the State to provide indigent health care services.</p> <p>Strategy #2: Provide all patients discharged from the Emergency Department with an educational document on appropriate usage of primary care/urgent care/emergency care.</p> <p>Strategy #3: Provide all patients discharged from the Emergency Department with a primary care provider referral.</p> <p>Strategy #4: Provide Physician Directories at Community functions/Health Fairs and screenings.</p> <p>Strategy #5: Continue to provide transportation funds for patients including outpatient radiation cancer patients.</p> <p>Strategy #6: Support the LSU Family Residency, LSU Oral Maxillofacial (OMFS) Residency, Tulane Gynecological Residency and Tulane Ophthalmology Residency programs which provides access to care to the service area residents.</p> <p>Strategy #7: Provide funds to local universities to increase healthcare workforce development.</p>
Financial Commitment	<p>Physician Directories - \$2,000 Transportation Funds - \$8,000 LSU Family Residency Program - \$3,500,000 Nursing Schools - \$200,000 LSU OMFS Residency - \$317,378 Tulane Gynecology Residency - \$560,442 Tulane Ophthalmology Residency - \$1,008,795</p>
Anticipated Impact	<ul style="list-style-type: none"> • Distribute 1500 physician directories • Provide \$5,000 in transportation funds for patients • 18 LSU Family Practice residents • 4-6 LSU OMFS residents • 5-6 Tulane Ophthalmology residents • 18 Tulane Gynecology residents • 90 Registered Nurse graduates

Plan to Evaluate Impact

- Report number of physician directories distributed
- Report amount of transportation funds distributed to patients
- Report number of LSU Family residents
- Report number of LSU OMFS residents
- Report number of Tulane Ophthalmology residents
- Report number of Tulane Gynecology residents
- Report number of nursing graduates

Results

Pending

Maternal/Infant Health	
Community Partners/ Planned Collaboration	<ul style="list-style-type: none"> • Nurse Family Partnership • Department of Health and Hospitals/FIMR
Goal	To improve maternal/infant health in the service area
Timeframe	FY2020-FY2022
Scope	These strategies will focus on the residents in the service area.
Strategies & Objectives	<p>Strategy #1: Provide free Childbirth Classes to service area residents – Prepared Childbirth, Breastfeeding, Sibling and Breathing and Relaxation.</p> <p>Strategy #2: Distribute baby packets to expectant mothers providing education, community resources and safe sleep information.</p> <p>Strategy #3: Provide educational materials promoting 39 weeks gestation to expectant mothers.</p> <p>Strategy #4: Provide free Perinatal Loss Support Group.</p> <p>Strategy #5: Provide Grandparenting class to service area residents.</p>
Financial Commitment	Childbirth Classes - \$10,000 Baby Packets - \$7,500 Perinatal Loss Support Group - \$500 Grandparent Class - \$250
Anticipated Impact	<ul style="list-style-type: none"> • 400 participants in Childbirth Classes • 1,000 Baby Packets distributed to expectant mothers • 50 participants in Perinatal Loss Support Group • 75 participants in Grandparenting classes
Plan to Evaluate Impact	<ul style="list-style-type: none"> • Report number of participants in Childbirth Classes • Report number of baby packets distributed to expectant mothers • Report number of participants in Perinatal Loss Support Group • Report number of participants in Grandparenting Classes
Results	<i>Pending</i>