



Action Plan for Falls Community Hospital Based on Community Health Needs Assessment, June 2015

Based on the recommendations from CHNA participants, Falls Community Hospital & Clinic has formulated the following action plan:

1. **Recommendation** : Begin to market the availability of the Smiles on Wheels for March 4-5, 2016, utilizing public media, the Hospital's website, and through communication with the School Districts and Churches whose students and/or members will be eligible for participation.

Action Plan : The hospital is currently planning its strategy to inform the community about the Smiles on Wheels program, scheduled for March 2016 at the High School. The hospital is also actively seeking sponsors for the program. The event will be promoted throughout the county via internet, newspaper, flyers and social media.

2. **Recommendation** : Begin efforts to increase awareness of wellness checks for women in the community. As noted earlier, plans are in process to have appointments offered at the Mart Clinic.

Action Plan: Women's Wellness checks are now available in the Mart Clinic. The hospital has been running ads in the local newspapers informing the community of this service.

3. **Recommendation:** Continue to strengthen the services currently being provided that address chronic diseases such as Diabetes, Heart Disease, Hypertension, and others for which the Hospital is the primary leader in the community. For other health priorities, such as Mental Health, pursue opportunities to partner with the Marlin Independent School District, Churches and Businesses, the City and County, and the Texas Department of State Health Services' local office. While the Hospital cannot provide full services for all issues, it can be an important partner in the efforts to improve the overall health status and quality of life in Marlin and throughout Falls County. The provision of telemedicine services for mental health needs is an important service already being provided. Plans are to include this information on the website.

Action Plan: The clinic is offering free vaccines for uninsured adults through the Adult Safety Net Program. We currently have a service in ER that allows mental health specialists to see the patient in ER via telemedicine and allows the doctors to interact with the patient. This helps them get treatment quicker and expedites admittance to a mental facility if needed. The hospital is hosting mini health fairs

targeting chronic conditions like stroke, diabetes and high blood pressure. The hospital also provides diet counseling with a dietitian to newly diagnosed diabetics. The hospital has prepared a brochure, or "Fact Sheet", highlighting clinic locations and services available and has placed them in the hospital and clinic but will also distribute within the community at the Senior Center, Churches and Schools.

4. **Recommendation** : Develop an action plan to provide more education on chronic diseases, nutrition, and healthy lifestyle, with focus on all age levels, from school children to senior citizens. Again, utilize partnerships within the community where appropriate to accomplish this.

Action Plan: Discussions have been held with the Extension Service and they are willing to provide many of these educational programs. The hospital staff will follow up with the Extension Service toward the goal of education. The hospital held a "Stomp Out Stroke" program in the lobby on Oct. 29, 2015 that included educational materials on Stroke Prevention, how to recognize stroke, what happens after stroke, as well as blood pressure and blood sugar screenings. Over 50 people came through the screening process during the event. The hospital has plans to partner with the Senior Center to provide educational materials there as well. Hospital providers have written informational/preventative articles in the newspapers addressing health issues.

5. **Recommendation:** Consider ways to increase the promotion of Physical Therapy and Chiropractic Care, including making people aware that most Scott and White Health Plans will pay for those services.

Action Plan: The hospital is running newspaper ads informing the community of the availability of Chiropractic and Physical Therapy Care. These services are also listed in the newly created Hospital "Fact Sheet".

6. **Recommendation:** Develop and implement a marketing plan that will help promote the services that are currently available, including the outreach services that can be accessed. Further, there are many good things that occur within the Hospital and its' Clinics, but are not always known outside the organization. The Hospital should communicate those successes on an ongoing basis, so that the citizens of Falls County better understand the value of the staff and services at Falls Community Hospital and Clinic.

Action Plan : The Hospital continues to run ads in the newspaper and on the newspaper's online site; also puts items on the calendar of events section. The current website is in the process of being revamped, but in the meantime, the hospital maintains a Facebook page that includes hospital activities and events throughout the week, as well as addressing any concerns from patients and community members. The hospital is looking into purchasing an electronic marquee to help promote hospital events and community awareness.