

**Piedmont Cartersville Medical Center
CHNA Implementation Strategy – Fiscal Years 2023, 2024, and 2025**

On September 20, 2022, Piedmont Cartersville Medical Center’s board of directors approved the hospital's community health needs assessment (CHNA) implementation strategy, which laid out the tactics and strategies the hospital will undertake over the next three fiscal years to address the health priorities established in the hospital’s CHNA.

| Priority: Ensure affordable access to health, mental and dental care | | | |
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| Vision | Goal | Tactics | How to measure |
| Low- and no-income patients receive assistance for necessary care | Eligible low- and no-income patients are enrolled in Medicaid or hospital-based financial assistance program | <ul style="list-style-type: none"> • Financial assistance is available for eligible low- and no-income populations • Patients are adequately alerted that financial assistance is available • Patients are given tools, resources, and ample opportunity to apply for assistance • Eligibility threshold of 300% Federal Poverty Level for financial assistance is maintained throughout all Piedmont hospitals • Actively screen all potentially patients for Medicaid coverage | Annual review of policy, guidelines, PLS and languages served, updated to reflect any changes |
| Eligible patients will receive dental services, education, and resources for preventive | Unmet dental needs are met in vulnerable population | Support Tonsmeire Clinic by funding 50% of its operating budget | Track funding and number of patients who receive dental care |

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| maintenance | | | |
| Low and no-insurance students will be introduced to and interested in pursuing healthcare careers | Train future healthcare workers | Support Work Based Learning/CNA programs at Cartersville City Schools and Bartow County Schools with training, education, resources, and equipment | Number of eligible students trained/enrolled in program |
| School nurses have the information they need to do their jobs well | Area school nurses equipped with most current knowledge | Provide quarterly training and resources for area school nurses with seasonal topics of focus | Training attendance log |

Priority: Reduce preventable instances of and death from cancer

| Vision | Goal | Tactics | How to measure |
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| Heavy smokers receive vital lung cancer screenings | Identify heavy smokers in population who should be referred for lung cancer screening | Lung nodule navigator to collaborate with health department and primary care physician offices who treat low- and no-insurance patients to identify eligible candidates for screening | Number of community members screened, with goal of annual increase |
| Low-income populations are screened for lung cancer | Participation from low- and no-insurance patients in low dose CT scan/lung cancer screening program | Offer affordable, reduced rate low dose CT scan to screen for lung cancer | Number of community members screened, with goal of annual increase |
| More women are screened for breast cancer | Access to affordable mammograms for low- and no-insurance patients | Offer reduced cost mammograms during the month of October, breast cancer awareness month | Number of community members screened, with goal of annual increase |

Priority: Promote healthy behaviors to reduce preventable chronic conditions and diseases

| Vision | Goal | Tactics | How to measure |
|--|--|---|--------------------------------|
| Fewer community members have diabetes | Ensure awareness and access to diabetes education to reduce the number of diabetes diagnoses in underserved population | Offer free diabetes education class that includes healthy nutrition information | Attendance, post-class surveys |
| Mothers and babies are healthier | Healthy new mothers and babies through educational outreach | Offer free childbirth education, breastfeeding, and newborn care classes to expectant parents | Attendance, post-class surveys |
| First responders are better equipped to help the community | Better prepared, educated and equipped first responders in schools and community; reduced mortality in vulnerable population | Provide hands-on training, support and supplies for Stop the Bleed, CPR, Emergency Heart Attack Care and Narcan to school systems and law enforcement personnel | Attendance, training logs |
| Teens make healthy decisions | Increased teen awareness of dangers of drinking and driving and vaping and consequences of dangerous behavior, and less instances of teen accidents, injuries and fatalities | Provide and/or participate in special events targeted to teens, such as "Prom Program Crash Scene" and "Reality Store". | Teacher class enrollment logs |

Priority: Reduce preventable instances and death from heart disease

| Vision | Goal | Tactics | How to measure |
|---|--|---|--|
| More community members survive a heart attack or stroke | Increased community awareness of risks and ways to prevent heart disease and stroke through public service announcements targeted to at-risk populations | <ul style="list-style-type: none"> Utilizing evidence-based messaging, create and deploy local public service announcements targeted to high-risk populations and the public Distribute via social media, community partners, website, and community events | Social media and website analytics, event attendance |
| More community members survive heart disease | Maintain Chest Pain Center Accreditation through the American College of Cardiology and provide community education to reduce preventable instances of heart disease | Offer EHAC (Early Heart Attack Care) and Hands Only CPR training to community leaders who interact with at-risk populations | Monitor attendance, aim for an annual increase |
| First responders are better equipped to save lives | First responders have the training they need to better impact the outcomes of trauma and cardiac-related events within the at-risk population | Host annual EMS Summit, FREE and targeted to EMS personnel, firefighters and law enforcement with most current information pertaining to heart attack care and heart disease. | Registration/Attendance Roster |