

IMPLEMENTATION PLANS

While an implementation plan was established in the hospital's 2019 CHNA report, Ochsner Rush Medical Center was unable to generate satisfactory responses in these areas. This is due to the hospital shifting its focus in 2019 – 2022 to meet the more pressing needs that arose from the COVID-19 pandemic.

As a result, the hospital has chosen to continue focusing on these areas noting that these issues are still prevalent as of 2022. Over the next three years, pending a surge in COVID-19 or a new public health emergency, Ochsner Rush Medical Center and its many community partners will concentrate their efforts into these areas:

INITIATIVE 1: PROSTATE HEALTH

Ochsner Rush Medical Center will create a systematic approach to improving awareness of prostate cancer with a major emphasis during Prostate Cancer Awareness Month by providing the following:

- ▲ Community service prostate screenings
- ▲ Community education with an emphasis on Benign Prostatic Hyperplasia (BPH) and Prostate Cancer

INITIATIVE 2: HEART HEALTH

Because of the impact of chronic illnesses to shorten and negatively impact our lives in Lauderdale County, Ochsner Rush Medical Center will endeavor to encourage the community to improve our Southern Lifestyle in an effort to eliminate many of its unhealthy characteristics that impact heart health.

LIFESTYLE IMPROVEMENT

- ▲ Community education
- ▲ Promote physical activity and exercise
- ▲ Health screenings
- ▲ Nutritional education
- ▲ Awareness of STEMI program
- ▲ Community Education regarding lifestyle and health consequences

INITIATIVE 3: DISEASE MANAGEMENT

Ochsner Rush Medical Center will concentrate on reducing the number of citizens in our area who are impacted by diseases associated with one of the leading mortality rates.

EMPHASIS ON COPD, SMOKING AND VAPING

- ▲ Educate youth and parents about dangers of vaping – partner with school system
- ▲ Smoking cessation education

The hospital wants the community to know that it takes all health needs within the community seriously. Unfortunately, the hospital is unable to address every health need noted over the course of the next three years covered within the current CHNA but plans to continue reviewing these needs and as resources become available in the future address them accordingly.

The implementation strategy associated with these health initiatives noted above will be developed over the coming months, submitted to the board of directors for approval, and then posted to the hospital's website by the due date of the 15th day of the fifth month after the end of the taxable year the CHNA is due with said due date being May 15th, 2023.

Ochsner Rush Medical Center

Community Health Needs Assessment Implementation Plan 2022

Over the next three years, Ochsner Rush Medical Center, in concert with its many community partners will focus its energy in the specific areas we have determined to be the current health needs of our community. The following health issues have been identified as those which represent primary health concerns in our community, and thus, those we strive to address in our outreach efforts:

- Prostate Health
- Cardiology with an emphasis in Heart Disease
- Lung Disease with an emphasis in COPD, smoking and vaping

Our implementation plan/strategy describes how Ochsner Rush Medical Center is addressing these needs or our plans on how we will address these needs. The community's primary health needs, source data regarding the need and our action steps for addressing each of the above health needs of our community are addressed below:

Prostate Health

Ochsner Rush Medical Center Action Steps:

- Continue to provide annual community service prostate screenings during Prostate Cancer Awareness Month (September).
- Use our social media platforms to educate the community about the signs, symptoms, screenings and prevention of Prostate Cancer
- During the month of September, Ochsner Rush Medical Center plans to "Go Blue" to help raise awareness about Prostate Cancer.
- Partner with the Urologists of Ochsner Rush Medical Group to do ongoing promotion and education including lunch & learns and features on The Pulse (WTOK news segment).
- Partner with Mississippi State University-Meridian to join forces for Men's Day to be held in November.

Heart Health

Ochsner Rush Medical Center Action Steps:

- Continue to use Heart Month (February) to educate our community on heart health and provide ongoing screenings and community education events during this month.
- Partner with the Cardiologists of Ochsner Rush Medical Group to do ongoing education that will be featured on The Pulse (WTOK news segment).
- Launched Walk With A Doc in the summer of 2020. Use this as a monthly event to be held at Bonita Lakes Park where attendees will get to chat with local doctors as they walk, encouraging heart health. Walk With A Doc is an effort that will be led by Ochsner Rush Cardiologists.

- Coffee with a Cardiologist, a community education event, will be held during Heart Month every year (with the potential to hold these events monthly or quarterly).
- Continue to use our social media to educate the community on issues related to heart health including signs and symptoms of a heart attack.
- Increase community health screenings for high blood pressure and cholesterol levels.
- Utilize Ochsner Rush Health Systems website to provide education and resource materials related to prevention of heart disease.

Lung Disease

Ochsner Rush Medical Center Action Steps:

- Encourage providers to talk with their patients about tobacco cessation and lung cancer screenings.
- Partner with local tobacco coalitions to provide public smoking cessation classes at Ochsner Rush or in the community.
- Promote lung cancer screenings by means of education through advertising and social media during nationally recognized month.
- Provide education material on vaping at local school health fairs.
- Partner with Pulmonologists of Ochsner Rush Medical Group to provide ongoing education on lung disease that will be featured on The Pulse.