

Implementation Plan

Health and Wellness Initiatives of Rush Foundation Hospital

May 2017

Over the next three years, Rush Foundation Hospital, in concert with its many community partners will focus its energy in these areas:

Four Key Findings

The purpose of this assessment was to determine 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 which we strive to address in our outreach efforts:

- **Lifestyle Improvement**
- **Healthier Lifestyles for Youth**
- **Disease Management**
- **Continuing Dialogue with Community**

Our Implementation Plan/Strategy for Addressing These Needs and the Related Benefits Provided

Our implementation plan/strategy describes how Rush Foundation Hospital 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:

Issue/Primary Health Need in Our Community: Lifestyle Improvement

Rush Foundation Hospital Action Steps:

- **Nutrition counseling is provided to our patients via registered dietitian on staff at Rush Foundation Hospital.** These clinicians are available for inpatient and outpatient consultations.
- **We are providing education about diabetes risk factors, treatment, prevention and management.** This is accomplished through **health fairs and screenings, community education events conducted by physicians and other clinical personnel and the Diabetes Resource Center staffed by an RN who is a certified diabetes educator.** We operate a Diabetes Training Center for the community, providing educational resources to assist people with diabetes in learning self-management skills.
- **Rush Foundation Hospital continually serves as a lead sponsor of the Mississippi Diabetes Foundation's annual fundraiser walk in Meridian in addition to having groups**

of employees who conducted fundraising events which added significantly to the hospital's contribution. We will continue to assist this effort each year.

- Heart disease- in the area of prevention, we **provide lunch and learn events with physicians and other medical experts as speakers to promote healthy hearts through lifestyle changes.**
- In the area of treatment, we participate in the **STEMI (ST Segment Elevation Myocardial Infarction) program** for early identification of MIs and for immediate intervention; additionally, Rush Foundation Hospital received national recognition from the American Heart Association for its STEMI protocol program.
- **Hypertension-** In order to provide education and early detection of hypertension (high blood pressure), which is a risk factor associated with heart disease, we provide public health fair screenings, employee health screenings , sports medicine screenings and employment screenings for area employers; additionally, Rush Foundation Hospital sponsors several community education events each year focusing on controlling high blood pressure and the impact that unmanaged high blood pressure has on heart disease.
- **Rush Foundation Hospitals serves as a Community Training Site for Advanced Cardiac Life Support Classes in addition to Basic Cardiopulmonary Resuscitation Classes, Pediatric Advanced Life Support Classes** and other specialized life support classes such as those for newborns and neonates. We will continue to supply this each year.
- We participate in the Relay for Life and with the American Cancer Society in providing education and awareness to highlight lifestyles linked to Cancer.
- Physicians with the Rush Gastrointestinal Lab served as spokespersons for a media campaign designed to heighten awareness of colon cancer and the importance of colonoscopies in the prevention and detection of cancer.
- Rush Foundation Hospital's Imaging Department and Women's Healthcare Center (a hospital-operated women's imaging center) provided a strong program of community outreach including a media campaign in October to promote Breast Health Awareness, breast self-examination and stressing the importance of screening mammography in the early detection and successful treatment of breast cancer.
- Rush Foundation Hospital provides free prostate screening on an annual basis for the Community and we will continue to provide this service.
- We promote smoking cessation through our educational materials and programs available to patients and employees and these programs will continue to be supplied.

Issue: Healthier Lifestyles for Youth

Rush Foundation Hospital Action Steps:

- Our **Sports Medicine Trainers** work with 30 area high schools and two community colleges in providing education with **videos, pamphlets, personal presentations regarding exercise and fitness and more** to assist in educating children and their parents regarding the negative aspects of a sedentary lifestyle.

- **Sports related injuries and injury prevention-** With the use of 17 sports trainers in 32 schools where they are involved in practice and game settings to monitor sports related injuries to lessen the long term impact especially in the areas of concussions and orthopedics.
- Rush Foundation Hospital has a Level II Newborn Intensive Care Unit staffed by board certified neonatologists and neonatal nurse practitioners as well as registered nurses who have achieved advanced certification in the care of newborns and neonates. In addition to continually providing inpatient care to neonates and newborns for the region, the Rush NICU and Well Baby Nursery as part of the Family Birth Center at Rush also provide a broad range of educational programs for the parents of newborns and neonates to facilitate learning about appropriate early childhood care of newborns and infants.
- **Vaccinations-** we participate in **Early Periodic Screening, Diagnosis, and Treatment (EPSDT) Program, the child health component of Medicaid**.in all of our 18 Rural Health Clinics.
- **Teen pregnancy-** Our outreach programs through our Nurse Midwifery service provides ongoing education, counseling and prenatal care in our Rural Health Clinics.
- **STDs-** Our Nurse Midwives and our OB/GYNs on staff provide education and testing in our facilities and also conduct educational programs in area schools as requested along with related treatment, we will continue to supply these programs.
- Representatives from Rush Foundation Hospital's clinical staff serve as **classroom speakers and science fair judges** upon request, typically touching the lives of thousands of area children each year with health education information as well as promotion of health care careers.

Issue: Disease Management

Rush Foundation Hospital's Action Steps:

- Rush Foundation Hospital is **collaborating with the Doctor of Osteopathic Medicine program which has recently been established at William Carey College in Hattiesburg, MS**. Rush Foundation Hospital, along with other hospitals in the region is providing monetary support and clinical training for the new program.
- Medical staff members of Rush Foundation Hospital routinely **serve, and will continue to serve, as preceptors for medical doctors in residency training programs** from various specialties thus expanding the knowledge base of the students and exposing them to the community at large in hopes of having them decide to establish their practices in the community.
- **Primary Care-** the strategic location of our critical access hospitals and our rural health clinics provide access to care in the rural areas. For example, **the five Critical Access Hospitals** affiliated with Rush and located in nearby rural areas provide community-based inpatient and **24 hour emergency services and they each also offer Swing Bed Programs** which provide a community-based setting for restorative and/or end of life care. All five Critical Access Hospitals have had numerous incidences where lives were

saved because the hospital provided earlier access to emergent care, **allowing critically ill patients the opportunity to have life-saving, stabilizing care** before being transferred to facilities with the capability of caring for higher acuity patients.

- Emergency care- through our network of critical access hospitals, **in-house emergency care is provided 24 hours per day 7 days per week in the rural communities**. Prior to this, those seeking emergency care could require travel of approximately 40 miles for emergent care.
- Rush Foundation Hospital participates in the **statewide Trauma Care Network** as a Level 3 hospital, and employs a registered nurse in the position of Trauma Coordinator. The coordinator's role is designed to help facilitate and expedite the care of those who have traumatic injuries requiring emergent care by working with affiliated hospitals, ambulance services and other emergency care professionals in the region. Rush Foundation Hospital will participate in disaster readiness training exercises and has representatives who are active in many community-wide groups.

Issue: Continuing Dialogue with Community

Rush Foundation Hospital's Action Steps:

- **Prescription medications-** Rush Foundation Hospital is and will continue to participate in the **340B program** which allows patients to get prescription medications at a discounted price at local pharmacies.
- Rush Foundation hospital has implemented **new and expanded financial assistance policies** to assist those who are not able to pay with the ability of obtain necessary services. These policies are also available on our website.
- The Rush-affiliated Critical Access Hospitals provide **community-based outpatient psychiatric care through the Senior Care Intensive Outpatient Therapy Program** for senior adults, age 55 and older who suffer from depression, anxiety and grief. The program does not require a physician's referral for participation and also **offers free transportation** to participants who need it. There are 13 different Senior Care sites in East Mississippi and West Alabama, making it highly accessible to seniors who are in need of this care.
- Rush Foundation Hospital sponsors a Student Nurse Academy allowing student nurses in their final semesters to gain valuable on-the-job experience and training from Rush nurses preceptors. Additionally, Rush Foundation Hospital serves as a training site for area nursing and allied health programs and sponsors nursing scholarship programs at various levels.
- Rush Foundation Hospital will continue to host an annual Career Cares Day in the fall, in collaboration with the Meridian Branch of Mississippi State University. Approximately 1200 students in their junior year of high school from area schools are invited to attend the event which showcases healthcare careers, healthy lifestyles and provides

information about obtaining an advanced degree in a health-related field after graduation from high school.