



Community Health Needs Assessment  
*Implementation Strategy*  
Abbeville and McCormick Counties  
South Carolina  
June 8, 2015



## Implementation Strategy

Abbeville Area Medical Center (AAMC) will engage key community partners in implementing evidence-based strategies across the service area. Acknowledging the many organizations and resources in place to address the health needs of our communities, AAMC has strategically reviewed both internal and external resources. This portion of the CHNA, the Implementation Strategy, will explain how AAMC will address health needs identified in the CHNA by

continuing existing programs and services, and by implementing new strategies. It will also explain why the hospital cannot address all the needs identified in the CHNA, and if applicable, how AAMC will support other organizations in doing so.

As afore mentioned in the CHNA report, the following are the needs AAMC has chosen to address. It will also outline why the hospital chose to address this need, how it will address the need, who the responsible party will be, and any goals that will be set forth from the beginning, as well as time frame for achieving those goals.

- Nutrition/Access to Healthy Foods & Obesity-** Obesity was reported as a community issue by all twelve focus groups. Adult Obesity is a Healthy People Leading Health Indicator. The 2020 target is set at 30.5%. Both Abbeville and McCormick Counties, at 34.6% and 32.2% obese adults, respectively, are near the South Carolina state average, but, higher than then Healthy People 2020 target. The most alarming metric, however, is the percentage of low-income obese preschoolers in McCormick County. At 15.5%, this metric is higher than the median of the other South Carolina counties and puts McCormick County as one of the weaker counties in the state on this data point.

However, one cannot address obesity without first addressing nutrition and access to healthy food options. In 2012, 17% of Abbeville households and 19% of McCormick households lacked reliable access to a food source. Although these metrics were near the state average, they are far above the Healthy People 2020 target of 6%. Given this metric, it makes sense that the citizens of both counties do not eat enough fruits and vegetables per day. On average, from 2005-2009, nearly 89% of Abbeville County and 86% of McCormick County reported eating fewer than 5 cups of fruits/vegetables per day, the recommended daily allowance. In addition, at 14.5% Abbeville County showed the highest percentage in the state of **low income** population with limited access to grocery stores. Although this is not a Healthy People 2020 Leading Health Indicator it is cause for concern as it is much higher than the state average and the highest value in the state of South Carolina.

- **Behavioral Health-** Like many rural communities, the citizen and leaders have concerns about the state of behavioral health in the community. McCormick County, especially, ranked poorly on two metrics- percentage of adults receiving insufficient social/emotional support and the number of poor mental health days in a month. In fact, with nearly 20% of the month reported as mentally unhealthy, McCormick County ranked the highest in the state on poor mental health days. Abbeville County also did poorly with nearly 15% of the month reported as mentally unhealthy, 2.5% above the state average. Compounded with these issues is the fact that both counties are lacking in mental health providers. Based on 2014 CMS National Provider Identification File, Abbeville County had 4.8 providers per 10,000 population while McCormick County had 5.1 providers per 10,000 population. Both values are far below the 2014 South Carolina average of 14.2 providers per 10,000 population.
- **Smoking** – South Carolina is a large producer of tobacco and as such, many citizens in the state are large consumers of this addictive substance. Abbeville County is no exception with 23% of adults smoking. This, along with McCormick County's 19% of adults smoking, is significantly higher than the Healthy People 2020 target (12%) and, thus, has been targeted by leadership at AAMC as a strategy to implement.
- **Diabetes** – Diabetes is a comorbidity to obesity and can be directly related to unhealthy lifestyles, poor eating habits, and lack of good nutrition. AAMC has allocated a lot of resources into the fight against Type II diabetes through their Diabetes Education Program. The data supports the success they have had with this program. The percentage of adult diabetics in Abbeville and McCormick Counties is right on the state average, 13.4% and 14.4%, respectively. However, the manner in which diabetics are screened in these counties is the most significant measurement and supports AAMC's active role in diabetic education to the community. Of the diabetic Medicare enrollees, 87.5% (Abbeville) and 90.5% (McCormick) received their HbA1c screenings in 2012. This is higher than the state average of 86%.
- **Access to Primary Care** – Access to care, specifically primary care, was a topic of discussion in at least two focus groups. The overarching issue is that scheduling to see a primary care physician is difficult and many patients out migrate to find primary care. This is shown in the secondary data, where the current physician supply is much lower than the demand. In fact, Abbeville County is projected to need approximately 13 primary care physicians by 2019, while McCormick County is project to need nearly 10 primary care physicians by 2019. AAMC is currently is the beginning phases of their new Medical Office Building which will house several additional primary care providers. This will alleviate the supply/demand problem the county is currently facing and reduce the number of patients that must out migrate to seek timely primary care.

<b>Community Health Need:</b>		<b>Obesity &amp; Access to Healthy Food</b>	
<b>Specific Needs Identified in the CHNA:</b>		<ul style="list-style-type: none"> <li>• McCormick County has high population of low income obese preschoolers.</li> <li>• Adult Obesity mentioned in every focus group as a community issue. Percent of obese adults is close to SC state average, but, higher than HP 2020 target</li> <li>• Abbeville County has highest percentage of low income population with limited access to grocery stores.</li> <li>• Percentage of food insecure population is close to SC state average, but, much higher than HP 2020 target</li> <li>• Citizens of Abbeville and McCormick Counties not eating enough fruits and veggies</li> </ul>	
<b>Healthy People 2020 Targets:</b> <b>Adult Obesity = 30.5%</b> <b>Food Insecure = 6%</b>		Adult Obesity: Abbeville = 34.6%, McCormick = 32.2%, SC = 31.7% Food Insecurity: Abbeville = 17.4%, McCormick = 19.3%, SC = 18%	
<b>Goals:</b>		Reduce obesity and increase awareness to healthy foods	
<b>Strategy:</b> Provide healthy resources for community			
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>
“Produce Patch” Farm Boxes to be implemented into workplace programs.	AAMC	Ongoing	Access to healthy food at reasonable price
Wellness Memberships at discounted rate – Silver Sneakers	AAMC	Ongoing	Access & participation to physical opportunities
Printed information on healthy lifestyles & food choices	AAMC	Ongoing	Knowledge sharing on healthy food choices
Media communications on waiting room TVs with healthy lifestyle choices	AAMC	Ongoing	Knowledge sharing on healthy food choices
<b>Strategy:</b> Add a health educator/meal planner to the hospital staff			
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>
Acquire funding to have a health educator on staff	Amanda Morgan	FY 2016	Obtain health educator
Collaborative effort with school district’s culinary arts program	Amanda Morgan	FY 2016	Obtain collaboration with school district

<b>Community Health Need:</b>		<b>Behavioral Health</b>	
<b>Specific Needs Identified in the CHNA:</b>		<ul style="list-style-type: none"> <li>• Insufficient social/emotional support in McCormick County</li> <li>• Both counties severely lacking enough mental health providers to meet need</li> <li>• McCormick County had the highest poor mental health days in the state; Abbeville not far behind in metric</li> <li>• Abbeville County's suicide death rate is above HP 2020 target, but, right on SC state average</li> </ul>	
<b>Healthy People 2020 Target : Suicide Deaths/10,000 pop = 1.02</b>		Abbeville County's suicide deaths were 1.34 per 10,000 pop. This is close to SC state average, but, above the HP 2020 target. McCormick County did not report.	
<b>Goals:</b>		Provide resources to increase access for mental health issues	
<b>Strategy: Building Medical Office Building that will house behavioral health services</b>			
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>
House behavioral health specialists in new medical office building	AAMC	FY 2016	Increase access
Continue to facilitate and expand "Senior Connections"	AAMC	Ongoing	Increase access for 55+
Collaboration with school district counselors and medical community (primary care).	AAMC	Ongoing	Increase access for children and parents

<b>Community Health Need:</b>	<b>Smoking</b>		
<b>Specific Needs Identified in the CHNA:</b>	High percentage of adult population still smoking, especially in Abbeville County.		
<b>Healthy People 2020 Target = 12.0%</b>	Abbeville = 23.3%; McCormick = 19.6%; SC = 20.6%		
<b>Goals:</b>	Decrease smoking		
<b>Strategy: Increase awareness of hazards of smoking</b>			
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>
“Freedom from Smoking” from the American Lung Association – classes for community	AAMC Health Promotions	Ongoing	Decrease number of smokers; Increase awareness
Collaboration of the hospital with schools	AAMC Health Promotions	Ongoing	Increase awareness of smoking to students
Media Communications (on TVs) in waiting rooms	AAMC	Ongoing	Decrease number of smokers/Increase awareness

<b>Community Health Need:</b>	<b>Diabetes</b>		
<b>Specific Needs Identified in the CHNA:</b>	Abbeville and McCormick Counties rank well in percentage of adults with diabetes and HbA1c screenings. However, diabetes is a comorbidity to obesity and results from a lifestyle of poor food choices, which is rampant in these counties. AAMC wants to make even greater strides at continuing to control diabetes in their community through the below strategies.		
<b>Goals:</b>	Improve diabetic control		
<b>Strategy: Increase screening efforts</b>			
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>
Diabetic Health Fair Day – AAMC offers free screenings	AAMC	FY2016 before school district screenings	Understand who the pre-diabetic population is
Expansion of health fairs to civic groups and industries.	AAMC	Ongoing	Identify and refer diabetics
<b>Strategy: Focus on the need for life long lifestyle change</b>			
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>
Referral to wellness counselor at hospital	AAMC	Ongoing	Lifestyle change
Referral to diabetic educator in medical office building	AAMC	Ongoing	Lifestyle change and education

<b>Community Health Need:</b>		<b>Access to Primary Care</b>	
<b>Specific Needs Identified in the CHNA:</b>		<ul style="list-style-type: none"> <li>Getting access to a primary care physician in a timely manner is sometimes difficult, thus many residents out migrate for primary care.</li> <li>2019 Abbeville County Physician need is projected to be approximately 14 primary care physicians</li> <li>2019 McCormick County Physician need is projected to be approximately 10 primary care physicians</li> </ul>	
<b>Goals:</b>		Improve timely access to primary care/office visits	
<b>Strategy: Build and staff the new Medical Office Building</b>			
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>
Hire providers to staff new medical office building	AAMC	Ongoing	Improved access
Outreach from AAMC to community to inform about new coordinated care	AAMC	FY2016	Education of community
Staff integration of new practices for scheduling and patient access	AAMC	FY2016	Education of staff
Explore possible expanded hours of clinic	AAMC	FY2016	Improved access

## Needs Not Addressed



Several needs outlined in the CHNA process have not been addressed in this plan. In initial discussion and subsequent prioritization, the Community Needs Assessment Team considered the levels to which some needs were already being addressed in the community. Additionally, some needs fall out of the scope of expertise and resources of the hospital. The following chart outlines why some of the issues identified were chosen not to be implemented:

COMMUNITY NEED	REASON NOT ADDRESSED
Oral Health Resources	<p>AAMC does not feel that it can address the lack of fluoride in the water system. This is a public health/water supply issue. Also, the schools are already addressing treating children with extra fluoride. In addition, the hospital feels that it is out of their scope to provide oral care to Medicaid patients as there are already community groups out there championing this cause.</p> <p><b>Local Champion: Schools, water companies, UCMAC</b></p>
Alcohol Abuse	<p>This is an issue that is best left to the experts, such as Cornerstone. Cornerstone provides prevention, intervention, and treatment services for people who have been impacted by substance use disorders, including alcohol. AAMC already collaborates with this area provider.</p> <p><b>Local Champion : Cornerstone – Commission on Alcohol and Drug Abuse</b></p>



<p>Hypertension</p>	<p>Hypertension is a significant community need. However, the hospital does not feel that it can affect change for this health issue as it is already an area of focus by primary care physicians and mid-level providers. If a patient comes into the hospital with blood pressure issues, the hospital will refer the patient to a provider for continued care and follow-up.</p> <p><b>Local Champion : Local physicians and mid-level providers</b></p>
<p>Transportation</p>	<p>The hospital does not feel that it has the ability to impact this issue at this time. Many non-driving patients rely on neighbors and family members for transportation to their medical appointments and to pick up their prescriptions. Due to budget cuts and lack of funds from governmental sources, the hospital feels this is the best way to continue to handle this issue.</p> <p><b>Local Champion : patients, families, neighbors, community</b></p>
<p>Immunizations</p>	<p>The Patient Centered Medical Home already has “immunizations” as their initiative. The schools are also instrumental in getting students their immunizations. Thus, the hospital has decided not to focus on this need at this time.</p> <p><b>Local Champion : Patient Centered Medical Home, Schools</b></p>
<p>Breast Cancer Incidence</p>	<p>This is a significant community health need. However, the Abbeville and McCormick County DHEC already has this issue as one of their initiatives. Thus, the hospital has decided not to focus on this need at this time.</p> <p><b>Local Champion : Abbeville &amp; McCormick County DHEC</b></p>

## Approval

As stated in IRS notice 2011-52 section 3.09 *“Treasury and the IRS intend to consider an implementation strategy as being adopted on the date the implementation strategy is approved by an authorized governing body of the hospital organization”*

Abbeville Area Medical Center’s Board of Directors includes representatives of Abbeville and its surrounding communities. The Board of Directors approves the Implementation Strategy for addressing priorities identified in the most recent Community Health Needs Assessment. This report was prepared for the **Month Day, 2015** Abbeville Area Medical Center Board of Directors meeting.

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Date \_\_\_\_\_