



NOLAND HEALTH SERVICES

A Century of Service
Founded 1913

Community Health Needs Assessment

MAY 2022

Implementation Strategy

Noland Hospital Birmingham East & Noland
Hospital Birmingham Downtown



Implementation Strategy

Noland Health 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, Noland Health has strategically reviewed both internal and external resources. This portion of the CHNA, the Implementation Strategy, will explain how Noland will address health needs identified in the CHNA by continuing existing programs and services, and by implementing new strategies. It will reflect back on the previous CHNA and do an Evaluation of the Impact of previous set strategies. In addition, the implementation plan will explain why the hospitals cannot address all the needs identified in the CHNA and, if applicable, how Noland will support other organizations in doing so.

Health Priorities

As afore mentioned in the CHNA report, the following are the needs Noland Health has chosen to address. It will also outline why we chose to address this need, how we 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.

Prioritization was developed and presented to Noland Hospital Administrators and other hospital division leadership. Criteria used included importance to the service area (elderly residents with acute needs), relevance of the health issues to the population served, and the ability of Noland to effectively impact and improve the health issue.

The following five categories were identified as priorities of issues to be addressed. Issues in these categories were brought up numerous times and serve as a framework for each facility's implementation strategies.

#1. Health Communication: Health Communication was targeted as a major issue from community input. Communication and awareness of what resources are present in the community and how to access the services includes a broad topics from patient and family education to education of resources and options in understanding the role of LTACHs in the continuum of care.

- Education of case managers with patient options and service available
- Communication to communities on available resources and disease prevention / management using a variety of communication avenues
- Education with hospital staff, patient and family on medication.
- Increase understanding of accessing providers / physicians for care

#2. Health Care Access: The top access issues mentioned in community input are financial barriers, transportation, uninsured and underinsured, the cost of medications, and timely access to healthcare. The uninsured and underinsured not only have access challenges related to scheduling visits with physicians but also access challenges to receiving their proper medications primarily due to cost and transportation. Education on resources such as Senior Services can help address



this issue. This of course “piggy backs” off the #1 issue of Health Communication. Pharmacies are becoming a new valuable resource in drug cost reduction and help patients understand their options.

#3. Preventative Care: Weight management and related chronic conditions were some of the more prevalent topics that came out of the survey. Prevention and screening for disease becomes increasingly important as people age. Non-compliance can be hugely detrimental to the elderly managing chronic diseases. Education on proper drug use, side effects, complication and providing access to these resources is a community need.

#4. Mental Health and Mental Disorders of Older Adults: The effects of depression, social isolation, and Alzheimer’s/Dementia were aspects of the mental health of older adults that are highly important to the community. This aligns with the Health Communication priority to increased awareness of existing community resources.

#5. Health Issues of Older Adults: Diabetes, weight management, mental health/depression, and having a consistent caregiver were aspects of the health of older adults that are highly important to the community. Concerns around the health issues for the older population in Noland’s service areas focused very heavily on chronic disease management, issues related to obesity, financial barriers to care, and the overall physical health of adults above the age of 65. Management of chronic diseases are related to health communication priority and access to health services with a focus on the 65+ patients that Noland serves. The effects of COVID-19 have also increased the importance of maintaining the mental and social health of this population. Transportation, housing insecurity, and general access to healthcare are a part of the social determinants of health that can be aided by communication and alignment of community resources to ensure the proper provision of services for an older adult population.

Each of the community health needs identified above are interconnected. For instance, lack of knowledge of resources could lead to an access issue which in turn leads to a lack of prevention or screening and ultimately one of the major issues impacting the elderly.

As required by proposed IRS regulations, each of the following individual facilities of Noland Health created their own implementation strategies:

- Noland Hospital Anniston
- Noland Hospital Birmingham East
- Noland Hospital Birmingham Downtown
- Noland Hospital Dothan
- Noland Hospital Montgomery
- Noland Hospital Tuscaloosa

The implementation strategies were developed for these priority areas by hospital. Each hospital did not address every area, but rather selected those areas of priority that it deemed it could have the greatest impact.



Each facility filled out the following table for each priority area they would address.

Noland Facility:			
Specific Needs Identified in the CHNA:			
Goals:			
Strategy:			
Action Step	Accountability	Timeline	Desired Outcome
Strategy:			
Action Step	Accountability	Timeline	Desired Outcome

Those areas not addressed were included in a section “Needs Not Addressed”. Most common reasons for not addressing a need were lack of resources, other local organizations already addressing the need, and needs falling outside the general scope of an LTACH facility.



Noland Hospital Birmingham East - 2019 Implementation Strategies

In the previous Community Health Needs Assessment conducted in 2019, Noland Hospital Birmingham chose 3 areas to address in their implementation strategies. Below is an update with an Evaluation of Impact for those 3 areas

#1 EDUCATION AND AWARENESS - Implementation Strategy

Noland Facility	Birmingham 2019			
Specific Needs Identified in the CHNA:	Education and Awareness			
Goals:	Increase education and awareness of appropriate persons on issues			Still applies to CHNA 2022
Strategy: Education of community and providers on LTACS role in the continuum of care to include the value of the care provided in the acute long term setting				
Action Step	Accountability	Timeline	Desired Outcome	Status
Education will be provided to families, patients, physicians and other health care providers on the value of admission to the LTAC after an acute hospitalization, where the patient requires ongoing daily physician evaluation due to the medical complexity of the patient	Clinical Liaisons	ongoing	increased awareness of public on options of healthcare needs	ongoing
Strategy: Educate patients and families, Healthcare workers on the financial options for the LTAC and post acute care options.				
Still applies to CHNA 2022				
Action Step	Accountability	Timeline	Desired Outcome	Status
Patients families and HC workers will receive education on the options for Insurance, Medicare and other financial support	Clinical Liaisons/Case managers	Ongoing	Informed persons	ongoing
Strategy: Educate patients on DEFINITIONS of care to increase access to appropriate providers and where LTAC fits into that process				
Still applies to CHNA 2022				
Action Step	Accountability	Timeline	Desired Outcome	Status
Provide education to families, patients and providers appropriateness of admission to an LTAC , focusing on the benefits for the care of the patient and defining the various other options available to provide optimum outcomes	Clinical Liaisons, Case Managers, staff , physicians	FY 2021	Increased understanding of care options and LTAC services	ongoing

#2 ACCESS TO APPROPRIATE RESOURCES – Implementation Strategy

Noland Facility:	Birmingham 2019			
Specific Needs Identified in the CHNA:	Access to Appropriate Resources			
Goals:	Uninsured/Underinsured in the community			
Strategy: Collaborate and Share resources to educate community on channels for financial assistance.				
Action Step	Accountability	Timeline	Desired Outcome	Status
Educate families and providers on the financial resources available through insurances and Medicare	Clinical Liaisons and Case Manager	FY 2021	Increased insurance / Medicare education	ongoing



#5 HEALTH ISSUES OF LTACH PATIENTS AND FAMILY – Implementation Strategy

Noland Facility:		Birmingham 2019		
Specific Needs Identified in the CHNA:		Health Issues of LTACH Patient and Families		
Goals: Provide optimum discharge options to complete the continuum of care for each patient		Educate families on the discharge options		
Strategy: Early and continual education for families on options of vent dependency placement at discharge				
Action Step	Accountability	Timeline	Desired Outcome	Status
Educate families, and Healthcare workers on the options that vent dependent patients have for discharge from an LTACH	Cl. Case managers, Physicians	ongoing	family support	ongoing
Strategy: Educate patients and families on discharge options based on medical needs to continue towards goal				
Action Step	Accountability	Timeline	Desired Outcome	Status
Early intervention and education of resources for management after discharge from the LTAC	Case Manager	FY 2021	increased awareness of resources upon discharge	ongoing



Noland Hospital Birmingham East and Birmingham Downtown-Implementation Strategies

For 2022, Noland Hospital Birmingham East and Noland Hospital Birmingham Downtown have chosen to pursue implementation strategies for the top 5 Community Health Needs identified through the market assessment and community input. Below are the 5 prioritized areas of focus:

#1 HEALTH COMMUNICATION

Noland Facility:	Birmingham East & Birmingham Downtown 2022		
Specific Needs Identified in the CHNA:	Health Communication		
Goals:	Increase education and awareness of appropriate persons on issues		
Strategy: Education of community and providers on LTACS role in the continuum of care to include the value of the care provided in the acute long term setting			
Action Step	Accountability	Timeline	Desired Outcome
Education will be provided to families, patients, physicians and other health care providers on the value of admission to the LTAC after an acute hospitalization, where the patient requires on going daily physician evaluation due to the medical complexity of the patient	Clinical Liaisons	ongoing	increased awareness of public on options of healthcare needs
Strategy: Educate patients and families, Healthcare workers on the financial options for the LTAC and post acute care options.			
Action Step	Accountability	Timeline	Desired Outcome
Patients families and HC workers will receive education on the options for Insurance, Medicare and other financial support	Clinical Liaisons/Case managers	Ongoing	Informed persons
Strategy: Educate patients on DEFINITIONS of care to increase access to appropriate providers and where LTAC fits into that process			
Action Step	Accountability	Timeline	Desired Outcome
Provide education to families, patients and providers appropriateness of admission to an LTAC , focusing on the benefits for the care of the patient and defining the various other options available to provide optimum outcomes	Clinical Liaisons, Case Managers, staff , physicians	ongoing	Increased understanding of care options and LTAC services



#2 HEALTH CARE ACCESS

Noland Facility:	Birmingham East & Birmingham Downtown 2022		
Specific Needs Identified in the CHNA:	Health Care Access		
Goals:	Uninsured/Underinsured in the community		
Strategy: Collaborate and Share resources to educate community on channels for financial assistance.			
Action Step	Accountability	Timeline	Desired Outcome
Educate families and providers on the financial resources available through insurances and Medicare	Clinical Liasons and Case Manager	FY 2021	Increased insurance / Medicare education

#3 Preventative Care

Noland Facility:	Birmingham East & Birmingham Downtown 2022		
Specific Needs Identified in the CHNA:	Preventative Care		
Goals:	Improved Medication compliance		
Strategy: Limited ability to meaningfully impact; local organizations and providers are already proficiently addressing the need.			
Action Step	Accountability	Timeline	Desired Outcome
Screen patients for influenza immunizations and offer immunizations	Clinical staff	flu season each year	decrease health care risks
Strategy: Immunize staff for influenza			
Action Step	Accountability	Timeline	Desired Outcome
Immunization of all staff during flu season	Admin	each October or date set by ICP	Improved immunization rates



#4 Health Issues of Older Adults

Noland Facility:	Birmingham East & Birmingham Downtown 2022		
Specific Needs Identified in the CHNA:	Health Issues of Older Adults		
Goals: Provide optimum discharge options to complete the continuum of care for each patient	Educate families on the discharge options		
Strategy: Early and continual education for families on options of vent dependency placement at discharge			
Action Step	Accountability	Timeline	Desired Outcome
Educate families, and Healthcare workers on the options that vent dependent patients have for discharge from an LTACH	Cl. Case managers, Physicians	ongoing	family support
Strategy: Educate patients and families on discharge options based on medical needs to continue towards goal of utilization of available resources for the ultimate goal of reaching optimum outcomes			
Action Step	Accountability	Timeline	Desired Outcome
Early intervention and education of resources for management after discharge from the LTAC	Case Manager	FY 2021	increased awareness of resources upon discharge

#5 Mental Health and Mental Disorders of Older Adults

Noland Facility:	Birmingham East & Birmingham Downtown 2022		
Specific Needs Identified in the CHNA:	Mental Health and Mental Disorders of Older Adults		
Goals:	Increase resources and support for elderly experiencing Alzheimer's & Dementia and physical instability		
Strategy: Limited ability to impact as other facilities / health care organization are already proficiently addressing the need			
Action Step	Accountability	Timeline	Desired Outcome
Continue care established by other facilities for continuity of care	Staff and Physicians	Ongoing	Continuit of care for mental health



Noland Health- Board Approval

Treasury Regulation Section 1-501(r)-3(c)(5)(i):

For purposes of paragraph (a)(2) of this section, an authorized body of the hospital facility must adopt the implementation strategy on or before the 15th day of the fifth month after the end of the taxable year in which the hospital facility completes the final step for the CHNA described in paragraph (b)(1) of this section, regardless of whether the hospital facility began working on the CHNA in a prior taxable year.

Noland Health's Board of Directors approves the Implementation Strategy for addressing priorities identified in the most recent Community Health Needs Assessment completed FYE June 30, 2022. This report was approved by the Noland Health Board of Directors at its meeting held on May 11, 2022.