

Freeman Health System

# Community Health Needs Assessment

Implementation Plan  
APRIL 1, 2013 – MARCH 31, 2016



## Strategic Plan:

Freeman Health System, a 517-bed, three-hospital system provides comprehensive healthcare and behavioral health services to an area that includes more than 450,000 from Missouri, Arkansas, Oklahoma, and Kansas. As the only locally owned, not-for-profit health system in the area, Freeman focuses on meeting the health and wellness needs of those we serve as well as the needs of future generations.

Since the May 22, 2011, tornado, Freeman has responded to increased patient volumes by enhancing our current services and opening new facilities to stay ahead of the needs of our community. Throughout the health system, we have added beds, expanded our services, added new technology, established programs, and provided community outreach to better serve our community and meet the increasing demand for excellence in healthcare.

Freeman will ensure successful implementation and optimum community benefit by using the latest techniques, best practices, and technologies to fulfill our mission of improving the health of the communities we serve through contemporary, innovative, quality healthcare solutions.

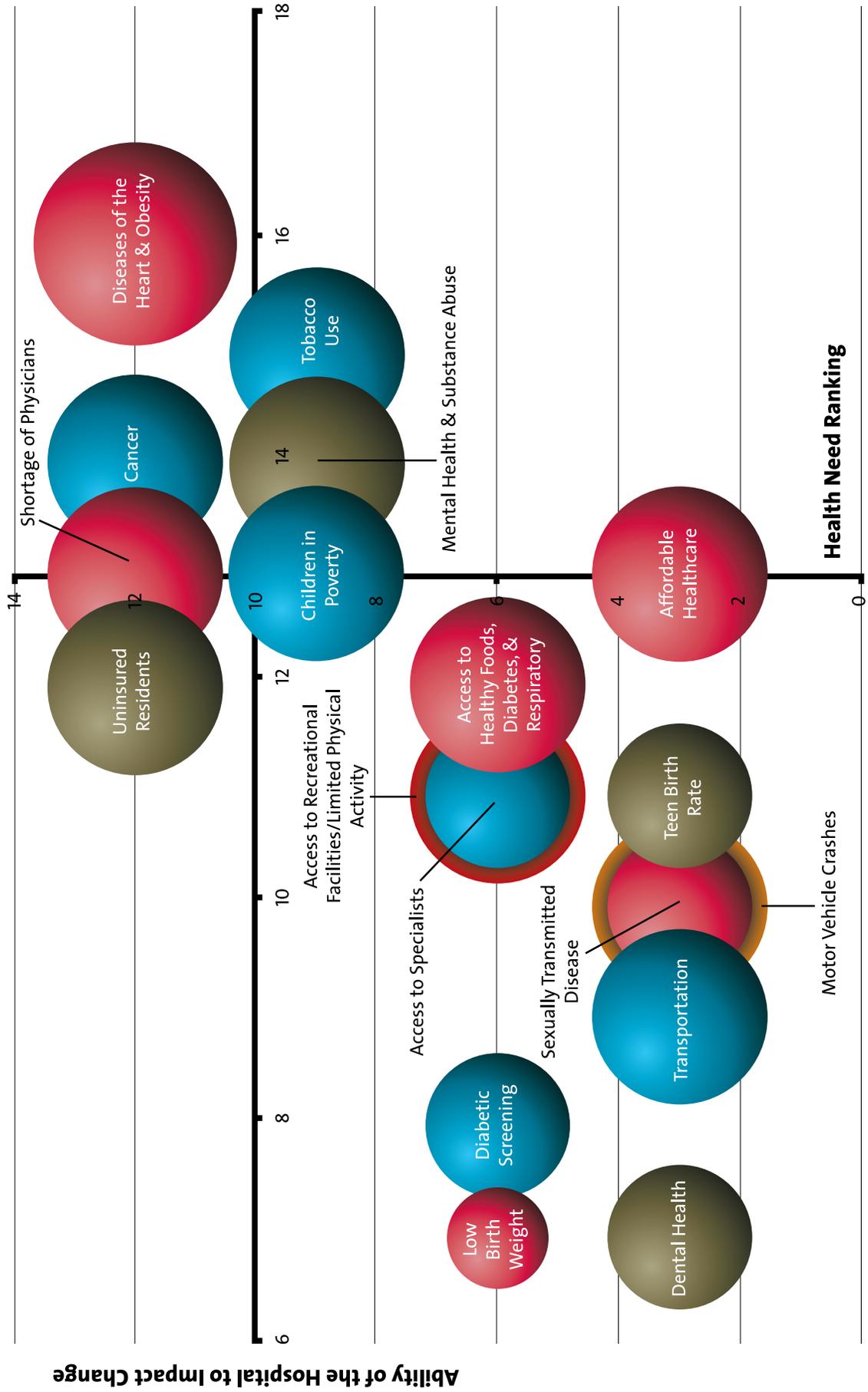
## Results of Needs Assessment

The 2012 Community Health Needs Assessment findings indicate several unmet or partially unmet health needs throughout the service area. Health needs were ranked based on five factors:

- Freeman's ability to evaluate and measure outcomes
- Number of people affected by the issue or size of the issue
- Consequences of not addressing issues identified
- Prevalence of common themes
- The health system's ability to impact change

The following chart illustrates the prioritization of identified health needs. By addressing needs in the upper right quadrant, community health will likely improve as these needs have the greatest impact on overall health. Additionally, the health system is more likely to have a long-term, positive impact on these needs. The larger spheres depict the community's most substantial health needs.

**Exhibit 25**  
**Freeman Hospital Joplin**  
**Prioritization of Identified Health Needs**



## Focus Areas

Analysis of the needs assessment resulted in the identification of four focus areas—**heart disease, obesity, cancer, and a shortage of physicians and health professionals.**

### ■ FOCUS AREA: Heart Disease

**Objective: Reduce prevalence of coronary heart disease and increase awareness of prevention and risk factors**

- Strategies**
- A. Continually examine the latest medical studies to provide patients the most up-to-date information and research through clinical trials.
  - B. Continue to develop processes to reduce even further door-to-balloon time—the time it takes to restore blood flow to the heart, measured from the moment the patient enters the emergency room to the time he or she undergoes balloon angioplasty in the catheterization lab.
  - C. Provide education to emergency medical technicians employed by area land and air ambulance services to illustrate how their efforts to reduce transport time can help save lives.
  - D. Expand outreach clinics to serve Miami, Oklahoma, extending heart care services to those in additional outlying communities.
  - E. Offer low-cost health screenings throughout the year that can detect a wide range of conditions, including heart disease and vascular concerns.
  - F. Evaluate the probability of purchasing a mobile stress-test unit, which improves wellness by making it more convenient for people to obtain prevention and detection services.

### ■ FOCUS AREA: Obesity

**Objective: Decrease rate of obese children and adults while promoting awareness about the importance of good nutrition and regular physical activity**

- Strategies**
- A. Provide continued partnership and support to Joplin Family Y South and Freeman Southwest Family Y in Neosho.
  - B. Host Freeman Family 5K Run, a public event that encourages families to participate in physical activities together.
  - C. Provide Freeman Farmers Market June through October to give the community access to fresh, nutritious locally grown produce.
  - D. Increase the amount of locally and regionally grown foods served within the health system and maximize availability of nutritious food options on the menu, including whole grains, fruits, and vegetables to encourage patients, employees, and visitors to make healthy dietary choices.

## ■ FOCUS AREA: Cancer

**Objective: Reduce predominance of cancer among our population by improving outcomes and increasing awareness through screenings and education**

- Strategies**
- A. Provide assistance for patients who can't afford cancer medications by identifying available funding resources.
  - B. Offer outreach clinic in Grove, Oklahoma, extending cancer care services to those in additional outlying communities.
  - C. Provide office space for American Cancer Society to assist patients in obtaining services to help ease their burden and provide relief.
  - D. Promote Helping Friends Mammogram Fund, which provides mammograms for women who lack health insurance or sufficient financial resources.
  - E. Enforce tobacco-free policy on all Freeman campuses, offer smoking cessation classes periodically throughout the year, and host courses that encourage parents to refrain from smoking around their children.

## ■ FOCUS AREA: Shortage of Physicians and Health Professionals

**Objective: Increase access to primary care physicians by enhancing recruitment and retention efforts of health professionals**

- Strategies**
- A. Continue to invest a minimum of \$1 million per year to recruit physicians and help them start practices.
  - B. Promote availability of Freeman Urgent Care to offer patients treatment by board-certified physicians, X-rays, referrals, and other services through convenient walk-in clinics seven days a week.
  - C. Offer Graduate Medical Education residency programs in internal medicine, emergency medicine, and otolaryngology, as well as a psychiatric residency program to train and expose future healthcare providers to our community.
  - D. Secure and implement a grant that funds four additional internal medicine residency positions.
  - E. Utilize a Start Grant to ensure that new nurses get the support needed to experience success on the job.