



## Shore Medical Center Community Health Needs Assessment Implementation Strategy

**Adopted by the Shore Medical Center’s Board of Trustees on December 5, 2016.**

### Introduction

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In 2010, Congress enacted the Patient Protection and Affordable Care Act that requires not-for-profit hospitals to conduct a Community Health Needs Assessment (CHNA) of the geographic areas it serves and adopt an implementation strategy to address those needs every three years. The first CHNA and implementation strategy was completed and approved by the board in 2013. An update and expansion of the CHNA, along with this implementation strategy was completed in 2016 and was adopted by the board of trustees.

This Implementation Strategy identifies the means by which Shore Medical Center plans to address community health needs during 2017 through 2019 as part of its Community Benefit Program. Beyond the services and programs detailed in this strategy, Shore has and continues to provide a full-range of services and programs to our community. Shore Medical Center’s commitment to our community, patients and their family members runs parallel to our not-for-profit mission.

Because Shore Medical Center anticipates that the needs of the community may change during this period, there may be a need to revise and/or add to these strategies during implementation. Certain community health needs may become more pronounced and require changes to the initiatives identified in these strategies. Other community organizations may address certain needs, resulting in a different focus on the needs identified in the CHNA. In addition, revisions may be warranted by changes in or clarifications of the requirements of Section 501(r) of the Internal Revenue Code.

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*The Community Health Needs Assessment Implementation Strategy was developed from the Community Health Needs Assessment results. The CHNA features information and data collection on topics such as demographics, health risk factors, disease burden and community input. More information on the CHNA may be accessed at [www.shoremicalcenter.org](http://www.shoremicalcenter.org).*

### Implementation Strategies

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Poor health status can result when members of the community are impacted by major risk factors. Addressing these more common “root” causes of poor community health can serve to improve the community’s quality of life, reduce mortality and morbidity and prevent future

development of disease. Obesity is linked to chronic disease. Due to the high level of obesity and chronic disease in the community, strategies to reduce obesity are a focus.

- **Strategy 1:** Host the Somers Point Community Farmer’s Market on the grounds of Shore Medical Center during the months of May through September in order to provide healthy food options to the local community.
- **Strategy 2:** Acquire the technology to accept NJ SNAP EBT cards at the Somers Point Community Farmer’s Market in order to provide fruits and vegetables for residents on government assistance within their community.
- **Strategy 3:** Support the Community FoodBank of New Jersey (local chapter) with a variety of activities within the hospital such as food drives, as well as supporting the local mobile FoodBank through education and aid.
- **Strategy 4:** Participate in the U.S. Department of Agriculture’s Summer Food Service Program by providing a meal program for children during the summer when school is out to reduce food scarcity issues for low income children.
- **Strategy 5:** Develop a partnership with the University of Pennsylvania to provide bariatric services to the local community.

Community members suffer from and have concerns about heart disease, cancer and diabetes. Developing and working on these chronic diseases specifically can improve health outcomes for people with disease. The following strategies target these areas directly.

- **Strategy 6:** Educate physicians in the community about tools for primary prevention of disease such as utilizing the electronic health record or developing systematic adjustments within their practice to promote health and/or screening for early detection.
- **Strategy 7:** Improve patient access to Cardiac Rehabilitation services by moving the facility into an outpatient location.
- **Strategy 8:** Offer outpatient nutrition counseling through the newly moved Cardiac Rehabilitation center.
- **Strategy 9:** Expansion of follow up diabetes education services completed by a RN to include patients discharged from the medical center. This is similar to the outpatient partnership diabetes education now available for patients working with area physicians. Additional partnerships opportunities are potentially available with local dietitians.
- **Strategy 10:** Participate in the American Cancer Society “80% by 2018” colorectal cancer screening pledge. This project focuses on increasing colorectal cancer screening in age appropriate populations to reach the 80% mark by 2018 thus preventing colorectal cancer deaths.

Living with chronic disease can be difficult for patients and their families. Patient and families do not always know where to turn or how to access help. For this reason strategy eleven was developed.

- **Strategy 11:** Development of the Caregiver Center at Shore. This center will offer patients and families a place to learn about resources, services in the community, as well as a place of respite and support for families caring for a loved one.

Shore Medical Center has a strong tradition of meeting community health needs through its ongoing community benefit programs. Shore will continue this commitment through the strategy below.

- **Strategy 12:** Provide programs such as our monthly “Senior Socials” and other educational workshops to the public. This includes the Shore Medical Center’s Speaker Bureau which has a variety of professionals available to present many different health topics where community groups come together.

**Shore Medical Center’s Mission Statement:** We care for and respect all patients, their families and each other.

**Shore Medical Center** has been recognized as a “Planetree Designated Patient-Centered Hospital®.” This designation acknowledges Shore’s achievement and innovation in the delivery of patient-centered care. Shore is the only hospital in New Jersey and one of only 70 healthcare organizations worldwide to receive the Patient-Centered Designation since the program’s launch in 2007.