



Shore Medical Center Community Health Needs Assessment Implementation Strategy

Adopted by the Shore Medical Center’s Board of Trustees on December 2, 2019.

Introduction

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 with an expansion 2016. An update of the CHNA, along with this implementation strategy was most recently completed in 2019 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 2020 through 2022 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.

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.

Implementation Strategies

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:** 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 2:** 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.

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 3:** Expansion of cardiovascular services by partnering with a tertiary organization with a strong cardiology program.
- **Strategy 4:** Improve clinical trial access for community cancer patients through NCI National Clinical Trials Network membership.
- **Strategy 5:** Partner with a diabetes prevention program for high risk community members. Improve the care transition between inpatient to outpatient to ensure proper diabetes education, self-management, resources, and training.

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 6:** Provide programs such as our monthly “Wellness to Well Being” 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.

The Opioid epidemic has gained momentum both locally and nationally and has become a growing concern. Shore supports healthcare providers and patients in the battle against opioid addiction.

- **Strategy 7:** Increase access to opioid addiction support services through local partnership with an addiction/mental health service agency.
- **Strategy 8:** Educate internal staff, including physicians by providing onsite educational opportunities about opioid addiction and treatment.

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.