

## **Conway Regional Health System**

### **Implementation Strategy**

**For FY 2020 – 2022**

Conway Regional Health System is a not for profit community-based organization. Centered on a 150-bed medical center in Conway, Arkansas, Conway Regional is proud to serve the people of central Arkansas by providing top quality medical care in a supportive environment with the vision to be recognized as the regional leader in health care excellence.

Conway Regional's Mission is to be accountable to the community to provide high-quality, compassionate health care services. With more than 200 physicians on the medical staff, including over 50 employed providers, more than 1,700 employees, and nearly 100 volunteers, Conway Regional is committed to making better health care a reality.

Conway Regional Health System provides complete health care services to the growing communities of northern central Arkansas including Faulkner, Conway, Perry, Van Buren and Cleburne counties, and extending into Pope and Yell counties. This is a population of a little over 250,000.

Conway Regional Rehabilitation Hospital is the only licensed acute inpatient rehabilitation hospital in Faulkner County, and it contributes to the health system's overall goal to meet the health needs of people living within the five county service area.

#### **Target Areas and Population**

Conway Regional Health System focused the Community Health Needs Assessment (CHNA) on Faulkner County. While Conway Regional serves a seven county area, it was decided that we would focus on our primary service area, Faulkner County, and then grow programs and support for the secondary service area of Cleburne, Conway, Perry and Van Buren Counties.

#### **How the Implementation Strategy was Developed**

Conway Regional's Implementation Strategy was developed based on the findings and priorities established through the CHNA and a review of the hospital's existing community benefit plan.

Conway Regional provided all financial support for the collection, assessment and distribution of data. To ensure the input of persons with broad knowledge of the community we worked with a number of community and health organizations throughout the process including:

- City of Conway/Faulkner County Government
- Educators from local high schools and colleges
- United Way of Central Arkansas

In addition to these organizations we also used several community events and a digital survey to collect responses from the public.

Conway Regional has pinpointed key individuals in the hospital to champion our priority areas determined through the needs assessment process. The champions will work with individuals and organizations in the community to help reach the established goals.

## **Major Needs and How Priorities were Established**

Conway Regional undertook a structured approach to review public health data by conducting online surveys and community events where key members of the community provided input on community needs. The assessment resulted in 3 health needs identified for Faulkner County: obesity, nutrition and exercise, and chronic disease management. These areas were determined to be a priority because of the number of people affected and the preventative measures that could be taken to impact the health of the community.

Conway Regional's review of current community benefit programs found that the hospital was already working on and impacting several of the established needs through the current community benefit programs and charity care; Medicaid and SCHIP services as well as continuing health professional education programs.

## **How Conway Regional Health System will Address Community Needs**

Conway Regional will appoint key individuals in the hospital to champion each of the priority areas determined through the needs assessment. These individuals will collaborate with members of the community to help reach the established goals. Each champion will establish a team to ensure completion of their goals.

The four focus areas for Conway Regional for this assessment period are obesity, chronic disease management, smoking and vaping, and access to care.

In addition, Conway Regional will continue to meet community needs by providing charity care; Medicaid and SCHIP services; community benefit programs and continuing health professional education programs.

## **Action Plans**

### **Obesity**

**Goal:** *Reduce the rate of obesity in Faulkner County by 1% over the next 3 years.*

According to the Arkansas Department of Health, 33.7% of adults aged 18 or older report a body mass index (BMI) greater than or equal to 30 and are considered obese. Similarly, 18.8% of children aged 10 to 17 years old are ranked at the 95<sup>th</sup> percentile or higher for their age and sex. Obesity can lead to diabetes, high blood pressure, heart disease and many other health problems.

**Tactics:** Conway Regional will develop a medically focused weight loss program for members of the community that are classified as obese. The program will focus on making lasting lifestyle changes to improve overall health and decrease body mass index.

**Tactics:** The Conway Regional Health and Fitness Center will also continue the Kids Run Arkansas Program, which aims to expose local children to the benefits of exercise. The program has continued to grow since its inception in 2009.

**Tactics:** The Conway Regional Women's Council will fund grants for educators in the 7-county service area to help promote health and wellness in classrooms. Additionally, the Women's Council will continue to support initiatives that educate young people about nutrition.

## **Chronic Disease Management/Diabetes**

**Goal:** *Increase the number of patients with diabetes or pre-diabetes that attend Diabetes Self-Management Education at Conway Regional by 15% over the next three years.*

According to County Health Rankings, 11% of the population of Faulkner County has been diagnosed with diabetes. The CDC has indicated that diabetes is the number one cause of kidney failure, lower-limb amputations, and adult blindness. Additionally, the Wellness and Diabetes Education team sees roughly 325 diabetic and pre-diabetic patients in the Diabetes Self-Management Education program annually. In an effort to increase the quality of life for people in Faulkner County, Conway Regional is committed to decreasing the percentage of people diagnosed with diabetes in the coming years.

**Tactics:** The health system will continue to provide diabetes education through the Diabetes Self-Management Education program, and will partner with local primary care physicians to increase awareness of the program. Additionally, “Wellness Wednesdays” are a part of the Diabetes Prevention Program currently offered, and they are free to employees of the health system and the community.

**Tactics:** Additionally, it is the goal of the Conway Regional Rehabilitation Hospital that all patients that are admitted with or diagnosed with diabetes receive an order for a diabetic education consult within 3 business days of their admission or new diagnosis. The consult covers the management of diabetes to increase control of the disease.

## **Smoking/Vaping**

**Goal:** *Reduce the prevalence of smoking and vaping among the people of Faulkner County by 1% over the next 3 years.*

According to the Arkansas Department of Health, 18.4% of the adult population in Faulkner County and 4.6% of the youth population reports smoking or vaping. Although the percentage of smokers in Faulkner County is lower than the state average of 24.9%, Conway Regional recognizes the health risks of using tobacco or nicotine products and has therefore identified it as a priority of the coming years. According to the CDC, smoking causes cancer, heart disease, stroke, lung diseases, diabetes, and chronic obstructive pulmonary disease (COPD).

**Tactics:** To decrease the prevalence of tobacco and nicotine use in Faulkner County, Conway Regional will begin offering a smoking cessation program taught by Tobacco Treatment Specialists. The program will provide information about the dangers of tobacco use, as well as extensive training on quitting.

**Tactics:** Provide a smoking cessation program to employers throughout the county to educate employees about the importance of quitting and equip them with tools to help them quit.

## **Access to Care**

**Goal:** *Recruit at least 40% of the ‘top priority area’ goal from Conway Regional’s Physician Needs Assessment, as defined annually over the next three years.*

According to the Arkansas Department of Health, Faulkner County is a medically underserved area. The majority of the county is also considered a health professions shortage area with about 4,000-4,999 patients to 1 health professional.

**Tactics:** The demand for several specialties outnumbers the supply of physicians we have in Faulkner County. Conway Regional continually works to recruit physicians to our area based on statistical data from many sources. In 2018, 30 physicians were added to the Medical Staff.

Each year Conway Regional re-evaluates the community need for physicians through a multi-step evaluation process, which culminates in a Medical Staff Development Plan. We use Integrated Healthcare Strategies, a third-party to assist in the valuation. Our community evaluation analyzes current and projected population and applies ratios of physician need per population to Conway Regional service area. In addition, other considerations include:

- national forecasts predicting future need, adjusted for regional incident of disease
- community access to physician specialties and underlying physician productivity
- aging in the population
- patterns of physician retirement
- work-style patterns for newly recruited physicians
- known recruitment interest of physician groups
- patient disposition to challenges
- referral challenges to specialty physicians.

Over the next three years, we will continue to evaluate physician needs and adjust the priority areas as necessary in order to work toward recruiting the physicians needed to properly serve the community.

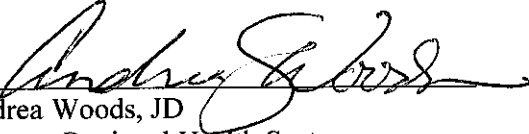
### **Needs Not Being Addressed**

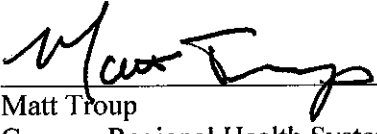
Conway Regional will continue initiatives that are already in place to educate and influence the habits of people in Faulkner County. These include the dietetics staff working to improve the healthy food offered through the hospital cafeteria for employees and visitors, multiple support groups, programs that promote nutrition and exercise through the Conway Regional Health and Fitness Center, as well as participation in health fairs and speaking engagements throughout the community promoting health.

### **Approval**

Each year the Conway Regional Board of Directors reviews the allocation of funds and resources for community benefit and adjusts the resources as needed. The implementation strategy addresses Conway Regional's priority for community needs and will be evaluated annually for updates. This report was prepared for the December 9, 2019 meeting of the Board of Directors of Conway Regional Health System as well as the January 29, 2020 meeting of the Board of Directors of Conway Regional Rehabilitation Hospital.

**Conway Regional Health System Board of Directors Approval:**

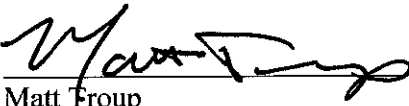
  
Andrea Woods, JD  
Conway Regional Health System  
Board of Directors – Chairman


  
Matt Troup  
Conway Regional Health System  
President and CEO

01-20-2020  
Date

1/20/2020  
Date

**Conway Regional Rehabilitation Hospital Board of Directors Approval:**

  
Matt Troup  
Conway Regional Rehabilitation Hospital  
Board of Directors - Chairman

  
Alicia R. Kunert  
Conway Regional Rehabilitation Hospital  
Executive Director

1/29/2020  
Date

1/29/2020  
Date