The following Implementation Strategy (Community Health Improvement Plan) is based on the defined primary service area of Jackson County for Asante Ashland Community Hospital, Ashland, Oregon.

The implementation strategy was formulated to address the identified priority health care needs within the Asante Ashland Community Hospital 2019 Community Health Needs Assessment prepared by the hospital and approved on May 6, 2019 by the Asante Board of Directors, acting in the capacity of the authorized body of Asante Ashland Community Hospital. The Asante Board of Directors approved this implementation strategy during its meeting on Aug. 5, 2019.
Introduction
Asante Ashland Community Hospital’s 2019 implementation strategy, set forth below, is a plan to address the significant health needs identified in AACH’s 2019 Community Health Needs Assessment (CHNA). The AACH 2019 implementation strategy (1) describes the actions AACH has recently taken and intends to take to address the health needs, and the anticipated impact of those actions; (2) identifies the resources AACH plans to commit to address the health needs; and (3) describes any planned collaboration between AACH and other facilities or organizations in addressing the health needs.

1.) **Access to health care services**
- New primary care and specialty providers are being recruited for medical clinics in Ashland to increase the availability of health care providers in the community.
- Each year, funding of the school nurse program in the Ashland and Phoenix/Talent school districts brings student health care services to nearly 2,800 school children in kindergarten through eighth grade. Some students require individualized care plans for chronic conditions such as asthma, allergies and seizures.
- AACH committed funds to retain a district-employed athletic trainer for three years.
- Asante Ashland’s ongoing discounted or free prescription drug program provides medications to patients to ensure all patients have necessary prescriptions upon discharge from the hospital.
- Access to tele-intensivists is being made available 24/7 for doctors working in the hospital’s intensive care unit treating patients who need an advanced level of expertise.
- Each year, several hospital departments provide no-cost education and training required for licensure for college students, including imaging, nursing, dietary, sleep technology, laboratory and other clinical programs.
- The Wound Care Clinic hosts educational events for area providers at all clinical levels to ensure that these care professionals have the awareness and skills necessary to provide quality care and intervention.
- The Asante Hospice Transitions Program provides care coordination, help with goals of care conversations and advance directive completion. The program helps facilitate referrals to community resources such as Meals on Wheels, veterans’ benefits and caregiving agencies. They help coordinate volunteers for companionship, light housekeeping and errands for individuals with a life expectancy of one year or less who do not meet hospice qualification criteria.
- With financial help from the Asante Foundation, free and reduced-cost mammograms are offered to community members who are uninsured or underinsured.
- The hospital’s ongoing sponsorship of the Jackson County Sexual Assault Response Team helps victims of abuse through their crises. Exams are performed and submitted by certified Sexual Assault Nurse Examiners at no cost to the patient.
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— Hospital leaders are spearheading a community-wide health and well-being initiative focuses on improvements related to physical, mental and social health. The initiative brings citizens, businesses, civic and governmental agencies together to tackle issues creating barriers to individual wellness.

Anticipated impact of intended actions:

▪ Improved access to primary care and specialty providers when needed.
▪ Improved access to Asante services for people who do not have the financial means to pay for care.

Asante resources to support this health need:

▪ Financial support of community organizations
▪ Asante employees and health care providers

2.) Substance abuse

— The hospital partners with the Ashland Police Department and On Track to operate a drug-surrender program for people with chemical dependency.
— A newly formed opioid pain management team across the health system helps reduce substance abuse through appropriate treatment of pain.

Anticipated impact of intended actions:

▪ Reduced substance abuse in the community to protect the health, safety and quality of life for community members.

Asante resources to support this health need:

▪ Asante employees and health care providers

3.) Mental health

— Asante has committed financial and human resources to a partnership with KOBI TV and other community organizations on the “Breaking the Silence” suicide prevention campaign that will bring education and awareness to the high rate of suicide in Jackson County. By talking about suicide in open forums, the goal is to prevent more people from attempting or successfully taking their own lives.
— Hospice bereavement coordinators provide one-on-one and group counseling support for members of the community navigating the loss of a loved one. They do not need to have been a participant in Asante’s hospice program to engage with the bereavement coordinators and there is no payment exchanged for services.

Anticipated impact of intended actions:

▪ Reduce the negative impact of mental health issues on individuals, families and the community.
▪ Improved resources for individuals, families and the community who are affected by mental health concerns.
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▪ Better understanding of what mental health concerns are, and improved coping mechanisms for community members.

Asante resources to support this health need:

▪ Asante behavioral health employees, emergency department employees and licensed clinical social workers
▪ Financial support of community organizations

4.) Cardiovascular disease and stroke

— Pulmonary and sleep specialists are developing a research project to address the question “Does intervention by a clinical sleep educator improve CPAP adherence rates among patients newly diagnosed with obstructive sleep apnea?” A stated benefit of using PAP treatment as prescribed is to lower the risk of a cardiovascular event as the body is better able to breathe during sleep.

Anticipated impact of intended actions:

▪ Improved cardiovascular health and quality of life through prevention, detection and treatment of risk factors for heart attack and stroke.

Asante resources to support this health need:

▪ Asante employees and health care providers

5.) Infant health

— Each year, free classes and support groups are offered for new parents, families and siblings, as well as breastfeeding education for moms regardless of whether they gave birth at an Asante hospital.
— The hospital is taking steps to attain a Baby Friendly® designation from the World Health Organization that will improve breast feeding and education for new mothers.

Anticipated impact of intended actions:

▪ Improved health and well-being of infants, children, women and families.

Asante resources to support this health need:

▪ Asante employees and health care providers