The following Implementation Strategy (Community Health Improvement Plan) is based on the defined primary service areas of Jackson County and Josephine County for Asante Rogue Regional Medical Center, Medford, Oregon.

The implementation strategy was formulated to address the identified priority health care needs within the Asante Rogue Regional Medical Center 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 Rogue Regional Medical Center. The Asante Board of Directors approved this implementation strategy during its meeting on Aug. 5, 2019.
Asante Rogue Regional Medical Center (ARRMC)

2019 Implementation strategy (Community Health Improvement Plan)

August 2019

Introduction

Asante Rogue Regional Medical Center’s 2019 implementation strategy, set forth below, is a plan to address the significant health needs identified in ARRMC’s 2019 Community Health Needs Assessment (CHNA). The ARRMC 2019 implementation strategy (1) describes the actions ARRMC has recently taken and intends to take to address the health needs, and the anticipated impact of those actions; (2) identifies the resources ARRMC plans to commit to address the health needs; and (3) describes any planned collaboration between ARRMC and other facilities or organizations in addressing the health needs.

1.) Access to health care services

— Primary care and specialty providers are being recruited for medical clinics in Medford to increase the availability of health care providers in the community and reduce the wait time for individuals trying to establish care.

— A prescription drug program provides free or discounted medications to patients who are financially unable to secure needed prescriptions upon discharge from the hospital to help ensure their recovery.

— The hospital provides financial support and other resources to Children’s Advocacy Center for at-risk children who are medically underserved.

— ARRMC received Level II trauma center status, expanding trauma services in the community and allowing for more people to be treated locally rather than be transferred to an out-of-the-area medical center.

— Laboratory Outreach developed an in-home and in-facility lab draw service to ensure vulnerable people, including those with limited mobility and those who are homebound or clinically fragile, are able to receive regularly scheduled essential lab services at no cost to themselves or their providers.

— Social workers connect patients to resources by working with outside agencies to help patients who have little to no means of support (financial, social and emotional) secure essential needs for healing and stability after hospitalization.

— The Cheney Family Place provides a low-cost place for patients and families to stay who are from out of the area and are receiving medical treatment at an Asante hospital. More than 1,400 people are served annually.

— An urgent care clinic opened in White City to address the growing demand for non-emergency care for Upper Rogue community members with limited access to readily available health care.

— Asante provides ongoing financial support to La Clinica, a federally qualified health center, for the provision of school nurses in Medford and Central Point schools through their Kids Health Connection program.

— Each year, training and hands-on experience is provided for students in doctor and nurse practitioner licensing programs for the next generation of health care providers who require hospital residencies for licensure.

— Annually, several hospital departments provide no-cost education and training required for licensure for college students, including imaging, nursing, dietary, sleep
technology, laboratory, pharmacy, pathology, paramedics, speech, occupational and physical therapies, and other clinical programs.

— Annually, Nursing Professional Development facilitates essential life support certification courses for health care professionals in the area to attain or maintain licensure.

— Twice a year, pediatric hospitalists from ARRMC provide Pediatric Advanced Life Support classes under the title “Pediatric Emergencies for Community Partners” in partnership with the Ashland Fire Department.

— Access to critical training for first responders and medical students is provided at the Sim Lab located in the Smullin Health Education Center at Asante Rogue Regional Medical Center.

— 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.

— Asante’s Stop the Bleed program educates community members to apply life-saving first aid in a casualty event where on-site civilian action might mean the difference between life and death for victims of crime or catastrophe.

— With financial help from the Asante Foundation, free and reduced-cost mammograms are offered to community members who are uninsured or underinsured.

— Endocrinologists and advanced practitioners are being hired for patients with chronic autoimmune diseases (e.g., rheumatoid arthritis and lupus) to help meet the growing demand for this medical specialty.

— The hospital’s ongoing sponsorship of the Jackson County Sexual Assault Response Team helps victims of abuse through their crisis. Exams are performed and submitted by certified Sexual Assault Nurse Examiners at no cost to the patient.

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

— A newly formed opioid pain management team across the health system helps reduce substance abuse through appropriate treatment of pain.

— Meeting space is provided at low to no cost for community groups who address substance abuse, mental health and opioids.
An eight-week Freedom from Smoking program is being developed and will be available at no cost for anyone in the community who wants to stop smoking.

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:
- Financial support of community organizations
- 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 and Josephine counties. By talking about suicide in open forums, the goal is to prevent more people from attempting or successfully taking their own lives.
- ARRMC Behavioral Health Unit is partnering with local law enforcement to provide critical incident training on how to care for mentally ill citizens in the community who are in crisis. Training will be given on the full spectrum of mental illness and de-escalation techniques to increase safety and care for this vulnerable population.
- The Psychiatric Crisis Unit in the emergency department was remodeled and another room was added to accommodate patients of all ages, including young children and teens.
- Asante began renovation of the Behavioral Health Unit at the hospital to increase the number of beds from 18 to 24 to accommodate the growing number of patients needing acute mental health care.
- The number of behavioral health staff members is being increased to help meet the demand for mental health services in the hospital.
- Licensed clinical social workers are being hired at Asante family practice clinics in Medford to address the need for outpatient mental health needs with a medical home model.
- Each year, Asante provides financial support to the Compass House in Medford which provides transitional care, life skills education and support for mental health patients as they reintegrate from the hospital into the community.
- Asante provides funding to the Maslow Project to benefit homeless children through the provision of basic needs, crisis intervention, advocacy, street outreach and essential support services.
- Asante Behavioral Health Unit staff members hold positions or participate in these community agencies to address mental health issues in the community: Suicide Prevention Coalition; National Alliance for Mental Illness of Southern Oregon; Public Safety Coordinating Council; Kairos Board of Directors; Youth Substance Abuse Prevention; Mental Health Court Advisory Board; Jefferson Regional Health Alliance
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Mental Health Division; and Self-Healing Communities Initiative. Partnering with these community organizations helps coordinate mental health care services across the community and increases services available to this population of people.

— Asante partnered with NAMI of Southern Oregon to create a quarterly community mental health lecture series.
— Asante prints the quarterly NAMI of Southern Oregon newsletter and provides meeting space for board and committee meetings at no charge.
— Funding is being provided to the National Alliance on Mental Illness to bring awareness of mental health issues to the community.
— Asante provides funding to the Hearts & Vines organization to benefit youth and family programs that help reduce domestic violence through education, prevention and intervention.
— 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
▪ Better understanding of what mental health concerns are, and improved coping mechanisms for community members and law enforcement.

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

— ARRMC sponsors the American College of Cardiology Oregon Chapter Cardiology Conference annually to facilitate access to state-of-the-art cardiac education for health care professionals throughout Oregon.
— 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.
— Inpatient and outpatient nutrition counselors help patients learn about how their diet affects their heart condition and how to make better food choices.
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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.
- Early identification and treatment of heart attack and stroke.
- Prevention of repeat cardiovascular events and reduction in deaths.

Asante resources to support this health need:

- Financial support of community organizations who promote heart health
- Asante employees and health care providers

5.) Infant health

- The eat, sleep, console model of care was implemented in Jackson County for infants born to opioid-addicted mothers. Babies stay with their moms during their hospitalization instead of being moved to the neonatal intensive care unit. Hospital staff assist the moms with education on how to care for these high-need newborns.
- Additional maternal fetal medicine providers are being hired to help meet the growing demand for this medical specialty, the only specialty of its kind in the region.
- An isolette transporter was recently purchased for fragile infants who need to be medically transported to or from the medical center.
- A formal pediatric hospitalist program was recently developed, and pediatric hospitalists were hired to ensure young patients receive age-appropriate care in the hospital and not need to travel out of the area for care.
- A pediatric oncologist was hired so children can receive cancer care close to home and not need to travel for this medical specialty.
- 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.
- Pediatricians are being hired at Asante Physician Partner clinics to address the growing need for this specialty.
- A multi-disciplinary OB response team was created to assist pregnant women in distress and pregnancy related-emergencies.
- Funding was provided to help establish the Oasis Center, an outpatient clinic focused on breaking the multi-generational cycle of addiction by providing multi-disciplinary support and primary care for pregnant women and parents in recovery, and their children.

Anticipated impact of intended actions:

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

Asante resources to support this health need:

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