



Emory University Hospital Midtown

**Community Health Needs Assessment
Implementation Strategy Plan
July 2013**

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In continuation of our commitment to the health and well-being of our community members, Emory Healthcare and Emory University Hospital Midtown conducted a Community Health Needs Assessment. The report assessed the needs of the community served by Emory University Hospital Midtown (EUHM) using quantitative data and input from individuals representing the broad interest of the community. Using this report, Emory University Hospital Midtown identified three primary health needs of our community:

- Improve access to care in the community and collaborate with community partners to lessen the barriers to obtaining care
- Expand community awareness of healthy behaviors and available resources/care settings through education and community based programs
- Increase the focus on preventative care and disease management for chronic conditions in the community and improve the health of the community with a specific focus on cardiovascular disease, stroke, cancer, obesity, infant health, and women’s health

EUHM developed the strategies below to outline how we plan to address the identified health needs of the community we serve. Through these strategies, EUHM strives to improve the overall health of our community, while delivering the best possible care to our patients.

Priority	Access to Care & Community Collaboration
Strategy Statement:	Improve access to care in the community and collaborate with community partners to lessen the barriers to obtaining care
Major Actions	
<ul style="list-style-type: none"> ● Expand the partnership with Metro Atlanta YMCAs to promote health and wellness ● Expand outreach efforts by strengthening the CVS Minute Clinic partnership ● Strengthen partnerships with large employers in Metro Atlanta to improve access to the community and promote health and wellness ● Strengthen partnerships with area high schools to promote health and wellness and increase education around at-risk behaviors 	

Priority	Community Awareness & Education
Strategy Statement:	Expand community awareness of healthy behaviors and available resources/care settings through education and community based programs
Major Actions	
<ul style="list-style-type: none"> ● Improve maternal and infant health through the implementation of Best Fed Beginnings ● Expand community outreach efforts around cancer prevention, support, clinical trials, and survivorship ● Expand education around public cord blood collection and cord blood banking 	

Priority	Preventative Care & Disease Management
Strategy Statement:	Increase the focus on preventative care and disease management for chronic conditions in the community and improve the health of the community with a specific focus on cardiovascular disease, stroke, cancer, obesity, infant health, and women’s health
Major Actions	
<ul style="list-style-type: none"> ● Expand and strengthen community outreach efforts around stroke to promote preventative care activities and disease management ● Expand and strengthen community outreach efforts around obesity and weight management to promote preventative care activities and disease management ● Expand and strengthen community outreach efforts around cardiovascular disease to promote preventative care activities and disease management ● Expand internal outreach efforts at EUHM around preventative care and disease management activities including examples such as smoking cessation and biometric screenings 	