



**EMORY**  
HEALTHCARE

# Emory University Hospital Midtown

**Community Health Needs Assessment  
Implementation Strategy Plan  
July 2016**

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Community Health Needs Assessment Implementation Strategy Plan**

In continuation of our commitment to the health and well-being of our community members, Emory Healthcare (EHC) and Emory University Hospital Midtown (EUHM) conducted a Community Health Needs Assessment. The report assessed the needs of the community served by EUHM using quantitative data and input from individuals representing the broad interest of the community. Using the report, EUHM 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 and EHC strive to improve the overall health of our community, while delivering the best possible care to our patients.

<b>Priority</b>	<b>Access to Care &amp; Community Collaboration</b>
<b>Strategy Statement:</b>	Improve access to care in the community and collaborate with community partners to lessen the barriers to obtaining care
<b>Major Actions</b>	
● 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	
● Expand resources to support transitions of care that enable patients to transition to the next appropriate level of care	
● Expand collaboration with post-acute and community based levels of care to expand access to supportive healthcare	

<b>Priority</b>	<b>Community Awareness &amp; Education</b>
<b>Strategy Statement:</b>	Expand community awareness of healthy behaviors and available resources/care settings through education and community based programs
<b>Major Actions</b>	
<ul style="list-style-type: none"> <li>• Continue focus on improving maternal and infant health as a Baby-Friendly designated hospital</li> <li>• Expand community outreach efforts around cancer prevention, support, clinical trials, and survivorship</li> <li>• Expand education around public cord blood collection and cord blood banking</li> <li>• Strengthen communication and presence in the broader community to promote awareness of healthy behaviors and available resources</li> <li>• Expand Patient Portal capabilities to offer advanced features for patients to obtain clinical results and communicate with providers about health concerns</li> </ul>	

<b>Priority</b>	<b>Preventative Care &amp; Disease Management</b>
<b>Strategy Statement:</b>	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
<b>Major Actions</b>	
<ul style="list-style-type: none"> <li>• Expand and strengthen community outreach efforts around stroke to promote preventative care activities and disease management</li> <li>• Expand and strengthen community outreach efforts around obesity and weight management to promote preventative care activities and disease management</li> <li>• Expand and strengthen community outreach efforts around cardiovascular disease to promote preventative care activities and disease management</li> <li>• Expand population health management capabilities to provide value-based care in partnership with patients, families, and communities</li> <li>• Expand internal outreach efforts at EUHM around preventative care and disease management activities; including programs such as smoking cessation and biometric screenings</li> <li>• Strengthen communication with patients on discharge instructions to minimize readmission</li> <li>• Offer support groups for patients and families for a variety of health conditions</li> </ul>	