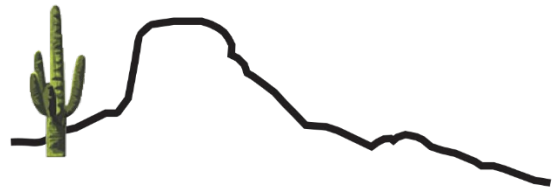


2022 IMPLEMENTATION STRATEGY  
for  
GREATER WICKENBURG REGION  
COMMUNITY HEALTH NEEDS ASSESSMENT



Wickenburg Community Hospital & Clinics

Submitted by:  
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The 2022 CHNA completed by Wickenburg Community Hospital & Clinics (WCH) identified five significant health needs in the community as indicated from secondary and primary research, these are listed below:

1. Self-identified Health Status

Only 9.27% of respondents identified with being of fair to poor health. However, 87.5% of all respondents reported being diagnosed with at least one disease or negative health condition. The top reported disease or health problem reported was associated with pain such as bone or joint, back or neck, arthritis, or lack of mobility. The other conditions reported were hypertension, heart disease, cancer and being overweight.

2. Barriers to Accessing Healthcare.

The high cost of healthcare is a national problem and WCH's service area is no exception. Healthcare costs include insurance costs, pharmaceuticals, emergency care, hospital costs, extended care, etc. This complex issue involves multiple stakeholders including hospitals, clinics, insurance companies, and state and federal governments. Community members have identified the lack of health insurance coverage and high cost of care as a significant barrier to accessing healthcare services.

3. Community Awareness about Health Services.

As community members notice their health is failing, it is vital they know where to turn for quality care. Education about accessing healthcare services needs to be more readily available to those in the Wickenburg Region.

4. Top 5 Major Health Challenges.

Of the top 5 Major Health Challenges identified, aging problems ranked the most significant health challenge, rising above the second ranked challenge, availability of medical services, by 30.76%. The third was reported as heart disease/stroke, then obesity and finally dementia/Alzheimer's disease.

5. Improve Access to Healthcare.

WCH's supports the healthcare needs of residents and visitors to surrounding rural communities within approximately 3,300 square miles. This region is actively growing in population and requires a higher number of primary care and specialty care providers to meet the increased need for quality healthcare. The need for care after business hours has also been identified by survey respondents.

## SIGNIFICANT HEALTH NEEDS WCH WILL ADDRESS:

The implementation strategy outlines the top community health needs described in the 2022 CHNA which WCH plans to address in whole or in part in fulfillment of its mission. The selection is based on priority ranking as well as resource availability and appropriateness to WCH's scope of care.

This implementation strategy may be modified as conditions change and as appropriate over the course of the next three years. For each health needs that WCH plans to address, the strategy describes the:

- Actions WCH intends to take, including programs and resources it plans to commit.
- Anticipated impact of these actions.
- Planned collaboration between WCH and other organizations as applicable.

### 1. Self-identified Health Status

WCH has successfully provided specialty services for interventional pain management services since 2014. There is a dedicated CRNA to this program along with an Interventional Radiologist. The organization is in discussion with a Pain Management Physician who is moving to the Wickenburg area to better organize and define our Pain Management Services. Orthopedic Joint Services have been available since 2016. To better serve our active aging population, WCH has added a hand surgeon in 2022 and Sports Medicine practice is planned for 2023, both services will continue. The WCH Rehabilitation center will work closely with these specialties to provide quality Physical and Occupational Therapy services to increase mobility and weight management to lessen the pains described by our survey respondents.

WCH will continue to provide registered dietitian nutritional services to support healthy weight management.

WCH has plans to add Telecardiology services in the Emergency Department and Acute Care Units in February of 2023 to increase the accessibility of immediate cardiac services for the community. Ultimately, Telecardiology Services will be used in the outpatient environment to support elective cardiology needs. WCH continues to contract with cardiologists from the greater Phoenix area to provide services at the specialty clinic located at 519 Rose Lane, in Wickenburg, AZ.

WCH has partnered with City of Hope, formerly known as Cancer Treatment Centers of America, to provide comprehensive cancer care services in Wickenburg. Patients can now receive most of their cancer care close to home.

### 2. Barriers to Accessing Health Care

The organization provides financial assistance for medically necessary services in a fair, consistent, respectful, and objective manner to the underserved population. WCH employs a Financial Counselor who assists patients with Medicaid and financial assistance applications to determine the level of financial assistance available to them.

WCH participates in the federal 340B Drug Pricing Program. This program allows WCH to stretch limited federal resources to reduce the price of outpatient pharmaceuticals for patients and expand health services to the patients and communities they serve.

WCH will collaborate with Wickenburg Community Hospital Foundation to explore the creation of a patient financial support fund which could be used to cover medical expenses including but not limited to: co-pays, deductibles, medical fees, medical equipment and healthcare related travel expenses.

### 3. Community Awareness about Health Care

WCH provides exemplary primary care, emergency care, inpatient care, and multiple specialty healthcare services. Some members in our service area are unaware of local services provided, which is concerning. Patients may delay treatment to avoid commutes to urban locations, ultimately resulting in the need for emergency treatment in the Emergency Department. WCH's goal is to inform the community of where and how to access the care they need in these early stages of symptom development. To address this concern WCH will tap into the top five identified channels to inform the community (word of mouth, website/internet, healthcare provider, Search Engines (Google, Bing, etc...)) and the local newspaper:

- Word Of Mouth:
  - Improve Patient Experience through patient experience program. Since the 2019 CHNA, WCH has added the Patient Experience Manager position to its employee team. The Patient Experience Manager reviews data collected from the patient satisfaction surveys and meets with department heads to work on performance improvement initiatives that will increase the patient experience. The organization has also teamed up with Capstone Leadership Solutions, Inc. to engage the entire staff in a “Journey to Greatness” where each employee is asked to raise the bar on Professionalism, Collaboration and Consistency in the workplace. This initiative will improve employee experience as well as our patients’ experience with the intention of boosting the motivation for satisfied patients to share their positive experiences with the community.
  - Seek out connections with local Chamber, PTA, civic groups, etc., for opportunities to present health information which will increase word or mouth within the community.
- Website / Internet & Search Engine:
  - Continue utilizing social media posting to expand knowledge surrounding good health choices, and healthcare service availability.
  - Explore opportunities to improve the organization's website and search engine optimization so healthcare information is easy to find.
- Healthcare Provider:
  - Collaborate with primary care providers in the organization to increase patient knowledge base on available services and positive lifestyle practices.
- Local Newspaper:
  - Continue to place awareness pieces on services available as well as public health information in the form of articles.

#### 4. Top 5 Major Health Challenges

All efforts will be made to secure funding, including strategic partnerships, to build a senior living community with 24 Memory Care units and 56 Assisted Living apartments. This facility will increase the regional availability of care by 80 units providing more opportunity for those in need of care for aging, dementia, and Alzheimer's disease.

WCH has plans to partner with Eagle Telehealth telecardiology services in the Emergency Department and Acute Care Units to provide immediate access to virtual Cardiologists.

#### 5. Improve Access to Healthcare

WCH provides primary care services to the community via three (3) Rural Health Clinics in Wickenburg, Congress and Wittmann, Arizona. These Rural Health Clinics have plans to increase the number of appointment slots for each provider daily from 20 to 25. WCH is also planning to expand the Wittmann clinic from four to seven days a week in May of 2023. The organization is also providing primary care services onsite at My Father's Retirement Ranch, a local assisted living community, for those patients who are unable to travel. Telehealth primary care is available when needed.

WCH has initiated Urgent Care Services in February of 2022. The goal is to expand the service from weekends only to seven days a week in 2023. Urgent Care Services is available from 7AM – 5PM for those patients needing quality healthcare outside of regular business hours (Mon-Fri, 8AM – 5PM), or when their primary care provider is unavailable.

WCH will continue to improve patients' ease of accessing care by making online appointment scheduling available. Today, patients can request an appointment on-line on the WCH website. The organization is also working to improve all modes of patient communication including but not limited to telephone communication, electronic messaging via the patient portal, and texting.

WCH has invested in a mobile medical clinic to provide healthcare in the more remote areas of its 3,300 square mile service area (Yarnell, Wenden, Ehrenberg, Salome, etc). The mobile clinic is expected to be available in the summer of 2023. The initial utilization will focus on COVID testing, vaccinations, education, and clinical care. Once the unit is operating five days per week it will allow WCH to see as many as 125 people weekly or up to 6,500 additional patients per year, many of whom would otherwise not have received care, due to lack of transportation, physical immobilization, or financial hardship to travel.

(Board Approved 05/17/2023)