



Baptist Memorial Hospital-Collierville Community Health Improvement Plan

Baptist Memorial Health Care developed a community health improvement plan (CHIP) to guide community benefit and population health improvement activities across the Memphis Metro Service Area. Baptist's CHIP builds upon previous health improvement activities, while recognizing new health issues and concerns and a changing health care delivery environment, to address the region's most pressing community health needs. Below are specific activities that Baptist Memorial Hospital-Collierville will carry out in support of this systemwide plan.

Health Priority: Behavioral Health

Goal: Increase behavioral health screenings to initiate early treatment and improved outcomes for residents at all stages of life.

Objectives:

- 1) Increase the number of residents who are screened for behavioral health conditions.
- 2) Develop or continue collaboration with community agencies that provide mental health and substance abuse support services to reduce suicide and drug-induced death rates.
- 3) Increase availability of services for patients with Alzheimer's disease and their caregivers.
- 4) Educate residents on the signs and symptoms of mental health conditions and substance abuse and where to get help.

Baptist Memorial Hospital-Collierville Strategies:

- 1) Support initiatives to screen individuals for depression and mental health conditions.
- 2) Partner with Integrated Addiction Care Associates to provide treatment options to adults with drug and alcohol addictions.
- 3) Participate in and host educational forums and health fairs to increase awareness of behavioral health conditions and available services.

Health Priority: Cancer

Goal: Provide early detection and treatment to reduce death from breast, colorectal and lung cancers and improve quality of life for patients.

Objectives:

- 1) Increase awareness of benefits of genetic testing and early screenings for improved outcomes.
- 2) Increase physicians' participation in secondary screening protocols for lung cancer to increase early diagnosis of the disease.
- 3) Increase access to screenings in rural areas to reduce disparities among low-income, at-risk and minority populations.
- 4) Increase access to care close to home for rural residents.
- 5) Improve care coordination and caregiver support.



Baptist Memorial Hospital-Collierville Strategies:

- 1) Participate in educational forums and community health fairs to increase awareness of lung, colorectal and breast cancers.
- 2) Encourage physician collaboration during grand rounds to ensure enhanced use of lung cancer disease screening protocols.
- 3) Partner with the American Cancer Society to provide transportation and lodging to patients traveling from rural areas.
- 4) Host caregiver conferences to provide education and support.

Health Priority: Chronic Disease Management and Prevention

Goal: Promote health as a community priority and increase healthy lifestyle choices.

Objectives:

- 1) Increase residents' knowledge of their risk factors for disease.
- 2) Collaborate with community partners to encourage physical activity among residents.
- 3) Advocate for planning and policies that promote health as a community priority.
- 4) Reduce food insecurity and increase community options for healthy foods.

Baptist Memorial Hospital-Collierville Strategies:

- 1) Participate in health fairs and community events at Shelby Farms Park to provide education for healthy lifestyles and prevention of chronic disease.
- 2) Participate in an educational camp for youth with diabetes or who are at risk for developing diabetes.
- 3) Provide flu shots at community events, such as the Collierville Chamber of Commerce Expo and the Thanksgiving Day homeless event.
- 4) Provide prevention education via media outlets.

Health Priority: Maternal and Child Health

Goal: Improve birth outcomes for women and infants.

Objectives:

- 1) Increase the proportion of pregnant women in rural communities who receive early and adequate prenatal care.
- 2) Reduce smoking and related risk behaviors among pregnant women.
- 3) Provide early intervention for mothers who use substances known to cause neonatal abstinence syndrome (NAS).
- 4) Increase the proportion of infants who are breastfed during their first 6 months.
- 5) Reduce disparities in prenatal care and birth outcomes.

Baptist Memorial Hospital-Collierville Strategies:

In the area of maternal and child health, Baptist Memorial Hospital-Collierville will support initiatives led by Baptist Memorial Hospital for Women, which shares this service area.