

# **Community Health Needs Assessment (CHNA)**

## **Annual Implementation Strategy**

Guthrie Cortland Medical Center  
134 Homer Avenue, Cortland, NY 13045  
FY2021

### **General Information**

Contact Person: Jennifer Yartym

Date of Written Plan: April 29, 2019

Date Written Plan Was Adopted by Organization's Authorized Governing Body: May 28, 2019

Date Written Plan Was Required to Be Adopted: July 1, 2019

Authorizing Governing Body that Adopted the Written Plan: Guthrie Cortland Medical Center Board of Trustees

Name and EIN of Hospital Organization Operating Hospital Facility: Guthrie Cortland Medical Center 15-0532079

Address of Hospital Organization: 134 Homer Avenue, Cortland, NY 13045

### **I. Purpose of Implementation Strategy**

This Implementation Strategy has been prepared in order to comply with federal tax law requirements set forth in Internal Revenue Code section 501(r) requiring hospital facilities owned and operated by an organization described in Code section 501(c)(3) to conduct a community health needs assessment at least once every three years and adopt an implementation strategy annually to meet the community health needs identified through the community health needs assessment. This Implementation Strategy is intended to satisfy each of the applicable requirements set forth in proposed regulations released April 2013.

### **II. List of Community Health Needs Identified in Written Report**

List of Community Health Needs Identified in CHNA Written Report, Ranked by CHNA's Priority:

- Access to Mental Health Care (focus: substance abuse)
- Cancer Incidence - Lung
- Obesity
- Preventable Hospital Events
- HIV Screenings

### **III. Health Needs Planned to Be Addressed By Facility**

List of Significant Health Needs the Facility Plans to Address include:

- Access to Mental Health Care (focus: substance abuse)
- Cancer Incidence - Lung
- Obesity (focus: childhood nutrition and breastfeeding)

Please refer to the attached tables which provide a detailed description of intervention actions (including collaborative efforts), population description, Guthrie resources utilized, and evaluation tools by measurable effectiveness criteria. These tables are stratified by priority health need.

**IV. Health Needs Facility Does Not Intend to Address**

List of Significant Health Needs the Facility Does Not Plan to Address include:

- Preventable Hospital Events
- HIV Screenings

Due to available resources these needs will not be addressed through an implementation strategy in the subsequent fiscal years. However, due to the overlap in disease etiology between the identified priority needs and these needs an impact is anticipated.

**FY2021 Guthrie Cortland Medical Center Implementation Strategy – Priority Need Obesity**

	<b>Intervention Description</b>	<b>Population Description</b>	<b>Effect Measure</b>	<b>Evaluation of Intervention</b>	<b>Program Frequency</b>
<b>Intervention # 1</b>	<p>Intervention #1: Provide standardized education to primary care providers regarding ways to treat and counsel overweight and obese patients.</p> <p>The program will be offered face to face by a Guthrie Bariatrician. The purpose of this program will be to provide primary care providers with resources to successfully counsel patients about their weight (expand Obesity Care into Primary Care).</p> <p>Suggested Core Competencies for the Primary Care Providers (PCP) will include:</p> <ul style="list-style-type: none"> <li>a. Evaluation and treatment of the obese patient (adult and pediatric)</li> <li>b. Dietary therapy for the obese patient</li> <li>c. Pharmacotherapy for the obese patient</li> <li>d. Common medications and their effect on weight loss</li> <li>e. Writing an exercise prescription</li> <li>f. Including obesity management in your clinical practice- including reimbursement</li> <li>g. Coding and billing for obesity related services</li> </ul>	<p>Population: Guthrie PCP network that covers Cortland, NY county.</p> <p>Clients receive intervention within the PCP office or in the community.</p> <p>Sample Size per class may vary dependent upon outreach facility and provider involvement.</p>	<p>Continue core curriculum as described, including progress note templates and counseling materials/meal plans</p>	<p>Evaluate protocol specified clinical (patient) and provider outcome measures</p>	<p>Annually</p>

**FY2021 Guthrie Cortland Medical Center Implementation Strategy - Priority Need Obesity**

	Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
Intervention #2	<p>Intervention #2: Provide a Community Garden</p> <p>The Community Garden provides food to families with food insecurities that are identified by the Guthrie Weight Loss Center and distributed to those in need through a partnership with the local food pantry.</p> <p>Expansion of the Community Garden planned:</p> <ul style="list-style-type: none"> <li>a. Pilot a Food Pharmacy Program</li> <li>b. Offer educational community classes</li> <li>c. Encourage local student involvement</li> <li>d. Establish a Pollinator Garden</li> </ul>	<p>Population: Community members from Cortland, NY county and Guthrie Employees.</p>	<p>The number of families that receive food from the Community Garden.</p>	<p>Assessment of food pharmacy program and identification of families with food insecurities by tracking total number of individuals/families identified that receive food from the Community Garden relative to previous years</p>	<p>Annually</p>

	Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
Intervention #3	<p>Intervention #3: Continue partnership with GoNoodle, a company that provides online movement videos and games, to get elementary age kids moving more at school and at home. The goal is to increase physical activity among kids.</p> <p>Guthrie is fully funding the cost of GoNoodle's premium version, GoNoodle Plus, for 185 public and private elementary schools in the region.</p>	Population: Elementary age children from Cortland, NY	Count of students active across the 185 schools	Measure the percentage of addressable market	Annually - Ongoing
Intervention #4	<p>Intervention #4: Continue offering age appropriate health curriculum to children in the surrounding area schools through programs, lessons, and educational shows.</p> <p>Examples:</p> <ul style="list-style-type: none"> <li>a. Healthy Kids Day</li> <li>b. Childhood Healthy Lifestyle Program</li> <li>c. Wellness Fairs</li> </ul> <p>Further promote wellness in schools by participating in local School Wellness Committees.</p>	Population: Elementary age children from Cortland, NY	Number of participants in each program or initiative	<p>Program evaluation will occur with all attendees</p> <p>Evaluate community involvement relative to previous years</p>	Annually - Ongoing
Intervention #5	Intervention #5: Continue community fitness activities including the Annual Turkey Trot, Guthrie Gallop, and Guthrie Wineglass Marathon.	Population: Community members from Cortland, NY	Count of attendees at each event	Evaluate community attendance relative to previous years	Annually - Ongoing

**FY2021 Guthrie Cortland Medical Center Implementation Strategy - Priority Need Obesity**

	Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
Intervention #6	<p>Intervention #6: Increase public awareness about healthy living and eating in a family-friendly environment</p> <p>The “Food Farm Family Festival“ held annually in August features free family fun, food samples, cooking demonstrations, Farmers' Market items, community organizations and more. The event teaches and encourages healthy living and eating choices.</p> <p>The event is offered free to the communities Guthrie serves.</p>	<p>Population: Community members from Cortland, NY</p>	<p>Count of attendees at the festival</p>	<p>Evaluate community attendance relative to previous years</p>	<p>Annually</p>

FY2021 Guthrie Cortland Medical Center Implementation Strategy - Priority Need Obesity

	Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
Intervention #7	<p>Intervention #7: Focus on the promotion and addition of healthy options and menus in Guthrie hospital cafeterias.</p> <p>In addition to serving size and nutrition facts, provide labeling and information to indicate foods that are vegetarian, appropriate for those with gluten sensitivity or a Guthrie Good Healthy Choice pick.</p> <p>Promote healthy menus and food choices through the “Motivational Monday“ initiative and other cafeteria-led initiatives designed to help patrons make healthier eating choices.</p>	<p>Population: All Guthrie employees and general public in Cortland, NY</p>	<p>Count of healthy food options that become available.</p>	<p>Evaluate and track the number of healthy options added to menus and overall consumption of <u>healthy alternatives</u></p>	<p>Annually</p>

**FY2021 Guthrie Cortland Medical Center Implementation Strategy – Priority Need Obesity**

	Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
Intervention #8	<p>Intervention #8: Focus on promoting/enhancing the collaboration with Cortland Breastfeeding Partnership (promote childhood nutrition).</p> <p>Continue to promote skin-to-skin contact after all deliveries and C-sections by recovering mothers on the OB Unit and keeping mother/baby together to increase breastfeeding rates.</p> <p>Additionally, offer free childbirth education classes, which includes breastfeeding education.</p>	<p>Population: All Guthrie employees and general public in Cortland, NY</p>	<p>Number of participants attending education classes.</p> <p>Evaluate collaboration with Cortland Breastfeeding Partnership.</p> <p>Evaluate methods of success promoting skin-to-skin contact in the OB Unit.</p>	<p>Evaluate and track the number of people attending education classes.</p> <p>Review collaboration with Cortland Breastfeeding Partnership.</p>	<p>Annually</p>



	Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
<p><b>Intervention #1 (Lung Cancer)</b></p>	<p>Intervention #1: Increase public awareness about lung cancer including preventative measures.</p> <p>Guthrie hosts “Shine a Light on Lung Cancer“ Event(s) in collaboration with the Lung Cancer Alliance. The forum promotes lung cancer awareness and remembrance for all those touched by the disease.</p> <p>The event will focus on community education on lung cancer, including facts, prevention, and treatment.</p> <p>Speakers will include Guthrie providers, survivors, and invited lecturers. Speakers will highlight advancements in lung cancer screening and treatment.</p> <p>After the speakers present an open discussion regarding lung cancer prevention, smoking cessation and lung cancer screenings will occur.</p>	<p>Population recruited by community notifications: Community members in Cortland, NY</p>	<p>The number of participants attending program will be documented</p>	<p>Increase in number of participants attending from last year</p>	<p>Annually</p>

	Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
<p>Intervention #2 (Lung Cancer)</p>	<p>Intervention #2: Promote the health and wellness of employees, patients, and communities through tobacco cessation.</p> <p>Provide smoking cessation resources to employees and community members who wish to quit, including quit aids, therapeutic counseling, relapse prevention counseling, and access to mental health professionals.</p> <p>Enforce and Encourage TGC Policy of tobacco-free environments on all Guthrie campuses.</p>	<p>Population: All Guthrie employees and general public in Cortland, NY</p>	<p>The number of individuals receiving/ accessing tobacco cessation resources</p> <p>The number of individuals that cease use of tobacco products</p>	<p>Assessment of the number of individuals who reportedly received tobacco cessation resources and quit within one year</p>	<p>Annually-Ongoing</p>

	Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
<p><b>Intervention #3 (Lung Cancer)</b></p>	<p>Intervention #3: Promote the importance of lung cancer screening and treatment.</p> <p>Inform and educate high-risk populations about lung cancer screenings (patients who are 55 - 80 years of age, have a 30-pack history of smoking, and are a current smoker or have quit within the last 15 years).</p> <p>Promote earlier detection of lung cancer with the goal of more successful treatment.</p>	<p>Population: All Guthrie lung cancer screening patients</p>	<p>The number of high-risk patients receiving appropriate lung cancer screenings</p>	<p>Measure increase in lung cancer screenings from previous year for high-risk patients</p>	<p>Annually - Ongoing</p>

**FY2021 Guthrie Cortland Medical Center Implementation Strategy- Priority Need Access to Mental Health Care 1**

	Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
Intervention #1	<p>Intervention 1: Use Patient Health Questionnaire-9 (PHQ-9) to evaluate depression in patients when appropriate.</p> <p>Use PHQ-9 as a clinical and research tool to evaluate and measure depression severity in patients. The resulting score for the questionnaire depicts a patient’s clinical need for mental health care.</p> <p>Use PHQ-9 screening tool based on scores to determine if a mental health referral is justified.</p>	Population: Patients receiving the PHQ-9 tool	Track the number of patients assessed by the PHQ-9 tool	The number of patients who are referred to a Mental Health Provider after completion of the Patient Health Questionnaire-9	Annually-Ongoing

**FY2021 Guthrie Cortland Medical Center Implementation Strategy– Priority Need Access to Mental Health Care 2**

	<b>Intervention Description</b>	<b>Population Description</b>	<b>Effect Measure</b>	<b>Evaluation of Intervention</b>	<b>Program Frequency</b>
<b>Intervention #2</b>	<p>Intervention #2: Continue collaboration with CASA/Trinity.</p> <p>Working with CASA/Trinity, provide education to Guthrie Social Workers, Crisis Workers and Care Coordinators on local resources and other drug and alcohol topics as identified. Through enhanced collaboration and education provided by Trinity, care transitions for patients with drug and alcohol dependency needs will be improved.</p>	<p>Population: Guthrie Providers and Patients</p>	<ul style="list-style-type: none"> <li>• Number of referrals</li> <li>• Evaluate the referral process into Trinity from Guthrie.</li> </ul>	<ul style="list-style-type: none"> <li>• Number of collaborative events between Guthrie and CASA/Trinity</li> <li>• Continuous evaluation of referral process</li> </ul>	<p>Annually - Ongoing</p>

**FY2021 Guthrie Cortland Medical Center Implementation Strategy- Priority Need Access to Mental Health Care 3**

	<b>Intervention Description</b>	<b>Population Description</b>	<b>Effect Measure</b>	<b>Evaluation of Intervention</b>	<b>Program Frequency</b>
<b>Intervention #3</b>	<p>Intervention #3: Expand telemedicine programs and specialties to include telepsychiatry, beginning in July 2019.</p> <p>Video-based telepsychiatry helps improve patient access to mental health services. The service allows for convenient, readily-accessible mental health services to a patient's location. Mental health care providers are able to deliver live, interactive communication to more remote, rural locations.</p> <p>Provides more under-served locations access to mental health care services.</p>	Population: Guthrie Patients	The number of patients that use telepsychiatry services	Track total number of individuals utilizing telepsychiatry services and evaluate relative to the use of other psychiatric services	Annually-Ongoing

**FY2021 Guthrie Cortland Medical Center Implementation Strategy- Priority Need Access to Mental Health Care 4**

	<b>Intervention Description</b>	<b>Population Description</b>	<b>Effect Measure</b>	<b>Evaluation of Intervention</b>	<b>Program Frequency</b>
<b>Intervention #4</b>	<p>Intervention #4: Provide provider education for opiate prescribing and management.</p> <p>Address the appropriate prescribing practices of opiates. Education will include information such as the various types of opiates, drug duration, hazards of long term use, etc.</p>	Population: Guthrie Providers	The number of providers receiving education to combat the epidemic of opioid abuse in Guthrie communities	Count of providers receiving education on opiate prescribing	Annually-Ongoing

**FY2021 Guthrie Cortland Medical Center Implementation Strategy- Priority Need Access to Mental Health Care 5**

	<b>Intervention Description</b>	<b>Population Description</b>	<b>Effect Measure</b>	<b>Evaluation of Intervention</b>	<b>Program Frequency</b>
<b>Intervention #5</b>	<p>Intervention #5: Implement changes in discharge planning process to increase patient access to substance abuse resources</p> <p>Implement discharge planning process changes to include contact information for substance abuse resources. Additionally, if the patient consents, staff or Social Work will initiate the appointment making process.</p>	Population: Guthrie Patients	The number of discharges created with contact information for substance abuse resources	The number of patients that allow staff/social work to initiate resource contact	Annually-Ongoing



**FY2021 Guthrie Cortland Medical Center Implementation Strategy- Priority Need Access to Mental Health Care 6**

	Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
Intervention #6	<p>Intervention #6: Continue drug disposal and events promoting safe drug disposal using safe disposal units</p> <p>MedSafe® drug disposal units are installed for use at multiple Guthrie hospitals. MedSafe® drug disposal units allow for safe and anonymous disposal of unused or expired medications by community members. The units are available for the community during pharmacy hours.</p> <p>"Opioid Take Back Day" is an annual event that utilizes the Medsafe bins to encourage employees and community members to clean out unneeded medications from their medicine cabinets and drop them in the bin at the pharmacy to be disposed of properly. The focus on this day will be on the safe disposal of opioids to help prevent the misuse of these drugs in light of the recent epidemic of opioid abuse in our communities.</p>	<p>Population: Community members in Cortland, NY</p>	<p>Monthly use of Medsafe® drug disposal units</p>	<p>The frequency in which the MedSafe® drug disposal units need to be emptied will be evaluated to determine what other resources are warranted</p>	<p>Annually - Ongoing</p>

**FY2021 Guthrie Cortland Medical Center Implementation Strategy- Priority Need Access to Mental Health Care 7**

	Intervention Description	Population Description	Effect Measure	Evaluation of Intervention	Program Frequency
Intervention #1	<p>Intervention #7: Promote community awareness of behavioral health and mental health care needs</p> <p>Host a quarterly Community Stakeholder Meeting intended as an educational forum to review best practices and identify resources for all stakeholders involved in the behavioral health of communities served throughout the region.</p>	Population: Community members in Cortland, NY	Attendance at Community Stakeholder Meetings	Evaluate attendance relative to previous meetings (aim for an increase in community involvement)	Annually - Ongoing