

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

**NCH Healthcare System  
350 Seventh Street North  
Naples, Florida 34102**

**September 30, 2016**

**Contact Person:** Michael Riley, Chief Strategy Officer

**Date of Written Plan:** September 16, 2016

**Date Written Plan Was Adopted by Organization's Authorized Governing Body:**  
September 28, 2013

**Date Written Plan Was Required To Be Adopted:** September 30, 2013

**Authorized Governing Body that Adopted the Written Plan:** Board of Trustees of the NCH Healthcare System and the Board of Trustees of the Marco Island Urgent Care Center

**Was Written Plan Adopted by Authorizing Governing Body by End of Tax Year in Which CHNA was Made Available to the Public?** Yes

**Date Facility's Prior Written Plan Was Adopted by Organizations Governing Body:**  
September 26, 2013

**Name and EIN of Hospital Organization Operating Hospital Facility:** NCH Healthcare System  
EIN number is 59-0694358; Marco Island Hospital, Inc. EIN number is 59-2315435

**Address of Hospital Organization:** 350 Seventh Street North, Naples, Florida 34102

## **II. Purpose of Implementation Strategy**

This Implementation Strategy has been prepared in order to comply with the federal tax law requirements set forth in Internal Revenue Code section 501© 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 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 April 2013.

### **III. Joint Implementation Strategy**

As part of an integrated healthcare system, the CHNA for Naples Community Hospital and Marco Island Hospital was prepared jointly.

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

The list of community health needs identified in the report are Communicable and Infectious Diseases, Health Behaviors and Outcomes, Chronic Disease and Mortality, Preventable Mortality, Injuries, Maternal and Infant Health, Health of the Older Population, Oral Health, Access to Health Care and Mental Health.

### **V. Health Needs Planned To Be Addressed By The Facility**

Members of the NCH Executive Team and staff attended bi-monthly meetings with the Florida Department of Health in Collier County (DOH – Collier County) during the development of the (CHNA) and the results of these meetings were reviewed with the NCH Senior Leadership Team on a regular basis. Upon completion of the (CHNA) the Team met several times to discuss and prioritize community healthcare needs that NCH is in a favorable position to address and that are consistent with NCH's mission and vision and where opportunities were to make a significant impact on the health of Collier County.

The five key areas of focus include chronic disease (cancer), mental health, health of the older population, maternal and infant health, and health behaviors and outcomes. The implementation plan was developed by the NCH Executive Team and reviewed and approved by the NCH Board of Trustees. The implementation plan was also incorporated into the NCH Healthcare System 2016 – 2017 Strategic Plan and the status of the plan is reviewed with the Strategic Planning Committee of the Board of Trustees on a regular basis. The Implementation Plan is outlined on the following page.

## NCH Healthcare System's Plan To Address Each Significant Need

Community Benefit Category	Name of Program	Description of Program	Method of Evaluation
<b>MENTAL HEALTH</b>	Expand access of outpatient behavioral health services	Co locate behavioral health services within multiple NCH physician practices and also expand these services to Skilled Nursing Facilities within our community	Service volumes
	Case management program for high risk psychiatric patients	Partner with other community providers to place case managers in NCH emergency departments to work with frequent users of ED and Inpatient Services	Service volumes
	Develop programs that specifically target severe depression	Implement an Electro Convulsive Therapy Program (ECT), a Trans Magnetic Simulation Program (TMS). Also, IV Ketamine and intra nasal ketamine programs when approved by the FDA.	Service volumes
<b>CHRONIC DISEASE (ONCOLOGY)</b>	In-patient 24 Bed Oncology Units	Complete renovation of oncology units	Service volumes
	Launch Comprehensive Breast Cancer Program	Hire breast surgeon and implement comprehensive breast program which focuses on diagnostic screening and intervention.	Service volumes
	Launch Comprehensive Lung Cancer Program	Hire cardio thoracic surgeon to develop a comprehensive lung cancer program which focuses on screening, navigation, survivorship and surgical intervention	Service volumes
	Nurse Navigator	Expand nurse navigator program with focus on following oncology patients throughout the continuum of care.	Service volumes
	Multidisciplinary Oncology Program	Complete and begin strategic plan for development and implementation of multidisciplinary oncology program	Service volumes
<b>MATERNAL AND INFANT HEALTH</b>	Obtain Baby Friendly designation	Implement portion of Health People 2020 that increases the proportion of live birth infants being breastfed	Implement Program
	Early Elective Deliveries	Monitoring and evaluation of all scheduled deliveries to assure that elective deliveries do not occur before 39 week gestation	Maintain Early Elective Delivery Rate is <5%
	Hypertension In Pregnancy	Implement new evidenced based standards that include treatment of patients with an antihypertensive within one hour of arrival, debrief with patients care and appropriate discharge education and follow-up by physician 3-7 days following delivery	Chart review and monitoring of 100% of patients
<b>HEALTH OF THE OLDER POPULATION</b>	Expand access of geriatric medicine	Expand geriatric medicine to multiple NCH physician practices and also expand these services to Skilled Nursing Facilities within our community	Service volumes
	Implementation of Nurses Improving Care for Healthsystem Elders (NICHE)	NICHE helps health systems focus on improving the needs of patients over 65 years of age by increasing awareness of geriatric issues, improving staff competence in nursing care of the elderly and supporting the implementation of hospital geriatric protocols.	Service volumes
	Enhance Community Education and Awareness of Geriatric Care	Conduct for the public the Powerful Tools for Caregivers Program. Provide Age Well Tool Kites to all seniors that attend health fairs and other community events. Also, sponsor or partner with other organizations in several events throughout our community.	Volume, Risks, Diagnosis, Follow and outcomes
<b>HEALTH BEHAVIORS AND OUTCOME</b>	Blue Zone Southwest Florida	Continue partnership with Blue Zones/Health ways in implementing the Blue Zone Program in southwest Florida expanding to Bonita Springs, Estero, Immokalee and Ave Maria	Improve overall health and wellbeing measured by Gallop
	Blue Zone Southwest Florida	Complete final four pledges which will enable NCH to become the first healthcare system in the country to become a Blue Zone Certified Workplace	Improve overall health and wellbeing of NCH
	Executive Committee for Community Health Planning	Continue being active in the Executive Committee for Community Health Planning with a major focus on reducing obesity and improving mental health in Collier County	Improve overall health and wellbeing

## **VI. Health Needs Facility Does Not Intend To Address**

The health needs of the community identified by the (CHNA) that the NCH Healthcare System does not intend to address due to either resource constraints, relative lack of expertise or competency which other facilities or organizations in the community are addressing include Communicable and Infectious Disease, Preventable Mortality, Injuries, Access to Health Care (Ongoing at NCH) and Oral Health.