This is the facility specific implementation strategy for Angel Medical Center (AMC) and addresses the community health needs identified through a collaborative community health needs assessment (CI-NA) process conducted with local and regional partners in western North Carolina. This document outlines plans for Angel Medical Center to support specific community benefit efforts as part of a larger community-wide plan.

OUR COMMUNITY AND KEY PARTNERS

Angel Medical Center Community

Angel Medical Center (AMC), located at 120 Riverview Street in Franklin, North Carolina, was established in 1923 when Dr. Furman Angel began a clinic in downtown Franklin. AMC is a critical access, 25-bed full-service acute care hospital offering comprehensive diagnostic, interventional, therapeutic and emergency services. AMC has a 15-bed emergency department, 5-operating rooms, 1 Endo Suite, 1 Cystoscopy room, radiology services including stereotactic, and Tomosynthesis, obstetric services, medical, surgical, intensive care and monitoring, pain clinic, rehabilitation services, a Urgent Care Center, and Home Health and Hospice. AMC employs approximately 400 people which includes 42 physicians, as well as 87 volunteers.
Community Health Needs Assessment

Process and Product
The Angel Medical Center (AMC) community health needs assessment (CHNA) was conducted in partnership with the Macon County Public Health (MCPH) and Highlands-Cashiers Hospital. This written report describes:

- The community served by the hospital
- Community demographics
- Existing health resources in the community available to respond to needs
- How data was collected in the assessment process
- The priority health needs of the community
- Health needs and issues of uninsured, low-income, and minority groups
- The process for identifying and prioritizing community needs and services to meet the needs
- The process for consulting with persons representing the community’s interests
- Information gaps that limit the hospital facility’s ability to assess the community’s health needs

Sharing of Results
Detailed findings for our assessment will be posted on the Angel Medical Center website www.mission-health.org/angel-medical-center.org and the Macon County Public Health website www.maconnc.org/health-department.org in March 2017. The CHNA was presented to the Angel Medical Center Board of Directors on August 31, 2016 for discussion and approval.

Regional Partnership
Our hospital’s collaborative community health improvement effort is also supported by a larger partnership with other hospital facilities and health department partners across a sixteen county region in western North Carolina to improve community health: WNC Healthy Impact. More information about this innovative regional collaboration, county-wide community health assessments, and overall regional findings, are made widely available to the public at www.WNCHealthyImpact.com.
PRIORITY HEALTH NEEDS & HOW THEY WERE ESTABLISHED

Prioritization Process

As part of the collaborative health assessment process in our community, specific health needs were prioritized based on the data that was collected, community input, and various factors related to feasibility of addressing the need. Details on this process are available in our CHNA, which is publically available on Macon County 2015 Community Health Assessment, www.maconnc.org/images/healthy-carolinians/macon%20County%202015%20Community%20Health%20Assessment.pdg.

Priority Health Needs for Our Community

Macon County
In Macon County the following health issues were prioritized for collective community-wide action.

1. Heart Disease: Heart disease presented as the leading cause of overall death in Macon County for the 2009-2013 time period and thus was selected as a priority area.
2. Domestic Violence: Domestic Violence report rates have significantly escalated in recent years with Macon County’s domestic violence shelter averaging 96% capacity from July 2013-June 2014.
3. Economic Development: Economic development is a policy intervention endeavor aiming to improve county residents’ economic and social well-being.

HOW THIS IMPLEMENTATION STRATEGY WAS DEVELOPED

Engagement in a Community-Wide Plan

As a next step following the development of a community health needs assessment (CHNA), which includes prioritization of health needs, Angel Medical Center collaborated with local public health experts and other key community stakeholders to develop a written description of the activities that hospital facilities, public health agencies, and other local organizations plan to undertake collectively to address specific health needs in our community. This collaborative action planning process resulted in the development of an electronic community health improvement plan (e-CHIP) for each county in our hospital facility’s defined community, which is Macon County.

The electronic Community Health Improvement Plan (e-CHIP) for Macon County can be found at MaconCounty2015CommunityHealthAssessment-http://www.maconnc.org/images/healthy-carolinians/Macon
IMPLEMENTATION STRATEGY DETAILS
Priority Health Issue #1: Heart Disease

Description of Community Need
- Availability of health education and awareness initiatives
- Lack of a county-wide health and wellness agenda for chronic disease prevention with a focus on lowering obesity rates

Desired Community Result
Macon County is currently one of the highest ranking counties with deaths due to heart disease in North Carolina. The desired result would be the reduction of heart attacks by 10% each year of the next three years in Macon County thereby lowering the percentages of deaths due to heart disease. Anyone at any age can benefit from simple steps to keep their heart healthy during each decade of life.

Partner Agencies and Roles
- Macon County Public Health to partner in programs geared to educating the community in healthy activities.
- Department on Aging to partner in providing speakers to the community members who attend the daily programs.
- Local gyms to partner in giving access to those who have the most need

Related Hospital Strategy

1. Angel Medical Center: AMC, in conjunction with the Heart Disease Task Force, will provide opportunities for community education and promotion of health events for the general public.
   a. Promote having 1-mile walks in conjunction with all runs
   b. Sponsor a 1-mile walk/5K run in late February or early March
   c. Ladies Night Out program which is a collaboration between AMC and Macon County Public Health focused on prevention and education each month.
      i. The February 28 program will be Heart Month featuring a local cardiologist as the speaker.
   d. Men’s Night Out program which is also a collaboration between AMC and Macon County Public Health focuses on prevention and education bi-monthly.
      i. The January 24 program will be Heart Health featuring the Medical Director of AMC’s Cardiac and Pulmonary Rehab.
   e. Monitor data on deaths due to heart disease yearly to gauge impact of heart disease education and promotion of health living.
2. With aligned partners, explore more options for exercise opportunities
   a. Develop a walking map for the Town of Franklin and surrounding parks
   b. Partner with local restaurants for a healthy food week
   c. Schedule “walk with a leader” walks for residents to participate in with varying
degrees of length and difficulty
   d. AMC sponsoring a health fair with staff providing blood pressure checks, glucose
monitoring, and heel bone density checks
   e. Run comparison of physical environment rankings in NC Counties

Priority Health Issue #2: Domestic Violence

Description of Community Need
   o Need for enhanced community screening for domestic violence, as well as in cases of
animal abuse, within healthcare settings including behavioral health and in the court
systems.
   o Availability of health education and awareness initiatives.

Desired Community Result
   o Decrease domestic violence rates and sexual assault rates in Macon County
   o Improve the service response system to victims in the community

Partner Agencies and Roles
   o Reach Agency as an advocate for domestic violence and sexual assault victims in both
the hospital and the legal system
   o Macon County Public Health to partner with the task force on domestic violence
   o Zonta, who has made eradicating domestic violence their goal for 2016/2017
   o Local Law Enforcement to increase the knowledge on the understanding of victims and
families as law enforcement as usually the first on the scene

Related Hospital Strategy

1. Formulate a basic understanding of domestic violence improving response time
   and advocating for victims.
   a. Identify evidence based strategies
   b. Establish an approach to support women with addiction in domestic violence
situations
   c. Increase access to domestic violence prevention
   d. Make reporting easy/accessible for abuse victims
   e. Compare ongoing data with previous years of data to analyze increase in ease of
reporting and advocating for victims. Identify evidence-based intervention that
could meet the needs of our county.
2. **AMC and community partners**: working together to improve and enhance existing programs for domestic violence and sexual assault victims
   a. Increase education on "what is" domestic violence
   b. Promote awareness of types/modes of abuse utilizing various media outlets and strategies
   c. Train at least two Forensic Nurse Examiners (formerly SANE RN’s) for the County
      i. One nurse has completed her training as a Forensic Nurse Examiner and is ‘housed’ at AMC
   d. Provide two interagency cross-training for domestic violence/sexual assault programs
      i. A training took place at AMC on October 17 with representatives from all partner agencies in attendance
   e. AMC and partners sponsoring a ‘Color-Run’ to bring awareness of domestic violence in our communities in partnership with REACH
   f. Youth Night Out, a partnership with MCPH, REACH, and Discover Church, has scheduled a January 17, 2017, meeting for all high school students, a program on ‘Stalking, Youth Violence’, as well as an additional meeting on February 21, 2017 on ‘Teen Dating Violence & Healthy Relationships’.
   g. Creating a way to measure and prove success at the end of 3-years based on data from North Carolina and the NC Law Enforcement Coalition

**Priority Health Issue #3: Economic Development**

**Description of Community Need**
   o Availability of health education and awareness initiatives
   o Essential need to correlate economic growth with human development related to health and education

**Desired Community Result**
There is a direct link between rural communities having access to healthcare through a community based hospital and the ‘health’ of the economy in that community. The hospital, in conjunction with community partners, creates a community that can be healthier thereby better able to contribute to the wellbeing of the community.

**Partner Agencies and Roles**
   o NC Division of Commerce/Division of Workforce Solutions in creating job opportunities
   o Macon County Public Health in partnership with the Economic Development Task Force to create opportunities for community members to have healthier choices
   o Franklin Chamber of Commerce in promoting local shopping
   o Local gym owners to assist in promoting a healthier lifestyle
Related Hospital Strategy

1. **Healthier and happier workers don’t miss as much work.** Investments in the health of our community is important especially when it comes to the design and implementation to promote wellness and healthier choices for our citizens.
   a. Working with the Chamber of Commerce, implement ‘Chamber Bucks’ to promote local shopping
   b. Educate community on the need for fitness utilizing radio, newspapers and flyers
   c. Partner with schools to bring awareness to youth of the importance of healthier choices in meals and exercise
   d. Seek support from local restaurants to have a “Taste of Healthy Macon” event
   e. Verify with State scorecard decrease in Chronic Disease over the 3-years raising Macon County from 19th to a lower number(18th or better) for a healthier County

2. **AMC and Partners taking essential steps in a campaign for a healthier community:**
   a. Hold a contest between restaurants for the County’s best healthy menu option
   b. Develop measured walking paths in the County with fitness tip/activity signs along the way
   c. Youth Night Out, a partnership between AMC, MCPH, Reach and Discover Church will have a program for high school students on May 2, 2017, on ‘Body Image & Nutrition/Health’.
   d. Establish a Wellness Connection for community members to use during the week with available exercise classes and healthy eating options
   e. Continue to raise the health ranking statistics for North Carolina from 60th for social and economic factors to a better ranking

**Next Steps**

As part of the community health improvement process, Angel Medical Center will continue to work with community partners in the development, implementation, and monitoring of our collaborative electronic community health improvement plan (e-CHIP) that includes some of the hospital strategies outlined in this document. The e-CHIP will be reviewed annually in a collaborative manner with our community partners to assess progress on key community indicators and updates will be made publically available in a county-wide State of the County Health Report (SOTCH Report). We will specifically seek input and approval by the AMC Board of Directors and assess progress on key community indicators. The next community health needs assessment (CHNA) will be conducted in 2018. In addition, we will be creating an electronic scorecard to monitor the performance of key strategies included in this document.
APPROVAL

Review and approval of the Angel Medical Center Implementation Strategy will be conducted by the appropriate Board of Director’s committee(s), and forwarded for formal approval by the full Board of Director’s. This approval will occur as updates are provided and modifications to the plan occur no less than once per year during the Board’s annual planning cycle. Typically this planning process is concluded just prior to the end of the AMC fiscal year on September 30.

This report was prepared for the Angel Medical Center Governing Board, and is approved as signed below by the Board Chairperson and Hospital President.

[Signature]

Ken Stonebraker, Chairman

[Date]

Karen Gorby, President/CNO

[Date]