



YAVAPAI REGIONAL  
MEDICAL CENTER

*Two Great Hospitals ... One Caring Spirit*

**Y R M C W E S T • Y R M C E A S T**

COMMUNITY HEALTH NEEDS  
JOINT CAMPUS  
IMPLEMENTATION PLAN

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YAVAPAI REGIONAL MEDICAL CENTER  
WEST CAMPUS AND EAST CAMPUS  
JULY 2013

1003 WILLOW CREEK ROAD  
PRESCOTT, AZ 86301  
AND  
7700 E. FLORENTINE ROAD  
PRESCOTT VALLEY, AZ 86314

## CHNA JOINT CAMPUS IMPLEMENTATION PLAN YRMC EAST and YRMC WEST

### PREFACE

Yavapai Regional Medical Center (YRMC) includes two hospital campuses located in two adjacent towns, Prescott and Prescott Valley, Arizona. The hospital facilities are approximately 12 miles from one another and both hospitals provide care for the same service area which covers 5,500 square miles. In part, the reason the East Campus was built in Prescott Valley was due to the fact that the West Campus in Prescott was over capacity and serving a rapidly growing community. The two hospital campuses file a joint IRS 990 return.

The governance for the two campuses involves one single Senior Management Team for both hospital campuses. There is also a single operating Board for both campuses. The hospital Board and the Senior Management Team have equal responsibility for both campuses. The Community Benefit function for YRMC is also a single department function that covers both campuses.

The Implementation Plan for the Community Health Needs Assessment is a joint plan that includes resources from both the East Campus and the West Campus. Since the population served by both hospital campuses is drawn from the same geographical area, it stands to reason that the Implementation Plan would be designed to serve both hospitals.

Following is a list of the top 12 community needs that were identified in the Community Health Needs Assessment, along with the list of those needs that were selected to be addressed in the Implementation Plan. The strategy identifies YRMC's role in the actions described in the plan.

Also included are the reasons why the other priorities were not selected to be addressed. The reasons vary based on the specific need and several of the needs that were not selected are outside the hospital's ability, scope and resources to adequately address. The rationale for not selecting those items is described under each one at the end of the implementation plan.

# CHNA IMPLEMENTATION PLAN

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## TOP 12 IDENTIFIED NEEDS

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1. Access to Healthcare Insurance (affordable healthcare) \*
2. Access to Mental Health Services \*
3. Access to Specialists/Physicians \*
4. Increasing Mental Health Needs for Seniors \*
5. Food Insecurity
6. Health Promotion and Wellness \*
7. Childhood Obesity \*
8. Transportation for the Uninsured
9. Breast Cancer Screening and Prevention \*
10. Teen Pregnancy
11. Motor Vehicle Deaths
12. Graduation Rate

*\* Top Priorities Selected Are Indicated by Asterisks*

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## PLAN OF WORK

### FOR IDENTIFIED PRIORITIES YRMC WILL ADDRESS

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#### **Access to Affordable Healthcare -**

1. YRMC will support access to affordable healthcare by collaborating with the Yavapai County Health Clinic in the following ways
  - a. Free lab and radiology services for patients
  - b. Lease on East Campus for the County Health Clinic
  - c. Explore other opportunities for further collaboration
2. YRMC will help support the low-cost Prescott Health Clinic on Division Street to enable them to serve more patients
  - a. Provide financial support
  - b. Explore providing in-kind services at YRMC West Campus

3. YRMC will provide an expanded Partners for Healthy Students Program with a grant-funded mobile clinic to provide services to outlying areas
4. Increase awareness of YRMC's Patient Assistance Program and its availability to those in need
5. Explore the feasibility of placing public health nurses in local libraries in collaboration with the County Health Department
6. Explore additional ways to serve the medically needy

#### **Access to Mental Health Services -**

1. Provide support to West Yavapai Guidance Clinic (WYGC) for Suicide Prevention Education to help them reach more people
2. Explore ways YRMC can support the WYGC's Jump Start program for those people in the community who will benefit from short-term counseling during crisis situation
3. Explore with WYGC feasibility of a Crisis Triage Center
4. Explore ways in which Partners for Healthy Students may be a conduit to community-based mental health services

#### **Access to Specialists -**

1. Continue pursuing recruitment of specialists through YRMC PhysicianCare and other practices to increase the number of specialists in the community
2. Explore implementation of charity care policies into YRMC PhysicianCare offices to be consistent with the rest of the organization and to make care more financially accessible to those with financial limitations

#### **Increased Mental Health Needs for Seniors -**

1. Support the WYGC's Senior Peer Counseling Program to enable more seniors in the community to have access to this program
  - a. Inform 800 + YRMC Volunteers about the Senior Peer Counseling program
  - b. Provide support for developing more informational materials/brochures about the program for the community

2. Explore the feasibility of working in collaboration with local fire departments and other agencies to establish regular “well checks” on people who are chronically ill, isolated and/or elderly
3. Explore the feasibility of collaboration with local organizations such as Meals on Wheels and People Who Care to provide greater emotional and mental health support to the frail elderly and those confined to their homes

### **Health Promotion and Wellness -**

1. YRMC will continuously update and expand upon current wellness and health education programming for the community to increase the numbers of people who receive the latest health information and education
2. Provide more opportunities for collaboration with other local non-profits in order to increase outreach and efficacy
3. Provide support for efforts in post-discharge health education for inpatients and ED patients to help increase health knowledge for those who may be especially vulnerable
4. Explore the feasibility of expanding care management out into the community beyond the hospitals’ walls and collaborate with more community-based organizations
5. Increase the health programs for people with chronic conditions, e.g., arthritis, diabetes, heart disease, etc. to help them learn how to best manage their conditions
6. Continue the YRMC Health Expo, which is the largest health fair in the region, collaborating with other non-profit health organizations to provide more varied types of health information to more people
7. Explore technology and other techniques of communication between patients and their caregivers to ensure both parties have the most current and accurate information

### **Childhood Obesity (or Other Nutritional Issues) -**

1. Further expand utilization of YRMC's HealthTeacher online health education curriculum that includes nutrition/healthy eating to help children learn about the value of good nutrition
2. Utilize the new Partners for Healthy Students mobile clinic for further nutritional evaluation and education with a focus on the uninsured and underinsured children
3. Explore the feasibility of collaborating with the County Health Department for childhood nutrition improvement

### **Breast Cancer Screening and Prevention -**

1. Continue to increase volumes of cancer screenings to underserved populations through philanthropy and coordination of care
2. Greater Patient Navigator focus on support groups and community education
3. Coordinate with Well Woman Health Check program to increase referrals for free screenings and diagnostics to YRMC BreastCare Center
4. Explore the screenings for targeted groups such as the Bagdad community, etc.
5. Increase awareness of the Breast Care Fund for those in need

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#### **REASONS OTHER PRIORITIES WERE NOT SELECTED**

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### **Food Insecurity -**

Food insecurity is certainly a serious problem in portions of western Yavapai County. There are a number of community organizations that work on this issue such as local food banks, the Salvation Army, Coalition for Compassion and Justice, People Who Care, West Yavapai Guidance Clinic, etc. There are also independent efforts to help provide food for those in need conducted by YRMC employees and physicians.

### **Transportation for the Uninsured -**

People Who Care is one of the local organizations that provide transportation for those in need. YRMC also provides some philanthropic support to People Who Care.

### **Teen Pregnancy -**

This issue was not selected as a top priority for YRMC to address in its programs because of a lack of resources to do so.

### **Motor Vehicle Deaths –**

YRMC did not select this as one of the issues to address due to a lack of resources. Local law enforcement officials expend a great deal of effort to reduce the number of deaths from motor vehicle accidents and are to be complimented for doing so.

### **Graduation Rate –**

Although education level is highly correlated with health status, this is not an area that YRMC can address since it is not within our mission. Local schools work very hard to improve the education level of our students but a lack of funding is hindering their efforts.