



# 2019 CHNA Implementation Strategy



North Arkansas Regional Medical Center (NARMC) is an Arkansas nonprofit organization, located in Harrison, Arkansas. NARMC is an integrated health care provider serving residents of north central Arkansas for more than 60 years. NARMC proudly offers a wide range of services and specialties close to home to meet the needs of Arkansans. With more than 100 primary care, mid-level and specialty physicians on its medical staff and approximately 800 employees, NARMC offers an experienced and dedicated team.

During 2019, a Community Health Needs Assessment (CHNA) was conducted by NARMC. The process included collection and analysis of a large range of data, including demographic, socioeconomic and health statistics, healthcare resources and patient use rates. The process also included interviews with key interviewees who represent broad community interests, populations of need or persons with specialized knowledge in public health.

Based on a review of the data gathered during this assessment, numerous health needs were identified. These needs were prioritized and evaluated to determine which were significant to the community. The criteria included the numbers of persons affected, the seriousness of the issue, whether the health need particularly affected persons living in poverty or members of an underserved population and the availability of community resources to address the need.

As a result, the following **list of needs** was identified:

- **Recruitment of additional physicians and practitioners**

- **NARMC Strategy:** Actively recruit providers to meet the following areas of need:

- Primary care practitioners in the rural parts of the community
- Pediatrics
- Mid-level providers to support existing physician practices and population health initiatives
- General surgeon
- Family practice and OB
- Internal medicine
- Develop partnerships and opportunities with specialists to provide care in areas such as ENT and cardiology



- **NARMC Strategy:** Develop and expand infrastructure to support growing healthcare services.

- **Mental Health**

- **NARMC Strategy:** Expand Behavioral Health services for adult and geriatric patients, including:

- Increase the number of beds available in the Inpatient Behavioral Health adult unit

- Hire a mid-level provider in Behavioral Health
  - Enhance partnerships with community programs to expand the availability of outpatient services
  - Participate in community education on mental health issues, including efforts to reduce the impact of the opioid crisis in our area and prevent suicide
- **Rural Outreach**
    - **NARMC Strategy:** Increase physician and mid-level practitioner presence in our rural clinics. Offer appointments with specialist, such as physical therapy, pediatrics and women’s health in rural clinics.
    - **NARMC Strategy:** Increase utilization of telemedicine program to provide additional care options for rural patients.
    - **NARMC Strategy:** Partner with community organizations to increase awareness of healthcare services available
- **Elder Care**
    - **NARMC Strategy:** Continue developing palliative care, respite care and home care in our area, and increase community awareness of elder care service available.

- Expand services to meet the needs of seniors
- Expand the Community Paramedic outreach program to help elderly patients better monitor and manage their health at home
- Expand awareness and services provided through Hospice of the Hills



- Leverage partnership with Community Health Resource Center to increase awareness of prescription drug assistance program

- **Healthcare accommodations for non-English speakers**

- **NARMC Strategy:** Promote the availability of interpretation services to patients, and continue educating staff about our Language Line Interpreting Services and cultural diversity
- **NARMC Strategy:** Purchase equipment to expand the use of Language Line Interpreting Services where needed
- **NARMC Strategy:** Recruit bilingual healthcare providers when possible

- **Health Education**

- **NARMC Strategy:** Continue hosting health screenings and support groups to aid the community.

- Cancer Screenings for breast, colon, cervical, skin and prostate
- Diabetes, grief and breastfeeding support groups
- The Gold Club – health and wellness for 55+
- Continue community education for stroke awareness through the AR SAVES program and injury prevention



- Partnership with North Arkansas Partnership for Health Education (NAPHE) - NAPHE provides education services and programs to healthcare providers, healthcare professionals and the citizens of northern Arkansas. The not-for-profit



partnership between North Arkansas College and North Arkansas Regional Medical Center is the first cooperative effort of its type in Arkansas. NAPHE utilizes the facilities of North Arkansas College and North Arkansas Regional Medical Center to offer its programs, including:

- Circle of Life – offers a variety of services to pregnant/parenting teens in Boone, Newton and Carroll counties
- Tobacco Education Programs – Boone, Newton, Carroll, Searcy and Van Buren counties that work through various outreach efforts toward a healthy lifestyle and smoking cessation.
- Breast Health Services – Through a grant from Susan G. Komen - Ozark Affiliate, CHRC, North Arkansas Regional Medical Center and PaRTI team up to offer the following:
  - Mammograms
  - Breast Ultrasounds
  - Breast Biopsies
  - Breast Health Education
  - Mobile Screening Mammograms
- Community Health Resource Center (CHRC) – provides many different educational resources such as:

- Family and Senior Health
- Consumer Health Assistance
- Healthy Lifestyles Counseling
- Support and Education Groups for Alzheimer's, Autism, Breast Cancer, Caregivers, Diabetes, Fibromyalgia, Grief, Parkinson's, Parenting and more
- Workforce Wellness
- Prescription Drug Assistance