



Baptist Memorial Hospital-DeSoto Community Health Improvement Plan

Baptist Memorial Health Care developed a community health improvement plan (CHIP) to guide community benefit and population health improvement activities across the Memphis Metro Service Area. Baptist's CHIP builds upon previous health improvement activities, while recognizing new health issues and concerns and a changing health care delivery environment, to address the region's most pressing community health needs. Below are specific activities that Baptist Memorial Hospital-DeSoto will carry out in support of this systemwide plan.

Health Priority: Behavioral Health

Goal: Increase behavioral health screenings to initiate early treatment and improved outcomes for residents at all stages of life.

Objectives:

- 1) Increase the number of residents who are screened for behavioral health conditions.
- 2) Develop or continue collaboration with community agencies that provide mental health and substance abuse support services to reduce suicide and drug-induced death rates.
- 3) Increase availability of services for patients with Alzheimer's disease and their caregivers.
- 4) Educate residents on the signs and symptoms of mental health conditions and substance abuse and where to get help.

Baptist Memorial Hospital-DeSoto Strategies:

- 1) Support initiatives to screen individuals for depression and mental health conditions.
- 2) Sponsor community organizations that provide mental health and substance abuse support services.
- 3) Provide educational information about behavioral health to employees as part of the employee assistance program.

Health Priority: Cancer

Goal: Provide early detection and treatment to reduce death from breast, colorectal and lung cancers, and improve quality of life for patients.

Objectives:

- 1) Increase awareness of benefits of genetic testing and early screenings for improved outcomes.
- 2) Increase physicians' participation in secondary screening protocols for lung cancer to increase early diagnosis of the disease.
- 3) Increase access to screenings in rural areas to reduce disparities among low-income, at-risk and minority populations.
- 4) Increase access to care close to home for rural residents.
- 5) Improve care coordination and caregiver support.



Baptist Memorial Hospital-DeSoto Strategies:

- 1) Partner with the American Cancer Society and other community partners to increase public awareness of cancer risk, prevention and screening.
- 2) Participate in and host educational forums to increase awareness of risk factors and prevention activities.
- 3) Partner with the Parish Nurse Program to provide cancer-related education and promote health and well-being within faith communities.
- 4) Provide assistance for cancer screenings and treatment, targeting at-risk and low-income individuals.

Health Priority: Chronic Disease Management and Prevention

Goal: Promote health as a community priority and increase healthy lifestyle choices.

Objectives:

- 1) Increase residents' knowledge of their risk factors for disease.
- 2) Collaborate with community partners to encourage physical activity among residents.
- 3) Advocate for planning and policies that promote health as a community priority.
- 4) Reduce food insecurity and increase community options for healthy foods.

Baptist Memorial Hospital-DeSoto Strategies:

- 1) Participate in health fairs and community events to encourage healthy lifestyles and prevention of chronic disease.
- 2) Provide free health screenings for chronic diseases.
- 3) Provide free flu shots to increase vaccination rates.
- 4) Sponsor community agencies and programs that encourage healthy, active lifestyles.

Health Priority: Maternal and Child Health

Goal: Improve birth outcomes for women and infants.

Objectives:

- 1) Increase the proportion of pregnant women in rural communities who receive early and adequate prenatal care.
- 2) Reduce smoking and related risk behaviors among pregnant women.
- 3) Provide early intervention for mothers who use substances known to cause neonatal abstinence syndrome (NAS).
- 4) Increase the proportion of infants who are breastfed during their first 6 months.
- 5) Reduce disparities in prenatal care and birth outcomes.

Baptist Memorial Hospital-DeSoto Strategies:

- 1) Participate in community events to provide education and resources for prenatal care, breastfeeding and newborn education.
- 2) Provide baby education classes for new parents.
- 3) Maintain Baby Friendly designation and supportive programs.
- 4) Support March of Dimes and other community partners to improve outcomes for mothers and babies.