



2022-25 Community Health Improvement Plan





Our Commitment to Community Health

Boone Memorial Hospital, Inc. d/b/a Boone Memorial Health (BMH) is a 501(c)(3) non-profit health care system based in Madison, W.Va. which primarily serves patients across Boone County and surrounding communities. BMH includes a critical access hospital with a 25-bed inpatient unit, Level IV Trauma Center, and Black Lung Center; two rural health clinics with two expansion locations, as well as a specialty clinic; and a substance and mental health treatment program (BMH Brighter Futures). In addition, BMH offers several specialty practices and ancillary services at our locations throughout Boone County. BMH strives to supply a comprehensive range of inpatient and outpatient services, including prevention, guidance, diagnosis, treatment, restoration, rehabilitation, and other efforts to enable patients to lead healthy, productive lives.

In carrying out its programs, BMH recognizes its responsibility to make services available to all persons who can benefit from them and to provide these in an economical manner in compliance with high professional standards. BMH further recognizes its responsibility to develop an organizational environment in which providers, employees, volunteers, and other individuals constituting its staff are stimulated to high standards of performance and can find maximum satisfaction, achievement, and opportunity.

BMH is committed to advancing health equity and providing services that improve the health and well-being of our service area residents. In 2022, BMH launched the BMH Foundation for Community Health. Our mission through the Foundation is to improve community health by addressing economic, social, educational, and other obstacles to health and healthcare, also known as social determinants of health. The work of the Foundation is supported by our comprehensive health prevention and management programs, including the BMH Healthy Lifestyle Program; diabetes self-management education and support; Brighter Futures for individuals with substance use disorders; FARMacy to provide families with fresh, locally-grown fruits and vegetables – at no cost; and a dedicated Social Services team to ensure when patients leave our care, they go home to the best environment possible to assure their wellness.

Boone Memorial Health Mission:

The basic mission of Boone Memorial Health is to create an environment in which qualified physicians and other health care personnel can work together to provide high quality, compassionate, accessible, cost-effective health care service, in an atmosphere of love and concern, to the residents of Boone County and the surrounding areas.

Every three years, BMH conducts a Community Health Needs Assessment (CHNA) and develops a corresponding three-year Community Health Improvement Plan (CHIP) to better understand and respond to the health and wellness concerns for our community. These collective efforts guide our community benefit and community health improvement activities. Consistent with previous assessments, the CHNA and CHIP focus on the health needs of all residents of our service area.

We invite our community partners to learn more about the CHNA and opportunities for collaboration to address identified health needs. Please visit our website to learn more: bmf.org.



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What is a Community Health Improvement Plan (CHIP)?

A CHIP helps organizations move from data to action to address priority health needs identified in the CHNA. The CHIP serves as a guide for strategic planning and a tool by which to measure impact by detailing goals, objectives, strategies, and action steps over the three-year reporting timeframe.

Anchoring initiatives and community benefit activities to measurable objectives, the CHIP creates a framework for measuring the impact of collective action towards community health.

Community Input

Like the CHNA, the CHIP reflects input from diverse stakeholders and helps to foster collaboration among community-based organizations. Community health priorities for BMH were identified with feedback from Boone County community agency representatives. These individuals provided input to define and recommend solutions to the historical and day-to-day challenges in our community. Together this input provided diverse perspectives on health trends, helped us better understand lived experiences among historically disenfranchised and underserved populations, and provided insights into service delivery gaps that contribute to health disparities and inequities.

Determining Community Health Priorities

To work toward health equity, it is imperative to prioritize resources and activities toward the most pressing and cross-cutting health needs within the community. To determine which priority needs BMH is best positioned to address during this planning cycle, the BMH leadership team considered CHNA research findings in conjunction with community recommendations, partners' input and activities, and BMH's strategic initiatives. BMH will focus community benefit initiatives on the following priority areas during the 2022-25 planning cycle.

- ▶ Chronic disease prevention
- ▶ Mental health
- ▶ Substance use disorder

Developing a Plan for Health Improvement

Community health improvement requires collaboration among community-based organizations, policy makers, funders, and many other partners. A CHIP is a guide to move from data to action, to coordinate community resources, and to measure progress as a community. The BMH CHIP outlines goals and specific strategies to address our community's most pressing health needs. We will continue to monitor and share our progress toward these efforts during the 2022-25 reporting cycle.

A summary of the BMH 2022-25 CHIP for advancing health equity and addressing the identified community health priorities follows.



Boone Memorial Health's Commitment to Advancing Health Equity

In 2022, BMH launched the BMH Foundation for Community Health as a new department (and DBA) of BMH. Our mission through the Foundation is to improve community health by addressing the social determinants of health (SDoH): Economic Stability, Education Access and Quality, Neighborhood and Built Environment, Social and Community Context, and Healthcare Access and Quality. SDoH affect a wide range of health risks and outcomes and contribute to disparities and inequities. Healthcare and public health agencies widely hold that at least 50% of a person's health profile is determined by SDoH.

The BMH Foundation for Community Health embodies our commitment to investing in a healthier community for all people, now and in the future, and to advancing health equity to ensure all residents have the opportunity to attain their highest level of health.

The BMH Foundation for Community Health plans to accomplish its goals through programming and education, managed projects and operations, grantmaking to other non-profits and governmental entities, and community events and partnerships. These functions will be supported by existing BMH financial resources and personnel, fundraising, and by leveraging our community partnerships to not only secure federal, state, and private grant dollars, but work together toward our shared goals.

The Brighter Futures Boone County Collaborative is one example of BMH's partnerships and initiatives designed to improve community health. The Collaborative is a community coalition comprised of the Boone County Sheriff's Department, Boone County Public Health, Boone County Court System, two sober housing organizations, and BMH's Brighter Futures substance and mental health treatment program. BMH is a 2022 recipient of a Health Resources and Services Administration (HRSA) grant to support the Collaborative, bringing \$1 million in funding to our community to expand substance use disorder prevention activities and treatment and recovery services for affected individuals.

BMH Foundation for Community Health initiatives are anticipated to have cross-cutting impact on each of the identified CHNA priority areas, supported by the many health prevention and management programs offered by BMH.

Priority Area: Chronic Disease Prevention

Goal: Ensure all residents have knowledge of, and equitable access to, the resources they need to maintain their health.

Objectives and Strategies:

- ▶ Objective: Increase access to traditional and alternative places people can access healthcare.
 - Provide financial counseling to assist people acquire health insurance coverage.
 - Provide the BMH Family Medical Center and BMH Medical Clinic Rural Health Clinics, as well as their respective expansion locations, which provide walk-in services and enhanced access to primary care for Medicaid and Medicare patients.
 - Continue to assess community need for specialty care services and opportunities to expand available clinics.



- Expand equitable access to telehealth visits by increasing technology know-how and use of telehealth among priority populations.
 - Support, promote, and participate in events offering affordable preventive screenings and other mobile health services, bringing care to the community.
 - Partner with Southern West Virginia Community and Technical College, Boone Career and Technical Center, and others to promote and expand participation in healthcare professions (e.g., School of Practical Nursing, Phlebotomy, Health Science Education).
 - Sponsor interns and residents and participate in youth career events to foster interest in healthcare professions.
- ▶ **Objective: Reduce disparities in chronic disease prevalence and death rates.**
- Implement new software which integrates with BMH's electronic medical record to provide actionable clinical intelligence and insights to providers designed to increase point-of-care gap closure through the facilitation of patient risk stratification, workflow automation and advanced clinical reporting.
 - Provide the Healthy Lifestyles Program, a year-long CDC-certified program offered free of charge to participants and including free access to the BMH Employee Fitness Center.
 - Provide FARMacy, a 15-week program helping families improve their health by providing fresh, locally grown fruits and vegetables at no cost.
 - Provide a Social Services team to assist patients and their families understand and navigate their health and available resources to support care management.
 - Provide the Black Lung Center to assist miners in filing Federal and State Black Lung claims, and provide testing, examination, and screening for appropriate follow up care.
 - Provide diabetes self-management education and support (DSMES), an evidence-based foundation to empower people with diabetes to navigate self-management decisions and activities.
 - Provide the Meds to Beds program, affording patients the opportunity to have their prescriptions filled by the in-house, retail pharmacy prior to being discharged from the hospital and receive medication counseling, education, and review.
 - Support, promote, and participate in community health events and wellness programs, targeting nutrition, food insecurity, tobacco cessation, and physical activity.
 - Partner with area health and social service agencies to explore transportation models and funding opportunities.

Priority Area: Mental Health

Goal: Strengthen and support community initiatives that promote mental wellness, recovery, and resilience.

Objectives and Strategies:

- ▶ **Objective:** Improve access to mental health services and supports.



- Provide BMH Psychiatry focused on the diagnosis, treatment, and prevention of mental, emotional, and behavioral disorders.
 - Provide telemental health as a convenient care option and to address access barriers.
 - Offer individual and group therapy as part of the BMH Brighter Futures program.
 - Promote HELP4WV, a 24/7 call, chat, and text line that provides immediate help for any West Virginian struggling with an addiction or mental health issue.
 - Strengthen and support community organizations providing youth mental health supports, including mentorship, career development, and social emotional learning opportunities.
- ▶ Objective: Increase awareness of mental health to reduce stigma and fear of seeking treatment.
- Conduct universal screenings in healthcare settings to identify individuals with mental health concerns.
 - Support, promote, and participate in community mental health awareness efforts.

Priority Area: Substance Use Disorder

Goal: Strengthen and support community initiatives to prevent the initiation of substance use and promote recovery.

Objectives and Strategies:

- ▶ Objective: Improve access to treatment and services for, and prevention of, substance use disorder.
- Provide the BMH Brighter Futures program, offering recovery treatment and counseling services to patients suffering from substance use disorder.
 - Establish and support the Brighter Futures Boone County Collaborative to expand prevention activities and provide treatment and recovery services to more individuals in BMH's service area.
 - In partnership with community agencies, support the Boone County Quick Response Team (QRT), an integrated team trained to respond to individuals within 72 hours following a life-threatening drug overdose.
 - Promote HELP4WV, a 24/7 call, chat, and text line that provides immediate help for any West Virginian struggling with an addiction or mental health issue.
- ▶ Objective: Increase awareness of substance use disorder to prevent initiation and reduce fear of seeking treatment.
- In partnership with Marshall University School of Medicine and Mosaic Group, offer the Reverse the Cycle Comprehensive Emergency Department Substance Use Response Program, providing universal screening for substance use disorder; intensive community-based recovery support and harm reduction for patients surviving an opioid



overdose, led by peer recovery coaches; and medication-assisted treatment induction in the emergency department.

- Conduct community health education for substance use prevention and disorders as part of the Brighter Futures program.
- Sponsor participation in the GameChanger program for Boone County Schools, which works directly with schools to implement, monitor, and sustain the Hazelden Betty Ford Foundation's student peer leadership programs, found by research to help children make healthy choices about alcohol, opioids, and all other drugs.
- Partner with community agencies and Boone County Schools to provide additional substance use prevention education and evidence-based programming and drug free activities.

Next Steps

Boone Memorial Health is committed to advancing initiatives and community collaboration to support the issues identified through the CHNA. The 2022 CHNA report was presented to the BMH Board of Directors and approved in June 2022. The corresponding three-year CHIP was presented to the BMH Board of Directors and approved in September 2022.

Boone Memorial Health welcomes your partnership to meet the health and medical needs of our community. We know we cannot do this work alone and that sustained, meaningful health improvement will require collaboration to bring the best that each of our community organizations has to offer. To learn more about BMH's community health improvement work or to discuss partnership opportunities, please visit our website: bmh.org. Together, we can make our communities better places to live, work, learn, and play.