

COMMUNITY HEALTH NEEDS ASSESSMENT IMPLEMENTATION STRATEGY PLAN

ENHANCING THE LIVES OF TERREBONNE PARISH RESIDENTS







Terrebonne

GENERAL HEALTH SYSTEM

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Mission

Providing exceptional healthcare with compassion.

Vision

It is the vision of Terrebonne General Health System to be a leading medical provider by transforming healthcare delivery using innovative solutions that pave the way toward excellence.



Introduction

With the Patient Protection and Affordable Care Act (PPACA) enactment on March 23, 2010, tax-exempt hospitals require community health needs assessments (CHNA) and implementation strategies, which are approaches and plans to improve the health of communities served by health systems actively. Through coordination and community development, initiatives based on the outcomes of the community health needs assessment, Terrebonne General Health System (Terrebonne General) is implementing strategies to address identified health needs and impact the health of their community. These strategies provide hospitals and health systems with the information they need to deliver community benefits that can be targeted to address the specific needs of their communities.

Figure 1: Process Chart





Terrebonne General Health System

Who are We?

For over 65 years, Terrebonne General Health System has provided world-class, compassionate healthcare to the people in the community. When Terrebonne General first opened its doors in 1954, the hospital had 76 beds and fewer than 80 people on staff. Terrebonne General has grown into a 321-bed, nationally recognized, award-winning facility with more than 1,400 employees and 450 medical staff providers—the largest community hospital in the Tri-Parish region.

Terrebonne General has expanded by offering significantly expanded medical services as its community's needs grew. Terrebonne General's cardiology services are world-renowned, with procedures and modern research performed by some of the best cardiologists in the world. Terrebonne General's comprehensive Women's Health Center is internationally designated as a Baby-Friendly facility, and Terrebonne General | Mary Bird Perkins Cancer Center has brought specialized comprehensive cancer care to our community. Terrebonne General's commitment to exceptional care continues, as evidenced by the outstanding doctor/patient relationships, with 96% of Terrebonne General patients saying that the physicians communicate well.

The Foundation for Terrebonne General Health System, a 501c3 non-profit organization, was founded to improve the health and well-being of the people of South Louisiana. Since then, Terrebonne General's committed community partners have embraced the opportunity to further the efforts and strengths of the Health System.

2022 Community Health Regional Priorities

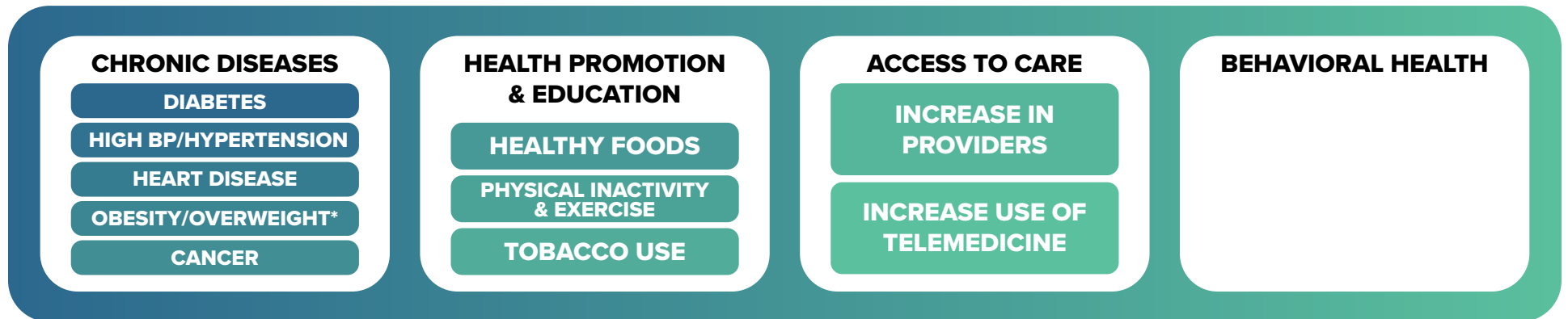
Healthcare organizations and systems strive to improve the health of their community through collaboration with local, State, and national partners. The CHNA and implementation strategy plan meets the Patient Protection and Affordable Care Act requirements. The act has changed how individuals obtain care, promoting reduced healthcare costs, greater care coordination, and better care and services.

Tripp Umbach worked with Terrebonne General Health System's staff to complete the CHNA, which the board of directors adopted in February 2023. This implementation strategy plan outlines the needs identified in the CHNA and documents how Terrebonne General will address the needs over the next three years. Terrebonne General will address all needs identified in the CHNA.

The requirements imposed by the IRS for tax-exempt hospitals and health systems must include the following:

- Conduct a CHNA every three years.
- Adopt an implementation strategy to meet the community health needs identified through the assessment.
- Report how it addresses the needs identified in the CHNA and describe the needs that are not being addressed, with the reasons why.

Figure 2: Final 2023 Key Community Health Needs



Note: *Includes Adult and Childhood Obesity/Overweight

The prioritization session revealed that behavioral health and transportation, while identified as community needs, will not be addressed by Terrebonne General Health System.

- Behavioral health will not be addressed by Terrebonne General Health System. Terrebonne General does not have the available resources to address this need aimed, specifically at outpatient services. Specifically, Terrebonne General does not have the behavioral health services infrastructure (i.e., professionals and health care providers) to treat and serve patients with this community issue. Patients are referred outside the community to behavioral health facilities for this health problem.
- Transportation was identified as a CHNA need; however, with insufficient and limited community resources, Terrebonne General cannot address this community need solely.

A) Chronic Diseases

Overall Goal: Improve access to provider-based and supportive services for increased utilization of healthcare services by residents.

Anticipated Impact: Increase access to healthcare services for residents served by Terrebonne General Health System.

Community Need: Chronic Diseases					
CHNA Need	What is the strategy?	Target Population	Goal(s)	Evaluation Methods/Metrics	Partnering Organizations
Diabetes	Increase awareness and provide healthcare initiatives to reduce chronic diseases related to diabetes.	Residents within Terrebonne General's service area	Provide programs to increase awareness and knowledge to residents at risk of being diagnosed with diabetes.	# of screenings provided free cardiac screenings # of educational packets distributed at Heels for Heart # of educational handouts at Market at the Marina # of likes once quarterly social posts are posted Diabetes Education -C.R.U.I.S.E to diabetes control # of educational handouts distributed at Wellness for Life seminars # of TV segments to educate about Diabetes # of glucose screenings provided by the Wellness for Life Program	HTV (Houma Television), Cardiovascular Institute of the South, Office of Public Health Region 3, Market at the Marina
			Educate Terrebonne General's residents on the value of leading a healthy lifestyle to reduce those likely to be diabetic.	Increase the number of participants in the Diabetes Education - C.R.U.I.S.E to diabetes control program (more specific tracking methods in 2020) Increase the number of participants in the Diabetic Management Center at Terrebonne General in partnership with the Terrebonne Parish school system.	HTV (Houma Television), Terrebonne Parish Public School

Community Need: Chronic Diseases

CHNA Need	What is the strategy?	Target Population	Goal(s)	Evaluation Methods/Metrics	Partnering Organizations
HBP/ Hypertension	Educate the community and provide health care initiatives to reduce chronic diseases related to high blood pressure and hypertension.	Residents within Terrebonne General's service area	Increase awareness and provide education to reduce chronic diseases related to high blood pressure/ hypertension by providing health screenings and educational consultations.	<ul style="list-style-type: none"> # of screenings provided free cardiac screenings # of educational packets distributed at Heels for Heart # of educational handouts distributed at Wellness for Life seminars # viewers reached with TV segments to educate about high blood pressure/hypertension. 	HTV (Houma Television), Cardiovascular Institute of the South, Office of Public Health Region 3
Heart Disease	Increase awareness and interest in healthcare programs and initiatives to reduce chronic diseases related to heart disease.	Residents within Terrebonne General's service area	Enhance literacy programs and events to increase awareness and knowledge to the community about heart disease.	<ul style="list-style-type: none"> # of screenings provided at free cardiac screenings # of educational handouts distributed at Heels for Hearts event # of educational handouts distributed at Wellness for Life seminars # of viewers reached with TV segments to educate about heart disease 	HTV (Houma Television), Cardiovascular Institute of the South, Office of Public Health Region 3
			Provide preventative screenings and information for residents in the Terrebonne General community through early detection of heart disease.	Increase # of free cardiovascular screenings (since 2011 is 818) with Mobile Medical Clinic and Community Action Network	Cardiovascular Institute of the South, Mobile Medical Clinic, Community Action Network

Community Need: Chronic Diseases

CHNA Need	What is the strategy?	Target Population	Goal(s)	Evaluation Methods/Metrics	Partnering Organizations
Overweight/ Obesity *Includes adult and childhood overweight/obesity	Increase awareness and interest in healthcare programs and initiatives to reduce chronic diseases related to obesity.	Residents within Terrebonne General's service area.	Increase community awareness on obesity and the impact on health.	# of weight screenings # of health fairs/speaking engagements # of viewers reached with TV segments to educate about obesity # of attendees at Market at the Marina and Sprouts Program # of educational handouts distributed community events # of grocery educational sessions # of participants at the Sports Performance Training Center	HTV (Houma Television), Cardiovascular Institute of the South, Office of Public Health Region 3, Live Healthy Houma, Terrebonne Parish public, private, and catholic Schools, Bayoul and YMCA, Cannata's Market, Market at the Marina
			Educate and improve residents' access to preventative health programs and the overall value of physical activity and wellness.	Increase # of participants (revise/improve) involved in the Weight Management Program – (more detailed tracking methods for 2020) Increase # of participants in the Wellness for Life program (more specific tracking methods in 2020) Increase # of participants in the Sports Performance Training Center – revised metrics (more specific tracking methods in 2020) # of viewers reached with TV segments to educate on the value of physical activity and wellness.	HTV (Houma Television), Terrebonne Parish Public, Catholic, and private Schools, Mobile Medical Clinic

Community Need: Chronic Diseases

CHNA Need	What is the strategy?	Target Population	Goal(s)	Evaluation Methods/Metrics	Partnering Organizations
Cancer	Increase awareness and provide cancer education.	Residents in the Terrebonne General community	Increase awareness and provide cancer education by providing cancer screenings and educational consultations.	# of viewers reached with TV segments to educate about Cancer & Nutrition # of Early Bird screenings done # of participants in the UTHRIVE program	Mary Bird Perkins, Houma Television (HTV), School districts
	Increase awareness and interest in early detection.	Residents in the Terrebonne General community	Provide outreach events and programs to increase access, awareness, and knowledge of cancer screenings to the community.	# of screenings at Live Well Bayou # of screenings by Early Bird Screening Unit # of viewers reached with TV segments to educate about Cancer & Nutrition # of participants in the U-THRIVE program (training counseling and training as they are being treated for cancer) wellness program # of people reached with social media posts	Mary Bird Perkins, Houma Television (HTV), Live Well screening sponsors



B) Health Promotion & Education

Overall Goal: Improve access to information in the community to reduce poor health outcomes and behaviors.

Anticipated Impact: Increase health education and information to residents within the region.

Community Need: Health Promotion & Education					
CHNA Need	What is the strategy?	Target Population	Goal(s)	Evaluation Methods/Metrics	Partnering Organizations
Healthy Foods	Improve community knowledge and access to healthy foods.	Residents within Terrebonne General's service area.	Increase awareness and access to healthy foods and the health benefits it offers.	# of attendees at Market at the Marina # of viewers reached with TV segments to educate about healthy foods. # of people reached with social media posts about healthy eating and recipes # of people reached through Enews with healthy recipes. # of people served by the Mobile Medical Clinic	HTV, Market at the Marina, Downtown Development District, Mobile Medical Clinic
	Provide information and education to increase awareness and inserts related to obesity and long-term effects on being overweight.				
Physical Inactivity & Exercise	Improve community knowledge about available resources.	Residents within Terrebonne General's service area.	Increase awareness and knowledge to residents about the importance of physical activity and exercise through health education.	# of high school sporting events athletic trainers oversee # of students in attendance for each Project Lead Presentation # of total participants in the Well and Wise Program # of educational handouts distributed at health fairs and community events	Live Healthy Houma, Terrebonne Parish District Attorney's Office, Terrebonne Parish Schools, Bayou and YMCA, Community Action Network (CAN)
	Provide information and education to increase awareness and inserts related to obesity and long-term effects on being overweight.		Increase awareness and knowledge about obesity, weight management, and the long-term effects of being overweight by providing health screenings and educational consultations.	# of speaking engagements to promote weight management # of viewers reached with TV segments to educate about obesity, and weight management # of weight screenings # of grocery educational sessions # of educational handouts distributed at health fairs and community events	

Community Need: Health Promotion & Education

CHNA Need	What is the strategy?	Target Population	Goal(s)	Evaluation Methods/Metrics	Partnering Organizations
Tobacco Use	Ensure residents have a resource for smoking cessation and education about the ill-effects of smoking.	Residents within Terrebonne General's service area.	Increase awareness of the dangers of smoking and the benefits of quitting.	# of viewers reached with TV segments to educate about tobacco use # of educational handouts distributed at Heels for Hearts # of educational handout distributed at CAN community outreach events # of students reached with Vaping program # of students in attendance for each Project Lead Presentation # of students reached	Hospital Providers, Community Outreach, SLMA, and Ochsner Health
	Ensure residents have a resource for smoking cessation and education about the ill-effects of smoking.		Increase awareness of the dangers of smoking and the benefits of quitting.	# of viewers reached with TV segments to educate about tobacco use # of educational handouts distributed at Heels for Hearts # of educational handouts distributed CAN community outreach events. # of students in attendance for each Project Lead Presentation # of students reached	

Note: Tobacco Use is no longer a separate CHNA need; it will be addressed under Health Promotion & Education. The overall goal and anticipated impact from the 2020 ISP will no longer apply in this year's ISP cycle.



C) Access to Care

Overall Goal: Improve awareness and access to medical services for our community residents.

Anticipated Impact: Increased access to care and services across our service areas.

Community Need: Access to Care					
CHNA Need	What is the strategy?	Target Population	Goal(s)	Evaluation Methods/Metrics	Partnering Organizations
Increase in Providers	Increase the number of available physicians in the region.	Residents within Terrebonne General's service area.	Terrebonne General will set priority goals for the following specialties to meet physician recruitment needs.	# of physicians recruited in specialties needed (Areas: Hematology/Oncology, Internal Medicine, Neurology, Family Medicine, Hospitalist, Gastroenterology and Pulmonary)	Practice Link, Recruitment Firms, Career Fairs, Medical Schools, Fellowships, Residency Programs
	Ensure the continuation of medical services at Ochsner Chabert Medical Center.	Bayou region patients including uninsured and underinsured.	Continue to partner with Ochsner and Terrebonne General to operate a safety net facility through a public-private partnership maintaining access to the underserved and underinsured in the region.	# of patient volumes # of payer mix # of ED volumes (Continue to provide management services at CMC ensuring the continued operation of the facility.)	Ochsner management, corporate department staff, and Ochsner specialty departments (CMC and Ochsner)
	Provide education on chronic health conditions and healthy nutrition through community education, screenings, and physical activity.	Residents within Terrebonne General's service area.	Provide education on chronic health conditions and healthy nutrition through community education, screenings, and consultations.	# of students in attendance for each Project Lead Presentation # of total participants for Well and Wise Program # of educational handouts distributed at Wellness for Life seminars # of speaking engagements to promote weight management	Terrebonne Parish, DA's office, Leadership, Terrebonne YMCA, Terrebonne Parish Public School, Houma Television (HTV)
Increase Use of Telemedicine	Provide telehealth visits for patients.	Residents within Terrebonne General's service area.	Implement telehealth visits in Terrebonne General Outpatient department clinics.	# of telehealth visits # of people interested	Terrebonne General, Outpatient departments



Moving Forward

The CHNA Implementation Strategy Planning Report identifies how Terrebonne General Health System will leverage its strengths, resources, and community outreach programs with community organizations to address the community health needs identified in the 2022 CHNA. The CHNA Implementation Strategy Planning Report builds on the input from diverse community leaders, providers, and individuals. It delineates measurable goals, strategies, and metrics to impact community residents' overall health and well-being.

The implementation phase provides a platform for continuing solid relationships with community and national partners and developing new community relationships that will strengthen the ability to address health needs. Throughout the implementation phase, Terrebonne General Health System will continue to track the achievement, evaluate its success, and communicate progress to the communities it serves.





Consultants

Terrebonne General Health System contracted with Tripp Umbach, a private healthcare consulting firm with offices throughout the United States, to complete a community health needs assessment (CHNA) and corresponding implementation strategy plan. Tripp Umbach has worked with more than 300 communities in all 50 states. Over one in five Americans live in a community where our firm has worked.

From community needs assessment protocols to fulfilling the new Patient Protection and Affordable Care Act (PPACA) IRS 990 requirements, Tripp Umbach has turned needs assessments into practical action plans with sound implementation strategies, evaluation processes, and funding recommendations for hundreds of communities. Tripp Umbach has conducted over 400 community health needs assessments and worked with more than 800 hospitals.

Changes introduced as a result of the PPACA have placed an increased level of importance on population health and well-being and on collaborative efforts among providers, public health agencies, and community organizations to improve the overall health of communities.





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