



## Implementation Strategy to Address Significant Community Health Needs

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# Frye Regional Medical Center

Catawba County, North Carolina

Paper copies of this document may be obtained at Frye Regional Medical Center, 420 N Center Street, Hickory, NC 28601, 828.315.5000 or via the hospital website [MyFryeRegional.com](http://MyFryeRegional.com)

**FRYE REGIONAL  
MEDICAL CENTER**

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A Duke LifePoint Hospital



# Overview



The Community Health Needs Assessment (CHNA) defines priorities for health improvement, creates a collaborative community environment to engage stakeholders, and an open and transparent process to listen and truly understand the health needs of the community served by Frye Regional Medical Center (Catawba County, NC). This document is the Frye Regional Medical Center (FRMC) Implementation Plan outlining how the hospital plans on addressing significant health needs in the community.

The CHNA is contained in a separate document.

Frye Regional Medical Center's Board of Directors approved and adopted this Implementation Strategy on December 16, 2019.

Starting on **DATE**, 2019, this report is made widely available to the community via Frye Regional Medical Center's website, [www.fryemedctr.com](http://www.fryemedctr.com), and paper copies are available free of charge at Frye Regional Medical Center.



# Community Health Improvement/ Implementation Plan 2019

To successfully make our community healthier, it is necessary to have a collaborative venture which brings together all of the care providers, citizens, government, schools, churches, not-for-profit organizations and business and industry around an effective plan of action. The community health needs assessment was completed previously and posted on FRMC's website.

Based on the results of the CHNA, FRMC has selected three of the identified significant health needs to address.

1. Healthy Foods
2. Chronic Disease
3. Healthy Weight

#### FRMC plans to meet the significant health need by:

1. There seems to be a significant correlation between poverty, education, access to health care and the health of the community. We have taken this into consideration when proposing the following initiatives.

##### a. Healthy Foods

- Continue to add calorie counts to foods in the cafeteria
- Evaluate the possibility of offering free on-site cooking classes and samples
- Host educational events around nutrition to local employers and at community events through the community dietician
- Conduct one snack drive and one can drive to benefit Cooperative Christian Ministries
- Conduct one can drive to benefit the backpack program of Catawba County in the Fall
- Continue to support and promote our partnership with the YMCA's Mobile Kitchen to offer healthy cooking classes and samples
- Evaluate the possibility of offering an on-site Farmer's Market periodically in the cafeteria to provide Frye employees, patients, and families ready access to fresh fruits and vegetables
- Continue to promote the Vitality wellness program for Frye employees
- Participate in the Cooperative Christian Ministries health and wellness fair by offering free cholesterol and diabetic screenings

##### b. Chronic Disease

- Work in conjunction with the American Heart Association to sponsor the annual Heart Ball to raise research dollars and awareness about heart disease and stroke in our community
- Continued promotion of the Smoking Cessation program to local employers
- Host quarterly Cardiovascular Screenings to focus on heart, stroke and vascular
- Host quarterly "Lunch with the Docs" seminars to address chronic disease
- Provide on-site physicals, via the mobile screening unit, at employers and in the community, specifically targeting the areas that are underserved
- Increase mobile mammograms provided on-site via the mobile unit
- Continue to promote mobile screenings to local employers to help increase the wellness of employees

- Host the annual Cardiovascular Symposium for health care providers (nurses, EMS, staff) in the community
- Leverage Frye’s partnership with Lenoir Rhyne University to offer community screenings at athletic events
- Partner with the Hickory Crawdads to host “Stroke Awareness/Hands Only CPR” Night for the community
- Continue with the Cardiovascular Navigator program to assist heart attack patients and their families with outpatient resources
- Continue with the patient navigation for COPD and heart failure patients
- Evaluate the possibility to pilot the “Exercise is Medicine” program, in conjunction with the Catawba County Health Department, for cardiac patients
- Participate in the Cooperative Christian Ministry’s health and wellness fair by offering free blood pressure checks, as well as respiratory, cardiac, and cardiovascular education
- Host an annual education seminar for patients and caregivers beginning in February for National Heart Failure Week
- Working with the Joint Commission for our Advanced Certification for heart failure patients

#### c. Healthy Weight

- Host annual Heart and Stroke Walk in the Spring
- Host the quarterly “Lunch Bunch” meetings to promote physical activity while offering an educational series to the community
- Continue to educate providers and the community on the benefits of the Surgical Weight Loss Program
- Evaluate the possibility to partner with Alex Lee/Lowe’s Foods to offer grocery store tours
- Partner with LiveWell Catawba to support the City of Hickory’s Bike and Pedestrian Trail
- Encourage more usage of Frye’s Walking Trail
- Provide heart failure patients with “holiday eating guides” in the months of November, December, and Easter holiday to encourage healthy eating

2. The anticipated impact of these actions would be to provide consistent and periodic opportunities for the community to have access to healthy foods and access to more educational opportunities that focus on nutrition. In addition, a focus of the plan is to increase awareness of chronic disease by offering access to low-cost or free health screenings. Frye also anticipates that by offering healthier choices at work, this will support a healthier environment that impacts our patients and visitors.
3. The programs and resources the hospital plans to commit to address the health need include:
  - a. AHA sponsorship of \$25,000 annually
  - b. Host on-going community health screenings, many of which are free or at a nominal fee
  - c. Host the annual Heart and Stroke Walk
  - d. Continue to support local industries in employee wellness by offering screenings and educational seminars

4. FRMC plans to collaborate with the following organizations on these health improvement initiatives.
  - a. The YMCA
  - b. The City of Hickory
  - c. The Catawba County Health Department
  - d. Hickory Crawdads
  - e. Lenoir Rhyne University
  - f. The American Heart Association

**FRMC does not intend to address the following significant health needs:**

1. **Transportation** – While Frye recognizes transportation as a significant attribute to providing access to health care, it is not an area that can be directly impacted by the hospital. Therefore, we have chosen not to focus on this area of concern.
2. **Sexual and Reproductive Health** – This area of concern has been addressed by other organizations in the community, such as the Health Department. Due to resource limitations and the collaborative efforts of our community partners, we are not addressing this area of concern.
3. **Injuries and Violence** – This area of concern has been addressed by other organizations in the community, along with local law enforcement. Due to resources and limitations and the collaborative efforts of our community partners, we are not addressing this area of concern. However, Frye provides nurses that are specially trained to provide exams for sexual assault victims. Known as SANE (Sexual Assault Nurse Examiner) nurses, they provide empathy and compassion to the survivors and assist with the transition of evidence from the patient to law enforcement.