
POTOMAC VALLEY HOSPITAL
KEYSER, WV

2016 COMMUNITY HEALTH IMPLEMENTATION PLAN



Background

In December 2015, Potomac Valley Hospital (PVH) conducted a Community Health needs Assessment (CHNA) focused on identifying and prioritizing community health needs. This process was a combination of data analysis from both PVH records, as well as public health sources, along with personal interviews of community health professionals and stakeholders, to determine the local health needs. The report is located at www.wvumedicine.org/potomac-valley-hospital/. The report illustrates the process by which the needs were identified, along with specific population health data for Keyser and the surrounding Mineral County.

Identified Health Needs

The CHNA identified the following prioritized health needs for PVH:

- Recruit an internist and general surgeon
- Maintain and/or add specialty resources
- Expand Access to Screening and Preventive Services

Implementation Plan

PVH has developed an implementation plan to address each prioritized health need for the three year CHNA period. Multiple programs and resources may be implemented in the process of addressing the health needs. The following pages outline the initial strategies developed to reach the goals.

Health Need 1: Recruit an Internist and General Surgeon

Recruiting an internist and general surgeon are integral to the ability of PVH to provide needed services in the Keyser, WV area. As the retirement of the established general surgeon is known and imminent, recruiting a replacement will provide continued care to PVH patients. An internist will support the patient care at PVH, while providing additional community resources in Keyser. Current and future expected access to care may be hampered or delayed without additional physician representation in Keyser and at PVH.

The focus of this goal is to continue to provide the current level, and possibly expand, the access to care for Mineral County residents and the surrounding area.

Primary activities to reach target:

- Expand ongoing recruitment activities with outside firms to attract physicians focused on providing care in rural areas and with the appropriate level of expertise.
- Partner with the WV Division of Rural Health and Recruitment, to initiate and carry out community improvement activities to assist with recruitment – obtained an RCP grant to assist in funding this activity.
- Document needs with WVUHS to coordinate recruitment of potential candidates

Health Need 2: Maintain and/or Add Specialty Resources

Providing specialty services at PVH is important for the residents of the community, as the distance to reach these resources may be constrictive to access for care. These resources would build on primary care, and provide a network of care in the local community. PVH (through WVUHS) is the only provider of care in Keyser in the position to coordinate these multiple levels of care.

Primary activities to reach target:

- Complete construction project to convert office space into clinical space. The renovation of the prior business office into a specialty clinic medical office building. This new space will house two specialty suites, providing the ability to service ten clinics per week.
- Complete agreements with WVUHS specialists to provide services on a part-time basis at PVH in the newly renovated space.

Health Need 3: Expand Access to Screening and Preventive Services

In an effort to meet continued need and demand, in WV, for access to care, PVH should continuously evaluate ways to expand access to screening and preventive services for the community. An additional CHNA, conducted by the Mineral County Health Department, identified the same need for access to screening and preventive services and identified (among other needs) obesity, tobacco use, nutrition, and exercise as additional areas for focus. PVH will work in conjunction with the Mineral County Health Department and other community groups in an effort to promote preventive services and education to the community.

Primary activities to reach target:

- Increase number of diabetic education groups available
- Implement and support community exercise programs, such as 5K runs and youth programs in the local schools
- Train and certify staff to begin offering smoking cessation programs
- Train and certify staff to begin offering nutrition and obesity education and counseling
- Upgrade to 3D mammography for women's health services

Conclusion

PVH will implement these noted activities and continue to focus resources and planning toward the identified needs of the community. PVH will monitor and record progress of the identified activities to reach each target during the three year period.

Information about the results of these goals will be published in the next CHNA. PVH is committed to addressing the health needs of the local community and will continuously evaluate methods, programs, and plans to accomplish that goal.