

Camden Clark Medical Center

Community Health Implementation Plan

Prepared for: Camden Clark Medical Center, Parkersburg, WV

Prepared by: West Virginia University Health Affairs Institute

For inquiries, please contact: Emily Sarkees at emily.sarkees@hsc.wvu.edu

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Document Acronyms

The following acronyms are used throughout this document:

Acronym	Definition
CCMC	Camden Clark Medical Center
Health Affairs	West Virginia University Health Affairs Institute
WVU	West Virginia University

1 Substance Use, Abuse, and Mental Health

1.1 Strategy One: Perinatal CARE Program

The Perinatal CARE Program is a free support service for pregnant and postpartum patients who are currently experiencing an alcohol or substance use disorder, or who are in recovery. The program's goal is to ensure that patients are receiving early and consistent prenatal care, are getting connected with resources to meet their basic needs and have opportunities to explore recovery or use-reduction options.

The program offers personalized and comprehensive case management services for up to two years after the baby's birth to help patients meet and sustain healthy goals. The patient's Care Coordinator works closely with other treatment providers within the hospital and in the community to ensure quality and continuity of multidisciplinary care. The program offers support to those in recovery to assist them in maintaining their incredible successes even through the often-stressful changes during pregnancy and parenthood.

Our patient advocacy and empowerment practices make Camden Clark and the Perinatal CARE Program a safe place for pregnant and postpartum patients seeking compassionate and comprehensive care.

Table 1: Perinatal CARE Program

Strategy	Perinatal CARE Program
Objectives	Ensure that pregnant and postpartum patients experiencing an alcohol or substance use disorder are receiving early and consistent prenatal care, are getting connected with resources to meet their basic needs, and have the opportunity to explore recovery or use-reduction options.
Activities	<ul style="list-style-type: none">• Educate providers and community about program availability• Work with treatment providers to ensure quality and continuity of multidisciplinary care
Planning Partners	<ul style="list-style-type: none">• CCMC OB/GYN Team• Perinatal CARE Program Coordinator
Implementation Partners	<ul style="list-style-type: none">• All planning partners
Resources	<ul style="list-style-type: none">• Financial Resources• Marketing Resources
Evaluation Activities	<ul style="list-style-type: none">• # patients in the program
Point of Contact	CCMC Perinatal CARE Program Coordinator

1.2 Strategy Two: Outpatient Behavioral Health Needs Assessment

Part of CCMC's strategic plan for 2025 includes a full assessment of need for outpatient behavioral health services in the hospital's nine-county service area.

Table 2: Outpatient Behavioral Health Needs Assessment

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Strategy	Outpatient Behavioral Health Needs Assessment
Objectives	Perform a full assessment and analysis of community and patient needs for outpatient behavioral health services in the nine-county service area in 2025.
Activities	<ul style="list-style-type: none"> • Evaluate market and community needs for outpatient behavioral health, including what types of services are needed in the community • Discuss potential implementation plan
Planning Partners	<ul style="list-style-type: none"> • CCMC Business Development • CCMC Behavioral Health Unit • CCMC Administration
Implementation Partners	<ul style="list-style-type: none"> • All planning partners
Resources	<ul style="list-style-type: none"> • Market share information • Community Health Needs Assessment data
Evaluation Activities	<ul style="list-style-type: none"> • Assessment completion
Point of Contact	CCMC Business Development Director

Beyond the above two community benefit strategies, CCMC also provides additional services to support SUD treatment and recovery.

- Peer Recovery Support Specialists: CCMC employs two PRSS in their Emergency Department. These PRSS connect with ED patients who have been flagged for SUD, complete Screening, Brief Intervention, and Referral to Treatment (SBIRT). PRSS also consult with hospital units outside of the ED to connect patients to treatment.
- Schwartz Rounds: CCMC has partnered with the Schwartz Center for Compassionate Healthcare to offer Schwartz Rounds. These regular sessions offer support for the mental health and well-being of caregivers (employees), showing dedication to building an engaged and resilient healthcare workforce that is prepared to deliver the most compassionate and patient-centered care possible.
- Music therapy
- Partnership with Westbrook Health Services, CCMC's local Comprehensive Behavioral Health Center: Westbrook does SMART Recovery groups on the behavioral health unit every week for one hour. CCMC partners with Westbrook to see patients 17 years and younger. Westbrook helps evaluate and find placement when necessary. Westbrook also has psychologists that come to CCMC and assist with the mental hygiene process. The behavioral health unit reaches out to Westbrook for the services they offer on an outpatient basis such as housing assistance, ACT, therapy, etc.
- Provision of AVADE training to educate and empower employees in dealing with conflict, aggression, and violence in the hospital setting. Training provides informative, proactive prevention strategies, and interventions that can help prevent and mitigate fear, conflict, and aggression while creating a culture of safety.
- Strategic planning session with Behavioral Health unit to determine opportunities for improvement

2 Cancers

2.1 Strategy Three: Pink Mammogram Fund

CCMC has supported free mammogram services to residents in the past and will continue to do so this cycle.

Table 3: Free Mammogram Program

Strategy	Free Mammogram Program
Objectives	Provide free mammograms to those with financial need.
Activities	<ul style="list-style-type: none">• Educate providers and radiology staff about program availability• Educate community about availability of program• Conduct fundraising events to support the program• Accept and manage applications
Planning Partners	<ul style="list-style-type: none">• CCMC Foundation• Cancer Center• Radiology• Providers
Implementation Partners	<ul style="list-style-type: none">• All planning partners• CCMC Marketing
Resources	<ul style="list-style-type: none">• Financial Resources• Marketing Resources
Evaluation Activities	<ul style="list-style-type: none">• # patients screened
Point of Contact	CCMC Foundation Director

2.2 Strategy Four: Gas Cards for Cancer Patients

CCMC has supported transportation support via gift cards for gas for residents in the past and will continue to do so this cycle.

Table 4: Gas Cards for Cancer Patients

Strategy	Gas Gift Cards for Cancer Patients
Objectives	Provide gas gift cards for to those with financial need, increasing access to treatment services
Activities	<ul style="list-style-type: none">• Educate providers and radiology staff about program availability• Educate community about availability of program• Conduct fundraising events to support the program• Accept and manage applications
Planning Partners	<ul style="list-style-type: none">• CCMC Foundation• Cancer Center• Radiology• Providers

Implementation Partners	<ul style="list-style-type: none"> • All planning partners • CCMC Marketing
Resources	<ul style="list-style-type: none"> • Financial Resources • Marketing Resources
Evaluation Activities	<ul style="list-style-type: none"> • # patients served • Dollars provided to support transportation
Point of Contact	CCMC Foundation Director

2.3 Strategy Five: Lung Screening Program

CCMC supports promotion of lung cancer screening and has a program to educate patients about their own access to this screening.

Table 5: Lung Screening Program

Strategy	Lung Screening Program
Objectives	Provide lung screening information and education.
Activities	<ul style="list-style-type: none"> • Educate providers and radiology staff about program availability • Educate community about availability of program
Planning Partners	<ul style="list-style-type: none"> • Cancer Center • Radiology • Providers
Implementation Partners	<ul style="list-style-type: none"> • All planning partners • CCMC Marketing
Resources	<ul style="list-style-type: none"> • Marketing Resources
Evaluation Activities	<ul style="list-style-type: none"> • # patients screened
Point of Contact	CCMC Radiology

Additionally, CCMC provides the following to support this health topic in the community:

- The Cologuard Screening Feasibility Project provides free colorectal cancer screening with Cologuard, a stool-based screening test approved by the Food and Drug Administration and one of several recommended screening options by the U.S. Preventative Services Taskforce. Coplin Health Systems, a partner in this project, determines both patient eligibility for and interest in receiving a Cologuard kit. If a Cologuard kit yields a positive result, Coplin sends a referral form for a diagnostic colonoscopy to CCMC, if the patient elects to receive services at CCMC. CCMC then assigns a specialist to complete a diagnostic colonoscopy upon receiving a patient referral from Coplin. The referring provider from Coplin follows up with the patient's care after the diagnostic colonoscopy is completed.
- Fit to Thrive is a wellness program for cancer patients.

3 Obesity, Physical Activity, and Nutrition

3.1 Strategy Six: HealthCheck Program

HealthCheck is a program designed to deliver health literacy and educational information to the community. It includes educational seminars, bi-monthly educational broadcasts on local television stations as well as a tri-annual educational magazine, disease-specific e-newsletter, and social/digital educational campaigns targeted to the population based on disease category.

Table 6: HealthCheck Program

Strategy	HealthCheck Program
Objectives	Provides relevant and timely health literacy and educational resources to individuals based on targeted needs.
Activities	<ul style="list-style-type: none">• Determine health literacy and educational topics based on community need• Partner with providers and community partners to develop content• Develop broadcasts, videos, magazines, social/digital, etc.• Identify specific target audiences for each identified need utilizing comprehensive customer relationship management systems, health portals, etc.• Deliver content via multi-channel communication methods• Coordinate and deliver educational seminars
Planning Partners	<ul style="list-style-type: none">• Local television stations• Providers and care deliver partners
Implementation Partners	<ul style="list-style-type: none">• All planning partners• CCMC Marketing & Communications
Resources	<ul style="list-style-type: none">• Financial Resources• Marketing Resources• Local television resources
Evaluation Activities	<ul style="list-style-type: none">• # seminars and participants• # health education broadcasts and topics• Educational magazine details• E-newsletter details• Digital educational campaign details
Point of Contact	TBD

3.2 Strategy Seven: Thrive

Thrive is a training program that harnesses the power of full engagement. CCMC staff plans to begin offering the program to collaborator entities and the public by the end of 2025. Thrive is a scientifically-based approach to managing one's energy more skillfully, allowing one to

develop a roadmap to becoming a more physically energized, emotionally connected, mentally focused, and spiritually aligned individual—both on and off the job.

Table 7: Thrive Program

Strategy	Thrive Program
Objectives	Provide education to leaders, providers, and community members on energy management.
Activities	<ul style="list-style-type: none"> • Provide Thrive training and follow up to CCMC leaders and providers • Partner with local businesses to provide Thrive training to employees • Coordinate and deliver educational seminars
Planning Partners	<ul style="list-style-type: none"> • Local businesses and community members • Providers and care deliver partners
Implementation Partners	<ul style="list-style-type: none"> • All planning partners
Resources	<ul style="list-style-type: none"> • Financial Resources • Planning partners
Evaluation Activities	<ul style="list-style-type: none"> • # seminars and participants
Point of Contact	Thrive Program Manager

Additionally, CCMC provides the following in this area:

- Televised bi-weekly health education series presented by primary and specialty care physicians on local news station WTAP
- Partners in Education programming – providers visit five local partner schools to provide prevention education to students

4 All Priority Health Topics

The following strategies work to address all of CCMC's priority health topics this cycle.

4.1 Strategy Seven: FARMacy Program

A local food FARMacy program targets the community health concerns above by providing fresh produce monthly to patients who are at risk for co-morbid diseases associated with obesity. CCMC's involvement in this program is still being finalized at the time of reporting.

Table 8: FARMacy Program

Strategy	FARMacy Program
Objectives	Support participants of the local FARMacy program – details are still in the planning stages.
Activities	<ul style="list-style-type: none"> • Determine scope of involvement • Determine how resources and partners may change • Develop plan to deliver program

Planning Partners	<ul style="list-style-type: none"> • Communicate offerings • Implement programming • Local farmer's market • WVU Extension • Dietitians • Providers
Implementation Partners	<ul style="list-style-type: none"> • All planning partners • CCMC Marketing and partners
Resources	<ul style="list-style-type: none"> • Physical location resources • Food resources • Communication resources
Evaluation Activities	<ul style="list-style-type: none"> • # participants • # participants with a health status change
Point of Contact	TBD

Additionally, CCMC provides discounted clinical services for Medicare-eligible patients through Highmark's Fiton Health program.

4.2 Strategy Eight: Access to Quality Health Care

This strategy involves the assessment of specific segments of the population and their care delivery needs. The organization routinely assesses the travel time, ease of scheduling, and length of time required to make an outpatient appointment. This data is used to develop plans, expand services, and deliver care closer to home for those in rural areas without immediate access to healthcare resources. Expansion of services includes telehealth options, self-scheduling, and the development of resources in the community.

Table 9: Access to Quality Health Care

Strategy	Access to Quality Health Care
Objectives	Provide accessible care to those throughout the service area through expanded services.
Activities	<ul style="list-style-type: none"> • Assess populations to determine specific needs • Assess scheduling barriers and opportunities • Assess additional telehealth options • Identify necessary partners • Implement plans
Planning Partners	<ul style="list-style-type: none"> • Local care delivery partners • Technology partners
Implementation Partners	<ul style="list-style-type: none"> • All planning partners • Providers
Resources	<ul style="list-style-type: none"> • Infrastructure

	<ul style="list-style-type: none"> • Technology • Human capital • Financial resources
Evaluation Activities	<ul style="list-style-type: none"> • # additional services delivered • # individuals served
Point of Contact	CCMC Business Development and Clinical Operations

Additionally, In light of the closure of St. Joseph’s Ambulance Services, CCMC will also be convening with community resources with to evaluate reimplementaion of convalescent transport services. Convalescent transport services, or non-emergent medical transportation, includes transportation services for outpatient procedures or for outpatient appointments at physician offices. With St. Joseph’s Ambulance Services’ closure, there will be a gap in the community for these services that will be evaluated by CCMC and community partners.

4.3 Strategy Nine: Access to Care

Referral dashboard and lag time monitoring.

Table 10: Access to Care

Strategy	Access to Care
Objectives	Monitor the amount of time it takes for a new patient to get an appointment with each specialty to ensure that patients have timely access to care.
Activities	<ul style="list-style-type: none"> • Assess time to be seen for each clinic and specialty • Assess scheduling barriers and opportunities • Assess recruitment needs • Identify necessary partners • Implement plans
Planning Partners	<ul style="list-style-type: none"> • CCMC ambulatory clinic leadership team • Business Development
Implementation Partners	<ul style="list-style-type: none"> • CCMC ambulatory clinic leadership team
Resources	<ul style="list-style-type: none"> • EPIC • Tableau
Evaluation Activities	<ul style="list-style-type: none"> • Monitor time to be seen
Point of Contact	CCMC Business Development and Clinical Operations

4.4 Strategy Ten: Dinner with a Doc Series

This strategy aims to provide education to community members by hosting dinner events with physician speakers.

Table 11: Dinner with a Doc Series

Strategy	Dinner with a Doc
Objectives	Host dinner with a doc events to educate community members about health resources available in the community.
Activities	<ul style="list-style-type: none"> • Conduct event • Evaluate success of event
Planning Partners	<ul style="list-style-type: none"> • CCMC Marketing • CCMC Providers
Implementation Partners	<ul style="list-style-type: none"> • Planning partners
Resources	<ul style="list-style-type: none"> • CCMC Marketing
Evaluation Activities	<ul style="list-style-type: none"> • Feedback from attendees • # attendees
Point of Contact	CCMC Marketing and Providers