

# Grant Memorial Hospital

## Community Health Implementation Plan

Prepared for: Grant Memorial Hospital, Petersburg, WV

Prepared by: West Virginia University Health Affairs Institute

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# 1 Priority 1: Substance Use

## 1.1 Strategy One: Drug Rehabilitation and Mental Health Partnerships

Addressing the priority health topic of substance use and abuse, Grant Memorial Hospital (GMH) will work to expand their partnership with the Potomac Highlands Guilt (PHG) for the provision of community benefit activities, including participation in the annual GMH Health Fair and other organizational opportunities. PHG provides behavioral health care, addiction treatment, and other community supports.

*Table 1: Drug Rehabilitation and Mental Health Partnership*

Strategy	Drug Rehabilitation and Mental Health Partnership
Objectives	GMH will work to expand its partnership with PHG including participation in the annual GMH Health Fair, and will explore potential partnerships with other organizations providing substance use treatment and recovery or supportive services.
Activities	<ul style="list-style-type: none"><li>Continue to partner with Mosaic Group and PHG for substance use intervention in the hospital ED</li><li>Explore avenues for conducting strategic planning with PHG to identify potential opportunities for expanded partnership</li><li>Explore opportunities for collaboration between PHG and WVU Medicine Fairmont, which will provide inpatient mental health services starting in March 2026</li></ul>
Planning Partners	<ul style="list-style-type: none"><li>GMH staff/administration</li><li>Potomac Highlands Guild</li></ul>
Implementation Partners	<ul style="list-style-type: none"><li>GMH staff/administration</li><li>Potomac Highlands Guild</li></ul>
Resources	<ul style="list-style-type: none"><li>Staff time</li></ul>
Evaluation Activities	<ul style="list-style-type: none"><li># patients receiving intervention in ED by kind (SBIRT, linkage to treatment, etc.)</li><li>Number of educational materials disseminated</li><li>Any feedback provided to GMH or PHG</li></ul>
Point of Contact	<ul style="list-style-type: none"><li>Elaine Geroski</li><li>Amy Kisamore</li></ul>

In addition, GMH will work to address substance use and abuse through new clinical efforts: exploration of palliative care, as well as exploration of establishing or partnering with an existing clinic.

## 2 Priority 2: Cancer

### 2.1 Strategy Two: Transportation Partnerships

Addressing the community health priority of oncology/cancer, GMH will work with the Potomac Valley Transit Authority (PVTA) and explore other options available to establish transportation support for patients undergoing infusion therapy at the hospital. Current initiatives in this realm include partnership with Modivcare for Medicaid patients.

*Table 2: PVTA Transportation Partnership*

Strategy	PVTA Transportation Partnership
Objectives	Develop a partnership for patients requiring transportation.
Activities	<ul style="list-style-type: none"><li>Conduct planning discussions with PVTA</li><li>Develop process for obtaining transportation support</li><li>Explore possibilities for expanding Modivcare to additional counties in the hospital's service area</li></ul>
Planning Partners	<ul style="list-style-type: none"><li>PVTA</li><li>Modivcare</li><li>GMH staff/administration</li></ul>
Implementation Partners	<ul style="list-style-type: none"><li>PVTA</li><li>Modivcare</li><li>GMH staff/administration</li></ul>
Resources	<ul style="list-style-type: none"><li>Staff time</li><li>Marketing</li></ul>
Evaluation Activities	<ul style="list-style-type: none"><li>Number of patients who received this benefit</li><li>Number of treatments administered/appointments kept as a result of this benefit</li><li>Duration of time this program was available</li></ul>
Point of Contact	<ul style="list-style-type: none"><li>Ashlee Hedrick</li></ul>
Anticipated GMH Participants	<ul style="list-style-type: none"><li>Elaine Geroski</li><li>Brooklyn Vetter</li><li>Tammy Kitzmiller</li><li>Amanda Kitzmiller</li></ul>

## 2.2 Strategy Three: Lung Screening Services

Addressing the community health priority of cancer, GMH will host a screening event in partnership with WVU Medicine's LUCAS mobile lung screening unit. GMH will also help to promote any other area LUCAS screening opportunities that may arise, as well as raise awareness of availability of their own hospital's treatment services.

*Table 3: Lung Screening Services*

Strategy	Lung Screening Services
Objectives	GMH will request an on-site visit from WVU Medicine's LUCAS mobile lung screening unit in summer 2026, and will also promote GMH lung cancer screening capabilities.
Activities	<ul style="list-style-type: none"><li>• Determine appropriate providers and staff to involve in this feasibility discussion</li><li>• Conduct exploration of implementing this community benefit activity – time, resources, other logistics</li><li>• Request LUCAS mobile unit for the Health Fair</li></ul>
Planning Partners	<ul style="list-style-type: none"><li>• GMH staff/administration</li><li>• GMH marketing</li><li>• LUCAS mobile unit staff</li></ul>
Implementation Partners	<ul style="list-style-type: none"><li>• GMH staff/administration</li><li>• GMH marketing</li><li>• LUCAS mobile unit staff</li></ul>
Resources	<ul style="list-style-type: none"><li>• Staff time</li><li>• Marketing</li></ul>
Evaluation Activities	<ul style="list-style-type: none"><li>• Number of screenings provided</li><li>• Dates or duration</li></ul>
Point of Contact	<ul style="list-style-type: none"><li>• Brooklyn Vetter</li></ul>
Anticipated GMH Participants	<ul style="list-style-type: none"><li>• Elaine Geroski</li><li>• Michelle Eye</li></ul>

### 3 Priority 3: Obesity, Physical Activity, and Diabetes

#### 3.1 Strategy Four: School Partnerships

Addressing priority health topics, GMH will explore Area Health Education Centers (AHEC) grant opportunities through the Health Resources and Services Administration (HRSA) to support provision of programming within partner schools and inform students about various healthcare careers.

*Table 4: School Partnerships*

Strategy	School Partnerships
Objectives	Promote health careers in secondary and post-secondary education to help with future workforce development, and to address the needs of staff development related obesity, diabetes, physical activity, and mental health education.
Current Activities	<ul style="list-style-type: none"><li>• Health Career Clubs</li><li>• Resume' writing assistance</li><li>• Educational lectures about the healthcare workforce</li></ul>
Potential Activities	<ul style="list-style-type: none"><li>• Identify possible supporters/partners</li><li>• Apply for HRSA grants in response to AHEC Notice of Funding Opportunity<ul style="list-style-type: none"><li>• Prepare application</li><li>• Gather award package items as needed (e.g. letters of support)</li><li>• Submit application to HRSA</li></ul></li></ul>
Planning Partners	<ul style="list-style-type: none"><li>• GMH management</li><li>• Grant, Hardy, and Pendleton County Schools, Eastern Community College, and Potomac State College</li></ul>
Implementation Partners	<ul style="list-style-type: none"><li>• GMH planning partners</li><li>• Award package support partners as needed</li></ul>
Resources	<ul style="list-style-type: none"><li>• Staff time</li></ul>
Evaluation Activities	<ul style="list-style-type: none"><li>• Was the award application submitted as intended?</li><li>• Was the award received?</li></ul>
Point of Contact	<ul style="list-style-type: none"><li>• Ashlee Hedrick</li></ul>
Anticipated GMH Participants	<ul style="list-style-type: none"><li>• Elaine Geroski</li><li>• Department Leaders as Applicable</li></ul>

### 3.2 Strategy Five: Community Garden and/or Farm Partnerships

Addressing the priority health topics of obesity, physical activity, and diabetes, GMH plans to evaluate the possibility of a community garden, as well as local farm partnerships, to help provide fresh food to residents.

Table 5: Community Garden

Strategy	Community Garden
Objectives	Food insecurity and access to fresh vegetables is an issue in rural West Virginia. The objective of this initiative is to utilize a small parcel of space on the hospital campus to develop multiple raised bed gardens, supported by community donations and groups, to grow fresh organic vegetables and make them available to patients and members of the community who are experiencing food insecurity.
Current Initiatives	<ul style="list-style-type: none"><li>• Growing Hope for Cancer Patients</li></ul>
Potential Activities	<ul style="list-style-type: none"><li>• Identify potential partners</li><li>• Conduct planning discussions</li><li>• Identify space(s) for community garden project</li><li>• As needed, develop partnerships for agricultural resources, volunteers, and other materials</li><li>• Develop timeline and implementation steps for garden</li></ul>
Planning Partners	<ul style="list-style-type: none"><li>• GMH staff/administration</li><li>• Nursing homes including Grant Rehab</li><li>• Others TBD</li></ul>
Implementation Partners	<ul style="list-style-type: none"><li>• GMH staff/administration</li><li>• GMH Marketing</li><li>• Others TBD</li></ul>
Resources	<ul style="list-style-type: none"><li>• Staff time</li><li>• Designated garden space</li><li>• Building materials, soil and amendments, plants and/or seeds, gardening tools and supplies</li><li>• Volunteer resources as needed</li></ul>
Evaluation Activities	<ul style="list-style-type: none"><li>• Size and location of garden(s)</li><li>• Varieties of food grown</li><li>• Pounds of food grown</li><li>• Volunteer hours given, individual participants, organizations/churches represented, dates of organized volunteer events</li><li>• Details of any educational opportunities provided in conjunction with garden project</li></ul>
Point of Contact	<ul style="list-style-type: none"><li>• Tammy Kitzmiller</li></ul>

Anticipated GMH Participants	<ul style="list-style-type: none"> <li>• John Sylvia</li> <li>• Brooklyn Vetter</li> <li>• Amanda Kitzmiller</li> </ul>
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### 3.3 Strategy Six: Senior Center Partnerships

Addressing the priority health topics of obesity, physical activity, and diabetes, GMH will explore further opportunities to partner with local senior centers to provide programs and activities that benefit this population of residents.

*Table 6: Senior Center Partnerships*

Strategy	Senior Center Partnerships
Objectives	GMH will partner with a senior center to provide quarterly educational regarding diabetes, obesity, and physical activity.
Activities	<ul style="list-style-type: none"> <li>• Identify potential partners</li> <li>• Conduct planning discussions</li> <li>• Develop activities/learning sessions for seniors</li> <li>• Determine schedule of events</li> <li>• Develop and host a support group for individuals caring for people with dementia</li> </ul>
Planning Partners	<ul style="list-style-type: none"> <li>• GMH staff/administration</li> <li>• Partnering senior centers</li> </ul>
Implementation Partners	<ul style="list-style-type: none"> <li>• GMH staff/administration</li> <li>• Partnering senior centers</li> </ul>
Resources	<ul style="list-style-type: none"> <li>• Rochelle Goldizen</li> <li>• Staff time</li> <li>• Materials needed for activities, if applicable</li> </ul>
Evaluation Activities	<ul style="list-style-type: none"> <li>• Partner senior centers</li> <li>• Types of activities conducted with each</li> <li>• Dates</li> <li>• Health topics addressed</li> <li>• Number of attendees</li> <li>• Any feedback that may be gathered from partners</li> </ul>
Point of Contact	<ul style="list-style-type: none"> <li>• Ashlee Hedrick</li> </ul>
Anticipated GMH Participants	<ul style="list-style-type: none"> <li>• Elaine Geroski</li> <li>• Rochelle Goldizen</li> <li>• Tammy Kitzmiller</li> </ul>

### 3.4 Strategy Seven: Health Fair

Addressing the priority health topics of obesity, physical activity, and diabetes, GMH will continue to host an annual health fair to promote health topics and services, including those related to hospital's CHNA priorities.

*Table 7: Health Fair*

<b>Strategy</b>	<b>Health Fair</b>
Objectives	GMH will further develop its existing annual health and wellness fair to raise awareness of preventable disease, educate the community, and provide prevention strategies to the overall community.
Activities	<ul style="list-style-type: none"><li>• Identify potential partners</li><li>• Conduct planning discussions</li><li>• Identify needed materials, space, or other resources</li><li>• Determine a timeline of activities</li><li>• Market health fair to the public</li></ul>
Planning Partners	<ul style="list-style-type: none"><li>• GMH staff/administration</li></ul>
Implementation Partners	<ul style="list-style-type: none"><li>• GMH staff/administration</li><li>• Potomac Highlands Guild</li><li>• Local Pharmacy to provide free HGBAICs</li><li>• LUCAS mobile screening unit</li><li>• Bonnie's Bus mobile screening unit</li><li>• Other local vendors and providers</li></ul>
Resources	<ul style="list-style-type: none"><li>• Marketing</li><li>• Staff time</li><li>• Designated space on site or off-site location</li><li>• Print or other materials</li><li>• Resources/items needed for activities or stations</li></ul>
Evaluation Activities	<ul style="list-style-type: none"><li>• Date, time duration, location</li><li>• Number of tables/stations</li><li>• Partnering organizations</li><li>• List of topics</li><li>• Number of print materials or other resources given</li><li>• Attendees</li><li>• Any feedback that may be gathered</li></ul>
Point of Contact	<ul style="list-style-type: none"><li>• Tammy Kitzmiller</li></ul>
Anticipated GMH Participants	<ul style="list-style-type: none"><li>• Elaine Geroski</li><li>• Amanda Kitzmiller</li><li>• Department Leaders</li></ul>

### 3.5 Strategy Eight: Community Hikes

Addressing the priority health topics of obesity, physical activity, and diabetes GMH will develop a series of community fitness activities. These will be ranked similarly to ski slopes to inform residents of the difficulty of each hiking trail or activity.

*Table 8: Community Hikes*

<b>Strategy</b>	<b>Community Hikes</b>
Objectives	GMH will lead community hikes during this implementation cycle and continue to provide other opportunities for exercise already offered. These hikes will be community oriented with different disciplinaries leading the hikes.
Current Initiatives	<ul style="list-style-type: none"><li>• Color Run to benefit cancer patients</li><li>• Golf tournament to benefit cancer patients</li></ul>
Potential Activities	<ul style="list-style-type: none"><li>• Determine calendar of events</li><li>• Determine hike locations</li></ul>
Planning Partners	<ul style="list-style-type: none"><li>• GMH staff/administration</li></ul>
Implementation Partners	<ul style="list-style-type: none"><li>• GMH staff/administration</li></ul>
Resources	<ul style="list-style-type: none"><li>• Marketing</li><li>• Staff time</li><li>• Informational materials</li></ul>
Evaluation Activities	<ul style="list-style-type: none"><li>• Date, location, duration, miles of each hike</li><li>• Number of participants</li><li>• Any feedback provided back to GMH</li></ul>
Point of Contact	<ul style="list-style-type: none"><li>• Tammy Kitzmiller</li></ul>
Anticipated GMH Participants	<ul style="list-style-type: none"><li>• Brooklyn Vetter</li><li>• John Sylvia</li><li>• Amanda Kitzmiller</li></ul>

### 3.6 Strategy Nine: Diabetic Education Community Program

Addressing the priority health topics of obesity and diabetes.

*Table 9: Diabetic Education Community Program*

Strategy	Diabetic Education Community Program
Objectives	GMH will work to establish a Diabetic Education Program.
Activities	<ul style="list-style-type: none"><li>Identify potential grants to start a Diabetic Education Program</li><li>Conduct strategic planning discussions to determine needs and possibilities</li></ul>
Planning Partners	<ul style="list-style-type: none"><li>GMH staff/administration</li></ul>
Implementation Partners	<ul style="list-style-type: none"><li>GMH staff/administration</li><li>WVU Medicine</li></ul>
Resources	<ul style="list-style-type: none"><li>Staff time</li><li>Nurse certification or hiring of a dietitian</li><li>Potential telemedicine for endocrinology</li></ul>
Evaluation Activities	<ul style="list-style-type: none"><li>Start of the program:<ul style="list-style-type: none"><li>Funding obtained</li><li>Number of patients attending program</li><li>Educational materials provided</li></ul></li></ul>
Point of Contact	<ul style="list-style-type: none"><li>Montana Dettinburn (Potential Clinic Development)</li><li>Elaine Geroski (Education Program)</li></ul>
Anticipated GMH Participants	<ul style="list-style-type: none"><li>Ashlee Hedrick</li></ul>

In addition to these community benefit activities, GMH also seeks to address the health topics of obesity, physical activity, and diabetes through the following clinical initiatives: an employee produce program, bringing on a diabetic counselor, and exploring provisions through their cardiac clinic.