

## Willis Knighton North: 2022 CHNA Strategies & Action Steps

Community Health Need:		Health Communication		Status	Notes
Goals: Improve patient communication with health care providers					
Strategy: Enhance communication with patients					
Action Step	Accountability	Timeline	Desired Outcome		
Promote multichannel patient health education	WK Administration	2023	Improve patient communication	ongoing	
Continue partnership with local news station to provide educational interviews	WK Marketing/ WK Physician Network	Ongoing	Enhance communication with patients	ongoing	
Provide quarterly communications via patient newsletter	WK Marketing	2022	Provide communication about services available throughout the community	ongoing	
Strategy: Improve Health Literacy					
Action Step	Accountability	Timeline	Desired Outcome		
Utilize social media platforms to promote health information	WK Marketing	Ongoing	Provide actionable health information to community	ongoing	
Utilize digital billboards to deliver health educational information and available services	WK Marketing	Ongoing	Provide actionable health information to community	ongoing	
Support and expand local efforts with community partners that address literacy	WK Administration	Ongoing	Support of lifelong learning and skills to promote good health	ongoing	
Strategy: Improve patient satisfaction by helping patients better understand what their care will cost					
Action Step	Accountability	Timeline	Desired Outcome		
Provide estimates using technological advancements	WK Business Office	Ongoing	Provide public access to cost of care	ongoing	
Provide educational resources to help patients understand patient charges	WK Business Office	2025	Educational resources available	ongoing	
Educate patients on community resources available	WK Care Management	2023	Patient awareness of available community resources	ongoing	
Community Health Need:		Health Care Access			
Goals: Improve access to care					
Strategy: Help individuals identify and understand their health risks					
Action Step	Accountability	Timeline	Desired Outcome		
Evaluate feasibility of offering health risk assessment services	WK Marketing	2023	Provide patients will ability to complete online health risk assessment	Abandoned	Temporarily abandoned. Researching other options.
Pilot health risk assessment for a service line to drive patient engagement	WK Marketing / WK Administration	2023	Increased patient engagement	Abandoned	Temporarily abandoned. Researching other options.

Consider expansion to additional services lines, if found to be an effective tool for patients	WK Marketing	2023	Increase awareness of health related risks	Abandoned	Temporarily abandoned. Researching other options.
<b>Strategy: Increase access to care through new residency programs</b>					
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>		
Improve access for Mediciad patients through the Academic Internal Medicine Clinic	WK GME	2023	Increase volume of patients seen in clinic annually	ongoing	
Increase capacity for surgical procedures through surgery residency program	WK GME	2023	Increase volume of patients provided with surgical procedures	ongoing	
Increase the number of physicians able to provide care in the community through residency training	WK GME	2025	Increase number of physicians in community	ongoing	
<b>Strategy: Improving Access to Stroke Speciality Care</b>					
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>		
Seek stroke speciality program accreditation through CARF	WK Administration	2023	Improve patient access	Complete	
Evaluate feasibility of expansion of CARF stroke speciality accreditation to outpatient medical rehab	WK PM&R	2025	Improve patient access	ongoing	
Provide educational resources for community awareness	WK PM&R	2025	Improve patient access	Completed and ongoing	
<b>Community Health Need:</b>	<b>Preventative Care</b>				
<b>Goals: Offer services that reduce the risk for diseases, disabilities, and death</b>					
<b>Strategy: Enhance employee incentive program for preventative health</b>					
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>		
Reduction of healthcare insurance expenses based on annual wellness exam	WK Administration	Ongoing	Increased number of employee wellness visits	ongoing	
Explore physical activity incentives for employees	WK Administration	Ongoing	Incentivize employees to be physically active	ongoing	
Explore options for expanded access to fitness center services via online access	WK Health and Fitness Centers	Ongoing	Increase employee opportunities and participation in physical fitness	ongoing	
<b>Strategy: Improve cardiovascular health in adults</b>					
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>		
Evaluate feasibility of expanding coronary calcium scan promotional price	WK Radiology	2023	Improved preventive health care services	ongoing	
Market coronary calcium scan via multichannel approach	WK Radiology	2023	Improved preventive health care services	ongoing	
Assess expansion or enhancement opportunities for WK Health and Fitness Centers	WK Health and Fitness Centers	2025	Expand services offered	ongoing	
<b>Strategy: Explore and identify barriers to care</b>					
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>		
Explore transportation initiatives to better provide care	WK Administration	2025	Reduce barriers to care	Temporarily paused	City of Shreveport received grant for free transportation for Shreveport / Bossier
Identify opportunities for improvement in patient scheduling	WK Diagnostic Departments	2025	Improved patient scheduling	ongoing	
Explore the feasibility of a call center to centralize and standardize patient questions and concerns	WK Administration	2025	Make access of information more convenient for patients	Ongoing	

<b>Community Health Need:</b>	<b>Health Issues of Adults and 65+</b>				
<b>Goals: Reduce health problems and improve quality of life for older adults</b>					
<b>Strategy: Expand Pulmonary Diagnostics Services</b>					
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>		
Evaluate feasibility of expanding pulmonary services	WK Respiratory Therapy	2024	Improve access to pulmonary services	complete	
Explore potential to enhance pulmonary equipment	WK Respiratory Therapy	2023	Improve access to pulmonary services	ongoing	
Create awareness campaigns lung health via multichannel approach	WK Respiratory Therapy	2024	Improve patient understanding of lung health	ongoing	
<b>Strategy: Promote Physical Activity, Health and Wellness</b>					
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>		
Interdepartmental collaboration to promote transition from medical rehabilitation to health and wellness	WK PM&R / WK Health and Fitness Center	2023	Independent management of chronic diseases	ongoing	
Relaunch support group meetings for patients that have cancer related diagnoses	WK Cancer Center	2023	Address the psychological, emotional, and social needs	ongoing	
Build a support group focused around physical activity and wellness for patients that have a cancer related diagnosis	WK Cancer Center	2023	Promote lifelong health and wellness behaviors	ongoing	
<b>Strategy: Fall Prevention</b>					
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>		
Partner with local fire departments to provide consultation on slip proof homes	WK Administration	2023	Reduce falls	ongoing	
Launch multi channel fall prevention campaign to reduce rate of emergency department visits due to falls	WK Administration	2023	Reduce falls	ongoing	
Evaluate and expand options for older adults with reduced physical or cognitive function who engage in light, moderate, or vigorous leisure-time physical activities	WK Health and Fitness Center	2024	Reduce falls	ongoing	
<b>Community Health Need:</b>	<b>Mental Health and Mental Disorders of Older Adults</b>				
<b>Goals: Improve mental health and prevent disease</b>					
<b>Strategy: Expand access to mental health services</b>					
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>		
Assess feasibility of offering behavioral medicine via telemental health services at outpatient locations	WK Administration	2024	Increase access to mental health services	ongoing	
Evaluate implementation of substance abuse screening in ambulatory setting	WK Administration	2023	Reduce substance abuse	ongoing	
Support community partnerships that provide mental health services	WK Administration	2023	Increase access to mental health services	ongoing	
<b>Strategy: Provide general information on mental health services and treatment options available in community</b>					

Action Step	Accountability	Timeline	Desired Outcome		
Support and collaborate with community organizations that provide mental health services	WK Administration	Ongoing	Increase access to mental health services	ongoing	
Provide general information on mental health topics via social media	WK Marketing	Ongoing	Increase community awareness of signs and symptoms of mental health	ongoing	
Explore expansion possibilities for options to provide mental health support to new areas within our community	WK Physician Network	2025	Increase access points for patients to receive treatment for mental health	ongoing	
<b>Strategy: Promote and support employee mental health and wellbeing</b>					
Action Step	Accountability	Timeline	Desired Outcome		
Share signs/symptoms of common mental health issues that negatively effect healthcare workers on the WK Net	WK Employee Recruitment & Development	2023	Employee retention and satisfaction	ongoing	
Provide monthly classes on recognizing various mental health issues as well as how to cope in a healthy way	WK Employee Recruitment & Development	2023	Employee retention and satisfaction	completed	
Encourage a healthy lifestyle for staff with reminders and education on the WK Net	WK Employee Recruitment & Development	2023	Employee retention and satisfaction	ongoing	

Willis Knighton South: 2022 CHNA Strategies & Action Steps

Community Health Need:		Health Communication		Status	NOTES
Goals: Improve patient communication with health care providers					
Strategy: Launch campaign on risk behavior associated with chronic diseases for maternal and child health					
Action Step	Accountability	Timeline	Desired Outcome		
Promote maternal wellness and physical activity	WK Fitness Center	Ongoing	Offer resources that support maternal wellness	Abandoned	This was recently discontinued in April of 2025. We are exploring other avenues at this time.
Support community organizations whose mission is related to reducing risk for chronic condition in mothers and children	WK Administration	Ongoing	Offer resources that support maternal and child wellness	ongoing	
Partipate in efforts to reduce childhood obesity	WK Quality / WK Physician Network	2024	Offer resources to help prevent childhood obesity	ongoing	
Strategy: Improve patient satisfaction by helping patients better understand what their care will cost					
Action Step	Accountability	Timeline	Desired Outcome		
Provide estimates using technological advancements	WK Business Office	Ongoing	Provide public access to cost of care	ongoing	
Provide educational resources to help patients understand patient charges	WK Business Office	2025	Educational resources available	ongoing	
Educate patients on community resources available	WK Care Management	2023	Patient awareness of available community resources	ongoing	
Strategy: Promote healthy food information for women and children					
Action Step	Accountability	Timeline	Desired Outcome		
Explore opportunities to offer virtual cooking classes for promotion of healthy food options	WK Diabetes and Nutrition	2024	Assessment complete	Abandoned	Pursued the option to demonstrate cooking videos
Provide financial, or in kind services to local food banks	WK Administration	ongoing	Support area organizations	ongoing	
Partner with area grocery stores for food tours and additional partnership ideas	WK Diabetes and Nutrition	2024	Identify additional partnership opportunities	complete	
Community Health Need:		Health Care Access			
Goals: Improve access to care					
Strategy: Improve workforce capacity					
Action Step	Accountability	Timeline	Desired Outcome		
Increase clinical workforce by expanding GME residency slots	WK GME Adminstration	2023	Enhance health system capabilities	ongoing	
Identify opportunities for recruitment and retention of clinical staff	WK Health System Department Heads	2023	Enhance health system capabilities	ongoing	

Review and improve operational efficiency	WK Administration	2024	Enhance health system capabilities	ongoing	
<b>Strategy: Identify geographic disparities in access</b>					
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>		
Conduct market analysis to determine geographic disparities	WK Administration	2024	Identify barriers to care	ongoing	
Analysis and planning for reduction in geographic disparities	WK Administration	2024	Reduce barriers to care	ongoing	
Explore opportunities for digital health solutions	WK Administration	2024	Increase accessibility	ongoing	
<b>Strategy: Creation of Administrative Task Force to identify and address barriers to access</b>					
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>		
Identify key stakeholders in the health system	WK Care Management	2023	Identification of stakeholders	ongoing	
Identify availability of data for assessment	WK Administration	2023	Identify barriers to care	ongoing	
Interdepartmental collaboration to address identified needs	WK Health System	2023	Increased collaboration	ongoing	
<b>Community Health Need:</b>		<b>Preventative Care</b>			
<b>Goals: Offer services that reduce the risk for diseases, disabilities, and death</b>					
<b>Strategy: Prevention of SIDS / SUID</b>					
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>		
Educate the community on prevention strategies	WK Administration / WK Marketing	2023	Provide information to community on prevention of SIDS / SUID	ongoing	
Evaluate feasibility of implementation of Safesleep wear	WK Administration / WK Marketing	2024	Evaluation of safesleep wear	complete and ongoing	
Complete process to apply for Safesleep certification	WK Administration / WK Marketing	2023	Obtain certification	complete and ongoing	
<b>Strategy: Promote Physical Activity, Health and Wellness</b>					
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>		
Partner with community organizations to support their efforts to provide health and recreation activities and services to their at risk populations served.	WK Administration	2025	Promote collaborative approach to community health and wellbeing in school age children	ongoing	
Partner with community organizations to renovate existing health and recreational facilities to address chronic conditions	WK Administration	2025	Promote collaborative approach to community health and wellbeing in Adults	ongoing	
Market partnerships to promote utilization of facilities via a multichannel approach to promote health, physical activity and wellness	WK Administration	2025	Promote collaborative approach to community health and wellbeing to individuals with chronic diseases	ongoing	
<b>Strategy: Leverage people, process and technology to establish systemness in Maternal Services</b>					
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>		
Renovation of space to improve patient experience	WK Administration	2023	Improve patient satisfaction	complete	

Expansion of Spa menu	WK Dietary	2023	Improve patient satisfaction	complete and ongoing	
Retool Maternal Child task force to include ambulatory, acute and prenatal education	WK Administration	2024	Improve coordination of maternal child care	ongoing	
<b>Community Health Need:</b>		<b>Health Issues of Adults and 65+</b>			
<b>Goals: Reduce health problems and improve quality of life for older adults</b>					
<b>Strategy: Increase interventions for community members to access health care services</b>					
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>		
Increase the number of females who are screened for cervical cancer	WK Physician Network	2024	Early detection	ongoing	
Increase the number of adults who are screened for osteoporosis	WK Physician Network	2024	To identify those who would benefit from intervention	ongoing	
Evaluate feasibility of implementing health risk assessment to improve Women's Health	WK Marketing	2023	Identify those at risk of needing earlier prevention	Abandoned	Temporarily abandoned. Researching other options.
<b>Strategy: Promote educational proactive tools and available resources</b>					
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>		
Interdepartmental collaboration of efforts to encourage community members to attend annual wellness visit	WK Health System	2023	Increase community participation in annual wellness visits	ongoing	
Evaluate implementation of online health risk assessment to identify those at high risk for chronic conditions	WK Health System	2023	Complete assessment	Abandoned	Temporarily abandoned. Researching other options.
Explore and enhance community partnerships that can help provide support for chronic disease management	WK Administration	2023	Support local partners	ongoing	
<b>Strategy: Promote Physical Activity, Health and Wellness for Women</b>					
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>		
Explore opportunities to develop interdepartmental collaboration to promote health and wellbeing of women postpartum	WK PM&R / WK Health and Fitness Center	2025	Enhance women services	ongoing	
Interdepartmental collaboration to enhance women's wellness	WK Ambulatory Quality	2023	Increased collaboration	ongoing	
Provide educational information via a multichannel approach on women's health topics	WK Marketing	2023	Increase awareness to improve women's health and safety	ongoing	
<b>Community Health Need:</b>		<b>Mental Health and Mental Disorders of Older Adults</b>			

Goals: Improve mental health and prevent disease					
Strategy: Provide general information on mental health services and treatment options available in community					
Action Step	Accountability	Timeline	Desired Outcome		
Support and collaborate with community organizations that provide mental health services	WK Administration	Ongoing	Increase access to mental health services	ongoing	
Provide general information on mental health topics via social media	WK Marketing	Ongoing	Increase community awareness of signs and symptoms of mental health	ongoing	
Explore expansion possibilities for options to provide mental health support to new areas within our community	WK Physician Network	2025	Increase access points for patients to receive treatment for mental health	ongoing	
Strategy: Use of mental health nurse practioners					
Action Step	Accountability	Timeline	Desired Outcome		
Assess feasibility of utilization of mental health NP	WK Adminstration	2025	Address behaviorial health workforce shortages	complete	
Develop model for care delivery utilizing mental health NP	WK Adminstration	2025	Develop model to address behaviorial health workforce shortages	ongoing	
Support local programs with mental health nurse practioner tracks	WK Adminstration	2025	Support educational programs to address health workforce shortages	complete	
Strategy: Expand access to mental health services					
Action Step	Accountability	Timeline	Desired Outcome		
Assess feasibility of offering behaviorial medicine via telemental health services at outpatient locations	WK Administration	2024	Increase access to mental health services	ongoing	
Evaluate implementation of substance abuse screening in ambulatory setting	WK Administration	2023	Reduce substance abuse	ongoing	
Support community partnerships that provide mental health services	WK Administration	2023	Increase access to mental health services	ongoing	



## Willis Knighton Bossier: 2022 CHNA Strategies & Action Steps

Community Health Need:		Health Communication		Status	NOTES
Goals:					
Strategy: Improve patient satisfaction by helping patients better understand what their care will cost					
Action Step	Accountability	Timeline	Desired Outcome		
Provide estimates using technological advancements	WK Business Office	Ongoing	Provide public access to cost of care	ongoing	
Provide educational resources to help patients understand patient charges	WK Business Office	2025	Educational resources available	ongoing	
Educate patients on community resources available	WK Care Management	2023	Patient awareness of available community resources	ongoing	
Strategy: Enhance communication with patients					
Action Step	Accountability	Timeline	Desired Outcome		
Promote multichannel patient health education	WK Administration	2023	Improve patient communication	ongoing	
Continue partnership with local news station to provide educational interviews	WK Marketing/ WK Physician Network	Ongoing	Enhance communication with patients	ongoing	
Provide quarterly communications via patient newsletter	WK Marketing	2022	Provide communication about services available throughout the community	ongoing	
Strategy: Enhance patient communication regarding access					
Action Step	Accountability	Timeline	Desired Outcome		
Identify and evaluate any potential barriers to effective communication	WK Health System	2023	Feedback on current communication systems	ongoing	
Obtain feedback regarding current patient communication	WK Health System	2023	Feedback on current communication systems	ongoing	
Identify opportunities to enhance patient understanding of forms and communications	WK Health System	2023	Implement strategies based on patient feedback	ongoing	
Community Health Need:		Health Care Access			
Goals: Improve access to care					
Strategy: Improve clinical outcomes with technological enhancements					
Action Step	Accountability	Timeline	Desired Outcome		
Expansion of telehealth services	WK Physician Network	2024	Improve patient outcomes	ongoing	
Explore and enhance digital health technology	WK Physician Network	2023	Improve patient outcomes	ongoing	
Provide clinical simulation for health care programs throughout the region	WK Training and Development	Ongoing	Supplement training through simulation technology	ongoing	

Strategy: Explore community options for access points for the underserved populations					
Action Step	Accountability	Timeline	Desired Outcome		
Explore opportunities to better address needs of the medically underserved	WK Adminstration	2024	Complete assessment	ongoing	
Examine the scope of services to ensure holistic health	WK Adminstration	2024	Complete assessment	ongoing	
Work to develop established lasting relationships with patients	WK Administration	Ongoing	Continued assesment and exploration of opportunities to serve the community	ongoing	
Strategy: Strengthen departmental and community collaborations					
Action Step	Accountability	Timeline	Desired Outcome		
Promote and implement cancer screening programs or practices	WK Administraion	2024	Increased access to cancer screenings	ongoing	
Provide community outreach via multichannel approach to promote screening and follow up care	WK Administration	2023	Communication of importance of screenings and followup care	ongoing	
Develop multidisciplinary team to identify additional opportunities to collaborate within the community	WK Administration	2023	Improve participation in community outreach	ongoing	
Community Health Need:		Preventative Care			
Goals: Offer services that reduce the risk for diseases, disabilities, and death					
Strategy: Improve access to preventative screenings					
Action Step	Accountability	Timeline	Desired Outcome		
Increase number of patients that get screened for breast cancer	WK Physician Network	2023	Increase number of patients screened	ongoing	
Increase number of patients that get screened for colorectal cancer	WK Physician Network	2023	Increase number of patients screened	ongoing	
Increase number of patients that get screened for lung cancer	WK Physician Network	2023	Increase number of patients screened	ongoing	
Strategy: Promote Physical Activity, Health and Wellness					
Action Step	Accountability	Timeline	Desired Outcome		
Support local organizations that provide access to sports and recreational services and environments	WK Administration	2023	Promote collaborative approach to health and wellness	ongoing	
Increase access to sports and recreational facilities for the community	WK Sports Medicine	2025	Increase access to sports and recreational facilities	ongoing	
Increase access to recreational facilities for children and adults with disabilities	WK PM&R	2025	Promote inclusive environments for physical activity, health and wellness	ongoing	
Strategy: Promote access to rehabilitation services in the community					
Action Step	Accountability	Timeline	Desired Outcome		
Explore feasibility of expanding rehabilitation services	WK PM&R	2024	To increase access to physical therapy, occupational therapy, and speech services	completed	

Evaluate staffing model for rehabilitation center	WK PM&R	2024	To increase access to physical therapy, occupational therapy, and speech services	completed	
Explore technological needs for rehabilitation services in expanded service areas	WK PM&R	2024	To increase access to physical therapy, occupational therapy, and speech services	completed	
Community Health Need:		Health Issues of Adults and 65+			
Goals: Reduce health problems and improve quality of life for older adults					
Strategy: Increase community awareness on chronic disease prevention					
Action Step	Accountability	Timeline	Desired Outcome		
Promote the importance of healthy lifestyle via multichannel approach	WK Diabetes and Nutrition / WK Marketing	2023	Communication of healthy lifestyle habits and practices	ongoing	
Provide informational tips on healthy lifestyles and healthy habits via digital billboard campaign	WK Marketing	2023	Communication of healthy lifestyle habits and practices	ongoing	
Financially support and provide in kind services to organizations that serve the community by providing basic needs such as food, shelter and education	WK Administration	2023	Support of local organizations that provide services to those in need	ongoing	
Strategy: Fall Prevention					
Action Step	Accountability	Timeline	Desired Outcome		
Partner with local fire departments to provide consultation on slip proof homes	WK Administration	2023	Reduce falls	ongoing	
Launch multi channel fall prevention campaign to reduce rate of emergency department visits due to falls	WK Administration	2023	Reduce falls	ongoing	
Evaluate and expand options for older adults with reduced physical or cognitive function who engage in light, moderate, or vigorous leisure-time physical activities	WK Health and Fitness Center	2024	Reduce falls	ongoing	
Strategy: Promote Physical Activity, Health and Wellness					
Action Step	Accountability	Timeline	Desired Outcome		
Conduct community outreach on importance of healthy lifestyles and physical activity	WK Diabetes and Nutrition	2023	Provide information to community members on benefits of healthy lifestyle choices	ongoing	
Increase social media presence to provide educational resources on physical activity, health and wellness	WK Health and Fitness Center	2023	Provide information to community members on benefits of healthy lifestyle choices	ongoing	
Explore opportunities to offer community event for physical activity	WK Health and Fitness Center	2024	Community participation in wellness event	ongoing	
Community Health Need:		Mental Health and Mental Disorders of Older Adults			

Goals: Improve mental health and prevent disease				
Strategy: Mental Health support for WKHS Staff				
Action Step	Accountability	Timeline	Desired Outcome	
Promote to WKHS staff the resources provided by the Health System: Employee Assistance Program offered by organization	WK Recruitment & Development	2023	Employee health and wellness	ongoing
Provide a quick- reference list of local LPCs for personal and family counseling covered by the organization's insurance provider	WK Recruitment & Development	2023	Employee health and wellness	ongoing
Promote work-life balance with reminders via multichannel approach	WK Recruitment & Development	2023	Employee health and wellness	ongoing
Strategy: Increase capacity of health system and community led efforts to improve mental health				
Action Step	Accountability	Timeline	Desired Outcome	
Evaluate feasibility of establishing additional educational programs	WK GME	2023	Increase access to mental health services	ongoing
Provide support to local organizations that provide interventions	WK Administration	2023	Support of local organizations that provide mental health services	ongoing
Communicate mental health resources available in community	WK Marketing	2023	Promote availability of community resources for those in need of mental health services	Ongoing
Strategy: Expand access to mental health services				
Action Step	Accountability	Timeline	Desired Outcome	
Assess feasibility of offering behavioral medicine via telemental health services at outpatient locations	WK Administration	2024	Increase access to mental health services	ongoing
Evaluate implementation of substance abuse screening in ambulatory setting	WK Administration	2023	Reduce substance abuse	ongoing
Support community partnerships that provide mental health services	WK Administration	2023	Increase access to mental health services	ongoing

## Willis Knighton Pierremont: 2022 CHNA Strategies & Action Steps

Community Health Need:		Health Communication		Status	NOTES
Goals: Improve patient communication with health care providers					
Strategy: Enhance patient communication regarding access					
Action Step	Accountability	Timeline	Desired Outcome		
Identify and evaluate any potential barriers to effective communication	WK Health System	2023	Feedback on current communication systems	ongoing	
Obtain feedback regarding current patient communication	WK Health System	2023	Feedback on current communication systems	ongoing	
Identify opportunities to enhance patient understanding of forms and communications	WK Health System	2023	Implement strategies based on patient feedback	ongoing	
Strategy: Improve patient satisfaction by helping patients better understand what their care will cost					
Action Step	Accountability	Timeline	Desired Outcome		
Provide estimates using technological advancements	WK Business Office	Ongoing	Provide public access to cost of care	ongoing	
Provide educational resources to help patients understand patient charges	WK Business Office	2025	Educational resources available	ongoing	
Educate patients on community resources available	WK Care Management	2023	Patient awareness of available community resources	ongoing	
Strategy: Creation of Administrative Task Force to identify and address barriers to access					
Action Step	Accountability	Timeline	Desired Outcome		
Identify key stakeholders in the health system	WK Care Management	2023	Identification of stakeholders	ongoing	
Identify availability of data for assessment	WK Administration	2023	Identify barriers to care	ongoing	
Interdepartmental collaboration to address identified needs	WK Health System	2023	Increased collaboration	ongoing	
Community Health Need:		Health Care Access			
Goals: Improve access to care					
Strategy: Provide support for individuals with Alzheimer's / Dementia					
Action Step	Accountability	Timeline	Desired Outcome		
Provide in kind and financial support for organizations that provide services for patients with Alzheimer's/ Dementia	WK Administration	2023	Provide financial support or in kind services	ongoing	
Provide education for community awareness on sign and symptoms of Alzheimers / Dementia via multichannel approach	WK Marketing	2023	Provide community awareness	ongoing	
Access and explore options to enhance support groups offerings for those who provide care of family members with Alzheimer's/ Dementia	WK Administration	2023	Provide community support	ongoing	
Strategy: Explore community options for access points for the underserved populations					

Action Step	Accountability	Timeline	Desired Outcome		
Explore opportunities to better address needs of the medically underserved	WK Administration	2024		ongoing	
Examine the scope of services to ensure holistic health	WK Administration	2024		ongoing	
Work to develop established lasting relationships with patients	WK Administration	2024		ongoing	
<b>Strategy: Improve clinical outcomes with technological enhancements</b>					
Action Step	Accountability	Timeline	Desired Outcome		
Expansion of telehealth services	WK Physician Network	2024	Improve patient outcomes	ongoing	
Explore and enhance digital health technology	WK Physician Network	2023	Improve patient outcomes	ongoing	
Provide clinical simulation for health care programs throughout the region	WK Training and Development	Ongoing	Supplement training through simulation technology	ongoing	
<b>Community Health Need:</b>		<b>Preventative Care</b>			
<b>Goals: Offer services that reduce the risk for diseases, disabilities, and death</b>					
<b>Strategy: Increase community awareness of eye diseases</b>					
Action Step	Accountability	Timeline	Desired Outcome		
Launch multichannel eyehealth campaign	WK Marketing	2024	Increase awareness of eye diseases	ongoing	
Increase number of adults who receive comprehensive eye exam	WK Physician Network	2023	Early detection and treatment to help protect vision	ongoing	
Partner with WK Sports Medicine program to evaluate feasibility and need of eye exam during student athlete annual physical	WK Physician Network / WK Sports Medicine	2023	Early detection of eye disease	Abandoned	Not feasible
<b>Strategy: Provide support to local highschoools</b>					
Action Step	Accountability	Timeline	Desired Outcome		
Increase access to athletic training services for area highschoools	WK Sports Medicine	2025	Increase preventative care for high school students	completed	
Evaluate feasibility of providing AEDs to selected/ affiliated schools	WK Sports Medicine	2023	Increase preventative care for high school students	completed	
Continue to provide annual physicals to all student athletes that are served by WK Sports Medicine Program at no charge	WK Sports Medicine	2023	Increase preventative care	completed	
<b>Strategy: Increase the number of adults who have an annual wellness visit</b>					
Action Step	Accountability	Timeline	Desired Outcome		
Utilize payor resources to identify patients without annual wellness visit	WK CIN	2023	Identify patients	ongoing	
Provide educational resources on the benefits of prevenative wellness visits	WK CIN	2023	Increased Health Literacy	ongoing	
Conduct outreach campaign to encourage patients to participate in annual wellness visits	WK CIN	2023	Increase patient annual wellness visit	ongoing	

<b>Community Health Need:</b>		<b>Health Issues of Adults and 65+</b>			
Goals: Reduce health problems and improve quality of life for older adults					
Strategy: Increase interventions for community members to access health care services					
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>		
Increase the number of females who are screened for cervical cancer	WK Physician Network	2024	Early detection	ongoing	
Increase the number of adults who are screened for osteoporosis	WK Physician Network	2024	To identify those who would benefit from intervention	ongoing	
Evaluate feasibility of implementing health risk assessment to improve Women's Health	WK Marketing	2023	Identify those at risk of needing earlier prevention	abandoned	Temporarily abandoned. Researching other options.
Strategy: Fall Prevention					
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>		
Partner with local fire departments to provide consultation on slip proof homes	WK Administration	2023	Reduce falls	ongoing	
Launch multi channel fall prevention campaign to reduce rate of emergency department visits due to falls	WK Administration	2023	Reduce falls	ongoing	
Evaluate and expand options for older adults with reduced physical or cognitive function who engage in light, moderate, or vigorous leisure-time physical activities	WK Health and Fitness Center	2024	Reduce falls	ongoing	
Strategy: Promote educational proactive tools and available resources					
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>		
Interdepartmental collaboration of efforts to encourage community members to attend annual wellness visit	WK Health System	2023	Increase community participation in annual wellness visits	ongoing	
Evaluate implementation of online health risk assessment to identify those at high risk for chronic conditions	WK Health System	2023	Complete assessment	abandoned	Temporarily abandoned. Researching other options.
Explore and enhance community partnerships that can help provide support for chronic disease management	WK Administration	2023	Support local partners	ongoing	
<b>Community Health Need:</b>		<b>Mental Health and Mental Disorders of Older Adults</b>			
Goals: Improve mental health and prevent disease					
Strategy: Promote and support employee mental health and wellbeing					
<b>Action Step</b>	<b>Accountability</b>	<b>Timeline</b>	<b>Desired Outcome</b>		
Mental and wellbeing educational information provided via employee portal	WK Administration	2023	Increased employee satisfaction and retention	ongoing	
Enhance employee application with addition of mental health educational tools and resources	WK Administration	2023	Increased employee satisfaction and retention	ongoing	
Interdepartmental collaboration to continue enhancement of employee wellbeing support for mental health and well being	WK Administration	2023	Increased employee satisfaction and retention	ongoing	

obtain feedback regarding current patient communication					
Action Step	Accountability	Timeline	Desired Outcome		
Assess feasibility of offering behavioral medicine via telemental health services at outpatient locations	WK Administration	2024	Increase access to mental health services	ongoing	
Evaluate implementation of substance abuse screening in ambulatory setting	WK Administration	2023	Reduce substance abuse	ongoing	
Support community partnerships that provide mental health services	WK Administration	2023	Increase access to mental health services	ongoing	
Strategy: Provide general information on mental health services and treatment options available in community					
Action Step	Accountability	Timeline	Desired Outcome		
Support and collaborate with community organizations that provide mental health services	WK Administration	Ongoing	Increase access to mental health services	ongoing	
Provide general information on mental health topics via social media	WK Marketing	Ongoing	Increase community awareness of signs and symptoms of mental health	ongoing	
Explore expansion possibilities for options to provide mental health support to new areas within our community	WK Physician Network	2025	Increase access points for patients to receive treatment for mental health	ongoing	