

COMMUNITY HEALTH NEEDS ASSESSMENT IMPLEMENTATION PLAN 2022–2024

Approved: May 13, 2022

Bay Area Hospital is a 134-bed acute care hospital in Coos Bay, Oregon. Created and owned by local citizens, Bay Area Hospital has been the hub of Oregon's South Coast healthcare for more than four decades. Despite hard economic times, it has endured and grown, continually adding new technology and broadening its services.

We are certified as a Level III trauma center by the state. As a Level III trauma center, Bay Area Hospital provides comprehensive inpatient services to those patients who can be maintained in a stable or improving condition without specialized care. An in-house multidisciplinary trauma resuscitation team is immediately available upon the patient's arrival at the emergency department. A board-certified general surgeon trained in Advanced Trauma Life Support is on-call and available to the patient.

As the Medical Center for Oregon's South Coast, Bay Area Hospital offers a comprehensive range of diagnostic and therapeutic services. Physicians, nurses, and technologists are on duty 24-hours a day to meet the medical and emergency needs of South Coast residents and visitors. Our highly skilled staff is involved in a constant process of professional educational opportunities to keep abreast of the latest medical innovations.

The hospital remains strong through sound fiscal management, dedicated board members, professional employees, a highly qualified medical staff, caring volunteers, and the community's continuing support. The hospital takes pride that no public taxes or bonds are required to support its annual \$225 million operating budget.

Our Mission: We improve the health of our community every day.

Our Vision: Bay Area Hospital will be the model for regional health care excellence.

Our Values: Kindness, excellence, teamwork, ownership, innovation



Bay Area Hospital is driven by a mission to provide high-quality healthcare that extends beyond the hospital walls. We are dedicated to promoting and improving the health of our local communities and residents by providing a range of vital services to meet the unique needs of the communities we serve. Most of what influences our health happens outside of the doctor’s office—in our schools, workplaces, and neighborhoods. Bay Area Hospital shares a common goal of improving the health of our community and lowering the cost of care.

Bay Area Hospital is deeply connected to the local community. Our doctors and nurses are your neighbors, and our team reaches many families throughout Coos, Curry, and Douglas counties. We believe giving back to the community is the right thing to do—through personalized care, education, and charitable contributions.

In December 2021, Bay Area Hospital published a Community Health Needs Assessment Report (“CHNA Report”). The report is available online at <https://bayareahospital.org/wp-content/uploads/2021/12/CHNAR-2021-Web.pdf>. In that 2021 CHNA Report, Bay Area Hospital identified the following significant health needs:

- Mental Health
- Substance Abuse
- Care for and Protection of Youth
- Access to Healthcare Services

Bay Area Hospital is pleased to submit this Implementation Strategy. We do so both as a matter of compliance with Section 501(r)(3) of the Internal Revenue Code, as mandated in the Patient Protection and Affordable Care Act, and as an obligation to those we serve. As an organization, we have taken this change in the law as an opportunity to improve our community service and continuously focus on meeting the changing health care needs of our community.

Consistent with the requirements of Section 501(r)(3), this Implementation Strategy identifies Bay Area Hospital’s planned response to each significant community health need. If Bay Area Hospital does not plan to address a health need, this Implementation Strategy explains why.

IDENTIFIED HEALTH NEED	Bay Area Hospital Planned Action	Resources Being Committed	Planned Collaborations	Anticipated Impact
Mental Health	Recruit and retain psychiatric medical staff director	Hospital recruiting staff	Community partners	Stabilize and continue to provide services for the community
Substance Abuse	Optimize Suboxone prescriptions	Facilitate Suboxone program resource meeting in the community.	Continue checking medication history list as part of ED triage practice	Addiction reduction. Increase treatment in community
	Analyze opioid prescriptions at Bay Area Hospital vs. other community entities	Staff time to research opioid addiction rates here vs. state averages	Oregon state, community partners	Reduction in addiction and increased treatment level in community
Care for and Protection of Youth	Conduct Darkness to Light Training courses	One staff person, one time per month provides training	Area employers, parent groups, churches and other businesses.	Increase local adults knowledge to prevent, recognize, and react responsibility to child abuse cases. Decrease in abuse rates.
Access to Healthcare Services	Expand capacity to perform minimally invasive tests and advanced cardiac procedures to diagnose and treat cardiovascular disease	Financial investment and staffing to open a second cardiac cath lab in hospital	The hospitals and primary care for referring care. Regional hospitals for awareness of service.	Increase access to care and capacity to manage cardiovascular disease cases in community
	Conduct a physician needs assessment	Hospital to cover the assessment cost	Partner with independent physician groups in community, and address the gaps identified in the plan	Improve primary care and specialty care access. Reduce the gaps in service areas
	Recruit and retain an ICU Intensivist. Invest in our ability to deliver acute intensive care to patients	Hospital recruiting staff	OHSU, Columbia Memorial Hospital (in Astoria, OR), and community physicians in development and rollout VICU plans	Expands healthcare services and capacity at hospital and coastal region