

COMMUNITY HEALTH NEEDS ASSESSMENT IMPLEMENTATION PLAN 2024–2026

Approved: July 1, 2024

Bay Area Hospital is a 172-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 five 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 \$265 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 September 2024, Bay Area Hospital published a Community Health Needs Assessment Report (“CHNA Report”). The report is available online [BAH-Final-6-30-24-CHNA-Report.pdf](#). In that 2024 CHNA Report, Bay Area Hospital identified the following significant health needs:

- Mental Health
- Obesity
- Care for and Protection of Youth
- Access to Healthcare Services
- Chronic health conditions (congestive heart failure and diabetes)

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 PRIMARY HEALTH NEEDS	Bay Area Hospital Planned Action	Resources Being Committed	Planned Collaborations	Anticipated Impact
Mental Health	Recruit and retain psychiatric medical staff director and Nurse Practitioner.	Hospital recruiting staff	Community partners	Stabilize and continue to provide adult psychiatric services for the community
Obesity	Renew accreditation for Bariatric surgery program. Recruit one additional bariatric surgeon specialist.	Hospital recruiting staff	Oregon state, local community partners	Reduction in obesity rates and increased awareness and education within 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 adult's knowledge to prevent, recognize, and react responsibility to child abuse cases. Decrease in abuse rates.
Access to Healthcare Services	Finalize contract with OSHU to provide Virtual Intensive Care Unit (VICU) patient care. Research the establishment of primary care residency.	Hospital staff. Install upgraded ICU equipment for 24/7 monitoring. Member of medical staff, community	The hospitals and primary care for referring care. Regional hospitals for awareness of service. Western University of Health Sciences and local community partners	Increase access to care and capacity to manage critical care cases in community More primary care physicians in community; increase retention; patient satisfaction
<u>Secondary Needs:</u> Chronic Conditions CHF - congestive heart failure	Expand capacity to perform minimally invasive tests and advanced cardiac procedures to diagnose and treat cardiovascular disease Secure and approve architectural drawings for new cath lab.	Financial investment and staffing to open a second cardiac cath lab in hospital Financial investment in design plans	Medical staff Architecture firm	Improve specialty care access. Reduce the gaps in service areas Double our capacity to provide cardiac cath lab services at hospital and coastal region
	Recruit and retain a critical care pulmonologist to direct ICU and provide pulmonary patient services.	Hospital recruiting staff	OHSU, Columbia Memorial Hospital (in Astoria, OR), and community physicians in rollout VICU plans	Expands healthcare services and capacity at hospital and coastal region
Diabetes	Increase frequency of Diabetes education to BAH staff and CDCES Rounding on units talking with staff and patients. Diabetes Classes will be starting back up in October. Greater and wider distribution of Diabetes education materials. Monthly newsletter sent out to approximately 1400 people.	Diabetes Education Coordinator, Dr. Joseph El Youssef, RD will be assisting with teaching diabetes classes.	American Diabetes Association Certificate of recognition. Also, with RD, NBMC staff, Advanced Health, OSU extension office, Bay Clinic and Waterfall Clinic.	Increased education, community awareness and decreased percentage of diabetes in our community.