

Baptist Memorial Hospital-Memphis Community Health Improvement Plan

Baptist Memorial Health Care developed a community health improvement plan (CHIP) to guide community benefit and population health improvement activities across the Memphis Metro Service Area. Baptist's CHIP builds upon previous health improvement activities, while recognizing new health issues and concerns and a changing health care delivery environment, to address the region's most pressing community health needs. Below are specific activities that Baptist Memorial Hospital-Memphis will carry out in support of the system-wide plan.

Health Priority: Behavioral Health

Baptist Goal: Improve outcomes for residents with a mental health or substance abuse condition and their families.

Baptist Objectives:

- 1) Increase the number of residents who are screened for depression and mental health conditions.
- 2) Develop or continue collaboration with community agencies that provide mental health and substance abuse support services to reduce suicide and drug-induced death rates.
- 3) Educate residents about warning signs for mental health conditions and substance abuse, including Alzheimer's disease.

Baptist Memorial Hospital-Memphis Strategies:

- 1) Support Baptist Memorial Health Care initiatives to screen individuals for depression and mental health conditions.
- 2) Identify opportunities to collaborate with community agencies that provide mental health and substance abuse support services.
- 3) Host educational forums through partnership with the Alzheimer's Association.

Health Priority: Cancer

Baptist Goal: Provide early detection and treatment to reduce cancer mortality rates and improve quality of life for patients living with cancer.

Baptist Objectives:

- 1) Provide free or reduced cost screenings and services, especially targeting low-income, at-risk, and minority populations.
- 2) Increase residents' awareness of the benefits of cancer prevention, screenings, and early treatment.

Baptist Memorial Hospital-Memphis Strategies:

- 1) Participate in educational forums to increase awareness of risk factors and prevention activities.

Health Priority: Chronic Disease Management and Prevention

Baptist Goal: Reduce risk factors for chronic disease and improve management of chronic disease through healthy lifestyle choices.

Baptist Objectives:

- 1) Provide education about healthy lifestyles and risk factors for disease.
- 2) Encourage physical activity among residents.

Baptist Memorial Hospital-Memphis Strategies:

- 1) Host educational forums through partnerships with American Heart Association, American Stroke Association, and Alzheimer's Association.
- 2) Use Baptist experts to share educational information with the public via printed documents, television, and radio.
- 3) Offer free blood pressure checks at the Southern Heritage Classic.

Health Priority: Maternal and Child Health

Baptist Goal: Improve birth outcomes for women and infants.

Baptist Objectives:

- 1) Increase the proportion of women who receive early and adequate prenatal care.
- 2) Increase the proportion of infants who are breastfed.

Baptist Memorial Hospital-Memphis Strategies:

In the area of maternal and child health, Baptist Memorial Hospital-Memphis will support initiatives led by Baptist Memorial Hospital for Women, which shares this service area.