

# **Community Health Needs Assessment (CHNA) Implementation Strategy**

**NCH Healthcare System  
350 Seventh Street North  
Naples, Florida 34102**

**September 30, 2019**

**Contact Person:** Michael Riley, Chief Strategy Officer

**Date of Written Plan:** September 16, 2019

**Date Written Plan Was Adopted by Organization's Authorized Governing Body:**  
September 30, 2013

**Date Written Plan Was Required To Be Adopted:** September 30, 2013

**Authorized Governing Body that Adopted the Written Plan:** Board of Trustees of the NCH Healthcare System and the Board of Trustees of the Marco Island Urgent Care Center

**Was Written Plan Adopted by Authorizing Governing Body by End of Tax Year in Which CHNA was Made Available to the Public?** Yes

**Date Facility's Prior Written Plan Was Adopted by Organizations Governing Body:**  
September 30, 2016

**Name and EIN of Hospital Organization Operating Hospital Facility:** NCH Healthcare System  
EIN number is 59-0694358; Marco Island Hospital, Inc. EIN number is 59-2315435

**Address of Hospital Organization:** 350 Seventh Street North, Naples, Florida 34102

## **II. Purpose of Implementation Strategy**

This Implementation Strategy has been prepared in order to comply with the federal tax law requirements set forth in Internal Revenue Code section 501© requiring hospital facilities owned and operated by an organization described in Code section 501(c)(3) to conduct a community health needs assessment at least once every three years and adopt an implementation strategy to meet the community health needs identified through the community health needs assessment.

This implementation Strategy is intended to satisfy each of the applicable requirements set forth in proposed regulations April 2013.

### **III. Joint Implementation Strategy**

As part of an integrated healthcare system, the CHNA for Naples Community Hospital and Marco Island Hospital was prepared jointly.

### **IV. List of Community Health Needs Identified in Written Report**

The list of community health needs identified in the report are Communicable and Infectious Diseases, Health Behaviors and Outcomes, Chronic Disease and Mortality, Preventable Mortality, Injuries, Maternal and Infant Health

### **V. Health Needs Planned To Be Addressed By The Facility**

Members of the NCH Executive Team and staff attended bi-monthly meetings with the Florida Department of Health in Collier County (DOH – Collier County) during the development of the (CHNA) and the results of these meetings were reviewed with the NCH Senior Leadership Team on a regular basis. Upon completion of the (CHNA) the Team met several times to discuss and prioritize community healthcare needs that NCH is in a favorable position to address and that are consistent with NCH's mission and vision and where opportunities were to make a significant impact on the health of Collier County.

The five key areas of focus include mental health, access to care, chronic disease, and healthcare of older adultsdiabetes management, oncology and cardiology which address Life Expectancy and Mortality, Health Behaviors and Actual Cause of Death, Access to Care, Maternal and Infant Death and Chronic Disease. The implementation plan was developed by the NCH Executive Team and reviewed and approved by the NCH Board of Trustees. The implementation plan was also incorporated into the NCH Healthcare System 2019 – 2020 Strategic Plan and the status of the plan is reviewed with the Strategic Planning Committee of the Board of Trustees on a regular basis. The Implementation Plan is outlined on the following page.

## NCH Healthcare System's Plan To Address Each Significant Need

Community Benefit Category	Name of Program	Description of Program	Method of Evaluation
<b>MENTAL HEALTH</b>	Research collaborative relationships with other community mental health providers	To more effectively treat the increasing mental health needs in our community select partners to align to NCH values that are committed to improve the mental health of our community	Service volumes
	Implement a Moods Disorders Program which will include clinical assessments and treatment to treat severe depression	Treatment modalities include cognitive behavioral therapy, medication management, Trans Magnetic Simulation Program (TMS) and Electro Convulsive Therapy Program (ECT)	Service volumes
	Develop Behavioral Health Navigation Model	Program to specialize in improving the access to the appropriate resources for behavioral health and addictions care for within our community	Service volumes
<b>ACCESS TO CARE</b>	Expand primary care physicians in growth areas within our service area	Recruit and establish primary care practices in the southeast and northern sections of Collier County and south Lee County	Service volumes
	Expand oncology services to better serve patients in our community	Research partnership opportunities with other providers in our service area that provide oncology services	Service volumes
	Further develop virtual care strategy to include telemedicine services	In addition to telemedicine develop virtual care network for engagement of high risk patients and other underserved needs of the population	Service volumes
<b>CHRONIC DISEASE</b>	Further develop NCH Heart Institute programs and services to combat cardiovascular disease	Continue to bring to the community best practice therapies and emerging technologies to insure patients are able to receive cardiovascular care close to home	Implement Program
	Expand existing Blue Zone Project into a Comprehensive Population health and management program throughout	Continue partner efforts of community awareness of health lifestyle with NCH population health efforts leading to prevention and disease awareness and management health choice the easy choice	Implement Program
	Further develop neuroscience programs and services within our service area	Develop and implement Nero Spine Center as well as obtaining thrombectomy ready capable center	Implement Program
<b>HEALTH OF OLDER ADULTS</b>	Further develop access to Fellowship Trained Geriatric Physicians within the community.	Partner with other organizations that could benefit from working with NCH Geriatric physicians improve quality of life and aging in place of individuals in our community	Service volumes
	Expand Nurses Improving Care for Health system Elders (NICHE) Committee	NICHE helps health systems focus on improving the needs of patients over 65 years of age by increasing awareness of geriatric issues, improving staff competence in nursing care of the elderly and supporting the implementation of hospital geriatric protocols.	Service volumes

## **VI. Health Needs Facility Does Not Intend To Address**

The health needs of the community identified by the (CHNA) that the NCH Healthcare System does not intend to address due to either resource constraints, relative lack of expertise or competency which other facilities or organizations in the community are addressing include alcohol and drug addiction.