

IMPLEMENTATION STRATEGY FOR 2016 COMMUNITY NEEDS ASSESSMENT

Palacios Community Medical Center plans to take the following actions to cause improvements as identified by the Community Needs Assessment of August, 2016. The assessment was prepared by TORCH Management Services with input from various groups and individuals from the Palacios Community.

Primary Care Physician Access

1. Completion of a new Rural Health Clinic that will enable Palacios to recruit and retain providers. The new clinic will be much larger to better accommodate patients. Construction of the clinic will be completed in early 2017. We anticipate having additional primary care providers available prior to completion of the new clinic.
2. Recruit primary care providers (or provider groups), currently practicing in the area, to see patients in the new clinic. By recruiting locally, it is hopeful that we will be working with providers that are committed to the area and chances of retaining them long term will be greater.
3. Recruit specialty providers that our community currently must travel outside of the area to access. Adequate space has been the primary reason this has not been accomplished previously. With the increased space of the new clinic, PCMC will be able to accommodate multiple specialty providers. Ongoing attention will be given to what specialties will be most suitable to the needs of the community. This process has already begun with recruitment of an allergist, dermatologist and orthopedic surgeon who currently will visit Palacios monthly.

Service Needs

1. In recruitment of specialty providers, attention will be given to the specific needs of the community. Special attention will be given to the demographics of the area to assist in determining those needs.
2. PCMC will reach out to other local organizations to assist in determining the needs of the population. Partnerships will be developed with these groups to help guarantee we are providing the care and education needs.

Community Outreach

1. Additional emphasis will be placed on working with local schools and organizations to determine the specific needs of the various groups within the community.
2. Annual events will be held at the hospital to educate the public of the capabilities available. It will also provide the opportunity to hear from the public about any needs we aren't currently providing.

Communication and Operational Needs

1. New providers at PCMC will be asked to become involved with community organizations to keep them informed of plans and operations at the hospital and clinic.
2. A marketing employee will be hired to liaison with local groups, the local newspapers and all other activities in the community.
3. Management personnel will become more active in community activities in order to create greater visibility with the public.
4. Articles discussing public health concerns will be authored by providers for the local newspaper.