Atrium Health Floyd Cherokee Medical Center Community Health Implementation Strategy

January 1, 2025 - December 31, 2027

Community health improvement is an effective tool for creating a shared vision and supporting a planned and integrated approach to improving health outcomes. The basic premise of community health improvement is that entities identify community health issues, prioritize those that can be addressed, and then develop, implement, and evaluate strategies to address those issues. Tax-exempt hospitals are required to conduct a community health needs assessment (CHNA) and develop an implementation strategy to document how the hospital will address prioritized community health needs. The following outlines a summary of the CHNA process and provides details on Atrium Health Floyd Cherokee Medical Center's plans to address their prioritized community health needs.

SUMMARY OF CHNA PROCESS

In 2024, Atrium Health Floyd Cherokee Medical Center conducted a Community Health Needs Assessment (CHNA) across its primary service area, which consisted of a comprehensive presentation and analysis of both qualitative and quantitative data.

The Atrium Health Floyd Cherokee Medical Center CHNA relies on three sources of information:

Community Health Survey (primary data): Online and phone surveys conducted from January through June 2024, with 400 residents in northwest Georgia and northeast Alabama completing questions related to the top health needs in the community, individuals' perception of their overall health, access to health services, and social drivers of health, including opportunities for a healthier community.

Stakeholder Interviews and Focus Groups (primary data): Conducted through an online survey with internal and external stakeholders. These 30 individuals helped to identify the community's most pressing health issues and effective health improvement strategies.

Metopio (secondary data): Atrium Health has a contract with Metopio to provide an internet-based data resource for their hospitals. This robust platform offers curated data from public and proprietary sources for information on health behaviors and health risks, health outcomes, health care utilization, demographic, and community-level drivers of health like economic, housing, employment, and environmental conditions. Data for each indicator is presented by various demographic characteristics when the data is available (Metopio: https://public.metop.io).

Top Health Issues Identified

- Access to Health Care Services
- Cancer
- Diabetes
- Disabling Conditions
- Heart Disease and Stroke
- Injury and Violence
- Mental Health
- Nutrition, Physical Activity & Weight
- Oral Health
- Respiratory Disease
- Substance Use

Atrium Health Floyd

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The top health issues identified were presented to Atrium Health Floyd Cherokee Medical Center's administration, and members were asked to rank the issues based on the following criteria: size/seriousness of the problem, effectiveness of available interventions, available resources to address the health issue, health care system adequately situated to address the health issue, meets a defined community need as identified through data, potential for issue to impact other health and social issues and ability to effectively address or impact health issue through collaboration.

Using these criteria, Atrium Health Floyd Cherokee Medical Center has prioritized these significant health needs to address in 2025-2027:

Significant Need	Implementation Strategy Selection Reasoning
Access to Health Care Services	Data indicates that health care access and health care utilization are top concerns in the Atrium Health Floyd Cherokee Medical Center service area. Forty-seven percent of phone survey respondents reported difficulty accessing health care in the past year, and 13% had difficulty seeing a physician because of transportation issues.
Chronic Disease: Heart Disease and Stroke	Prioritizing the management and prevention of heart disease and stroke, is essential for improving overall public health and reducing the burden of these serious conditions. Heart disease and stroke are leading causes of death locally and globally, necessitating early detection, lifestyle modifications, and access to effective treatments to mitigate risks. By prioritizing these conditions, Atrium Health Floyd Cherokee Medical Center can allocate resources more effectively, promote healthier lifestyles, and ultimately improve patient outcomes and longevity.
Nutrition, Physical Activity and Weight	The socioeconomic and environmental conditions where people live, work, learn, play and pray have a direct impact on a wide range of health and quality of life outcomes. In the Atrium Health Floyd Cherokee Medical Center Community Health Needs Assessment, the community identified nutrition, physical activity, and obesity as conditions that need to be addressed to live a healthy life.

PRIORITY: Access to Health Care Services

DESCRIPTION OF HEALTH NEED DATA:

- Forty-seven percent of Atrium Health Floyd's survey respondents reported they had difficulty accessing health care in 2024.

  Source: PRC, Atrium Health Floyd Community Health Needs Assessment, 2024

- Twenty-three percent of residents reported delaying medical care due to cost.

  Source: PRC, Atrium Health Floyd Community Health Needs Assessment, 2024

- Thirty-one percent of residents neglected a routine checkup.

  Source: PRC, Atrium Health Floyd Community Health Needs Assessment, 2024

STRATEGY #1: Increase Access to Diagnostic Screenings

SPECIFIC INTERVENTIONS	COLLABORATIVE PARTNERS	OBJECTIVES
• Expand mobile medicine program • Expand diagnostic services in Chattooga, Polk and Cherokee Counties • Provide financial support to area nonprofits that work to improve health care access • Add outpatient diagnostic services at stand-alone emergency department in Chattooga County, GA	• Atrium Health Floyd-Polk Foundation • Northwest Georgia Cancer Coalition • Georgia Department of Public Health • Appalachian Regional Commission	• Increase number of screening breast exams • Help fund services available at Rome Free Clinic

MEASURING OUR IMPACT

- Number of screening breast exams performed on mobile mammography coaches
- Number of patients receiving diagnostic treatment at stand-alone emergency department in Chattooga County, GA
- Number of patients seen at Rome Free Clinic

**Impact measures are subject to change depending on the direction of each intervention.*

PRIORITY: Access to Health Care Services (CONTINUED)

STRATEGY #2: Provide access to school-aged children

SPECIFIC INTERVENTIONS	COLLABORATIVE PARTNERS	OBJECTIVES
• Provide student athlete physicals annually • Provide athletic trainers in area high schools • Provide telehealth services to local students	• Rome City Schools • Floyd County Schools • Polk County Schools • Chattooga County Schools • Bartow County Schools • Trion City Schools • Unity Christian Schools • Darlington School	• Provide injury prevention strategies among school aged children • Provide access to care while students are on campus • Reduce out of class time due to illness or injury

MEASURING OUR IMPACT

- Number of students who are treated by school nurse
- Number of students who utilize telehealth services

**Impact measures are subject to change depending on the direction of each intervention.*

PRIORITY: Chronic Disease

DESCRIPTION OF HEALTH NEED DATA:

- Deaths from heart disease are higher across the Atrium Health Floyd service area than state or national averages.

Source: PRC, Atrium Health Floyd Community Health Needs Assessment, 2024

- Almost fifty percent of residents have been diagnosed with high blood pressure.

Source: PRC, Atrium Health Floyd Community Health Needs Assessment, 2024

STRATEGY #1: Provide heart health education and early detection opportunities

SPECIFIC INTERVENTIONS	COLLABORATIVE PARTNERS	OBJECTIVES
• Provide blood pressure, diabetes and cholesterol screenings to community members • Provide educational programs • Relaunch More Heart Initiative	• Department of Public Health • Faith community • Service Line leaders • YMCA of Rome and Floyd County	• Increase presence at community health events • Decrease heart disease and stroke prevalence

MEASURING OUR IMPACT

- Number of individuals screened and referred
- Number of individuals purchasing local produce from farmers market using SNAP benefits
- Number of educational sessions offered throughout local community partners

**Impact measures are subject to change depending on the direction of each intervention.*

PRIORITY: Nutrition, Physical Activity and Weight

DESCRIPTION OF HEALTH NEED DATA:

- Thirty-six percent of respondents indicate it is difficult to buy fresh produce

Source: PRC, Atrium Health Floyd Community Health Needs Assessment, 2024

- Thirty-seven percent of those surveyed report no leisure-time physical activity.

Source: PRC, Atrium Health Floyd Community Health Needs Assessment, 2024

STRATEGY #1: Create access to healthy food options for underserved community members

SPECIFIC INTERVENTIONS	COLLABORATIVE PARTNERS	OBJECTIVES
• Provide voucher system for SNAP participants to obtain food at a local farmer's market • Sustain summer feeding program with area school systems • Provide financial support for area food banks and community kitchens	• Rockmart Farmers Market • Rome City Schools • Floyd County Schools • Polk School District • YMCA of Rome/Floyd County • Atrium Health Floyd-Polk Foundation • Area nonprofit organizations	• Increase access to locally grown fruit and produce • Increase participation for student-focused food/ nutrition programs • Build collaboration among local food distribution centers

MEASURING OUR IMPACT

- Number of individuals accessing healthy food options using SNAP benefits
- Number individuals receiving support from local food distribution centers
- Number of students participating in summer feeding programs

**Impact measures are subject to change depending on the direction of each intervention.*

PRIORITY: Nutrition, Physical Activity and Weight (CONTINUED)

STRATEGY #2: Increase opportunities for recreational activities

SPECIFIC INTERVENTIONS	COLLABORATIVE PARTNERS	OBJECTIVES
• Provide locations for underserved communities to participate in recreational activities and exercise • Increase collaboration with local recreation departments and community organizations	• City of Rockmart • Town of Trion • YMCA of Rome/Floyd County • City of Cedartown • Area nonprofit organizations • Atrium Health Floyd-Polk Foundation	• Fund and build recreational facilities throughout the Atrium Health Floyd service area

MEASURING OUR IMPACT

- Number of residents who participate in non-sanctioned recreational activities
- Number of students who participate in organized sports utilizing Atrium Health Floyd provided facilities

**Impact measures are subject to change depending on the direction of each intervention.*

Adoption of the Implementation Strategy

The Community Health Implementation Strategy report was adopted by the Floyd Cherokee Medical Center, Inc. board of directors on May 1, 2025.

Note: Plans to address selected CHNA priorities are dependent upon resources and may be adjusted on an annual basis to best address the health needs of our community.