



**Phoebe Putney Memorial Hospital
Community Health Needs Assessment
Implementation Plan
2026-2028**

Implementation Strategy (2026–2028)

Upon completion of the Community Health Needs Assessment (CHNA), the Planning and Strategy Team convened with service line administrators and key personnel to review and update the implementation plan for the newly identified priority areas: **Access to Healthcare; Mental Health; Heart Disease and Stroke; and Sexually Transmitted Infection (STI).**

Each plan was revised in collaboration with subject matter experts and approved by the respective service line directors or their designees, followed by a final review by the Health System Chief Medical Officer, Dianna Grant.

The final draft of the 2026–2028 Implementation Strategy was presented to Phoebe Memorial Medical Center's Community Benefit Subcommittee and recommended for approval to the full board in December 2025.

Please note that the CHNA and Implementation Strategy remain living documents, continuously adapted to meet the evolving needs of citizens, communities, and stakeholders. Any list of partners included is not exhaustive. Phoebe Memorial Medical Center welcomes additional organizations and stakeholders engaged in priority-focused work to join these efforts.

Priority: Access to Healthcare

Goal: Improve Access to Healthcare for the community, particularly in rural areas of Southwest Georgia (SWGA), by reducing emergency care dependency, expanding provider availability, and fostering trust and engagement.

Strategy: Build a sustainable healthcare ecosystem through provider expansion, community engagement, and innovative service delivery.

Key Actions	Lead Person	Activities	Where	Metric/Intended Outcome
Expand Provider Base	PPMH CMO Chief Community Engagement and Health Impact Officer (co-lead).	<ul style="list-style-type: none">Recruit and retain general and specialty providers.Establish a pipeline through residency programs.Support new providers and families in community integration.	Primary Service Area	Short-Term <ul style="list-style-type: none">Increased ease of making appointments.Improved community trust and engagement.More frequent mobile unit events. Medium-Term <ul style="list-style-type: none">Reduced emergency care and crisis admissions.Expanded coverage in rural SWGA.Growth in provider base and specialty services. Long-Term <ul style="list-style-type: none">Healthier community with improved outcomes.Sustained provider growth and retention.Established reputation as a trusted healthcare leader.
Enhance Community Partnerships	PPMH CMO Chief Community Engagement and Health Impact Officer (co-lead).	<ul style="list-style-type: none">Collaborate with local agencies for patient transport.Strengthen partnerships with mental/behavioral health providers.Expand mobile health units for frequent outreach events.	Primary Service Area	
Community Engagement	PPMH CMO Chief Community Engagement and Health Impact Officer (co-lead).	<ul style="list-style-type: none">Conduct listening sessions and focus groups to identify needs.Improve representation of special populations in CHNA.Address distrust by transparent communication and responsiveness.	Primary Service Area	

Service Expansion	PPMH CMO Chief Community Engagement and Health Impact Officer (co-lead).	<ul style="list-style-type: none"> • Perform environmental scans to identify gaps. • Expand behavioral health and geriatric services. • Leverage grants and foundations for funding new initiatives. 	Primary Service Area	

Priority: Heart Disease and Stroke

Goal: Reduce the impact of heart disease and stroke in the community by improving prevention, care coordination, and patient outcomes.

Strategy: Develop a comprehensive, community-focused cardiovascular health program that integrates education, prevention, and standardized care practices.

Key Actions	Lead Person	Activities	Where	Metric/Intended Outcome
Community Education and Engagement	PPMH CMO Chief Community Engagement and Health Impact Officer (co-lead).	<ul style="list-style-type: none"> • Host conferences and symposiums on heart disease and stroke. • Implement educational programs in schools and churches (similar to Project Elevation). • Promote CPR and AED training for families and community members. • Design education following the PE & WOW models • Expand stroke support groups 	Primary Service Area	Short-Term <ul style="list-style-type: none"> • Host quarterly community education sessions on stroke and heart disease • Increased Cardiac screenings with mobile access to rural areas • Increased Community engagement with hands-only CPR and AED • Improved Access to AED within the community • Increased CV disease education in the community • Implement stress management strategies that have shown success in the population • Increased Routine medical screenings

Access and Screening	PPMH CMO Chief Community Engagement and Health Impact Officer (co-lead).	<ul style="list-style-type: none"> Launch mobile cardiac screening units for rural areas. Conduct routine medical screenings and wellness clinics. Assess and deploy AEDs strategically (every 4-minute distance if possible). 	Primary Service Area	<ul style="list-style-type: none"> Clear identification of common risk factors in the target population <p>Medium-Term</p> <ul style="list-style-type: none"> Consistent follow-up with medical providers Medication compliance for patients Consistently meeting “times” (door-to-needle, etc.) for stroke patients Improved access to specialty clinics Removal of barriers to accessing ongoing heart disease prevention initiatives Community focus on prevention (diet, exercise) <p>Long-Term</p> <ul style="list-style-type: none"> Achieve reduction in readmissions for heart disease and stroke patients. Consistently meet critical time metrics (e.g., door-to-needle for stroke). Establish a fully functional regional care coordination system. Demonstrate measurable healthier lifestyles in the population (diet, exercise). Show sustained community focus on prevention and improved health behaviors. Maintain equitable access to specialty care and emergency resources. Observe decreased prevalence of risk factors and improved population health indicators.
Care Coordination	PPMH CMO Chief Community Engagement and Health Impact Officer (co-lead).	<ul style="list-style-type: none"> Develop a regional system for consistent care and standardized protocols. Improve follow-up processes with medical providers. Address medication compliance through classes and discharge instructions. 	Primary Service Area	
Lifestyle and Nutrition	PPMH CMO Chief Community Engagement and Health Impact Officer (co-lead).	<ul style="list-style-type: none"> Create a Food Prescription program and community kitchen. Partner with healthy food vendors and dietitians. Promote stress management and exercise programs. 	Primary Service Area	
Performance and Accountability	PPMH CMO Chief Community Engagement and Health Impact Officer (co-lead).	<ul style="list-style-type: none"> Develop and track quality metrics via dashboards and Gantt charts. Share progress routinely with stakeholders. Secure funding sources 	Primary Service Area	

		and expand partnerships with parks & recreation departments.		
--	--	--	--	--

Priority: Mental Health and Mental Health Disorders

Goal:

Enhance access to mental health (MH) services, reduce stigma, and strengthen community collaboration to improve overall behavioral health outcomes.

Strategy: Focus on reducing stigma, expanding behavioral health (BH) services, and strengthening community collaboration through education, workforce development, and marketing.

Key Actions	Lead Person	Activities	Where	Metric/Intended Outcome
Reduce Stigma	PPMH CMO Chief Community Engagement and Health Impact Officer (co-lead).	<ul style="list-style-type: none"> Launch an anti-stigma marketing campaign with community partners. Educate school counselors, nurses, and community influencers (barbers, stylists). Promote normalization of MH issues via social media and local events. 	Primary Service Area	Short Term: <ul style="list-style-type: none"> Increased awareness and normalization of MH issues. Higher utilization of EAP and outpatient services. Improved access for underserved populations. Medium-Term <ul style="list-style-type: none"> Reduced stigma leading to more people seeking and staying in care. Decreased crisis episodes and emergency interventions. Expanded workforce and improved provider retention.
Expand Access to Behavioral Health	PPMH CMO Chief Community Engagement and Health Impact Officer (co-lead).	<ul style="list-style-type: none"> Increase emergency center BH beds from 4 to 6 and hire additional staff. Co-locate therapists in primary care clinics. Expand outpatient BH 	Primary Service Area	

		<p>services to neighboring counties via telehealth.</p> <ul style="list-style-type: none"> • Offer 24/7 behavioral health access for employees through Curalinc and EAP. 		<p>Long-Term</p> <ul style="list-style-type: none"> • Lower repeat suicide attempts and overdose recidivism rates • Fewer individuals with MH diagnoses in jail. • Increased community collaborations to strengthen access to Mental and Behavioral health resources. • Establish a pipeline for MH professionals.
Workforce Development	<p>PPMH CMO</p> <p>Chief Community Engagement and Health Impact Officer (co-lead).</p>	<ul style="list-style-type: none"> • Hire additional outpatient BH providers. • Continue psychiatric internships and explore residency programs with Morehouse School of Medicine. • Engage staff for retention and support clinical rotations 	Primary Service Area	
Community Collaboration	<p>PPMH CMO</p> <p>Chief Community Engagement and Health Impact Officer (co-lead).</p>	<ul style="list-style-type: none"> • Develop a comprehensive resource listing of all MH community partners. • Strengthen partnerships for continuity of care and targeted treatment for special MH issues. 	Primary Service Area	

Priority: Sexually Transmitted Infections

Goal: Reduce the prevalence of sexually transmitted infections (STIs) in the community through prevention, education, and improved access to resources..

Strategy: Build a collaborative, data-driven approach to STI prevention and education by leveraging partnerships, increasing community engagement, and implementing evidence-based interventions.

Key Actions	Lead Person	Activities	Where	Metric/Intended Outcome
Partnership Development	PPMH CMO Chief Community Engagement and Health Impact Officer (co-lead).	<ul style="list-style-type: none">• Reestablish a multi-agency coalition (PPMH, DPH, AAPHC, school boards, local health departments).• Host stakeholder meetings and include school officials.• Strengthen collaboration with Morehouse for prevention grants.	Primary Service Area	Short-Term <ul style="list-style-type: none">• Increased community awareness and knowledge about STI prevention.• Greater comfort discussing STIs within the community.• Improved access to condoms and testing services. Medium-Term <ul style="list-style-type: none">• Increased collaboration among health agencies and schools.• Recognition of STIs as a priority issue by school boards and local authorities.• Decreased adolescent pregnancies due to improved condom use. Long-Term <ul style="list-style-type: none">• Reduction in STI rates and related stigma..
Community Engagement	PPMH CMO Chief Community Engagement and Health Impact Officer (co-lead).	<ul style="list-style-type: none">• Conduct listening sessions with priority populations (based on race, age groups).• Launch a marketing/media campaign to reduce stigma and increase awareness.• Include community input in messaging and educational materials.	Primary Service Area	
Education Awareness	PPMH CMO Chief Community Engagement and Health Impact	<ul style="list-style-type: none">• Provide STI prevention education to adolescents in schools.• Train clinical staff to reduce stigma and improve patient interactions.• Present subject matter	Primary Service Area	

	Officer (co-lead).	experts at school board meetings.		
Access to Resources	PPMH CMO Chief Community Engagement and Health Impact Officer (co-lead).	<ul style="list-style-type: none"> • Increase condom availability in the community. • Improve access to STI testing and partner referral services. • Develop and distribute educational materials. 	Primary Service Area	
Data-Driven Interventions	PPMH CMO Chief Community Engagement and Health Impact Officer (co-lead).	<ul style="list-style-type: none"> • Use Outcome and Assessment Information Set (OASIS) data to prioritize interventions. • Pilot evidence-based prevention models before full implementation. • Monitor and evaluate outcomes regularly. 	Primary Service Area	