



**Phoebe Worth Medical Center
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; and Diabetes.**

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 Worth 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 Worth 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 Worth County residents by leveraging existing resources, expanding services, and enhancing community engagement.

Strategy: Expand healthcare access through mobile units, urgent care, specialty services, and targeted community outreach while addressing cultural and marketing gaps.

Key Actions	Lead Person	Activities	Where	Metric/Intended Outcome
Engage Community to Maximize Mobile Unit Utilization	Pres/CEO PVMC Chief Community Engagement & Health Impact Officer (co-lead)	<ul style="list-style-type: none"> Host community listening sessions to inform residents about MU services and solicit feedback. Develop a strategy for MU deployment in Worth County. Bring MU to churches and local businesses for education and screenings. 	Primary Service Area	<p>Short-Term Outcomes (0–6 months)</p> <ul style="list-style-type: none"> Increased awareness of Mobile Unit (MU) services through community engagement sessions. Initial deployment of MU to churches and local businesses. Establish partnership with DFCS and Health Dept. to refer NFP clients. Launch of marketing campaigns featuring patient testimonials. <p>Mid-Term</p> <ul style="list-style-type: none"> Recruitment of NFP RN for Worth County.
Expand Nurse-Family Partnership	Pres/CEO PVMC Chief Community Engagement & Health Impact Officer (co-lead)	Align with Phoebe System efforts by: <ul style="list-style-type: none"> Increasing NFP enrollment Connecting with DFCS & Health Department for referrals. Recruiting NFP RN for Worth County. 	Primary Service Area	
Enhance Marketing Efforts	Pres/CEO PVMC Chief Community Engagement &	<ul style="list-style-type: none"> Deploy marketing representatives onsite for planning. Launch campaigns featuring patient testimonials for urgent care. 	Primary Service Area	

	Health Impact Officer (co-lead)			<ul style="list-style-type: none"> • Consistent utilization of MU across Worth County. • Growth in NFP enrollment and referrals from DFCS & Health Department. • Addition of radiology services to urgent care. • Noticeable increase in urgent care visits and specialty service utilization. <p>Long-Term</p> <ul style="list-style-type: none"> • Sustained improvement in health outcomes for rural communities. • Strong community buy-in and trust in local healthcare services. • Expanded specialty services. • Enhanced collaboration between health system and community organizations leading to long-term health equity.
Increase Specialty Services	Pres/CEO PWMC Chief Community Engagement & Health Impact Officer (co-lead)	<ul style="list-style-type: none"> • Add radiology services to urgent care. • Begin APP/Midwife rotation in clinics. • Identify and prioritize specialty services needed in the community. 	Primary Service Area	

Priority: Diabetes

Goal: Advance the diabetes prevention and management program by scaling community engagement, strengthening partnerships, and ensuring financial sustainability.

Strategy: Scale and sustain the diabetes prevention and management program by leveraging partnerships, financial stability, and community engagement..

Key Actions	Lead Person	Activities	Where	Metric/Intended Outcome
Financial Support	Pres/CEO PWMC Chief Community Engagement & Health Impact Officer (co-lead)	<ul style="list-style-type: none">• Conduct financial needs assessment with the Health Department and Community Garden.• Continue annual financial support of current partners (Health Department and Community Garden).	Primary Service Area	<div>Short-Term</div> <ul style="list-style-type: none">• Increased awareness of the Health Department's diabetes prevention and management resources.• Improved collaboration among healthcare providers and community resources.• Higher participation in educational programs and screenings. <div>Mid-Term</div> <ul style="list-style-type: none">• Establishment of diabetes support groups and
Education and Outreach	Pres/CEO PWMC Chief Community Engagement & Health Impact Officer (co-lead)	<ul style="list-style-type: none">• Refresh educational materials and marketing strategy.• Schedule monthly garden-based education sessions.• Promote hospital walking track.• Continue education programs at the community garden and health fairs.• Expand mobile unit visibility for screenings and outreach.	Primary Service Area	
Community Engagement	Pres/CEO PWMC	<ul style="list-style-type: none">• Organize provider roundtables to foster collaboration.	Primary Service Area	

	Chief Community Engagement & Health Impact Officer (co-lead)	<ul style="list-style-type: none"> Create a network of diabetes ambassadors and support groups. 		<p>ambassador network.</p> <ul style="list-style-type: none"> Expanded outreach through mobile units and community garden education sessions. Noticeable improvement in engagement metrics (event attendance, social media reach). <p>Long-Term</p> <ul style="list-style-type: none"> Reduction in average A1C levels among participants. Healthier community with improved lifestyle habits. Stronger partnerships and sustainable funding for program expansion. Enhanced reputation of the program, leading to broader health initiatives.

Priority: Mental Health

Goal: Improve mental health access and outcomes in the Worth community through collaboration, education, and expanded services.

Strategy: Continue building a sustainable, collaborative behavioral health (BH) ecosystem by leveraging existing partnership, and addressing gaps.

Key Actions	Lead Person	Activities	Where	Metric/Intended Outcome
Establish Local Collaboration	Pres/CEO PWMC Chief Community Engagement & Health Impact Officer (co-lead)	<ul style="list-style-type: none">• Form a Community Behavioral Health Coalition/Task Force.• Hold biannual coalition meetings to share best practice, success stories, and available resources.• Identify and engage key stakeholders (healthcare, public safety, schools, community)	Primary Service Area	<div>Short-Term</div> <ul style="list-style-type: none">• Increased awareness of mental health resources.• Stronger collaboration among community partners.• Improved ER staff knowledge of BH options.• Expanded telehealth utilization. <div>Medium-Term</div> <ul style="list-style-type: none">• Enhanced access to timely mental health care.• Reduced ER overutilization for BH crises.• Improved community engagement and education.
Strengthen Partnership with Aspire	Pres/CEO PWMC Chief Community Engagement & Health Impact Officer (co-lead)	<ul style="list-style-type: none">• Increase communication and coordination with Aspire.• Utilize Aspire's co-response team for crisis intervention.• Provide meeting space for Aspire programs.• Educate ER staff on local BH options.	Primary Service Area	
Expand Telehealth and Provider Presence	Pres/CEO PWMC	<ul style="list-style-type: none">• Dedicate space for telehealth and in-person BH services.• Assign a part time provider to Worth for local presence.	Primary Service Area	

	Chief Community Engagement & Health Impact Officer (co-lead)	<ul style="list-style-type: none"> Implement telehealth for ER consultations. 		<ul style="list-style-type: none"> Formation of a robust BH coalition driving initiatives. <p>Long-Term</p>
Increase Community Engagement and Education	Pres/CEO PMMC Chief Community Engagement & Health Impact Officer (co-lead)	<ul style="list-style-type: none"> Host mental health lectures at community venues (e.g., Community Garden). Organize a spring health fair. Collaborate with senior centers for outreach. Continue education on mental health and substance misuse. 	Primary Service Area	<ul style="list-style-type: none"> Positive mental health outcomes leading to productive citizens. Higher graduation rates and improved community well-being. Sustainable partnerships and resource-sharing. Reduced stigma around mental health.
Align with Phoebe System Strategies	Pres/CEO PMMC Chief Community Engagement & Health Impact Officer (co-lead)	<ul style="list-style-type: none"> Market BH services locally. Communicate system-wide mental health strategy. Identify best practices for rural hospitals. Explore inpatient resource options. 	Primary Service Area	