



2022 Strategic Plan and Goals

1st Quarter Update

2nd Quarter Update

- I. Strategic Marketing
 - A. Hire a part-time marketing person to heighten awareness of the following services offered at HMH:
 - i. Cardiac & Pulmonary Rehab
 - ii. Cardiac Nuclear Medicine
 - iii. Swing Bed Program
 - iv. Radiology Services
 - v. Surgical Services
 - vi. Allergy Clinic
 - vii. Screening Exams (colonoscopy, mammography, wellness, bone density, retinal exams)

Daniel Patterson, RN has agreed to conduct marketing part-time to heighten awareness of these services as he is marketing the Wound Care Clinic. Kim Turbeville will keep a spreadsheet to track those activities.

Daniel conducted marketing of HMH services to provider offices in Hope, Prescott, Murfreesboro, Lockesburg, Horatio, Dierks and De Queen during second quarter.

Heart Care Imaging conducted marketing for nuclear medicine services.

- II. Strategic Community Health Needs Assessment Implementation
 - A. Conduct Awareness Campaign for services already offered but requested on the Community Health Needs Assessment:
 - viii. Pediatrics
 - ix. Cancer Care
 - x. Wound Care
 - xi. Orthopedics
 - xii. Surgical Services
 - xiii. Dermatology
 - xiv. Diabetes Services

Marketing Director sent a press release to local media regarding CHNA request for services currently offered at HMH.

- B. Address Food Insecurity Adversely Affecting A Person's Health
Ordered and received two food boxes to be installed on campus.

A Taskforce will develop the process for determining when food insecurity exists, how to address food insecurity with the stocking of the two food boxes, providing boxes of non-perishable food to Compass and the Medical Clinic and partnering with the community to assist with food drives to respond to needs.

We have installed and stocked the external Blessing Boxes on the campus. Blessing boxes stocked 12 times since installation on March 1st.

HMH employees donated a total of 577 pounds of food during the March Food Drive for National Nutrition Month. Respiratory donated 17.66 pounds per employee and Dietary donated 13.33 pounds per employee. Both of these departments were honored with a pizza party.

Seven bags of food items provided for PCU, outpatients and rehab home health patients.

Two boxes of food were placed at Compass and two boxes were placed at the Medical Clinic.

- C. Provide educational information regarding:
- i. Mental Health & Substance Use Issues
 - ii. Care for Low Income Individuals/Families
 - iii. COVID Relief Efforts
 - iv. Providers for:
 1. Neurology
 2. Pulmonology
 3. OB/GYN Services

Marketing Director sent a press release to local media explaining why some of these services are not possible for HMH to provide at this time.