

Willis Knighton North: 2025 CHNA Strategies & Action Steps

Community Health Need:		Mental Health and Mental Disorders	
Goal: Support community well-being by improving access to mental health resources and reducing stigma.			
Strategy: Expand mental health services			
Action Step	Accountability	Timeline	Desired Outcome
Explore opportunities to enhance existing partnerships and develop new relationships with organizations within our community that support mental health and mental disorders	Administration	Ongoing	To continue to support and partner with organizations that provide mental health services within our community
Expand mental health telehealth offerings	Physician Network / Behavioral Medicine	2027	Increased access for mental health services
Utilize information from social determinants of health to create action plans to address identified barriers	Behavioral Medicine	2026	To identify and address barriers that may exist for those seeking help for mental health disorders
Strategy: Promote Early Intervention			
Action Step	Accountability	Timeline	Desired Outcome
Support community organizations that improve or promote awareness of the importance of mental health	Administration	ongoing	To increase early prevention of mental disorders
Develop new signage and mental health awareness campaigns to be shared via a multichannel approach	Marketing	ongoing	To increase community's awareness the importance of mental health / mental disorders
Explore opportunities to consult with outlying facilities to expand partnerships for mental health	Behavioral Medicine	2028	Increase access for mental health services
Strategy: Increase awareness of available resources			
Action Step	Accountability	Timeline	Desired Outcome
Explore feasibility of online mental health offerings	Administration	2028	Increased access for mental health services
Identify areas of opportunity to promote mental health awareness within each service line	Administration	2027	Increase access for mental health services
Develop new internal informational program to be displayed at access points/entry points within our facilities	Marketing	2028	Increased awareness of access to mental health services
Community Health Need:		Preventative Care (Mammography Screening)	
Goal: Improve breast cancer outcomes by increasing access to and use of preventive mammography screenings.			
Strategy: Increased outreach			
Action Step	Accountability	Timeline	Desired Outcome
Develop multichannel education initiatives around the importance of preventative care measures	WK Marketing	2026	Increased awareness of breast cancer signs and symptoms
Explore opportunities to increase access points/ available appointments for breast cancer screenings	WK Radiology	Ongoing	To ensure availability of mammography appointments
Support community partners by bringing awareness to the public at community events	Administration	Ongoing	Early detection
Strategy: Expand access to screening services			
Action Step	Accountability	Timeline	Desired Outcome
Explore feasibility of additional mammography locations	Radiology	2028	To analyze data for possible additional mammography locations within our community
Analyze scheduling data to determine if additional times are needed to better serve community	Radiology	2026	Increased access for mammography appointments
Promote awareness of mammography services and technology to rural affiliates	Administration	2026	To increase awareness throughout NW Louisiana
Strategy: Provide educational content			
Action Step	Accountability	Timeline	Desired Outcome
Create and develop signage to share within our provider network on the signs and symptoms of breast cancer	Marketing	Ongoing	Increased awareness of signs and symptoms
Utilize collaboration with Mayo Clinic Care Network to leverage new informational content on early signs and symptoms of breast cancer	Administration	2026	Increased awareness of signs and symptoms
Develop targeted approach to address the needs of high risk population	Marketing	Ongoing	Increase awareness of self examinations
Community Health Need:		Vaccination (Flu Vaccinations – esp. among minorities)	
Goal: Reduce the burden of flu-related illness by improving vaccination rates across the community, particularly among populations with lower uptake.			
Strategy: Expand community vaccination events			
Action Step	Accountability	Timeline	Desired Outcome
Engage with our Community Engagement Committee on opportunity to expand footprint of vaccinations services offered	Administration	2026	Increased vaccination rates within our community
Develop relationships with new community partners to offer vaccination services to community members	Quick Care	2028	Increased vaccination rates within our community
Create marketing content to bring awareness to vaccination events via multichannel approach	Marketing	2027	increased awareness of opportunities to receive vaccinations within our community
Strategy: Increased provider engagement			

Action Step	Accountability	Timeline	Desired Outcome
Explore additional partnerships and collaborations with our Shots to Tots program and our rural affiliates	Administration	2027	Increase availability of vaccinations
Create educational program for Pediatricians about the importance of vaccinations	Administration	2027	To increase knowledge around the importance of vaccinations
Display educational content throughout the facility entry points regarding vaccinations	Administration	2028	To decrease vaccine hesitancy
Strategy: Implement targeted education campaigns			
Action Step	Accountability	Timeline	Desired Outcome
Provide new and engaging signage about the importance of on schedule vaccinations receiving vaccinations on schedule	Marketing	2026	To increase knowledge around the importance of vaccinations
Display video messages internally throughout WKH about the importance of vaccinations to reduce vaccine hesitancy and promote the availability of vaccination resources available in our community	Marketing	2027	To increase knowledge around the importance of vaccinations
Share vaccination educational content with community partners to increase vaccine confidence and promote awareness	Marketing	ongoing	To increase knowledge around the importance of vaccinations
Community Health Need:		Health Care (Preventable Hospital Stays)	
Goal: Improve community health outcomes by reducing preventable hospital stays.			
Strategy: Improve access to primary and preventative care			
Action Step	Accountability	Timeline	Desired Outcome
Increase outpatient preventive services and chronic disease management adherence	Physician Network	ongoing	To address preventable hospitalizations due to underlying chronic conditions
Increase outreach to patients who are not accessing Primary Care within the previous calendar year	Physician Network	ongoing	To maintain an ongoing primary care relationship with the patient population by ensuring an annual visit
Collaborate with community organizations to address identified barriers and promote health equity for underserved populations	Administration	ongoing	More effective outreach and support for underserved populations
Strategy: Patient education			
Action Step	Accountability	Timeline	Desired Outcome
Create multichannel educational campaign that is focused on the importance of maintaining a healthy lifestyle	Marketing	2026	To increase awareness of the importance of maintain a healthy lifestyle
Explore opportunity to expand our current approach to sports injury prevention	PM&R	ongoing	To minimize preventable sports injuries
Expand outpatient educational offerings for targeted diagnosed conditions to mitigate at risk populations	Diabetes and Nutrition	2027	To increase awareness of preventable measures to minimize hospital admission
Strategy: Enhancing care coordination efforts			
Action Step	Accountability	Timeline	Desired Outcome
Ensure emergency department follow up with primary care provider	Physician Network	2026	Patients receive outreach from primary care physician within 72 hours of discharge
Explore the possibility of expanding the WKH discharge lobby concept to additional facilities	Administration	2028	To decrease readmissions
Implement multiple disciplinary transitional care management for targeted high risk populations for readmission	Physician Network	2026	High risk patients will receive coordinated post hospitalization from primary care and specialist
Community Health Need:		Healthcare Access and Quality (Primary Care Physicians, Mental Health Providers)	
Goal: Strengthen healthcare access and quality by improving availability of primary care and mental health providers.			
Strategy: Expand telehealth services			
Action Step	Accountability	Timeline	Desired Outcome
Expand patient use of telemedicine through the EHR portal to overcome geographic and other barriers to in person visits	Physician Network	ongoing	Increase utilization of telemedicine in place of in person visits
Increase remote pediatric specialty services through our pediatric specialty center	Physician Network	2026	Pediatric patients will have access to pediatric specialties that are unavailable in our local market
Development of tele stroke program	Administration	2026	Increased access to specialists
Strategy: Increase access points for behavioral healthcare			
Action Step	Accountability	Timeline	Desired Outcome
Explore opportunities to increase access to mental health resources through partnership with GME program	Behavioral/ GME	ongoing	To identify and address barriers to access for our community
Explore possibility of expanding behavioral medicine consulting services	Behavioral Medicine	ongoing	To increase access points for mental health services
Continue with the development of the Psychiatry Residency program that will graduate its first cohort of graduates in 2028	GME	Ongoing	To increase access points for mental health services
Strategy: Increase access points for primary healthcare			
Action Step	Accountability	Timeline	Desired Outcome
Investigate opportunities to partner with additional rural hospitals for GME program development.	GME	ongoing	Increased access for patients in NW Louisiana
Explore feasibility of expanding current space allocation for Academic Clinic	GME	ongoing	Increased space allocation which would allow for increased patient volumes

Create a new and improved streamline approach for new patient appointments made through our WKH call center	Physician Network / Physician Services	2027	Ease of access to new patient appointments
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Willis Knighton South: 2025 CHNA Strategies & Action Steps

Community Health Need:		Mental Health and Mental Disorders	
Goal: Support community well-being by improving access to mental health resources and reducing stigma.			
Strategy: Expand mental health services			
Action Step	Accountability	Timeline	Desired Outcome
Explore opportunities to enhance existing partnerships and develop new relationships with organizations within our community that support mental health and mental disorders	Administration	Ongoing	To continue to support and partner with organizations that provide mental health services within our community
Expand mental health telehealth offerings	Physician Network / Behavioral Medicine	2027	Increased access for mental health services
Utilize information from social determinants of health to create action plans to address identified barriers	Behavioral Medicine	2026	To identify and address barriers that may exist for those seeking help for mental health disorders
Strategy: Promote Early Intervention			
Action Step	Accountability	Timeline	Desired Outcome
Support community organizations that improve or promote awareness of the importance of mental health	Administration	ongoing	To increase early prevention of mental disorders
Develop new signage and mental health awareness campaigns to be shared via a multichannel approach	Marketing	ongoing	To increase community's awareness the importance of mental health / mental disorders
Explore opportunities to consult with outlying facilities to expand partnerships for mental health	Behavioral Medicine	2028	Increase access for mental health services
Strategy: Increase awareness of available resources			
Action Step	Accountability	Timeline	Desired Outcome
Explore feasibility of online mental health offerings	Administration	2028	Increased access for mental health services
Identify areas of opportunity to promote mental health awareness within each service line	Administration	2027	Increase access for mental health services
Develop new internal informational program to be displayed at access points/entry points within our facilities	Marketing	2028	Increased awareness of access to mental health services
Community Health Need:		Preventative Care (Mammography Screening)	
Goal: Improve breast cancer outcomes by increasing access to and use of preventive mammography screenings.			
Strategy: Increased outreach			
Action Step	Accountability	Timeline	Desired Outcome
Develop multichannel education initiatives around the importance of preventative care measures	WK Marketing	2026	Increased awareness of breast cancer signs and symptoms
Explore opportunities to increase access points/ available appointments for breast cancer screenings	WK Radiology	Ongoing	To ensure availability of mammography appointments
Support community partners by bringing awareness to the public at community events	Administration	Ongoing	Early detection
Strategy: Expand access to screening services			
Action Step	Accountability	Timeline	Desired Outcome
Explore feasibility of additional mammography locations	Radiology	2028	To analyze data for possible additional mammography locations within our community
Analyze scheduling data to determine if additional times are needed to better serve community	Radiology	2026	Increased access for mammography appointments
Promote awareness of mammography services and technology to rural affiliates	Administration	2026	To increase awareness throughout NW Louisiana
Strategy: Provide educational content			
Action Step	Accountability	Timeline	Desired Outcome
Create and develop signage to share within our provider network on the signs and symptoms of breast cancer	Marketing	Ongoing	Increased awareness of signs and symptoms
Utilize collaboration with Mayo Clinic Care Network to leverage new informational content on early signs and symptoms of breast cancer	Administration	2026	Increased awareness of signs and symptoms
Develop targeted approach to address the needs of high risk population	Marketing	Ongoing	Increase awareness of self examinations
Community Health Need:		Vaccination (Flu Vaccinations – esp. among minorities)	
Goal: Reduce the burden of flu-related illness by improving vaccination rates across the community, particularly among populations with lower uptake.			
Strategy: Expand community vaccination events			
Action Step	Accountability	Timeline	Desired Outcome
Engage with our Community Engagement Committee on opportunity to expand footprint of vaccinations services offered	Administration	2026	Increased vaccination rates within our community
Develop relationships with new community partners to offer vaccination services to community members	Quick Care	2028	Increased vaccination rates within our community
Create marketing content to bring awareness to vaccination events via multichannel approach	Marketing	2027	increased awareness of opportunities to receive vaccinations within our community
Strategy: Increased provider engagement			

Action Step	Accountability	Timeline	Desired Outcome
Explore additional partnerships and collaborations with our Shots to Tots program and our rural affiliates	Administration	2027	Increase availability of vaccinations
Create educational program for Pediatricians about the importance of vaccinations	Administration	2027	To increase knowledge around the importance of vaccinations
Display educational content throughout the facility entry points regarding vaccinations	Administration	2028	To decrease vaccine hesitancy
Strategy: Implement targeted education campaigns			
Action Step	Accountability	Timeline	Desired Outcome
Provide new and engaging signage about the importance of on schedule vaccinations receiving vaccinations on schedule	Marketing	2026	To increase knowledge around the importance of vaccinations
Display video messages internally throughout WKH about the importance of vaccinations to reduce vaccine hesitancy and promote the availability of vaccination resources available in our community	Marketing	2027	To increase knowledge around the importance of vaccinations
Share vaccination educational content with community partners to increase vaccine confidence and promote awareness	Marketing	ongoing	To increase knowledge around the importance of vaccinations
Community Health Need:		Health Care (Preventable Hospital Stays)	
Goal: Improve community health outcomes by reducing preventable hospital stays.			
Strategy: Improve access to primary and preventative care			
Action Step	Accountability	Timeline	Desired Outcome
Increase outpatient preventive services and chronic disease management adherence	Physician Network	ongoing	To address preventable hospitalizations due to underlying chronic conditions
Increase outreach to patients who are not accessing Primary Care within the previous calendar year	Physician Network	ongoing	To maintain an ongoing primary care relationship with the patient population by ensuring an annual visit
Collaborate with community organizations to address identified barriers and promote health equity for underserved populations	Administration	ongoing	More effective outreach and support for underserved populations
Strategy: Patient education			
Action Step	Accountability	Timeline	Desired Outcome
Create multichannel educational campaign that is focused on the importance of maintaining a healthy lifestyle	Marketing	2026	To increase awareness of the importance of maintain a healthy lifestyle
Explore opportunity to expand our current approach to sports injury prevention	PM&R	ongoing	To minimize preventable sports injuries
Expand outpatient educational offerings for targeted diagnosed conditions to mitigate at risk populations	Diabetes and Nutrition	2027	To increase awareness of preventable measures to minimize hospital admission
Strategy: Enhancing care coordination efforts			
Action Step	Accountability	Timeline	Desired Outcome
Ensure emergency department follow up with primary care provider	Physician Network	2026	Patients receive outreach from primary care physician within 72 hours of discharge
Explore the possibility of expanding the WKH discharge lobby concept to additional facilities	Administration	2028	To decrease readmissions
Implement multiple disciplinary transitional care management for targeted high risk populations for readmission	Physician Network	2026	High risk patients will receive coordinated post hospitalization from primary care and specialist
Community Health Need:		Healthcare Access and Quality (Primary Care Physicians, Mental Health Providers)	
Goal: Strengthen healthcare access and quality by improving availability of primary care and mental health providers.			
Strategy: Expand telehealth services			
Action Step	Accountability	Timeline	Desired Outcome
Expand patient use of telemedicine through the EHR portal to overcome geographic and other barriers to in person visits	Physician Network	ongoing	Increase utilization of telemedicine in place of in person visits
Increase remote pediatric specialty services through our pediatric specialty center	Physician Network	2026	Pediatric patients will have access to pediatric specialties that are unavailable in our local market
Development of telestroke program	Administration	2026	Increased access to specialists
Strategy: Increase access points for behavioral healthcare			
Action Step	Accountability	Timeline	Desired Outcome
Explore opportunities to increase access to mental health resources through partnership with GME program	Behavioral/ GME	ongoing	To identify and address barriers to access for our community
Explore possibility of expanding behavioral medicine consulting services	Behavioral Medicine	ongoing	To increase access points for mental health services
Continue with the development of the Psychiatry Residency program that will graduate its first cohort of graduates in 2028	GME	Ongoing	To increase access points for mental health services
Strategy: Increase access points for primary healthcare			
Action Step	Accountability	Timeline	Desired Outcome
Investigate opportunities to partner with additional rural hospitals for GME program development.	GME	ongoing	Increased access for patients in NW Louisiana
Explore feasibility of expanding current space allocation for Academic Clinic	GME	ongoing	Increased space allocation which would allow for increased patient volumes

Create a new and improved streamline approach for new patient appointments made through our WKH call center	Physician Network / Physician Services	2027	Ease of access to new patient appointments
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Willis Knighton Bossier: 2025 CHNA Strategies & Action Steps

Community Health Need:		Mental Health and Mental Disorders	
Goal: Support community well-being by improving access to mental health resources and reducing stigma.			
Strategy: Expand mental health services			
Action Step	Accountability	Timeline	Desired Outcome
Explore opportunities to enhance existing partnerships and develop new relationships with organizations within our community that support mental health and mental disorders	Administration	Ongoing	To continue to support and partner with organizations that provide mental health services within our community
Expand mental health telehealth offerings	Physician Network / Behavioral Medicine	2027	Increased access for mental health services
Utilize information from social determinants of health to create action plans to address identified barriers	Behavioral Medicine	2026	To identify and address barriers that may exist for those seeking help for mental health disorders
Strategy: Promote Early Intervention			
Action Step	Accountability	Timeline	Desired Outcome
Support community organizations that improve or promote awareness of the importance of mental health	Administration	ongoing	To increase early prevention of mental disorders
Develop new signage and mental health awareness campaigns to be shared via a multichannel approach	Marketing	ongoing	To increase community's awareness the importance of mental health / mental disorders
Explore opportunities to consult with outlying facilities to expand partnerships for mental health	Behavioral Medicine	2028	Increase access for mental health services
Strategy: Increase awareness of available resources			
Action Step	Accountability	Timeline	Desired Outcome
Explore feasibility of online mental health offerings	Administration	2028	Increased access for mental health services
Identify areas of opportunity to promote mental health awareness within each service line	Administration	2027	Increase access for mental health services
Develop new internal informational program to be displayed at access points/entry points within our facilities	Marketing	2028	Increased awareness of access to mental health services
Community Health Need:		Preventative Care (Mammography Screening)	
Goal: Improve breast cancer outcomes by increasing access to and use of preventive mammography screenings.			
Strategy: Increased outreach			
Action Step	Accountability	Timeline	Desired Outcome
Develop multichannel education initiatives around the importance of preventative care measures	WK Marketing	2026	Increased awareness of breast cancer signs and symptoms
Explore opportunities to increase access points/ available appointments for breast cancer screenings	WK Radiology	Ongoing	To ensure availability of mammography appointments
Support community partners by bringing awareness to the public at community events	Administration	Ongoing	Early detection
Strategy: Expand access to screening services			
Action Step	Accountability	Timeline	Desired Outcome
Explore feasibility of additional mammography locations	Radiology	2028	To analyze data for possible additional mammography locations within our community
Analyze scheduling data to determine if additional times are needed to better serve community	Radiology	2026	Increased access for mammography appointments
Promote awareness of mammography services and technology to rural affiliates	Administration	2026	To increase awareness throughout NW Louisiana
Strategy: Provide educational content			
Action Step	Accountability	Timeline	Desired Outcome
Create and develop signage to share within our provider network on the signs and symptoms of breast cancer	Marketing	Ongoing	Increased awareness of signs and symptoms
Utilize collaboration with Mayo Clinic Care Network to leverage new informational content on early signs and symptoms of breast cancer	Administration	2026	Increased awareness of signs and symptoms
Develop targeted approach to address the needs of high risk population	Marketing	Ongoing	Increase awareness of self examinations
Community Health Need:		Vaccination (Flu Vaccinations – esp. among minorities)	
Goal: Reduce the burden of flu-related illness by improving vaccination rates across the community, particularly among populations with lower uptake.			
Strategy: Expand community vaccination events			
Action Step	Accountability	Timeline	Desired Outcome
Engage with our Community Engagement Committee on opportunity to expand footprint of vaccinations services offered	Administration	2026	Increased vaccination rates within our community
Develop relationships with new community partners to offer vaccination services to community members	Quick Care	2028	Increased vaccination rates within our community
Create marketing content to bring awareness to vaccination events via multichannel approach	Marketing	2027	increased awareness of opportunities to receive vaccinations within our community
Strategy: Increased provider engagement			

Action Step	Accountability	Timeline	Desired Outcome
Explore additional partnerships and collaborations with our Shots to Tots program and our rural affiliates	Administration	2027	Increase availability of vaccinations
Create educational program for Pediatricians about the importance of vaccinations	Administration	2027	To increase knowledge around the importance of vaccinations
Display educational content throughout the facility entry points regarding vaccinations	Administration	2028	To decrease vaccine hesitancy
Strategy: Implement targeted education campaigns			
Action Step	Accountability	Timeline	Desired Outcome
Provide new and engaging signage about the importance of on schedule vaccinations receiving vaccinations on schedule	Marketing	2026	To increase knowledge around the importance of vaccinations
Display video messages internally throughout WKH about the importance of vaccinations to reduce vaccine hesitancy and promote the availability of vaccination resources available in our community	Marketing	2027	To increase knowledge around the importance of vaccinations
Share vaccination educational content with community partners to increase vaccine confidence and promote awareness	Marketing	ongoing	To increase knowledge around the importance of vaccinations
Community Health Need:		Health Care (Preventable Hospital Stays)	
Goal: Improve community health outcomes by reducing preventable hospital stays.			
Strategy: Improve access to primary and preventative care			
Action Step	Accountability	Timeline	Desired Outcome
Increase outpatient preventive services and chronic disease management adherence	Physician Network	ongoing	To address preventable hospitalizations due to underlying chronic conditions
Increase outreach to patients who are not accessing Primary Care within the previous calendar year	Physician Network	ongoing	To maintain an ongoing primary care relationship with the patient population by ensuring an annual visit
Collaborate with community organizations to address identified barriers and promote health equity for underserved populations	Administration	ongoing	More effective outreach and support for underserved populations
Strategy: Patient education			
Action Step	Accountability	Timeline	Desired Outcome
Create multichannel educational campaign that is focused on the importance of maintaining a healthy lifestyle	Marketing	2026	To increase awareness of the importance of maintain a healthy lifestyle
Explore opportunity to expand our current approach to sports injury prevention	PM&R	ongoing	To minimize preventable sports injuries
Expand outpatient educational offerings for targeted diagnosed conditions to mitigate at risk populations	Diabetes and Nutrition	2027	To increase awareness of preventable measures to minimize hospital admission
Strategy: Enhancing care coordination efforts			
Action Step	Accountability	Timeline	Desired Outcome
Ensure emergency department follow up with primary care provider	Physician Network	2026	Patients receive outreach from primary care physician within 72 hours of discharge
Explore the possibility of expanding the WKH discharge lobby concept to additional facilities	Administration	2028	To decrease readmissions
Implement multiple disciplinary transitional care management for targeted high risk populations for readmission	Physician Network	2026	High risk patients will receive coordinated post hospitalization from primary care and specialist
Community Health Need:		Healthcare Access and Quality (Primary Care Physicians, Mental Health Providers)	
Goal: Strengthen healthcare access and quality by improving availability of primary care and mental health providers.			
Strategy: Expand telehealth services			
Action Step	Accountability	Timeline	Desired Outcome
Expand patient use of telemedicine through the EHR portal to overcome geographic and other barriers to in person visits	Physician Network	ongoing	Increase utilization of telemedicine in place of in person visits
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Development of tele stroke program	Administration	2026	Increased access to specialists
Strategy: Increase access points for behavioral healthcare			
Action Step	Accountability	Timeline	Desired Outcome
Explore opportunities to increase access to mental health resources through partnership with GME program	Behavioral/ GME	ongoing	To identify and address barriers to access for our community
Explore possibility of expanding behavioral medicine consulting services	Behavioral Medicine	ongoing	To increase access points for mental health services
Continue with the development of the Psychiatry Residency program that will graduate its first cohort of graduates in 2028	GME	Ongoing	To increase access points for mental health services
Strategy: Increase access points for primary healthcare			
Action Step	Accountability	Timeline	Desired Outcome
Investigate opportunities to partner with additional rural hospitals for GME program development.	GME	ongoing	Increased access for patients in NW Louisiana
Explore feasibility of expanding current space allocation for Academic Clinic	GME	ongoing	Increased space allocation which would allow for increased patient volumes



Create a new and improved streamline approach for new patient appointments made through our WKH call center	Physician Network / Physician Services	2027	Ease of access to new patient appointments
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Willis Knighton Pierremont: 2025 CHNA Strategies & Action Steps

Community Health Need:		Mental Health and Mental Disorders	
Goal: Support community well-being by improving access to mental health resources and reducing stigma.			
Strategy: Expand mental health services			
Action Step	Accountability	Timeline	Desired Outcome
Explore opportunities to enhance existing partnerships and develop new relationships with organizations within our community that support mental health and mental disorders	Administration	Ongoing	To continue to support and partner with organizations that provide mental health services within our community
Expand mental health telehealth offerings	Physician Network / Behavioral Medicine	2027	Increased access for mental health services
Utilize information from social determinants of health to create action plans to address identified barriers	Behavioral Medicine	2026	To identify and address barriers that may exist for those seeking help for mental health disorders
Strategy: Promote Early Intervention			
Action Step	Accountability	Timeline	Desired Outcome
Support community organizations that improve or promote awareness of the importance of mental health	Administration	ongoing	To increase early prevention of mental disorders
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Explore opportunities to consult with outlying facilities to expand partnerships for mental health	Behavioral Medicine	2028	Increase access for mental health services
Strategy: Increase awareness of available resources			
Action Step	Accountability	Timeline	Desired Outcome
Explore feasibility of online mental health offerings	Administration	2028	Increased access for mental health services
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Community Health Need:		Preventative Care (Mammography Screening)	
Goal: Improve breast cancer outcomes by increasing access to and use of preventive mammography screenings.			
Strategy: Increased outreach			
Action Step	Accountability	Timeline	Desired Outcome
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Explore opportunities to increase access points/ available appointments for breast cancer screenings	WK Radiology	Ongoing	To ensure availability of mammography appointments
Support community partners by bringing awareness to the public at community events	Administration	Ongoing	Early detection
Strategy: Expand access to screening services			
Action Step	Accountability	Timeline	Desired Outcome
Explore feasibility of additional mammography locations	Radiology	2028	To analyze data for possible additional mammography locations within our community
Analyze scheduling data to determine if additional times are needed to better serve community	Radiology	2026	Increased access for mammography appointments
Promote awareness of mammography services and technology to rural affiliates	Administration	2026	To increase awareness throughout NW Louisiana
Strategy: Provide educational content			
Action Step	Accountability	Timeline	Desired Outcome
Create and develop signage to share within our provider network on the signs and symptoms of breast cancer	Marketing	Ongoing	Increased awareness of signs and symptoms
Utilize collaboration with Mayo Clinic Care Network to leverage new informational content on early signs and symptoms of breast cancer	Administration	2026	Increased awareness of signs and symptoms
Develop targeted approach to address the needs of high risk population	Marketing	Ongoing	Increase awareness of self examinations
Community Health Need:		Vaccination (Flu Vaccinations – esp. among minorities)	
Goal: Reduce the burden of flu-related illness by improving vaccination rates across the community, particularly among populations with lower uptake.			
Strategy: Expand community vaccination events			
Action Step	Accountability	Timeline	Desired Outcome
Engage with our Community Engagement Committee on opportunity to expand footprint of vaccinations services offered	Administration	2026	Increased vaccination rates within our community
Develop relationships with new community partners to offer vaccination services to community members	Quick Care	2028	Increased vaccination rates within our community
Create marketing content to bring awareness to vaccination events via multichannel approach	Marketing	2027	increased awareness of opportunities to receive vaccinations within our community
Strategy: Increased provider engagement			

Action Step	Accountability	Timeline	Desired Outcome
Explore additional partnerships and collaborations with our Shots to Tots program and our rural affiliates	Administration	2027	Increase availability of vaccinations
Create educational program for Pediatricians about the importance of vaccinations	Administration	2027	To increase knowledge around the importance of vaccinations
Display educational content throughout the facility entry points regarding vaccinations	Administration	2028	To decrease vaccine hesitancy
Strategy: Implement targeted education campaigns			
Action Step	Accountability	Timeline	Desired Outcome
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Display video messages internally throughout WKH about the importance of vaccinations to reduce vaccine hesitancy and promote the availability of vaccination resources available in our community	Marketing	2027	To increase knowledge around the importance of vaccinations
Share vaccination educational content with community partners to increase vaccine confidence and promote awareness	Marketing	ongoing	To increase knowledge around the importance of vaccinations
Community Health Need:		Health Care (Preventable Hospital Stays)	
Goal: Improve community health outcomes by reducing preventable hospital stays.			
Strategy: Improve access to primary and preventative care			
Action Step	Accountability	Timeline	Desired Outcome
Increase outpatient preventive services and chronic disease management adherence	Physician Network	ongoing	To address preventable hospitalizations due to underlying chronic conditions
Increase outreach to patients who are not accessing Primary Care within the previous calendar year	Physician Network	ongoing	To maintain an ongoing primary care relationship with the patient population by ensuring an annual visit
Collaborate with community organizations to address identified barriers and promote health equity for underserved populations	Administration	ongoing	More effective outreach and support for underserved populations
Strategy: Patient education			
Action Step	Accountability	Timeline	Desired Outcome
Create multichannel educational campaign that is focused on the importance of maintaining a healthy lifestyle	Marketing	2026	To increase awareness of the importance of maintain a healthy lifestyle
Explore opportunity to expand our current approach to sports injury prevention	PM&R	ongoing	To minimize preventable sports injuries
Expand outpatient educational offerings for targeted diagnosed conditions to mitigate at risk populations	Diabetes and Nutrition	2027	To increase awareness of preventable measures to minimize hospital admission
Strategy: Enhancing care coordination efforts			
Action Step	Accountability	Timeline	Desired Outcome
Ensure emergency department follow up with primary care provider	Physician Network	2026	Patients receive outreach from primary care physician within 72 hours of discharge
Explore the possibility of expanding the WKH discharge lobby concept to additional facilities	Administration	2028	To decrease readmissions
Implement multiple disciplinary transitional care management for targeted high risk populations for readmission	Physician Network	2026	High risk patients will receive coordinated post hospitalization from primary care and specialist
Community Health Need:		Healthcare Access and Quality (Primary Care Physicians, Mental Health Providers)	
Goal: Strengthen healthcare access and quality by improving availability of primary care and mental health providers.			
Strategy: Expand telehealth services			
Action Step	Accountability	Timeline	Desired Outcome
Expand patient use of telemedicine through the EHR portal to overcome geographic and other barriers to in person visits	Physician Network	ongoing	Increase utilization of telemedicine in place of in person visits
Increase remote pediatric specialty services through our pediatric specialty center	Physician Network	2026	Pediatric patients will have access to pediatric specialties that are unavailable in our local market
Development of tele stroke program	Administration	2026	Increased access to specialists
Strategy: Increase access points for behavioral healthcare			
Action Step	Accountability	Timeline	Desired Outcome
Explore opportunities to increase access to mental health resources through partnership with GME program	Behavioral/ GME	ongoing	To identify and address barriers to access for our community
Explore possibility of expanding behavioral medicine consulting services	Behavioral Medicine	ongoing	To increase access points for mental health services
Continue with the development of the Psychiatry Residency program that will graduate its first cohort of graduates in 2028	GME	Ongoing	To increase access points for mental health services
Strategy: Increase access points for primary healthcare			
Action Step	Accountability	Timeline	Desired Outcome
Investigate opportunities to partner with additional rural hospitals for GME program development.	GME	ongoing	Increased access for patients in NW Louisiana
Explore feasibility of expanding current space allocation for Academic Clinic	GME	ongoing	Increased space allocation which would allow for increased patient volumes

Create a new and improved streamline approach for new patient appointments made through our WKH call center	Physician Network / Physician Services	2027	Ease of access to new patient appointments
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