

# Swain Community Hospital 2025 – 2028

## *Community Health Implementation Plan*

-Swain County, North Carolina-

**SWAIN**  
COMMUNITY HOSPITAL  
A Duke LifePoint Hospital

Adopted by Board of Trustees: 09/09/2025



Paper copies of this document may be obtained at: Swain Community Hospital

45 Plateau St., Bryson City, NC 28713, by phone 828.488.2155, or via the hospital website: [myswaincommunity.com](http://myswaincommunity.com)

# Table of Contents

About Swain Community Hospital..... 3

Community Health Needs Assessment (CHNA) Overview.....4

CHNA Process.....5

Implementation Plan Framework.....6

Implementation Plan Strategy..... 7

# About Swain Community Hospital

Swain Community Hospital serves the healthcare needs of four of the westernmost counties of North Carolina. Our longstanding reputation for quality, service, and compassion is what makes us stand out as the place for visitors, seasonal residents, and lifelong community members to receive outstanding healthcare.

Our number one goal is to provide a world-class patient experience. No matter how long your stay in our hospital, the quality of care you receive is our number one priority, each and every day. Not only is the quality of the clinical care you receive important, but so is how you feel when you're in our care.

Swain Community Hospital is a 48-bed, fully-accredited critical access hospital located in Bryson City, NC, which has been serving the residents of Swain and Graham counties since 1948. The hospital, along with an outpatient physician practice, offers primary and inpatient care, as well as emergency, laboratory, imaging, rehabilitation, urology, cardiopulmonary, geriatric outpatient, pediatric and gastroenterology services, and a pain clinic.

## Mission

*Making communities healthier®*

## Vision

We want to create places where people choose to come for healthcare, physicians and providers want to practice, and employees want to work.

## Values



**Champion  
Patient Care**



**Do the  
Right Thing**



**Embrace  
Individuality**



**Act with  
Kindness**



**Make a  
Difference  
Together**



# Community Health Needs Assessment (CHNA) Overview

In 2025, Swain Community Hospital (“SCH”) performed a Community Health Needs Assessment (CHNA) in partnership with Strata Decision Technology (“Strata”) to determine the health needs of the local community and develop an accompanying implementation plan to address the identified health needs of the community.

## CHNA Purpose

A CHNA is part of the required hospital documentation of “Community Benefit” under the Affordable Care Act for 501(c)(3) hospitals. It uses systematic, comprehensive data collection and analysis to provide information about the community including health status, needs, and disparities. The CHNA also offers a targeted action plan to address areas of need and allows the hospital to truly understand the health needs of the community it serves.

## CHNA Facility Benefits



- Identify health disparities and social determinants to inform future initiatives, programs, and outreach strategies
- Identify gaps in healthcare
- Develop an understanding of perceptions and ideas among community members
- Form collaborations with community organizations to address local health needs

## The core elements of a CHNA include:

- a definition and description of the community served
- a description of the process and methods used to conduct the CHNA
- a description of how the hospital facility solicited and took into account input received from community members
- a description of the identified significant health needs of the community, including selection process and criteria
- a description of resources available to address the significant health needs
- an evaluation of the impact of any actions that were taken to address the significant health needs identified in the immediately preceding CHNA

# Community Health Needs Assessment (CHNA) Overview

## The CHNA Process

The process to conduct the CHNA included the following:



Swain Community Hospital’s health priorities identified through the 2025 process are:

- 1 Access to Convenient Healthcare
- 2 Heart Disease
- 3 Mental Health
- 4 Women’s Health

This report was approved by the Board of Trustees on 09/09/2025.

# Implementation Plan Framework

Executive leadership at Swain Community Hospital gathered to discuss plans to address the identified health priorities. The leaders selected four of the identified significant health needs to create action plans to make positive community impacts. The next four pages outline the implementation plan for each identified health need seen below.

Each quarter the Healthy Horizons committee will meet to discuss the needs and their associated action plan to track improvement efforts and community impacts.

Swain Community Hospital Health Need Evaluation

	Severity or urgency	Feasibility and effectiveness	Impact on health disparities	Importance identified by community
Access to Convenient Healthcare	✓		✓	✓
Heart Disease	✓	✓	✓	✓
Mental Health	✓	✓	✓	✓
Women’s Health	✓	✓	✓	✓

This implementation plan was approved by the Board of Trustees on 09/09/2025.

# Implementation Plan: Access to Convenient Healthcare

**Initiative:** Education and Access Improvement

**Goal:** Maintain, educate, and improve access to primary and specialty care

Strategies Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
<b>Strategy 1:</b> Market walk-in mammography screenings	Ongoing	➤ Swain Marketing and Imaging Team	➤ Health Department
<b>Strategy 2:</b> Market outpatient lab and imaging services	Ongoing	➤ Swain Marketing, Lab, and Imaging Team	
<b>Strategy 3:</b> Expand primary care availability via provider recruitment	Quarter 3, 2026	➤ Swain Executive Leadership and Primary Care team	
<b>Strategy 4:</b> Swain specialty care rotation utilizing Harris providers	Ongoing	➤ Harris specialty providers	

**Anticipated Impact:**

- Improved access and knowledge of primary and specialty care services in the community

# Implementation Plan: Heart Disease

**Initiative:** Education and Access Improvement

**Goal:** Maintain, educate, and improve access to cardiology care

Strategies Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
<b>Strategy 1:</b> Maintain Chest Pain Accreditation	Ongoing	➤ Swain Disease Specific Care Coordination Team	
<b>Strategy 2:</b> Market outpatient cardiology clinic and inpatient cardiology coverage	Ongoing	➤ Swain Marketing Team	➤ Area Agency on Aging
<b>Strategy 3:</b> Community lunch and learns including provider presence	Annually 2026-2028	➤ Swain Marketing and Harris Cardiology Team	
<b>Strategy 4:</b> Provider and referral source education	Annually 2026-2028	➤ Swain Growth & Outreach Team	

**Anticipated Impact:**

- Improved access and knowledge of cardiology services in the community



# Implementation Plan: Mental Health

**Initiative:** Education of current services

**Goal:** Maintain and educate on current mental health services

Strategies Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
<b>Strategy 1:</b> Market available mental health services including Swain Senior Life Solutions	Ongoing	➤ Swain Marketing Team	
<b>Strategy 2:</b> Community lunch and learns	Annually 2026-2028	➤ Swain Marketing and Swain Senior Life Solutions	

**Anticipated Impact:**

- Improved knowledge of current mental health services

# Implementation Plan: Women’s Health

**Initiative:** Education and Access Improvement

**Goal:** Maintain, educate, and improve access to women’s health services

Strategies Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
<b>Strategy 1:</b> Market all elements of New Generations Birthing Center including level II special care nursery and neonatal transport capabilities	Ongoing	➤ Swain Marketing and Harris Labor & Delivery Teams	
<b>Strategy 2:</b> Provider and referral source education	Ongoing	➤ Swain Growth & Outreach Team	
<b>Strategy 3:</b> Community lunch and learns including breast health education	Annually 2026-2028	➤ Swain Marketing and Harris Women’s Health and Pediatric Teams	➤ Health Department
<b>Strategy 4:</b> Market Women’s Health clinic expansion including provider recruitment	Ongoing	➤ Swain Growth & Outreach and Marketing Team	

**Anticipated Impact:**

- Improved access and knowledge of women’s health services in the community