



Shore Medical Center Community Needs Assessment Implementation Strategy

Adopted by the Shore Medical Center's Board of Trustees on December 1, 2025.

Introduction

Shore Medical Center completes a Community Needs Assessment every three years. This is to ensure that Shore Medical Center's outreach efforts and initiatives truly reflect the changing health needs of the community it serves and to fulfill the annual Affordable Care Act requirement. A new CNA, along with this implementation strategy was most recently completed in 2025 and was adopted by the board of trustees.

This Implementation Strategy identifies the means by which Shore Medical Center plans to address community health needs during 2026 through 2028 as part of its Community Benefit Program. Beyond the services and programs detailed in this strategy, Shore has and continues to provide a full-range of services and programs to our community. Shore Medical Center's commitment to our community, patients and their family members runs parallel to our not-for-profit mission. We care for and respect all patients, their families and each other.

Shore Medical Center anticipates that the needs of the community may change during this period; therefore, there may be a need to revise and/or add to these strategies during implementation. Certain community health needs may become more pronounced and require changes to the initiatives identified in these strategies. Other community organizations may address certain needs, resulting in a different focus on the needs identified in the CNA. In addition, revisions may be warranted by changes in or clarifications of the requirements of Section 501(r) of the Internal Revenue Code or CMS funding levels.

The Community Needs Assessment Implementation Strategy was developed from the Community Needs Assessment results. The CNA features information and data collection on topics such as demographics, disease burden, health risk factors and community input. More information on the CNA may be accessed at www.shoremmedicalcenter.org.

Implementation Strategies

Poor health status and chronic disease can result when members of the community are impacted by risk factors. Some risk factors can be prevented and can serve to improve quality of life and reduce mortality and morbidity. The leading preventable causes of chronic disease is obesity and tobacco use (specifically smoking).

- **Strategy 1: Obesity** – Develop a plan for addressing obesity with adults receiving care through Shore Medical Center. This includes an identification process, referral process and discharge planning to appropriate agencies to assist patients with obesity issues in order to reduce future health issues.
- **Strategy 2: Tobacco** – Review tobacco status of patients that receive care through Shore Medical Center. Evaluate discharge planning recommendations and referral processes to improve patient connection to smoking/tobacco cessation services available in the community.

Cancer is a complex disease in which prevention, screening and treatment is an aspect of focus. Detecting cancer early and offering quality treatment locally for the community in especially high incidence cancers is a priority.

- **Strategy 3: Cancer Treatment** – Increase capacity and access of quality medical and radiation oncology, targeting both high incidence and mortality.
- **Strategy 4: Cancer Screening** – Expand access to cancer screening including underserved populations to find cancer early when most treatable.
- **Strategy 5: Cancer Screening** – Educate primary care providers about cancer screening, specifically lung cancer screening. Develop easy referral processes to connect patients to cancer screening.

Behavioral health issues and substance abuse issues have become more acknowledged over recent years. The substance abuse/opioid epidemic has gained momentum both locally and nationally and continues to be a concern. Shore supports healthcare providers and patients in the battle against addiction with referrals to behavioral health services.

- **Strategy 6: Behavioral Health** – Evaluate current strategies for behavioral health and develop program improvements to resources and referrals into the primary care provider practices specifically leveraging our behavioral health partners.
- **Strategy 7: Behavioral Health** – Development and launch of a new behavioral health program through Shore Physicians Group with continuous evaluation and monitorization for improvement and effectiveness.
- **Strategy 8: Substance Abuse (including opioids)** – Review and evaluate current processes for patients receiving services through Shore Medical Center. Gather data on number of patients, keep an updated referral list of resources, and identify addiction reduction services offered to patients. Screen patients through primary care physicians for needed addiction services and refer as appropriate.
- **Strategy 9: Substance Abuse (including opioids)** – Improve pain medication management through comprehensive patient processes and acquiring AI software technologies.

Poverty and food insecurity is a barrier to health and healthcare due to the inability to access and focus on healthy lifestyle choices and maintenance of regular preventative medical appointments and services.

- **Strategy 10: Poverty** – Assist patients who utilize Shore Medical Center services with financial assistance through our charity care department including applications to Medicaid and referring patients to services that can assist with their situation.
- **Strategy 11: Food Insecurity** – Assist patient who utilize Shore Medical Center services who identify with food insecurity by connecting them to community resources for food and programming to address hunger.
- **Strategy 12: Food Insecurity** – Partner with local food support programs as an organization to combat community hunger. Participate and generate employee and community support for donations to local food banks and collect food items through food drives throughout the year.

Chronic disease, aging populations, and unhealthy lifestyle habits all connect to the need of routine healthcare. Patient's first point of contact for non-urgent health concerns should be their primary care physician. A shortfall in the number of healthcare providers has major consequences for patients.

- **Strategy 13: Physician Access** – Provide robust medical services in our community through maintaining, recruiting and training physicians as well as supporting delivery of care through Advance Nurse Practitioners. Leverage Telehealth for services where appropriate. Deliver services in a way that provides the most convenient access for the general community while also offering exceptional patient experience. Review and address issues of consistency regarding physician visits as needed.
- **Strategy 14: Chronic Disease** – Development and launch of a new palliative care program in the outpatient setting through Shore Physicians Group with continuous evaluation and monitorization for improvement and effectiveness.