

Artesia General Hospital 2025 – 2028

Community Health Implementation Plan

-Eddy County, New Mexico-

Artesia General Hospital 

Your destination for health. Your partner for life.

Adopted by Board on May 28, 2025



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About Artesia General Hospital

From Rural Hospital to Modern Day Innovator

Artesia General Hospital has been committed to delivering medical care to our community since the facility first opened its doors in 1939. Since then the hospital has grown into a 25-bed, non-profit facility serving Artesia and Southeastern New Mexico.

Patients come to Artesia General Hospital with a common need – to receive quality healthcare. We strive to be much more than a state-of-the-art hospital with a broad range of services – we strive to provide compassionate care. Our family atmosphere brings out the best in each person and empowers each of us to perform the best work of our lives.

We aspire to achieve the highest standards of quality and patient satisfaction. Our patient, physician and employee satisfaction rates are some of the most admired in the region and state, and our health care system is recognized as a leader in quality health care.

Our distinguished medical staff is why Artesia General Hospital draws patients from across Southeastern New Mexico. The vast majority of our physicians are board certified or board eligible in their medical specialties, and they have been trained at the nation’s finest medical schools and hospitals.

Safety, effectiveness, patient centeredness, timeliness, efficiency and equity – these tenants are the foundation of our approach to quality. We compare ourselves against state and national benchmarks in these key areas to ensure we deliver the highest quality and safest care possible.

Our work and mission has always been guided by the needs of our patients and their families. We partner with our community to build, improve and sustain health care delivery and increase the health and well-being of those who live and work in Artesia as well as the surrounding regions.

Mission

To provide high-quality healthcare to our community and the surrounding areas.

Vision

To transform healthcare in our communities through innovation, engagement, and quality, while building a healthier tomorrow for generations to come.

Values

Our values are captured in SERVICE:

- Servant Leadership
- Excellence
- Respect
- Virtuousness
- Innovation
- Community
- Education

Community Health Needs Assessment (CHNA) Overview

In 2025, Artesia General Hospital (“AGH”) 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:



Artesia General Hospital’s health priorities identified through the 2025 process are:

- 1 Access to Convenient Healthcare
- 2 Children’s Health
- 3 Diabetes
- 4 Heart Disease
- 5 Women’s Health
- 6 Access to Affordable Healthcare

This report was approved by the Board on May 28, 2025

Implementation Plan Framework

Executive and clinical leadership at Artesia General Hospital gathered to discuss plans to address the identified health priorities. The leaders decided to breakout the health priorities into sub-categories to effectively create action plans to make positive community impacts. The next seven pages outline the implementation plan for each identified health need seen below.

Artesia General Hospital Health Need Evaluation

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

This implementation plan was approved by the Board on May 28, 2025

Implementation Plan: Access to Convenient Healthcare

Initiative: Children’s Health

Goal: Engage the community to create healthy lifestyles

Strategies <small>Actions facility plans to implement</small>	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
<p>Strategy 1: Provide student/parent health classes regarding cooking, outdoor activities, and mental health.</p> <ul style="list-style-type: none"> ▪ Develop nutritional meal plans to share with community. ▪ Summer lunch program. 	<p>Annually 2026 – 2028</p>	<ul style="list-style-type: none"> ➤ Artesia General Hospital Outreach, Family Practice, Nutrition, and Behavioral Health team 	<ul style="list-style-type: none"> ➤ Local schools ➤ Green Chili Café ➤ Dietitian ➤ Culinary program/HS ➤ Aquatic & Recreation Center ➤ HHS (Medicaid) ➤ Haven of Hope
<p>Strategy 2: Explore opportunity on expanding provider hours, including scheduled walk-in hours. Education of immunizations.</p>	<p>Ongoing</p>	<ul style="list-style-type: none"> ➤ Artesia General Hospital Executive team 	<ul style="list-style-type: none"> ➤ Carlsbad Family Practice/Memorial Family Practice
<p>Strategy 3: Community Healthcare Resource Map.</p>	<p>Ongoing</p>	<ul style="list-style-type: none"> ➤ Artesia General Hospital 	<ul style="list-style-type: none"> ➤ AGH ➤ Health Providers/clinics ➤ Entertainment ➤ Events ➤ Aquatic & Recreation Center ➤ Chamber of Commerce

Anticipated Impact:

- Healthier pediatric population creating healthier adults
- Increased education, awareness, and accessibility of services, events, and organizations in the community
- Increased youth activities along with youth team building skills and leadership experiences

Implementation Plan: Access to Convenient Healthcare

Initiative: Children’s Health *(continued)*

Goal: Engage the community to create healthy lifestyles

Strategies <small>Actions facility plans to implement</small>	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 4: AGH to help sponsor youth activities and sporting events. Medical Explorer program high school students.	2026 – TBD	<ul style="list-style-type: none"> ➤ AGH Executive Team ➤ AGH Marketing ➤ AGH Hospital Dept. Directors ➤ AGH Foundation 	<ul style="list-style-type: none"> ➤ Local youth organizations ➤ Local Schools ➤ Local Aquatic and Recreation Centers ➤ Families/Parents ➤ Chamber of Commerce ➤ Local Church Organizations ➤ Girls & Boys Clubs
Strategy 5: All ages/Kids Fair games, competition events, education on healthy food and physical activity.	2025 – TBD	<ul style="list-style-type: none"> ➤ AGH Executive Team ➤ AGH Marketing ➤ AGH Hospital Dept. Directors ➤ AGH Foundation 	<ul style="list-style-type: none"> ➤ Local youth organizations ➤ Local Schools ➤ Local Aquatic and Recreation Centers ➤ Families/Parents ➤ Chamber of Commerce ➤ Local Church Organizations ➤ Girls & Boys Clubs

Anticipated Impact:

- Healthier pediatric population creating healthier adults
- Increased education, awareness, and accessibility of services, events, and organizations in the community
- Increased youth activities along with youth team building skills and leadership experiences

Implementation Plan: Access to Convenient Healthcare

Initiative: Diabetes

Goal: Increase awareness and education on diabetes and diabetes management

Strategies <small>Actions facility plans to implement</small>	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 1: Health fairs offering glucose and/or A1c screenings, eye exams, blood pressure, urine/kidney.	Annually 2026 – 2028	<ul style="list-style-type: none"> ➤ Artesia General Hospital Outreach & Family Practice team 	<ul style="list-style-type: none"> ➤ Places to host and/or invite (i.e. oil and gas)
Strategy 2: Education of weight management, nutrition, and healthy eating habits, exercise & stretching activities.	2026 – TBD	<ul style="list-style-type: none"> ➤ Endocrinology ➤ Dietitian ➤ Family Medicine ➤ Rehab Services 	<ul style="list-style-type: none"> ➤ AGH ➤ Community Forums/Events ➤ American Diabetes Association ➤ Gallagher Broker Ins.
Strategy 3: Offer weight management options such as nutritional counseling and weight loss medications, diabetic medication management, and sleep studies for overweight.	2026 – TBD	<ul style="list-style-type: none"> ➤ Endocrinology ➤ Sleep Medicine ➤ Family Medicine 	<ul style="list-style-type: none"> ➤ AGH

Anticipated Impact:

- Increased population awareness and education of diabetes, including prevention and management

Implementation Plan: Access to Convenient Healthcare

Initiative: Heart Disease

Goal: Increase awareness and education on heart health

Strategies Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 1: Health fairs offering blood pressure screenings, CPR, First Aid, eye exams, diabetes education, blood glucose screenings.	Annually 2026 – 2028	<ul style="list-style-type: none"> ➤ Artesia General Hospital ➤ Cardiology team ➤ Endocrinology team ➤ Dietitian 	<ul style="list-style-type: none"> ➤ Local Industries & businesses ➤ Local Church organizations ➤ Community Centers ➤ Senior Centers, ➤ Artesia General Hospital ➤ Gallagher Broker Ins. Group
Strategy 2: Community Education with Cardiologist and Nutritionist.	2026 – 2028	<ul style="list-style-type: none"> ➤ AGH Cardiology ➤ AGH Foundation ➤ AGH Dept. Directors ➤ Dietitian 	<ul style="list-style-type: none"> ➤ Senior Centers ➤ Local Business ➤ Community & Events Centers ➤ Local Schools ➤ Local Church Organizations ➤ Artesia General Hospital
Strategy 3: Increase awareness for: <ul style="list-style-type: none"> ▪ CT calcium scoring ▪ Mammogram ▪ Women's Health ▪ Cancer Screenings ▪ New Mom Group 	2026 – 2028	<ul style="list-style-type: none"> ➤ Radiology Dept. ➤ Marketing Dept. ➤ AGH Providers 	<ul style="list-style-type: none"> ➤ Community ➤ Local Schools ➤ Local Business ➤ Senior Centers ➤ Church Organizations ➤ Artesia General Hospital ➤ Local Healthcare providers

Anticipated Impact:

- Increased population awareness and education of heart disease and prevention
- Increased knowledge and education focusing on cardiac health
- Gained patient population for the Cardiology office

Implementation Plan: Access to Convenient Healthcare

Initiative: Heart Disease (*continued*)

Goal: Increase awareness and education on heart health

Strategies Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 4: Increase patient awareness and education, gain more patient participation (age 65 years and older) of Medicare Annual Wellness Visits (AWV), Chronic Care Management (CCM), and Transitional Care Management (TCM).	2026 – 2028	<ul style="list-style-type: none"> ➤ Family Medicine ➤ ACO 	<ul style="list-style-type: none"> ➤ Senior centers ➤ Town Hall – special topic ➤ Gallagher Broker Ins. Group ➤ Accountable Care Organization – AGH*

*<https://artesiageneral.com/accountable-care-organization/>

Anticipated Impact:

- Increased population awareness and education of heart disease and prevention
- Increased knowledge and education focusing on cardiac health
- Gained patient population for the Cardiology office

Implementation Plan: Access to Convenient Healthcare

Initiative: Women’s Health

Goal: Provide accessible, reliable women's health services to Artesia and Eddy Counties

Strategies <small>Actions facility plans to implement</small>	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 1: Explore opportunity of recruiting women’s health providers.	Ongoing	<ul style="list-style-type: none"> ➤ Artesia General Hospital 	<ul style="list-style-type: none"> ➤ Universities/Partnerships
Strategy 2: Explore opportunity of opening a women’s health clinic.	2025 – TBD	<ul style="list-style-type: none"> ➤ Artesia General Hospital 	
Strategy 3: Education/health fairs.	Ongoing	<ul style="list-style-type: none"> ➤ Artesia General Hospital 	
Strategy 4: Women’s health events/forums including mammographic (breast health) education to providers and patients as well as pelvic/PAP cancer education.	2026-2028	<ul style="list-style-type: none"> ➤ AGH Radiology Mammography Department ➤ Women's Services/Provider 	<ul style="list-style-type: none"> ➤ Women for a better Artesia ➤ Lions organizations ➤ Artesia Public schools ➤ AGH Foundation

Anticipated Impact:

- Improved breast health awareness
- Increased breast exams for women over 40 years of age
- Educated ordering providers on breast health
- Improved women’s health with comfortable, accessible care

Implementation Plan: Access to Affordable Healthcare

Initiative: Affordable Healthcare

Goal: Increase awareness of efficiently accessing affordable healthcare

Strategies Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 1: Participate and sponsor educational events for the community.	Annually 2026 – 2028	➤ AGH	➤ Schools ➤ Community Events ➤ Social Clubs
Strategy 2: Increase awareness of local available healthcare resources. Directors visiting ordering providers offices, community presentations and interviews.	Ongoing	➤ AGH	➤ Local Referral Sources and healthcare community in Artesia/Carlsbad ➤ All AGH Providers
Strategy 3: Market services though multiple avenues. Extended marketing of Behavioral Health Telehealth in New Mexico.	2026-2028	➤ AGH Marketing and department Directors	➤ Ordering providers ➤ Civic organizations
Strategy 4: Increase awareness of affordability options with MD Save, Financial Counseling resources, Charity Care (self-pay), and transportation. Loyalty awards for returning patients.	2025-2028	➤ AGH Department Directors ➤ AGH Executive Team	➤ Community ➤ Gallagher Broker Ins. ➤ Managed Care Organization (i.e. health insurance companies such as BCBS, Presby, UHC) ➤ HHS (Medicaid)

Anticipated Impact:

- Increase awareness & education of services offered by AGH to local healthcare community
- Establish relations & partnerships with other outside healthcare providers
- Inform community of cost savings initiatives AGH offers (MD Save, Discounts, Sliding Fee Schedule, etc.,)