



2025-2028 Implementation Plan for CHNA

Bradley and Polk Counties, TN



Bradley Medical Center
Vitruvian Health

PERSPECTIVE / OVERVIEW

About Bradley Medical Center

Bradley Medical Center (BMC), an affiliate of **Vitruvian Health**, is a not-for-profit hospital committed to delivering quality, innovative health care to the Cleveland community and surrounding areas. Our mission is simple yet powerful: to provide exceptional medical services with compassion, integrity, and excellence—every person, every time.

With 351 licensed beds across our main acute care hospital and Westside Campus, and over 20 access points in Cleveland and surrounding areas that include primary care, walk-in clinics, heart & vascular, orthopedics, infectious disease, outpatient therapy, wound center, behavioral health services, and neurology, BMC offers a comprehensive range of services through an experienced team of physicians, nurses, and caregivers. From preventive care and diagnostics to advanced treatment and rehabilitation, we are here to meet the diverse health needs of our community.

Excellence in Care & Accreditation

BMC is proud to be accredited by **The Joint Commission**, a reflection of our unwavering commitment to patient safety and quality outcomes. We are also recognized as:

- An **Accredited Chest Pain Center** by the *American College of Cardiology*
- An **Acute Stroke Ready Hospital** accredited by *The Joint Commission*
- Home to an **Orthopedic Joint Center** honored with The Joint Commission's **Gold Seal of Approval** and **Certificates of Distinction** for our *Total Knee and Total Hip Orthopedic Programs*
- **AACVPR** accredited Cardiac Rehab Program

These achievements highlight our dedication to clinical excellence, advanced technology, and continuous improvement.

Committed to Community Wellness

Beyond the walls of our hospital, BMC is an active partner in promoting community-wide health and wellness. Through outreach programs, educational initiatives, and preventive care services, we work to help our neighbors live healthier lives.

At Bradley Medical Center, you are more than just a patient—you are part of our family. We are honored to be your trusted partner in health.



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Board Approval

The Bradley Medical Center Board of Managers approved the Community Health Needs Assessment on 9/3/2025 and the Implementation Strategy on 1/29/2026.

Making the CHNA Widely Available to the Public

Starting on 9/4/2025, the Community Health Needs Assessment report has been made widely available to the community via Bradley Medical Center's website <https://vitruvianhealth.com/about/chna-implementation-strategy/> or at the hospital at 2305 Chambliss Avenue NW, Cleveland, TN 37311 or by phone 423.559.6000. This Implementation Strategy is being made available in the same manner beginning 2/11/2026.

KEY FINDINGS

Most Significant Community Health Needs – Prioritized

Based on the secondary data, community surveys, and community focus groups using the criteria above, community stakeholders selected the following significant health needs in the counties. They voted using Mentimeter, a phone app for voting, selecting three priorities.

1. Safe, affordable housing
2. Jobs providing a living wage
3. Language barriers
4. Access to mental health care
5. Access to affordable healthcare and insurance
6. Access to quality, affordable childcare
7. Transportation

Based on the health priorities above, Bradley Medical Center will focus on the three main issues that align with healthcare and support our mission: (1) language barriers, (2) access to mental health services, and (3) access to affordable healthcare and insurance.

In collaboration with community stakeholders, the following implementation strategies have been developed to address the three prioritized health needs.



Bradley Medical Center CHNA Implementation Strategy 2025-2028

Bradley Medical Center Community Health Needs Priority: Access to Affordable Healthcare and Insurance	
Objective(s)	Action(s)
Expand walk-in with extended after-hours access points in Bradley & Polk counties	1) Explore and Identify access points for walk-in care with extended hours in Polk County (Ducktown, Copperhill & Benton) by partnering with existing relationships with providers in the market as well as organizations such as Polk County Health Department, Ocoee Regional Health Corporation, Bradley/Polk Walk-In Clinic, Polk County Health Council, Caring Place, Karis Healthcare, Boys and Girls Club, and Ducktown government officials. 2) Explore and identify locations in Bradley County to expand walk in access points to support market needs.
Expand primary care access points in Bradley & Polk counties	1) Explore and Identify access points for walk in care with extended hours in Polk County (Ducktown, Copperhill & Benton) by partnering with existing relationships with providers in the market as well as organizations such as Polk County Health Department, Ocoee Regional Health Corporation, Bradley/Polk Walk In Clinic, Polk County Health Council, Caring Place, Karis Healthcare, Boys and Girls Club, and Ducktown government officials. 2) Explore and identify locations in Bradley County to expand walk-in access points to support market needs.
Expand access to specialty care in Bradley & Polk counties	Recruitment of specialty care to support the healthcare needs of both communities.
Expand access to available appointments	Implement online scheduling through public website and digital media campaign.
Explore healthcare grants to fund additional healthcare resources in Bradley and Polk counties	Establish a grant writer to explore opportunities to build a program to support the needs of affordable healthcare resources in Polk and Bradley counties.
Provide healthcare education to residents in Bradley and Polk counties	Provide free blood pressure, and glucose screenings at community events. Partner with key agencies such as Bradley and Polk County Health Departments, Bradley and Polk Health Councils, along with Karis Healthcare, Bradley/Polk Walk-In Clinic, Ocoee Regional Health joint events with both Bradley & Polk counties.
Increase access to affordable insurance coverage	Continue to work closely with affordable insurance payors, including ACA payors and ACOs, to increase coverage access.
Increase Medicaid enrollment education and assistance	Provide education and assistance related to qualifying and enrolling in Medicaid at community events, through radio/podcast shows, social media, public website, printed materials, and financial counselors.
Increase the number of physician specialists	Continued recruitment of physician specialists that are in support of the specific health needs of the community.

Bradley Medical Center Health Needs Priority: Access to Quality Mental Healthcare	
Objective(s)	Action(s)
Increase the number of mental healthcare providers.	Recruit additional mental healthcare providers to support both Bradley and Polk counties.
Provide mental health and wellness education	Provide educational content for health events as well as website and social media. Mental Health Awareness Month Post mental health awareness month features on the website and social media.

Bradley Medical Center Health Needs Priority: Language Barriers	
Objective(s)	Action(s)
Increase educational materials and collateral to include multiple languages	Work with local agencies on expanding educational materials and collateral to meet the diverse cultural needs of the community in both Bradley & Polk counties. Work with local agencies for multicultural healthcare event in Bradley County. Utilize EPIC's Electronic Medical Record robust language options to support healthcare education.

COMMUNITY HEALTH NEEDS ASSESSMENT FOR BRADLEY AND POLK COUNTIES, TENNESSEE

Completed in partnership with:

