

COMMUNITY HEALTH NEEDS ASSESSMENT IMPLEMENTATION STRATEGY PLAN 2016

I. INTRODUCTION:

Memorial Community Health, Inc. (MCHI) is a private, non-profit corporation that operates Memorial Hospital, a Critical Access Hospital. Memorial Hospital worked with the community and the Central District Health Department to assess the health needs of the community. Over the past two years, MCHI has participated with the Health Department through a process called Mobilizing for Action through Planning and Partnership (MAPP).

As a result of that assessment, MCHI has identified obesity and mental health as the top needs to be addressed. For more information on the assessment, please see the companion document entitled Community Health Needs Assessment. This document outlines the implementation strategies and plan associated with the priority needs of obesity and cancer.

II. DESCRIPTION OF WHAT MCHI WILL DO TO ADDRESS COMMUNITY HEALTH NEEDS

Memorial Community Health uses health information and community feedback in the development of its strategic plan. The planning process begins with a review of the Mission and Vision of MCHI. The Community Health Needs Assessment (CHNA) has been a valuable resource in the hospital's planning process. The report has been shared with senior leadership, directors and managers, as well as physician leaders.

MCHI has a rich history of working with the community to address community health needs. As a partner, the community looks to MCHI to lead the charge for health, healthcare and wellness activities. MCHI's Mission Statement is "From Beginning to End, Improving Lives through Community Health Services." Living that Mission encompasses a broad variety of services. To live that Mission, MCHI recognizes that addressing the health and wellness needs of the community is as important as providing direct medical care.

In keeping with its Mission, MCHI will continue to address community needs by providing quality and safe care to those in need according to our charity care policy.

III. ACTION PLANS

A. Obesity:

Obesity was identified as the number one health concern in the Community Health Needs Assessment. Specific actions include:

- Annual Health Fair: Each year MCHI sponsors a health fair for the community. Screening laboratory blood profiles are provided at greatly reduced rates and low cost cardiovascular screenings are available at the fair through MCHI's partnership with Bryan Health. In addition to these screenings, the fair is of key importance in providing awareness, education and demonstrations at booths occupied by various MCHI hospital departments and other health related vendors in the community.



- Annual Health Challenge: MCHI will continue to sponsor an annual Health Challenge. Winning teams are selected by the percentage of weight loss. The Health Challenge concept will also be promoted to other businesses as a model.
- Employee Wellness: As a leading business in the community and the primary health service provider, being a model for healthy practices is important. MCHI continues to expand its Wellness activities with measurable goals for each employee that determines the employee's success. New in 2017 is an Employee Wellness Gym that has a variety of exercise and work out options available to employees 24/7 free of charge.
- Annual Fun Run: During the A'ROR'N Days celebrations in June, MCHI sponsors a 5K and 10K Fun Run for adults and a 1 Mile Kids Fun Run. There is also a 5K Wellness Walk which is open to everyone without registration.
- National Walk@Lunch Day: As a way to promote healthy activity throughout the work day, MCHI has begun organizing a National Walk@Lunch Day in conjunction with Blue Cross & Blue Shield. This is a national event held each April. MCHI participates by inviting community members and employees from local companies to join them in walking at Cole Park in Aurora to take steps towards a healthier lifestyle. Mayo clinic has reported that walking as little as 30 minutes per day, at least five days per week can lower one's risk of Type II diabetes, hypertension, and coronary artery disease. Participation is free and a low-cost sack lunch is available by reservation.

- To focus on childhood obesity, Memorial Community Health has established and continues to offer a program called “Kids Move University” (KMU). The purpose of KMU is to teach parents of pre-school age children how to make play active while still being fun. The program engages children in fun and creative activities to enhance their play and improve gross and fine motor skills. The program runs for six weeks and is taught by MCHI Occupational Therapy staff twice a year. Parents and children may attend more than one session if new applicants have not filled the class.



B. Behavioral/ Mental Health:

Mental Health and the access to appropriate services is a challenge throughout Nebraska, but especially in rural areas. While the Central District Health Department survey shows a reduced number of adults self reporting days of poor mental health and the frequency of depression, this does not mean there is not an issue with services. The CDHD area does report a higher than the state average of taking medications for a mental health condition. There continues to be a stigma about counseling combined with the lack of access to local counseling services, and the easiest, if not the best, answer may be a prescription. Specific actions include:

- Bryan Medical Center, through the Heartland Health Alliances, has created a tele-health option for psychiatric services for persons of all ages and needs. Access to the new service will begin summer 2017.
- Memorial Health Clinic has begun screening patients annually as needed with the PHQ 9 questionnaire for depression. This screening is easily accessible through the Health Maintenance section of the Electronic Medical Record. The questionnaire is

completed by the nurse on his/her intake documentation at the beginning of the patient visit with the results accessible to the providers during their review of the patient's medical record.

- During 2016 and on-going, Memorial Health Clinic has hired a full time Care Coordinator. Since many patients with multiple medical issues may also have some behavioral or depression problems, the Care Coordinator is available to assist patients with accessing the available resources.
- Utilization of Employer Employee Assistance Programs is encouraged for those patients with access to the service.

IV. COMMUNITY HEALTH NEEDS NOT BEING ADDRESSED:

- A. There are several lower priority needs identified in the Community Health Assessment that are not being addressed in this plan.
- B. Staffing is not available to plan and implement any additional programs. MCHI determined that it is better to complete fewer activities better than to not do anything well.
- C. Financial resources are also limited to be able to staff and implement additional projects.
- D. MCHI believes that focusing on the two areas identified will have the biggest impact on the health of the community.

V. ADOPTION AND APPROVAL:

The Memorial Community Health Board of Directors approved the Community Health Needs Assessment Implementation Strategy Plan on April 18, 2017.