

Community Hospital Community Health Needs Assessment Implementation Plan

A Community Needs Assessment is a study designed to identify the healthcare concerns that a community faces. This study focused on the healthcare and related care services and needs of Red Willow County, Nebraska, and the surrounding seven counties in Nebraska and Kansas that Community Hospital in McCook Nebraska primarily serves. The Needs Assessment was conducted between May and June of 2016.

This assessment is an additional step toward improving services and extending outreach to the citizens of our region. We define our region as a collection of communities within our care. The goal of this study was to provide us with information vital in meeting not only the needs but the expectations of our community. The results have provided a guide for our Hospital and its partners as to what services are most important to those we provide for and what services are missing, but needed, in our community. This study will better allow us to formulate new service opportunities and serve as a guide on how best to use the resources our community has available to meet the needs of its citizens.

In order to gather data that would accurately depict the needs of our region we collected information from a variety of sources. To begin our research we looked to available data sources such as county censuses for our service area, regional market analysis data from Truven Health Analytics and statistics from the University of Wisconsin's Robert Wood Foundation County Health Rankings survey. We have been following the County Health Rankings results over the last three years to benchmark if any progress has been made with our increased efforts of outreach and education from our 2010 and 2013 Community Needs Assessment. After collecting data from these sources to begin the basis of our assessment, we formulated a study designed specifically to draw to the surface our area's needs according to its community members, healthcare providers and partners. We decided the best ways to collect this data would be through a survey made available to the public which was also used by a local telephone survey company to collect data, focus groups for both community members and the healthcare community, along with key-informant interviews of community leaders.

Through this analysis we have identified the top three services already provided to our region and the top three gaps in service that need to be addressed along with one break-out concern topic.

The participants of this assessment identified the following services as the most important healthcare services currently being offered:

1. The availability of local healthcare services including: primary care physicians, general surgery, specialists traveling to the area, and the increased cancer care efforts.

2. Oncology services including both medical oncology and radiation oncology treatments as well as the visiting oncologists from the Callahan Cancer Center.
3. Emergency Services

The top three significant needs in our area were identified to be:

1. Wellness education and services including: Preventative education and screenings, weight management opportunities and support, physical activity education and support, and access to affordable fitness opportunities.
2. Additional visiting medical specialists including: pediatrics, full-time oncologist, full-time cardiologist, dermatology, obstetrics and gynecologist, full-time orthopedic surgeon, rheumatologist, plastic surgeon, and neurologist.
3. Mental Health and Substance Abuse support, education, outreach, and prevention.

The break-out topic of need in our area was:

1. Dedicated emergency room provider to improve and maintain reliable and high-quality emergency care services.

Community Hospital is an active member in the Mobilizing Action through Planning and Partnership (MAPP) which is headed by Southwest Nebraska Public Health Department. This group focuses its efforts on collecting similar responses to health needs, disparities, and gaps in services for the service areas of Nebraska. As a member of the committee Community Hospital plays a large role on identifying needs, disparities, and gaps that can be impacted through the programs they offer. This committee's results for the 2013 year overlap many of the results highlighted in the Community Health Needs Assessment for Community Hospital. Because of this, additional support for the importance of making an impact on the identified issues, listed above, was made.

Community Hospital is also a strong advocate at the state and national levels for the Nebraska Hospital Association and NHA PACT. Through these efforts Community Hospital works to impact identified needs, gaps in services, and disparities through advocacy. One specific identified gap and need, increase mental health and substance abuse services and support, is topic that has been part of these advocacy efforts in the past and will continue to be on the agenda in the future.

Community Hospital's leadership has developed the following implementation plan for the 2016 Community Health Needs Assessment. This plan outlines the specific activities and services which are directly related to the identified needs. The objectives are outlined per the prioritized health needs within the context of the hospital's overall strategic plan and availability of finite resources. The plan also includes rationale for each priority, an objective, specific implementation activities, and the anticipated impact and evaluation process.

PRIORITY 1: Wellness education and services including: Preventative education and screenings, weight management opportunities and support, physical activity education and support, and access to affordable fitness opportunities.

Rationale

Per the responses collected from the focus groups, surveys, and County Health Rankings data, a need for increased wellness education and services. The responses specifically requested those including preventative screenings, weight management programs, physical activity opportunities, and access to affordable fitness opportunities.

Objective

Engage our community in a culture of wellness through wellness-centered activities, sponsorships, classes and educational materials, especially those individuals who are underserved in our community.

Implementation Activities

Over the timeframe of August 2016 through June 2018 Community Hospital's Implementation Activities for Priority 1 include:

Preventative Screenings & Education:

- Quarterly health and wellness fairs offering preventative screenings at reduced cost to consumer.
- Continued outreach to local area businesses for wellness screenings.

Weight Management:

- "Eat Right, Get Fit" CDC program offered throughout the year.
- Wellness coaching for access to hospital resources for weight management.

Physical Activity & Fitness:

- Ongoing promotion of free group exercise class opportunities.
- Incorporating physical activity tips and resources in monthly Wellness Newsletter to community.
- Ongoing and increased awareness of FROG exercise program.
- Quarterly physical activity focused challenges for the community

Evaluation

Preventative Screenings & Education:

- Tracking participation in health and wellness fair screenings

- Tracking participation of local businesses in wellness screenings.

Weight Management:

- Tracking participation in “Eat Right, Get Fit” program via class instructors.
- Track participation in Wellness Coaching through FitThumb Portal as well as appointments made with hospital coaches.

Physical Activity & Fitness:

- Track participation and utilization of group exercise classes.
- Monthly incorporation of stories, tips, or ideas for physical activity in Wellness Newsletter.
- Tracking of participation in FROG classes throughout services area.
- Tracking of participation in challenges by community members.

Impact

The goal of the abovementioned activities is to make a positive impact upon the lifestyles and behaviors of individuals in our community utilizing our available resources for: education, preventative screenings at a reduced cost, support, and awareness.

Programs and/or Resources Utilized

- “Eat Right, Get Fit” Program with Certified Trainers
- Wellness Coaches
- Wellness for Life Program
- FROG Program

PRIORITY 2: Additional visiting medical specialists including: pediatrics, full-time oncologist, full-time cardiologist, dermatology, obstetrics and gynecologist, full-time orthopedic surgeon, rheumatologist, plastic surgeon, and neurologist.

Rationale

Per the responses collected by the surveys and focus groups, there are gaps in specialty services in the Community Hospital service area. In order to meet the mission of Regional Healthcare Excellence filling these gaps would be ideal.

Objective

Increase/continue efforts in recruiting specialists in the abovementioned areas of patient care to provide services and outreach clinics to Community Hospital.

Implementation Activities

Over the timeframe of August 2016 through June 2018 Community Hospital's Implementation Activities for Priority 2 include:

Recruitment:

- Continued work to recruit and sign contracts for outreach services in specialty patient care.
- Conduct feasibility studies on the needs for specific services requested.

Marketing:

- Increased intentional marketing of specialists providing outreach clinics at Community Hospital.

Evaluation

Recruitment

- Monthly reporting of recruiting activities through the Service Seed for specialty outreach clinic offerings.
- Complete and evaluate feasibility studies for service needs

Marketing

- Evaluation and creation of new and improved marketing plans for specialty services being offered at Community Hospital.
- Reporting of activities in Service Seed

Impact

The goal of the abovementioned activities is to better understand the needs of area patients and potential gaps in care that can be addressed. Also, increasing awareness of services being offered with revamped marketing plans.

Programs and/or Resources Utilized

- Recruiting efforts with Human Resources and Specialty Clinic Director
- Market research for feasibility study(ies)
- Marketing materials and consulting services

PRIORITY 3: Mental Health and Substance Abuse support, education, outreach, and prevention.

Rationale

Per the responses of the surveys and focus groups a gap was identified for mental health and substance abuse support in Community Hospital's service area. This issue has appeared on the 2010, 2013, and 2016 CHNA reports.

Objective

To understand the specific needs of the community for substance abuse and mental health services. Also, to identify any potential partnerships and/or collaborations for providing these services.

Implementation Activities

Over the timeframe of August 2016 through June 2018 Community Hospital's Implementation Activities for Priority 3 include:

- Market study for providers and services in the area for substance abuse and mental health.
- Outreach and recruiting to fulfill identified specific services, education, and needs.

Evaluation

- Completion and evaluation of market study for area providers and services for substance abuse and/or mental health.
- Tracking efforts for outreach and/or recruiting services and education for substance abuse and/or mental health. To be reported through Service Seed

Impact

The goal of the abovementioned activities is to understand the specific needs, current gaps, and potential partnerships/collaborations in the community to meet said needs. Also, continuing further advocacy at the state and national levels for these areas.

Programs and/or Resources Utilized

- Recruiting/Outreach efforts with Human Resources and Specialty Clinic Director
- Market research for current providers and services in the area

Feedback and Contact Information

For more information about the Community Health Needs Assessment findings, results, implementation plan, or more, please contact one of the individuals listed below. Or please mail a letter to:

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