

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 2013 by a local, independent consultant.

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 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. Obstetric care
3. Emergency Services

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

1. Increased availability of specialty doctors, including the availability of a full-time orthopedic surgeon.
2. Wellness education and services, including exercise, nutrition, and weight management programs.
3. Care for the elderly in our community, specifically in-home care.

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

1. Increased mental health and substance abuse services and support.

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's CEO, James P. Ulrich, is also a strong advocate at the state and national levels for the Nebraska Hospital Association and NHA PACT. Through his efforts he 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 his advocacy efforts in the past and will continue to be on his agenda in the future.

Community Hospital's leadership has developed the following implementation plan for the 2013 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: Increased availability of specialty doctors, including the availability of a full-time orthopedic surgeon.

Rationale

Findings indicate a strong need, and visible gap, in the availability of particular specialty doctors in the Community Hospital service area. Specifically, the gap in service for a full-time orthopedic surgeon exists. This need and/or gap was identified responses in interviews, focus groups, and survey results. Many respondents in the focus groups voiced a strong concern for a need for an full-time orthopedic surgeon for continuity of care and immediate care for patients in the area.

Objective

Continued recruiting for full-time orthopedic service coverage as well as other specialists. Another objective includes the need to increase awareness of Community Hospital's specialists, especially for those who are underserved in our community.

Implementation Activities

Over the timeframe of July 2013 through June 2016 Community Hospital's Implementation Activities for Priority 1 include:

- Increase the awareness of the availability of specialist doctors to our community, especially those individuals who are underserved, through direct-mail flyers once per quarter. Also, keeping our website up-to-date with providers and their visiting clinic dates.
- Educate our local insurance agencies and insurance exchange navigators along with area health departments about the specialty services offered through quarterly mailers.
- Continue and increase efforts to recruit a full-time orthopedic surgeon.

Impact and Evaluation

- Tracking hits to our Specialists page on our website through Google Analytics.
- Comparing the number of specialists who visit our clinic year to year in hopes of increasing the number of providers each year.
- Comparing the number of patient visits year to year in hopes of increasing the utilization of our specialists.
- Collecting regular updates on recruitment efforts for a full-time orthopedic surgeon.

Programs and/or Resources Utilized

- Financially support more educational seminars introducing our specialist providers.
- Financially support the increase in marketing through direct mailings, news releases, website updates and other advertising.

PRIORITY 2: Wellness education and services, including exercise, nutrition, and weight management programs.

Rationale

Per the responses collected in the interviews, surveys, and focus groups, a need was identified for Community Hospital to provide services, education, and support for Wellness Services including exercise, nutrition, and weight management programs. The respondents specifically listed concerns in the areas of high body mass index (BMI), increased weight gain, increased incidence of Type II diabetes and pre-diabetes, and sedentary lifestyles.

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 July 2013 through June 2016 Community Hospital's Implementation Activities for Priority 2 include:

- Roll-out "Wellness for Life" program to the public offering it to small businesses and individuals who do not otherwise have a wellness provider.
- Continue to support the FROG (Fitness Reaching Older Gen's) program.
- Increasing Nutrition education through our registered dietitian.
- Create a weight management program through our wellness coordinator.
- Continue and increase sponsorships of local well-centered activities such as runs.

Impact and Evaluation

- Compare the number of participants in our Wellness for Life program year to year in hopes that these numbers will increase over time.
- Compare the scores from the University of Wisconsin *County Health Rankings* which are released on an annual basis. (Scores include: Adult Obesity, Physical Inactivity)

Programs and/or Resources Utilized

- Financially support wellness and education programs through offering the products and services at a discounted rate.
- Financially support by providing personnel to perform wellness screenings and educational seminars.
- Financially support community wellness events through sponsorship and staff time.

PRIORITY 3: Care for the elderly in our community, specifically in-home care.

Rationale

Based upon the responses collected from respondents in the surveys, interviews, and focus groups, a need was identified for supporting care for the elderly in our community, specifically with concern to in-home care. Respondents in the focus groups had a large concern for the care of the elderly in their own homes with day-to-day activities such as cooking, cleaning, and personal hygiene.

Objective

To fill the need for in-home care, especially for those who are underserved in our community. Another objective is to open the communication to accessibility to these types of services to our community at-large.

Implementation Activities

Over the timeframe of July 2013 through June 2016 Community Hospital's Implementation Activities for Priority 3 include:

- Address the gap in this type of service for in-home care for the elderly by helping to formalize the network of providers in our area.

Impact and Evaluation

- Compare from year-to-year the amount of information disseminated about in-home elder care to our community. i.e. mailings, flyers, etc.

Programs and/or Resources Utilized

- Financially support through use of our Home Health & Hospice and Community Hospital staff.
- Financially support through increased awareness with marketing tools such as direct mailings and website.

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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