

COMMUNITY HEALTH NEEDS ASSESSMENT IMPLEMENTATION STRATEGY PLAN 2019

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 five years, MCHI has participated with the Health Department through a process called Mobilizing for Action through Planning and Partnership (MAPP).

As a result of the 2019 assessment, MCHI has identified Wellness/Lifestyle and Mental/Behavioral Health as the top needs to be addressed. These are issues previously identified and continue to be supported by both quantitative and qualitative data collected and synthesized by Central District Health Department. For more information on the assessment, please see the companion document entitled Community Health Needs Assessment 2019. This document outlines the implementation strategies and plan associated with the priority needs of Wellness/Lifestyle and Mental/Behavioral Health.

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 "Improving Lives through Community Health Services, because Every Moment Matters." 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. Wellness/Lifestyle:

During community meetings in 2019, the larger issue of Lifestyle Illnesses (including 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 health 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.
- 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. The Employee Wellness Gym has a variety of exercise and work out options available to employees 24/7 free of charge.
 - Effective in 2020 the MCHI Wellness Committee will open our Activities to the community as appropriate. Collaboration with other civic and business organizations will be done to best meet the community needs. Activities include:
 - Lunch and Learns
 - Bike safety and car seat checks – National Safety Month, July
 - Breast Feeding Support/Education
 - Healthy Cooking classes
 - Recipe Rehab
- 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 and a 1 mile Walk for Seniors. 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. An MCHI provider will be available to walk with participants to answer questions and encourage an active 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 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) with an updated format. 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. Number of Offerings will depend on community interest.

B. Mental/Behavioral Health:

Mental Health and the access to appropriate services is a challenge throughout Nebraska, but especially in rural areas. The Central District Health Department survey shows an increased number of adults self-reporting days of poor mental health and the frequency of depression, compared to a decrease in this reported in the 2016 data. Additionally, the CDHD area reports a higher than the state average of taking medications for a mental health condition. The community reports a continued stigma about seeking mental health counseling combined with the lack of access to local counseling services. Often, the easiest, if not the best, answer may be a prescription. Specific actions include:

- Bryan Medical Center, through the Heartland Health Alliance, hosts a tele- health option for psychiatric services for persons of all ages and needs. Access to this service is available to all patients.
- Memorial Health Clinic screens 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.
- 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 continues to be encouraged for those patients with access to the service.
- Provide mental/behavioral health counseling as an in-house specialty service as able.
- Coordinate with the Kim Foundation and the VA Hospital to provide public education both in the community and the school. Goal of education would be to reduce the stigma of mental health and provide skills for healthy coping and suicide prevention.
- Utilize Mental Health First Aid Training for staff and the community.

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 December 19, 2019.