

*Community Health
Implementation Strategy
For Years Ending
December 31, 2020 - 2022*



COMMUNITY
MEMORIAL
HEALTHCARE

Your Community Health Connection

Introduction

Community Memorial Healthcare serves the community with high quality health care, featuring the latest in technologies and treatments, delivered in an environment that promotes healing. CMH has expanded the scope of health care services to encompass the full continuum of care that emphasizes health promotion, disease prevention and treatment for all members of the family.

Mission

To excel at caring for you.

Vision

CMH will exceed expectations as a trusted and valued health provider.

Values

Treat: To provide appropriate and knowledgeable care to you, our patients.

Respect: We respect you through privacy, honesty, and sincerity.

Understand: Understanding your needs with compassion and small town values.

Stewardship: A responsible way to ensure that we are here for you today and in the future.

Teamwork: Secret of our success.

Clinics and Facilities

- Blue Rapids Medical Clinic
- Community Memorial Healthcare – Critical access hospital
- Community Physicians Clinic – Marysville
- Community Physicians Clinic – Wymore
- Community Physicians Clinic – Surgeon
- Home Health/Community Medical Equipment

Identifying Health Needs

A Community Health Needs Assessment was conducted from May 2019 to November 2019. Community input was provided through a community health survey, which was completed by 25 key stakeholders in the community. Key stakeholders who were asked to participate in the online survey worked for the following types of organizations and agencies:

- Hospitals and healthcare facilities
- Social service agencies
- Local school systems and educational organizations
- Public health agencies
- Other medical providers
- Local elected officials and governmental agencies
- Local businesses

Population demographics and socioeconomic characteristics of the community were also gathered and reported utilizing various third parties. The health status of the community was then reviewed. Information on the leading causes of death and morbidity information was analyzed in conjunction with health outcomes and factors reported for the community by CountyHealthrankings.org and other third parties.

This data was analyzed and reviewed to identify health issues of uninsured persons, low-income persons and minority groups, and the community as a whole. The Hospital engaged a leadership team to review the health needs and priority areas were determined based on assessment of the qualitative and quantitative data. Identified needs were prioritized based on the following criteria:

- 1) How many people are affected by the issue?
- 2) What are the consequences of not addressing this problem?
- 3) What is the impact on vulnerable populations?
- 4) Importance to the community
- 5) How many sources identified the need?

As a result of the analysis described above, the following health needs (listed in no particular order) were identified as the most significant health needs for the community:

- Lack of Mental Health Providers/Mental Health Conditions
- Lack of Access to Primary Care Physicians
- Adult Obesity
- Poverty
- Health Needs Associated with the Aging Population
- Substance Abuse

The identified health needs were reviewed by the CMH officials, in conjunction with prior years' CHNAs, implementation plans, and previous actions taken, and were narrowed into the following categories as top priorities (listed in no particular order) for 2020-2022:

CMH Priority	Corresponding Identified Health Need
Access to Care	<ul style="list-style-type: none"> • Lack of access to primary care providers/ convenient care • Poverty
Adult Obesity	<ul style="list-style-type: none"> • Adult Obesity
Behavioral Health	<ul style="list-style-type: none"> • Lack of Mental Health Providers/Increase in Mental Health Conditions • Substance Abuse

PRIORITY 1: Access to Care

Goal 1: To increase access to primary care

- Strategies:**
- A.** Review Clinic hours of operation.
 - B.** Pursue establishing an urgent care clinic, or after-hours care/weekend care outside of Emergency Room, to deliver convenience care to patients in a more cost-effective setting.
 - C.** Investigate telehealth opportunities or “easy visit” options to leverage technology for appointments in a primary care setting

Goal 2: Address local poverty from a healthcare perspective

- Strategies:**
- A.** Decrease the number of uninsured/underinsured in our communities by advocating with government representatives for Medicaid expansion to eliminate the gap for needed insurance coverage for patients in our community.
 - B.** Continue to counsel patients on financial assistance policy and forgiveness opportunities.
 - C.** Continue with pharmaceutical manufacturers and suppliers to provide free or reduced medicine costs for qualifying patients.

PRIORITY 2: Adult Obesity

Goal 1: Educate children on a healthy lifestyle to prevent an obese lifestyle

- Strategies:**
- A.** Partner with school & education systems to offer support for educational opportunities related to wellness, diet, and exercise.
 - B.** Create children's educational opportunities through the Farmer's Market, schools/daycares, law enforcement, social media, etc.

Goal 2: Decrease obesity in adult patients

- Strategies:**
- A.** Offer diabetes educational information, support and programming.
 - B.** Partner with recreational facilities and venues to promote exercise & healthy lifestyle opportunities in the communities we serve.

PRIORITY 3: Behavioral Health

Goal 1: To increase mental health care options across CMH's service area

- Strategies:**
- A.** Establish quarterly meetings with local established mental health liaisons and CMH staff to improve our collaborative processes.
 - B.** Look for additional mental health partners through public health, telemedicine, school counselors, pastoral teams, and private partners.
 - C.** Develop mental health education, including social media content and "Mental Health First Aid" information.

Goal 2: Decrease adult & teen substance abuse

- Strategies:**
- A.** Partner with emergency management services, law enforcement, and schools to host educational programming for children to help break the cycle of addiction.
 - B.** Support adult cessation programming through traditional and social media content and support group programming.

Next Steps

This Implementation Plan will be rolled out over the next three years, from FY 2020 through the end of FY 2022. The Hospital will work with community partners and health issue experts on the following for each of the approaches to addressing the identified health needs:

- Develop work plans to support effective implementation
- Create mechanisms to monitor and measure outcomes
- Provide on-going status and results of these efforts to improve community health

Community Memorial Healthcare is committed to conducting another health needs assessment within three years.

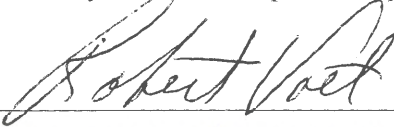
Health Needs Not Addressed

While no entity can wholly address all the health needs present in a community, CMH is committed to improving the health of our service area and will continue to monitor the community's needs, adjusting the above plan accordingly. During the CHNA process, six issues (see page 3) were identified as important to improved health. As previously outlined in the figure on page 4, CMH will focus on addressing several of these issues over the 2020-2022 timespan. For the remaining health issues not addressed specifically in the outline above, CMH remains committed to implementing current efforts in those areas.

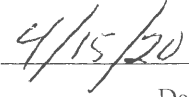
Adoption/Approval

Community Memorial Healthcare's Board of Directors approves the Implementation Strategy that has been developed to address the priorities of the Community Health Needs Assessment conducted in FY 2019.

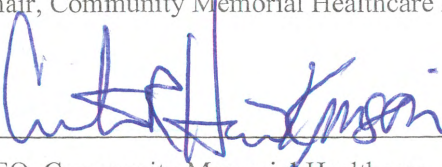
The Hospital will utilize this Implementation Strategy as a roadmap to collaborate with their community to address the priorities, particularly for the most vulnerable.



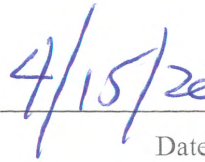
Chair, Community Memorial Healthcare Board of Directors



Date



CEO, Community Memorial Healthcare



Date