



Community Health Implementation Strategy
Fiscal Year 2013 -2015



Overall Goal for Implementation Strategy

Charlevoix Area Hospital (CAH) provides access to quality health care for the people of Charlevoix and northern Antrim counties with a continuing goal of increasing the health of the community. CAH will provide community benefit by focusing its implementation plan on the identified community health needs. We will utilize our key strengths and hone existing programs, all the while, keeping a clear vision of our organizational mission to fulfill the community health needs assessment by educating and positively impacting the health of the community in which we serve.

How the Implementation Strategy Was Developed

CAH is a 25-bed critical access hospital that primarily serves a two-county rural area. Recognizing that accurate health data for rural counties can be difficult to obtain, we participated and continue to participate in a collaborative effort to develop a Community Health Needs Assessment (CHNA). Additionally, data is also included from Charlevoix Hospital's two largest community outreach programs: CAH Wellness Wednesday Program and the CAH School Nurse Program. Combined, these programs provide access to care for over 4,500 students and community members annually. This implementation plan will be further updated in the late spring of 2016 upon the more extensive completed CHNA collaboration effort that is currently being facilitated through the Health Department of NW Michigan. This collaboration includes area hospitals and community entities and is a representation of partners across a multi-county area which includes the two counties that CAH serves: Charlevoix and Atrium. The process is utilizing input from focus groups, steering committee representation, informant interviews, and the [Healthy Communities Institute](#).

The CHNA Process

The 2010 **Patient Protection and Affordable Care Act** requires non-profit, tax-exempt hospitals to conduct a Community Health Needs Assessment (CHNA) every three years and adopt an implementation strategy to meet identified needs. A collaborative Steering Committee was also formed in July 2015 to provide ongoing guidance through the CHNA process and is presently ongoing. The Steering Committee is comprised of health care leaders and public officials from around the region. This CHNA is interim report with preliminary results; the comprehensive, completed regional CHNA will be available in the early spring of 2016.

At CAH, surveys were distributed over the past two years (2014-15) at the CAH Wellness Wednesday Program to evaluate participant education engagement and retention in the areas of chronic disease management, prevention, follow-up care, and future needs. Areas of education include: diabetes, hypertension, obesity, heart disease, access to care. Furthermore, we have included metrics showing the effects that our school nurse program has had in reducing chronic student absenteeism in the schools served by our program. This program has been nationally recognized and has received multiple awards for its community benefit efforts that go well-beyond charity care.

Major Needs

Community focus groups and community and provider surveys in Antrim and Charlevoix Counties were facilitated by the regional health department which resulted in a prioritized grid of health issues and concerns reflecting the current needs and health concerns in the CAH service area.

A CAH Steering Committee comprised of healthcare professionals within the CAH system developed an Action Plan that aligns with CAH's core principles for community health (improve access to care especially for uninsured and underinsured, youth and elderly, and to focus on chronic disease prevention and management). The following plan was presented and approved by the Charlevoix Area Hospital Board of Directors.

Areas of Focus

Prioritized health needs for CAH Surveys and those reported from the "What Matters to You?" Community and Provider surveys included:

- Obesity
- Diabetes
- Chronic Disease Management: High Blood Pressure, High Cholesterol, Heart Disease
- Maternal smoking
- Access to care for medical, dental, and behavioral health needs, particularly for the uninsured and those with Medicaid
- Arthritis

ACTION PLAN

Priority: Obesity

Objective 1: Promote employee-based wellness programs to hospital employees and area businesses

Strategies:

1. Educate businesses about benefits of employee wellness and assist in identifying opportunities through CAH Work-Right Program
2. Offer lunch-and-learns to CAH employees through wellness Committee
3. Continue to offer lunch-and-learns to community with expanded topics tailored to the needs and requests of area businesses

Objective 2: Education and awareness campaign in the hospital and community for healthy dietary choices

Strategies:

1. Healthy eating education and awareness for those with chronic diseases

2. Cooking demonstrations and information sessions for healthy eating through the auspices of the CAH School Nurse Program and the CAH Fit-4-Life for Kids Program and future CAH Wellness Workshop (scheduled to open summer 2016)
3. Offer lunch and learns to CAH employees and expand into community offering
4. Expand healthy food choices in CAH cafeteria through CAH Wellness Committee

Objective 3: Promote increased physical activity and exercise in the community

Strategies:

1. Target senior population through chair yoga classes provided by CAH at area senior center and continue offerings at Wellness Workshop
2. Continue with present biweekly yoga class offering at CAH
3. Expand community exercise opportunities at the CAH Wellness Workshop Health awareness, fitness, and chronic disease prevention series for high school students and athletes through CAH Fit-4-Life for Kids Program
4. Continue annual CAH 5K Family Turkey Trot
5. Expand CAH Family 5K to twice per year, adding a summer event in 2016

Anticipated Impact: Through our Community Education outreach we will raise awareness of long term impacts of obesity, chronic disease prevention, and will work to educate and improve healthy habits in the community.

Priority: Diabetes

Objective 1: Participation in region wide initiatives to identify opportunities for further programmatic outreach in community

Strategies:

1. Participation in the Northern Michigan Diabetes Initiative (NMDI) in the 12-county region to develop programs that prevent and manage diabetes
2. Continue to offer A1C testing at a reduced cost through the CAH Wellness Wednesday Program. Continue to offer blood glucose screenings and quickly link newly found diabetic to PCP for follow-up care.
3. Expand Pre-Diabetes classes to the CAH Wellness Workshop (scheduled to open summer 2016)

Objective 2: Promotion of diabetic management programs and development of curriculum for greater class offerings

Strategies:

1. Monthly diabetic support groups hosted by CAH Dietician
2. Monthly Pre-Diabetes Education classes hosted by CAH Dietician
3. Continue to hone and keep current, the CAH certified diabetes program to meet the ever-changing needs of the CAH service area diabetes population

Anticipated Impact: CAH is dedicated to the prevention, early detection, and appropriate management of diabetes. We will continue to partner with multiple organizations to create access points for education in our community

Priority: Chronic Disease Management: High Blood Pressure, High Cholesterol, Heart Disease

Objective 1: Expand Wellness Wednesday Program as well as employee-based wellness programs to both hospital employees and area businesses

Strategies:

1. Educate businesses on benefits of employee wellness and assist in identifying opportunities through CAH Work-Right Biometric Health Screening Program
2. Offer lunch-and-learns to CAH employees through wellness Committee that focus on chronic disease treatment and prevention
3. Offer one free Wellness Wednesday biometric health screening to Employees yearly
4. Continue to offer lunch-and-learns to community with expanded topics tailored to the needs and requests of area businesses

Objective 2: Expand Work-Right Program through employee-based wellness programs

Strategies:

1. Expand outreach to area businesses and provide CAH Work-Right information regarding free Lunch-and-Learn opportunities to increase employee health and awareness
2. Provide an increasingly diverse topic range for health education and disease prevention, one that meets the needs of the community

Anticipated Impact: Through our Community Education outreach, we will increase awareness about chronic disease management and prevention with the goal of elevating the health those in the community that we serve.

Priority: Maternal Smoking

Objective 1: Decrease number of pregnant women who smoke through a direct campaign

Strategies:

1. Promote the State of Michigan Tobacco Quit Line for pregnant and postpartum women
2. Educate health providers on evidence-based strategies for treating tobacco dependence
3. Host and support efforts for local smoking cessation programs

Objective 2: Decrease number of smokers over the age of 18 in our community

Strategies:

1. Coordinate with area schools through CAH school nurses to promote smoking awareness campaigns to reduce likelihood of adult smoking
2. Exploration to not hire workers at hospital who test positive for nicotine
3. Host and support efforts for local smoking cessation programs to area business through the CAH Work-Rite Program
4. Continue to promote and provide free Lunch-and-Learn smoking cessation classes to area businesses

Anticipated Impact: CAH seeks to raise community awareness regarding the complications and impact of maternal smoking in pregnancy. CAH also will work to decrease the rate of smoking in the community

Priority: Access to Care

Objective 1: Service support for community members who are uninsured or covered by Medicaid

Strategies:

1. Continue to work on strengthening Primary Care base with recruitment, retention, and IT support
2. Continue to offer financial assistance through Charity Care provision and Circle of Strength Cancer Care Program
3. Explore opportunity to expand medication assistance (MEDS) program from MMC to CAH
4. Continue to provide access to the care of a registered nurse where previously there was none to over 3,800 area school children between the ages of 4-18 years through the CAH School Nurse Program
5. Continue to expand infusion offerings at the new CAH Infusion Center and explore methods to facilitation transportation

Objective 2: Providing assistance to access services at CAH

Strategies:

1. Explore transportation and financial assistance for chemotherapy infusion patients
2. Continue low-cost biometric health screening program, Wellness Wednesday and increase offerings from nine times per year to thirty-six, with expanded offerings in Boyne City and East Jordan
3. Continue coordination efforts with Munson Healthcare to facilitate greater access to chemotherapy services in the region in the new CAH infusion center

Anticipated Impact: We will continue to improve the efficiency, effectiveness, and access to all types of care to the community that CAH serves, especially those with the greatest needs.

Health Needs Not Being Addressed

Large health needs not addressed by CAH at this time are mental health and substance abuse. CAH does not have the resources for mental health outreach or an in-patient psychiatric unit. Our referrals for mental health and substance abuse care that cannot be treated in the primary care setting are typically sent to Munson Medical Center in Traverse City. Our goal is to work with primary care groups to identify opportunities for establishment of great access to outpatient mental health services in the region as well as a pain clinic for improved management of those patients.

CAH does not have the ability to address dental needs at this time, although does help to facilitate dental screening in area school systems through the auspices of the CAH School Nurse Program. Also arthritis was identified as a top five health concern in the "What Matters to you? Community Survey" and at this time CAH has no program or support group in place, but will explore this further with the new CAH Wellness Workshop which is planned to be open early summer 2016.

Approval

Approval of plan by:

Lyn A. Jenks

CEO

3/15/16

Name

Title

Date



Signature

Ruth B. Hoppe

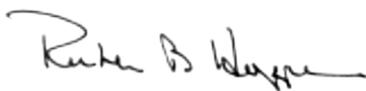
Board Chair

3/27/16

Name

Title

Date



Signature