



KALKASKA MEMORIAL HEALTH CENTER

Partnering with **MUNSON HEALTHCARE**



Community Health Implementation Strategy

Fiscal Year 2013 -2015



Contents

Overall Goal for Implementation Strategy.....	3
How the Implementation Strategy Was Developed	3
Major Needs and How Priorities Were Established	3
Areas of Focus.....	4
Action Plan.....	4
Priority: Obesity.....	4
Priority: Diabetes.....	5
Priority: Maternal Smoking	5
Priority: Access to Care.....	6
Health Needs Not Being Addressed.....	7
Approval.....	7



Overall Goal for Implementation Strategy

Kalkaska Memorial Health Center (KMHC) in partnership with Munson Healthcare provides access to quality health care for people in the Kalkaska region to improve the health of the community. KMHC will provide community benefit by focusing its implementation plan on the identified community health needs. We will utilize our key strengths and organizational mission to fulfill the community health needs assessment by educating and positively impacting the health of the community.

How the Implementation Strategy Was Developed

KMHC is a small critical access hospital that primarily serves Kalkaska County and parts of southern Antrim County. Recognizing that accurate health data for rural counties can be difficult to obtain, we participated in a collaborative effort to develop a Community Health Needs Assessment (CHNA). This collaborative, the CHNA Steering Committee, is a representation of partners across a five-county area that includes the two counties that KMHC serves. In addition to the partners listed below, we utilized input from focus groups, steering committee representation, informant interviews, and the **Healthy Communities Institute**.

- Benzie-Leelanau Public Health Department
- District Public Health Department #10
- Grand Traverse County Public Health Department
- Munson Medical Center
- Northwest Michigan Public Health Department
- Paul Oliver memorial Hospital

The CHNA Steering Committee developed a list of 35 community identified health issues for the five-county region. From these 35 community health issues our needs were prioritized. The KMHC Implementation Strategy was then developed based on the findings and priorities of the **2013 KMHC CHNA** including a review of the hospital's existing community benefit activities.

Major Needs and How Priorities Were Established

The Steering Committee prioritized the 35 health issues using the following criteria:

- Ability to significantly improve the health of individuals, provide benefit to a significant portion of the population, reduce waste, variation, and health care costs by addressing the issue
- Inclusion in Healthy People 2020 indicating opportunity for improvement in the service area
- Availability of community resources ready, willing, and able to address the problem
- Potential for measurable progress
- Likelihood of sustainability

The Steering Committee presented the recommendations to the Munson Community Health Committee (CHC) for further review and prioritization. The CHC is a Munson Healthcare Board committee that provides focus and oversight to the community health activities of Munson Healthcare. The CHC is made up of board members from Munson Healthcare and system



hospitals, as well as area physicians, public health officials, and community members. As they prioritized, in addition to the previously listed criteria, the CHC also considered the following:

- Does this issue align with Munson Healthcare’s core principle for community health (improve access to care especially for uninsured and underinsured, disenfranchised, youth and elderly, or focus on chronic disease prevention and management)?
- Will this issue help us promote efficient use of the hospital and health care people and resources?
- Is the hospital the most appropriate organization to take a lead role in the particular issue?

Areas of Focus

CHC recommendations were then presented to the executive leadership of Munson Medical Center (MMC), Kalkaska Memorial Health Center (KMHC), and POMH. Final prioritization was determined by the executive leadership of KMHC, MMC, and POMH and approved by the Kalkaska Memorial Health Center Board of Trustees, the Munson Healthcare Board of Directors, the Munson Medical Center Board of Trustees, and the Paul Oliver Memorial Hospital Board of Trustees. Prioritized health needs were:

- Obesity
- Diabetes
- Maternal smoking
- Access to care for medical, dental, and behavioral health needs, particularly for the uninsured and those with Medicaid, including medication assistance and perinatal and obstetrical services

Action Plan

Priority: Obesity

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

Strategies:

1. Educate businesses on benefits of employee wellness and assist in identifying opportunities through outreach
2. Promote employee utilization of the KMHC Rehabilitation exercise gym and other fitness activities
3. Offer lunch-and-learns to KMHC employees and expand into community offerings

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

Strategies:

1. Cooking demonstrations and information sessions for healthy eating
2. Offer lunch and learns to KMHC employees and expand into community offering
3. Continue to hold children’s health fair annually with target discussion on nutrition



Objective 3: Promote increased physical activity, exercise, and healthy eating in the community through our local schools

Strategies:

1. KMHC to provide Jump into Foods & Fitness (JIFF) evidenced-based program within Kalkaska Public Schools and Forest Area Community Schools to promote education on the importance of healthy food choices and fitness
2. KMHC to work collaboratively with local after school program, SEEDS, to hold “Cooking Matters” with high school students as an after school series
3. KMHC to work collaboratively with MSU Cooperative Extension to conduct “Cooking Matters” cooking classes within the local high schools.
4. KMHC to provide Nutrition/Physical Education program at both Kalkaska Middle School and Forest Area Middle School through the after school program.
5. KMHC to provide Healthy lunches (Nutrition)/Physical Activity education program with summer camp SEED’s program.

Anticipated Impact: Through KMHC leadership we will raise awareness of long term impacts of obesity and will work to educate and improve healthy habits in the community, especially youth.

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

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

Strategies:

1. Monthly diabetic support groups hosted by KMHC Dietician
2. Promote removal of sugared drinks within the KMHC cafeteria and other areas

Anticipated Impact: POMH 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: 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 schools 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
4. Conduct evidence-based “Tobacco Prevention” program in sixth grade classes within local schools
5. Commit KMHC teen clinic staff to teach “Fourth R” health relationships program in grade 9 - 12 health classes, including evidence-based education on bully/violence prevention, substance use/abuse, sexually transmitted infections, and healthy growth

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

Priority: Access to Care

Objective 1: Provide 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
3. Continue to support medication assistance program (MAPS) program at KMHC
4. Continue to assist with Medicaid application with special focus on youth
5. Encourage local patients to access the KMHC Rural Health Clinic (RHC) for primary care needs, offering a sliding scale fee and other payment options
6. Provide eye exams for patients with diabetes in the KMHC RHC that do not otherwise have access to this service
7. Continue to offer access to many specialty physicians through the KMHC RHC
8. Provide health services at the Kalkaska Teen Health Clinic and Forest Area Teen Clinic for children from 10 to 21 years old
9. Provide dental health services per grant guidelines to youth that are part of the teen health clinics as long as funds remain available.
10. Continue to offer obstetrical clinical services through the RHC Midwife Clinic with prenatal and postpartum visits conducted at KMHC RHC and birth/delivery at Munson Medical Center

Objective 2: Providing assistance to access services at POMH

Strategies:

1. Provide transportation financial assistance for Dialysis patients
2. Provide transportation as needed to patients of Kalkaska and Forest Area teen clinics



Anticipated Impact: We will continue to improve the efficiency and effectiveness of the health care system for the community, especially for those with the greatest need.

Health Needs Not Being Addressed

Large health needs not addressed by KMHC at this time are mental health and substance abuse. KMHC 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 sent to Community Mental Health, Munson Medical Center in Traverse City, or Pine Rest in Grand Rapids. Our goal is to work with primary care groups to identify opportunities for establishment of greater access to outpatient mental health services in the region.

In addition, KMHC does not have the ability to address dental needs at this time, other than that outlined above for area teens. Access to dental health providers is an issue in many rural regions. Although our options are limited in this area, we will continue to explore ways to develop collaborative opportunities with Dental Clinics North and local dentists.

Approval

Approval of plan by:

Sheila Attwood	Chief Operating Officer	June 25, 2013
Name	Title	Date

Sheila Attwood

Betty Dunham	Board Secretary/Treasurer	June 25, 2013
Name	Title	Date

Betty J. Dunham

