



# Community Health Implementation Strategy

Fiscal Year 2013 -2015



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## Overall Goal for Implementation Strategy

**Paul Oliver Memorial Hospital** (POMH) in partnership with Munson Healthcare provides access to quality health care for people in the Benzie region to improve the health of the community. POMH 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

POMH is a small critical access hospital that primarily serves a three-county rural area. 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 three counties that POMH 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
- Kalkaska Memorial Health Center
- Munson Medical Center
- Northwest Michigan Public Health Department

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 POMH Implementation Strategy was then developed based on the findings and priorities of the **2013 POMH 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 and hospital’s Betsie Hosick Health & Fitness Center (BHHFC)
2. Promote and maintain employee membership program at BHHFC
3. Offer lunch-and-learns to POMH employees and expand into community offering

#### **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
3. Offer lunch and learns to POMH employees and expand into community offering

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

##### Strategies:



1. Target senior population through senior movement and balance classes at BHHFC and extension classes offered at senior sites
2. Health awareness series for high school students and athletes (male and female)

**Anticipated Impact:** Through POMH leadership we will raise awareness of long term impacts of obesity 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. Support outreach efforts by Diabetes PATH programs by providing space and promotional efforts with area healthcare agencies

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

##### Strategies:

1. Monthly diabetic support groups hosted by POMH Dietician
2. Monthly Pre-Diabetes Education classes hosted by POMH
3. Development of certified diabetes program which includes combination of hospital dieticians, local physicians, community members, and the tribe

**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



**Anticipated Impact:** POMH seeks to raise community awareness regarding the complications and impact of maternal smoking in pregnancy. POMH 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
3. Explore opportunity to expand medication assistance (MEDS) program from MMC to POMH

#### **Objective 2: Providing assistance to access services at POMH**

Strategies:

1. Provide transportation financial assistance for dialysis patients
2. Continued operation of annual Wellness Day for community members and further expansion in other specialties.

**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 POMH at this time are mental health and substance abuse. POMH 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 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 great access to outpatient mental health services in the region as well as a pain clinic for improved management of those patients.

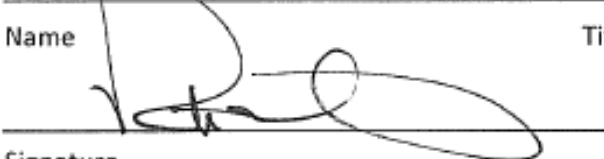
In addition POMH does not have the ability to address dental needs at this time. Access to dental health providers is an issue in many rural regions. Although our options are limited in this area we will continue to explore ways to develop collaborative opportunities with Dental Clinics North to expand from Grand Traverse County into Benzie County.


Our coordination with Munson Healthcare on how to expand perinatal services for greater access in the region is ongoing. We do not view this as directly addressing the needs of perinatal and obstetrical services.



## Approval

Approval of plan by:

PETER E. MARINOFF      CHIEF OPERATING OFFICER      May 22, 2013  
Name      Title      Date  
  
Signature

PAUL J. CLULO      BOARD CHAIR      May 22, 2013  
Name      Title      Date  
  
Signature