Table of Contents

Implementation Strategy

Resources Attached

Executive Summary

The Health of Potter County South Dakota: The Community Health Needs Assessment (CHNA) was conducted by Avera Gettysburg Hospital. The goal of the assessment was to produce a current health profile for Avera Gettysburg Hospital's service area (Potter County).The CHNA serves to guide Avera Gettysburg Hospital by creating a foundation to build community benefit priorities.

The Health of Potter County South Dakota includes two reports: **Community Health Needs Assessment and Implementation Strategy**. The CHNA includes six sections: 1) Description of community served 2) Assessment participants and processes 3) Health needs identified by selective data 4) Community assets identified 5) Priorities and 6) Summaries.

The process to gather information included a community survey, focus groups and individual interviews. Individuals and groups were selected based on their roles in the community to ensure input gathered would be representative of the community at large. Community leaders from ministerial communities, health care staff and leadership, local law enforcement, Community Health Clinic providers and three Governance members-representing a voice of the poor, business members and local economic development representatives through their strategic planning process, were all included.

We heard three common themes related to health and wellness needs facing Potter County: organized wellness opportunities /biking and walking trails; strengthen home care and hospice options in and around Gettysburg; and expansion of preventive and outpatient clinical services. Other related issues of lesser priority were; handicap accessibility, transportation and healthy food choices.

The selective data collected and attached will confirm the themes by highlighting individual health data statistics for Potter County. Key factors noted were: obesity, physical inactivity, diabetes rates and access to healthy foods.

In completing the CHNA it was recognized that Potter County statistically outperformed the State of South Dakota in most areas. Areas noted by respondents as benefits in the county were: fundraising support for health care, eCARE services, serving all individuals in need, collaboration with other health care providers, compassionate health care staff and medical providers, and the community's ability to support others.

Avera Gettysburg Hospital recognizes that success will be measured by achieving the goals and objectives set forth in the Community Health Needs Assessment and Implementation Strategy.

Conducting the Community Health Needs Assessment was an important step in improving the overall health of Potter County. Partnerships and collaborations will be necessary as we move forward.

2013 Avera Gettysburg Hospital
Community Health Needs Assessment Summary
Potter County, South Dakota

During 2012 and 2013, a Community Health Needs Assessment was conducted by Avera Gettysburg Hospital for the approximately 2,359 people of Potter County.

Description of Hospital

Gettysburg Memorial Hospital was founded in 1952, when community leaders came together to create a vision for the delivery of health care services in central Potter County. The kind gift of $22,000 from Nicholas Leonardy has been recognized as the catalyst to move the facility forward. Gettysburg Memorial Hospital was dedicated upon opening, "*To those who have died in our wars*".

In an effort to stem employee vacancies many workforce development strategies have been implemented include shadowing and set up mock interviews thru HR. We also do the HIPE activities and sponsor 3 slots to the Avera St Luke's/Presentation College Health Academy. We also offer post education scholarships for 3rd or 4th year students with return to work clauses. We have used the Philippines' for 2 Lab staff recently also. We blood type young students in Gettysburg and area schools to coincide with our coloring contest. So I do feel we are active in that area.

As of January 1st, 2013, Avera Gettysburg Hospital is the new name for the Gettysburg Medical Center. Avera Gettysburg Hospital is now part of the Avera Health System, founded by the Presentation and Benedictine Sisters.

Avera Gettysburg includes: Avera Gettysburg Hospital (10-beds), Avera Oahe Manor, and Avera Oahe Villa Congregate Living. Avera Health is the leading health system in the region, at more than 300 locations in about 100 communities. Avera's unique partnership model makes possible a wide range of medical services through the expertise of specialists, sophisticated technology and cutting edge research to meet the health care needs of local communities and providers. Management and other support services are provided through the Avera Central Office in Sioux Falls, SD and its six regional centers: Avera St. Luke's Hospital in Aberdeen, SD; Avera Queen of Peace Hospital in Mitchell, SD; Avera St. Mary's Hospital in Pierre, SD; Avera McKennan Hospital & University Health Center in Sioux Falls, SD;

Avera Sacred Heart Hospital in Yankton, SD; and Avera Marshall Regional Medical Center- in Marshall, MN.

Description of the Community Served by Avera Gettysburg Hospital

Avera Gettysburg Hospital defines its primary service area as Potter County.   According to the 2010 Census, there were 2,329 residents in Potter County and about 90 percent of Avera Gettysburg Hospital's admissions are residents from Potter County. Hospital discharge totals have ranged between 60 and 125 annually over the past three years.

While Gettysburg is the largest city and the county seat for Potter- County, there are three other smaller communities; Hoven, Tolstoy and Lebanon, located in the Gettysburg hospital's service area. The overall population for Potter County has been declining over the past two decades, however there has been some limited growth along the Missouri River.

Potter County Population Trends

Year	Population
1990	3190
2000	2693
2010	2329
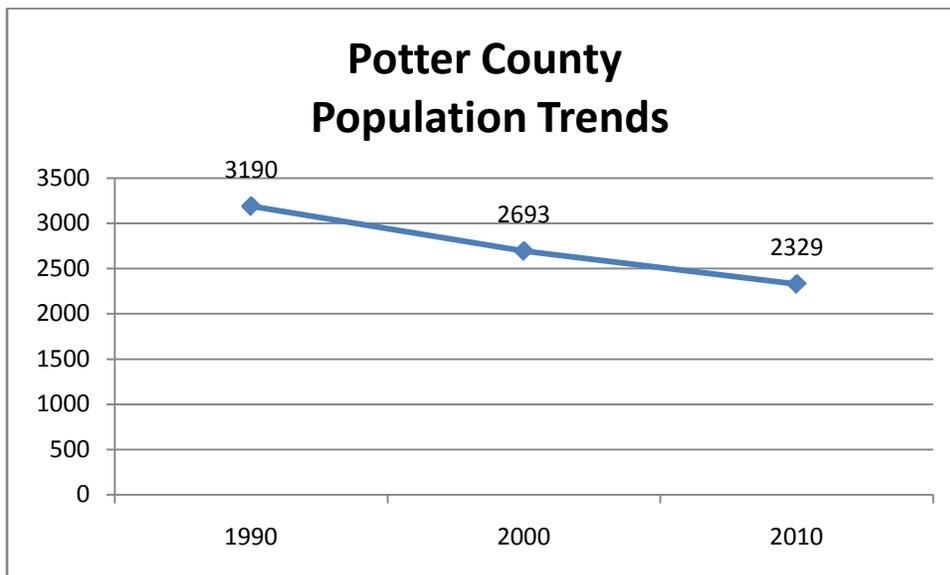
The population of South Dakota is aging a little faster than the rest of the country and Potter County is no exception to an aging population. In South Dakota, 14.3 percent of the population is over the age of 65. In Potter County that figure was 27 percent in 2010.

Population by Age

County Population	Potter County
Total Population	2,329
Under 5	127 / 5.5%
Under 18	456 / 19.6%
20 – 44	465 / 20%
45 – 64	730 / 31.3%
65+	627 / 27%
85+	129 / 5.5%
Median Age	50.6

U.S. Census Bureau – 2010 Demographic Profile Data

The local economy is heavily dependent on agriculture, tourism, and basic services. The median household income is $45,682, and home ownership is 83.9%. According to the U.S. Census Bureau, Potter County's population is predominately White. The recent increase in diverse population growth, though small, is mostly related to foreign labor recruitment for agriculture and construction jobs.

Population by Race

White	2,272 / 97.6%
American Indian and Alaska Native	20 / .9%
Asian	8 / .3%
Other	29 / 1.2%

While Gettysburg has the only hospital and nursing home facility in Potter County, there is a Rural Health Clinic located in Hoven, SD, which is 20 miles from Gettysburg. The clinic is sponsored by Faulkton Area Medical Center and is , open three days a week for primary care services.

The topic of workforce development was also mentioned by community members. The community recognizes that a declining and aging population creates some unique challenges for Potter County. Avera Gettysburg Hospital has many workforce development strategies already in place. The hospital uses a multi-pronged approach for workforce development and recently recruited two lab technicians from the Philippines. The hospital is focused on local workforce development has implemented job shadowing opportunities. Avera Gettysburg hospital has also set up a mock interview process through human resources for students interested in pursuing a health care related field. The hospital also participates in Health in Partnership with Education (HIPE) activities and sponsors three slots to the Avera St Luke's/Presentation College Health Academy. We also offer post education scholarships for third or fourth year students with return to work clauses. Avera Gettysburg Hospital also sponsors an event that includes a coloring contest and blood typing for young students in Gettysburg and area schools which is a good opportunity to introduce young children and their parents to the local hospital.

Who was Involved in the Assessment

The assessment process was initiated by Avera Gettysburg Hospital in 2012. Careful consideration was given to ensure input was gathered from persons that represented the broad interests of the community. The hospital engaged the school district, health care staff and leadership, Rural Health Care Inc. including medical providers and local governance members, clergy from all congregations, the general public to include various ages, health status and income levels, along with local economic development leaders and local business owners.   To ensure the hospital included input from those with special knowledge and expertise in public health, interviews were conducted with the Rural Health Care Inc. provider and staff.   Rural Health Care Inc. is a community care clinic offering health care to all ages, from prenatal care to geriatrics. The clinic is an All Women Count provider, state immunization program participant and offers a sliding fee payment reduction.   The clinic serves the most vulnerable.   The report was developed from the data collected through surveys and interviews and secondary data sources.

How the Assessment was Conducted

The assessment process began with a presentation to the team leadership by Dr. Sidney Goss, South Dakota School of Mines and Technology, titled "Population Changes and South Dakota's Demography." This report gave the team a first glance at trends in population and age changes, labor force statistics, and medical provider access.

Avera Gettysburg Hospital gathered both primary and secondary data for the assessment. Primary data was collected by conducting focus groups and a number of individual interviews. A survey tool was also utilized to reach the broader community. The survey was distributed to various businesses, community groups, local school, and health care providers and leadership. The primary data was analyzed and compared to secondary health data from local, state and national sources.

Health Needs Identified

One of the most important community needs identified in the CHNA surveys, is the need for increased organized wellness programs.   Secondary data from County Health Rankings reveals that 30 percent of the adults age 20 and over in Potter County reported no leisure time physical activity. The National benchmark is 21%. The inability to access organized wellness opportunities is likely one factor contributing to the slightly higher rates of adult obesity and diabetes.

County Health Rankings show Potter County doing well in most categories. The county scored high marks in Morbidity Rankings, Health Behaviors, Social and Economic Factors, and Physical Environment. The one area of concern based on rankings was Clinical Care, which recognized lower screening rates for diabetes and breast health, along with higher incidence of high blood pressure.

The other area of concern recognized by the ranking reports was access to healthy foods. The surveys and interviews did not support that claim and only a few respondents highlighted that as an opportunity.

Potter County
Rankings and Roadmaps

Health Outcomes	Potter County	National Benchmark	Variance
Adult Obesity	28%	25%	3%
Physical Inactivity	30%	21%	9%
Diabetic Screening	82%	90%	-8%
Limited Access to Health Foods	32%	1%	-31%

Community Assets Identified

The CHNA identified several community assets, including health care fundraising abilities, eCARE services to extend access to specialized medical providers, willingness to serve all patients and residents, continuum of health care services, successful hospital and nursing home, compassionate health care staff, communities drive to help one another, civic group involvement in community projects, economic development activities, Community Health Center, and outside seasonal activities.

Summary: Priorities

After reviewing the assessment findings and analyzing the data, three health need priorities were identified.

1. Development of organized wellness programs
2. Home care/ hospice expansion
3. Expansion of clinical outpatient services

This concludes the Community Assessment Report, which is presented to the CHNA Committee, the Community and the Avera Gettysburg Hospital Governing Board. The Implementation Strategy/Community Benefit Plan follows, which has been approved by the Governing Board as an action plan for the next three years.

Implementation Strategy/Community Benefit Plan

The plan for implementation of the community health needs, as presented above by the Community Health Needs Assessment report, is designed to be a working document to guide Avera Gettysburg Hospital and its community partners to meet the identified community health needs during the next three years. The Action Plan is ambitious and will take resources, commitment, collaboration and effort. The results will mean a healthier community.

Avera Gettysburg Hospital's Implementation Strategy document outlines how the hospital plans to address the health need priorities identified in the 2013 Community Health Needs Assessment.   The hospital recognizes that the Implementation Strategies in this report are to be used as a guide and will serve as a framework in addressing the identified needs. As the hospital moves forward, many resources, on-going commitments and partnerships will be necessary to effectively assist in the creating of healthier communities in Potter County.

Description of What the Hospital Will Do:

Avera Gettysburg Hospital is in the process of strategic planning. A facility assessment is also being conducted. These activities will be utilized and taken into consideration as the hospital continues development of actions steps to meet prioritized community needs. The Community Health Needs Assessment and Implementation Plan are approved by the Governing Board and progress reports will be distributed to the Board annually.

Action Plan:

1: Development of Organized Wellness Programs

Objectives:
    A. Increase indoor wellness opportunities
    B. Decrease adult and child obesity rates and increase physical activity
    C. Create viable options for residents to reach highest health potential

Strategies:
    A. Develop community work group
    B. Prepare Business plan to educate community
    C. Raise necessary funds for planning outcomes

Measures:
    A. Wellness Center and programs are developed
    B. Startup and on-going funding is secured
    C. Health rankings on targeted areas improve

2. Home Care/Hospice Expansion

Objectives:
    A. Community embraces services currently available
    B. Expand Geographic Service Area
    C. Create a sense of local ownership

Strategies:
    A. Continue service education at area events and civic groups
    B. Program education
    C. Additional planning with medical providers for clear expectations

Measures:
    A. Increased patient load
    B. Increased satisfaction from Community and Medical Providers
    C. High awareness of support and comfort

3. Expansion of Clinical Out-Patient Services

Objectives:
    A. Increase community awareness of current medical/dental /mental health services
    B. Increase patient satisfaction
    C. Develop new clinical opportunities

Strategies:
    A. Develop all-inclusive list of services currently provided
    B. Create work group to identify gaps in services
    C. Utilize work group to review strategic opportunities

Measures:
    A. Increased volumes in outpatient and alternative procedures
    B. Access to new clinical services
    C. Increased tele-medicine visits

Next Steps

CHNA team worked with the committees to develop implementation strategies for each priority. Each priority will have a leader who is responsible for:

- Finding out what other community organizations are doing regarding the

priority

- Organizing or joining a team which include both field professionals and representative community members

- Guiding the work of the team, including development of a work plan

- Establishing metrics including measurable outcomes indicators

- Assuring work is coordinated with other teams, and

- Communicating appropriately with the community at large

Needs Not Being Addressed and the Reasons

The three major priorities identified are being addressed in this implementation plan. Other issues that were mentioned in the assessment included: handicap accessibility, transportation, healthy food choices and work force development.

The hospital works closely already with Gettysburg Development Corporation on work force development issues, and will continue to work on this. Transportation and handicap accessibility has been studied by several groups at several times, and we continue to work with these groups to best address the needs of people, especially for health care transportation issues. It is ever evolving.

Healthy Food Choices we believe will be a natural follow up to our main priority of community wellness program, and we will be involved as it is appropriate. This may or may not be in this 3-year action plan time period.

Approval

Each year the Avera Gettysburg Hospital Governing Board reviews the prior year's Community Benefit Report and approves the Community Benefit Implementation Strategy for addressing priorities identified in the most recent Community Health Needs Assessment. This report was prepared for the June 20th, 2013 meeting of the Governing Board.

Avera Gettysburg Hospital Governing Board Approval:

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By Name and Title   **Date**