

**Implementation Strategy and Community Benefit Plan**

Marshall County Healthcare Center Avera

For FY2013-2015

## Summary

Marshall County Healthcare Center Avera is a 20-bed/10-swing bed critical-access hospital, located in Britton, S.D, with a mission to oversee that the full continuum of quality health care services is made available to the people in its region. More than 90 percent of its patients are from Marshall County, and approximately 7 percent come from neighboring Day and Brown Counties.

This report summarizes Marshall County Healthcare Center Avera's plans to address the prioritized needs from the 2012 Community Health Needs Assessment conducted by the Marshall County Healthcare Center Community Avera Health Needs Assessment Committee.

## Prioritized Needs Identified

As part of the Community Health Needs Assessment, the committee discussed the data gathered and came to a consensus, ranking the health needs of Marshall County as follows:

- 1) Weight Management
- 2) Communication
- 3) Primary Care Provider Ratio
- 4) Kidney Dialysis

## What Marshall County Healthcare Center Avera will do to address community health needs

The committee has set the following goals to address community health needs:

- Promote weight management by improving communication with the community through multiple mediums, providing health education, and encouraging healthy lifestyle choices
- Evaluate and investigate ways to improve our Primary Care Provider Ratio

## Action Plans

- 1) **Promote weight management through improved communication:** Marshall County Healthcare Center currently collaborates with the Britton Area Chamber of Commerce to conduct a wellness fair each year in February during the Chamber's annual craft/trade show. The facility also sponsors a 5K/10K run/walk in collaboration with the Chamber's annual Harvest Days events in August. The Wellness Coordinator will continue these efforts, and explore ways to include more community members in these events. Building on these current activities, Marshall County Healthcare Center Avera will explore other mediums for promoting healthy weight management lifestyle choices. For example, a monthly column in the local newspaper, offering weight loss tips and healthy recipes or educational brochures and flyers distributed at the local grocery store, etc. Additionally, Marshall County Healthcare Center Avera will develop a website for the facility where periodic health tips and motivational incentives can be featured.
- 2) **Evaluate/Improve Primary Care Provider Ratio:** In June of 2012, Marshall County Healthcare Center Avera took steps to improve the Provider Ratio by posting a Certified

Nurse Practitioner position. In July, Marshall County Healthcare Center Avera applied with the South Dakota Department of Health's Office of Rural Health for the Recruitment Assistance Program and was approved. By utilizing this incentive, we were able to negotiate the hire of a Certified Nurse Practitioner. With this hire, we have improved our Primary Care Provider Ratio from 1.75:4625 FTE to 2.5:4625 FTE. As part of the Recruitment Assistance Program, Marshall County Healthcare Center Avera has entered into a contract with the State of South Dakota and the provider to pay the provider a sum of \$7,836.45 over a three-year period.

**Needs Not Being Addressed and the Reasons**

Marshall County Healthcare Center Avera is not addressing the need for Kidney Dialysis because it is not financially feasible for a facility of our size at this time. The cost of equipment and staffing would present a significant financial burden. Kidney Dialysis is available at three other facilities within 60 miles of Marshall County Healthcare Center Avera.

**Approval**

By signing below, the officer of the Board of Trustees of Marshall County Healthcare Center Avera swears that the Board of Trustees has, at its April 9, 2013, meeting, reviewed and approved both the Community Health Needs Assessment Summary and the Implementation Strategy and Community Benefit Report.

Mardia Erickson

Signed

5-28-13

Date

Mardia Erickson, Board Chair

Printed Name and Title