

# **II. FY2013 Avera Weskota Memorial Hospital Implementation & Community Benefits Summary**

## **Implementation Strategy and Community Benefit Plan For FY2013 – 2015 Summary**

The report summarizes our hospital's action plans to implement community benefit programs that will address the priority health needs which were identified from the FY2013 Community Health Needs Assessment.

### **Target Area & Populations**

Avera Weskota Memorial Hospital is a 25-bed Critical Access Hospital with its primary service area as Jerauld County and secondary service area as Sanborn County. The Community Health Assessment identified various areas of need. We will focus our efforts on each of the following target populations: youth, Wessington Springs Area Cancer Support Group, Spring Valley Colony members and general public.

### **Implementation Strategy & Community Benefit Plan – How Were They Developed?**

The assessment process was initiated by Avera Weskota Memorial Hospital in an effort to identify health needs of our community and to comply with the requirement for Charitable Hospitals in the Affordable Care Act. Avera Weskota Memorial Hospital gathered both quantitative and qualitative data for the community health needs assessment. The community health needs assessment represents a year-long collaborative process by Avera Weskota Memorial Hospital in partnership with an interagency Health Education Team and District III Planning and Development.

### **Major Needs – How Were Priorities Established?**

The criteria the health education team used when prioritizing health needs was primarily the number of persons affected and availability of community assets. Other criteria considered included the economic feasibility and probability of success. The top needs identified not in priority order were:

- Adult Smoking
- Perceived high incidence of cancer
- Poor nutrition among youth – Refer to School System
- Lack of assisted living housing – Refer to Weskota Manor Avera
- Perceived lack of healthcare services

Avera Weskota Memorial Hospital's review of current community benefit programs found that the hospital is meeting existing community needs through provision of charity care and Medicaid services. The health education team, which the hospital is part of coordinates community education programs and health screenings at a number of events throughout the year. These activities were determined to be additional priorities for the hospital's community benefit plan.

Avera Weskota Memorial Hospital is committed to conducting another community health needs assessment in 3 years. This needs assessment summary can be found on the websites of Avera Weskota Memorial Hospital [www.averaweskota.org](http://www.averaweskota.org) with links to

www.wessingtonsprings.com. A copy can also be obtained by contacting the Business Office of our hospital.

### **What Will Avera Weskota Memorial Hospital Do To Address Community Needs?**

The hospital's Marketing Coordinator takes the lead role in coordinating the hospital's Community Benefit Plan, and will be responsible for monitoring the progress on the plan over the 3 years to see that implementation of these strategies takes place. The Marketing Coordinator also serves on the Health Education Team and will report to that Team the progress on the strategies. The team may also communicate any additional needs they see arise throughout the 3 year period. The following are action plans which Avera Weskota Memorial Hospital will implement into its Community Benefit Plan to address the health needs as identified in the 2011 Community Health Needs Assessment. The Action Plans will be reviewed each year by the Hospital Board.

#### **Action Plans:**

**1. SMOKING:** Cigarette smoking is the leading cause of preventable death in the United States and accounts for approximately 440,000 deaths each year. Cigarette smoking increases risk of heart disease; chronic obstructive pulmonary disease; acute respiratory illness; stroke; and cancers of the lung, larynx, oral cavity, pharynx, pancreas, and cervix. As part of a state-wide initiative, Avera Weskota Memorial Hospital and Weskota Manor Avera joined with other healthcare facilities across South Dakota to implement a Tobacco Free Facility effective May 31, 2006. As a result tobacco use has not been permitted on the property of the healthcare campus. Overall this policy is positive, however it has created a situation where some employees continue to smoke in their cars just beyond the hospital campus, which is a street leading to the high school and elementary/middle school. This issue was commented on several times on the community health needs assessment survey when asked what is unhealthy about your community and further recommended that the healthcare campus address this issue. Avera Weskota Memorial Hospital will partner with Weskota Manor Avera to develop strategies to reduce the unhealthy behavior of smoking within the community.

#### **Recommendations:**

- a) Smoking cessation materials will be offered to community members.
- b) Educational materials about the dangers of smoking will be presented through various community forums.

**2. PERCEIVED HIGH INCIDENCE OF CANCER:** Although the per capita rate of cancer of 313.9 in 2009 in Jerauld County is not higher, but is in fact lower than the South Dakota state incidence rate of 415.4, it seems within the last 2 years there has been an increase of cases in our County. We do not have those statistics yet, but the public awareness and concern is certainly apparent. Our Health Ed Team has sponsored a number of cancer awareness and prevention educational events. We've raised funds for Tough Enough To Wear Pink campaigns and funds towards a new Digital Mammography equipment. This upcoming year based on the community needs assessment and the number of cancer patients who have utilized funds from the Heart and Sole Cancer Fund, we would like to add a fundraising component to one of the hospital's existing Wellness Walks. We would also like to provide support to an existing Cancer Support Group.

#### **Recommendations:**

- a) Encourage walkers and runners at the Annual Walk & Run for Wellness which is held on the 4<sup>th</sup> of July to participate in a free will donation towards the Heart & Sole Cancer Fund which awards money to cancer patients in our area for expenses relating to their cause. Net proceeds for the sponsored t-shirt sales would also be donated to this fund.
- b) Provide improved support to the Wessington Springs Area Cancer Support Group for their meetings every other month based on their needs i.e. mailings, speakers, refreshments, etc.
- c) Provide corporate sponsorship to the American Cancer Society's Jerauld-Sanborn Relay for Life Event.

**3. POOR NUTRITION AMONG YOUTH:** The assessments showed a need for healthier food choices both in the schools and communities, as well as more physical activity. The school is taking the lead in various programs such as their Strong Bodies/Strong Futures Teens as Teachers Healthy Living Program and through a grant they received where fruits and vegetables are provided to students for healthy snacks. Our local SDSU Extension 4-H Program Advisor is also working with the after school PASS youth through the iGrow Readers program to address healthy eating and exercise. A member of the Springs Parish Nurse Program approached the Food Pantry about supplying healthier food choices.

**Recommendations:**

- a) Refer primary role to the Wessington Springs School with additional support activities as identified.
- b) The hospital's Marketing Coordinator & Physical Therapist will serve on the Core Team of the Wessington Springs School's Strategic Planning Team for cooperative planning of health and wellness activities.
- c) The hospital's Marketing Coordinator will more effectively communicate the sliding fee scale availability for the Avera Weskota Wellness Center which may encourage more to join.
- d) The hospital will support the Springs Parish Nurse program's effort to encourage healthy youth and families.

**4. LACK OF ASSISTED LIVING HOUSING:** A feasibility study was completed in August of 2004 which at that time showed it was not feasible to construct a new assisted living center nor convert Weskota Apartments. Since that time the demographics of our community have undergone changes.

**Recommendation:**

- a) Report findings of Community Health Needs Assessment to Weskota Manor Avera Board of Directors to address in their strategic planning.

**5. PERCEIVED LACK OF HEALTHCARE SERVICES:** The assessment showed a need to market various services which the public may not realize they can receive locally. They may know they can get the service locally, but have the mentality that bigger is better. There is also confusion on the clinic, hospital, county health nurse and other healthcare services since we are all connected under one roof. Although there are benefits to our partnerships this does offer some challenges in explaining billing, hours, insurance, etc.

## **Recommendations:**

- a) The Marketing Coordinators for Avera Weskota Memorial Hospital and Jerauld County Community Health Center will develop presentations which can be shared at community service meetings and key messages for print media which will explain the partnership of our organizations and differences.
- b) Hospital leaders, clinic staff, and hospital and clinic Marketing Coordinators will give presentations throughout the community to promote healthcare services.
- c) More effectively communicate the sliding fee scale availability for the Avera Weskota Wellness Center which may encourage more to join. This was previously mentioned under "Poor nutrition among youth".
- d) More effectively communicate the specialty doctors that visit the healthcare campus through various media using table tents, radio, print and direct presentations.

The hospital and Health Ed Team will identify any other organizations, individuals or businesses that could possibly assist in the partnership. For each of the need areas identified above detailed work plans will be developed to go along with the recommendations with measurable goals and objectives.

## **Needs Addressed By Others**

A considerable number of survey responses and the interview from Spring Valley representatives expressed a need for an eye doctor. At one time Vision Care Associates was located on the Health Care Campus. They discontinued service in August of 2007. Horizon Health Care and Avera Weskota Memorial Hospital worked with the Wessington Springs Area Development Corporation to try to recruit an eye doctor to Wessington Springs without success. In 2009 Horizon Health Care, Inc. hired Dr John Krueger, D.D.S. taking over his practice and expanding his former dental clinic by incorporating space previously occupied by Vision Care Associates. In 2010 Horizon recruited two new dentists with assistance from Weskota Foundation in the form of a practice enhancement loan. Horizon Health Care also expanded their billing department and now leases more office space on the campus to accommodate additional employees. Currently there are no open office spaces on the healthcare campus. The survey results also expressed a need for a chiropractor after the retirement of a long-time resident chiropractor. These community health needs will be forwarded to our Wessington Springs Area Development Corporation for their involvement to assist with recruitment efforts and to provide information on available office space. During the interview process at the Spring Valley Colony we found there is a need for some nutritional information and healthy cooking information. This will be referred to the County Health Nurse.

The survey results expressed a need for additional rooms at our nursing home. There is a state-mandated moratorium on the number of beds permitted; therefore no additional rooms can be added. One of the surveys expressed the need to add beds like that done in surrounding towns. There may be confusion about the renovation that recently occurred at Prairie View Care Center in neighboring Woonsocket located 15 miles away. No additional beds were added. Some double rooms were converted to private rooms. These changes did not increase the total number of beds in the facility. There is a new private duplex located next to the nursing home with plans to build more, but it is not an assisted living facility.

## **Board Approval**

Each year at their August Board meeting, the Hospital Board, which includes representatives from throughout the community and a representative appointed from the County Commission, reviews and approves the Community Benefit Implementation Strategy for addressing priorities identified in the most recent Community Assessment. This report was prepared for, and approved at the August 27, 2012 Avera Weskota Memorial Hospital meeting of the Board of Directors.