

Eureka Community
Health Services



2013

IMPLEMENTATION STRATEGY

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INTRODUCTION

Eureka Community Health Services Avera has been meeting the needs of the residents of Eureka and the surrounding rural area of McPherson County for 85 years and is committed to responding to the community's ever-changing health care needs.

Eureka Community Health Services Avera is a six-bed critical access hospital located in north central South Dakota. Approximately 90% of the hospital's patients are from McPherson County and the remaining 10% are from surrounding counties.

The Eureka Community Health Services Avera mission is "to provide quality, accessible healthcare to the residents in our region". The Eureka hospital recognizes the elements of compassion, respect, justice, and hospitality in carrying out this mission. Our vision is "to become recognized as the facility of choice in assisting citizens through the various levels of care our region offers to meet their healthcare needs".

Although conducting a community health needs assessment is an IRS requirement, the awareness of needs, through data collection and collaboration with community leaders and members, aligns with the hospital's mission and vision of improving the health of people in McPherson County and the surrounding areas. This process provides direction for prioritizing our future strategies in developing community driven goals.

TARGET AREAS AND POPULATIONS

Eureka Community Health Services Avera defines its primary service area as McPherson County and the service area includes the towns of Eureka, Leola, and Long Lake. Eureka Community Health Services Avera also serves a portion of Campbell County, in which the community of Herreid resides. McPherson County holds the distinction of having the highest percentage of its county population over the age of 65 in the state of South Dakota due to the outmigration of young people and the larger aging component of the population. This statistic creates unique challenges for a community.

HOW THE IMPLEMENTATION STRATEGY AND COMMUNITY BENEFIT PLAN WERE DEVELOPED

Data collection for the Eureka hospital's Community Health Needs Assessment began in the spring of 2012. Our objectives are:

- To recognize health related concerns of community leaders and members.
- To identify common themes that can be prioritized for follow up.

- To develop strategic plans that can be undertaken with action from Eureka Community Health Services Avera and community partners.
- To take steps that will improve the health and lives of members of our community.

Focus groups were utilized for primary data collection. Each group was asked a series of questions and the information was tabulated by a recorder. Careful consideration was taken when establishing the focus groups to ensure the hospital's community needs assessment included input from persons who represent the broad interests of the community. Focus groups included community leaders, county law enforcement and emergency officials, healthcare providers and the hospital Board of Trustees.

Questions utilized for the primary data collection were as follows:

- What is healthy about our community?
- What is unhealthy about our community?
- What services do you feel are needed in our communities that do not currently exist?
- Do you see productive collaborations in the community addressing health needs? Examples?
- What do you believe is the most pressing health care related need facing the community?
- In what ways is the hospital serving the community well? In what ways could the hospital serve the community better?

Secondary data collection included the research of McPherson County demographics and health related statistics and obtaining reliable data through internet search.

FINDINGS AND RECOMMENDATIONS

All data was compiled and analyzed by Eureka Community Health Services to develop its findings and recommendations which are as follows:

- Improving access to healthcare services
- Educating the public and providers on available healthcare services
- Encouraging and promoting healthy behaviors and lifestyles

Although people are generally healthy, there is a need for providers because current providers are nearing retirement so the need to recruit younger providers is key to our staying viable. In relation to this, concern was also expressed about the age of the current hospital facility and due to its condition if it would be possible to recruit new providers to the area.

Concern was expressed about the volunteer ambulance service and the aging workforce. Many of them are reaching retirement age. It is difficult to recruit people as they must complete many hours of training and the testing is very difficult to pass to become an EMT.

Healthy lifestyle choices have been a hot topic for several years in both the local and national scenes. Obesity is a persistent community concern, especially as it contributes to chronic diseases. Resources

are available to the community to improve health and well-being, but they are greatly underutilized. Dialogue will commence with leaders of our facility as well as others to develop a community plan. Through this initiative, we will reach out to each member to engage in increased physical activity, better healthy choices and to decrease risky behaviors. Improvement could be made in the area of support groups, such as for people with cancer, diabetes, smoking cessation, and weight management or more preventive screenings for heart and stroke.

ACTION PLANS

1. Recruitment of Providers

PLAN: Cooperate with local doctors to establish a baseline need for providers and begin recruiting on an as needed basis. We need to address this before it becomes a serious health problem for our communities in Eureka and Leola.

2. EMT Classes

Whereas, this has been an identified need for many years, the study for a new way of training our EMT's is a challenge not only for the EMT but for our facility as well because it affects our ability to transfer patients.

PLAN: Continue to search for ways to utilize our video conferencing equipment to provide training where needed. Educate the community of services we can provide via televideo.

3. Education on Health Care Services

PLAN: Based on community forums, will create a brochure that outlines our services and will educate the public through community meetings and events regarding available health care services as well as re-educating providers of all the health care services offered.

4. Preventive Screenings

PLAN: Schedule more preventive screenings in the community for heart, stroke, fall risk and balance screenings, etc.

BOARD APPROVAL

This report was prepared for the Eureka Community Health Services Avera Board of Trustees and approves the Implementation Strategy for addressing findings and recommendations identified in the most recent Community Health Needs Assessment.

Eureka Community Health Services Avera Board of Trustees Approval:

Wayne Lutz Pres. of Board
By Name and Title

7-23-13
Date