



Community Health Needs Assessment Implementation Strategy Report

Introduction:

Avera St. Anthony's Hospital is a not-for-profit hospital licensed for 25 acute care and swing beds. The facility is jointly sponsored by the Benedictine Sisters of the Sacred Heart Monastery located in Yankton, South Dakota, and the Presentation Sisters of the Blessed Virgin Mary of Aberdeen, South Dakota. The sole corporate member of Avera St. Anthony's is Avera Health, a South Dakota corporation, whose board of directors is comprised of sisters from the Benedictine and Presentation orders. Avera St. Anthony's local Board of Directors has representatives from both orders, in addition to local community members.

Mission

Avera is a health ministry rooted in the Gospel. Our mission is to make a positive impact in the lives and health of persons and communities by providing quality services guided by Christian values.

Vision

Working with its partners, Avera shall provide a quality, cost-effective health ministry, which reflects Gospel values. We shall improve the health care of the people we serve through a regionally integrated network of persons and institutions.

As indicated in our vision and mission statements, our facility is driven by our commitment to the health and well-being of the community we serve and the creation of continued services to enhance our vision.

The Community Health Assessment was developed using the 2004 questionnaire as a point of reference, which in its time was based on the 1999 health survey conducted by Tripp, Umbach & Associates and the North Central Community Care Partnership.

The timeframe for this survey began with the development of an online survey in the fall of 2011, administration of the online survey, and the development and administration of a mail survey through the summer of 2012.

Our Community Health Assessment report was approved by the governing board of Avera St. Anthony's Hospital on May 20, 2013.

Target Areas and Populations:

The primary market area served by Avera St. Anthony's Hospital is Holt and Boyd Counties. The secondary market geographically lies within the areas of Neligh, Bassett, Creighton, Osmond, Plainview and Ainsworth. For the purpose of this Implementation Strategy, our focus is directed to our primary market area.

Vulnerable populations with greatest recognized need are the immigrant populations and the elderly and their access to care.

How the Implementation Strategy and Community Benefit Plan were developed:

Strategy was conducted in conjunction with North Central District Health Department (NCDHD) and Avera St. Anthony's Hospital (ASAH) within the month of April 2013. The NCDHD provided the data and ASAH inputted into document format. Refer to Community Health Needs Assessment (CHNA) Summary.

Major Needs and How Priorities Were Established:

In general the Community Health Improvement Plan (CHIP) group felt that it was important to not lose any of the priority issues, too many areas may dilute the entire process and make it less effective. The group determined that six broad focus areas would be adequate to cover the major health problems and high-risk behaviors, and several priorities would be listed within each focus area. The identified community health needs led to the creation of the following focus areas (priorities related to each focus area are listed below the respective heading):

Access to Care

- Access to affordable health care
- Health care for all
- Flu vaccination (general)
- Rx assistance
- Immigrant population
- Dental care
- Vision

Behavioral Health – Mental Health

- Stress management
- Lack of mental health services and payment
- Mental health access
- Mental health (providers, awareness, low reimbursement)

Behavioral Health – Substance Abuse

- Tobacco use
- Alcohol use across lifespan
- Alcohol (Youth)
- Substance abuse – alcohol (binge), prescription drugs, tobacco

- **Binge drinking**

Cancer Prevention and Education

- **Colon cancer**
- **Colorectal screening**
- **Prostate screening**
- **Need increased mammography screening**
- **Preventative screening across all cancers**

Environment & Safety

- **Bike helmet usage**
- **Farm / agriculture safety**
- **Texting and driving**
- **Child safety seats**
- **Radon**
- **Domestic violence and child abuse**
- **Environmental issues in community**

Chronic Disease, Obesity and Related Health Concerns

- **Nutrition**
- **Obesity**
- **Diabetes Education/Screening**
- **Blood Pressure Management**
- **Cardiovascular Warning Sign/Symptoms**
- **Cholesterol Screening**

Once the focus areas were decided, individuals selected a focus area that was of interest to them and the larger group then divided into six focus area groups. Each group focused on their topic of interest and the priorities that were listed below. The groups listed current resources to address the priorities, completed a gap analysis to identify where there were gaps and listed the benefits of addressing the priorities. Prior to adjourning, it was discussed that community focus group meetings would be held in December 2012 and January 2013 to determine if there were other issues that community members were aware of that needed to be addressed in the strategic planning sessions.

Description of what Avera St. Anthony's Hospital will do to Address Community Needs:

The Strategic Plan and Balanced Scorecard of Avera St. Anthony's is the foundational document guiding our efforts as this plan is driven by our 5 Keys of Service Excellence: Ministry; People; Service; Quality and Financial Stewardship. Along with the Community Health Improvement Plan, the Strategic Plan will hold Avera St. Anthony's Hospital accountable to the strategies and measures that are applicable to the community needs and action plan steps. The Strategic Plan is updated on a quarterly basis and results are

reported by the Hospital Quality Improvement Director to Department Directors, Medical Staff and Board of Directors.

Action Plans:

Access to Care

Goal 1: Increase the number of primary care providers serving the primary market area.

Objective 1: Actively recruit providers utilizing the Avera recruiting department, members of the Medical Staff, Administration and clinical directors.

Goal 2: Increase the community's knowledge of available health care resources.

Objective 1: Educate the community residents on the available healthcare resources utilizing the Avera Coordinated Care model.

Goal 3: Provide resources for medication management

Objective 1: Provide assistance to the Medicare population to be enrolled in the Medicare D program.

Objective 2: Utilize the Avera Coordinated Care model to provide medication management assistance.

Behavioral Health/ Mental Health and Substance Abuse

Goal 1: Increase access to therapeutic mental health services

Objective 1: Collaborate with Avera in development of a standardized depression screening tool for primary care clinics.

Objective 2: Determine what resources are available and provide education through the Avera Coordinated Care model.

Objective 3: Provide telehealth or specialty outpatient clinic opportunities for therapeutic mental health services.

Goal 2: Provide education to staff regarding the importance of assessing and addressing substance abuse with patients upon a clinic visit.

Objective 1: Partner with Avera to develop assessment screening tools.

Objective 2: Partner with community resources to provide staff education.

Cancer Prevention & Education

Goal 1: Increase the percentage of men and women who receive preventative care services.

Objective 1: Continue to offer health screens twice/year at a reduced cost.

Objective 2: Increase the number of women who receive screening mammograms.

Objective 3: Utilize Avera Coordinated Care model to track health screening data for applicable patients.

Environment & Safety

Goal 1: Decrease the risk of fatal/non-fatal incidents /injuries

Objective 1: Offer IMPACT training to local providers.

Objective 2: Collaborate with local clinics to provide Junior and Senior High School sports physicals and additional screenings (i.e. concussion screening) at free or reduced costs.

Objective 3: Develop protocol addressing concussion follow-up for release/return to activity.

Objective 4: Obtain State of Nebraska Basic Trauma designation.

Objective 5: Collaborate with Avera Coordinated Care to organize in-home services.

Objective 6: Promote Safe Kids Chapter activities through Safe Kids Fair, Child Passenger Seat Safety checks, Helmet Use and others identified.

Chronic Disease, Obesity and Related Health Concerns

Goal 1: Decrease the overweight and obese citizens in our primary market area.

Objective 1: Measure the body mass index (BMI) in patients.

Objective 2: Collaborate with Avera Coordinated Care to identify patients in need of preventative healthcare visits.

Objective 3: Educate patient/families on obesity, healthy lifestyle, and diet/exercise.

Objective 4: Continue collaboration with Safe Kids and local school systems to promote "Walk to School" day and other programs.

Goal 2: Improve access to diabetes education and screening.

Objective 1: Utilize available media resources to provide education on diabetes and wellness.

Objective 2: Collaborate with Avera Coordinated Care to track data for diabetes screening.

Objective 3: Continue to offer the Hgb A-1c blood test twice per year during public health screenings

Goal 3: Increase overall cardiovascular health in citizens.

Objective 1: Collaborate with Avera in the development of the E-Stroke initiatives.

Objective 2: Educate community regarding stroke utilizing the Avera E-Stroke marketing tools.

Objective 3: Continue to offer the Lipid Panel blood test twice per year during public health screenings.

Objective 4: Increase the proportion of children, greater than the age of 2 years, who have had their blood pressure measured.

Next Steps for Priorities:

Avera St. Anthony's will work with community partners to:

- Identify any related activities being conducted by others in the community that could be built upon.
- Develop measurable goals and objectives so that the effectiveness of their efforts can be measured.
- Build support for the initiatives with the community and among other health care providers.
- Develop detailed work plans with the assistance of the NCDHD.
- Disseminate the CHNA report via the Avera St. Anthony's Hospital website <http://www.avera.org/st-anthonys/> and make printed copies available upon request from Avera St. Anthony's Hospital.

Needs not being addressed and the Reasons:

The following focus needs/priorities were not identified as a community need in the primary market area of this hospital although they may be addressed in the surrounding counties of the North Central District. Therefore, Avera St. Anthony's will not be concentrating time and efforts to address them:

- Worksite Wellness incentives
- Vaccination against Seasonal Influenza and Pneumococcal Disease
- Annual Dental referrals
- Youth mental health programs addressing:
 - Bullying
 - Suicide attempts
 - Domestic/Dating violence awareness and prevention
- Skin cancer/Sun Safety
- Colorectal Cancer screening
- Food Borne Illnesses

Approval:

This report was prepared for the May 20th 2013 meeting of the Governing Board.

Avera St. Anthony's Hospital Governing Board Approval:


By Name and Title

5-20-13
Date