

AVERA MARSHALL REGIONAL MEDICAL CENTER

# Community Health Needs Assessment Recommendations & Implementation Plan

FY 2013





# Recommendations

The following recommendations have been identified by the Community Health Needs Assessment Committee and Avera Marshall Administration. This strategy was prepared for and approved at the December 17, 2012 Avera Marshall Regional Medical Center Board of Trustees regular meeting.

## **1. Partner with the community to provide additional mental health needs in the community.**

A common theme heard in focus groups and supported by evidence in data that Lyon County is below the state average in numbers of mental health providers per capita of population served. There has also been a sense of need due to the number of suicides in the area and struggles shared in the focus groups from various constituencies.

### ***Avera Marshall response:***

Avera Marshall is committed to mental health services. Only five years ago, Avera Marshall opened a 10 bed inpatient mental health unit and continues to offer outpatient services, along with several other providers in the region. It is recommended that Avera Marshall continue to recruit for permanent mental health professionals to serve the inpatient and outpatient needs of the area. This includes trained psychiatrists and psychologists to continue outreach to all populations. In addition, there are other for-profit and non-profit agencies and organizations in Marshall that should work congruently to provide more seamless and comprehensive mental health care. It is recommended that Avera Marshall continue its close partnership with the Marshall Schools to provide education, materials and sponsorship for forums, mental health screenings, suicide prevention, anti-bullying initiatives and other mental health outreaches to youth in the community.

## **2. Enhance Cancer Services.**

Most focus groups and constituent interviews had some discussion of additional cancer services, specifically radiation therapy. The nearest facilities to receive radiation therapy are Worthington, Willmar and Sioux Falls, South Dakota. The inconvenience for patients and families was noted frequently in focus groups. Driving and/or staying overnight adds to anxiety, cost, loss of work hours, suffering and stress for the patient and families alike.

### ***Avera Marshall response:***

Avera Marshall has a chemotherapy infusion program that has grown immensely in the last several years. In addition, more diagnostic testing and surgery options are available at Avera Marshall to give patients more options locally as it relates to detection and treatment of cancer, including the Tough Enough to Wear Pink community campaign, the Foundation's annual Race Against Breast Cancer, free Prostate screenings, and participation in the Sage program that pays for screenings. A cancer center business plan is currently under advisement by the board and administration.

**3. Continue recruitment of medical professionals, including Family Practice and Specialty Service Choices.**

Many participants in the focus groups expressed frustration with the lack of choices for family practice providers. A desire for more providers to give families a range of choices for family practice physicians, additional choices for pediatricians and certain specialty areas for medical services was evident.

***Avera Marshall response:***

Avera Marshall has hired additional physicians and grown a large medical group in just the last 7 years. In order to continue to grow the footprint of Avera Marshall, a variety of specialists and providers will be needed to support the continuum of care selection for residents.

**4. Consider additional services or service options for the aging population of the region.**

Many participants in the focus groups voiced concerns about the needs of the growing aging population. Services, transportation, health care, fixed incomes and access to resources were all noted.

***Avera Marshall response:***

Senior care services have been changing and evolving at Avera Marshall, including environmental changes and care staff roles. A memory care unit and adult day services are modern types of options for appropriate care. It is recommended that Palliative Care and the Medical Home be fully developed as 21st century care options. Avera Marshall will analyze the role of memory care, adult day care, home health services and hospice services as well as navigating services across the continuum of care to assist the elderly with planning and resource utilization.

**5. Collaborate with area resources to address gaps in transportation.**

Transportation or the lack of transportation options was identified in nearly every focus group. While this is not a health care issue in itself, getting to and from health care providers relies on transportation.

***Avera Marshall response:***

Look at what options there are for people who need transportation in order to receive health care and work with agencies to support efforts of making transportation more accessible and affordable.

**6. Collaborate where feasible to address unmet basic needs.**

Focus groups voiced concerns relating to basic health needs including dental care, obesity, chronic disease and cultural competence.

***Avera Marshall response:***

These topics are not unique or unheard of in the Marshall community. Avera Marshall has connections with many local agencies and organizations. For example, space and electricity are provided for the Open Door health and dental mobile units that come to Marshall. The YMCA partnership for Medical Wellness offers additional opportunities for addressing health concerns. Work with the school system includes everything from teddy bear clinics for grade school, to job shadowing for upperclassmen, as well as community programming for teen depression and suicide awareness. Additional partnerships are welcome.

# Implementation Plan

- 1. Partner with the community to provide additional mental health needs in the community.**
  - a. Recruit psychiatry
  - b. Recruit psychology
  - c. Recruit mid-level providers
  - d. Meet with Western Mental Health Center to develop and implement a mutual plan to expand community services
  
- 2. Enhance cancer services.**
  - a. Cancer prevention, detection and awareness programs
  - b. Continue screenings for prostate, breast and colon cancer using financial assistance as applicable
  - c. Build radiation therapy/cancer center with targeted opening in summer 2014
  
- 3. Continue recruitment of medical professionals, including family practice and specialty service choices.**
  - a. Achieve goals of Avera Medical Group recruitment plan
  - b. Develop and implement retention strategies
  
- 4. Consider additional services or service options for the aging population of the region.**
  - a. Review and revise aging services philosophy as appropriate
  - b. Meet with aging services providers in the community to discuss areas of intersection and collaboration
  
- 5. Collaborate with area resources to address gaps in transportation.**
  - a. Meet with Western Community Action and Southwest Health and Human Services to discuss transportation needs and facilitate solution
  
- 6. Collaborate where feasible to address unmet basic needs.**
  - a. Develop a CHNA council to discuss and address opportunities – United Way, Western Mental Health Center, Western Community Action, Southwest Health and Human Services, YMCA
  - b. Expand YMCA partnership
  - c. Vice President of Mission to seek opportunities for Avera Marshall staff to engage with community and improve access to basic needs

# Conclusion

In conclusion, Avera Marshall will use this information gained through the community health needs assessment to prioritize its strategies and consider additional community health needs. We anticipate the following as next steps:

1. The board of directors will use this information as guide to the annual strategic planning retreat in October 2012. This retreat also includes several community partners who provide an important perspective in planning.
2. An implementation plan will be developed and as appropriate, the Avera Marshall strategic plan will be modified.
3. The annual work plan for Avera Marshall will be updated, with Administrative Council responsible for the implementation and evaluation.
4. The Planning Committee of the Board of Directors will track the progress of the community health needs assessment implementation.

## Sources

United States Census Bureau. [www.census.gov](http://www.census.gov)

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