

2013 Osceola Community Hospital Implementation Strategy

Introduction:

During fiscal year 2012-2013 a community health needs assessment was conducted by Osceola Community Hospital for the approximately 12,000 people residing in the hospital's primary service area. Osceola Community Hospital serves all of Osceola County, the eastern half of Lyon County and the southern edge of Nobles County, MN. The communities located in this geographic area include but are not limited to Sibley, Ocheyedan, Melvin, Harris, Lake Park, Ashton, Little Rock, George, Sheldon and Boyden in Iowa and Bigelow, Rushmore and Worthington in MN.

Community health needs assessments are a tool used to help communities assess their strengths as well as their weaknesses. The process allows the community to better understand its capacity and the overall use of resources by its residents. It is also the foundation for improving and promoting the health of the community. Community health needs assessments are a key step in the continuous community health improvement process. The role of the process is to identify factors that affect the health of a population and determine the availability of resources within the community to adequately address these factors and health needs.

The Community Health Needs Assessment is also a part of the required hospital documentation of "Community Benefit" under the Affordable Care Act. Non-profit hospitals are now required to conduct community health needs assessments to help them determine community benefit programs for the future. Further explanation and specific regulations are available from Health and Human Services, the Internal Revenue Service and the U.S. Department of the Treasury. In order to comply with the established regulations Osceola Community Hospital completed the following:

- Community Health Needs Assessment report, compliant with IRS – Treasury;
- Gathered information needed to complete the IRS – 990h schedule; and
- Developed an implementation strategy to address the community health needs identified during the assessment process.

Osceola Community Hospital will conduct a community health needs assessment every three years to evaluate the health of the community, identify high priority needs and develop strategies to address the needs of the community. The hospital also has a contract with Osceola County to provide public health services and works closely with the public health department in conducting the public health needs assessment. In the future the two entities will conduct the community health assessment together. This collaboration will allow for additional resources and facilitate greater cooperation and efforts in identifying

community health needs. Each of the partners shares a commitment and plays a significant role in the community's health and overall well-being.

The 2013 Osceola Community Hospital health needs assessment represents a combination of quantitative and qualitative information based on census data, technical data and focus group feedback from community organizations, leaders,

How Strategy & Plan Developed: (Who was involved & How the Assessment was conducted)

Who was involved with the Assessment

The assessment was conducted by Osceola Community Hospital which also provided the financial and in-kind support for the assessment process. Since the greatest portion of the organization's patient and customers reside in Osceola and Lyon counties, focus groups and paper surveys were utilized to gather input from the community regarding community health needs and concerns. The hospital distributed surveys and conducted focus groups in each of the following rural communities: Harris, Melvin, Ocheyedan, Ashton, Little Rock and George all in Iowa. In addition a paper survey was handed out to participants at the hospital and various congregate places.

Special attention was taken throughout the primary data collection process to ensure the hospital's assessment took into account input from persons who represented the broad interests of the community, including those with special knowledge and expertise in public health. The focus group members included representatives from the medical community, civic organizations, business owners, farmers, public health officials, EMTs, fire fighters, city and county officials, Sibley-Ocheyedan school personnel, mental health providers, Osceola County Sheriff's office personnel, domestic abuse counselors, substance abuse and mental health counselors, Ministerial Association members, Board of Trustee members, patients and people representing the uninsured and underinsured population. All age groups were represented in the focus groups. Osceola Community Hospital also serves a growing Hispanic population. The hospital held focus groups and distributed surveys to gather information from this population as well.

How was the Assessment Conducted

- Osceola Community Hospital gathered both primary and secondary data for the community health needs assessment. Several members of the hospital's community health needs assessment committee had participated in a mid-life focus needs study that was conducted from

March through July 2012 by the Iowa State Extension. As a result of this study, the hospital added five questions to its survey from the ISU needs assessment. This process benefited both the hospital and the ISU and allowed the two organizations to work together and share the community findings. Data from the focus groups and surveys was reviewed, analyzed and compared to secondary data from local, state and national sources. The following is a list of the many resources the community health needs assessment includes: tabulated information from the surveys, focus group findings, ISU mid-life extension survey results, Osceola public health CHNA results, CDC, youth behavior survey, office of adolescent health, Osceola Community Hospital discharge data, ER top diagnosis, US Census Bureau. Census of Population & Housing, County Health Rankings and Roadmaps, Healthy Iowans report by the Iowa Department of Public Health, and <http://www.worldlifeexpectancy.com/usa/iowa>,

Prioritization Process

Common themes of the data analysis were identified, and the top seven themes were placed into a prioritization template with the committee and scored based on the significance of each need. Prioritization criteria included size, seriousness, economic feasibility, potential for impact, availability of community assets, probability of success and value of the presented themes. The committee scored the health issues based on the criteria using a 1-5 scale with "1" indicating the lowest score for significance, feasibility or probability of success and a "5" indicating the highest score with a maximum score possible of 40. From this process the top needs facing the community were identified as obesity, heart disease, mental health services, need for additional physicians, dementia and dental care for low income persons.

Action Plan

Access to Health Care

Ensure community members; including uninsured and underinsured have access to primary care providers. The hospital will develop strategies for recruitment of primary care providers. It will partner with Avera Medical Group Sibley in recruitment efforts for the only primary care clinic in Osceola County. The county was designated a HSPA shortage area in 2010 for primary care. Both entities have been successful in 2011 in recruiting a nurse practitioner and in 2012 a family practice physician. A strategic plan to recruit an additional two primary care physicians with one being female is planned by both Osceola Community Hospital and Avera for the near future.

Mental Health Services/Counseling/Support Groups

Osceola County was designated a HSPA shortage area since 1990. The hospital will develop strategies for provision of mental health services in the community. Partnership will be explored with Avera Health, Seasons Community Mental Health Center, Spencer, Iowa and Creative Living Center, Rock Valley, Iowa to promote mental health services and counseling in the rural setting. The hospital currently has telemedicine capabilities and tele-psychology/counseling services will also be explored with the above named entities.

Dental

Osceola County was designated a HSPA shortage area in 2001. The need for affordable dental services especially for low income persons was identified by the focus groups, hospital surveys, ISU Extension Mid-Life survey and County Health Ranking results. The hospital will partner with the two dentists in Osceola County, the nursing homes, the University of Iowa dental program and the I-Smile state program to facilitate Medicaid certification for the two dentists. This would allow them to provide dental care for lower income patients and explore other opportunities from the state with dental students to assist the local dentists in providing these services.

Health Improvement and Promotion

Develop strategies for engaging community members in activities that are healthy and safe. Heart disease is the #1 ranked cause of death in Osceola County. It is also the leading ranked ER admission at Osceola Community Hospital. Congestive heart disease was #1 in discharge diagnosis for Osceola Community Hospital. The county's obesity rate is 31 percent, which is higher than the state rate and national benchmark. The hospital will partner with community groups to promote health, reduce obesity, and prevent disease in our service area. The hospital will promote new screenings working with the Avera Heart Hospital in Sioux Falls, S.D. to bring the calcium scoring to Osceola County. We will educate businesses on the importance of wellness prevention

programs and enhance the programs that are in place in the community. The hospital will work with Osceola County public health, the school, ISU Extension, Osceola Community Wellness Center and Sibley -Ocheyedan School District in identifying the gaps and to address the needs.

Memory Care

Osceola Community Hospital will be a community partner in working with other various local and regional entities to address dementia care including the local nursing homes. Dementia care was identified as a concern among the area focus groups, the surveys and also the Iowa State Extension Mid-Life and Beyond study groups. As a state, Iowa ranks third in residents over 65 years of age. Twenty percent of Osceola County residents are over 65 years of age, as compared to 14.9% across the entire state.

Non-Medical Needs Transportation

The hospital recognizes the transportation need in the community and will be a partner in developing better transportation for all ages in the county and community.

The Osceola County Board of Supervisors, cities of Sibley, Ocheyedan, Harris, Melvin and Ashton, Northwest Aging, Osceola County Economic Development, Osceola County Ministerial Association, Hope Haven, ATLAS, and ISU Extension and Outreach are entities that can be involved in the planning process. The hospital will defer to them for leadership in this action.

Currently there is local service available for a nominal fee within the City of Sibley. Hours of operation are limited to Monday through Friday, 8:00 am through 4:30 pm. There is a need for expanded service to other towns in the county and beyond including evening hours and weekends.

A group will meet to review needs, set goals and investigate solutions.

Needs not being addressed and why

While all identified needs are important, Osceola Community Hospital will not address the following needs as part of its implementation plan. Inter-county public transportation and infrastructural such as improving access to elderly housing, dinner date (meals), adult day care and socialization activities for the elderly.

The community also suggested some service expansion needs. Dialysis will not be pursued as it is not considered an underserved need as access to dialysis centers is available in the neighboring communities of Spirit Lake, Hospers and Worthington, MN.

Board Approval

This Community Health Needs Assessment Implementation Strategy report was prepared for and approved at the June 24, 2013 meeting of the Osceola Community Hospital Board of Directors.

Osceola Community Hospital Board of Directors Approval