



HEGG
Health Center

An Avera Affiliate

2022 Implementation Strategy

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Introduction

This Implementation Strategy report summarizes Hegg Health Center’s plans to address the prioritized needs from the 2022 Community Health Needs Assessment. The hospital recognizes that the Implementation Strategies in this report are to be used as a guide and will serve as a framework in addressing the identified needs. As the hospital moves forward, many resources, on-going commitments and partnerships will be necessary to effectively assist in creating healthier communities in Rock Valley and the surrounding area.

Significant Health Needs & Implementation Plan

While our community has countless positive qualities, there are significant needs that exist in our community. The prioritized needs, listed below, were identified in the 2022 Community Health Needs Assessment and will be addressed by Hegg Health Center.

1) Mental Health

- Current Hegg Health Center activities include:
 - Educating staff and patients on available mental health services and assist in distributing local resource materials
 - Continued education for healthcare providers, social workers, and employees about signs and symptoms of mental health and how to appropriately address
 - Educating patients and increasing awareness of adverse childhood experiences by having educational materials posted in patient rooms throughout the campus
 - Implementation of a Memory Loss Support Group, Grief Support Group, and Parkinson’s Encounter Group, free community programs held to address the mental health circumstances that follow a diagnosis or loss
 - Enhancement to the 26th Annual Ladies Night Out to include a key message on mental health, placing an emphasis on mental wellbeing for local women.
 - The Community Education department created numerous blog posts that were added to the facility website which contained educational material with regards to mental health. Blog posts this year included: “Can Anxiety and Stress Cause Stomach Pain?,” “Week 5 Mini Challenge: Mindfulness,” “Six Healthy Coping Strategies (and Some Unhealthy Ones to Avoid),” and “Tips for Taking Care of your Mental Health.”
- Current resources offered within Rock Valley and Sioux County:
 - Several mental health agencies serve Rock Valley and Sioux County, which include: Creative Living, Hope Haven Inc., ATLAS, and Seasons Center.
 - Community Health Partners ‘Chalk the Walk’ initiative where area businesses decorate their location’s sidewalks and invite community members to participate to shed light on Mental Health annually.
- Proposed Hegg Health Center activities:
 - Continue to collaborate with Community Health Partners of Sioux County and the other three hospitals within Sioux County to improve and assess current programs listed above.
 - Continue to modify and develop classes above and maximize outreach initiatives to churches, schools, businesses, and nonprofit organizations.
 - Action and Strategies
 - I. Hold regular meetings between social workers, Occupational Therapy and support staff for diagnosis & grief classes, and identify opportunities for growth and collaborate to enhance experience of community members partaking in the free resource.
 - II. Partake in the Healthy Sioux County Initiative and use partnership to grow Hegg’s mental health outreach
 - III. Potentially form a Chronic Illness Support Group for patients facing long-term or life-threatening conditions
 - Resources Committed
 - I. Staff time
 - II. Financial resources
 - Anticipated Impact

- I. Influence community members to invest in their mental health through the offering of free resources and programs at Hegg Health Center and in Sioux County
 - II. Continue to educate staff and patients of mental health resources available in the community
 - III. Normalize the presence of mental health and encourage the whole community to support mental illnesses through continued community education and marketing initiatives
- Collaboration with Others
 - I. Local mental health centers
 - II. Local schools
 - III. Community Health Partners of Sioux County (CHP)
 - IV. Local businesses of various industries

2) Heart Disease

- Current Hegg Health Center activities include:
 - Launch of Heart Month at Hegg Campaign during February, which includes weekly messages and education on heart disease and heart health. The Community Education department created numerous blog posts that were added to the facility website which contained educational material with regards to hearth health. Blog posts this year included: “Be Nice to Your Heart - It’s the Only One You Have,” “More Steps for a Healthy Heart,” Know What Your Blood Pressure Numbers Mean,” and “Heart Disease: Take Steps to Lower Your Risk.”
 - Updates of marketing collateral for Cardiac Rehabilitation at Hegg Rehabilitation & Wellness that address management of future heart health.
 - Progressive development and expansion of cardio fitness classes available at Hegg Health Center, including Strength & Tone, Spin & Grit, Aquatic Therapeutic Training, Barre Fit, and more.
 - Partnership with Community Health Partners of Sioux County, Orange City Area Health System, Hawarden Regional Healthcare, and Sioux Center Health to implement Prevent Diabetes Northwest Iowa. This is a lifestyle program proven to prevent or delay type 2 diabetes and includes sessions with trained lifestyle coaches who help educate the participant on making small changes to help him/her live a healthier life. The class has so far seen dozens of patients invest in the program and has held numerous virtual classes and will hold year-long continued courses in-person and online.
- Proposed Hegg Health Center activities:
 - Continue to promote heart health and raise awareness of heart disease especially pertaining to Sioux County residents with increased risk of cardiac-related acute or chronic conditions
 - Collaborate with Community Health Partners of Sioux County on county-wide heart health and heart disease campaign initiatives
 - Actions and Strategies
 - I. Enhance internal and external Heart Month and year-round heart health campaigns
 - II. Continue to expand and improve upon Cardiac Rehabilitation program and Wellness Center classes

- III. Join with Hegg Occupational Health on increased education on heart health in workforces
- Resources Committed
 - I. Staff time
 - II. Financial resources
- Anticipated Impact
 - I. Increase community awareness on heart health, diabetes prevention and management, and knowledge of local resources to help them be successful in their unique heart health journeys
 - II. Provide community members with education to take control of their future heart health via campaigns and classes
- Collaboration with Others
 - I. Community Health Partners of Sioux County
 - II. Businesses participating in Occupational Health programs

3) Healthcare Access

- Current Hegg Health Center activities include:
 - Enhancement of Occupational Health program to directly reach employees in the workforce and offer them healthcare unique to their occupation
 - Recruitment campaigns for various departments to increase staff ratio so services can be offered more frequently and conveniently
 - Increase bilingual staff across departments and two on-campus interpreters
 - E-interpreting services are available 24/7 at Hegg Health Center
 - Continuing to be enrolled in various insurance programs
 - Development of care coordination programs and designating staff
 - Financial literature available for review on the website which includes a price transparency tool for patients to gauge cost of a wanted or needed service
 - Addition of Dr. David Adams to Hegg's provider network, increasing clinic appointment availability and maintaining convenient access to care
- Current resources available within Sioux County include:
 - Continued education for social workers and other employees for knowledge on available financial, professional, and bilingual healthcare resources
 - Center for Financial Education (CFE) is a nonprofit organization with financial counselors to help community members achieve financial peace and education
 - CASA is an advocacy group working to welcome all cultures in Northwest Iowa
 - Medical provider organizations have resources to address translation and interpretation needs. A county-wide group of interpreters meets on a regular basis and includes representatives from area healthcare organizations
- Proposed Hegg Health Center activities:
 - Continue to conduct the activities listed above
 - Increase the importance and availability of translation and interpretation to meet the needs of the patient
 - Actions and Strategies
 - I. Provide education interpreters to help address interpretation and the interpretation needs, including medical terminology
 - II. Increase the hours and/or staff for interpreters to help cover appointments with patients in need of interpretation and written information translation
 - III. Use technological advances to make E-Interpreting services easier to access within the hospital and clinic

- IV. Provide interpretation service in person with employed staff
 - Resources Committed
 - I. Staff time
 - II. Financial resources
 - Anticipated Impact
 - I. More readily accessible services due to proper staffing
 - II. Welcoming and friendly environment for patients including minority groups
 - III. Improvement of healthcare financing access
 - IV. Increase in person translation for medical services to ensure patient safety and effective communication regarding the patient's health
 - V. Increase the availability and location of E-Interpreting services by being able to use devices such as tablets within the facility
 - VI. Increase patient satisfaction from populations whose primary language is not English
 - VII. Increase the health of non-English speaking patients by providing proper and improved medical translation
 - VIII. Increase communication between the patients and providers
 - Collaboration with Others
 - I. Sioux County Latino Coalition
 - II. Community Health Partners
 - III. Center for Financial Education
 - IV. CASA
 - V. Other community Latino groups or organizations
 - VI. Sioux County hospitals
 - VII. Avera McKennan interpretation and translation services
- 4) Social determinants of health
- Current Hegg Health Center activities include:
 - Patient education on financial assistance offerings via Hegg's Care Coordination program
 - Enhancement of website financial literature to promote attainable and scannable information for a better community-wide understanding of resources and price transparency
 - Employment of 350+ employees with competitive wages and generous benefits, contributing largely to the local job economy and increasing income among households
 - Partnership in further care coordination resources with Community Health Partners
 - Enhancements to Hegg Honors Scholarship to expand tuition assistance to more students
 - Affordable or free community events including Glow the Distance, Ladies Night Out, and the Hegg Pediatric Center Grand Opening to provide low-cost education and entertainment
 - Administrative participation on various community boards to advocate for and promote increased housing, contribute to economic success initiatives, and obtain community context to apply to Hegg Health Center's strategic plan
 - Current resources available within Sioux County include:
 - Care coordination resources in all local healthcare systems and at Community Health Partners
 - PRAPARE assessment used at Promise CHC
 - Unite Us referral platform
 - Proposed Hegg Health Center activities:

- Continue to conduct the activities listed above
- Increase Hegg employee engagement with Community Health Partners to collaboratively assess and use future data to drive seasonal initiatives
- Continue to offer unique and income-producing career opportunities to community members
 - Actions and Strategies
 - V. Provide and expand opportunities with Community Health Partners to engaged staff members passionate about bettering our resources
 - VI. Utilize marketing resources to provide blog post education on financial resources and programs available at Hegg Health Center
 - VII. Increase bilingual verbiage in recruitment initiatives
 - Resources Committed
 - III. Staff time
 - IV. Financial resources
 - Anticipated Impact
 - IX. Increase internal knowledge of resources and application of knowledge among Care Coordinators in patient visits
 - X. Improvement of job awareness among workforce whose language is not primarily English
 - XI. Improvement of healthcare financing access
 - XII. Application of appropriate accommodations for patients in need of financial assistance
 - Collaboration with Others
 - VIII. Community Health Partners
 - IX. Other Sioux County healthcare systems
 - X. Hegg Interpretation Team
 - XI. Hegg Business Office
 - XII. Hegg Social Work

Significant Health Needs Not Addressed

Hegg Health Center believes we are addressing all of the prioritized needs contained within our 2022 Community Health Needs Assessment.

Next Steps

For each of the priorities listed above, Hegg Health Center's CHNA committee will continue to collaborate with Community Health Partners and the other three hospitals within Sioux County to:

- Identify any related activities being conducted by others in the community that could be built upon.
- Develop measureable goals and objectives to capture the effectiveness of their efforts and ensure progress.
- Build support for the initiatives within the community and the city council.
- Develop detailed work plans and designate committee members to chair on each objective.
- Communicate progress on objectives with Community Health Coordinator.

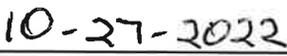
Board Approval

This implementation strategy, addressing priorities identified in the most recent Community Health Needs Assessment was prepared for the October 27, 2022 meeting of the Hegg Health Center Board of Directors.

Hegg Health Center Board of Directors Approval:



Dale Kooima, Board President



Date