McPherson Hospital
MANAGED BY
Via Christi Health

An Implementation Strategy for Needs Identified in a Community Health Needs Assessment for McPherson County, McPherson, Kansas

2013-2015

Executive Summary

Background and Process

In 2012 and 2013, the leadership of McPherson Hospital in McPherson, Lindsborg Community Hospital in Lindsborg, Mercy Hospital in Moundridge, and the McPherson County Health Department chose to collaborate in creating a community health needs assessment (CHNA). Provisions of the Affordable Care Act (ACA) require charitable hospitals to conduct community health needs assessments every three years, and adopt implementation strategies to meet identified needs. This CHNA was reviewed and approved in June 2013 by the Boards of the three hospitals mentioned above. However, each hospital agreed that implementation strategies could be developed separately, as fiscal years do not run concurrently.

The service area assessed was McPherson County, Kansas. The assessment combined existing secondary data with information gleaned from a survey of select residents and workgroup feedback representing a broad cross section of organizations from throughout the target area. Results of the survey indicated perceived health issues in the county. The identified weaknesses were reviewed and prioritized by a workgroup comprised of a cross section of survey respondents from throughout the county. The workgroup was split into subgroups and asked to rank the top five health issues gleaned from the survey. After reviewing this data and compiling and reviewing existing resources, a list of prioritized needs was developed.

Needs Identified and Prioritized – After the data from the survey was analyzed, the workgroup met to begin to prioritize identified needs. During this special meeting held in April 2013, the workgroup of 30 individuals examined survey results and explored relevant county secondary data from various sources. They broke into smaller groups to discuss the top five health issues identified from the survey and consider other survey results. The groups were asked to rank the top five health issues from the survey in order of preference. The group rankings were weighted on a point system and the points tallied to derive the priority for each health issue. Survey respondents also commented heavily on access to care as an area of concern.

The top five health issues identified by workgroup members in order of priority are:

1) Daily Life Stressors
2) Obesity
3) Substance Abuse
4) Heart Disease
5) Cancer/Diabetes

As mentioned previously, each hospital in the county agreed that implementation strategies could be developed separately, as fiscal years do not run concurrently. Therefore, a strategy committee comprised of McPherson Hospital and McPherson County Public Health Department leadership was formed to examine the results of the Community Health Needs Assessment to determine a course of action for McPherson Hospital in addressing the actionable needs identified.

As allowable in the IRS proposed rule to Notice 2011-52, some identified needs will not be addressed at this time due to either lack of resources, needs that are beyond our scope to make an impact, or needs that are already being met sufficiently through other organizations. The identified needs that will not be addressed specifically at this time are daily life stressors and substance abuse. It is felt that the broad scope of daily life stressors makes it difficult to target a specific area that would have significant impact. However, the strategies outlined below could have a positive effect on daily life stress with proper diet and exercise. Substance abuse will not be addressed specifically as it is addressed by other organizations in our community and is not within our scope of resources to affect meaningfully.

The needs identified where we hope to have a positive impact from a mission and resource perspective are obesity, heart disease, cancer and diabetes. Though each one in itself is a significant health issue, McPherson Hospital and the McPherson Public Health Department realizes the connection between these conditions and feels that any activities and strategies aimed toward any one of these particular needs could also impact others. While it is understood that some of these health issues have predispositions to heredity and other factors, some impact may be achieved through education and prevention.

Kansas Health Matters is a website sponsored by the Kansas Partnership for Improving Community Health that contains data and information about community health in Kansas. Statistical information is available allowing hospitals, health departments and others to gather information and identify issues to make informed decisions to affect change. This site is a recommended source from the Kansas Hospital Association to help hospitals access secondary data in order to complete their community health needs assessments. According to the latest statistics from that source (2009), McPherson County shows the following related to our identified needs:

Adult persons with diagnosed diabetes – 8.5%
Adult persons who are obese – 28.8%
Number of cancer diagnoses – 152
Heart disease hospital admission rate per 100,000 – 338.4

It is felt that due to the connection between these issues related to awareness, wellness, diet and exercise, McPherson Hospital has chosen to implement and maintain initiatives that can positively impact any or all of these health needs. However, some initiatives will target specific health issues and those will be indicated as such in the strategies.

Goals (through fiscal year 2015):

- To reduce by ½ to 1% the number of persons in McPherson County who are diagnosed with any of the above-mentioned health issues.

- To focus on the above health needs by:
    - Creating and maintaining programs and services that will address a variety of health and wellness issues.
    - Encouraging the public to become engaged in health matters individually and collectively.
    - Informing the public about life choices and how they relate to their overall health.

Strategies:

- Take an active role and partner with the Kansas State University Extension Office in McPherson County on the following initiatives:
    - Walk Kansas – An annual spring event designed to encourage teams of 6 or more people to track minutes of physical activity and food choices during an 8-week period. This impacts a couple of hundred people.
    - SNAP Ed – (Supplemental Nutrition Assistance Program – Education) – This program reaches up to 1500 McPherson County elementary school children 5 times a year to teach basic nutrition and encourage healthy eating habits.
    - Dining with Diabetes – This is a special dinner event targeted to families with loved ones who have been diagnosed with diabetes. The purpose is to educate participants on appropriate eating habits, share practical information and provide hands-on demonstrations on how to prepare special meals. Up to 2 events will be held, potentially reaching 100 persons.

- McPherson Hospital's Registered and Licensed Dietitian and Pharmacy Director (PharmD) host a free monthly Diabetes Support Group for patients and guests to provide information and support.

- Host annual lunch and learn events focusing on each of the health issues; obesity, heart disease, diabetes and cancer. A total of 4 lunch and learn events can be scheduled quarterly with each event focusing on a different topic. Over 3 years, these events have the potential to reach over 300 people.

- Establish a formalized speaker's bureau comprised of hospital staff and local physicians to present informative sessions for civic clubs, church groups, schools, local businesses and other gatherings. This has the potential of creating dozens of speaking opportunities each year to reach hundreds of citizens on a variety of health and wellness topics.

- Sponsor an informative 15-minute radio show twice monthly on our local radio station that reaches residents throughout the county. A McPherson Hospital surgeon and our pharmacy and lab director will cover a variety of health topics that includes our identified health issues. Current research, data, preventive tips and general information are shared as a public service by the hospital. The listening audience size can reach into the thousands to hear these messages over time.

- Co-sponsor a local wellness initiative through the McPherson Wellness Institute. Specifically, the hospital participates in the initiatives of the group aimed at providing nutritious options in local schools, physician lectures for the public, and an event called "Commit to Get Fit" which promotes teams of local citizens to participate in a 4-week initiative to exercise and eat healthy.

- Provide through the hospital's fitness center, free Theraband classes for those 50 and over to encourage fitness and flexibility. This reaches an average of 10 participants twice weekly.

- Identify up to 3 area employers annually to partner with and encourage Health Risk Analyses and provide education support to promote employee health and wellness. A formal risk analysis would specifically identify risk factors for issues such as heart disease, cancer, obesity and diabetes in employees, and hospital staff could then provide information and support through materials and onsite visits to include dialogue, one-one-one counseling and seminars. Action plans can be tailored for each employer. This initiative can also provide a baseline of persons and companies for follow-up, education, treatment plans, and the capability for future assessments to track health and wellness progress. The potential impact for reach depends on the employee numbers but could include several hundred people over the next 3 years.

- Partner with the McPherson Industrial Development Council in developing a "Corporate Challenge" in a "Biggest Loser" format to encourage area employees to engage in healthy behaviors in a competitive atmosphere.

- Utilize national awareness opportunities through marketing to educate our communities on the importance of preventive care such as:

  National Heart Month – February
  Prostate Cancer Month – September
  Childhood Obesity Awareness Month - September
  Breast Cancer Awareness Month – October
  American Diabetes Month – November

- Develop a county health service resource directory and distribute throughout the area. The directory will contain names and contact information for all area health-related agencies and organizations. This resource can be linked to all appropriate organizational websites throughout the county.

The Community Health Needs Assessment and parts of this implementation strategy were completed in collaboration with the McPherson County Health Department. As such, many of these initiatives may involve some input and resources from that organization. They can be a key partner with the hospital as these strategies evolve.

As per IRS regulations, actions taken annually toward this implementation strategy will be reported on the Form 990 after each taxable year. Measurements of impact will include the number of initiatives enacted, attendance and participation at events, and a final assessment of results compared to our

stated goals. Required resources to implement these strategies will be more fully understood as specific plans are organized and put into place.

As mentioned previously, the above initiatives are focused simultaneously on several of our identified needs due to their connectedness to prevention through awareness, diet and exercise. Other initiatives may be identified as these strategies are implemented and other opportunities arise for education and action to address these needs.

This implementation strategy was approved by the McPherson Hospital Board of Trustees on October 28, 2013

This document is available to the public on the McPherson Hospital website at www.mcphersonhospital.org or by calling the marketing department at McPherson Hospital at 620.241.2250.