

Orange City Area Health System Community Health Needs Assessment Implementation Plan – Fiscal Year 2015-16 CHNA

Summary:

Orange City Area Health System (OCAHS) feels the implementation of the Community Health Needs Assessment (CHNA) is more vital to our mission than the actual conducting of the assessment. Many of the steps in the implementation strategy have been an ongoing effort within our strategic plan. OCAHS is committed to working with area health systems, Community Health Partners, and diverse groups of consumers, in serving the health needs of the area. Collaboration with area Critical Access Hospitals and other healthcare providers continues to be a critical part of the OCAHS strategic plan and vision.

Implementation Strategy Development:

Upon completion of the CHNA and approval by the Board of Trustees in July 2015, an analysis and review of the CHNA was conducted internally at OCAHS. An overall summary of that process would include: review by Senior Management, Operational Directors Leadership team, and Administration. Primary responsibility for the analysis and development of the implementation plan were undertaken by Chief Operating Officer Daniel McCarty and the CHNA Team.

Description of Community:

The immediate community is Orange City, Iowa. OCAHS is located in a rural community with a population of approximately 6,000, located in northwest Iowa. Patients served by OCAHS come from an approximate 35-mile radius. In addition to the primary care clinic in Orange City, OCAHS operates a primary care clinic in Hospers, 12 miles from Orange City, and a rural health clinic in Paullina, 21 miles from Orange City. OCAHS also operates a retirement community and nursing home. The region is entirely rural. The closest urban community is located 45 miles south of Orange City.

Significant Identified Health Needs:

As indicated in the CHNA, the health needs were delineated in Attachment F and are also attached to this implementation plan. They include, in prioritized order:

1. Cancer
2. Healthy Eating
3. Mental and Emotional Well Being
4. Obesity
5. Accessibility to Health Care
6. Childhood Immunizations
7. Drug and Alcohol Abuse
8. Services for Seniors
9. Minority Access to Health Services
10. Other

OCAHS intends to focus on the top 3 factors—Cancer, Healthy Eating, and Mental and Emotional Well Being—in its implementation strategy for CHNA fiscal years 2015-16, 2016-17, and 2017-18.

Prioritization:

As listed in the 2015-16 CHNA, “*The prioritization process was a part of the actual original survey, asking survey participants to rate on a scale of 1 – 10 what they considered to be the most critical health concerns.*” Attachment F identifies, in order, the prioritized community health needs.” (See OCAHS-CHNA 15-16.) Feedback from survey participants was combined with feedback from the focus groups, as well as the analysis and evaluation by Senior Management and Operational Directors. Consensus from

all groups involved in the prioritization process was that the appropriate focus for our CHNA implementation strategy would be:

1. Cancer
2. Healthy Eating
3. Mental and Emotional Well Being

Implementation Steps:

Cancer

Action Plan:

Community Awareness and Education:

- Annual breast cancer awareness evaluation; displays, media articles, table top education, etc. in October.
- Collaborate with the Siouxland Cancer Center to provide outpatient clinic support on-site at OCAHS.
 - Provide chemo therapy on a weekly and as needed basis. Provide injection therapy locally.
- Will host a Cancer Awareness, Resource, and Education Fair in early 2017.
 - Will collaborate with many local organizations to provide most up to date education
 - Will provide cancer related screenings.
 - Will provide education sessions and booths.

Employee/Community Wellness Initiatives:

- Provide and encourage early screenings, ie. colonoscopies, mammograms, etc. in the prevention of cancer via electronic and media communications.
- Encourage healthy eating and healthy lifestyles on an on-going basis.
- Annual key sponsor and team participant in American Cancer Association's Relay for Life.
- Annual key sponsor of Susan G. Komen "Race for the Cure".
- Provide cancer screenings as part of OCAHS benefits package.

Healthy Eating

Action Plan:

OCAHS sees a direct correlation between healthy eating and diabetes, thus several of our action steps would be directly correlated with our diabetes programs.

Community Outreach Involvement:

- OCAHS will participate in and support any community efforts to encourage wellness and healthy eating habits.
- Active participation in two free support groups, to help with healthy eating/diabetes:
 - Sweet Talks support group meets monthly.
 - Sioux County support group meets quarterly, in February, May, August, and November.
- OCAHS collaborated with other county hospitals to begin implementing the Diabetes Prevention Program to educate on healthy eating and reducing obesity risk.
 - This yearlong program is scheduled to start in September of 2016.

Employee/Community Wellness Initiatives:

- Cardiac rehabilitation including equipment and direct nurse supervision, on an on-going basis. This service is provided at a very affordable cost of \$35 for 12 sessions.
- OCAHS supports on-site Weight Watchers to encourage healthy eating and wellness behaviors. This program is open to the community.
- OCAHS is actively involved in the annual area heart walk.

Education:

- Provide learning opportunities to area students at Northwestern College, Dordt College, Unity Christian High School, and Spalding Catholic School.
 - Speaker presentations.

Sioux County Contribution:

- OCAHS has been an active participant in the Coalition for a Healthy Sioux County for many years. Goal of this program is to “make Sioux County a healthier place to live, learn, work, and play.” The coalition is comprised of members from Orange City, Sioux Center, Hull, and Rock Valley; and is broken down into community workgroups. Current members of Orange City’s work group include representatives from Community Health Partners, OCAHS, Orange City Physical Therapy, Orange City Area Fitness, and other communities.
 - The Coalition for a Healthy Sioux County hosts a summer program called “5-2-1-0 Let’s Go”. The 5-2-1-0 Let’s Go program is an evidenced-based, nationally-recognized childhood prevention program, designed to increase healthy eating and active living in children.

Mental and Emotional Wellness

Action Plan:

Increase Availability of Mental Health Services:

- In June of 2015 OCAHS launched a Behavioral Health Clinic in the family practice clinic at Orange City Area Health System.
 - Dr. Donlin, Clinical Psychologist, now provides holistic, patient-centered, and coordinated behavioral health care.
 - Marketing campaigns have been created to increase awareness of this new service.

Next Steps:

OCAHS will continue to focus their primary efforts for the next 2 years on cancer, healthy eating and mental and emotional wellness. Our next steps, as far as implementation strategy of our CHNA would include:

- Operational Directors will review our action steps and implementation plan progress annually prior to the Board of Directors’ review.
- Annual review of the implementation strategy at the July Board of Trustees meeting.
- Continued work with Community Health Partners and the 4 area hospitals—Hegg Memorial of Rock Valley, Sioux Center Health of Sioux Center, Hawarden Municipal of Hawarden, and OCAHS on the county wide Community Health Needs Assessment.

Needs Not Being Addressed:

OCAHS believes we are addressing all of the identified needs.

Date Approved by Hospital Governing Board:

Pending approval 7/20/2016.

Any individual with questions regarding the Orange City Area Health System’s Community Health Needs Assessment or implementation strategy, should feel free to, and encouraged to contact Chief Operating Officer Daniel P. McCarty at 712-737-5374. It is our sincere hope and expectation that the CHNA process will help enhance the services we provide to our healthcare consumers.