

COMMUNITY HEALTH ASSESSMENT IMPLEMENTATION STRATEGY PLAN 2021

I. INTRODUCTION:

Memorial Community Health, Inc. (MCHI) is a private, non-profit corporation that operates Memorial Hospital, a Critical Access Hospital. Memorial Hospital worked with the community and the Central District Health Department to assess the health needs of the community. Over the past years, MCHI has participated with the Health Department through a process called Mobilizing for Action through Planning and Partnership (MAPP).

As a result of the 2021 assessment, MCHI has identified Wellness/Lifestyle as one of our primary areas of focus to address the top three needs identified within the district: cancer, diabetes, and exercise. We are also including Mental/Behavioral Health as a primary area of focus as the need to address depression and mental health needs in our community remains. These two key areas of focus continue to be supported by both quantitative and qualitative data collected by the Central District Health Department. For more information on the assessment, please see the companion document entitled Community Health Assessment Report 2021.

Below is an outline of the implementation strategies and plans associated with our primary areas of focus of Wellness/Lifestyle and Mental/Behavioral Health.

II. DESCRIPTION OF WHAT MCHI WILL DO TO ADDRESS COMMUNITY HEALTH NEEDS

Memorial Community Health uses health information and community feedback in the development of its strategic plan. The planning process begins with a review of the Mission and Vision of MCHI. The Community Health Assessment has been a valuable resource in the hospital's planning process. The report has been shared with senior leadership, directors and managers, as well as physician leaders.

MCHI has a rich history of working with the community to address public health needs. As a partner, the community looks to MCHI to lead the charge for health, healthcare and wellness activities. MCHI's Mission Statement is "Improving Lives through Community Health Services, because Every Moment Matters." Living that Mission encompasses a broad variety of services. To live that Mission, MCHI recognizes that addressing the health and wellness needs of the community is as important as providing direct medical care.

In keeping with its Mission, MCHI will continue to address community needs by providing quality and safe care to those in need according to our charity care policy.

III. ACTION PLANS

A. Wellness/Lifestyle:

During community meetings in 2021, the larger issue of Lifestyle Illnesses (Cancer, Diabetes and Exercise) were identified as the number one health concerns in the Community Health Assessment. Specific actions include:

- Annual Health Fair: Each year MCHI sponsors a health fair for the community. Screening laboratory blood profiles are provided at greatly reduced rates and low cost cardiovascular screenings are available at the fair through MCHI's partnership with Bryan Health. In addition to these screenings, the health fair is of key importance in providing awareness, education and demonstrations at booths occupied by various MCHI hospital departments and other health related vendors in the community. While the effects of COVID-19 adversely impacted our ability to conduct the health fair in 2020, blood profile screenings and cardiovascular screening by Bryan Health were still held, providing a benefit to the community.
- Employee Wellness: As a leading business in the community and the primary health service provider, being a model for healthy practices is important. MCHI continues to expand its Wellness activities with measurable goals for each employee that determines the employee's success. The Employee Wellness Gym has a variety of exercise and work out options available to employees 24/7 free of charge.
 - MCHI Wellness Committee supports its employees and the community with the following wellness activities (as able in accordance with COVID-19 policies and procedures):
 - Lunch and Learn presentations on various wellness topics
 - Bike safety and car seat checks
 - Breast Feeding Support classes, lactation consultants available to provide free education, support, and encouragement
 - Healthy cooking classes
 - Recipe Rehab
 - Crash and ATV safety demonstration by Nebraska State Patrol
 - Giving Tree (Gift donation of clothing to elementary age children)
 - Back Pack Program
 - Walk and Talk with a Doc (Plan to start in 2022)
 - Collaborate with area businesses to develop wellness programs
 - HeartAware Risk Assessment (MCHI Website)
- Annual Fun Run: During the A'ROR'N Days celebrations in June, MCHI sponsors a 5K Fun Run for adults, a 1 Mile Kids Fun Run, and a 1 Mile Walk for Seniors. There is also a 5K Wellness Walk which is open to everyone without registration.
- National Walk@Lunch Day: As a way to promote healthy activity throughout the work day, MCHI organizes a National Walk@Lunch Day in conjunction with Blue

Cross & Blue Shield. This is a national event held each April. MCHI participates by inviting community members and employees from local companies to join them in walking at Cole Park in Aurora to take steps towards a healthier lifestyle. An MCHI provider will be available to walk with participants to answer questions and encourage an active lifestyle. Mayo clinic has reported that walking as little as 30 minutes per day, at least five days per week can lower one's risk of Type II diabetes, hypertension, and coronary artery disease. Participation is free and a sack lunch is available by reservation.

- To focus on an active lifestyle for children, Memorial Community Health offers a program called “Kids Move University” (KMU). The purpose of KMU is to teach parents of pre-school age children how to make play active while still being fun. The program engages children in fun and creative activities to enhance their play and improve gross and fine motor skills.
- MCHI’s Patient and Family Advisory Committee (PFAC), formed in 2019, allows for the community to be involved in providing MCHI feedback on its initiatives. It provides a mechanism to seek and learn from a patient and family perspective and to help strengthen community relations. This committee also provides insight on ways MCHI can support our community on topics such as wellness/lifestyle and mental/behavioral health.
- Support of wellness, healthy lifestyle, and appropriate management of diseases such as cancer and diabetes are also key. MCHI offers several opportunities for the community to receive support including:
 - Diabetic Support Group
 - Parkinson’s Delay the Disease Class (exercises and movement to retrain the body and mind)
 - Falls Prevention Class
 - Caregiver Support Group (dementia caregiver support)
 - Free lactation support, including access to lactation counselors
 - Opioid and antibiotic stewardship education
 - Community vaccine clinics
 - Better Breathers Club for individuals with lung disease
 - Prenatal and childbirth classes
 - Quarterly MCHI newsletter “Health Matters” provides health news and happenings for our community, and includes an “Ask the Doc” section
 - Senior Center monthly presentations on health and wellness topics
 - Meeting space for community support groups such as Alcoholics Anonymous.
- MCHI provides annual wellness visits which promote wellness screenings that include: colonoscopy, mammography, immunizations, fall risk assessment, depression risk assessment, blood profile, as well as other specific screenings that may be appropriate.
- Collaboration with Heart Beets community garden in Aurora, founded by MCHI and the Aurora Garden Club. Healthy produce is shared between gardeners and

the community. With a prominent place on Highway 34 and MCHI's property, the garden is a symbol of our community's commitment to health.

B. Mental/Behavioral Health:

Mental Health impacts a person's ability to maintain good physical health and vice versa. Mental health is strongly associated with the risk, prevalence, progression, outcome, treatment and recovery of chronic diseases, including diabetes, heart disease and cancer. Access to appropriate services continues to be a challenge throughout Nebraska with the Central District Health Department survey reporting that most counties in the state are designated as mental health professional shortage areas. MCHI recognizes that the COVID-19 pandemic has increased the need for mental health support. Specific actions to address this need in our community include:

- Bryan Medical Center, through the Heartland Health Alliance, hosts a tele-health option for psychiatric services for persons of all ages and needs. Access to this service is available to all patients.
- Through our outpatient specialty clinic offerings, patients have access to a Behavioral Health Counselor who specializes in interpersonal communications and analysis to help achieve cognitive, behavioral, and emotional wellbeing.
- Memorial Health Clinic screens patients annually as needed with the PHQ-9 questionnaire for depression. This screening is easily accessible through the Health Maintenance section of the Electronic Medical Record. The questionnaire is completed by the nurse on his/her intake documentation at the beginning of the patient visit with the results accessible to the providers during their review of the patient's medical record.
- Memorial Health Clinic has a full time Care Coordinator. Since many patients with multiple medical issues may also experience behavioral or depression problems, the Care Coordinator is available to assist patients with accessing available resources. Memorial Health Clinic plans to onboard a second care coordinator in the first quarter of 2022. This is dependent upon potential staffing shortages seen throughout the healthcare industry.
- Utilization of Employer Employee Assistance Programs continues to be encouraged for those patients with access to the service.
- Coordinate with the Kim Foundation and the VA Hospital to provide public education both in the community and the school. Goal of education would be to reduce the stigma of mental health and provide skills for healthy coping and suicide prevention.
- Utilize Mental Health First Aide Training for staff and the community.

IV. COMMUNITY HEALTH NEEDS NOT BEING ADDRESSED

- A. MCHI recognizes there are additional needs identified in the Community Health Assessment that are not being directly addressed in this plan. MCHI believes that focusing on the top health concerns will have the greatest impact on the health of the community. Staffing challenges limit the ability to implement programs for all identified areas.
- B. COVID- 19 has greatly impacted resources in every area of healthcare. MCHI's health systems have been challenged by the demands of the COVID-19 pandemic. Resources and staff have been diverted to test and provide treatment for people with presumed or diagnosed COVID-19. The ability to fully sustain pre-pandemic initiatives as well as initiate new action items has been challenging and may continue to be challenging throughout the duration of the pandemic, and should be recognized.

V. ADOPTION AND APPROVAL:

The Memorial Community Health Board of Directors approved the Community Health Assessment Implementation Strategy Plan on December 20, 2021.