

Ottawa County Health Center Community Health Needs Assessment Implementation Strategies to Address Priorities & Goals 9-30-17

Ottawa County Health Center conducted a comprehensive community health assessment of Ottawa County. The assessment not only met the new IRS requirements, but it also identified opportunities for improvement of health and wellness and supported Ottawa County's strategic priority of localizing health care for the community.

Ottawa County Health Center, in conjunction with BKD, researched and analyzed community health data, conducted surveys of local key stakeholders to determine relevant issues, and proposed necessary action plans and implementation strategies to address these issues. With these findings, Ottawa County Health Center identified two general health priorities on which to focus as strategic initiatives in Ottawa County. The implementation strategy is listed below with the goals and strategies to address each initiative over the next three years.

PRIORITY 1: Obesity/Unhealthy Eating/Physical Inactivity

Goal 1: Improve Access to/ Increase Interest in the Wellness Center

- Strategies:
- A. Review membership rates annually to verify affordability.
 - B. Provide wellness information and advertisements in the local newspaper.
 - C. Continue to offer new programs, equipment, classes, etc. to promote a healthy lifestyle.

Goal 2: Sponsor Annual 5k Run to Support Heart Health and Wellness

- Strategies:
- A. Organize and fund annual hospital 5k
 - B. Provide education on heart health awareness through promotion of 5k
 - C. Utilize event proceeds to fund wellness related initiatives.

Goal 3: Support Community Gardens and Farmer's Market

- Strategies:
- A. Support programs through financial contributions.
 - B. Encourage employee participation and support of community garden and farmer's market through monthly newsletters.

PRIORITY 2: Information On/Access to Local Medical Services

Goal 1: Improve Awareness of Local Healthcare Services

- Strategies:
- A. Provide education on hospital services via marketing materials and local newspaper articles.
 - B. Offer public education sessions on health issues and related local services for treatment or prevention.

Goal 2: Maintain Relationship with Local Physicians

- Strategies:
- A. Work with local physician group to ensure adequate coverage for Ottawa County by MD's and ARNP's for both Emergency and Family Practice.

Goal 3: Financial & Insurance Assistance and Charge Review

- Strategies:
- A. Continue to offer Charity Care program to individuals who qualify.
 - B. Provide Social Worker assistance for those with medical insurance questions.
 - C. Review hospital charges on a regular basis.

To address these goals, Ottawa County Health Center has begun to implement the identified strategies as follows:

- To improve access to the Wellness Center and encourage healthy living, membership rates for the fitness center were reviewed and reduced in some areas. New equipment was purchased to encourage new members, and a new HIIT class was offered to get both existing members and new members excited about exercise. These initiatives, along with advertisements and information in the local newspaper, were implemented in an effort to promote healthier living to county residents.
- The hospital continues to sponsor an annual 5k run to promote heart health. The Red Dress Run is held in February (heart month) each year. Over 100 runners and walkers brave the cold to join the cause and run for heart health. Proceeds from the event are used locally and reinvested into the Wellness Center or hospital for equipment or projects related to heart health.
- The hospital supports the local Food Pantry as they utilize the hospital as pick-up location/meeting area for local residents needing assistance.
- Local healthcare services provided by Ottawa County Health Center are regularly advertised in the county newspaper along with informational articles related to new services. Additionally, the hospital assists local support and educational groups by offering hospital conference rooms to hold meetings for community members. Public educational and support sessions have been held related to grief support and chronic disease prevention.
- Ottawa County Health Center leadership maintains regular communication/meetings with local physicians to assess community needs, patient or service issues, and ER coverage needs. We are currently taking steps to contract with another provider, a local physician's assistant, to add coverage for our ER.
- Ottawa County Health Center's Charity Care program continues to be offered to those who qualify. In FY2017, the hospital provided nearly \$52,000 in Charity Care to area residents. Additionally, the hospital's Social Worker and Patient Financial Coordinator work closely with patients and their families to assist with insurance questions, Medicaid applications, etc. at no cost.
- Ottawa County Health Center Office Staff, with guidance from Great Plains Health Alliance, reviews hospital charges on at least an annual basis to ensure that charges and fees are accurate, justifiable, and appropriate. Based on these reviews, fees will be revised as needed in an effort to provide quality medical services at reasonable costs to our community.