

Ottawa County Health Center Community Health Needs Assessment Implementation Strategies to Address Priorities & Goals 9-30-20

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: Physical Inactivity/Obesity/Lack of Healthy Behaviors

Goal 1: Encourage Usage of and Interest in the local Wellness Center

Strategies:

- A. Review membership rates annually to verify affordability. Consider reducing rates as appropriate to address any affordability issues.
- B. Determine if improvements can be made to the existing facility to help increase community usage and encourage more of our county residents to become physically active and lead a healthier lifestyle.
- C. Continue to offer new programs, equipment, classes, etc. to promote a healthy lifestyle and expand our current member base and target new age groups.
- D. Provide wellness information and advertisements in the local newspaper.

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 Healthy Eating in the Community

Strategies:

- A. Support local food programs through financial contributions.
- B. Support local Food Pantry initiatives in the community.

PRIORITY 2: Lack of General Health Knowledge/Education

Goal 1: Provide General Health Education to the Community

Strategies:

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

Goal 2: Support Community Initiatives related to Health Information and Education

Strategies:

- A. Assist local support and educational groups by offering hospital conference rooms to hold meetings for community members.
- B. Provide resources to assist existing community initiatives or help coordinate health education in collaboration with other community health partners.

To address these goals, Ottawa County Health Center implemented the identified strategies as follows:

- In 2019, the OCHC Board of Trustees approved a renovation of the Wellness Center to better meet community needs, and in May 2020, a significant renovation was underway. The renovation addressed safety issues, functionality improvements, and general cosmetic updates. It was completed in November 2020 and was well received by the community. While the Wellness Center does not generate income for Ottawa County Health Center, we recognize its importance and benefit to the community to promote healthier living to county residents. Since the Wellness Center was closed for the majority of 2020 due to COVID-19 and construction, OCHC offered free one-month memberships to monthly members and extended annual memberships by one year to help encourage community members to continue an active lifestyle.
- The hospital organizes an annual 5k run to promote heart health. The Red Dress Run is held in February (heart month) each year. In 2020, over 100 runners and walkers braved the cold to join the cause and run for heart health. Proceeds from the event were used locally and reinvested into the Wellness Center to help fund the recent renovation. Unfortunately, due to COVID-19, the 2021 Red Dress Run will be cancelled.
- The hospital supports the local Food Pantry as they utilize the hospital as pick-up location/meeting area for local residents needing assistance. In addition, OCHC donated funds to the local Summer Café initiative that provides healthy meals to local children throughout the summer to ensure they have balanced meals while not in school. In 2020, this program was extended to help provide meals during the spring school closures due to the pandemic.
- 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, cancer support, and chronic disease prevention. In addition, OCHC staff attends meetings of various local organizations to provide information on diabetes, social work, or other requested topics. Unfortunately, many of these items were cancelled in 2020 due to COVID-19, but we will continue these programs as soon as we can safely do so.
- Ottawa County Health Center leadership maintains regular communication/meetings with local physicians to assess community needs, patient or service issues, and ER coverage needs. In 2020, we contracted we added another area mid-level provider to our ER coverage group as well as a physician who is considering practicing in Minneapolis. This depth of ER providers offers our community a stable and reliable ER coverage group to make sure our area residents can access the care they need. In addition, we added a new general surgeon to our medical staff to provide colonoscopy, endoscopy, etc. This allows our community members to have these services done locally so that they don't have to travel outside of the county.
- Ottawa County Health Center's Charity Care program continues to be offered to those who qualify. In FY2020, the hospital provided \$50,000 in Charity Care and community benefit 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. OCHC has compiled a list of all hospital charges for any item or service provided at the hospital; this information has been posted on the hospital website in an effort to allow our patrons the opportunity to review potential charges and understand the application of their specific insurance prior to their service.