

Ottawa County Health Center Community Health Needs Assessment Implementation Strategies to Address Priorities & Goals 9-30-21

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 2021, a significant renovation was completed. 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.
- For the last 9 years, the hospital has organized an annual 5k run to promote heart health. The Red Dress Run has been held in February (heart month) each year. Unfortunately, 2020 was the last year of the event as COVID-19 prohibited us from doing the event in 2021 and 2022. However, to help promote wellness in our community and increase the options for physical activity, the hospital sponsored a 5k run/walk in conjunction with our annual county fair. Our plan is to continue this event in coming years and encourage the community to participate to support a healthy lifestyle.
- 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.
- 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 2021 due to COVID-19, but we will continue these programs as soon as we can safely do so. In addition, to directly address the COVID-19 pandemic and the actions OCHC had to take to respond to the pandemic for the benefit of the community, OCHC provided weekly COVID19 articles, information, and updates during the year via the local newspaper to keep the community informed and aware of the status of COVID19 in the community and throughout the state. Hospital staff met regularly with community health and emergency planning partners to create a unified and streamlined approach to managing the pandemic for our community.
- 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 will continue outreach clinics and look for other opportunities to allow our community members to have services available 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 FY2021, the hospital provided \$20,000 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.

In addition to the Community Health Needs Assessment initiatives, Ottawa County Health Center continues to promote the local fitness center (Wellness Center) through advertising and programs to improve community health. Additionally, each year, the hospital hosts a 5k walk/run to promote a healthy lifestyle. Wellness and fitness tips/information are also posted around the hospital and Wellness Center for hospital staff and community members' education.

The hospital has also taken steps to help improve the overall awareness of the local health care services and add new services based on community need. The goal is to ensure that community members know those services that can be offered closer to home. The hospital advertises in the local newspaper whose readership closely matches are primary patient demographic. A listing of services and contact information has been posted in the newspaper frequently. When new hospital services and/or personnel are added, this is an opportunity for the hospital to market those services with articles and information in the newspaper. Participation in local health fairs and senior center presentations has also been a positive way to educate the community on local healthcare services.

In 2020 and 2021, the hospital provided a significant number of educational articles, materials, ads, etc. related to the COVID-19 pandemic to help inform our community members on the pandemic in general, as well as local initiatives and specific statistics related to COVID-19.

In addition to the aforementioned Community Benefit items, the hospital also offers staff assistance to the local ambulance service. When necessary, hospital nurses ride in the ambulance to assist local EMS personnel in transporting patients requiring higher a higher level of care.