

# **Ottawa County Health Center Community Health Needs Assessment Implementation Strategies to Address Priorities & Goals 9-30-22**

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:

- OCHC recently completed a significant renovation to the Wellness Center, a fitness center and lap pool available to the community. The renovation addressed safety issues, functionality improvements, and general cosmetic updates. The renovation was well received by the community, and we have seen drastic increases in facility usage and membership. The Wellness Center Director is offering additional classes and weight room instruction to help encourage community members to continue an active lifestyle. Members have numerous opportunities to participate in these free group exercise classes and services that include: HIIT class, Water HIIT, water aerobics, group exercises; Beachbody; Blood Pressure and Heart Rate Assessments, etc. In addition, we now offer discounted rates to high school students to help encourage fitness and activity to those individuals. Membership rates are reviewed annually, and the facility is available to the community at reasonable monthly rates. The Wellness Center requires significant funding by the hospital beyond membership dues that are collected. The overall health improvement from having a fitness center available in our small community is a great benefit to area residents. 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.
- 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 community members 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. OCHC is looking to expand and improve educational materials regarding available healthcare services.
- 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 FY2022, the hospital provided approximately \$8,000 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. Last year, we provided information on Medicare Advantage Plans to the local newspaper and presented to senior centers
- 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 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 to allow our patrons the opportunity to review potential charges and understand the application of their specific insurance prior to their service.