

# Implementation Plan for Needs Identified in the Community Health Needs Assessment for Cooperstown Medical Center

FY 2016-2018

**Covered Facilities:** Cooperstown Medical Center and Nelson Griggs District Health Unit

**Community Health Needs Assessment:** A Community Health Needs Assessment (“CHNA”) was performed in Winter 2015/2016 in collaboration with public health to determine the most pressing health needs of Cooperstown and Griggs County.

**Implementation Plan Goals:** The Board Directors of the Cooperstown Medical Center has determined that the following health needs identified in the CHNA should be addressed through the implementation strategy noted for each such need:

## 1. Access to Healthcare –

*Specific Needs Identified in CHNA:*

- Ensure all community members, including the uninsured and working poor have consistent primary and emergency department healthcare providers available. (page 45; ranking number 1)
- Improve access to specialists, and dentists. (page 45; ranking number 2 and 3)
- Key Objectives:
  - Increase the number of practicing primary care providers on staff
  - Seek out resources to enhance specialist visits to the community.
- Implementation Strategies:
  - A. Organize a Community Cares Recruitment Task Force as a means to involve the entire community in recruiting and retaining health care professionals.  
**The goals:**
    - 1) Recruit one full time primary care physician or mid level provider within one year.
    - 2) Increase longevity of currently employed primary care staff, measured in FTE’s over three years.
  - B. Improve overall population health through consistency and continuity of the patient/provider relationship.  
**The goals:**
    - 1) Increase clinic hours to meet needs of patients by extending hours on at least one weekday from 5-7pm and Saturday clinics. Measured by the number of patient clinical and urgent care visits compared to ER visits.

- 2) Recruit healthcare specialists and dentists to form outreach practices in the community and work with the local health care providers. The CMC plans to aggressively work with established tertiary providers; Altru, Essentia and Sanford health to bring in cardiac and mental health providers to serve our community.

## 2. Physical Health

### *Specific Needs Identified in CHNA:*

- *Reduce the barriers that prohibit patients from seeking routine health maintenance that may reduce or prevent chronic health issues. (page 47, Physical Health Concerns, ranking #'s 1-4)*
- *Improve the awareness of the availability of quality and affordable healthcare services in our community. (page 47, delivery of healthcare concerns, rankings 2 &3)*
- Key Objectives:
  - Improve the physical health of the community through preventive health measures to enhance longevity and quality of life.
  - Reduce the high cost of healthcare culminated through chronic disease.
- Implementation Strategies:
  - A. Enhance the patient provider relationship by establishing the position of "Patient Care Coordinator/Health Coach" for the Cooperstown Medical Center. (Measured in reduced hospital admissions for patients with chronic health concerns, including, but not limited to cardiac and respiratory conditions, diabetes and cancer.) It is anticipated that with improved management of patient conditions, patients will spend less on healthcare services, and have better overall health.

**Patient Care Coordinator/Health Coach goals:**

    - 1) Ensure that patients with health concerns are monitored and addressed in a timely manner.
    - 2) Collaborate with the primary health-care-provider to ensure positive patient outcomes and
    - 3) Arrange for ordered diagnostic or specialist appointments.
  - B. Increase awareness of available healthcare services in the community through media, open forums and publications.
    - 1) Coordinate with local health clubs to encourage public use through a collaborated incentive fitness program.

- 2) Conduct quarterly community Lunch and Learn events in collaboration with Nelson Griggs District Health Unit. Contain sessions to one hour addressing topical health issues.
- 3) Advertise services offered through semi-annual news publications.
- 4) Hold community forums to gain feedback on community desires for specific health care services.

**Other Needs Identified in the CHNA but Not Addressed in this Plan** – Each of the health needs listed below is important and is being addressed by numerous programs and initiatives operated by the Hospital, other organizations within the Hospital system, and other community partners of the Hospital. However, the Hospital will not address the following health needs identified in the CHNA as part of this Implementation Plan due to limited resources and the need to allocate significant resources to the two priority health needs identified above.

**Ensure those community members' basic needs of are met:**

- 1) Adequate childcare services
- 2) Jobs with livable wages
- 3) Attracting and retaining young families

**Mental Health and Substances Abuse**

- 1) Depression and bullying
- 2) Adult alcohol use and abuse
- 3) Youth alcohol use and abuse
- 4) Youth drug use and abuse