

Community Health Needs Assessment Action Plan

To help inform future decisions and strategic planning, local health care providers in Rolla, North Dakota, conducted a community health needs assessment. Through a joint effort, Presentation Medical Center (PMC) and the Center for Rural Health at the University of North Dakota School of Medicine and Health Sciences analyzed community health-related data and solicited input from community members and local health care professionals. This assessment was completed in late 2012 and can be found in its entirety at www.pmc-rolla.com.

The document was reviewed by Presentation Medical Center senior management and the board of directors in a strategic planning session on June 20, 2013. The recommendations that follow were drawn up as the Community Health Needs Assessment Action Plan. Tier 1 includes items to be completed by Presentation Medical Center. Tier 2 includes items that will be reviewed and facilitated within the community and Presentation Medical Center. Tier 3 items are services that are not viable for Presentation Medical Center to provide due to lack of personnel and available resources.

Tier I Issues:

1. Limited Number of Health Care Providers

One of the main concerns from the community health needs assessment was the limited number of health care providers in Rolette County. While this is a concern for most of the rural counties in North Dakota, Presentation Medical Center is keenly aware of the importance of continual recruitment efforts and the value of retaining our medical staff.

A new provider, Dr. Ram Paneru, began working at PMC in June 2013. Kimberly Benning, FNP, will be joining the Presentation Clinic staff in August 2013.

Recruiting for medical staff is a high priority at the facility, along with continually seeking solutions and options for the retention of staff. The most important aspect of hiring any new staff member is the importance of having them live in the area and become part of the local community.

Timeframe: This task is ongoing, via action steps, with oversight by the PMC executive committee.

2. Importance of Customer Service

Another concern from the assessment was the perceived need to improve customer service at PMC. The PMC leadership team has a keen focus on improving customer service and the patient experience at our facility.

Additional training resources and surveys for clinic and emergency room patients will be used and evaluated for effectiveness as tools to make improvements in the area of customer service. Supervisors will be tasked to highlight the importance and practicality of the customer/patient experience within the facility.

Timeframe: This task is scheduled to be completed by the first quarter of fiscal 2013/2014 with oversight by the President/CEO.

3. Increased Marketing Efforts:

An additional concern that the assessment highlighted was the need for increased marketing efforts, as many in the community are unaware of the various services that Presentation Medical Center provides. Leadership is committed to increasing community awareness regarding the availability of services and opportunities at PMC.

Although PMC has weekly advertising in the local newspaper and publishes a direct mail newsletter biannually, it is apparent that the community is seeking additional information about the services provided at PMC. This will be improved by incorporating additional print materials, as well as social media. The public relations staff and the executive committee will look at all current methods of information delivery and discuss recommendations for the improvement of marketing outreach to enhance community awareness of services provided.

Timeframe: This task is ongoing, with active efforts assigned to the public relations staff.

4. Implement Increased Outreach Specialty Providers:

The assessment identified the need for additional outreach specialty providers in the areas of cardiac rehabilitation; an ear, nose, and throat specialist; and an oncologist. PMC has already moved toward increased services and opportunities within cardiac rehab with the opening of a newly-remodeled cardiac rehab suite in late 2012. This action has doubled the existing square footage in the suite to over 950 square feet.

A feasibility study will be performed in conjunction with Trinity Medical Center in Minot, ND, to identify the need and ability to add an ear, nose, and throat specialist and oncologist to the specialty outreach clinic at Presentation Medical Center.

Timeframe: This task will be completed in 2014, by facilitation and communication between executive staff at PMC and Trinity Medical Center.

Tier II Issues:

1. Elevated Rates of Diabetes:

The assessment revealed a concern about the elevated rate of diabetes in the area. Presentation Medical Center currently provides reduced-rate lab screening for the community yearly. PMC will take steps to increase this service to twice per year in 2014.

PMC will work closely with the Rolette County Public Health Department on public education information focused on diabetes prevention and obesity, as well as planning and providing support group activities.

PMC has recently secured a second podiatrist for foot care and will seek to provide additional information to our patients.

Timeframe: This task will be ongoing, with collaboration between PMC and the Rolette County Public Health Department.

2. Collaboration of Medical Providers and Facilities:

The assessment highlighted the need for increased collaboration between PMC medical providers and regional medical health facilities.

Presentation Medical Center has a key relationship with Trinity Medical Center in Minot, ND, to serve as our tertiary facility and main receiving hospital for patients that need a level of care

that is unavailable at PMC. That relationship also supports our specialty outreach clinics and patient referral networks.

Because of the addition of specific specialty services and telemedicine from Altru Health System in Grand Forks, ND, including their recent collaboration with the renowned Mayo Clinic in Minnesota, PMC has worked to nurture that relationship as a secondary tertiary hospital.

We currently utilize and coordinate some services with the Indian Health Service (IHS) in nearby Belcourt, ND, such as laboratory supplies and pharmacy items. Discussions will be held between hospital CEOs of PMC and IHS to explore the opportunity for possible cost savings and operational issues.

PMC is also committed to working closely with the Rolette County Public Health Department on educational opportunities for preventive health measures, such as tobacco cessation.

We will actively seek to partner with other medical providers and facilities to enhance the quality of care in Rolette County that are in line with our operational model, and follow the mission and value statements of Presentation Medical Center, Sisters of Mary of the Presentation Health System (SMPHS) and our sponsors, the Sisters of Mary of the Presentation.

Timeframe: This task will be ongoing as changes in health care and health care providers occur.

Tier III Issues:

Addition of services at Presentation Medical Center:

The assessment identified and requested the addition of services that Presentation Medical Center is unable to provide at this time. Those services include:

- 1) - a surgeon who lives in Rolla, ND. This service requires not only a surgeon, but also extensive support staff, including specialty nurses and either an anesthesiologist or nurse anesthetist.
- 2) – an obstetrician for maternity care and deliveries, since there is a high birth rate in the area. As stated above, this service would also require anesthesiology, specialty nurses and support staff. Additionally, the malpractice insurance premiums are high, and logistical support would be result in unjustifiable costs.
- 3) - occupational therapy. This service requires specialty personnel and equipment, as well as designated space for a treatment room and office.

While all these programs would be beneficial to the community, the logistics, personnel and resources to provide these services are not readily available or financially feasible.

Presentation Medical Center has been keenly focused since 2010 on improving and stabilizing the financial viability of the facility. Outstanding improvements to reserves and operating cash flows have been made in the last three years, but PMC is still unable to risk its financial stability and viability with programs that are either financially unsustainable, or not critical to the health needs of Rolette County at this time.

Approved and adopted by motion, August 21, 2013, by the Presentation Medical Center Board of Directors.