

2013 - 2015



Community Health Needs Assessment Implementation Plan



WILSON MEMORIAL HOSPITAL

Goal and Approach to Implementation Plan:

Wilson Memorial Hospital (WMH) in Shelby County, Ohio, is a community resource motivated by its respect for the people that it serves. WMH is the County's only independent, full-service community hospital and is accredited by the Healthcare Facility Accreditation Program (HFAP) for holding the highest of standards for quality care and patient safety.

Community benefit has been defined by the Internal Revenue Service (IRS) as "the promotion of health for a class of persons sufficiently large so the community as a whole benefits." Simply put, community benefit is composed of programs and services designed to address identified needs and improve community health (NACCHO Fact Sheet, 2010). To that end, the Hospital joined forces with the Sidney-Shelby County Public Health Department, Shelby County Family and Children First Council, the Shelby County United Way, and the Tri-County Board of Recovery and Mental Health Services, among others, who have invested resources and significant time in gathering information for the Community Health Needs Assessment (CHNA).

The 2013 CHNA research efforts included: interviews with 30 community leaders; a demographic analysis; a survey of nearly 2,000 middle and high school students; and a survey of 400 adult residents. Beyond that, Wilson Memorial collaborated with the Greater Dayton Area Hospital Association and Wright State University to study secondary data such as vital statistics, cancer trends, and hospital and emergency department discharge data. The steering committee met 10 times to analyze the results and identify health priorities. Community forums were held to present key findings, recognizing that an informed community will enhance the partnership that community improvement requires.

The health needs listed in this plan were selected based on the following ranking process:

- ✓ Urgency—what are the consequences of not addressing this issue?
- ✓ Prevention—is the strategy preventative in nature?
- ✓ Economics — is the strategy financially feasible? Does it make economic sense to apply this strategy?
- ✓ Acceptability – Will the stakeholders and the community accept the strategy?
- ✓ Resources — is funding likely to be available to apply this strategy? Are organizations able to offer personnel time and expertise or space needed to implement this strategy?

This portion of the CHNA, the Implementation Plan, will explain how WMH will address health needs identified in the CHNA by continuing existing programs and services, and by implementing new strategies, alliances, services and programs. It will also explain why the hospital cannot address all the needs identified in the CHNA and, if applicable, how WMH will support other organizations in doing so. After reviewing current community collaborations and partnerships, and internal resources, WMH identified its strengths and weaknesses as prioritized by the CHNA. By stewarding existing resources, strengthening partnerships, and creating innovative programs both on hospital campus and within the community, WMH hopes to make a positive impact on the identified needs.

Community Partnerships:

WMH believes that it is important to work with other like-minded agencies and organizations to truly make a difference in our community. Aside from working with our internal partners at the Hospital, below are some of the outside organizations that WMH currently collaborates with or plans to work with in achieving the desired outcomes for the health needs we have identified for this implementation plan:

- ✓ Sidney-Shelby County Health Department
- ✓ Local Health Care Providers
- ✓ Shelby County School Systems
- ✓ Sidney-Shelby County YMCA
- ✓ Local Colleges/Universities
- ✓ Sidney-Shelby County Chamber of Commerce
- ✓ American Heart Association
- ✓ American Cancer Society
- ✓ Life Connection of Ohio
- ✓ County and Municipal Governments
- ✓ Area Churches and Faith Based Organizations
- ✓ Sidney-Shelby County Senior Center
- ✓ Shelby County Jobs and Family Services
- ✓ Sidney-Shelby County United Way
- ✓ Compassionate Care of Shelby County
- ✓ Women's Center Sidney – Pregnancy Resource Center
- ✓ Shelby County Community Service Council
- ✓ Shelby County Counseling Center
- ✓ Tri-County Board of Recovery and Mental Health Services
- ✓ Community Blood Center- Community Tissue Services

Health Needs Being Addressed:

WMH hopes to make a positive impact on the following identified needs:

- ✓ Access to Care
 - Lack of Accessible Providers
- ✓ Maternal and Infant Care
 - Lack of Prenatal Care and Support During 1st Trimester
 - High Rates of Births to Mothers Who Smoke
- ✓ Community Health Education/Outreach
 - Lack of Preventative Health Screenings

Health Needs Not Being Addressed:

There are health needs that were identified through the CHNA that are clearly important to improving the health of the community. However, WMH will not be directly focusing on these certain needs as they are deemed to have less immediate impact and could be addressed in a future plan, or if the opportunity arises, could be integrated into a current strategy of this plan.

In addition, consideration was given to the fact that some of these needs are, or could be, being met by another community organization and in some instances WMH doesn't have the proper resources to address the need. WMH will continue to explore strategies to find a way to address these needs through community partnerships and internal strategies:

- ✓ **Mental Health** - This need was an identified issue that is beyond the scope of service of WMH, therefore the Tri-County Board of Recovery and Mental Health Services along with the Shelby County Counseling Center will be collaborating to address this need with the full support of the Hospital.

Goal 1: Provide universal prevention programs for promoting children's development and academic achievement

Goal 2: Improve the community's knowledge and modify perception of mental health and related issues

Goal 3: Provide learning and practical advice to parents and caregivers of children and adolescents who are living with mental illness

- ✓ **Substance Abuse** – This need was an identified issue that is beyond the scope of service of WMH, therefore the Tri-County Board of Recovery and Mental Health Services along with the Shelby County Counseling Center will be collaborating to address this need with the full support of the Hospital.

Goal 1: Prevent youth substance abuse

Goal 2: Increase community awareness of the positives associated with not engaging in substance abuse

PRIORITY 1: ACCESS TO CARE

Priority	Physical Health Need Identified through CHNA	Description of Problem (Why?)	WMH Strategies & Actions (How & What?)	Outcomes	Outcome Measurements
Access to Care	Lack of Accessible Providers	<p>14% of Shelby County adults do not have healthcare.</p> <p>14.5% of respondents said they could not access all the health care they needed in the past year.</p> <p>5% of the Shelby Co. adults say the ER is their usual source of medical care and 8.4% have used the ER in the past year because they could not get a needed appointment with their health care provider.</p> <p>The ratio of the population to primary care physicians in Shelby County in 2,057 people to one physician. This ratio is two times as high as the national benchmark and 1.5 times greater than the State's ratio.</p>	<p>1. Explore opportunities to grow Wilson Care practices:</p> <ul style="list-style-type: none"> - Recruitment of a full-time Hospitalist to allow for physicians who are currently providing part-time coverage to take on more patients - Construction of a 45,000 sq. ft. medical office building for all Sidney Wilson Care practices; team-based healthcare delivery model to allow for improved access to healthcare <p>2. Collaborate with Compassionate Care and First Source to improve compliance of uninsured patients:</p> <ul style="list-style-type: none"> - Establish a Community Case Management Program to improve transition of care <p>3. Identify patients who are overdue for appointment for chronic medical conditions:</p> <ul style="list-style-type: none"> - Report by diagnosis for those patients who have medical need for regular visits - Pro-actively contact patients for the purpose of scheduling preventative visits <p>4. Continue to provide free ambulatory care/uncompensated care for those patients with no ability to pay</p>	<p>Reduce the percentage of Shelby County adults who do not have health care by 10%</p> <p>Increase preventative visits in patients age 40 years of age and older by 5%</p>	<p>Track the number of new patients within the Wilson Care provider network</p> <p>Track the number of patients 40 years of age and older</p>

PRIORITY 2: MATERNAL AND INFANT CARE

Priority	Physical Health Need Identified through CHNA	Description of Problem (Why?)	WMH Strategies & Actions (How & What?)	Outcomes	Outcome Measurements
Maternal & Infant Care	Lack of Prenatal Care and Support During 1 st Trimester	The percentage of Shelby County mothers not receiving first-trimester care, according to the Ohio Department of Health, has nearly doubled over the last 10 years from 8.7% to 16.7%.	<p>1. Develop a Stork Support Program, a prenatal program for at-risk women who plan to deliver their babies at WMH:</p> <ul style="list-style-type: none"> - Offer classes about healthy behaviors during pregnancy- such as smoking cessation, childbirth and breastfeeding- as well as one-on-one engagement with a registered nurse who specializes in prenatal care. - Assist women in getting necessary appointments with Ob/Gyn physicians - Consider expanding this program into school-based environment to reach pregnant teens <p>2. Collaborate with the following organizations to educate their clients of the importance for early prenatal care:</p> <ul style="list-style-type: none"> - Women’s Center – Sidney (Pregnancy Resource Center) - Compassionate Care of Shelby County (Free Health Care Clinic) - Shelby County Health Department - Shelby County Jobs and Family Services - Help Me Grow Agency - Shelby County High Schools - Shelby County Court System - GRADS program - Shelby County Ob/Gyn offices - Shelby County Pediatric offices - WMH Emergency Dept. - WMH Family Birth Center - Local Urgent Care Clinics 	To improve the number of women and families receiving prenatal care and support – particularly in the underserved populations	<p>Track the number of women who participate in the Stork Support Program</p> <p>Log the number of organizations that are reached and the frequency of the education</p>

PRIORITY 3: MATERNAL AND INFANT CARE

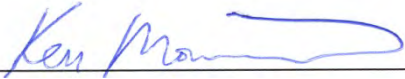
Priority	Physical Health Need Identified through CHNA	Description of Problem (Why?)	WMH Strategies & Actions (How & What?)	Outcomes	Outcome Measurements
Maternal & Infant Care	High Rates of Births to Mothers Who Smoke	<p>The percentage of mothers who smoke while pregnant is substantially higher in Shelby County (21.4%) than in both the State (17.8%) and nation (10.4%). The Healthy People 2020 national benchmark is to reduce the percentage to 1.4%.</p> <p>Smoking during pregnancy causes low birth-weight in at least 1 in 5 infants, and in recent years Shelby County's percentage of low birth rate (8.1%) shows a marked increase, with the rate approaching that of the State (8.6%). The national rates is 8.2% with a national target for reduction to (7.8%)</p>	<p>1. Collaborate with community organizations to offer Wilson Memorial's Smoking Cessation Program to their pregnant clients who smoke:</p> <ul style="list-style-type: none"> - Women's Center – Sidney (Pregnancy Resource Center) - Compassionate Care of Shelby County (Free Health Care Clinic) - Shelby County Health Department - Help Me Grow Agency - Shelby County High Schools - Shelby County Court System - GRADS program <p>2. Develop marketing communications material to be used for the "When You Smoke, So Does your Baby" campaign:</p> <ul style="list-style-type: none"> - Shelby County Ob/Gyn offices - Shelby County Pediatric offices - WMH Emergency Dept. - WMH Family Birth Center - Hospital advertising/communications - Hospital Website - Outdoor advertising - Social media pages - Local radio/PSA's <p>3. Participate in educational events to raise the level of awareness of the dangers of smoking in particular facts about smoking during pregnancy:</p> <ul style="list-style-type: none"> - Great American Smokeout - Go Red/American Heart Association events - Community Health Fairs - Community Health Screening events - Corporate educational programs through WMH Occupational Health Services 	To decrease the number of women in Shelby County who smoke while pregnant through awareness and education of the health risks associated with smoking while pregnant	<p>The number of educational programs will be tracked along with the number of attendees enrolling in the smoking cessation program. Participants will be surveyed by phone or mail 30 days, 3 months, 6 months and 1 year after the program to determine the reduction in smoking over this time.</p> <p>The frequency and reach of the "When You Smoke, So Does Your Baby," campaign will be tracked in all media outlets.</p>

PRIORITY 4: COMMUNITY HEALTH EDUCATION/OUTREACH

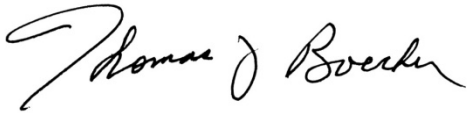
Priority	Physical Health Need Identified through CHNA	Description of Problem (Why?)	WMH Strategies & Actions (How & What?)	Outcomes	Outcome Measurements
Community Health Education/ Outreach	Lack of Preventative Health Screenings	<p>According to County Health Rankings, Shelby County is ranked 38th of 88 counties in terms of residents obtaining appropriate clinical care.</p> <p>Areas for particular attention pertain to preventative screenings. Preventative screenings can help identify some of the leading causes of death – such as heart disease, cancer, and diabetes – in early stages when treatment is likely to work best.</p>	<p>1. Host and participate in community-wide events to raise the awareness of the importance of preventative screenings and offer free and/or low-cost preventative screenings:</p> <ul style="list-style-type: none"> - Heart Health Community Screening Event - Shelby County Health and Awareness Fair - Legs for Life Screening - Women’s Health Fairs - Men’s Health Fairs - Breast Cancer Awareness - Shelby County Relay for Life <p>2. Coordinate health programs, educational classes and support groups to raise the level of awareness and importance of preventative screenings:</p> <ul style="list-style-type: none"> - Diabetes - Heart Health - Women’s Health - Men’s Health - Bone Health <p>3. Create, promote and distribute preventative healthcare specific educational materials and tools throughout the Shelby County community:</p> <ul style="list-style-type: none"> - Wilson Care offices (primary care, internal medicine, ob/gyn, and endocrinology) - Community health organizations and agencies - Local media (newspapers, radio, social media, website) 	<p>Increase the awareness and education of the importance of preventative screenings to the Shelby County community</p> <p>Increase the number of preventative screenings offerings throughout Shelby County</p>	<p>Track the number of community events that preventative screenings were offered and the number of participants</p> <p>Track the percentage of Wilson Care patients that have preventative screenings on an annual basis</p>

Board Approval

This Community Health Needs Assessment Implementation Plan for fiscal year end December 31, 2013 was approved by the Wilson Memorial Hospital Board of Trustees at its meeting held on March 26, 2014.



Ken Monnier, Chairman
Wilson Memorial Hospital Board of Trustees



Thomas J. Boecker, President and CEO
Wilson Memorial Hospital