Mercy Medical Center – Centerville, IA

Community Health Needs Assessment

IMPLEMENTATION STRATEGY

2013-2015
Implementation Strategy

Mercy Medical Center – Centerville initiated its first Community Health Needs Assessment (CHNA) in March 2013. The CHNA is designed to reach broadly into the community to identify needs, gaps and barriers to health and health services. In order to address needs identified in the CHNA, Mercy Medical Center – Centerville will work as an organization and in conjunction with key community partners to continue implementing strategies across the service area.

Acknowledging the many organizations and resources in place to address the health needs of the community, Mercy has strategically reviewed the internal and external resources. This implementation strategy will explain how Mercy will address the prioritized findings by continuing existing programs and services, and by initiating new strategies. In addition, this document will explain reasons why Mercy will not address all needs identified within the CHNA, but will continue to support other organizations already addressing these needs.

The identified areas of community health need will be addressed in Mercy’s implementation strategy for years 2013 through 2015, after which the next Community Health Needs Assessment will be performed.

Community Health Needs Assessment Available to the Community

The CHNA is disseminated to the community via the Mercy website at: www.mercycenterville.org and printed copies are available upon request of Mercy.
**Priority Area 1: Mental Health Services** – gaps in access to mental health services were identified in the town hall meeting and focus groups also supported by secondary data. Issues identified are significant delays from referral to evaluation as well as limited providers and no after-hours coverage for crisis intervention. Without options, high percentage of crisis mental health is handled through committal process, utilizing court time, emergency room, law enforcement and bed placement resources without providing the best treatment for the patient.

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<th>Responsibility</th>
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| Improve the availability & quality of crisis mental health services. | Develop local coalition of partners to evaluate current state of mental health services. | Resident citizens and indigent population experiencing mental health crisis | - Organize Members.  
- Quantify and assess all local resources.  
- Research other community actions.  
- Recommend plan of action, | July 1, 2013 | - Appanoose County CPC  
- Mercy Medical Center  
- Appanoose County Law Enforcement  
- Centerville Community Betterment  
- Local medical staff  
- District Court Officials | Appanoose County  
Centerville Community Betterment  
Mercy Medical Center  
$5,000 |
| Develop local crisis mental health stabilization program. | Same | - Establish voluntary pre-screening option for patients and families.  
- Contract w/ LISW for OP mental health services.  
- Establish baseline of no longer than 48 hours to assess | September 1, 2013 | - Appanoose County CPC  
- District Court  
- Centerville Community Betterment | Appanoose County mental health funds  
Centerville Community Betterment Staffing  
$30,000.00 |
| Develop additional resources to assist Emergency Room physicians with mental health assessments. | Same | • Establish Telepsych contract for 24/7 with Mercy Franklin.  
• Credential LISW to assist with ER evaluations. | October 2013 | • Mercy Medical Center  
• Mercy Franklin  
• Centerville Community Betterment | Mercy provides maintenance agreement, transmission costs for tele-psychiatric assessments.  
$5,000.00  
Appanoose County funds cost of Mercy Franklin or local social worker assessment. |
|---|---|---|---|---|---|
| Establish a short stay crisis stabilization facility | Same | | December 2014 | • Appanoose County  
• Centerville Community Betterment | Appanoose County  
Centerville Community Betterment  
$200,000/annually |
Priority Area 2 & 3: Lack of primary care physicians and allied health professionals - The CHNA survey, Town Hall and Focus group all identified difficulties in getting appointments with local providers in a timely manner and no availability of primary care after hours or on weekends. Also concerns about upcoming physician retirements making this even more difficult in the future.

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| Improve the access of area citizens to primary care services. | Assess physician needs for local area. | Residents of all ages – infants through seniors | Complete physician needs assessment for county. Identify and contact local medical students about interest in returning to practice with incentives. Successfully recruit 3 family practice physicians over the next 3 years. | June 2013 | • Mercy Medical Center  
• Centerville Medical Staff  
• Hospital Board of Directors & Advisory Board | Mercy-Des Moines Physician Recruitment  
Contingent Recruitment Firms  
MD Pathways- Web Recruitment  
Financial incentives including student loan payback & stipend agreements.  
$75,000.00 |
| Explore development of an urgent care after hours option. | Research requirements for operations. | All ages | Review Mercy Clinics template for urgent care operations. | September 2013 | • Mercy Administration | Consultation of Mercy Clinics, Inc. – Des Moines  
$50,000.00 |

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Priority Area 4 & 5: Community’s Health Literacy – The CHNA, Town Hall, Focus Groups and data identified concern about obesity and the community’s overall perception as unhealthy.

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| Engage the community about the importance of healthy lifestyle choices. | Educate the community about risk factors for disease. | Adults | Continue to offer blood pressure and cholesterol screenings with follow up counseling. | Ongoing through 2015 | • Mercy Medical Center  
• YMCA  
• Public Health | Health Promotion Laboratory  
$10,000.00 |
| Educate the community about healthy food options. | Adults & Children | Nutrition Counseling through Grocery Store Shopping Tours. | Ongoing through 2015 | • Mercy Medical Center  
• Appanoose County Wellness Coalition | Health Promotion/Dietician  
$2,000.00 |
| Engage youth in their health by promoting healthy eating and exercise. | Partner with the schools to incorporate curriculum in the classroom. | Children | CATCH program weekly in 3 & 4th grades. | Ongoing through May 2014 | • Mercy Medical Center  
• Centerville School District | Health Promotion/Specialized Staff  
$8,000.00 |
| Create community opportunities for making fitness fun. | Provide family events for fitness. | All Ages | Organize a family 5K walk/run. | June 2014 | • Appanoose County Wellness Coalition | $5,000.00 |
| | | | Partner with the school groups to promote the event. | | • Appanoose County Wellness Coalition  
• Public Health | |
Priority Area 6: **Community Healthcare Directory** – through the CHNA, Town Hall and Focus Group, concerns were raised about identifying all the resources for health and welfare available in and to the community. Concerns also expressed that healthcare providers don’t know about each other as a resource and/or who and how to contact for assistance.

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| Comprehensive resource of community health and welfare services/resources | Develop a community resource directory        | All ages          | Create a committee to research and compile all resources and contact information. | December 2013 | • Public Health  
• Appanoose Community Care Services  
• Mercy Social Services  
• School Nurse                                                                 | $2,000.00 |
|                                                     |                                               |                   | Provide access to the directory via Public Health Website.             | January 2014|                                                                               |        |
|                                                     |                                               |                   | Committee will annually review and update to current information       | January 2015|                                                                               |        |
Priority Area 7:  Renovate Mercy Emergency Room – the CHNA, Town Hall and Focus groups identified general dissatisfaction and concern about the emergency room facilities and quality. We did not include this in the implementation plan because the hospital is currently working on a plan to develop a new emergency room with modern facilities to better meet the growing need for this service.

Priority Area 8:  Further Economic Development – concerns about the economics of the area, high poverty and other negative economic indicators were identified through the CHNA, Town Hall and data. We did not include this in the implementation plan because other community groups led by the Appanoose Economic Development Corporation are working on initiatives for community development. We actively support these efforts through donations and volunteer leadership.

Priority Area 9:  Seek YMCA Funding – concerns about the continuation of the YMCA in the community and a need for ongoing funding was identified during the CHAN process. We did not include this in the implementation plan because we currently are the largest financial supporter of the YMCA, subsidizing the operations through annual donations and generous subsidies for our employees who are members. Annual financial support given to the YMCA by the hospital is approximately $40,000 annually.

Priority Area 10:  Integrate and Expand Veterans Care – concerns about veteran’s care limited to VA facilities was raised through the CHNA process. We did not include this in the implementation plan because this is a federal program that we can’t address locally. There is a local Veteran’s Affairs office who are effective and responsive to working with Veteran’s care. We will however continue to provide care to Veteran’s who seek our services without regard to payment limitations.

Approved by:  Mercy Medical Center – Centerville
Board of Directors
Date:  June 28, 2013