

Section 5: Implementation Strategy

Actions to Address Community Health Needs

Thirty-six (36) actions were proposed over a three-year period.

Community Health Needs Assessment – Improvement Plan

Community Health Needs	Actions	Progress	Date Completed
<p>❖ Lifestyle Concerns: Obesity in Adults and in Youth, healthy eating/nutrition, soft drink consumption, smoking; staying fit in workplace, and lack of places to participate in physical activities (specifically ages 50-64, and Ossian area); support independence as one ages (specifically Mabel area)</p> <p>Note: Schools will continue to address concerns with</p> <ul style="list-style-type: none"> ▪ Lack of early education in schools that would promote healthy habits 	<ul style="list-style-type: none"> ○ Serve an active leadership role in the Blue Zones Community certification process (member of Power9) and actively participate on community school Wellness Councils/ committees for the schools in our service area, by the end of 2013. 	<ul style="list-style-type: none"> ▪ Blue Zones is no longer active in the Decorah community. WMC has continued participation in community wellness initiatives with other community members (public health, school, community hospitals, and early childhood nurses) in wellness, i.e. NE Iowa Community Health Stakeholders. ▪ This is a strategic priority to partner with our external community on a wellness strategy. 	On-going
	<ul style="list-style-type: none"> ○ Pursue certification as a Blue Zones Worksite by FY2014. 	<ul style="list-style-type: none"> ▪ N/A as Blue Zones is no longer active in the Decorah community. 	
	<ul style="list-style-type: none"> ○ Participate in the vending machine/staff survey assessment study (Luther College) 	<ul style="list-style-type: none"> ▪ Vending machine survey complete. Outcome:WMC changed vending 	Fall 2013

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	students), 2013	options based on preferences and healthy options.	
	<ul style="list-style-type: none"> ○ Create a formal WMC Garden program for volunteers; continue to support the Hospital Garden at WMC, in summer 2013 (focus on patients and employees) and incorporate fresh produce in the Mobile Meals (Meals on Wheels) program. 	<ul style="list-style-type: none"> ▪ Volunteers were utilized to maintain flower garden in Same Day Services area and the Hospital Garden on a part time basis. ▪ Incorporated fresh produce from Hospital Garden in meal plans for Mobile Meals. ▪ WMC offers senior citizens free coupons to be used at Farmers Market each year—2013, 2014, 2015. This is funded in cooperation with the United Way and offered to recipients' age 65 or older living in Winneshiek County. 	Summer 2013
	<ul style="list-style-type: none"> ○ Serve as a nutrition resource to area schools by providing consultation and guidance with planning and implementation. 	<ul style="list-style-type: none"> ▪ Prepare/provide meals for Nisse Preschool. 	
	<ul style="list-style-type: none"> ○ Continue to refer patients to WIC, the special supplemental food program providing basic foods, nutrition counseling and more for low-income women, infants and children (families) in Winneshiek and Fillmore counties. 	<ul style="list-style-type: none"> ▪ Pamphlets from WIC are distributed to OB admissions and OB clinic patients, if patient financial needs or concerns regarding adequate housing, food, and clothing are shared. 	
	<ul style="list-style-type: none"> ○ Continue to offer smoking cessation programs to the community through WMC; track and report success stories. 	<ul style="list-style-type: none"> ▪ WMC supports Helping Services in providing smoking cessation packets to WMC patients. ▪ WMC prepared and identified a smoking cessation program through their Respiratory Therapy Dept. This program has been underutilized by patients. 	

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	<ul style="list-style-type: none"> ○ Continue to offer Pilates and fitness services to the community and staff, and other exercise-based programs through WMC Rehab/Athletic Trainers; track and report success stories. 	<ul style="list-style-type: none"> ▪ Ongoing low-cost Pilates and fitness services are offered to staff, employers, and communities within Winneshiek County—Decorah schools, Ossian Clinic, WMC, Luther College. Pilates classes are available in Decorah on Wednesday evenings and Tuesday and Thursday mornings. Low cost or free classes are also offered to Luther College staff through a partnership with the college. In spring 2016 fitness services were offered to WMC staff at no charge. These services are conveniently offered at shorter times to accommodate working schedules. ▪ Low-cost EXCEL fitness classes are offered each summer and winter season to area middle school-aged students for sport training to increase flexibility, strength, agility, and reduce injuries. ▪ WMC sponsors Park and Rec youth programs in Decorah and Mabel, MN to keep costs low for community participation. 	
	<ul style="list-style-type: none"> ○ Work with Fillmore County and other local organizations to expand access to senior support services to the Mabel area. 	<ul style="list-style-type: none"> ▪ Senior circuit fitness class offered in Spring Grove, MN. ▪ WMC is a member of the Mabel Business Association, and through that organization, is able to help provide free or low cost senior meals through Meals on Wheels at a senior dining site in Mabel. 	

Community Health Needs	Actions	Progress	Date Completed
<p>❖ Diseases/Health System: Diabetes, heart disease, cancer, high blood pressure, tobacco-related diseases, convenient appointments for primary care</p>	<ul style="list-style-type: none"> ○ Continue to offer annual free/reduced cost screenings and community health services related to diabetes, prostate cancer, breast cancer/mammograms, high blood pressure, high cholesterol. 	<ul style="list-style-type: none"> ▪ Offer on-going community screenings for diabetes, high blood pressure, high cholesterol. ▪ Low-cost pre-diabetes and diabetes education sessions offered twice each year with funding from the Calmar Corvette Club. ▪ Annually, in October, offer mammograms at a reduced cost to patients. Celebration of Life shows that WMC performed the following mammograms at a reduced rate: 2013—17 mammograms 2014—10 mammograms 2015—3 mammograms ▪ Daily access to blood pressure screenings and education at the Blood Pressure Station in upper level of WMC's Decorah Clinic. ▪ On-site blood pressure checks at no cost. ▪ Daily access to Walk-In Wellness Lab testing at a reduced cost for individuals aged 18 and older. ▪ Free prostate screening offered in 2013. 24 appointments generated with 2 follow-up appointments. ▪ Skin Screenings held: <ul style="list-style-type: none"> a. April 20, 2015 36 patients seen with 22 scheduled follow-ups b. May 6, 2015 54 patients seen and scheduled follow-ups with outcomes of 6 carcinomas and 1 melanoma. 	

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	<ul style="list-style-type: none"> ○ Increase performance on clinic measures related to diabetes management. 	<ul style="list-style-type: none"> ▪ Diabetes outcome measures as measured by Minnesota Community Measures (D5) are at or above our peers in the region. ▪ WMC has co-located the dietician and educator in the primary care clinic. ▪ WMC Foundation supports sending youth to specialized camp for diabetes. ▪ WMC RN received certification as a certified diabetes educator. 	
	<ul style="list-style-type: none"> ○ Maintain or increase performance on clinic measures related to colorectal cancer screening. 	<ul style="list-style-type: none"> ▪ Maintained performance on clinic measures related to colorectal cancer screening; reviewing use of new screening tool and how it may impact measure. 	
	<ul style="list-style-type: none"> ○ Evaluate potential expansion of appointment hours in Decorah in 2013. 	<ul style="list-style-type: none"> ▪ Tried expansion of clinic hours to evening one day a week; expanded hours not continued as benefits did not outweigh costs and additional resources; did not address patient access concerns. 	
	<ul style="list-style-type: none"> ○ Expand convenient hours for appointments in Mabel (summer 2013) and other rural outreach services, as feasible. 	<ul style="list-style-type: none"> ▪ Expanded hours of operation in Mabel and expanded primary care and Rehab access in Ossian. 	
	<ul style="list-style-type: none"> ○ Continue to offer clinic services on-site at WMC, through collaboration with Mayo Clinic Health System in diabetes, heart disease, cancer, high blood pressure and abdominal aortic aneurysm screening. 	<ul style="list-style-type: none"> ○ Ongoing screenings occur annually; check WMC's website for dates and times 	
❖ Health Insurance/Healthcare Costs: High out-of-pocket	<ul style="list-style-type: none"> ○ Continue to support the Free Clinic in Decorah, by offering discounted lab tests, imaging and other appropriate services and 	<ul style="list-style-type: none"> ▪ Free Clinic is continually supported by WMC with discounted hospital services and professional services provided by 	Ongoing

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costs: deductibles and services not covered by health insurance; skipping/delays in care due to cost, affordable health insurance, uninsured individuals	donations.	physicians.	
	<ul style="list-style-type: none"> ○ Continue to refer/connect patients with local social services or veterans agencies relative to health cost issues. Continue to help low income patients find free or affordable prescription medications and help all patients submit claims for Part D Medicare. 	<ul style="list-style-type: none"> ▪ WMC has registered for the 340B Drug Pricing Program, which will allow a cost savings on the purchase of applicable outpatient drugs for qualifying patients. 	10/1/2014
	<ul style="list-style-type: none"> ○ Publicize WMC's financial assistance policy (and how to apply) for significant discounts on Emergency services for people with incomes up to 300% of federal poverty level (2013). 	<ul style="list-style-type: none"> ▪ WMC has updated their Patient Financial Assistance Program to better serve its patients. Based on eligibility criteria, financial assistance may be provided for patients with incomes up to 300% of the federal poverty income guidelines. ▪ Created financial assistance materials in Spanish and Somalian to serve more populations. 	6/30/2014
	<ul style="list-style-type: none"> ○ Evaluate ways to make Financial Counseling services available to prospective obstetrics patients (2013). 	<ul style="list-style-type: none"> ▪ Created a pre-pay plan for uninsured OB patients. 	Ongoing
	<ul style="list-style-type: none"> ○ Continue providing information to the community regarding Medicare coverage, through the Senior Health Insurance Information Program (SHIIP). 	<ul style="list-style-type: none"> ▪ Ongoing support of the SHIIP office 	Ongoing

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	<ul style="list-style-type: none"> ○ Evaluate offering other insurance information assistance for the community in 2014-2015, in light of health reform. 	<ul style="list-style-type: none"> ▪ WMC is a designated certified application counselor (CAC) organization with CMS. Multiple financial counselors have completed required training and exams to become Certified Application Counselors. ▪ Website, print, social media and on-site personal education offered in regard to Iowa's Medicaid changes. 	<p>10/4/2013</p> <p>12/2015 to present</p>
	<ul style="list-style-type: none"> ○ Continue to work toward efficiencies (e.g. streamlining processes) and quality improvements (e.g. reduce readmissions) to support health cost containment. 	<ul style="list-style-type: none"> ▪ Lean initiatives have been carried out across the organization. 	
<p>❖ Drugs/Alcohol/Parenting: Manufacturing or use of drugs-marijuana, meth, etc., misuse of drugs or alcohol, parenting/child neglect</p> <p>Note: Schools will continue to address concerns with</p> <ul style="list-style-type: none"> ▪ Lack of early education in schools dealing with drug, alcohol, and/or tobacco abuse, and ▪ Adolescent education about human sexuality, HIV/AIDS and other sexually transmitted 	<ul style="list-style-type: none"> ○ Participate in drug/alcohol/parenting collaborative efforts with Helping Services, schools, law enforcement and mental health professionals through WMC leader attendance at monthly meetings. 	<ul style="list-style-type: none"> ▪ Annual sponsor of Helping Services Holiday Lights, with proceeds benefiting local Helping Services programs such as parenting and drug abuse. 	

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infections			
	<ul style="list-style-type: none"> ○ Continue partnership between Luther College and WMC/MCHS physicians, regarding student health, including use of drugs/alcohol. 	<ul style="list-style-type: none"> ○ Luther partners with WMC/MCHS physicians and providers for student health services 	
	<ul style="list-style-type: none"> ○ Promote proper disposal of prescription medications. 	<ul style="list-style-type: none"> ○ Offer to public at designated times and dates to serve as a location for disposal of prescription medicines 	
	<ul style="list-style-type: none"> ○ Partner with HAWC (early childhood), Helping Services, and NE Iowa Behavioral Health to inform physicians and nurses about services that are available in the area for parenting and substance abuse education. 	<ul style="list-style-type: none"> ○ Have offered to serve as site for parenting class; class was canceled due to low numbers 	
	<ul style="list-style-type: none"> ○ Partner with Public Health for additional well-baby and parenting services. 	<ul style="list-style-type: none"> ○ No progress has taken place with this action. WMC remains willing to collaborate with Public Health when these services are developed. 	
	<ul style="list-style-type: none"> ○ Continue WMC's well-child services in partnership with Mayo Clinic Health System. 	<ul style="list-style-type: none"> ○ Well-child services are offered and scheduled on an ongoing basis. 	
	<ul style="list-style-type: none"> ○ Inform county social services and law enforcement of WMC's detox services. Partner with County Social Services (CSS - 21 county regional organization) on healthcare worker education on inpatient detox care in 2014. 	<ul style="list-style-type: none"> ○ There is ongoing communication with other organizations in the county regarding these services. 	

Community Health Needs	Actions	Progress	Date Completed
❖ Mental health: Depression or suicide in adolescents; Local availability/knowledge of Mental Health services	<ul style="list-style-type: none"> ○ Collaborate on annual Depression Day screenings with NE Iowa Behavioral Health (NEIBH) and area providers. 	<ul style="list-style-type: none"> ▪ Sponsored the first annual Reach Up Step Up walk for suicide awareness with NEIBH. 	October 2015
	<ul style="list-style-type: none"> ○ Maintain high performance on clinic measures related to depression screens. 	<ul style="list-style-type: none"> ○ Depression screens are an outcome measured and benchmarked with other sites in the MCHS. 	
	<ul style="list-style-type: none"> ○ Assess adequacy of depression information available for patients by January 2014. 	<ul style="list-style-type: none"> ○ Not completed or resources dedicated to assess adequacy of depression information obtained from patient population 	
	<ul style="list-style-type: none"> ○ Survey WMC providers regarding knowledge and comfort level with discussing depression with patients. Plan education programs based on survey findings 2013 – 2014. Explore conducting a broader WMC program self-assessment of capability in meeting the needs of complex populations with co-occurring health and behavioral health needs, using a self-survey tool such as COMPASS-PHTM by 2015. 	<ul style="list-style-type: none"> ○ Under further review 	
	<ul style="list-style-type: none"> ○ Plan educational offerings for healthcare providers and staff over the next 3 years, beginning in August 2013, utilizing Community Circle of Care, which addresses the challenges of children and youth with serious behavioral or mental health needs and their families. Offer “Mental Health First Aid” training (2-day, 	<ul style="list-style-type: none"> ○ Plans to dedicate resources for meeting behavioral needs of patients in future fiscal year 	

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	12-hour course) at WMC by December 2015.		
	<ul style="list-style-type: none"> ○ Continue to lead the fund-raising of \$25,000 for Community Mental Health (a commemorative fund established in advance of WMC's 2014 centennial), during 2013. Establish a process for mini-grant applications and awards. 	<ul style="list-style-type: none"> ▪ Raised funds through the WMC Foundation and awarded five grants to local non-for-profit groups totaling \$16,973: <ul style="list-style-type: none"> a. Decorah High School to expand student support services for students facing mental health and/or substance abuse issues. b. Helping Services of Northeast Iowa to pilot a new therapeutic program for DARC (Domestic Abuse Resource Center) staff, clients, and their children. c. Northeast Iowa Peace & Justice Center and Families First Counseling Services to organize and support a local National Alliance on Mental Illness (NAMI) affiliate d. Alternative Treatment Associates to further train staff and purchase therapeutic items for students e. Northeast Iowa Behavioral Health, Inc., to improve the physical health of individuals with mental health and co-occurring issues. 	<p>Grants awarded 11/1/2014</p>
	<ul style="list-style-type: none"> ○ Continue to offer mental health outpatient clinic services through WMC's collaboration with Mayo Clinic Health System. Expand number of providers as recruitment and funds allow. 	<ul style="list-style-type: none"> ○ Plans to resource in upcoming fiscal year 	