



Sanford Health Network
Community Health Needs Assessment
Implementation Strategy
2017-2019

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Dear Community Members,

Sanford Rock Rapids is pleased to present the 2016 Community Health Needs Assessment and Implementation Strategy. There is great intrinsic value in a community health needs assessment when it serves to validate, justify and defend not-for-profit status and create opportunity to identify and address community health issues.

During 2015 members of the community were asked to complete a survey to help identify unmet health needs. Analysis of the primary research data and secondary research was used to identify health concerns and needs in the community. Community partners assisted with the development of an asset map that lists resources and assets that are available to address each need. A gap analysis and prioritization exercise was also conducted to identify the most significant health needs, and to further address these needs through the implementation strategies that are included in this document.

Sanford Rock Rapids has formalized strategy to address the following community health needs:

- Mental Health
- Physical Health

In this report you will find the implementation strategies for 2017-2019, information about what Sanford is doing to address the needs, assets and resources that are available in the community to address the needs, and a discussion on the impact from the 2013 implementation strategies.

At Sanford Rock Rapids, patient care extends beyond our bricks and mortar. As a not-for-profit organization, ensuring that the benefits of health care reach the broad needs of communities is at the core of who we are. Through our work with communities, we can bring health and healing to the people who live and work across our communities. Together, we can fulfill this mission.

Sincerely,



Tammy Loosbrock
Chief Executive Officer
Sanford Rock Rapids Medical Center

Implementation Strategies

Priority 1: Mental Health/Behavioral Health/Safety

Mental health includes emotional, psychological, and social well-being. It affects how people think, feel, and act. It also helps determine how we handle stress, relate to others, and make choices. Mental health is important at every stage of life, from childhood and adolescence through adulthood.

Many factors contribute to mental health problems, including:

- Biological factors, such as genes or brain chemistry
- Life experiences, such as trauma or abuse
- Family history of mental health problems

Mental health problems are common but people with mental health problems can get better and many recover completely.

Sanford has prioritized mental/behavioral health as a top priority and has set strategy to enhance access to mental health and substance abuse resources, and access to resources to help the elderly to stay in their homes.

Priority 2: Physical Health

Physical health consists of many components, including rest and sleep, nutrition, physical activity, and self-care. Primary prevention is a way to remain physically healthy.

Sanford has set strategy to help the community improve physical health and to improve chronic disease management.

FY 2017-2020 Action Plan

Priority 1: Improve the mental health and aging services of the community

Projected Impact: Improved access and coordination of care

Goal 1: Enhanced access to mental health and substance abuse resources

Actions/Tactics	Measureable Outcomes	Resources	Leadership	Community partnerships and collaborations - if applicable
Expanded access to behavioral health triage therapist (BH TT) and mental health providers within our service area	Successful referrals to behavioral health	CNO, RN Health Coach	CNO, Clinic Director, CEO	Local Mental Health Providers, Sanford and Avera Mental Health Practitioners
RN Health Coach partnership with local and Sanford mental health resources to triage patients into appropriate providers	Behavioral health referrals, decreased PHQ9 scores, improved mental health scores	RN Health Coach	Clinic Director, CNO	Local Mental Health Providers, Sanford and Avera Mental Health Resources
Leadership to engage in the community collaborative efforts to improve access to mental health providers	Decreased PHQ9 scores, improved mental health scores, fewer ER visits for mental health diagnosis	CNO, Clinic Director	CEO	Local Mental Health Providers, County Agencies, Law Enforcement
Partnership with Health Services of Lyon County and local mental health providers in providing education to school or other agencies on improving mental health and decreasing substance abuse	Decreased incidence of underage drug and alcohol use	RN Health Coach, Outreach Coordinator	CEO, Clinic Director	Health Services of Lyon County, Law Enforcement, Local Mental Health Providers, School
Provide community education through various avenues such as health fairs or speakers at events on topic of stress management tips/mental health strategies	Decreased mental health scores	Outreach Coordinator, RN Health Coach, Marketing	CNO, Clinic Director, CEO	

Goal 2: Enhanced availability and access to resources to allow elderly stay safe in their home

Actions/Tactics	Measureable Outcomes	Resources	Leadership	Community partnerships and collaborations - if applicable
Work with local facilities (LTC and hospital) on discharge to home and home options available for patients to ensure independence and safety at home	Referrals for home care, readmissions	Discharge Planner, RN Health Coach	CNO, Clinic Director	Health Services of Lyon County, Sanford Sheldon Home Care and Hospice, Other Area Hospice Providers
Pharmacist involved in medication instruction to ensure proper usage at home	Readmissions	Pharmacist, Discharge Planner	CNO	Area Pharmacies

Priority 2: Improve the physical health of the community

Projected Impact: Improved chronic disease management

Goal 1: Improvement in MN Community Measure Scores for identified chronic conditions

Actions/Tactics	Measureable Outcomes	Dedicated Resources	Leadership	Note any community partnerships and collaborations (if applicable)
Key clinic staff will continue to focus on the disease registry and expand beyond diabetes as targets are met and evolving needs/gaps are identified	MN Community Measure Scores	Health Coach, Clinical Supervisor	Clinic Director, CEO, Physicians	
Pharmacist involvement in educational opportunities 1:1 or group to impact medication management	MN Community Measure Scores, Readmissions	Pharmacist	CNO, Clinic Director	RN Health Coach, Diabetic Educators, Cardiac Rehab RNs, Local Providers
Educational opportunities will be provided to the community to encourage healthy eating	County obesity rates, MN Community Measure Scores	Dietician, Diabetic Educators, Outreach Coordinator	CEO, Clinic Director, Physicians	Chamber, School

Actions/Tactics	Measureable Outcomes	Dedicated Resources	Leadership	Note any community partnerships and collaborations (if applicable)
Explore options to increase availability of dental services that accept Medicaid	Access to dental care for Medicaid patients	CEO, Clinic Director	CEO, Clinic Director	Local dentists, Mobile Dental Services, Health Services of Lyon County
Engage as a community leader in activities that promote physical health in the community	County obesity rates, expanded use of trails/fitness centers, number of activities to promote health/wellness	Wellness Staff, Rehab Manager	CEO, Rehab Manager	City, School, Chamber

Community Health Needs Assessment Key Findings

The following needs were brought forward for prioritization:

- Economics – availability of affordable housing
- Aging – cost of long term care, the availability of memory care, the availability of resources to help elderly stay in their homes
- Children and Youth – bullying, the availability and cost of quality infant and child care
- Safety – presence of street drugs and alcohol in the community
- Health Care Access – access to affordable health insurance, access to affordable prescription drugs and affordable health care, the cost of affordable dental and vision insurance
- Physical Health – cancer, inactivity, and chronic disease
- Mental Health – stress, underage drug use and abuse, underage drinking, alcohol use and abuse, drug use and abuse and depression
- Preventive Health – flu vaccines, immunizations

2016 Community Health Needs Assessment Sanford Rock Rapids Medical Center

Identified Concerns	How Sanford Rock Rapids is Addressing the Needs
Economics <ul style="list-style-type: none"> • Availability of affordable housing 	Information will be shared with development corporation
Aging <ul style="list-style-type: none"> • Cost of long term care • Availability of memory care • Availability of resources to help the elderly stay safe in their homes 	<ul style="list-style-type: none"> • Information will be shared with area senior care agencies • Sanford Rock Rapids continues to work with area providers as patients are discharged to home to ensure patients are independent and safe. Will continue to look for ways to partner among agencies on these discharges to prevent readmissions. • Sanford Rock Rapids hosts educational sessions on Sanford Health Plan products • Sanford Rock Rapids collaborative group has identified a resource guide to assist in allowing patients to return home
Children and Youth <ul style="list-style-type: none"> • Bullying • Availability of quality infant care • Cost of quality infant care • Availability of quality child care 	Information will be shared with local day care providers, Kids Club, and school

Identified Concerns	How Sanford Rock Rapids is Addressing the Needs
<p>Safety</p> <ul style="list-style-type: none"> • Presence of street drugs, prescription drugs, and alcohol in the community 	<ul style="list-style-type: none"> • Sanford Rock Rapids deploys pain management agreements with patients • Sanford Rock Rapids continues to network and maintain positive working relationships with county and law enforcement
<p>Health Care</p> <ul style="list-style-type: none"> • Access to affordable health insurance • Access to affordable prescription drugs • Cost of affordable dental insurance • Access to affordable health care • Cost of affordable vision insurance 	<ul style="list-style-type: none"> • Sanford Rock Rapids Community Care program • Sanford Health Plan • Information will be shared with local dental and vision providers
<p>Physical Health</p> <ul style="list-style-type: none"> • Cancer • Inactivity • Chronic Disease 	<ul style="list-style-type: none"> • Sanford Rock Rapids dieticians and diabetic education RN providing diabetic education • Sanford Rock Rapids dietician and cardiac rehab RNs providing education to cardiac patients • Sanford Rock Rapids RN Health coach working disease registries and ensuring preventive care is completed • Sanford Rock Rapids fitness center
<p>Mental Health/Behavioral Health</p> <ul style="list-style-type: none"> • Stress • Underage drug use and abuse • Underage drinking • Alcohol use and abuse • Drug use and abuse • Depression 	<ul style="list-style-type: none"> • Sanford Rock Rapids will continue to be involved in NWCC multidisciplinary group comprised of law enforcement, behavioral health, hospitals, and providers • Sanford Rock Rapids Health Coaches work with patients who need mental health referrals
<p>Preventive Health</p>	<ul style="list-style-type: none"> • Sanford Rock Rapids partners with Health Services of Lyon County for school vaccinations • Sanford Rock Rapids staff are reviewing snapshot in EMR to ensure immunizations are given at appropriate times

Sanford Rock Rapids 2016 CHNA Asset Map

Identified concern	Community resources that are available to address the need
Economics	Rock Rapids Municipal Housing Agency 712-472-3896 Rosewood Heights Apartments - 712-472-3379
Children and Youth	Counselors: <ul style="list-style-type: none"> • Creative Living Center, Rock Valley MN • Seasons Center for Behavioral Health - 800-242-5101 • Hope Haven 712-476-2762 Sanford One Care Sanford WebMD Fit Kids Police Dept. 712-472-2558 Sheriff's Office 712-472-8300 Lyon County daycare providers
Aging Population	Sanford Health Plan provides community Medicare information sessions 2 x per year Sanford Rock Rapids Medical Center - 712-472-2591 Sanford Clinic 712-472-3716 Rock Rapids Health Center - 712-472-2585 Premier Estates (asst. living) - 712-472-4100 Lyon Specialty Care (NH) - 712-472-3748 George Good Samaritan Nursing Home 712-475-3391 Supplies/products to help seniors stay in their homes: <ul style="list-style-type: none"> • Lewis LTC Drug 712-472-4220 • Lewis Family Drug 712-472-4044 • Corner Rexall 712-472-3143 Sanford Sheldon Hospice - 712-472-3618 Health Services of Lyon Co. – homemaker services 712-472-8200 Sanford Sheldon Home Care Services - 712-472-3618

Identified concern	Community resources that are available to address the need
Safety	<p>Sanford One Care</p> <p>Sanford Rock Rapids Emergency Room - 712-472-2591</p> <p>Police Dept. 712-472-2558</p> <p>Sheriff's Office 712-472-8300</p> <p>Counselors:</p> <ul style="list-style-type: none"> • Seasons Center for Behavioral Health 800-242-5101 • Hope Haven 712-476-2762 <p>Alcohol & Drug Treatment Unit - 712-472-3442</p>
Health Care	<p>Sanford Community Care Program - 712-472-2591</p> <p>Sanford Rock Rapids Medical Center - 712-472-2591</p> <p>Sanford Rock Rapids Clinic 712-472-3716</p> <p>Health Services of Lyon County - 712-472-8200</p> <p>Dr. Mike Roetman (eye doctor) - 712-472-3464</p> <p>Murphy Family Dentistry - 712-472-3797</p> <p>John VanderZee Dentistry - 712-472-3771</p> <p>Lane Stille, DDS – George IA 712-475-3500</p> <p>Jolene Bruns, DDS – Inwood, IA - 712-753-2323</p>
Physical Health	<p>Sanford Cancer Biology Research Center</p> <p>Walking paths in Rock Rapids, around George community</p> <p>Sanford Rock Rapids dietitian</p> <p>Sanford WebMD Fit Kids</p> <p>Sanford One Care</p> <p>Sanford Rock Rapids Medical Center - 712-472-2591</p> <p>Sanford Rock Rapids Clinic 712-472-3716</p> <p>Health Services of Lyon Co. - 712-472-8200</p> <p>Resources for physical activity:</p> <ul style="list-style-type: none"> • Sanford Rock Rapids Fitness Center - 712-472-2591 • Curves - 712-472-4576 • George Fitness Center

Identified concern	Community resources that are available to address the need
	<ul style="list-style-type: none"> • Country Club - 712-472-3168 • Parks Dept. - 712-472-3456 • School System Athletic Programs - 712-472-2664
Mental Health/ Substance Use and Abuse	<p>Sanford One Care</p> <p>Medical Home model (Health Coach)</p> <p>Sanford Medical Center 712-472-2591</p> <p>Sanford Rock Rapids Clinic - 712-472-3716</p> <p>Lyon Co. Health Services - 712-472-8200</p> <p>Mental Health resources:</p> <ul style="list-style-type: none"> • Seasons Center for Behavioral Health 800-242-5101 • Hope Haven 712-476-2762 <p>Alcohol & Drug Treatment Unit - 712-472-3442</p>
Preventive Health	<p>Sanford Medical Center - 712-472-2591</p> <p>Sanford Clinic 712-472-3716</p> <p>Health Services of Lyon County - 712-472-8200</p>

Demonstrating Impact

The 2013 Community Health Needs Assessment served as a catalyst to lift up obesity and mental health services as implementation strategies for the 2013-2016 timespan. The following strategies were implemented.

2013 Community Health Needs Assessment Sanford Rock Rapids Implementation Strategy

Facility Upgrades to Enhance Quality and Health Care Access

Three-Year Plan (January 2013 - January 2015)

- Develop bridge plan for existing facility to maintain patient safety through reinvestment of lease proceeds during renovation/construction
- Review existing renovation plan and evaluate other options for facility changes with the MPCH Association by July 31, 2013
- Review existing construction finance plan and update financing plan to account for market changes (comparing budgeted performance with actual performance) /building program changes by September 30, 2013
- MPCH Association and Sanford Health Network communicate and agree on plan to upgrade facility infrastructure by December 31, 2014.

Increase Knowledge and Awareness of Services Available within the Community

Three-Year Plan (January 2013 - January 2015)

- Internal team to analyze available resources and determine how to access resources by January 31, 2014
- External group/Lyon County Collaborative to review existing list of community resources and determine modifications that need to be made by July 31, 2014
- Design/print resource materials with Sanford Marketing by October 31, 2014
- Share resource tool with key community stakeholders/access points to care by December 31, 2014 and at various events throughout FY 15

Impact of the Strategy to Address Facility Upgrades to Enhance Quality and Health Care Access

A master facility plan was developed. The renovations are taking place as planned. The MPCH Association wanted to look at several health care systems to determine who their partner would be for the project beginning in 2019. In January 2016, the MPCH Association voted to transfer lease partnership to Avera beginning May 1, 2019. The MPCH Association is presently working on a financial feasibility study to submit to USDA along with the application for financing. Sanford continues to work with the MPCH Association to ensure necessary repairs are completed for the building and grounds to ensure patient safety.

Impact of the Strategy to Address Awareness of Services Available within the Community

The *County Resource Directory* was reviewed and updated. The directory was widely distributed to community collaborative groups to share with key stakeholders within the county.



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