



Sanford Health Network  
**Community Health Needs Assessment  
Implementation Strategies**  
2014-2016

Sanford Canton-Inwood Medical Center EIN# 46-0388596



Dear Community Members,

Sanford Canton-Inwood has conducted a community health needs assessment (CHNA) and formally identified unmet needs in the community. A component of the 2013 CHNA work is a perception survey.

During FY 2012/2013 members of the community were asked to complete a survey to help Sanford identify unmet health needs. Sanford analyzed the survey data, identified unmet needs, and partnered with key community stakeholders to develop a list of resources and assets that were available to address them. A gap analysis was also conducted to identify the most significant health needs, and they were addressed in the implementation strategy that is included in this document.

Sanford Canton-Inwood has set strategy to address the following community health needs:

- Cost of Healthcare
- Obesity in Children

Sanford is also addressing mental health services and obesity through enterprise-wide implementation strategies. The enterprise strategies are included in this for your review.

Additionally, the asset map/resource list is included in this document along with the action steps that will be taken.

At Sanford Canton-Inwood, 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. By working with communities, we can bring health and healing to the people who live and work across our region. Together, we can fulfill this mission.

Sincerely,



Scott Larson  
CEO

## Addressing the Needs in Canton-Inwood

### ACCESS

Community resources addressing the need:

- Sanford Canton-Inwood is constantly recruiting and looking for new providers.

Sanford's commitment to addressing the need:

- The Sanford Same Day initiative will make it earlier for patients to be seen the same day they call for an appointment.
- Sanford has an active recruiting plan.

### CANCER

Community resources addressing the need:

- Sanford Cancer Biology Research Center

Sanford's commitment to addressing the need:

- Sanford has dedicated resources and recruited experts in the field of Oncology to address cancer research.

### CHRONIC DISEASE

Community resources addressing the need:

- Sanford Medical Home
- RN Health Coach
- Sanford dietitians

Sanford's commitment to addressing the need:

- Sanford has executed new programs to improve care coordination, including the Health Coach and Medical Home program for the purpose of impacting chronic disease. Sanford is committed to finding a cure for Type I Diabetes. Better Choices/Better Health is a program that addresses chronic disease self-management and is available free of charge to all patients with a chronic disease and is available on-line at <https://selfmanage.org/sanford/>
- Additionally, obesity is a co-morbidity of many chronic diseases and is a priority for Sanford Enterprise. The enterprise implementation strategy will address obesity.
- Sanford is participating in the chronic disease work with the South Dakota Department of Health.

**DAY CARE**

Community resources addressing the need:

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Sanford’s commitment to addressing the need:

- Sanford will share these survey results with community leadership.

**ELDERLY**

Community resources addressing the need:

- Good Samaritan
- Fellowship Village
- LOVE Inc.
- MOW

Sanford’s commitment to addressing the need:

- For a small town close to a big city, Sanford Canton-Inwood has numerous facilities close by.
- Sanford will share the results from the assessment with city leadership.

**ECONOMIC SITUATION/BUSINESS COMMUNITY**

Community resources addressing the need:

- City leadership

Sanford’s commitment to addressing the need:

- Sanford will share information with community/city leaders.

**EMERGENCY CARE**

Community resources addressing the need:

- Sanford Community Care program

Sanford’s commitment to addressing the need:

- Sanford provides charity care through the Community Care program and continues to provide resources and monitoring of access for healthcare.
- Sanford Health Coaches and Medical Home personnel will engage the patient in appropriate levels of care so that the use of the Emergency Room for primary care can be decreased.

**HEALTHCARE COST/INSURANCE COST**

Community resources addressing the need:

- Sanford Community Care program
- Financial counselors

Sanford's commitment to addressing the need:

- Sanford will continue to address this need. Sanford provides charity care through the Community Care program and continues to provide resources and monitoring of access for healthcare.

### **HEALTH FACTORS**

Community resources addressing the need:

- Sanford One Care

Sanford's commitment to addressing the need:

- Sanford has prioritized mental health as an enterprise implementation strategy for 2013-2016.

### **HEALTHY NUTRITION**

Community resources addressing the need:

- Sanford dietitians

Sanford's commitment to addressing the need:

- Survey results will be shared with community leaders, Public Health, and dietitians.

### **MENTAL HEALTH**

Community resources addressing the need:

- Sanford One Care
- Sanford Canton - 2<sup>nd</sup> and 4<sup>th</sup> Tuesday/Thursday afternoons
- Keystone

Sanford's commitment to addressing the need:

- Sanford has prioritized mental health as an enterprise implementation strategy for 2013-2016.

### **OBESITY**

Community resources addressing the need:

- Sanford dietitians
- Sanford WebMD Fit Kids
- Changes in school lunch menu

Sanford's commitment to addressing the need:

- Sanford has prioritized obesity as an enterprise implementation strategy for 2013-2016.

### **POLLUTION**

Community resources addressing the need:

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Sanford's commitment to addressing the need:

- Sanford will share information with community/city leaders.

### **POVERTY**

Community resources addressing the need:

- LOVE Inc.
- Lincoln County DSS
- Interlakes Community action
- Sanford Community Care program

Sanford's commitment to addressing the need

- Sanford will share information with community/city leaders and Public Health.
- Sanford will continue to address this need. Sanford provides charity care through the Community Care program and continues to provide resources and monitoring of access for healthcare.

### **SAFETY**

Community resources addressing the need:

- Children's Inn (SF)

Sanford's commitment to addressing the need:

- Sanford will share information with community/city leaders.
- Sanford has prioritized mental health as an enterprise implementation strategy for 2013-2016.

### **SOCIAL PROBLEMS**

Community resources addressing the need:

- Keystone

Sanford's commitment to addressing the need:

- Sanford will share information with community/city leaders.
- Sanford has prioritized mental health as an enterprise implementation strategy for 2013-2016.

### **TECHNOLOGY**

Community resources addressing the need:

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Sanford's commitment to addressing the need:

- Sanford will share information with community/city leaders.

### **TRAFFIC/CITY INFRASTRUCTURE**

Community resources addressing the need:

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Sanford's commitment to addressing the need:

- Sanford will share information with community/city leaders.

### **TRANSPORTATION**

Community resources addressing the need:

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Sanford's commitment to addressing the need:

- Sanford will share information with community/city leaders.

### **WELLNESS**

Community resources addressing the need:

- Sanford dietitians
- Sanford WebMD Fit Kids for children and parents

Sanford's commitment to addressing the need:

- Sanford will share information with community/city leaders.

### **YOUTH**

Community resources addressing the need:

- Sanford WebMD Fit Kids for children and parents
- Sanford dietitians
- Keystone
- Recently changed school lunch program
- Feeding SD (backpack program)

Sanford's commitment to addressing the need

- Sanford will share information with community/city leaders, Public Health, and school leadership.
- Sanford has prioritized mental health as an enterprise implementation strategy for 2013-2016.
- Sanford has prioritized obesity as an enterprise implementation strategy for 2013-2016.

## Sanford Canton-Inwood Community Health Needs Assessment

### Implementation Strategy

#### FY 2014-2016 Action Plan

#### **Priority 1: Cost of Health Care**

**Goal 1:** Run a story in newspaper on how preventive medicine helps reduce potential for future larger medical bills; run “Did You Know” articles in newspaper and provide narrative on preventive medicine visits and the resulting benefits

**Measurable Outcome:**

- News articles are published in the local newspaper

**Sanford Resources:**

- Marketing

**Goal 2:** Presentation to community groups about the actual cost of health care and how it increases if you do not go to the doctor for regular check-ups (i.e. getting your flu shot will help prevent the flu. The cost of the flu shot is “x” vs. if you get sick and have to go to the doctor, there would be an appointment cost plus the cost of the medication).

**Measurable Outcome:**

- Presentations to community groups are scheduled annually

**Sanford Resources:**

- Marketing
- Leadership

**Goal 3:** Work with Sanford Patient Financial Services to educate patients on financial assistance options

**Measurable Outcome:**

- All Sanford patients who qualify for financial assistance are contacted by Patient Financial Services

**Sanford Resources:**

- Patient Financial Services



**Goal 4: Explore the offering of a “cash only” office visit or physical exam at a discounted fee**

**Measurable Outcome:**

- Patient have the option of a cash only discounted fee

**Sanford Resources:**

- Patient Financial Services
- Leadership

**Priority 2: Childhood Obesity**

**Goal 1: Promote Sanford WebMD Fit Kids website in local schools**

**Measurable Outcomes:**

- Participation
- Activity logs

**Sanford Resources:**

- Sanford WebMD Fit Kids leadership

**Goal 2: Brainstorm ideas to sponsor an awareness day/week at the schools that promote exercise along with healthy eating habits**

**Measurable Outcome:**

- Awareness events are scheduled at the schools

**Sanford Resources:**

- Sanford dietitians
- Sanford exercise specialists

**Goal 3: Offer classes on healthy eating by Sanford**

**Measurable Outcomes:**

- Classes are scheduled quarterly
- Number of participants

**Sanford Resources:**

- Sanford dietitians

**Goal 4: Sponsor classes on healthy eating in Canton and Inwood for the parents and/or children to provide awareness**

**Measurable Outcome:**

- Classes are scheduled on a quarterly basis

**Sanford Resources:**

- Meeting space
- Sanford dietitians

**Goal 5: Explore the potential of hosting a bike-a-thon for elementary grades where kids would ride their bikes up and down a specific one-mile road and at the end of the event prizes would be given for each age group (ex: new bike) and participation prizes for all participants.**

**Measurable Outcome:**

- Number of participants

**Sanford Resources:**

- Sanford Foundation

**Goal 6: Include healthy eating habits at our annual health fair and distribute recipes for healthy snacks**

**Measurable Outcome:**

- Presentations are provided annually at the Health Fair

**Sanford Resources:**

- Sanford Food Service
- Marketing

## Community Health Needs Assessment

### Sanford Health Enterprise Implementation Strategy

#### FY 2014-2016 Action Plan

#### **Priority 1: Mental Health Services – Sanford One Mind**

**Goal 1:** Integration of behavioral health services or access to behavioral health in all 38 One Care primary clinic sites

**Measurable Outcome:**

- All 38 primary care clinic sites within the enterprise will have access to behavioral health services by FY 2016

**Sanford Resources:**

- Sanford One Care Director and Assistant
- Sanford One Care Coordinator
- Daniel Heinemann, MD
- Stephen Nelson, MD
- Core Team Clinical Skills Development Coordinators
- Core Team Traditional Culture Advisor/Cultural Diversity Liaison
- Core Team IT
- Core Team Curriculum Development Team
- One Care Development Communication Coordinator
- One Care Department Assistant
- Clinical Skills Development Team (training over 200 physicians and over 360 staff)

**Goal 2:** Analyze and present outcomes of the first three years of integrated behavioral health services

**Measurable Outcome:**

- Results are analyzed and reported to leadership during FY 2016

**Sanford Resources:**

- Daniel Heinemann, MD
- Stephen Nelson, MD

## **Priority 2: Obesity**

**Goal 1: Create an annual symposium/workshop for providers to address weight management and obesity**

**Measurable Outcome:**

- CEUs are available for providers who attend the annual obesity symposium – first annual date set for April 25, 2014

**Sanford Resources:**

- \$10,000 budgeted
- James Mitchell, M.D.
- Linda Bartholomay, LRD
- Carrie McLeod, MBA, MS, LRD,CDE
- Luis Garcia, MD
- Chris Tiongson, MD
- Ron Wiisanen, MD
- Jo Burdick, MS, BSN
- Naomi Aufman, MS

**Goal 2: Develop community classes and leverage existing resources, including dietitians, exercise physiologists, WebMD Fit Kids**

**Measurable Outcome:**

- Classes are scheduled to address obesity and obesity prevention

**Sanford Resources:**

- Clinical Dietitians
- Exercise Physiologists
- Behavioral Health Team
- Bariatric Services
- Providers
- WebMD Fit Kids

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HEALTH