



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

dba Sanford Rock Rapids Medical Center EIN# 46-0388596

Dear Community Members,

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

- **Facility upgrades to enhance quality and health care access**
- **Increase knowledge and awareness of services available within the community**

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 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. 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,



**Tammy Loosbrack
CEO**

Addressing the Needs in Rock Rapids

ACCESS

Community resources addressing the need:

- Sanford Rock Rapids recruited third physician
- Same Day at Sanford
- Specialty physicians available in Sioux Falls, Sanford Rock Rapids is expanding ortho outreach, has increased general surgery coverage
- Not in town – within 30-45 minutes drive
- Sanford Sioux Falls
- Sioux Falls, NW Iowa dialysis center
- Sioux Falls
- Hope Haven outreach, Seasons Mental Health, IA plan, Sanford shared psychologist/psych telehealth
- Dr. Murphy – local dentist for Medicaid
- Promise Community Health Center accepts Medicaid dental in Sioux Center.
- No optometrist in community who accepts Medicaid. Share with Rock Rapids Development Corp.

Sanford's commitment to addressing the need:

- Sanford Rock Rapids actively recruited a third physician.
- There are specialty physicians available in Sioux Falls, which is a 35-45 minute drive.
- Sanford Rock Rapids is expanding ortho outreach, and has increased general surgery coverage.
- Dr. Murphy, a local dentist, serves the Medicaid population.
- Sanford will share these needs and the CHNA findings with the Rock Rapids Development Corp.

CANCER

Community resources addressing the need:

- Sanford Cancer Biology Research Center, CDC has been connected and monitoring, American Cancer Society/Research Center

Sanford's commitment to addressing the need:

- Sanford is addressing this need through dedicated resources and recruited experts in the field of Oncology to address cancer research.

CHRONIC DISEASE

Community resources addressing the need:

- Sanford Medical Home, Health Coach at Sanford Rock Rapids clinic
- Outreach Coordinator, Sanford RR (REC, Lyon Co. employees, SRR)

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.

ELDERLY

Community resources addressing the need:

- Rock Rapids Development Corp. is leading planning in this area
- Refer comment
- Refer comment to city of Larchwood
- Rides Bus, Wheelchair Express, Ministerial Association

Sanford's commitment to addressing the need:

- Sanford will share these survey results with community leadership.

EMERGENCY SERVICES

Community resources addressing the need:

- Local EMS/FF, currently recruiting new members
- Access to Emergency Services at Sanford Rock Rapids

Sanford's commitment to addressing the need:

- 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.
- Sanford has a local EMS and is within 35 minutes of Sioux Falls trauma care.

HEALTHCARE COST/INSURANCE COST

Community resources addressing the need:

- Sanford Rock Rapids Community Care program
- Healthcare Reform
- Iowa State Insurance Exchange
- HAWK-I
- Health Coach – resources if can't afford meds
- Lewis Club Card

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. Additionally, there is a discounted fee available to patients who qualify.

HEALTH FACTORS

Community resources addressing the need:

- Lyon County Tobacco Coalition
- 2 fitness center opportunities in Rock Rapids, 1 in George, 1 in Larchwood, Little Rock community center with fitness equipment
- Central Lyon open to walk at school, Doon community center gym open for walking
- Compass Pointe outreach education program
- Iowa State Extension Service programs – share info
- Sanford Rock Rapids decrease readmissions program – Lyon County Healthcare Collaborative
- Immunizations - well child checks/preventative visits, Health Services of Lyon County, school and community vaccination programs

Sanford's commitment to addressing the need:

- Sanford will address this need by sharing the CHNA findings with community and county leadership.

HOSPICE

Community resources addressing the need:

- Sanford Hospice
- Iowa Hospice
- Care Initiatives Hospice

Sanford's commitment to addressing the need:

- Sanford is addressing this need by providing hospice services.

MENTAL HEALTH

Community resources addressing the need:

- Seasons Mental Health Counseling – 4 days per week
- Area 4 provides psychologist to school
- Domestic Violence Shelter – Sioux Center
- Family Crisis Centers of NW Iowa - Rock Rapids
- Sanford One Care
- Lyon County Mental Health Services for county payment for low income to cover mental health
- Hope Haven outreach
- Atlas of Lyon County – Family
- Health Services of Lyon County – Healthy Families program for child abuse prevention

Sanford's commitment to addressing the need:

- Sanford has chosen mental health as an enterprise implementation strategy and will address the need through Sanford One Care

OBESITY

Community resources addressing the need:

- Sanford Dietitians
- Sanford WebMD Fit Kids
- Fitness centers in area communities
- Sanford Rock Rapids RN Health Coach

Sanford's commitment to addressing the need:

- Sanford has chosen obesity as an enterprise implementation strategy to address the need.

POLLUTION/ENVIRONMENT

Community resources addressing the need:

- Refer to county ISU extension service

Sanford's commitment to addressing the need

- Sanford will address this need by sharing the CHNA findings with community and county leadership.

SUBSTANCE ABUSE

Community resources addressing the need:

- AA support group Monday night in Rock Rapids UCC church
- DARE program
- Compass Pointe group and individual substance abuse counseling
- Lyon County Tobacco coalition
- Sanford Rock Rapids RN Health Coach
- Sanford Rock Rapids Freedom From Smoking classes

Sanford's commitment to addressing the need:

- Sanford Rock Rapids has Freedom from Smoking classes.
- Sanford is addressing substance abuse as a part of the enterprise behavioral health initiative - Sanford One Care.

TECHNOLOGY

Community resources addressing the need:

- Sioux Falls less than 45 minutes away, Wheelchair Express offers transport, area church volunteers to assist with transport

Sanford's commitment to addressing the need:

- Sanford is addressing this need through services in Sioux Falls which is less than 45 minutes away. In the community there are services available through Wheelchair Express, which offers transport, and area church volunteers also assist with transport.

YOUTH

Community resources addressing the need:

- Sanford WebMD Fit Kids
- DARE program
- Kids club offers after school program
- School lunch Federal guidelines
- Kids club looking at expansion
- County list of registered daycares

Sanford's commitment to addressing the need

- Sanford will address this need by sharing the CHNA findings with community and county leadership.

SANFORD SPECIFIC

Community resources addressing the need:

- MPCH Association

Sanford's commitment to addressing the need:

- Sanford has chosen this need as a priority and has developed an implementation strategy to address the need.

Sanford Rock Rapids Community Health Needs Assessment

Implementation Strategy

FY 2014-2016 Action Plan

Priority 1: Facility Upgrades to Enhance the Quality of Care

Goal 1: Develop bridge plan for existing facility to maintain patient safety through reinvestment of lease proceeds during renovation/construction by August 1, 2013

Measurable Outcome:

- A prioritized list of items that are needed to assure and maintain safety is completed by August 2013

Sanford Resources:

- MPCH plant committee, CEO, CFO, CNO, Clinic director, Environmental Services Manager

Goal 2: Review existing renovation plan and evaluate other options for facility changes with the MPCH Association by December 31, 2013

Measurable Outcome:

- The master facility plan completed by December 2013

Sanford Resources:

- MPCH Board, SHN Leadership, SRR Exec Team

Goal 3: Review existing construction finance plan and update financing plan to account for market changes and building plan changes by June 30, 2014

Measurable Outcome:

- The financing plan is complete

Sanford Resources:

- MPCH Board, SHN Leadership

Goal 4: Build agreement for facility infrastructure upgrade between MPCH Association and Sanford Health Network by December 31, 2014

Measurable Outcome:

- The construction project is approved by Dec 2014

Sanford Resources:

- MPCH Board, SHN Leadership

Priority 2: Community Services Resource Directory and Communication Plan

Goal 1: Analyze the available resources for the identified community needs by January 31, 2014

Measurable Outcome:

- A community health resource directory is completed

Sanford Resources:

- CNO, CEO

Goal 2: Review community resources list with Lyon County Collaborative group and include additional discoveries by July 31, 2014

Measurable Outcome:

- The community health resource List is reviewed with the Lyon Co. Collaborative Group

Sanford Resources:

- CNO, CEO

Goal 3: Work with Sanford Marketing to design and print directories by October 31, 2014

Measurable Outcome:

- A final community health resources directory is printed by Sanford marketing and shared with community members

Sanford Resources:

- CEO, Marketing Coordinator, Sanford Marketing

Goal 4: Create transparency by sharing resource tool on the Sanford website and with key community stakeholders by Dec. 31, 2014 and present the resource list at community meetings throughout FY 15

Measurable Outcome:

- The number of community contacts who have copies of resource materials and are using them is tracked for determine the reach of this project and the need for sustainability.

Sanford Resources:

- CEO, CNO, Marketing Coordinator

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