

**2015 COMMUNITY HEALTH NEEDS ASSESSMENT
IMPLEMENTATION STRATEGY PLAN
CRETE AREA MEDICAL CENTER**

I. INTRODUCTION

Crete Area Medical Center is a 24-bed Critical Access Hospital located in Crete, Nebraska, and serving Saline County. It provides inpatient and outpatient care, including physical therapy, cardiac rehab and wellness programs. The medical center also provides surgical capabilities and emergency/trauma services. One physician and three midlevel providers staff the emergency room. The medical center sponsors the Crete Area Medical Center Clinic as well. The medical clinic is fully staffed with four primary care physicians and four midlevel providers. It was also the first Rural Health Clinic to be certified as a Patient Centered Medical Home in Nebraska. Crete Area Medical Center is a subsidiary of Bryan Health, a not-for-profit locally-owned health care organization based in Lincoln, Nebraska. In Fiscal Year 2014, Crete Area Medical Center provided over \$500,000 in charity care and other community benefits.

Over the past year, representatives from Crete Area Medical Center worked with Public Health Solutions, located in Crete, Nebraska, to conduct a Community Health Needs Assessment including population demographics, vital statistics, health status indicators from the University of Wisconsin Population Health Institute County Health Rankings and other state and local sources. In September 2015, a meeting of stakeholders from Saline County, which included several individuals from throughout the county, met to conduct a Community Health Needs Assessment planning session. The group prioritized health issues into four key areas:

- A. Community exercise facilities and resources that are accessible and convenient for everyone
- B. Education
 - 1. Health resources available as people age
 - 2. Complexity of health care coverage, cost, charges, etc.
 - 3. Parenting for teen parents
- C. Behavioral Health Services
- D. Access for Children

Based upon the input of the group, goals and actions were developed for Saline County which are represented in the Community Health Needs Assessment Report. The following is intended to serve as the Community Health Needs Assessment Implementation Strategy Report for Crete Area Medical Center.

II. DESCRIPTION OF WHAT HOSPITAL WILL DO TO ADDRESS COMMUNITY HEALTH NEEDS

Crete Area Medical Center utilizes health status information in development of its strategic plan. The planning process begins with review of the Mission and Vision of the medical center and then an environmental assessment is conducted to identify community needs and how the services and resources of Crete Area Medical Center can best be utilized to help address those needs. The Community Health Needs Assessment, which was developed for Saline County, has been a valuable resource in the hospital's planning process. Information from the Community Health Needs Assessment Report has been shared with senior leadership, directors and managers at the medical center, as well as physician leaders. In addition, a Crete Area Medical Center Board planning retreat was conducted and community health needs were reviewed in detail. As a result of these planning efforts, the following action plans have been prepared. Crete Area Medical Center leadership, staff and Board have a history of working with the community to address community health needs. In addition, the hospital will continue to address community needs by providing care to those in need regardless of their ability to pay, in keeping with the charitable mission of the medical center.

III. ACTION PLANS

A. Crete Area Medical Center Mission and Vision

Mission: To advance the health of the communities and region we serve, through collaboration, prevention, innovation, and exceptional care.

Vision: The communities we serve will choose Crete Area Medical Center as their first choice for health.

The following implementation strategies represent Crete Area Medical Center's commitment to improving the health of Saline County over the next three years.

B. Implementation Strategies

1. Community Exercise Facilities

Goal: Expand community exercise and wellness resources

Implementation Action:

- i. Collaborate with local agencies and local business partners to expand community resources related to exercise and wellness
 - Research weight loss clinic initiative as detailed in the strategic plan
 - Reach out to local employers to discuss health benefit costs and wellness opportunities
 - Connect with other facilities and communities of similar size to inquire about their efforts related to community employer wellness programs

- Research the potential for a chronic disease support group at CAMC

2. Education

Goal: Provide community education on various health topics and resources available

Implementation Action:

- i. Collaborate with local agencies to provide education on health resources as people age
 - The Director of Marketing and Foundation and the Health Services Coordinator are working with Tabitha, CAMC providers, as well as community members to coordinate an educational event on aging. This event will include education on different aspects of aging as well as resources available within the community.
- ii. Develop and present a community education session on the financial components of health care which may include information on deductibles, co-insurance, how to read an explanation of benefits, financial assistance, and more
 - President and CEO of CAMC will work with the Healthcare Financial Management Association (HFMA) in developing this resource
- iii. Collaborate with local agencies to support resources for teen parents
 - CAMC will collaborate with the Sixpence program, a home visitation program that works with prenatal teens and young Hispanic women with children ages zero to three. CAMC will provide free childbirth classes, as well as an in-kind match, translation services for Spanish-speaking parents and CAMC will serve as a resource for the Sixpence Program when health-related questions arise.

3. Behavioral Health Services

Goal: Increase access and ease of providing behavioral health services

Implementation Action:

- i. Collaborate with local agencies to ensure timely access
 - Collaborate with Blue Valley Behavioral Health and Public Health Solutions to ensure access and availability
- ii. Collaborate with local agencies to ensure comprehensive information transfer
 - Collaborate with Blue Valley Behavioral Health and Public Health Solutions to improve and ensure information transfer

4. Access for Children

Goal: Ensure 100% of children have access to preventative care

Implementation Action:

- i. Collaborate with local agencies to identify which children do not have access to preventative health care
 - Collaborate with Public Health Solutions and Blue Valley Community Action Partnership to identify these populations
- ii. Support and offer resources to assist in providing children preventative health care
 - Collaborate with Public Health Solutions and Blue Valley Community Action Partnership to close the identified gaps for children's preventative health care

IV. COMMUNITY HEALTH NEEDS NOT BEING ADDRESSED AND REASONS WHY

All priority health needs identified in the Community Health Needs Assessment Report posted by Crete Area Medical Center will be addressed in some way by this Implementation Plan and the actions and strategies included in the plan.

V. ADOPTION/APPROVAL

The Crete Area Medical Center Board of Trustees approved and adopted the Community Health Needs Assessment Implementation Strategy Plan on Tuesday, April 26, 2016 as a means to address priority community health needs identified in the Community Health needs Assessment Report for Saline County, Nebraska.