

**2018 COMMUNITY HEALTH NEEDS ASSESSMENT  
IMPLEMENTATION STRATEGY PLAN  
CRETE AREA MEDICAL CENTER**

I. INTRODUCTION

Crete Area Medical Center (CAMC) is a 24 bed Critical Access Hospital located in Crete, Nebraska, serving Saline County. CAMC provides inpatient and outpatient care, including physical therapy, occupational therapy, cardiac rehab and wellness services. CAMC also provides surgical services, and emergency / trauma services. CAMC includes three family practice clinics located in Crete, Wilber, and Friend, Nebraska. The medical clinics are fully staffed with five primary care physicians and five advanced practice providers. Crete Area Medical Center is a subsidiary of Bryan Health, a not-for-profit locally-owned healthcare organization based in Lincoln, Nebraska. In Fiscal Year 2017, Crete Area Medical Center provided over \$608,000 in charity care and other community benefits.

Over the past year, representatives from CAMC participated in the Public Health Solutions Regional Steering Committee for the Partners for a Healthy Community. This Committee's purpose was to complete a comprehensive community health assessment and develop a community health improvement plan for the five counties they serve, which includes Saline County. The committee used a seven step process utilizing committee feedback, external data sources, as well as a public survey. In order to zero in on the needs of Saline County, CAMC hosted community rounding sessions in Crete, Wilber, and Friend. The rounding sessions were held with various stakeholders in Saline County. From this two-fold process, the following three key areas were identified:

1. Reduce the incidence of metabolic syndrome
2. Increase awareness of behavioral health along with increasing access to behavioral health services
3. Increase walkability of the City of Crete

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 CAMC and then an environmental assessment is conducted to identify community needs and how the services and resources of CAMC 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 has been shared with all team members of CAMC, including the medical providers. In addition, a CAMC 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. CAMC leadership, staff and Board have a history of working with the community to address community health needs. 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 CAMC.

### 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. Metabolic Syndrome

Goal: Reduce the incidence of metabolic syndrome

Implementation Action:

CAMC will participate in the Public Health Solutions Metabolic Syndrome cohort. The cohort's goal is to increase awareness of metabolic syndrome and the risks associated, develop standard processes and protocols in the diagnosis and treatment of metabolic syndrome, and collaborate to provide resources to reduce the number of patients diagnosed with metabolic syndrome. In addition, CAMC will develop a nutritional wellness model and program aimed at reversing metabolic syndrome conditions. CAMC will engage nutritional experts for an overall cafeteria assessment to assess what type of food we are serving our patients, team members, and community and recommend healthier, tastier options to support the goal of reducing metabolic syndrome conditions. We anticipate providing education to both our internal team members as well as our community to explain the connection between healthy eating and overall wellness. By offering healthier options that also taste good our goal is to be a healthy eating source for our community, which in turn could lead to a reduction in patients experiencing metabolic syndrome conditions.

## 2. Behavioral Health

Goal: Increase awareness of behavioral health. Increase access to behavioral health services.

### Implementation Action:

CAMC will participate in the Public Health Solutions Behavioral Health cohort. The cohort's goal is to increase awareness and access to behavioral health services. CAMC will also collaborate with internal and external resources to provide behavioral health education for Staff in community schools. The aim is to utilize resources to assist staff in identifying behavioral health needs of students and any appropriate referral resources available to them. By collaborating with the community schools to provide behavioral health education we intend to grow the relationships and trust between key stakeholders in the community schools, which in turn could lead to other partnerships regarding the health of the communities' youth.

## 3. Physical Activity Opportunities

Goal: Increase walkability of the City of Crete

### Implementation Action:

CAMC will collaborate with Crete community partners on expanding the walkability of the City of Crete. CAMC will engage multiple stakeholders, including the surrounding businesses, City of Crete leadership, and economic groups to facilitate a discussion and plan to increase the walkability. Increasing the walkability of the City will not only improve access to physical activity opportunities but also increase the safety of the current pedestrian traffic.

## IV. ADOPTION/APPROVAL

The Crete Area Medical Center Board of Trustees approved and adopted the Community Health Needs Assessment Implementation Strategy Plan on Monday, March 25, 2019 as a means to address priority community health needs identified in the Community Health needs Assessment Report for Saline County, Nebraska.