

**2021 COMMUNITY HEALTH NEEDS ASSESSMENT
IMPLEMENTATION STRATEGY PLAN
CRETE AREA MEDICAL CENTER**

Crete Area Medical Center

Mission:

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

Vision:

Elevate quality of life through better health

INTRODUCTION

Crete Area Medical Center (CAMC) a subsidiary of Bryan Health, features 24 private patient rooms, two surgery suites, labor and delivery services, a wide variety of specialty services, physical, occupational therapy and cardiac rehabilitation space, and an emergency department. The hospital serves approximately 300 inpatients per year with approximately 70,000 outpatient visits. Crete Area Medical Center delivers approximately 85 babies per year, provides care to over 3,000 Emergency Room visits, and performs 375 surgeries annually. In addition to hospital care, Crete Area Medical Center family practice clinics are fully staffed Rural Health Clinics that provide primary care to the residents of Crete and surrounding areas. The Crete Medical Clinic provides an estimated 19,000 visits per year, Wilber Medical Clinic provides an estimated 4,500 visits per year, and Friend Medical Clinic provides an estimated 3,500 visits per year.

Over the past years, representatives from CAMC conducted strategic planning and discussion with a variety of community groups as well as participated in a variety of community groups to better understand the needs of the community CAMC serves. Additionally, CAMC worked closely with Public Health Solutions on various platforms and in particular the Rural Communities Opioid Response Program Community Assessment and Gap Analysis.

The process for identifying the community health needs was multifaceted as demonstrated by the various group discussions and data review. Based on the data and feedback from the community groups, the following priorities were developed:

1. Reduce opioid and substance abuse
2. Increase access to healthcare services
3. Increase prevention methods for cancer

The following is intended to serve as the Community Health Needs Assessment Implementation Strategy Report for Crete Area Medical Center.

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 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 and Board. As a result of these planning efforts, the following action plans have been created. 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.

ACTION PLANS

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

- 1) Opioid and Substance Abuse
 - a. Goal: Reduce opioid and substance abuse
 - b. Implementation Action:
 - i. Participate in the Public Health Solutions Rural Communities Opioid Response Program. The program's goal is to increase awareness of substance abuse while providing resources to manage and decrease substance abuse. The plan includes education, creating and using screening tools, increasing resources, decreasing barriers to receive substance abuse treatment.
 - ii. Create processes to ensure substance abuse patients receive the care needed. This includes initial care as well as follow-up care.
- 2) Access to Care
 - a. Goal: Increase access to healthcare services
 - b. Implementation Action:
 - i. Collaborate with the communities and county to ensure adequate transportation for community members to access healthcare.
 - ii. Evaluate telehealth options and implement additional telehealth services as applicable.
 - iii. Explore options to collaborate with local businesses to assist in healthcare needs of their employees.
- 3) Cancer Care and Prevention
 - a. Goal: Increase prevention methods for cancer
 - b. Implementation Action:
 - i. Create an educational marketing campaign for cancer prevention
 - ii. Promote Cancer Awareness

- iii. Increase Care Management Services to assist patients with appropriate care
- iv. Evaluate process when children come to CAMC to ensure immunizations are reviewed and provided as applicable
- v. Collaborate with the schools and Public Health Solutions to assist in increasing the number of children vaccinated in the community.

I. ADOPTION/APPROVAL

The Crete Area Medical Center Board of Trustees approved and adopted the Community Health Needs Assessment Implementation Strategy Plan on Tuesday, March 22, 2022 as a means to address priority community health needs identified in the Community Health needs Assessment Report for Saline County, Nebraska.