



Implementation Plan

for Needs Identified in the Community Health Needs Assessment

**Methodist Jennie Edmundson Hospital
FY2012 - 2014**

Community Health Needs Assessment

Jennie Edmundson Hospital conducted a needs and assets assessment with numerous community partners including Douglas County Health Department, Live Well Omaha, Pottawattamie County Public Health Department/VNA, Sarpy/Cass county Health Department, The Nebraska Medical Center and Alegent Health.

The assessment was conducted by Professional Research Consultants, Inc. (PRC). PRC is a nationally-recognized health care consulting firm with extensive experience conducting Community Health Needs Assessments such as this in hundreds of communities across the United States since 1994.

Primary data collected on the community's health status and chronic disease burdens was obtained from 2,200 households participating in a professionally designed health questionnaire conducted by telephone. The survey is designed to identify and compare the general health status of residents as well as disease and modifiable health burdens compared to county, state and national Healthy People 2020 benchmarks. The product of this survey process highlights which health conditions and populations are most at-risk across the Hospital's service area.

The following "health priorities" represent recommended areas of intervention, based on the information gathered through this Community Health Needs Assessment and the guidelines set forth in *Healthy People 2020*.

Areas of Opportunity Identified Through Community Health Needs Assessment:

- ♦ Access to Health Services
- ♦ Diabetes
- ♦ Heart Disease & Stroke
- ♦ Maternal, Infant & Child Health
- ♦ Mental Health & Mental Disorders
- ♦ Nutrition & Weight Status
- ♦ Oral Health
- ♦ Sexually Transmitted Diseases
- ♦ Substance Abuse

Key informant focus group interviews were conducted during the assessment. At the conclusion of each key informant focus group, participants were asked to write down what they individually perceived as the top five health priorities for the community, based on the group discussion as well as on their own experiences and perceptions. Their responses were collected, categorized and tallied to produce the top-ranked priorities as identified among key informants. These should be used to complement and corroborate findings that emerge from the quantitative dataset.

1. Access
2. Mental Health/Substance Abuse
3. Obesity/Nutrition
4. Education
5. Maternal & Child Health
6. Prevention
7. Geriatric Care

The full Community Health Needs Assessment along with the FY 2012 – FY 2014 Implementation Plan can be accessed through Methodist Health System’s Community Benefits website <http://methodistchart.org/> or www.bestcare.org. The Hospital presents data locally to obtain feedback.

Development of Implementation Plan

Findings from Jennie Edmundson Hospital’s Community Health Needs Assessment were initially reviewed by the Board of Directors in July of 2012. A subsequent meeting was held with the Hospital’s President to identify strategies, goals and measurements for developing the FY 2012 – FY 2014 Implementation Plan. Additionally the plan was discussed with the local area health departments.

The plan also identified local area community partners for collaboration on those identified opportunities for those findings that would be consistent with their expertise, strategies for addressing unmet community needs, barriers and concerns that services to uninsured and underinsured in our community would be served.

A lack of internal resources was identified for some of the opportunities identified through the assessment and will be kept on the plan as those resources become available or collaboration with other more qualified partners are identified.

Due to limited resources, a recommendation by the Chief Finance Officer to identify any grants or funding that may become available to use toward those areas identified that are currently not being addressed by the current budgeted year.



The last recommendation from the Chief Financial Officer was to continue to collaborate with all the health care organizations in the area to address those needs should they become a burden to the community and to continue to monitor the Healthy People 2020 guidelines and recommendations.

Adoption of Implementation Plan

Based on all of the above, the Board of Directors of Jennie Edmundson Hospital has determined that the following health needs identified in the CHNA should be addressed through the implementation strategies noted for each such need.

Based on the CHNA, the Hospital developed six priority opportunities for its FY 2012 - FY 2014 Implementation Plan. The Hospital’s six 2012-2014 areas of opportunity are: (1) **Access to Care**, (2) **Cancer and Behavior Risks that Lead to Cancer**, (3) **Diabetes and Weight Status**, (4) **Heart Disease and Stroke** (5) **Maternal, Infant and Child Health**, and (6) **Mental Health and Mental Disorders**.

Access to Care was selected based on a county-wide initiative expanding the number of community clinics in the Omaha/Council Bluffs Metro area (as a strategy to implement federal health reform) and input from stakeholders of the local need for clinics serving low income and uninsured populations.

Additionally, residents identified barriers to care as a significant issue in the Hospital's health assessment survey.

Jennie Edmundson Hospital works closely with the Council Bluffs Community Health Center. The Council Bluffs Community Health Center provides accessible, comprehensive, culturally competent primary health care to the entire community, embracing the opportunity to help those with limited resources and other barriers to quality health care. Services are at a low-cost or no-cost fee. Jennie Edmundson will continue to support this collaborative service to address **Access to Care** in our community.



Cancer and Behavior Risks that Lead to Cancer was selected as an opportunity based on health survey data reporting an increase to an annual average death per 100,000 population of 69.9 percent for Lung Cancer in Pottawattamie County. This result is most likely due to the current status of tobacco use in the county. Currently 27 percent of those surveyed in our community health needs assessment are current smokers. The Healthy People 2020 target is 12 percent or lower.

Jennie Edmundson selected **Diabetes and Weight Status** as an opportunity based on health survey data reporting an increase to a 27 percent death rate, which fails to satisfy the Healthy People 2020 target (19.6 percent or lower). Significantly enough, the prevalence of diabetes is much higher among the elderly population in Pottawattamie County.

The Hospital's selection of **Heart Disease and Stroke** is based on the mortality measured outcomes of the community. Heart Disease is still the number one diagnosis for Council Bluffs deaths. Although the current Heart disease mortality rates have decreased in Douglas and Sarpy counties, there have been increases in Pottawattamie County. Additionally, with the increase of the obesity rates in all counties, continuous education, screening, prevention and early detection is still a priority for this opportunity.

Improving the well-being of mothers, infants and children is an important public health goal for Pottawattamie County. **Maternal, Infant and Child Health** was selected based on health data reporting an 8.1 percent of low birth weight births in Pottawattamie County. The Healthy People 2020 Target is 7.8 percent or lower.

Mental disorders are among the most common causes of disability. In Pottawattamie County 13.6 percent reported that they have been diagnosed with major depression (United States Average is 11.7 percent). The Hospital's selection of **Mental Health and Mental Disorders** will not only address the need to provide services (Access to Mental Health Care) to those diagnosed with mental health disorders, but will also increase community awareness and intervention.

Additionally, the Hospital supports those priorities identified due to eminent need established by Live Well Omaha/Pottawattamie County, collaborative organizations along with other health systems, hospitals, health departments and health related organizations to increase healthy behavior for targeted diseases or illnesses and in the targeted population of need.

Implementation Plan; Fiscal Year 2012 – 2014

1. Access to Health Services (Priority)

GOALS

- 100 percent of community screening participants will receive education along with clinical intervention services and resources.
- Grow total community screenings by 5 percent, annually.

IMPLEMENTATION STRATEGIES

- Improve, expand and support access of Primary Care services to the uninsured and underinsured in the Pottawattamie County Area.
- Collaborate with community clinics serving the Pottawattamie County Area.
- Engage residents to better utilize health services offered by the Council Bluffs Community Health Center.
- Provide free screening events in the underinsured and uninsured community for Diabetes, Heart Disease, Hypertension, specific cancers (Lung, Breast, etc) with collaborative organizations.
- Continue to provide patients a financial assistance program upon admission which is designed to serve those in financial need with fairness, consistency and compassion.

Among the methods used to provide Financial Assistance are:

1. Assistance in applying for government/public programs that the patient may be eligible for (at no cost to the patient).
2. Assistance in paying for COBRA Premiums.
3. Discounts to patients that have no insurance coverage.
4. Prompt payment discounts.
5. Extended payment terms.
6. Bank Financing.
7. Financial Assistance aligned with the Federal Poverty Guidelines.

Jennie Edmundson Hospital utilizes a matrix aligned with the Federal Poverty Guidelines to determine the percent of financial assistance a patient is eligible for based on household income and family size. The matrix provides some assistance to patients with income levels up to 600 percent of the Federal Poverty Guidelines. Factors in addition to income are taken into consideration in making the final determination. Those factors include financial holdings such as cash and investments, the patient's ability to continue employment and the total amount of healthcare related debt outstanding or anticipated.

Presumptive Financial Assistance is based upon scoring to determine eligibility for financial assistance that takes into consideration such factors as available household income; household size, capacity to make payment and other extenuating circumstances such as "over-extension" of existing credit. Other factors that may be considered are employment status and other healthcare financial obligations.

The uninsured discount is applied to all patient accounts with no governmental or insurance coverage. Information about the Health System's financial assistance program is available in the admission information package, through the financial counselors as well as on our website. The website contains an electronic application and directions on how to contact us for assistance and further information.

Pre-service financial review: In regards to scheduled services, the Health System may identify a potentially uninsured or underinsured patient during the pre-service financial review process. In those cases the Jennie Edmundson Hospital attempts to contact the patient to assist with obtaining coverage or making financial arrangements prior to the date of service. Self-pay accounts that have not been identified as potentially being eligible for financial assistance are subjected to an electronic screening process prior to starting the self pay collection program. The financial thresholds utilized in the electronic screening process are aligned with the Jennie Edmundson Hospital's financial assistance matrix. Accounts falling within certain ranges are considered eligible for financial assistance on a presumptive basis. Accounts may be identified that do not fall within the identified ranges but do indicate that the patient may have difficulty paying their bill. Those accounts require manual review and may result in the patient being offered the option of completing a financial assistance application.



GERIATRIC CARE

Jennie Edmundson Hospital has initiated the process for becoming a NICHE (Nurses Improving Care for Health System Elders) from The John A. Hartford Foundation Institute for Geriatric Nursing at New York University College of Nursing designated facility. The designation recognizes ongoing commitment to geriatric nursing care. Working with Methodist Hospital, Jennie Edmundson nurses engage in classroom learning and clinical practice to learn current evidence-based geriatric nursing knowledge and then integrate that knowledge into their practice setting. The goal of NICHE is to achieve systematic nursing change that will benefit hospitalized older patients. The principles and education will be used by inpatient units to prevent complications and promote independence in older adults.

Jennie Edmundson Hospital collaborates with Southwest 8 Senior Services to provide care to seniors in the Council Bluffs area. [Caring for Our Communities](#) is a program developed to reduce avoidable readmissions up to 180 days after discharge. A need exists for support services for patients who are older than 60, more frail and plagued with multiple chronic conditions. This program is for patients with the following diagnoses: AMI, Pneumonia, CHF, COPD and are identified by the case manager during their hospital stay. The objectives of the program are to build and sustain a rural community coalition with a focus on improving transitions of care; empower patients and their families to navigate through the continuum of care; encourage patient-focused and patient-directed models of care that impact patient quality of life; reduce unnecessary admissions; and reduce costs. In addition all payer sources (including self pay) are accepted into the program.

Implementation Plan; Fiscal Year 2012 – 2014

2. Cancer and Behavioral Risks that lead to Cancer (Priority)

GOALS

- 100 percent of all participants in community and patient screenings for Cancer will be given education and resources for behavioral risk intervention (Smoking Cessation, Exercise and Healthy Diet Choices).
- Add one additional Cancer screening at Jennie Edmundson or in the community annually.

IMPLEMENTATION STRATEGIES

- Enhance and grow Cancer screening and education programs offered to the community by the Jennie Edmundson Cancer Center.
- Conduct assessments of personal health habits and risk factors in both community and patient care settings for Cancer.
- Continue to offer and improve services at the Cancer Center.

The Cancer Center at Jennie Edmundson Hospital received national recognition in 2009 by the Commission on Cancer (CoC) of the American College of Surgeons for demonstrating a Commendation level of compliance

with six standards that represent five areas of cancer program activity: cancer committee leadership, cancer data management, research, **community outreach**, and quality improvement.



Jennie Edmundson Hospital provides free cancer screenings to the public. Screenings offered include: skin cancer, prostate cancer, and breast and cervical cancer. The Hospital also participates in the free community-wide colorectal cancer screening. In addition, physicians and Hospital staff provide educational programs to organizations and at community events.

Implementation Plan; Fiscal Year 2012 – 2014

3. Diabetes/Nutrition and Weight Status (Priority)

GOALS

- 100 percent of all participants of community and patient Diabetes Screenings will follow the standards for outcome measures through the American Diabetes Association
- 100 percent of all participants of community and patient screened for BMI (body mass index) will be given education and resources for intervention and/or control of obesity.

IMPLEMENTATION STRATEGIES

- Increase access to care for diabetes patients through screening, educational and management programs.
- Participate in the Living Well collaborative effort to develop a community-wide strategy for improving wellness in Pottawattamie County.
- Educate/Encourage primary care physicians to regularly measure the BMI of their patients.
- Establish Patient Centered Medical Homes(PCMH) in Council Bluffs with affiliated Methodist Physicians Clinic. Achieve 100% NCQA Certification for PCMH with 80% recognized for Diabetes Care. (2013)

Methodist Health System is currently designing a standardized approach to caring for diabetic patients, in the Hospital's Diabetes Center and in all of the System's primary care offices. The goals are to manage the risk and compliance of all System patients to improve the quality of care, decrease complications and maintain our quality outcome measures.

The Hospital will coordinate its diabetes efforts with the patient centered medical home approach towards diabetes care. A Patient-Centered Medical Home is a team based approach to providing evidence-based care to people with diabetes. RN Health Coaches and Clinic Dieticians work on-site and in collaboration with the primary care physician to implement and carry out the patient plan of care.



This model helps patients with diabetes and their caregivers to understand the medical home concept and provides resources and support to better manage their disease in order to prevent long-term complications.

The program is modelled by evidence-based research and evaluation. RN Clinic Health Coaches and Dieticians provide follow-up with patients between office visits to monitor progress and address potential barriers that would prevent improved outcomes. Telephonic or secure e-mail follow-up and easy access of health care team can assist patients and their family members when new problems arise (e.g., adjusting insulin dosages, medications side effects, reminders for overdue complication screenings).

Implementation Plan; Fiscal Year 2012 – 2014

4. Heart Disease and Stroke (Priority)

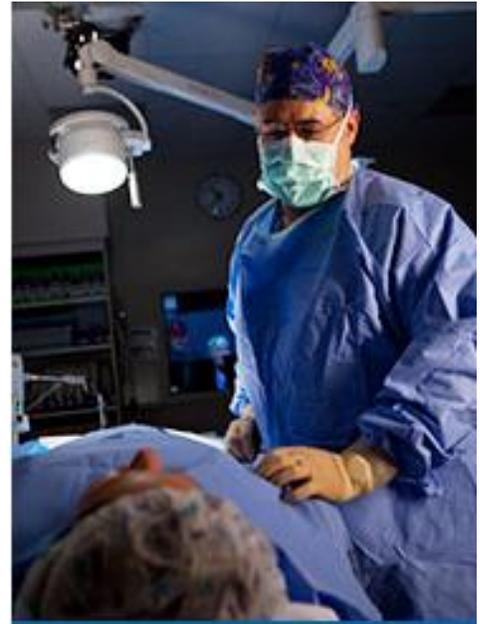
GOAL

- 100 percent of all participants in community and patient screenings for High Blood Pressure and Stroke will be given education and resources for intervention and/or control of Heart Disease and Stroke along with behavioral risk intervention resources (Smoking Cessation, Exercise and Healthy Diet Choices).

IMPLEMENTATION STRATEGIES

- Improve cardiovascular health and quality of life through prevention, detection, and treatment of risk factors for heart attack and stroke.
- Conduct assessments of personal health habits and risk factors in both community and patient care settings for Heart Disease and Stroke.
- Continue to offer and improve services at the Cardiac Center.
- Achieve The Joint Commission Stroke Certification

The Cardiac Center at Jennie Edmundson includes a state-of-the-art Cardiac Catheterization Lab, cardiac diagnostics, cardiac rehab services and inpatient care provided by highly-trained cardiac care professionals.



Patients who are admitted to the Hospital are carefully tracked prior to dismissal. Core Measures assess adherence to processes of care that are evidence-based and show better outcomes in patient treatments.

Jennie Edmundson Hospital measures patient-care quality that includes specific guidelines for heart attack, heart failure, and stroke patients.

Implementation Plan; Fiscal Year 2012 – 2014

5. Maternal, Infant and Child Health (Priority)

GOALS

- 100 percent of Shaken Baby Education Program participants will be given education, hands-on demonstrations, and resources for proper infant and child care.
- 100 percent of Safe Sitter's Program participants will be given education, hands-on demonstrations, and resources for proper infant and child care.

IMPLEMENTATION STRATEGIES

- Provide nutrition therapy programs (Lactation).
- Increase awareness and education for parents, grandparents or persons responsible for taking care of infants or children.
- Participate in community collaborative health education programs offered throughout Pottawattamie County and into Mills County.
- Promote healthy handling of babies and infants to school aged children increasing awareness at an early age (elementary, middle and high schools, Iowa Western Community College).
- Continue to offer the Family Resource Center services to the community.



Jennie Edmundson Hospital offers lactation consultants for those in the community with questions or concerns on breastfeeding. Certified lactation consultants provide specialized one-on-one care and instruction to help new mothers breastfeed successfully. They can assist in many ways including teaching how to pump and store milk safely, evaluation breast pain or infections and nursing babies with special needs. A registered nurse from the Birthing Center is also involved with the Community Teen Pregnancy Task Force. She meets with pregnant teens in the Council Bluffs High Schools.

Baby and Me sessions are held every Tuesday at 10:00 am. This is a mother-to-mother group that meets to discuss breastfeeding questions and benefit from each other's knowledge and experiences. The group is facilitated by our IBCLC.

Jennie Edmundson Hospital's Family Resource Center is open to the public for information on all health related diseases or illnesses. The Family Resource Center was instrumental in the development of the Shaken Baby Task Force in 1997, resulting from a high incidence of child abuse in the Council Bluffs area, particularly three deaths attributed to Shaken Baby Syndrome. The Shaken Baby Task Force works to increase public awareness of the dangers of shaken baby syndrome.

Since 1997 the numbers of shaken baby syndrome deaths have decreased in Iowa due to the efforts of the Shaken Baby Task Force by providing education on the prevention of shaken baby syndrome and ways to calm a crying baby.

Jennie Edmundson Hospital provides a Breast Milk Depot for the Mothers' Milk Bank of Iowa, a non-profit organization and a member of the Human Milk Banking Association of North America. A Milk Depot is a place where approved mother's can donate frozen milk to be taken to the milk bank in Iowa City where it is pooled, pasteurized, and stored. Pasteurized milk is then delivered to neonatal units and outpatients with a doctor's prescription for donor milk. Human milk provides life-saving nourishment for infants in the Neonatal Intensive Care Unit. Women are not paid to donate their milk. Donors to the Mothers' Milk Bank find comfort and pride in knowing that they are providing life-saving milk to babies in need. The goal of Jennie Edmundson's Milk Depot is to make donating human milk convenient and at no expense to the mothers who are unselfishly donating their life-saving human milk.

Implementation Plan; Fiscal Year 2012 – 2014

6. Mental Health and Mental Disorders (Priority)

GOAL

- Improve mental health through prevention and by ensuring access to appropriate, quality mental health services

IMPLEMENTATION STRATEGIES

- Continue Board membership with Pottawattamie County Mental Health and Substance Abuse Network, who is currently addressing this need.
- Continue collaboration with community organizations currently addressing this need (All Care Health Continue to offer and improved inpatient behavioral health services.

Inpatient Behavioral Health Services at Jennie Edmundson Hospital are designed to help people who have an acute primary psychiatric diagnosis and exhibit severe symptoms which may include on or more of the following:

- Suicidal ideation (e.g. depression with feelings of hopelessness)
- Suicidal attempts, thoughts or plans
- Homicidal ideation with poor impulse control
- Psychiatric symptoms severe enough to cause bizarre disordered behavior
- Acute exacerbation of chronic symptoms

Jennie Edmundson Hospital's Psychiatric Services provide comprehensive assessment and treatment for adults age 18 and over.

The inpatient psychiatric hospitalization program involves stabilizing the crisis that led to the hospitalization, providing a thorough evaluation, developing an individualized treatment plan, and coordinating care.

Jennie Edmundson Hospital's Psychiatric Services help address the need for mental health and mental disorders in the community. Services include:

- short-term acute inpatient psychiatric treatment for individuals 18 years and older
- co-occurring treatment (dual diagnosis) for individuals with a substance abuse/chemical dependency problem who are also experiencing a psychiatric disorder
- inpatient chemical dependency evaluations
- specialized therapy groups facilitated by social workers, nurse practitioners, chemical dependency therapists, recreation therapists, and RN's
- medication stabilization and management
- ECT for psychiatric conditions not responding to medications
- access to medical care
- discharge and aftercare planning

Implementation Plan; Fiscal Year 2012 – 2014

Other Identified Community Health Needs Opportunities:

Currently, due to lack of alignment with core competencies, funding, and expertise, Jennie Edmundson Hospital will continue to monitor the following additional health needs identified through the Community Health Needs Assessment. The Hospital will collaborate with community organizations that are addressing these needs as funding and expertise are made available:

| Areas of Opportunity through CHNA: | Jennie Edmundson Hospital's Actions: |
|---|--|
| Oral Health | <p>Actions</p> <ul style="list-style-type: none"> • Continue collaboration with community organizations currently addressing this need (Creighton University Dental Health Department, Council Bluffs Community Health Center). |
| Sexually Transmitted Disease | <p>Actions</p> <ul style="list-style-type: none"> • Continue collaboration with community organizations currently addressing this need (Council Bluffs Public Health Department). |
| Substance Abuse | <p>Actions</p> <ul style="list-style-type: none"> • Continue collaboration with community organizations currently addressing this need (Council Bluffs Public Health Department, Heartland Family Services). |
| Prevention | <p>Actions</p> <ul style="list-style-type: none"> • Continue collaboration with community organizations currently addressing this need (Council Bluffs Public Health Department, Council Bluffs Community Health Center). • Screenings and Education are prevention strategies currently in place. |
| Geriatric Care | <p>Actions</p> <ul style="list-style-type: none"> • Continue collaboration with community organizations currently addressing this need (Council Bluffs Public Health Department, Southwest 8 Senior Services, and Immanuel Pathways PACE). |