



METHODIST

JENNIE EDMUNDSON



Implementation Plan (FY2015 – 2017)

For Needs Identified in the Community Health Needs Assessment Methodist Jennie Edmundson Hospital

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I. Introduction

Methodist Jennie Edmundson Hospital, an affiliate of Methodist Health System (MHS), has served the health and medical needs of southwestern Iowa since 1886.

Mission Statement

To improve the quality of life by caring for the body and mind.

Vision Statement

We will be the health care resource of choice for the communities we serve.



Values in Our Workplace – Cultural Competence

At Methodist Jennie Edmundson Hospital, all employees will behave in a way that is consistent with our core values. We intend to hold each other and ourselves mutually accountable for our actions. Demonstrating our values in the workplace means that we will respect a wide range of people both like and unlike ourselves. Our similarities and differences may include these characteristics: race, gender, class, native language, ethnic origin, physical ability, age, religion, sexual orientation, professional experience, personal preferences and work style.

We value our diversity. These similarities and differences will be affirmed and respected as we serve all of our customers, our patients, families and coworkers.

Core Values

Patient Centered

We are patient/customer centered, patient/customer-driven. Our patients are our first priorities. We listen, understand their needs and strive to exceed their expectations.

Respect

We honor and respect the dignity of all. We say what we mean and mean what we say. We require fair, honest and ethical behavior in every activity and under all circumstances.

Excellence

We strive for excellence and push beyond. We strive for the highest standards and push beyond. We continuously improve performance through knowledge, experience, innovation and risk-taking.

Teamwork

We work as one. People are our most important resource. We demonstrate respect and concern for everyone, value each individual as an equal team member and support professional growth and autonomy.

Community Service

We are dedicated to serving our community. We strive to achieve a healthy balance between enhancing the welfare of our community and sustaining our economic growth.

II. Why We Care

From the day Methodist Jennie Edmundson Hospital started in 1886, service to our community has been a top priority. Financial assistance, health education, outreach to needy populations – these and other community benefit activities have always been central to our mission. Our goal has always been to address and improve the overall health of the community.

Our community benefit programs are strategically focused to accomplish the following objectives:

- Improve access to health care services.
- Enhance the health of the community.
- Advance medical or health care knowledge.
- Relieve or reduce the burden of government or other community efforts.

III. 2015 Community Health Needs Assessment Summary

Methodist Jennie Edmundson Hospital conducted a needs and assets assessment with numerous community partners including Douglas County Health Department, Pottawattamie County Public Health Department/VNA, Sarpy/Cass County Department of Health and Wellness, Live Well Omaha, Nebraska Medicine and CHI 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.

Methodology

To ensure the best representation of the population surveyed, a telephone interview methodology — one that incorporates both landline and cell phone interviews — was employed. The primary advantages of telephone interviewing are timeliness, efficiency, and random-selection capabilities.

The sample design used for this effort consisted of a stratified random sample of individuals age 18 and older in the Metro Area. Initially, stratified targets were established for each county: 1,000 surveys in Douglas County; 200 in Cass County; and 400 in each of Sarpy and Pottawattamie counties.

Once the interviews were completed, these were weighted in proportion to the actual population distribution so as to appropriately represent the Metro Area as a whole.

To solicit input from key informants, those individuals who have a broad interest in the health of the community, an Online Key Informant Survey was also implemented as part of this process. A list of recommended participants was provided by the sponsoring organizations; this list included names and contact information for physicians, public health representatives, other health professionals, social service providers, and a variety of other community leaders. Potential participants were chosen because of their ability to identify primary concerns of the populations with whom they work, as well as of the community overall. Key informants were contacted by email, introducing the purpose of the

survey and providing a link to take the survey online; reminder emails were sent as needed to increase participation.

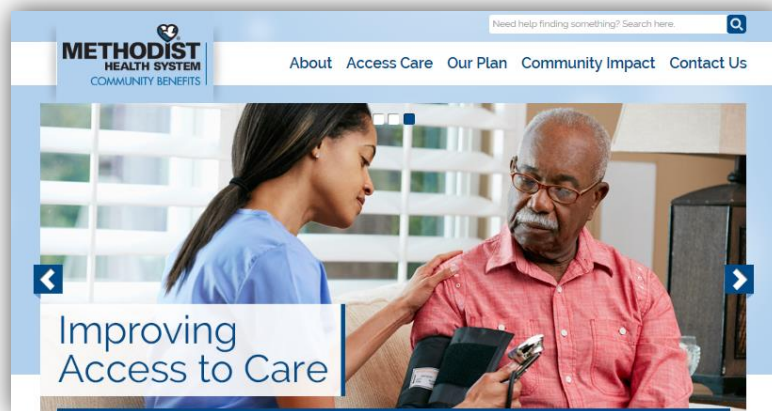
In all, 138 community stakeholders took part in the Online Key Informant Survey.

IV. Identified Opportunities

The following are the areas of opportunity identified through this assessment:

- **Access to Health Services**
- **Cancer**
- **Dementia, Including Alzheimer’s Disease**
- **Diabetes**
- **Heart Disease & Stroke**
- **Injury & Violence**
- **Mental Health**
- **Nutrition, Physical Activity & Weight**
- **Respiratory Diseases**
- **Sexually Transmitted Diseases**
- **Substance Abuse**

The full Community Health Needs Assessment along with this FY 2015 – FY 2017 Implementation Plan can be accessed through Methodist Health System’s Community Benefits website <http://methodistchart.org/> or www.bestcare.org.



V. Implementation Plan

Findings from Methodist Jennie Edmundson Hospital's Community Health Needs Assessment were initially reviewed by the Board of Directors in December of 2015. Strategies, goals and methods of evaluation were developed to create the FY 2015 – FY 2017 Implementation Plan For Needs Identified in the Community Health Needs Assessment. Identified in this plan are local area community partners of which MJEH will collaborate on opportunities that would be consistent with their expertise.

The plan will clearly identify opportunities where MJEH lacks internal competencies to make a meaningful impact. MJEH will continually monitor these opportunities and collaborate with community organizations that are addressing these needs and as funding and/or expertise are made available, MJEH will respond accordingly.

Plan Execution and Anticipated Impact

MJEH will continue to collaborate with other health care organizations in the area as well as Pottawattamie County Health Department. Evaluation of impact will be measured by a subsequent CHNA conducted at the end of this planning horizon. Impact will be compared to current results and influenced by the Healthy People 2020 guidelines and recommendations.

To maximize impact, MJEH will identify any grants or funding that may become available to use toward those areas not being addressed in the current budgeted year.

Opportunities are identified as:

- **Priority I** – *Identified as the opportunities which MJEH has significant expertise to help improve health rates in the community. "Leaders in the Community"*
- **Priority II** – *Identified as the opportunities MJEH has some expertise to help increase health rates in the community. "Partners in the Community"*
- **Priority III** – *Identified as opportunities MJEH has minimal expertise to help increase health rates in the community. MJEH does not intend to specifically address these opportunities, primarily due to lack of expertise and to the involvement of other organizations. MJEH will continue to collaborate with other community organizations currently addressing these opportunities. "Participants in the Community"*

Based on all of the above, the Board of Directors of Methodist Jennie Edmundson has determined that the following opportunities identified in the CHNA should be addressed through the implementation plan.

Identified as Priority I:

Identified Need:	Description:	Goals and Implementation Strategies:	Method of Evaluation:
<p>Access to Health Services</p>	<ul style="list-style-type: none"> • 10.9% of Pott. County residents reported having Two or More ER Visits in Past Year 	<ul style="list-style-type: none"> • 100% of all population served through community outreach will have information on services available in their community. • Improve, expand and support access of Primary Care services to the uninsured and underinsured in Pottawattamie County. To include utilization of Health Coaches enabling early prevention for chronic conditions. • Support access to medical care for the uninsured/underinsured through <u>All Care Health Center</u>. • Address social determinants that affect individuals' abilities to access care by partnering with public and community health organizations through <u>Caring for our Communities Southwest Iowa</u> (CCSWIA). • Ensure appropriate access and decrease utilization of high-acuity resources by use of <u>Community Coaches</u> through <u>Connections Agency on Aging</u> for assistance with care coordination and disease management. • Support a "community care plan" that holds individuals accountable to strategies that support/promotes active living. • Continue to provide patients a financial assistance program upon admission which is designed to serve those in financial need with fairness, consistency and compassion. 	<p>Decrease the % of Two or More ER Visits in Past Year</p>

Identified as Priority I (Continued):

Identified Need:	Description:	Goals and Implementation Strategies:	Method of Evaluation:
Cancer	<ul style="list-style-type: none"> • Age-Adjusted Death Rate for Cancer is 184.2 in Pott. County. • 73.6% of Pott. County women ages 50-74 reported having a mammogram in past 2 years 	<ul style="list-style-type: none"> • 100% of all populations served through community outreach will have age specific screening recommendations for all cancers and behavioral modification education (specifically on smoking cessation). • Encourage utilization of <u>Quitline</u> Iowa and assist in fax referrals for those seeking help with smoking cessation. • Offer Nicotine Replacement Therapy to the underserved. • Enhance and grow Cancer screening offered to the community in the areas of Head&Neck, colorectal and breast. • Develop and grow a lung cancer screening program. 	<p>Decrease the Age-Adjusted Death Rate in Cancer</p> <p>Increase the % of women ages 50-74 reporting having a mammogram in past 2 years</p>
Mental Health Substance Abuse	<ul style="list-style-type: none"> • 17.1% of Pott. County residents report having Fair/Poor mental health • 49.2% of the key informants perceive substance abuse as a major problem in our community. 	<ul style="list-style-type: none"> • Provide access to behavioral health care for the community through the MJEH Inpatient Psych Department. • Utilize Community Outreach Coordinators whose goal is to provide mental health resources as well as education on how to notice signs & symptoms of depression. • Enhance the coordinated community effort through <u>CCSWIA</u> and <u>Mental Health & Substance Abuse Network</u> to connect individuals with Integrated Health Homes/Assertive Community Treatment • Collaborate with other members of the <u>Mental Health & Substance Abuse Network</u> to improve access to the right level of care, decrease utilization of high-acuity resources, increase utilization of community-based resources and encourage best practices for mental health and substance abuse. Identify gaps in the service continuum and work cooperatively with member agencies to develop programs and services to fill those gaps. 	<p>Decrease the % of Pott. County Residents Reporting "Fair/Poor" Mental Health</p> <p>Decrease the % of Key Informants Perceiving that Substance Abuse is a Major Problem in our community</p>

Identified as Priority II:

Identified Need:	Description:	Goals and Response to Needs:	Method of Evaluation:
Nutrition, Physical Activity and Weight	<ul style="list-style-type: none"> 38.7% of the Pott. County residents report being Overweight (BMI 25+) 	<ul style="list-style-type: none"> 100% of all population served through community outreach will have information on Diet and Nutrition, Exercise and Weight management. 100 % of appropriate participants screened for BMI (body mass index) will be given education and resources for intervention and/or control of obesity. Provide & encourage all new mothers on how to properly breastfeed and provide lactation services for these patients. "From Birth" – Develop and distribute a Resource Guide for parents identifying sources of information on proper ways to feed their child and healthy eating habits. Include consumer health content and education on Parent Savvy focused on nutrition, physical activity, and weight status of children and women through all life stages. 	Decrease the reported % of Overweight Pott. County Residents
Diabetes	<ul style="list-style-type: none"> Diabetes death rates in Pott. County are higher than the national average 	<ul style="list-style-type: none"> 100% of all population served through community outreach will have information on Diabetes. Participate in outreach events in Pottawattamie County. Improve affiliated Methodist Physicians Clinic (MPC) Comprehensive Diabetic Care Scores from 32% Improvement to over 40% Improvement. Increase access to care for diabetes patients through NCQA certified Patient Centered Medical Homes at all MPC sites. Participate in one large community event offering free blood sugars. 	Decrease the Diabetes Age-Adjusted Death Rate

Identified as Priority II (Continued):

Identified Need:	Description:	Goals and Response to Needs:	Method of Evaluation:
Heart Disease & Stroke	<ul style="list-style-type: none"> Heart Disease and Stroke continue to be the leading cause of death 	<ul style="list-style-type: none"> 100% of all populations served through community outreach will have screening for high blood pressure and information on risk factors for heart disease and stroke including at all health fairs attended. MJEH Cardiac & Vascular Services include a Cardiac Catheterization Lab, heart failure program, cardiac rehab and inpatient care. Participate in the <u>Statewide STEMI Task Force</u> to enhance systems of care and care delivery. Participate in <u>Mission: Lifeline</u> to improve funding awareness for EMS and Non-PCI hospitals, formalize STEMI Teams, share best practices and challenges, and provide education and public awareness to increase use of EMS in the care of heart attack victims. Collaborate with other providers through <u>Mission: Lifeline</u> to build a sustainable framework for the care of STEMI patients, ensuring high quality care in a timely manner no matter where the patient is located. 	Decrease the Diseases of the Heart Age-Adjusted Death Rate

Identified as Priority III:

Currently, due to lack of alignment with core competencies, funding, and Methodist 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:

Identified Need:	Description:	Goals and Response to Needs:	Method of Evaluation:
Injury and Violence	<ul style="list-style-type: none"> 55.5% of the Key Informants perceive that Injury & Violence is a Major Problem in our community. 	<ul style="list-style-type: none"> Collaborate with community organizations currently addressing this need (<u>Council Bluffs Police Department</u> & the <u>City of Council Bluffs</u>). Work with the <u>SANE SART</u> program for victims of sexual assault in the MJE Emergency Department. MJE Nurses educate other Southwest Iowa hospitals on the <u>SANE SART</u> program. Implement programs of the <u>Shaken Baby Syndrome Task Force</u>. Provide peer-reviewed educational materials to <u>WIC</u>, <u>Lutheran Family Social Services</u>, and to high school Parenting and Child Development classes (over 1,500 students, increases yearly). 100% of class participants will be educated on ways to prevent SBS. 	Decrease the % of Key Informants Perceiving that Injury & Violence is a Major Problem in our community.
Sexually Transmitted Diseases	<ul style="list-style-type: none"> Sexually Transmitted Diseases (Gonorrhea and Chlamydia) are notably higher than the national incidence rate. 	<ul style="list-style-type: none"> 100 % of appropriate participants screened (collaboration with <u>County Health Department</u> and other health partners) will be given education and resources for intervention of Sexually Transmitted Diseases. Promote healthy sexual behaviors, strengthen community capacity, and increase access to quality services to prevent sexually transmitted diseases (STDs) and their complications. Offer and improve the <u>SANE/SART</u> Survivor Program 	Decrease in Gonorrhea Incidence Decrease in Chlamydia Incidence

Identified as Priority III (Continued):

Identified Need:	Description:	Goals and Response to Needs:	Method of Evaluation:
Dementia, Including Alzheimer's	50.4% of the Key Informants perceive that Dementia/ Alzheimer's Disease is a problem in our community.	<ul style="list-style-type: none"> Continue collaboration with community organizations currently addressing this need (<u>Alzheimer's Association</u>, <u>Connections Area Agency on Aging</u>, and <u>memory care providers</u> in the community). 	Decrease the % of Key Informants Perceiving that Dementia/ Alzheimer's Disease is a Major Problem in our community.
Respiratory Diseases	Respiratory Disease Deaths are higher than the national average.	<ul style="list-style-type: none"> Through the Council Bluffs Pulmonology Physician offices, collaborate with community organizations currently addressing this need (<u>American Lung Association</u>). Continue to promote Pulmonary Rehab availability. 	<p>Decrease the CLRD Age-Adjusted Death Rate</p> <p>Decrease the Pneumonia/ Influenza Age-Adjusted Death Rate</p>

VI. Community Partners

Listed below are many of the community partners used to help with achieving our goals:

100 Black Men of Omaha Inc.	Douglas County Department of Health	Iowa West Foundation	Nebraska Board of Pharmacy	Outlook, Nebraska, Inc
A Time to Heal	Douglas County Deputy Sheriffs Foundation	Iowa Western Community College	Nebraska Cancer Coalition	Partnership 4 Kids
AllCare Health Center	Douglas County Extension Office	Joy of Life Ministries	Nebraska Children's Home	Partnership in CareGiving
Alzheimer's Association Midlands	Douglas County Diabetes Awareness Coalition	Justice For Our Neighbors - Nebraska	Nebraska Department of Health and Human Service	Planned Parenthood
American Cancer Society	Eastern Nebraska Office On Aging	Juvenile Diabetes Research Foundation	Nebraska Health Information Initiative	Pottawattamie County Growth Alliance
American College of Physicians	Eastern Nebraska Community Action Partnership	Komen Iowa Race for the Cure	Nebraska Histology Society	Pottawattamie County Board of Health
American Diabetes Association	Empowerment Network	Komen Nebraska Race for the Cure	Nebraska Hospital Association	Pottawattamie County Mental Health and Substance Abuse Network Inc
American Heart Association	Engaging Omaha	Lance Armstrong Foundation	Nebraska Human Society	Project Harmony
American Hospital Association	Every Woman Matters	Latino Center of the Midlands	Nebraska Medicaid Drug Utilization	Public Health Association of Nebraska
Angels Home Care	Faith Community Nursing (Parish Nursing) Family, Inc.	Leadership Omaha	Nebraska Medical Education Fund	Rebuilding Together
Association for Community Health Improvement	Food Bank for the Heartland	Learning Community of Douglas and Sarpy County	Nebraska Nurses Association	Rotary Club of Omaha
Arboretum on Farnam Drive	Fontenelle Forest	Legal Aid of Iowa	Nebraska Oncology Society	Sacred Heart Ministries
Black Family Health & Wellness	Foundation Professionals of Iowa	Legal Aid of Nebraska	Nebraska Psychiatric Society	Sarpy County Chamber of Commerce
Blue Cross and Blue Shield of Nebraska	Girls Inc.	Leukemia & Lymphoma Society	Nebraska Regional Action Coalition	ServeNebraska
Boystown Research Center	Goodwill Industries of Greater Nebraska	Literacy Center	Nebraska Society of Hospital Engineers	Siena/Francis House
Boys and Girls Club of the Midlands	Great Plains Black History Museum	LiveWell Council Bluffs	Nebraska Urban Indian Health Coalition	South Omaha Community Care Council
Brush Up Nebraska	Great Plains Colon Cancer Task Force	LiveWell Omaha	Nebraska Veterans Hospice Partnership	Special Olympics Nebraska
Building Healthy Futures	Greater Omaha Chamber	Lutheran Family Services	New Cassel Retirement Center	Stephen Center
Care Consultants for the Aging	Habitat for Humanity of Omaha	Malcolm X Memorial Foundation	No More Empty Pots lands	Super Saver Pharmacy
Carolyn Scott Rainbow House	Healing Gift Clinic	Make a Wish Foundation	Non Profit Association of the Mid	The Micah House
Catholic Hospital Association	Health Literacy Nebraska	March of Dimes	North Omaha Area Health (NOAH)	The Salvation Army
Charles Drew Health Center	Heart Ministry Center Inc	Medical Reserve Corp	North Omaha Community Care Council	Thoracic Aortic Disease Coalition
Chicano Awareness Center	Heartland Family Services	Mental Health and Substance Abuse Network	NorthStar Foundation	Toys for Tots – Omaha/Council Bluffs
Child Saving Institute	Heartland Hope Mission	Methodist Community Health Clinic	Omaha By Design	United Health Care
CHI Health	HELP Adult Services	Methodist Physicians Clinic	Omaha Children's Museum	United Way of the Midlands
Christian Businessmen's Connection	Henry Doorly Zoo	Metro Community College	Omaha Community Foundation	University of Nebraska Health Disparities Programs
Cinco De Mayo Omaha	Home Nursing With Heart	Metro Omaha Medical Society	Omaha Community Playhouse	University of Nebraska Medical Center
Civil Service Commission of Council Bluffs	Hope Medical Outreach Coalition	Metro Omaha Tobacco Action Coalition	Omaha Healthy Kids Alliance	University of Nebraska Omaha Campus
Colorectal Cancer Task Force	Hospice House	Metropolitan Omaha Medical Society	Omaha Housing Authority	Upward Bound
Community Health Charities	HyVee Stores	Mexican Consulate's Health Window	Omaha Humane Society	Visiting Nurses Association
Completely Kids	Institute for Career Advancement Needs, Inc.	Millard Public Schools Foundation	Omaha Council for the Blind	Volunteers Assisting Seniors
Connections Agency of Aging	Immunization Task force	Mission for All Nations	Omaha Metro Medical Response System	Walgreen's Pharmacy
Council Bluffs Chamber of Commerce	Impact One Community Connection	Mohm's Place	Omaha Metropolitan Medical Response System	WasteCap Nebraska
Council Bluffs Fired Department/EMS	Intercultural Senior Center	Minority Outreach Resource Education	Omaha Police Department	Wear Yellow Nebraska
Council Bluffs Historic Preservation Alliance	Iowa CareGivers Association	Mujere's Activas	Omaha Public Schools	WELCOM of the Midlands
Council Bluffs Public Health	Iowa Chamber Alliance	My Sister's Keeper	Omaha Safety Council	Wings of Hope
Council Bluffs Public School System	Iowa Chamber of Health and Human Services	National Ovarian Cancer Coalition	Omaha Sister Cities Association	Women's Center For Advancement
Council Bluffs Senior Center	Iowa Directors of Volunteer Services	National Alliance for Mental Illness	Omaha Sports Commission Board	Women's Fund of Greater Omaha
Coventry Health Care	Iowa Hospital Association	National Safety Council, Greater Omaha Chapter	Omaha Symphony Orchestra	World Refugee Day
Creighton University	Iowa Nursing Association	Native American Outreach-Rosebud	One World Community Health Center	VHA
Crisis Intervention Team of the Heartland		Native Omaha Days	Open Door Mission	Youth Emergency Services
Diabetes Education Center of the Midlands		Nebraska AIDS Project	Our Families' Health	YMCA
Domestic Violence Coalition				

VII. Contact Information

Please submit your questions to:

<http://www.methodistcommunitybenefit.com/contact/>

or call 402 354-6295 for further information.



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