

Implementation Plan for Needs Identified in Community Health Needs Assessment for *Zeeland Community Hospital d/b/a Spectrum Health Zeeland Community Hospital*

FY 2013-2015

Covered Facilities: Zeeland Community Hospital d/b/a Spectrum Health Zeeland Community Hospital

Community Health Needs Assessment: A Community Health Needs Assessment (“CHNA”) was performed in Fall 2011 in collaboration with Ottawa County Community Mental Health, the Ottawa County Health Department, Greater Ottawa County United Way, North Ottawa Community Health System, Holland Hospital and Spectrum Health Zeeland Community Hospital to determine the most pressing health needs of the community served by Zeeland Community Hospital (“Hospital”).

Implementation Plan Goals: the Board of Directors of the Hospital has determined that the following health needs identified in the CHNA should be addressed through the implementation strategy noted for each such need:

1. Access to Healthcare –

Specific Needs Identified in CHNA

- The lack of primary care providers for both adults and children has the greatest impact on the underserved. (*Ottawa County Community-Wide Health Needs Assessment 2011, pg. 58*)
- Specific sub-populations experience barriers to health care programs and services. The subpopulations considered underserved are low income, uninsured, underinsured and Hispanic. (*Ottawa County Community-Wide Health Needs Assessment 2011, pgs.102, 108 & 147*)
- Key Objectives:
 - Increase the proportion of persons with a usual primary care provider. (Healthy People 2020)

- Reduce the proportion of individuals who are unable to obtain or delay in obtaining necessary medical care or prescription medicines. (Healthy People 2020)
- Implementation Strategies:
 - Expand the supply of physicians and increase their capacity to provide care through:
 - Hospitalist services will be expanded in hours of coverage which will encourage more physicians to delegate the care of their hospitalized patients and give them more office time to see more patients. (FY12-13)
 - Physician recruitment will fill vacancies and add practitioners, as recruiters are able. (FY12-15)
 - Expand health screenings at flu clinics.
 - In cooperation with Spectrum Health Visiting Nurse Association, increase the number of clinics and the services offered. (FY12-15)
 - Promote the use of 211 and Whole Family Connection—services that refer individuals to appropriate service providers. (FY12-15)
 - Support City on a Hill Health Clinic
 - Continue or expand free voucher program for minor radiology and lab tests and EKG’s. (FY12-15)
 - Continue support of the Woman’s Health Initiative program with mammograms and ultrasound tests at a loss. (FY12-15)
 - Explore development of a health clinic at the Early Childhood Center in cooperation with Zeeland Public Schools and research best practices. If feasible, develop a program plan to offer needed health services and screenings. (FY12-13)

2. Health Literacy, Awareness and Education –

Specific Needs Identified in CHNA

- Lack of sufficient opportunities to focus on wellness and prevention in the community and educational opportunities to encourage knowledge of healthy lifestyle activities, self-care, and existing support services in the community. (*Ottawa County Community-Wide Health Needs Assessment 2011, pg.156*)
- Key Objectives:

- Increase the proportion of elementary, middle, and senior high schools that have health education goals or objectives that address the knowledge and skills articulated in the National Health Education Standards. (Healthy People 2020)
- Increase the number of community-based organizations providing population-based primary prevention services in the area of chronic disease. (Healthy People 2020)
- Implementation Strategies:
 - Implement Fuel Up to Play 60 in partnership with the United Dairy Industry of Michigan & the Detroit Lions at Lincoln Elementary. Led by student ambassadors, FUTP60 encourages kids to fuel up with healthy choices and move more! (FY 12-14)
 - Expand Learn for Life! Programs
 - Work with Coordinated School Health Program Team to provide community resources to Lincoln Elementary based on the eight coordinated school health modules. (FY12-15)
 - Continue to provide LFL! schools our school nurse consultant program and LFL! education program initiatives. (FY12-15)
 - Develop a Community Health Education Scholarship Program for classes—including diabetes education and clinic follow-up visits. (FY12-13)
 - Increase participation in key community events and bring relevant health education messages by attending more community events and bringing more comprehensive services to each function. (FY12-15)
 - Establish a review process to determine whether and which hospital-wide education pieces need to be translated into other languages and set goals for accomplishing translation. Conduct regular audits as established in the process. (FY13-14)

Other Needs Identified in the CHNA But Not Addressed in this Plan – Each of the health needs listed below is important and is being addressed by numerous programs and initiatives operated by the Hospital, other organizations within Spectrum Health and other community partners of the Hospital. However, the Hospital will not address the following health needs identified in the CHNA as part of this Implementation Plan due to limited resources and the need to allocate significant resources to the two priority health needs identified above.

Identified Issue/Need

Current Activities

Chronic Disease Care	<ul style="list-style-type: none"> • SHZCH Diabetes Center • Asthma Network of West Michigan-provides free home visits to identified children in need • Partner with Dr. Raj to develop Asthma Action Plans for kids • Coordinate Better Breather’s Club for adults with chronic obstructive pulmonary diseases such as asthma, chronic bronchitis and emphysema • Learn For Life! School Nurse Consultant assists with disease management and staff training in the schools • Business Wellness program-participates in wellness assessments and provides education on various chronic disease care
Mental Health Support	<ul style="list-style-type: none"> • Pine Rest Christian Mental Health Services • Community Mental Health (CMH) • Encompass (for SHZCH employees and families)
Obesity	<ul style="list-style-type: none"> • Healthy Weighs to Live! • Fit Kids 360 • LFL!/Fuel Up to Play 60 Program • SHZCH Bariatric Services • West Michigan Action for Healthy Kids Coalition • Nutrition Series and Fitness Classes • Coordinated School Health Program of Allegan/Ottawa County-provides obesity prevention resources
Developing a Coordinated Community Approach to health and health care	<ul style="list-style-type: none"> • Ottawa County Collaborative is acting as a steering committee for the process of identifying needs and collectively addressing them. • Ottawa Substance Abuse Prevention Coalition-county-wide collaboration • Lakeshore Safe Kids Coalition • Tobacco Free Partners
Sub-population Focus (Hispanic, low education/low income residents, teen and single mothers, men who don’t participate in preventative health care)	<ul style="list-style-type: none"> • Teen Pre-natal Education Collaborative • Health Literacy, Awareness & Education—translation of key patient education pieces & staff education about appropriate use • Health Team Ministry Program at Love, Inc. • Interpreter either in person or by phone for diagnostic testing and other medical services. • Great Start Collaborative of Ottawa County and Great Start Parent Coalition-targets low income, single mothers, & Hispanic populations • Community Based Instruction Group provides education for cognitively impaired students ages 19-26 • Ready for School Initiative of Holland/Zeeland • City on a Hill Health Clinic • Intercare

	<ul style="list-style-type: none">• Holland Free Health Clinic• Community Health Center
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