

Spectrum Health  
Pennock Hospital  
**Community Health Needs Assessment**

2021-2022 Implementation Strategy



**Spectrum  
Health**

# Introduction

## Mission

The mission of Spectrum Health is to improve health, inspire hope, and save lives. Spectrum Health is deeply committed to understanding the health needs of the communities we serve and collaborating to improve health for all residents, particularly those most in need. This implementation plan will:

- Describe our hospital's planned actions for developing and sustaining community health improvement programs that address the prioritized strategic issues from our 2020 Community Health Needs Assessment and the anticipated impact of these actions.
- Describe planned collaboration with other organizations in addressing these issues.

## Diversity, equity and inclusion

Spectrum Health has focused its diversity, equity and inclusion efforts in five areas: increasing the organization's cultural competency, supplier diversity, community engagement, equity of care and workforce diversity.

The anti-racism pledge commits to doing more, including:

- Conducting rigorous analyses of internal procedures, policies, practices and cultural norms of the organization.
- Increasing team member knowledge and skill.
- Ensuring strategic priorities and associated tactics are regularly and systematically evaluated for their impact on health equity among patients, members and their communities.
- Developing, implementing and rigorously evaluating data-informed strategies to ensure health equity among patients, members and the communities Spectrum Health serves.

In addition, Spectrum Health has signed on with the American Hospital Association's #123forEquity Pledge, which can be found here: <https://ifdhe.aha.org/123forequity>, and is embracing its role as an Anchor Institution, which is explained at this link: <https://healthcareanchor.network/>.



# Background and Objectives

## IRS Requirements

The Patient Protection and Affordable Care Act of 2010 set forth additional requirements that hospitals must meet in order to maintain their status as a 501(c) (3) Charitable Hospital Organization. One of the main requirements states that a hospital must conduct a Community Health Needs Assessment CHNA and must adopt an implementation strategy to meet the community health needs identified through the assessment. The law further states that the assessment must consider input from persons who represent the broad interests of the community, including those with special knowledge of, or expertise in, public health. In response to the PPACA requirements Spectrum Health Pennock Hospital produced a 2020 Community Health Needs Assessment and this document, the 2021-2022 Implementation Strategy.

## Significant Health Needs

The most significant health needs or issues in a community are often overarching areas that have several indicators that are also, individually, pressing or important issues. Research activity from the 2020 Community Health Needs Assessment concluded the following significant health needs:

- Health care access
- Mental health
- Substance use disorder
- Obesity

## Significant Health Needs not Addressed

The following health needs identified in the 2020 Community Health Needs Assessment are not addressed in this plan.

- Chronic Disease
- Negative Social Indicators
- Social Determinants of Health

Each of the needs listed above is important and is being addressed by numerous programs and initiatives operated by the hospital, other organizations within Spectrum Health, and local community partners. However, this implementation strategy will not focus on them due to limited resources and the need to allocate significant resources to the significant needs identified above.

## About this plan

### **SARS-Covid-19**

Spectrum Health will allocate appropriate resources to each of the indicated interventions (e.g., budget, personnel, in-kind support, etc.). The anticipated impact of the listed objectives and interventions is to provide direct or indirect services to address the indicated significant needs..

On January 9, 2020, the World Health Organization reported a pneumonia afflicting 54 individuals in Wuhan, China. The infections were traced to a new coronavirus, SARS-CoV-2, which quickly swept the globe in a deadly pandemic. A state of emergency was declared in Michigan on March 10th and by March 23rd all residents were ordered to stay home, and all non-essential businesses closed. At the time this report was developed, Michigan had almost 95,000 cases and 6,506 deaths. The pandemic caused by the SARS-Cov-2 virus has resulted in widespread disruption of daily life, particularly for the most vulnerable individuals and families in communities across West Michigan. Many people are out of work or working from home. Schools are providing either onsite learning, virtual learning, or a combination of the two. Countless individuals struggle to secure essentials such as food, housing, and prescription medications. While it is unwise to calculate the full impact of the pandemic at this time, it is safe to assume that the effects will be felt for years to come.

# Implementation Strategy 2021-2022

## Significant Health Need: Health Care Access

### Health Care Access

We have unmet needs for health care access within our communities. We will address this unmet need using health screenings for adults 18 years and older attending the fresh food initiative. This includes blood pressure, cholesterol, and pre-diabetes screening.

Population served	Action	Measurable impact
Adults 18 years and older attending the Fresh Food Initiative	By December 31, 2022 Spectrum Health Pennock Hospital will provide health screening (i.e., blood pressure, cholesterol, and pre-diabetes screening) to at least 100 attendees of the Fresh Foods Initiative. Partners include United Way, Cherry Health, Barry Eaton District Health Department.	Provide health screenings to at least 100 attendees of the Fresh Foods Initiative by December 31, 2022.

### Health Care Access

We have unmet needs for health care access within our communities. We will address this unmet need using Community ParaMedicine for Uninsured adults 18 years and older with chronic disease conditions who access care via ambulance to the Emergency Department for chronic disease management.

Population served	Action	Measurable impact
Uninsured adults 18 years and older with chronic disease conditions who access care via ambulance to the Emergency Department for chronic disease management	By December 31, 2022, Spectrum Health Pennock Hospital will partner with Thornapple Township Emergency Services Community Paramedicine Program in the provision of clinical experiences for 3 Emergency Medical Service workers. Resource/ External Partnerships: State of Michigan Thornapple Township Medical Control Authority.	Partner with Thornapple Township Emergency Services Community Paramedicine Program in the provision of clinical experience for 3 Emergency Medical Service workers by December 31, 2022.

### Health Care Access

We have unmet needs for health care access within our communities. We will address this unmet need using virtual technology for employers, school administrators, adults and youth in the Spectrum Health Pennock market area.

Population served	Action	Measurable impact
Residents of Barry County	By December 31, 2022, Spectrum Health will increase community ability to access information and services via virtual technology. This will be accomplished by successfully advocating for public policy and resource allocation to provide individuals and families living in the Spectrum Health Pennock service area with reliable, affordable access to information and services delivered via virtual technology. Partners include local decision-makers, and regional decision-makers.	Involvement in advocacy efforts at the regional hospital level by December 31, 2022.

# Significant Health Need: Health Care Access

## Health Care Access

We have unmet needs for health care access in the community. We will address this need by reducing the number of residents infected with COVID-19. This will be done by providing the general public, school administration and employers with accurate and timely information on COVID-19 and best practices for reducing its spread.

Population served	Action	Measurable impact
Employers, school administrators, adults and youth in the Spectrum Health Pennock market area	By December 31, 2022 Spectrum Health will reduce the number of residents in the community infected with COVID-19 by providing employers, school administrators, and general community with accurate and timely information on preventing the spread of COVID-19.	Spectrum Health releases timely and accurate information about COVID-19 and its prevention, targeted to a variety of sectors and population by December 31, 2022.
	By December 31, 2022, Spectrum Health will contribute to reducing COVID-19 infections within the community by providing community-based screening and appropriate testing.	Spectrum Health provides opportunities for COVID-19 testing that is convenient and meets the needs of the community by December 31, 2022.

# Implementation Strategy 2021-2022

## Significant Health Need: Mental Health

### Mental Health

We have unmet needs for mental health within our communities. We will address this unmet need using the Patient Health Questionnaire-4 (PHQ-4) Depression and Anxiety Screening protocol for all Spectrum Health Pennock patients ages 14 years and older.

Population served	Action	Measurable impact
All Spectrum Health Pennock patients ages 14 years and older	By December 31, 2022, Spectrum Health Medical Group & Spectrum Health Pennock Hospital Primary Care will increase the administration of the Patient Health Questionnaire-4 depression protocol and anxiety test to patients by 10% over 2020 baseline of 86.2%.	Increase the administration of the Patient Health Questionnaire-4 (PHQ-4) Depression and Anxiety Screening protocol by 10% by December 31, 2022.

### Mental Health

We have unmet needs for mental health within our communities. We will address this unmet need using the Blue Envelop for Schools program for middle school students at the participating high school.

Population served	Action	Measurable impact
Middle school students at the participating high school	By December 31, 2022, Spectrum Health Healthier Communities School Nurse will train 25% school staff and 100% of school counselors on the Blue Envelope protocol in at least one middle school. Partners include Spectrum Health Pennock Foundation, Barry Community Resource Network's Suicide Prevention Taskforce, & Barry County Community Mental Health Authority. Resources include staff time for planning, training, ongoing support.	Spectrum Health Healthier Communities will train 25% of school staff on the Blue Envelope protocol in at least one middle school by December 31, 2022.  Spectrum Health Healthier Communities will train 100% of school counselors on the Blue Envelope protocol in at least one middle school by December 31, 2022.
	By December 31, 2022, middle school staff trained in Blue Envelope protocol will demonstrate increased confidence in ability to handle suicidal students as measured by pre and post training surveys. Partners include Spectrum Health Pennock Foundation, Barry Community Resource Network's Suicide Prevention Taskforce, & Barry County Community Mental Health Authority. Resources include staff time for planning, training, ongoing support.	Increased confidence in ability to handle suicidal students as measured by pre and post training surveys by December 31, 2022.

## Significant Health Need: Mental Health

### Mental Health

We have unmet needs for mental health within our communities. We will address this unmet need using signs of suicide education for middle and high school age students in Barry county.

Population served	Action	Measurable impact
Middle and high school age students	By December 31, 2022, 700 middle school and 500 high school students between Thornapple-Kellogg, Hastings, Delton, and Lakewood school districts will participate in Signs of Suicide education provided by Spectrum Health Healthier Communities school nursing staff and Spectrum Health Pennock Hospital Community Health Educators. Partners include Thornapple-Kellogg School District, Hastings School District, Delton School District, Lakewood School District, Barry County Community Mental Health Authority, Barry Community Resource Network's Suicide Prevention Taskforce.	Provide Signs of Suicide education to 700 middle school students within Barry County by December 31, 2022.  Provide Signs of Suicide education to 500 high school students within Barry county by December 31, 2022.

### Mental Health

We have unmet needs for mental health within our communities. We will address this unmet need using a behavioral health resource guide for school administrators, staff and social workers; health care providers, and social service agency personnel. This aims to increase the knowledge of behavioral health resources among community stakeholders that work with youth and adults.

Population served	Action	Measurable impact
School administrators, staff and social workers; health care providers, and social service agency personnel	By January 1, 2022, Spectrum Health Pennock Hospital will create and distribute a web-based Barry County Behavioral Health Resource Guide to adults working with youth and adults. Partners include Barry County Community Mental Health Authority, area school systems.	Create a web-based Barry County Behavioral Health Resource guide by January 1, 2022.  Distribute a web-based Barry County Behavioral Health Resource guide to all Barry County Schools and all SHMG provider clinics by January 1, 2022.

### Mental Health

We have unmet needs for mental health within our communities. We will address this unmet need using virtual consultative services for adults age 18 years and older in Spectrum Health Pennock Hospital Service area in efforts to increase access to behavioral health services.

Population served	Action	Measurable impact
All residents within Barry County and those who may choose Spectrum Health Services	By December 31, 2021 expand psychiatry consultative services for adult patients within Spectrum Health Pennock through utilization of 24/7 inpatient consultative services.	By December 31, 2021 expand psychiatry consultative services for adult patients within Spectrum Health Pennock through utilization of 24/7 inpatient consultative services.

# Implementation Strategy 2021-2022

## Significant Health Need: Substance Use Disorder

### Substance Use Disorder

We have unmet needs for substance use disorder within our communities. We will address this unmet need using the Coordinated Approach to Child Health My Breath anti-vaping education for teens and young adults in Barry County

Population served	Action	Measurable impact
Teens and young adults in Barry County	By December 31, 2022, Spectrum Health Pennock Hospital's Community Health Educators will be trained to deliver Coordinated Approach to Child Health My Breath anti-vaping education. Partners include Barry County Substance Abuse.	Train 100% of Community Health Educators to deliver Coordinated Approach to Child Health My Breath anti-vaping education by December 31, 2022.

### Substance Use Disorder

We have unmet needs for substance use disorder within our communities. We will address this unmet need using medication and needle take back events for community members wanting to dispose of unused medications and used needles. This aims to remove unused medicine from the community.

Population served	Action	Measurable impact
Residents of Barry County	By December 31, 2022, Spectrum Health Pennock Hospital in collaboration with Barry County Community Mental Health Authority will conduct at least two Medication & Needle Takeback events annually.	Conduct at least two Medication & Needle Takeback events annually by December 31, 2022.

### Substance Use Disorder

We have unmet needs for substance use disorder within our communities. We will address this need by reducing the number of opioids prescribed by Spectrum Health providers. This will be done by implementing opioid prescribing guidelines for our providers.

Population served	Action	Measurable impact
Patients seen at Spectrum Health Pennock Hospital	By December 31, 2022 Spectrum Health Medical Group will implement opioid prescribing guidelines that are procedurally/ conditionally based.	Implementation of opioid prescribing guidelines by December 31, 2022.
	By December 31, 2022 Spectrum Health Medical Group will monitor provider scorecards related to prescribing guidelines for opioids on a monthly basis and report findings/recommendations to the appropriate leadership.	Continuously monitor opioid prescribing provider scorecards by December 31, 2022.

# Significant Health Need: Substance Use Disorder

## Substance Use Disorder

We have unmet needs for substance use disorder within our communities. We will address this unmet need by increasing prescriptions for opioid alternatives for community residents by establishing a go team.

Population served	Action	Measurable impact
Residents of Barry County	By December 31, 2022, the "Go team" will be activated and provide coaching and mentoring to requested Spectrum Health locations 90% of the time.	The "Go team" will provide coaching and mentoring to requested Spectrum Health locations 90% of the time by December 31, 2022.

## Substance Use Disorder

We have unmet needs substance use disorder within our communities. We will address this need by reducing the number of Spectrum Health patients with substance use disorder who are not in treatment. This will be done by identifying patients, seen by our Obstetrics and Gynecology providers, who have substance use disorder and referring them to treatment.

Population served	Action	Measurable impact
Residents of Barry County	By December 31, 2022 Spectrum Health Medical Group Obstetrics and Gynecology will utilize substance use disorders screening to screen 100% of pregnant patients for substance use disorders and refer them to treatment.	<p>100% of Spectrum Health Medical Group Obstetrics and Gynecology pregnant patients screened for substance use disorder by December 31, 2022.</p> <p>100% of Spectrum Health Medical Group Obstetrics and Gynecology pregnancy patients with substance use disorder referred for treatment by December 31, 2022.</p>

# Implementation Strategy 2021-2022

## Significant Health Need: Obesity

### Obesity

We have unmet needs for obesity within our communities. We will address this unmet need using Blue Zone Activate for all Barry county residents.

Population served	Action	Measurable impact
All Barry County residents	By August 2021, Spectrum Health Pennock Hospital will support Built Environment and Food Policy work carried out by Blue Zones in Barry County.	Support Built Environment and Food Policy work carried out by Blue Zones by August 31, 2021.
	By October 31, 2021, Spectrum Health Pennock Hospital will participate with Blue Zone Activate to develop a built environment project work plan.	In collaboration with Blue Zone Activate, develop a built environment project work plan by October 31, 2021.
	By December 31, 2022, Spectrum Health Pennock Hospital will provide an additional \$141,000 to support implementation of the plan opportunities.	Disperse \$141,000 to support implementation of built environment project work plan by December 31, 2022.

### Obesity

We have unmet needs for obesity within our communities. We will address this unmet need using the YMCA veggie van for underserved population groups in Barry County. This aims to increase access to fresh vegetables.

Population served	Action	Measurable impact
Underserved Population	By December 31, 2022, Spectrum Health Pennock Hospital will partner with the YMCA veggie van and Barry County United Way to distribute fresh produce to 500 households.	Distribute fresh produce to 500 households in Barry county by December 31, 2022.

# Glossary

	Action
Behavioral Health Resource Guide	A comprehensive list of all services in the area that offer behavioral health supports.
Blue Envelope for Schools	Spectrum Health implemented a team S.A.F.E response protocol and trained more than 5,000 employees on how to respond at a moment's notice to a patient who may have thoughts of suicide. This protocol included quick patient safety responses and communicating with the code words "Blue Envelope".
Blue Zone activate	Community collaborative lead by Blue Zones, a nationally recognized leader in facilitating policy, system, and environmental changes in a community related to increasing physical activity and access to healthy food.
Coordinated Approach to Child Health My Breath	A youth e-cigarette, JUUL, and vape prevention program specific to grades 5-12. The evidence-based program was shown to substantially reduce students' likelihood of vaping in the year following program implementation. Students also showed a significant increase in knowledge of the dangers of vaping and an increase in positive perceptions about choosing a vape-free lifestyle.
Fresh Foods Initiative	A community collaborative initiated to provide community residents with fresh produce, dairy products, baked goods, and meat at easy to access community locations.
Go team	An at elbow support staff for offices offering medication assisted treatment for opioid use disorder.
Signs of Suicide education	School-based suicide prevention program for middle school (ages 11-13) and high school (ages 13-17) designed to increase student knowledge related to suicide, encourage help-seeking, and reduce stigma associated with mental health and suicide.
Opioid Prescribing Guidelines	Safe clinical prescribing guidelines for opioids.
Provider Scorecard	An internal dashboard that displays data around opioid prescribing at the department, office, and provider level.



**Spectrum  
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Spectrum Health complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex.  
[81 FR 31465, May 16, 2016; 81 FR 46613, July 18, 2016]

ATENCIÓN: Si usted habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1.844.359.1607 (TTY: 711).

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