

Spectrum Health  
Reed City 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 (CHNA) 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 (PPACA) 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 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 Reed City Hospital produced a 2020 CHNA 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

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. This plan is pursued collaboratively with Spectrum Health Big Rapids Hospital as they share resources and programming.

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

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.

# 2021-2022 Implementation Strategy

## 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 by assuring that women in the community are receiving appropriate and timely care. This will be done by increasing the number of high-risk women receiving adequate prenatal care and increasing the number of women enrolled in the maternal infant health program.

Population Served	Action	Measurable Impact
Pregnant women and infants up to 18 months of age	By December 31, 2022, Spectrum Health Reed City will increase referrals to the Maternal Infant Health Program by 25 to 100 per year. External partners include District Health Department #10 and Central Michigan District Health Department.	At least 100 referrals per year into the Maternal Infant Health Program by December 31, 2022.
	By December 31, 2022, as a result of referral from Spectrum Health Reed City providers, Maternal Infant Health Program enrollment rates will increase by 5% to 25% per year.	Increase the Maternal Infant Health Program enrollment rate to 25% annually 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 Reed City market area.

Population Served	Action	Measurable Impact
Employers, school administrators, adults and youth in the Spectrum Health Reed City market area	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 Reed City 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.

### 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 Reed City market area	By December 31, 2022 Spectrum Health will contribute to reducing the number of COVID-19 infections within the community 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, 2021.

# 2021-2022 Implementation Strategy

## 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 school-based behavioral health clinic for high school students attending Evert and Big Rapids Public Schools to increase accessibility to a behavioral health clinic.

Population Served	Action	Measurable Impact
High school students attending Evert and Big Rapids Public Schools	By December 31, 2022, Spectrum Health Reed City will serve a minimum of 16 Evert and 16 Big Rapids high schools' students per week via a virtual school-based behavioral health clinic. Partners include Spectrum Health Virtual Health, Spectrum Health Behavioral Health, Evert public Schools, and Big Rapids Public schools. Spectrum Health Reed City Foundation is providing funding in the amount of \$30,000.	Serve 16 Evert high schools' students per week by December 31, 2022
		Serve 16 Big Rapids high schools' students per week by December 31, 2022
	By December 31, 2022, 50% of Evert and Big Rapids high schools' students served by the virtual school-based behavioral health clinic will successfully have completed their therapy programs. Spectrum Health Virtual Health, Spectrum Health Behavioral Health, Evert public Schools, and Big Rapids Public schools. Spectrum Health Reed City Foundation is providing funding in the amount of \$30,000.	Individual completion of school-based behavioral health clinic therapy programs by 50% of Evert high schools' students by December 31, 2022
		Individual completion of school-based behavioral health clinic therapy programs by 50% of Big Rapids high schools' students by December 31, 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 Reed City Hospital Service area in efforts to increase access to behavioral health services.

Population Served	Action	Measurable Impact
Adults age 18 years and older in Spectrum Health Reed City Hospital service area	By December 31, 2022 expand psychiatry consultative services for adult patients within Spectrum Health Reed City through utilization of 24/7 inpatient consultative services.	By December 31, 2022 expand psychiatry consultative services for adult patients within Spectrum Health Reed City through utilization of 24/7 inpatient consultative services.



# 2021-2022 Implementation Strategy

## 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 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
Community members wanting to dispose of unused medications and used needles	By December 31, 2022, in collaboration with local law enforcement and Ten16 Recovery Network, Spectrum Health Reed City will participate in 12 local Medication and Needle Take Back events.	Participation in 12 local Medication and Needle Take Back events by December 31, 2022
	By December 31, 2022, in collaboration with local law enforcement and Ten16 Recovery Network, Spectrum Health Reed City Community Health will participate in the annual National Take Back Event.	Participation in 2 annual National Take Back events 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 the Project Assert for Spectrum Health Reed City patients misusing substances by increasing substance misuse screening and subsequent referrals.

Population Served	Action	Measurable Impact
Spectrum Health Reed City patients misusing substances	By December 31, 2022, Spectrum Health Reed City will expand Project Assert to the Spectrum Health OB/GYN provider resulting in 175 screenings for substance misuse over 2020 baseline. External partners include Ten16 Recovery Network.	Increase substance misuse screenings by a minimum of 175 by December 31, 2022.
	By December 31, 2022, Project Assert staff at Spectrum Health Reed City will increase referrals made for substance misuse treatment from 568 to 650 annually. External partners include Ten16 Recovery Network.	Increase referrals made for substance misuse treatment to 650 annually 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 using a Tobacco/Nicotine Cessation program for pregnant women and community members using tobacco products by offering programmatic support.

Population Served	Action	Measurable Impact
Pregnant women using tobacco products	By December 31, 2022, as a result of referral by a Spectrum Health Reed City provider, 20 women will enroll in the Smoking Cessation and Reduction in Pregnancy Treatment (SCRIPT) program.	Referrals by Spectrum Health Reed City providers resulting in 20 pregnant women enrolling in the SCRIPT program by December 31, 2022.
	By December 31, 2022, 5 women participating in the SCRIPT program will report a reduction in use of tobacco and/or nicotine products during their pregnancy.	Reduction of reported tobacco and/or nicotine products among 5 pregnant women participating in the SCRIPT program by December 31, 2022.
Community members using tobacco products	By December 31, 2022, as a result of referral from Spectrum Health Reed City providers, 20 individuals will enroll in a tobacco/nicotine cessation program and 5 individuals will report being tobacco and/or nicotine free at the end of the program.	Referrals by Spectrum Health Reed City providers resulting in 20 individuals enrolling in a tobacco nicotine cessation program by December 31, 2022.
		Reduction of reported tobacco and/or nicotine products among 5 individuals participating in the tobacco/nicotine cessation program by December 31, 2022.
Students and school staff	By December 31, 2022, Spectrum Health Reed City will provide technical assistance to a minimum of two schools to implement at least one anti-vaping policy.	Technical assistance provided by Spectrum Health Reed City to at least two schools to implement at least one anti-vaping policy 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
Residents in the community	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.
Community members utilizing Spectrum Health services	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 in the community	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 in the community	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.	100% of Spectrum Health Medical Group Obstetrics and Gynecology pregnant patients screened for substance use disorder by December 31, 2022.  100% of Spectrum Health Medical Group Obstetrics and Gynecology pregnancy patients with substance use disorder referred for treatment by December 31, 2022.



# 2021-2022 Implementation Strategy

## Significant Health Need: Obesity

### Obesity

We have unmet needs for obesity within our communities. We will address this unmet need using a weight management program for overweight adult community members. This will function to increase participants in the Weight Management Program and the proportion of those meeting their lifestyle goals.

Population Served	Action	Measurable Impact
Mecosta and Lake County Live well for Your Heart participants and overweight adult community members	By December 31, 2022, Spectrum Health Reed City Community Health will add 50 new participants in a Weight Management Program.	50 new participants in the Spectrum Health Reed City Community Health weight management program by December 31, 2022
	By December 31, 2022, 50% of participants in the Weight Management Program will report achieving their predetermined weight or healthy lifestyle goals.	50% of participants in the weight management program reporting their goal was achieved (e.g. weight, lifestyle goals) by December 31, 2022.

### Obesity

We have unmet needs for obesity within our communities. We will address this unmet need using the Coordinated Approach to Child Health (CATCH) for students in grade K-5th in Big Rapids and Reed City public schools. This aims to develop positive behavior related to nutrition and physical activity.

Population Served	Action	Measurable Impact
Students in grade K-5th in public schools in Big Rapids and Reed City	By December 31, 2022, Spectrum Health Reed City Community Health will implement the CATCH program in two area public schools. Funding is available to support a health educator, material, and supplies.	Implement the CATCH program in two area public schools by December 31, 2022.
	By December 31, 2022, 70% of teachers in schools participating in CATCH will report observing positive changes in student behavior related to nutrition and physical activity. Funding is available to support a health educator, material, and supplies.	Of schools participating in CATCH, 70% teacher reported positive change in student behavior related to nutrition and physical activity by December 31, 2022.
	By December 31, 2022, 90% of teachers in participating schools will report that by utilizing CATCH materials they feel that they are making a positive contribution to the overall culture of health within the school. Funding is available to support a health educator, material, and supplies.	Of schools participating in CATCH, 90% of teachers reporting perception of positive contribution to the overall culture of health within the school by December 31, 2022.

## Significant Health Need: Obesity

Population Served	Action	Measurable Impact
Students in grade K-5th in public schools in Big Rapids and Reed City	By December 31, 2022, 90% of teachers in participating schools will utilize a virtual CATCH option to further supplement health education for students in grades K-5th. Funding is available to support a health educator, material, and supplies.	Of schools participating in CATCH, 90% of teachers will utilize a virtual CATCH option by December 31, 2022.
	By December 31, 2022, each participating school will implement at least one policy or environmental support designed to improve student nutrition and/or increase physical activity during the school day. Funding is available to support a health educator, material, and supplies.	Of schools participating in CATCH, implementation of at least one policy or environmental support by December 31, 2022.

### Obesity

We have unmet needs for obesity within our communities. We will address this unmet need using the Prescription for Health program and nutrition education for community residents. This aims to increase access to fruits and vegetables, knowledge on healthy eating and physical activity.

Population Served	Action	Measurable Impact
Residents in the community	By December 31, 2022, Spectrum Health Reed City Community Health will provide nutrition education to 1,000 community members through District Health Department #10 grant and 500 community members will redeem Prescription for Health vouchers for fruits and vegetables.	Nutrition education to 1,000 community members by December 31, 2022.
		Prescription for Health vouchers utilized by 500 community members by December 31, 2022.
	By December 31, 2022, Spectrum Health Reed City will provide nutrition education and/or recipe sampling to 1400 community members in a farmer's market setting.	Nutrition education and/or recipe sampling to 1400 community members by December 31, 2022.
	By December 31, 2022, Spectrum Health Reed City Community Health will provide virtual nutrition education to 2,000 community members.	Virtual nutrition education provided to 2,000 community members by December 31, 2022.
	By December 31, 2022, Spectrum Health Reed City Community Health will provide 1,500 community members with access to fresh produce via the YMCA mobile Veggie Van.	Fresh produce provided to 1,500 community members via the YMCA mobile Veggie Van by December 31, 2022.
	By December 31, 2022, Spectrum Health Reed City Community Health will provide technical assistance to at least one municipality to implement a policy related to increasing opportunities for residents to be more physically active.	Implementation of one policy by one municipality that aims to increase opportunities for residents to be more physically active by December 31, 2022.



## Glossary

	Description
Go team	An at elbow support staff for offices offering medication assisted treatment for opioid use disorder.
Maternal Infant Health Program (MIHP)	The largest home-visiting program in Michigan. Services are a benefit of Medicaid for women who are pregnant, and for newborns until the age of 18 months. Services are intended to promote healthy pregnancies, positive birth outcomes, and infant growth and development. The goal of MIHP is to reduce infant mortality in vulnerable populations in Michigan.
National Take Back Event	The National Prescription Drug Take Back Day goals are to provide a safe, convenient, and responsible means of disposing of prescription drugs.
Opioid Prescribing Guidelines	Safe clinical prescribing guidelines for opioids.
Prescription for Health	Prescription for Health program connects patients to their local farmers markets through their medical clinics. Health care providers write “prescriptions” for their patients to eat more fruits and vegetables, and patients redeem their prescriptions at the farmers market.
Project Assert	Alcohol & Substance Abuse Services, Education, & Referral to Treatment (ASSERT) is an innovative program of the Yale-New Haven Hospital (YNHH) Emergency Department that helps patients access drug & alcohol treatment services. Project ASSERT places skilled Health Promotion Advocates (HPA's) in hospital Emergency Departments to screen, provide a brief intervention & directly refer patients to specialized care.
Smoking Cessation and Reduction in Pregnancy Treatment (SCRIPT) program	SCRIPT is an evidence-based program shown to be effective in helping thousands of pregnant women quit smoking. The program provides education and counseling support and is designed to be a component of a patient education program for prenatal care providers.
Spectrum Health Reed City Community Health	A title describing the collective work centering around planning, collaborating and initiatives designed to improve the health of the community.
Weight Management Program	A Registered Dietician lead program designed to educate individual change behavioral habits resulting a healthier weight.



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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).

إذا كنت تتحدث اللغة العربية، فيمكنك الحصول على المساعدة اللغوية المتاحة مجانًا. اتصل على الرقم 1.844.359.1607 (TTY: 771).