

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

FY 2013-2015

Covered Facilities: Reed City Hospital Corporation d/b/a Spectrum Health Reed City Hospital

Community Health Needs Assessment: A Community Health Needs Assessment (“CHNA”) was performed in Fall 2011 in collaboration with The Carl Frost Center for Social Science Research, Hope College to determine the most pressing health needs of the community served by Reed City Hospital Corporation (“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 Health Care –

Specific Needs Identified in CHNA (Health and Health Care Landscape of Osceola and Lake Counties, 2011, page 55)

- 37.6% of Lake County adults have had no routine checkup in the past year – *Michigan Behavioral Risk Factor Survey Prevalence Estimates, 2006-2010*
- 18.8% of Lake County adults have no primary care provider - *Michigan Behavioral Risk Factor Survey Prevalence Estimates, 2006-2010*
- 15.1% were denied health care access in the past year due to health care costs - *Michigan Behavioral Risk Factor Survey Prevalence Estimates, 2006-2010*

Key Objectives:

- Create awareness of Spectrum Health Reed City Hospital financial assistance policy
- Increase access to primary care providers

Implementation Strategies:

- Continued efforts in all public marketing materials to create awareness on the availability of free services to low income populations. (FY12-13)
- Expand financial counselor services beyond the emergency department (FY13)
- Establish scheduling/pre-registration group (FY13)
- Develop a plan to help refer low/no-insurance patients to Spectrum Health Medical Group specialists. (FY13)
- Expand hours of operation at the rural health clinics (FY12-13)
- Offer pediatric care at Spectrum Health Reed City Hospital specialty clinics (FY13)
- Develop a plan for Lake County health clinic with Baldwin area health agencies (FY13)

2. Health Literacy, Awareness and Education –

Specific Needs Identified in CHNA (Health and Health Care Landscape of Osceola and Lake Counties, 2011, page 42, 44)

- 79.2% of Lake County adults are overweight or obese - *Michigan Behavioral Risk Survey Factory Survey Prevalence Estimates, 2006-2010.*
- The most prevalent health condition among Lake County adults is diabetes, a rate that is double that of the state of Michigan – *Michigan Behavioral Risk Survey Factory Survey Prevalence Estimates, 2006-2010.*

Key Objectives:

- Offer diagnostic screenings
- Expand educational opportunities targeting general population, school aged children and attendees at community events

Implementation Strategies: (FY13)

- Offer diagnostic screenings for diabetes
- Increase the number of individuals receiving health information on lifestyle choices for the prevention or management of the chronic disease of diabetes by maximizing the Spectrum Health education platform and integrating throughout the community. Spectrum Health Reed City Hospital will continue, through its existing diabetes self management education classes, high diabetes risk/pre-diabetes education classes, dining with diabetes classes and one-on-one education sessions to meet the needs of the at-risk or newly diagnosed diabetes patients.

- Obesity will be addressed by evaluating community resources and coordinating with community partners to provide education and expand engagement with school programs that focus on physical activity and eating habits. Our focus will be on data collection and education for all segments of society about the roles that individuals can play to reduce and prevent obesity.

3. Cancer Awareness and Prevention -

Specific needs identified in CHNA (Health and Health Care Landscape of Osceola and Lake Counties, 2011, page 34, 35, 36)

- Cancer is the leading cause of death in Lake and Osceola Counties, however the rate for both counties are higher than the state or the nation – *Michigan Department of Community Health, Osceola and Lake Counties, and MI 2009; US Census Bureau, US2007*
- Cancer diagnosis rates are higher for Lake and Osceola County as compared to the state or the nation – *MDCH Cancer Incidence Files, Osceola/Lake Counties, MI; MDCH/County Health Rankings*

Key Objectives

- Offer diagnostic screenings for skin, colorectal, breast, cervical and prostate cancers
- Create public awareness that promotes prevention and wellness
- Expand educational opportunities targeting general population

Implementation Strategies: (FY14)

- Increase offerings of diagnostic screenings via the Osceola/Lake/Mecosta Counties Collaborative Committee (FY14)
- Establish education and smoking cessation programs targeted at adults and school age children on the dangers of smoking (FY14)

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 on the three priority health needs identified above.

The following issues were identified in the Health and Health Care Landscape of Osceola and Lake Counties, 2011, but determined to be not as high of a priority. These issues can be best addressed through government councils or departments. The local health care organization does not have the resources to address these issues effectively:

- High unemployment rates for both counties
- High poverty, especially for Lake County and especially for children and single female households in both counties
- Higher proportions of residents with less than a high school degree
- Adult and infant mortality rates much higher than the state's or the nation's
- Child abuse/neglect rates very high for Lake County
- High rate of repeat teen births in Lake County
- Inadequate fruit/vegetable consumption among youth (despite being better than the state or the nation)
- High rate of alcohol abuse
- Lack of use of dental services especially among underserved
- There are a lack of programs for mental health treatment whether for mild, moderate, severe or persistent conditions

The remaining issues will be addressed by the following:

- Rates for death from heart disease or cancer higher than the state or the nation:

Cancer: Spectrum Health Reed City Hospital currently provides medical oncology services and radiation therapy services. Additionally, the construction of an \$8.9 million integrated regional cancer treatment facility will break ground in the fall of 2012. Our existing cancer services and the new integrated cancer center will address diagnosis and treatment of cancer related illness, we do not currently offer prevention and education programs.

Heart Disease: Spectrum Health Reed City Hospital continues to promote heart health through its partnership with Frederick Meijer Heart and Vascular Institute and the Fred and Lena Meijer Heart Center. Services and availability of board certified cardiologists is currently available at SHRCH and expanded services of these specialists are planned for FY2013.

- Transportation a barrier to health care: Lake County does not have a hospital located inside the county. Spectrum Health Reed City Hospital is in the process of developing a plan for a Lake County health clinic with Baldwin-area health agencies. Placing additional health care related agencies such as primary care providers, lab draw stations and diagnostic imaging sites may help to alleviate current transportation issues. (FY13)