

# Community Health Implementation Plan 2021-2023



# Executive Summary:

Mile Bluff Medical Center is pleased to present the Community Health Needs Assessment (CHNA) and Community Health Implementation Plan (CHIP) for 2021. This plan outlines the health needs and priorities identified within Juneau County, Wisconsin, through a comprehensive assessment process. The assessment, while insightful, indicates that the results, based on a low sample size representing only 4.5% of the adult population in Juneau County, Wisconsin, cannot be considered statistically representative of the entire population.

This assessment involved rigorous data collection and analysis to pinpoint key health concerns among Juneau County residents. By engaging with a wide array of stakeholders, including community members, healthcare professionals, and local organizations, critical areas for improvement were identified. These include access to healthcare services, mental health support, chronic disease management, substance abuse prevention, and health education initiatives. The Community Health Implementation Plan (CHIP) developed as a result of this assessment aims to address these priorities through targeted interventions and collaborative efforts with community partners. The goal is to enhance the overall health and well-being of Juneau County residents by implementing evidence-based strategies that are responsive to the specific needs identified through this assessment process.



Mile Bluff Medical Center is committed to leveraging the insights gained from this assessment to drive meaningful change in Juneau County. Based on the comprehensive data collection and analysis, the organization will prioritize initiatives aimed at addressing the county's needs. By collaborating closely with local stakeholders and community partners, Mile Bluff aims to implement evidence-based strategies that effectively tackle these identified priorities. Through these efforts, the goal is to promote the health and well-being of all Juneau County residents and foster a healthier community for years to come.

# MBMC Community Health Improvement Plan (CHIP)

Mile Bluff Medical Center has determined the following priorities to address throughout 2021-2023:

- 1. Affordable Housing: While affordable housing is a critical issue, we believe our community partners are better positioned to make a significant impact. However, we will:**
  - a. Collaborate with local government and non-profits to advocate for affordable housing initiatives.
  - b. Provide health-related support services to residents of new affordable housing developments.
  - c. Focus on other areas where our efforts can have a more direct and immediate benefit to the community.
  
- 2. Good Jobs and Strong Economy: We recognize the importance of economic stability for health and wellness. To support this, Mile Bluff will:**
  - a. Attend Career Fairs: Engage with potential candidates and promote career opportunities within Mile Bluff.
  - b. Implement Job Security Measures: Provide ongoing support to our staff during challenging times and adapt strategies to ensure our workforce remains strong.
  - c. Offer Sign-on and Referral Bonuses: Provide competitive bonuses to attract and retain skilled professionals, highlighted in recruitment campaigns to reach a broader audience.
  - d. Examine Service Line Growth: Analyze the growth or addition of service lines to identify job creation and payroll impact, understanding how new care providers contribute to the community's economy.
  - e. Engage in a strategic collaboration with Western Technical College (WTC) to train and recruit students, ensuring a highly skilled workforce capable of meeting healthcare demands.
  
- 3. Accessible Transportation: Reliable transportation is critical for accessing healthcare and other essential services. To enhance transportation options, Mile Bluff will:**
  - a. Continue to offer transportation services through our Terrace Heights Shuttle and Specialized Medical Van. The Specialized Medical Van is available for individuals who cannot safely ride in conventional vehicles, including those who are wheelchair-bound, have dementia, or are blind.

# MBMC Community Health Improvement Plan (CHIP)

## **4. Access to Affordable Healthy Foods: Nutrition is a key component of health. To improve access, we are:**

- a. Contributing financial donations and food supplies to local food pantries through organized food and donation drives on designated "Casual for a Cause" employee days.
- b. Supporting local farmers by purchasing livestock and produce to bolster the agricultural community and provide fresh food for both the public and our employees.
- c. Serving as a Community Supported Agriculture (CSA) pick-up site to ensure widespread access to fresh, nutritious produce. We are actively promoting this service and exploring avenues for its expansion within our community.

## **5. Access to Affordable Mental Health Services: Mental health is as important as physical health. To improve access, Mile Bluff will:**

- a. Improve the visibility of our Employee Assistance Program (EAP) and its comprehensive services available to employees and their families through workshops, seminars, and informative materials.
- b. Expand Alcohol and Other Drug Abuse (AODA) Support: Increase the number of suboxone providers trained and initiate suboxone treatments in the Emergency Room. Additionally, expand training for providers to assist patients dealing with alcohol use issues.
- c. Partner closely with Pine Valley Integrated, a licensed outpatient clinic and accredited mental health provider in Wisconsin, to enrich our behavioral health services. This collaboration aims to integrate Pine Valley's expertise in outpatient care, mental health services, and clinical supervision for social work and counseling students, delivering comprehensive support to our community.
- d. Continue exploring avenues and pursuing previously utilized grants that have supported essential mental health initiatives within our school systems.
- e. Continue to utilize Integrated Telemedicine Program (ITP) services within our Telemedicine Practitioners program, offered through our clinics and Emergency Department.

By addressing these areas, Mile Bluff Medical Center is committed to improving the health and well-being of our community. We will continue to work collaboratively with local partners and stakeholders to achieve these goals and ensure the highest standard of care for our patients.

# MBMC Community Health Improvement Plan (CHIP)

## 2021 Community Health Needs Assessment

### **Prioritizing Health Needs:**

- a. Before reviewing the data, specific criteria were established to identify priority health areas. During the data review, attention was focused on health issues that met any of the following criteria:
  - Affect a large number of people or cause disparities, placing a greater burden on certain population groups.
  - Show poor rankings compared to other regions or health targets.
  - Exhibit worsening trends.
  - Align with national and state health priorities or fail to meet national targets.
  - Are of significant concern to community residents and leaders.