



## MILE BLUFF MEDICAL CENTER, INC

### **2013 Community Health Implementation Plan: Objectives, Rationale & Implementation Activities**

Targeting: Juneau County, Wisconsin

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## Overview

A Community Health Needs Assessment was conducted for Mile Bluff Medical Center's (MBMC) service area. The assessment included a comprehensive overview of the most current health data available as well as a comparison of health trends locally with national trends and input from several community representatives with special knowledge and those from key areas. These key partners were asked by MBMC and the Juneau County Health Department to select the health priorities for 2013-2015. It was agreed that the three prioritized health needs identified by the 2009 Juneau County Community Health Needs Assessment and Health Improvement Plan should remain so.

They are:

- Parenting
- Access to health care (mental, medical and dental)
- Health literacy

In addition to these, the group identified:

- Reduction of obesity, especially among children (Nutrition/Physical Activity)
- Promotion of healthy lifestyles/healthy communities

The following Implementation Plan has been created to identify specific activities and services which directly address these prioritized health needs, and positively impact the communities MBMC serves. The objectives were identified within the context of the hospital's overall mission, and the availability of resources. The Plan includes a rationale for each objective, based on the data available, and is followed by specific implementation activities.

**Objective #1:** Improve parenting skills and support families in providing responsible and competent care for the health and well being of their children.

**Rationale:** We currently have programs in place at all of our campuses. Unfortunately, they are poorly attended by populations with the greatest need. Lack of parenting skills is linked to many unhealthy behaviors & socioeconomic factors (smoking, diet, educational attainment, teen birth rate, abuse & neglect, and poverty). By increasing attendance at parenting programs, skills can be taught that reduce the above mentioned behaviors and poor health factors. In addition, there has been significant reliable evidence produced over recent years that show that breastfeeding is a major contributor to many health and social-economic benefits to both mother and child. One of the most highly effective preventive measures a mother can take to protect the health of her infant is to breastfeed. However, in the United States, although most mothers hope to breastfeed, and 75% of babies start out being breastfed, only 15% are exclusively breastfed 6 months later. The success rate among mothers who want to breastfeed can be greatly improved through active support from their families, friends, communities, clinicians, health care leaders, employers, and policymakers. Given the importance of breastfeeding for the health and well-being of mothers and children, it is critical that we take action to support breastfeeding. Therefore, MBMC will also be focusing on this initiative.

**Implementation Activities:**

- Improve the utilization of current parenting programs (Childbirth Education and Hand-in-Hand Class) through increased incentives programs for class attendance
- Continue incentives for newborn car seat county inspection as well as reimbursement program for those attending classes
- Advertise programs through social media (medical center's face book page)
- Partner with Juneau County Health Department, Family Planning and local providers in referring expectant mothers and parents to parenting classes
- Implement skin-to-skin contact in OB because of the importance and benefits of skin-to-skin contact for breastfeeding success with the healthy newborn
- Implement Text4Babies program. This is a mobile information service designed to promote maternal and child health through text messaging. Text4baby is a free service of the non-profit National Healthy Mothers, Healthy Babies Coalition (HMHB). It provides three health and safety tips per week throughout a woman's pregnancy and until her baby is one year old via text messaging
- Continue to expand MBMC pediatrician services into our service areas
- Collaborate with Juneau County Health Department with referrals to the newly initiated Nurse-Family Partnership program. This is an evidence-based community health program that helps vulnerable mothers pregnant with their first child. Mothers are partnered with a registered nurse early in her pregnancy and receive ongoing nurse home visits that continue through her child's second birthday. Research shows that communities benefit from this relationship through reduced child abuse and neglect, reduced child ER visits, reduced behavioral and intellectual problems of children aged six, and improved child health and development by helping parents provide responsible and competent care.

**Objective #2:** Increase Access to Health Care (mental, medical and dental).

**a. Access to Mental Health Care:** Mile Bluff Medical Center will continue to partner with the Juneau County Department of Health and Juneau County Department of Human Services to improve and increase access to mental health services in the area through programs such as integrated care and/or screening and referral services.

**Rationale:** Mental health illnesses are an increasing concern in Wisconsin as a whole. Access to mental health services is of even greater concern in rural communities where resources are often limited. MBMC is currently unable to provide behavioral health services although it has advertised for behavioral health professional staff to fill positions for the last two years. By focusing efforts on facilitating access to care through other avenues, more community members will be able to find and utilize the care they need.

**Implementation Activities:**

- Mile Bluff Medical Center will continue to work with and encourage the Juneau County Health Department, Juneau County Social Services and other professionals in mental health and with this population to explore practical ways to address this issue in our service area.
- MBMC will explore costs/benefits, ways of sustaining programs through grant funding and/or program revenue and other dimensions of bringing additional behavioral health services into Juneau County. MBMC will keep informed and abreast of initiatives and opportunities available in this field through the State Behavioral Health Task Force as well.

**b. Access to Medical Health Care:** Increase access to primary health care services for uninsured/underinsured Juneau and surrounding County residents.

**Rationale:** There are many factors beyond medical care services and availability of those services that determine access and the community's overall health and well-being. Unfortunately, many barriers also impede service integration. Factors such as housing, transportation, and financial stability are often not addressed. In order for individuals to receive comprehensive medical care they need to be connected to other resources that aid in the healthcare continuum as well as educated in their use. Ability to navigate the medical system is also vital.

**Implementation Activities:**

- MBMC offers a sliding fee scale for uninsured/low-income patients and will continue to expand its application through community education (e.g.: informational fliers to community groups outlining ways to enroll in this program). MBMC continues its commitment towards improving access and reducing the financial stress for uninsured and underinsured patients. MBMC clinic offer discount services for people at up to 200% of the poverty level.
- MBMC, in support of the Affordable Care Act, is represented in the Juneau County Regional Enrollment Network (REN). MBMC has 2 Certified Application Counselors (CACs) and will participate, when appropriate, in Health Enrollment Fairs and health education sessions in this service area.
- MBMC will continue to improve service integration and the continuum of care by offering programs that increase patients' abilities to access critical health services. MBMC will support a plan that encourages local communities and organizations to identify, partner with, and provide support for residents who are uninsured, including assisting them in determining if they qualify for BadgerCare, or the Health Market Exchange. If individuals are uninsured, MBMC will, to the best of its ability, provide them with information about how to qualify for low-cost health care from existing clinics and hospital.

- MBMC currently operates a medical transport service, which enables patients/residents to travel from one medical facility to another for clinic visits. MBMC is working towards expanding this service.
- MBMC recently began the Juneau County and Surrounding Areas Transitions of Care Steering Committee. The mission of the committee is to improve the quality of care for patients and residents of our service area transitioning among health care settings. The members will work together to enhance care coordination for successful transitions, prevent duplication of effort and resources, share and exchange data and collaborate and encourage best practices. The committee is committed to the Centers for Medicare & Medicaid Services (CMS) Partnership for Patients goal to reduce 30 day readmission rates by 20 percent over the next three years. Early partners with MBMC include the Juneau County Department of Aging and Disability and The Family Care Program.

### **c. Access to Dental Health Care: Priority That Will Not Be Addressed**

“Increase Access to Dental Services” was identified as a component of the 2<sup>nd</sup> priority in the communities served by MBMC. While this is a concern in the community, MBMC decided to focus its efforts on the other components of the access priority because dental care is not a core service line for the medical center and is outside the scope of its influence. As a result community benefit activities would be more beneficial in the other prioritized areas. While MBMC decided not to focus efforts on oral health services, it is noteworthy that the Juneau County Health Department (JCHD) is addressing “Dental Health” as a subset within the “Access to Health Care” health priority.

**Objective #3:** Increase the ability of MBMC patients to obtain, process and understand basic health information and the services needed to make appropriate health decisions (health literacy).

**Rationale:** Nearly 36% adults are functionally illiterate and illiteracy is higher among low-income individuals. Illiteracy is linked to reduced use of prevention services and managing chronic conditions and higher mortality. It also goes hand in hand with increased medication errors, misdiagnosis, low compliance, readmissions, longer stays, and increased costs. Those with low health literacy averaged 6% more hospitalizations; remain 2 days longer in the hospital and have annual health care costs 4 times higher than those proficient health literacy skills. Studies show that people who understand health instructions make fewer mistakes when they take their medicine or prepare for a medical procedure. They may also get well sooner or be able to better manage a chronic health condition.

### **Implementation Activities:**

- Continue MBMC’s commitment to the distribution of “Ask Me 3” literature and information to health care students and patients. Ask Me 3 is a patient education program designed to improve communication between patients and health care providers, encourage patients to become active members of their health care team, and promote improved health outcomes. The program encourages patients to ask their health care providers three questions: “What is my main problem?”; “What do I need to do?” and “Why is it important for me to do this?”

Continue and expand the “Reach Out and Read” program which increases school readiness and early literacy skills. MBMC offers families 700-1000 books per year. The recent (January 2013) merger of the Mile Bluff Clinic and New Lisbon Clinic with MBMC will allow these clinics increased opportunities to secure grants under their new non-profit status to support this program.

- Develop a survey for clinic patients to determine how we might better help our patients in this area. Evaluation is an essential piece of the health literacy improvement process. The only way we will know if the changes and interventions we implement are having the intended effect is when we conduct an evaluation – in this case, in the form of a survey.
- Incorporate health literacy into the strategies for enrolling in health insurance exchanges and the delivery of care.

**Objective #4:** Mile Bluff Medical Center will continue to support and expand programs and initiatives where appropriate to promote positive health behaviors, physical activity, health awareness and education to reduce obesity.

**Rationale:** Obesity is a growing concern in not only the communities served by Mile Bluff Medical Center, but also in Wisconsin and in the United States. Obesity is linked to many health conditions including, but not limited to, diabetes, heart disease, stroke, and cancer. Health awareness programs and initiatives that promote positive health behaviors, such as exercise and proper nutrition, will empower individuals to attain and maintain healthy lifestyles. Starting early in life is essential.

**Implementation Activities:**

- MBMC will continue to collaborate with local school systems through its athletic trainers, collecting BMI’s for baseline data with the goal of implementing a program to reduce obesity among children through a nutrition and physical activity program.
- Breastfeeding has been linked to lower rates of obesity. MBMC will continue its commitment to supporting breastfeeding initiatives at MBMC as mention under Objective 1: Parenting.
- MBMC will continue to offer classes to educate the public on diabetes and nutrition. For example, the Hospital offers “diabetes connections ,” where certified diabetes and nutrition educators teach participants what steps they can take to reduce their risk of developing type 2 diabetes.
- MBMC will make referrals where appropriate to Juneau/Adams Women Infants and Children Program (WIC) for eligible pregnant and breast-feeding women, infants, and children up to age 5 for nutritional education, breast-feeding support and nutritional food packages.

- MBMC will make referrals, as appropriate, to the WIC Fit Families Wellness Program which provides a Fit Family Counselor who works intensely with WIC 2-3 year-old children and their families to:

**Objective #5:** MBMC will increase healthy lifestyles in individuals and in the community as a whole through education, and disease self-management and prevention strategies.

**Rationale:** Community and individual health status can be improved by informing and educating people in self-management, wellness and disease prevention strategies. Overall, health education is an essential element in improving the health of the community with the appropriate information, educational reinforcement, and message. The goal is to increase knowledge related to health, change behaviors/attitude and transform unhealthy behaviors to a positive behavior.

**Implementation Activities:**

- Maintain support for current wellness and health education programs: MBMC offers a variety of health and wellness resources that it will continue to support. These include health education for the public and for hospital staff/providers; Health and Wellness Fairs that are open to the public; monthly Diabetes Support and Self-Management Groups; and Support Groups for conditions such as depression and autism.
- Expand new pulmonary rehabilitation program that is specifically designed to meet the needs of individuals who have Chronic Obstructive Pulmonary Disease (COPD) with education and exercise components. This program is in its trial/testing stage (began 1/1/2014). COPD is a highly prevalent disease in this service area.
- Diabetes self-management education (DSME) is a critical element of care for all people with diabetes and is necessary in order to improve patient outcomes. MBMC will continue offering this as well as screenings through the health promotion department.
- Continue to provide and expand the Stepping On program at MBMC. Stepping On is a multifaceted falls-prevention program for the community elderly. About 30% of older people who fall lose their self-confidence and start to go out less often. Inactivity leads to social isolation and loss of muscle strength and balance, increasing the risk of falling. Stepping On aims to break that cycle, engaging people in a range of relevant fall preventive strategies. Stepping On content draws on current evidence for falls prevention. The program has been proven to reduce falls.

**Monitoring and Evaluating the Implementation Plan Progress**

The Community Health Needs Assessment and Implementation Plan Committee will evaluate the implementation activities and their progress on an annual basis. This will include the ability to add to or adjust the plan activities as new or emerging needs present, opportunities arise or objectives are met. A report will be given at the annual Creating Healthy Rural Communities Steering Committee which includes partners from this committee as well as other community stakeholders