

2019 IMPLEMENTATION PLAN



WHAT IS A COMMUNITY HEALTH NEEDS ASSESSMENT (CHNA)?

The first step in meeting community needs is identifying the needs. Using an objective approach helps ensure that priorities are based on evidence and accurate information. The assessment process used by Marlette Regional Hospital built upon a four county assessment completed in 2018 by the Michigan Thumb Public Health Alliance. Once priorities are selected, there is an assessment of existing services and programs. Gaps in services are identified and strategies are developed. This document outlines Marlette Regional Hospital’s response to the needs identified in their assessment.

STRATEGY DEVELOPMENT

After approval of the Community Health Needs Assessment and prioritized needs, discussions were held internally. This included discussion at Marlette Regional Hospital (MRH) department meetings in July 2019. Department staff reviewed the needs assessment and developed a strategic response to prioritized needs. Feedback about strategies was collected during the stakeholder focus group and community survey. This feedback was taken into consideration by MRH staff and resulted in a workplan for each priority. A lead person was identified related to each strategy/activity. The following table outlines the plan. This plan will be used to guide activities over the next three years. An annual report will be prepared and provided to meet CHNA requirements.

Table 1: Marlette Regional Hospital Implementation Plan

Need-Focus Priorities	Strategies and Activities	Lead Person
1. Primary care provider access	<ul style="list-style-type: none"> a. Recruit a pediatrician b. Implement a walk-in clinic/Saturday clinic c. Accept more insurances d. Recruit/retain additional physicians e. Have exit interviews for departing physicians 	<ul style="list-style-type: none"> a. Dan Babcock, CEO b. Dan Babcock, CEO c. James Singles, CFO & Shellie Bliss d. MRH E3 Steering Team e. MRH E3 Steering Team
2. Chronic Disease <ul style="list-style-type: none"> a. Diabetes b. Heart Disease c. Obesity d. Physical Activity 	<ul style="list-style-type: none"> a. Advertise MRH current efforts like exercise classes in other media outlets. b. Offer healthy cooking classes. c. Diabetic education for caregivers and prevention. d. Targeted wellness initiatives for local schools to win prizes; i.e. step challenge, get a grant for FitBits, app for wellness challenge. e. Social media campaigns f. Start a Facebook group for specific chronic diseases. 	<ul style="list-style-type: none"> a. Sara Redman b. Sara Redman & Melanie Campbell c. Melanie Campbell d. MRH Wellness Team e. Hilda Heberd & Sara Redman f. Sara Redman & Adam Frezza

Need-Focus Priorities	Strategies and Activities	Lead Person
3. Tobacco Use – use of vaping products	<ul style="list-style-type: none"> a. Support group for adults struggling with tobacco addiction/provide resources to quit. b. Presentations at local schools about dangers of smoking and/or vaping. c. Social media campaigns 	<ul style="list-style-type: none"> a. Sanilac County FAN & Hilda Heberd b. Sanilac County FAN, Drug Task Force, Hilda Heberd & Sara Redman c. Hilda Heberd & Sara Redman
4. Breast Cancer Screening	<ul style="list-style-type: none"> a. Continue to advertise the BCUPS program to our communities. b. Continue to offer financial assistance for diagnostic mammograms and ultrasounds for those who qualify through the BCUPS program. c. Explore creative events and promotions to promote education and screening. d. 3D technology upgrade. 	<ul style="list-style-type: none"> a. Sara Redman b. Sara Redman, Becky Vislosky, Pam Boyne & Shellie Bliss c. Sara Redman d. Becky Vislosky
5. Unintentional injuries in 75+ population	<ul style="list-style-type: none"> a. Promote physical therapy services beyond just injury treatment. b. Invest in home care services or partner with a trusted organization. c. Hire personnel to complete in-home risk assessments for seniors, possibly using current care coordinator staff. d. Social media campaigns for caregivers. 	<ul style="list-style-type: none"> a. Michael Smith & Sara Redman b. Dan Babcock, CEO & Hilda Heberd c. Hilda Heberd & Matt Walters d. Hilda Heberd & Sara Redman
6. Behavioral Health (includes mental health and substance use disorders)	<ul style="list-style-type: none"> a. Have the Drug Task Force provide annual education at MRH through Community Lunch & Learns. b. Have primary care providers provide education at schools. c. Social media campaigns for anti-drug and alcohol use. d. Partner with an established, independent provider to have clinic space at MRH Specialty Health Services for mental health services. e. Promote outside services and providers to our patients. 	<ul style="list-style-type: none"> a. Hilda Heberd, Brooke Stafford & Sara Redman b. Adam Frezza c. Hilda Heberd & Sara Redman d. Hilda Heberd & Adam Frezza e. Emily Stone & John Carlson

ADDITIONAL INFORMATION

For more information about the implementation plan, contact Sara Redman at 989-635-4012 or sredman@mrhcares.org. Visit <https://marletteregionalhospital.org/community-health-needs-assessment/> for a copy of the complete Community Health Needs Assessment.