



MINISTRY
Good Samaritan Health Center



COMMUNITY
BENEFIT IMPLEMENTATION STRATEGY
Fiscal Year 2013

Communities We Serve



 **MINISTRY**
Good Samaritan Health Center

601 South Center Avenue, Merrill, Wisconsin 54452

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Ministry Good Samaritan Health Center Community Benefit Implementation Strategy

Fiscal Year 2013 - 2016

Ministry Good Samaritan Health Center (MGSHC) has been meeting the health needs of Lincoln County residents for more than 85 years. Founded by the Sisters of the Sorrowful Mother in 2005 to serve the poor and sick, Ministry Good Samaritan Health Center continues to carry out its mission “to further the healing ministry of Jesus by improving the health and well-being of all people in our community.”

MGSHC is a 25-bed, critical access hospital located in Lincoln County, and a member of Ministry Health Care. The population of Merrill is approximately 10,000. Located in north-central Wisconsin, Lincoln County has a population of approximately 28,700. Eighty-five percent of inpatient discharges from MGSHC are individuals who reside in Merrill; 92 percent reside in Lincoln County.

This report summarizes the plans for MGSHC to sustain and develop new community benefit programs that: 1) address prioritized needs from the Fiscal Year 2013 Community Health Needs Assessment (CHNA) conducted by MGSHC; and 2) respond to other identified community health needs.

Target Areas and Populations

Ministry Good Samaritan Health Center (MGSHC) is a 25-bed, critical access hospital in Merrill, Wisconsin, with an approximate population of 10,000. Located in north-central Wisconsin, Lincoln County has a population of approximately 28,700. Eighty-five percent of inpatient discharges from MGSHC are individuals who reside in Merrill; 92 percent reside in Lincoln County.

Primary professional employers include an insurance agency, the public schools and health care organizations. Local manufacturing plants are those for windows and doors, work boots, and wire/metal products.

According to the 2010 U.S. Census, Lincoln County has experienced a 1.9 percent increase in the percent of people age 65 and older from 2000-2010. Merrill has seen a 1.8 percent decline in youth aged 19 and younger over the same period. The race of the population is 96.3 percent white, 1.3 percent Hispanic or Latino, and less than one percent each black, American Indian, Asian or Pacific Islanders. Compared to the state of Wisconsin, this community has a higher than average unemployment rate of 11.5 percent and lower than average household income of \$46,625. The uninsured rate is equal to the state average at 11 percent.

In looking at the education level of residents of Lincoln County, the Department of Workforce Development notes that the “education attainment of residents is reflective of the labor demand of Lincoln County.” In other words, the availability of jobs drives the education level attained by the residents. The effects of the demographic and economic environment identified above are felt by MGSHC. In recent fiscal years, significant contributions have been made to serve those with no ability to pay for their health services and to cover the costs of bad debt and reimbursement shortfalls.

How the Implementation Strategy Was Developed

The assessment team comprised of private and public Lincoln County organization members including: hospital nurses and administrators; clinic personnel; public health nurses and educators; behavioral health therapists and leaders; elementary, high school and post high school educators, nurses and administrators; police and emergency personnel; child, women's, family and senior social services; as well as interested community members in the health needs assessment process. Community members received an invitation by mail and follow-up email. Jim Lawrence, health educator consultant, and Angela Nimsgern, regional director from the Division of Public Health Northern Region Office, and Art Lersch, community resource development educator at UW Extension Lincoln County, were consultants. A representative from MGS HC joined the Lincoln County Community Health Improvement Plan Steering Team as a community partner to obtain further data for each of the priorities. This team created the community health survey and MGS HC assisted with data compilation and analysis.

Additionally, MGS HC conducted a focus group with physicians and case managers practicing in the facility. Those attending included: Robyn Schertz, MD (Medical Director of Good Samaritan Emergency Department), Mark Gaulke, MD (Internal Medicine/Pediatrics, Ministry Medical Group), Robert Sedlacek, MD (Family Practice, Ministry Medical Group), Dionna Pendleton, MD (Family Practice, Ministry Medical Group), Ken Anuligo, MD (Family Practice, Ministry Medical Group) and Mark Moser (LSW case management, MGS HC).

The community needs assessment process started in 2012 with "Data in a Day" event. Community members were invited to review secondary data provided by community partners as well as the Wisconsin Division of Public Health. Participants spent the day reviewing Lincoln County health and social determinants data and current community resources. The *Healthiest Wisconsin 2020* twelve focus areas were provided as a framework for the assessment. Another key piece of secondary information reviewed was the Lincoln County Health Rankings compared to state averages. Following the "Data in a Day" review, a 2012 Lincoln County Community Health Improvement Plan Steering Committee formed. MGS HC dedicated a representative to this committee.

The committee reviewed the top three priorities identified by the Community group and by a unanimous vote agreed to focus on these areas for county and hospital improvement plan initiatives. The steering committee held meetings to create a survey assessment for the community based on the three priorities to gather primary data. Electronic surveys were sent to hospital employees, local government employees, and a copy was posted on www.healthypeoplelincolncounty.com. A press release and public service announcement on May 1, 2012 informed residents of the survey availability. Respondents were to be 18 years of age or older. Social media outlets, such as Facebook, also promoted the survey through the Lincoln County Health Department. Hardcopies of the survey were also distributed throughout Lincoln County targeting low income populations. The data collected through the community health survey was compared whenever possible to associated state and county benchmarks.

The following issues are the primary health care priorities identified for MGS HC's community:

- Oral health
- Mental health
- Nutrition and Healthy Lifestyle

Identified Needs and How Priorities Were Established

The Lincoln County Needs Assessment Team narrowed the 12 *Healthiest Wisconsin 2020* priorities through a voting process. Each of the 37 participants was given three votes. The focus areas given the greatest number of votes were selected as priorities for the next three to five years.

- Oral health
- Mental health
- Nutrition and Healthy Foods

The focus group of physicians and case managers agreed with the priorities above but through discussion also felt that the following priorities were reflective of their patient populations.

- Lifestyle issues (nutrition and healthy foods, activity, chronic diseases)
- Sexual health
- Domestic abuse and violence
- Alcohol, tobacco and other drug abuse

Description of What Ministry Good Samaritan Health Center Will Do to Address Community Needs

The next step is to use the findings for strategic planning, decision-making, resource investments and allocations for the next five years (2013-2017). Teams for each priority have been created and will begin to develop action plans. These teams ultimately report to the Lincoln County Community Health Improvement Plan Steering Team of which a representative from MGSHC will participate.

Determination of MGSHC priorities:

Input from several groups determined the top three priorities

- The physician/case manager focus group commented on the priority of the needs.
- The hospital board of directors and the Foundation board of directors presented with the plan and both boards agreed with the suggested priorities.
- The local organization team of Jane Bentz, Brenda Jones and Kris McGarigle identified the final priorities.

Action Plans

ORAL HEALTH

Ministry Good Samaritan Health Center Foundation currently offers a Tooth Fairy Fund program to provide financial assistance to residents in the community unable to pay for dental procedures. MGSHC will conduct a feasibility study to expand the program for an increase in eligibility/accessibility to continue funding. The Health Center also partners with the Lincoln County Health Department providing a sealant program for 2nd and 6th graders in the Merrill School District. The following will be the focus areas to increase the awareness and provide further assistance to the community regarding oral health:

- Develop and strategically place brochures throughout the community regarding availability of financial assistance through the Tooth Fairy Fund.
- Investigate whether or not Merrill is considered a shortage area for Dental Providers accepting Medicaid.
- Partner with Bridge Clinic on improving the access of dental procedures to the Merrill Community.
- Provide dental kits to school age children containing toothpaste, floss, and toothbrushes
- Representative from MGSHC will participate on the Lincoln County Oral Health Coalition.

MENTAL HEALTH

MGSHC currently provides grief support groups to families in the community grieving the loss of a loved one. The Health Center participates in screening for Alzheimer's, partnering with the Ministry Medical Group and the Merrill Senior Center. MGSHC donates services to St. Vincent DePaul Free Clinic where a number of patients present with mental health issues. The following will be the future initiatives to address Mental Health concerns in the community:

- Pilot a grief support program for kids.
- Develop a brochure listing Mental Health resources available and distribute them in the ER and identified facilities to gain increased exposure to program available.
- Participate in depression screenings through health expos.
- Collaborate with the Lincoln County Suicide Prevention Coalition Initiative, designated hospital staff will attain QPR training.
- Develop a cancer support group.
- Explore the opportunity of a caregiver support group with area nursing and assisted living facilities.
- Explore collaboration between Hospital and Foundation to develop a HELP program to reduce hospital acquired delirium in at-risk patients.

NUTRITION / HEALTHY LIFE STYLE

MGSHC currently co-sponsors an annual Community Weight Race with Riverside Athletic including informational sessions provided by Ministry Medical Group (MMG) physicians. MMG also partners with Riverside Athletic Center to provide scholarships for participants who want to participate in the Parisi Training program. The following are initiatives that the MGSHC will concentrate on for the future:

- Conduct a feasibility study on the development of a Good Samaritan Walking trail.
- Provide grants for vouchers to low income residents to purchase produce at local farmer markets.
- Representative to be on the Lincoln County Nutrition Coalition.
- Purchase items from local farmer markets and donate goods to the local food pantries.
- Develop health fair event and include information on nutrition and healthy lifestyles.

Next Step for Priorities

MGSHC will continue their work with community health partners to further develop and implement these strategies for addressing the prioritized community health needs. This plan of action will incorporate efforts already underway and address identified priorities, keeping in mind our poor and vulnerable populations.

Next steps include:

- Ensure coalition members attend county meetings.
- Continue to support any current hospital initiatives that address the health priorities.
- Develop a detailed strategic plan.
- Build support for the strategies being implemented within the community through community stakeholder engagement.
- Implement strategies.

Priority Needs Not Being Addressed and the Reasons

SEXUAL HEALTH

Although sexual health has been identified, MGSHC, being an Catholic health organization, is guided by Ethical and Religious Directives. These directives do not align with public health and the public school programs available in the community.

DOMESTIC VIOLENCE

MGSHC currently provides Sexual Assault Nurse Examiners (SANE) when an incident occurs. The health center works very closely with HAVEN a domestic abuse shelter by providing funding. The Health Center Chaplain serves on the HAVEN Board of Directors.

ALCOHOL AND DRUG ABUSE

The Lincoln County Drug Free Coalition is very active in the Merrill community providing multiple agencies together to decrease alcohol and drug use.

Approval

Annually, the Ministry Good Samaritan Health Center Governing Board, which includes representatives from Lincoln County and the surrounding community, will review the prior fiscal year's Community Benefit Report and approve the Community Benefit Implementation Strategy for addressing priorities identified in the most recent Community Assessment and other plans for community benefit. This report was prepared for the April 25, 2013 meeting of the Governing Board.

Ministry Good Samaritan Health Center Governing Board Approval:

By Name and Title

Date