

CHNA Implementation Plan - Shenandoah Medical Center (SMC)

3-Year tactics (Page & Fremont Counties IA) effective 1/1/13 thru 12/31/15

| N | CHNA Health Areas of Need | T | "Specific Actions" to Address Community Health Need or "Reasons Why Hospital Will Not" address need. | LEAD | Partners | Timeframe | Resources (Hours)** | \$\$\$** |
|-------|--|---|--|---|---|---------------------------|---------------------|----------|
| 1 & 4 | Support Community Economic Development and Lower Uninsured / Underinsured | a | <i>Note: Not part of Shenandoah Medical Center mission critical operations. SMC will partner on tactics.</i> | Shenandoah Chamber of Commerce; Fredco | SMC; City Governments; County Governments | TBD | --- | \$0 |
| | | b | Promote small business growth by securing TIF program/endowment funds | | | | | |
| | | c | Assist with education of community on health reform laws insurance options. | SMC | United Group Insurance | September - December 2014 | | No cost |
| | | d | Continue and expand hospital enrollment assistance education and services for Medicare/Medicaid and other 3rd parties. | SMC (Social Services & Financial Counselor) | | Ongoing | | \$4,000 |
| 2 | Continue to build health internet / telecommunications infrastructure | a | <i>Note: Not part of Shenandoah Medical Center mission critical operations. SMC will partner on tactics.</i> | City of Shenandoah | SMC; Page County; State of IA; Chamber of Commerce; VA; Schools | TBD | --- | \$0 |
| | | b | Research & determine community use for healthcare telecom | | | | | |
| | | c | Promote upgrade of telecommunications to enhance telephone services | | | | | |
| | | d | Explore opportunities for state (IA) expand ICN line | | | | | |
| | | e | Expand availability of patient health information to patients/providers | SMC (IT - Patient Portal) | | | | \$8,500 |
| 3 | Expand Psychiatrist services (expand mental health delivery) | a | Develop a community recruitment committee. Investigate use of a national recruiter to find qualified candidates | Waubonsie Mental Health | SMC; Providers; Health Dept; Law Enforcement; Page Fremont Counties; State of IA; Ministerial Association; VA | TBD | --- | \$0 |
| | | b | Educate hospital ER staff regarding mental health issues and how to address them. | SMC (Emergency Dept. and Behavioral Health) | | Ongoing | | \$500 |
| | | c | Encourage & increase depression screenings by primary care physicians | | | | | |

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|------------------|--|---|---|---|---------|-----|----------|
| | | d Conduct a manpower assessment to identify number of psych providers in community | | | | | |
| | | e Advocate for reimbursement of telehealth. | | | | | |
| | | f Explore adult suicide program | | | | | |
| 5 & 9 | Fight Obesity (Exercise / Healthy Food); Build Safe Walking/Biking Path | a Continue to promote fitness & healthy lifestyles focusing on promoting walking trails, restaurants healthy meals and health fairs, classes, speakers etc. | SMC; Shenandoah City Government | The Wellness Center; PSA Schools; Page Co Public Health | Ongoing | --- | \$0 |
| | | b Organize school "Safe Walking Route". Designate bike lanes in the community | | | | | |
| | | c Continue to grow & promote community farmer's market. Offer gardening classes. | | | | | |
| | | d Start a community-wide "fitness challenge" initiative focusing on fitness, nutrition, and physical activity. | | | | | |
| | | e Conduct an inventory of fitness centers in Page & Fremont Counties | | | | | |
| | | f Continue to promote WIC and food stamp programs. | | | | | |
| | | g Increase access to healthy foods in schools and for seniors. | | | | | |
| | | h Establishment of formal Wellness Program for Community. | SMC (Wellness Center & Wellness Program) | United Group Insurance | | | \$35,000 |
| 6 | Retain doctors, nurses, paramedics | a Review current physician recruitment & retention processes | SMC | Chamber of Commerce; PSA Schools; IWCC; County EMS | Ongoing | --- | \$40,000 |
| | | b Continue to educate high school students on health care career options. Have on site experiences. | | | | | |
| | | c Conduct a formal physician manpower assessment to ID providers needed | | | | | |
| | | d Continue to promote community benefits through marketing materials. Enhance content. | | | | | |
| | | e Student experiences on-site and donation to IWCC career development | SMC | | | | \$250 |
| 7 | Expand Child and Infant Immunizations | a Continue to use health fairs to promote/provide immunizations | Page & Fremont Public Health Departments; SMC | PSA Schools; Daycares and Providers | Ongoing | --- | \$0 |

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|----|--|---|---|--|---------|-----|-------|
| | | b Partner with state agencies (IA) to ID kids who aren't immunized and continue provide reminders on requirements to parents | | | | | |
| | | c Establish a Vaccine for Children's Program. | | | | | |
| 8 | Reduce Teen Pregnancy (% too high) | a Educate students on safe sex programs including STD's | PSA Schools; Page & Fremont Public Health Departments | Planned Parenthood | 2015 | --- | \$0 |
| | | b Continue to actively promote Safe Sex programs in place | | | | | |
| | | c Encourage parental participation in development of new programs and local programing. | | | | | |
| 10 | Support Veteran Care Delivery | a Continue to educate local providers on VA HC services delivery. | Veteran Administration (local) | SMC; PSA Providers; American Legion; VFW | Ongoing | --- | \$0 |
| | | b Promote the presence of the VA in community. Educate public on available VA resources. | | | | | |
| | | c Include VA services in hospital health fairs | | | | | |
| | | d Explore partnership between VA and senior center to deliver health services | | | | | |
| | | e SMC becomes provider for Disability Exams. | SMC | LHI (Disability Exams) | | | \$800 |
| 11 | Fight Drug Abuse (pharmaceutical) | a Establish a community task force to explore how to stop black market sales of prescription meds. Setup a program to monitor prescription drug abuse | Page & Fremont Law Enforcement | PSA Pharmacies & Schools; SMC; Page & Fremont Public Health; Zion Recovery Services; PSA Providers | Ongoing | --- | \$0 |
| | | b Develop educational handouts for medical providers to distribute to patients when prescribing schedule II drugs | | | | | |
| | | c Establish & promote a drug drop program twice a year | | | | | |
| | | d Increase (& train) school-based programs regarding substance abuse. | | | | | |
| | | e Develop and maintain chronic pain clinic | | | | | |
| 12 | Build school suicide prevention programs | a Note: Not part of Shenandoah Medical Center mission critical operations. SMC will partner on tactics. | PSA Schools | Wabonsie Mental Health; Page & Fremont County Public Health; State of Iowa | TBD | --- | \$0 |

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|--|--|---|---|--|---|---------|-----|-----------------|
| | | b | Continue to support the anti-bullying program at school | | | | | |
| | | d | Promote established 24-hour crisis hotline | | | | | |
| | | e | Educate multiple touch points for students | | | | | |
| | | f | Sponsor an anti-suicide ad competition where they can air the ad | | | | | |
| 13 | Develop HC Transportation options | a | Conduct research on current transportation resources, document demand and report needs. | SMC | Page & Fremont City and County governments; Faith in Action; SW Iowa Transit; American Cancer Society | Ongoing | --- | \$0 |
| | | b | Evaluate valet services at hospital | | | | | |
| 14 | Fight Domestic and Sexual Abuse | a | <i>Note: Not part of Shenandoah Medical Center mission critical operations. SMC will partner on tactics.</i> | Page & Fremont Public Health; Phoenix House (Catholic Charities) | PSA Law Enforcement; SW Iowa Families; Schools; SMC; PSA Providers | TBD | --- | \$500 |
| | | b | Educate public about resources available - fliers in women's' restrooms with domestic abuse hotline number | | | | | |
| | | c | Educate emergency departments on identifying cases and providing resources | | | | | |
| | | d | Expand space for Phoenix House | | | | | |
| | | e | Educate students at schools on date rape | | | | | |
| Total SMC Expense - Fiscal 2014 | | | | | | | | \$89,550 |

** Allocated SMC Time / Dollars Year 2014