

PERSHING MEMORIAL HOSPITAL

COMMUNITY HEALTH NEEDS ASSESSMENT IMPLEMENTATION PLAN 2013

Pershing Health System is the leading health provider for Linn County and seeks to provide a full continuum of primary and secondary healthcare services for all residents of our service area. The primary aim of our Community Health Needs Assessment is to improve the overall health of Linn County through identifying any areas of need and secondly to engage key stakeholders in the county for their input on health vulnerabilities. Moving forward with the implementation plan will merge our organization's key strengths, our mission to serve others through quality, compassionate care and the engagement of community stakeholders as we address these vulnerabilities and unmet needs within the community.

Pershing Health System is addressing or in the process of addressing each of the primary needs identified in the Community Health Needs Assessment. The focus areas that Pershing Health System has selected to address as priorities are Helping Children in Poverty, Addressing Adult Smoking, Addressing Adult Obesity, Increasing Access to Mental Health Providers and Services, A Lack of Primary Care Access and Physicians, and Medication Education. Pershing Health System realizes that other areas of unmet needs are clearly important to improving the health of the community, however, these areas of unmet needs have been determined to either have a less immediate impact, will be addressed in a future plan, or require resources beyond Pershing Health System's scope of service.

Pershing Health System considered available data, population affected, and seriousness of each primary need identified in the Community Health Needs Assessment to determine the most significant health needs of the community. In addition, Pershing Health System factored in its' available resources and community partners in selecting our priority health issues.

PRIORITY #1: HELPING CHILDREN IN POVERTY

The ability to pay for healthcare services is key to accessing health services resulting in better health outcomes of the individual. Linn County is well below average in its mean family income of \$51,231 compared to the U.S. mean family income of \$82,446. 2007 data obtained from www.kidscount.org indicates 22% of children in Linn County live in poverty compared to 18% in Missouri and the nation.

CONTRIBUTING FACTORS TO HEALTH ISSUE:

The health of the youth population is vital to the future health of the overall population. Studies have shown that there exists a strong correlation between childhood obesity and adult obesity. There are also key indications that obesity is more prevalent among the lower socioeconomic population.

THREE YEAR GOAL FOR IMPROVEMENT:

Pershing Memorial Hospital will provide increased opportunities to assist children and families in poverty to receive health care education and services during the next 3 years through provision of

wellness exam events, increasing accessibility and community awareness of the PHS Financial Assistance Program, and participation in community events to promote positive health behaviors for children.

BUDGET FOR HEALTH ISSUE:

A budget of \$1,000 has been allocated for this priority. Direct costs include supplies and advertising. Indirect costs include staff time for the event and operational expenses.

| STRATEGIES TO ACHIEVE GOAL | SPECIFIC PARTNERS AND ROLES FOR EACH STRATEGY | SPECIFIC ACTIONS TO ACHIEVE STRATEGIES | SPECIFIC 3 YEAR PROCESS MEASURE(S) FOR EACH STRATEGY | SPECIFIC THREE YEAR OUTCOME MEASURES FOR STRATEGIES |
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| <p>PMH will increase accessibility and opportunities for school age children of Linn County to receive free Wellness Exams including MSHSAA Pre-participation Physical Evaluations.</p> | <p>PMH staff will provide registration and wellness exams during the 4 event days.</p> <p>Community stakeholders (i.e. Linn County Health Dept., Linn County School Districts) will hand out flyers to all students announcing the free wellness exam events.</p> <p>PMH and CHNA partners will evaluate the program to determine effectiveness and future plans.</p> | <p>PMH clinics will provide free wellness exams including the MSHSAA Pre-Participation Physical Evaluations to any student (ages 3 to high school senior) living in the school districts of Linn County on July 13, July 27, August 10, and August 24, 2013 from 9:00 a.m. until 3:00 p.m. at the Applegate Medical Group office, 125 E. Lockling, Brookfield MO.</p> <p>Advertising and marketing of the Free Wellness Exam events will be implemented by flyers mailed to Linn County schools for distribution to students and paid advertisement and press release to the radio,</p> | <p>PMH will offer Free Wellness Exams to students ages 3 up to high school seniors on four event days in 2013 with future dates to be determined.</p> | <p>At the completion of the 2013 Free Wellness Exams events, PMH will evaluate the program by determining percentage of exams provided to students living in poverty, percentage of students who received the free Wellness Exam and/or MSHSAA Pre-participation Exam compared to Linn County School enrollment, and comparison of children receiving the free 2013 exam that did not receive a physical exam in the last 12 months.</p> <p>PMH and CHNA partners will evaluate the program and plan for future programs including tailoring and expanding the program to suit the needs of</p> |

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| | | newspaper print, and hospital website to notify the public of the free exams. | | community residents (i.e. varied locations, times and dates of events). |
| PMH will increase accessibility and community awareness of the PMH Financial Assistance Program. | PMH staff will review the current application and make recommended changes to simplify the application and increase access to the application. | <p>PMH will coordinate with Boone Hospital to review the Boone Hospital Financial Assistance application and procedure.</p> <p>PMH will simplify the Financial Assistance application.</p> <p>PMH will provide access to the Financial Assistance Application on the hospital website.</p> <p>Any PMH print advertisements will include the PMH website address.</p> | PMH will implement the new PMH Financial Assistance Application. | <p>PMH will measure the number of Financial Assistance Applications received over the 3 year period compared to prior years.</p> <p>PMH will measure the percentage of Financial Assistance Applications received via the PMH website annually.</p> |
| PMH will participate in community events to promote positive health behaviors for children. | <p>YMCA hosts the Healthy Kids Day at the YMCA.</p> <p>PMH will attend the event and provide information and assessment of childhood obesity, BMI, and healthy activities.</p> | <p>PMH will measure attendees' height, weight, and BMI.</p> <p>PMH will provide handouts for healthy behaviors.</p> <p>PMH will provide frisbees to attendees to promote and encourage healthy activities for children.</p> | PMH will evaluate on an annual basis their participation in community events to promote positive health behaviors for children. | PMH will determine to what extent did the event reach children of Linn County. |

PRIORITY #2: ADULT SMOKING IN LINN COUNTY

2012 data obtained from www.countyhealthrankings.org, indicates 27% of Linn County residents were estimated to currently smoke every day or “most days” and smoked at least 100 cigarettes in their lifetime. Comparatively, Missouri residents identified at 24% and the National Benchmark is 14%. The rate of adults that smoke in Linn County exceeds the rate of smokers in the state and in the nation.

CONTRIBUTING FACTORS TO HEALTH ISSUE:

Adult smoking is a health behavior that negatively impacts the health of individuals and communities. Each year thousands of premature deaths occur primarily due to smoking and it is identified as a contributing factor to multiple diseases such as cancer, cardiovascular disease, and respiratory conditions. Web-based and telephone smoking cessation programs are currently available to residents of Linn County.

THREE YEAR GOAL FOR IMPROVEMENT:

Pershing Memorial Hospital will offer adult smoking cessation programs beginning in the fall of 2013 in effort to reduce the rate of smoking in Linn County.

BUDGET FOR HEALTH ISSUE:

A budget of \$1,000 is allocated for this priority health issue. Direct cost includes obtaining certified facilitator training for PMH staff, advertising, and participant supplies. Indirect expenses include staff time and facility operational fees.

| STRATEGIES TO ACHIEVE GOAL | SPECIFIC PARTNERS AND ROLES FOR EACH STRATEGY | SPECIFIC ACTIONS TO ACHIEVE STRATEGIES | SPECIFIC 3 YEAR PROCESS MEASURE(S) FOR EACH STRATEGY | SPECIFIC THREE YEAR OUTCOME MEASURES FOR STRATEGIES |
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| PMH will increase availability and access to smoking cessation resources by offering the American Lung Association (ALA) Freedom | PMH staff will receive facilitator training for the ALA FFS program and determine location, dates, class size and participant fees for the 7 week FFS program. Linn County residents will | PMH staff will attend training in the summer 2013. Advertising and marketing of the FFS program will be implemented by paid advertisement and press | PMH will offer a FFS program at least once per year. | PMH will measure the completion rate of participants of the 7 week FFS course. PMH will measure nonsmoking status through follow up phone calls to FFS participants at 3, 6, and 12 month intervals at the completion of the FFS program. PMH will utilize data from www.countyhealthrankings.org |

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| <p>From Smoking (FFS) smoking cessation program to adults in Linn County.</p> | <p>participate in the FFS program.</p> <p>PMH and CHNA partners and community stakeholders (i.e. Linn County Health Dept., Linn County School Districts) will review and assist with implementation of future programs and target populations.</p> | <p>release to the radio, newspaper print, and hospital website to notify the public of the smoking cessation program.</p> <p>PMH staff will implement and deliver the 7 week FFS course.</p> | | <p>to evaluate annual estimated percent of adult smoking population.</p> <p>At the completion of the initial 7 week FFS program, PMH certified staff will evaluate the program and plan for future programs including tailoring and expanding the program to suit the needs of community residents (i.e. off-site courses, youth courses).</p> |
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PRIORITY #3: ADDRESSING ADULT OBESITY

Adult obesity is becoming an epidemic in the U.S. and increases the risk for countless health conditions. Pershing Memorial Hospital employs a registered dietitian that provides nutritional services to the patient population. Opportunities will be explored through Pershing Health System and community stakeholders to plan for general public use and access to nutritional and dietary education.

CONTRIBUTING FACTORS TO HEALTH ISSUE:

Obesity is an energy imbalance due to a lack of physical activity combined with a poor diet. Obesity can ultimately lead to the following: coronary heart disease, Type 2 Diabetes, cancer, hypertension, stroke, gall bladder disorders, respiratory problems, and osteoarthritis. In 2012, Linn County adult obesity was identified at 37% with the Missouri rate of 31% and the National Benchmark of 25%.

THREE YEAR GOAL FOR IMPROVEMENT:

Pershing Memorial Hospital will increase accessibility and opportunities for health education programs for adults that include education for healthy nutritional and physical activity habits in the next 3 years to decrease adult obesity in Linn County.

BUDGET FOR HEALTH ISSUE:

A budget of \$500 is allocated for this health priority. Direct costs will include advertising and promotional products. Indirect expenses will include staff time and facility operational expenses.

| STRATEGIES TO ACHIEVE GOAL | SPECIFIC PARTNERS AND ROLES FOR EACH STRATEGY | SPECIFIC ACTIONS TO ACHIEVE STRATEGIES | SPECIFIC 3 YEAR PROCESS MEASURE(S) FOR EACH STRATEGY | SPECIFIC THREE YEAR OUTCOME MEASURES FOR STRATEGIES |
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| PMH will increase accessibility and opportunities for adult education and community awareness of healthy nutritional and physical activity habits. | PMH, CHNA stakeholders, and community stakeholders (i.e. Linn County Health Dept, Linn County School Districts) will explore opportunities to provide programs of Medical | PMH will develop and/or participate in programs to provide community awareness and direct education of Medical Nutrition Therapy. Advertising and marketing of the | PMH will provide community education and awareness of healthy nutritional and physical activity habits and/or Medical Nutritional Therapy (MNT) on an | PMH will utilize data from www.countyhealthrankings.org to evaluate annual adult obesity in Linn County. PMH will determine to what extent did the program reach the adult population of Linn County. PMH and CHNA partners will evaluate the program and plan for future programs including tailoring and expanding the |

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| | Nutritional Therapy (MNT) for the general public use and access. | nutritional health education programs and/or Medical Nutrition Therapy (MNT) will be implemented by paid advertisement and press release to the radio, newspaper print, and hospital website to notify the public. | annual basis. | program to suit the needs of community residents (i.e. varied locations, times and dates of events). |
| PMH will participate in community events to promote positive health behaviors to address adult obesity. | PMH and CHNA partners will evaluate key opportunities for PMH to participate in community events that promote positive health behaviors to address adult obesity. PMH will determine delivery method and content of MNT to provide to the community to address adult obesity. | PMH will develop and/or participate in programs to provide community awareness of healthy nutritional and physical activities and/or direct education of Medical Nutrition Therapy. | PMH will evaluate on an annual basis their participation in community events to promote positive nutritional and physical activity behaviors for adults. | PMH will determine to what extent did the event reach the adult population of Linn County. PMH will utilize data from www.countyhealthrankings.org to evaluate annual adult obesity in Linn County. |

PRIORITY #4: INCREASING ACCESS TO MENTAL HEALTH PROVIDERS AND SERVICES

Unfortunately as is common in most rural areas, Linn County has a lack of mental health providers and services. Pershing Health System does not have the resources that would be required to effect the changes that are needed to completely address the lack of mental health care and access to mental health providers and services. However, Pershing Health System will utilize available resources to participate and engage with community agencies and initiatives to enhance relationships among community stakeholders and consumers of mental health care to increase awareness in responding to mental health crises and improve continuity of care for mental health consumers.

CONTRIBUTING FACTORS TO HEALTH ISSUE:

2012 data from www.countyhealthrankings.org illustrates that Linn County residents report a greater number of poor mental health days than the Missouri and National benchmarks. Linn County is significantly lacking in mental health providers for their community compared to the state of Missouri.

THREE YEAR GOAL FOR IMPROVEMENT:

Over the next three years, PHS will increase participation with community agencies and initiatives that provide awareness of mental health issues and continuity of care for mental health consumers in effort to improve the overall well-being of Linn County residents.

BUDGET FOR HEALTH ISSUE:

Costs associated with this priority will include indirect expenses of staff time.

| STRATEGIES TO ACHIEVE GOAL | SPECIFIC PARTNERS AND ROLES FOR EACH STRATEGY | SPECIFIC ACTIONS TO ACHIEVE STRATEGIES | SPECIFIC 3 YEAR PROCESS MEASURE(S) FOR EACH STRATEGY | SPECIFIC THREE YEAR OUTCOME MEASURES FOR STRATEGIES |
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| PMH will increase participation with community agencies and initiatives that enhance relationships among community stakeholders and consumers of mental | PMH will participate in the Linn County CIT Council. Marceline Police Department has formed the newly created Linn County CIT Council. CIT Council | PMH will participate in the development of a CIT program for Linn County. (CIT is a law enforcement program that develops and provides training to local law enforcement | PMH will maintain active membership in the Linn County CIT Council over the next three years. | PMH will utilize data from www.countyhealthrankings.org to evaluate Linn County residents reported number of poor mental health days compared to state and national benchmarks on an annual basis. PMH will analyze data obtainable data from CIT program of mental health consumers and law enforcement perceptions of |

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| health. | members will develop a CIT training program for law enforcement in Linn County. | for specialized expertise in working with persons in a mental health related crises.) | | CIT program. |
| | PMH and North Central Missouri Mental Health will maintain interagency contact regarding Health Care Home clients. | PMH will coordinate release of medical records of PMH inpatients identified as having a Health Care Home provider. | PMH will respond to release of information requests and continue efforts to assist with patients' continuity of care on an ongoing basis. | PMH will utilize data from www.countyhealthrankings.org to evaluate Linn County residents reported number of poor mental health days compared to state and national benchmarks on an annual basis. PMH will analyze time threshold for release of information following inpatient discharge. |

PRIORITY #5: A LACK OF PRIMARY CARE ACCESS AND PHYSICIANS

A shortage of primary care physicians is always an issue in rural America and Pershing Health System is striving to improve the access for county residents. Pershing Health System lacks the resources to make immediate changes to influence the lack of primary care access and physicians. Pershing Health System will continue established relationships and efforts to maintain, encourage, and secure primary care access and physicians in Linn County. Pershing Health System is a participating organization in the Primary Care Resource Initiative for Missouri (PRIMO). Pershing Memorial Hospital currently supports two students in medical school through scholarship/sponsorship and will employ them upon completion of their residency. Pershing Health System is continually recruiting family practice physicians and nurse practitioners to the area to provide inpatient consults and primary care and will continue to do so in the foreseeable future. Pershing serves as a preceptor site for medical students and NP students from A.T. Still University and University of Missouri/Columbia.

CONTRIBUTING FACTORS TO HEALTH ISSUE:

Linn County like many other rural counties is facing a shortage of primary care services. Primary care shortages are usually seen in Missouri’s less populated counties where doctors, dentists, and other providers are likely to be few and far between.

THREE YEAR GOAL FOR IMPROVEMENT:

PHS will provide increased opportunities to educate the community of health care careers over the next three years.

BUDGET FOR HEALTH ISSUE:

A budget of \$250 is allocated for this health priority. Direct costs will include advertising and promotional products. Indirect expenses will include staff time and facility operational expenses.

| STRATEGIES TO ACHIEVE GOAL | SPECIFIC PARTNERS AND ROLES FOR EACH STRATEGY | SPECIFIC ACTIONS TO ACHIEVE STRATEGIES | SPECIFIC 3 YEAR PROCESS MEASURE(S) FOR EACH STRATEGY | SPECIFIC THREE YEAR OUTCOME MEASURES FOR STRATEGIES |
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| PMH will increase community awareness of health care careers. | PMH and community stakeholders will collaborate and plan the 2013 youth MASH camp. | PMH will coordinate PMH direct involvement with 2013 MASH camp. | PMH will participate in the 2013 MASH camp. | PMH will measure the extent of Linn County youth participation in MASH camp on an annual basis. |
| | PMH and CHNA partners will explore and | PMH will develop and participate in opportunities to | PMH will provide community education related | PMH will determine to what extent did the event reach the |

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| | implement opportunities for PMH direct involvement to promote and provide community awareness of health care careers. | provide community awareness and promotion of health care careers. | to health care careers on an annual basis. | population of Linn County. PMH and CHNA partners will evaluate the program and plan for future programs. |
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PRIORITY #6: MEDICATION EDUCATION

A growing number of patients are reliant upon medications for long-term chronic illnesses such as; asthma, diabetes, heart disease, high blood pressure, mental illnesses.

CONTRIBUTING FACTORS TO HEALTH ISSUE:

With a growing number of patients taking long-term medications education about certain types of medications are vital to insure the health and safety of newly diagnosed patients with long-term illnesses.

THREE YEAR GOAL FOR IMPROVEMENT:

Pershing Health System will develop community medication education campaigns during the next three years to increase community awareness of medications.

BUDGET FOR HEALTH ISSUE:

A budget of \$250 is allocated for this health priority. Direct costs will include advertising and promotional products. Indirect expenses will include staff time and facility operational expenses.

| STRATEGIES TO ACHIEVE GOAL | SPECIFIC PARTNERS AND ROLES FOR EACH STRATEGY | SPECIFIC ACTIONS TO ACHIEVE STRATEGIES | SPECIFIC 3 YEAR PROCESS MEASURE(S) FOR EACH STRATEGY | SPECIFIC THREE YEAR OUTCOME MEASURES FOR STRATEGIES |
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| PMH will increase community awareness of medications. | <p>PMH will collaborate with Boone Hospital to review existing resources of medication education developed by Boone Hospital.</p> <p>PMH and CHNA partners will evaluate resources, develop, and implement medication awareness education to Linn County residents.</p> | <p>PMH & CHNA partners will develop and implement medication awareness education.</p> <p>PMH will utilize newspaper print, radio and the hospital website to provide press release of community awareness of medication education.</p> | PMH will provide a community campaign of medication awareness within next three years. | PMH will determine to what extent did the awareness campaign reach Linn County residents. |