

Community Health Needs Assessment Establishing Health Priorities Reporting Document

Introduction

Cordova Community Medical Center (CCMC) participated in a Community Health Assessment process administrated by the National Rural Health Resource Center (The Center) of Duluth, Minnesota. In the winter of 2016, The Center conferred with leaders from the hospital to discuss the objectives of a community health needs assessment including key informant interviews and a facilitated discussion to establish health priorities. Results were presented during an on-site discussion with representatives from the hospital board and community to review the assessment and key informant findings and to identify community health priorities.

Description of Community Served

CCMC provided The Center with market share demographics and utilization to aid in distribution of a random, stratified distribution sample for the assessment. Key informant interviews were also facilitated via phone in January 2017 representing various community stakeholders.

Input from Broad Interests

- Conducted key informant interviews: participants represented key stakeholders such as healthcare providers, community leaders, seniors and young parents. Seven people participated in total. Each session was approximately 30 minutes in length and included the same questions. The questions and discussions at the focus groups were led by Kami Norland and Sally Buck of the Center. No identifiable information is disclosed in the summary to maintain confidentiality.

Prioritized Health Needs

On Wednesday, January 18, 2017 members of the hospital board, hospital leadership and key healthcare and community stakeholders (the Team) were assembled to begin the process to identify the top community health needs. This Team participated in a discussion regarding the state and national health care environment and review of the assessment and key informant findings. The Team then rated the community health needs based on the ability of the hospital to respond to the needs of the community. The top community health needs identified were:

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- Education of health services
- Increased access to specialty care, including: home health, personal care attendants, respite care and OB/GYN
- Access to services, including the enhancement of community collaborations
- Building the local workforce
- Enhancing substance abuse services

These needs were then evaluated based on urgency, feasibility within the hospital's resources, existing community strengths, and opportunities to partner with other local organizations. The Team discussed each of the identified health needs.

The Team identified what CCMC can do to address the gaps in health in the community as their goal. A facilitation method designed to achieve group consensus-based decisions that respects the diversity of participant perspectives, inspires individual action and moves the group toward joint resolve and action was utilized. This method creates awareness about new relationships between data and acknowledges the level of the group's consensus at any given moment. The conversation is aimed towards identifying actions CCMC can take towards addressing the community's top health needs identified.

Team members began by individually brainstorming potential actions to address this goal. Team members then shared their ideas with a partner and identified the top potential actions they wished to share with the full group. These potential actions were posted on a Conversation Board for all to read and discuss. After the actions were organized, the Team collectively developed objectives to describe the potential activities CCMC could pursue as outlined in the table below.

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| Strategies | Build Collaborations* | Enhance Communication and Education | Grow Marketing | Develop the workforce | Improve Community "Buy-in" | Explore Business Developments |
|-------------------|---|---|--|---|---|---|
| Objectives | <ul style="list-style-type: none"> • Coordinating services between ICHC & CCMC • Coordinate specialty services • Coordinated effort to develop & improve OB/GYN • Arrange more collaboration with other providers • Collaborate on health fairs • Collaborate with outside hospital for ICH, cardiology, renal and other specialties • Partner with other local healthcare providers • Set goals and deadlines for Cordova Coalition <p>*This strategy was identified as the most important and most difficult to address as trust and "getting past old wounds" was needed. Also, the public perception of healthcare organizations "fighting" needs to be resolved and trust needs to be restored in the community, per Team feedback</p> | <ul style="list-style-type: none"> • Provide education classes through CCMC and SA • Expand "doc talks" • Maintain "doc talks" • Continue with "lunch with the CEO" educational sessions • Invite guest speakers to present to the community • Restart hospital newsletter • Provide healthcare articles through newspaper & social media • Outreach services to churches | <ul style="list-style-type: none"> • Continue social media marketing • Create a text alert system • Welcome to Cordova tours • Annual BBQ • Advertise thru a variety of media outlets including box holder mail out | <ul style="list-style-type: none"> • Offer job shadowing *noted as the easiest task to complete • Develop student shadowing opportunities | <ul style="list-style-type: none"> • Promote community ownership of healthcare services • Inspire advocacy for healthcare ownership | <ul style="list-style-type: none"> • Prepare for a pharmaceutical facility at CCMC • Evaluate shared rental space for specialists |

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This list of potential activities identified by the Team will be reviewed by hospital leadership and compared to existing promotional and outreach service offerings. Hospital leadership will then operationalize a plan of actions to address the identified health goal by completing the Community Health Assessment Action Plan Worksheet.

Dissemination

- CCMC will post a summary of the community health needs assessment findings and implementation strategy online at www.cdvcmc.com.
- CCMC disseminated a press release of the community health needs assessment findings and implementation strategy in the local newspaper.

Implementation Strategy

- Hospital leadership assembled to operationalize the community health assessment action plan which identifies the objectives, organization's responsible, a timeline, a list of partners and resources, and how the objective will be measured for success (see Community Health Assessment Action Plan)

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