

Implementation Strategy for FY2015-2017

Clay County Medical Center

Since 1962, Clay County Medical Center has been serving the health care needs of Clay County and surrounding communities. CCMC is a 25 bed hospital located in Clay Center, KS. With over 200 full and part-time employees, the hospital is a major employer of professional and supporting health care workers. Clay County Medical Center has an active medical staff of nine family practice physicians and four mid-level providers. Physicians from neighboring communities staff the surgery, outpatient, cardiac and pacemaker clinics.

In FY 2015, Clay County residents totaled 64% of in-patient discharges. OB/Delivery and normal newborns account for 6% of all discharges. Clay county residents totaled 70% of all out-patient procedures. In FY2015, 62% of in-patient discharges were Medicare; 5% were commercial; 7% were Medicaid and 15% were other. In 2015, 54% of outpatient procedures were Medicare; 6% were commercial; 2% were uninsured and 5% were Medicaid.

The objective of the Clay County Community Health Needs Assessment (CHNA) was to determine health needs from the perspective of the community in collaboration with the health providers for the community. This report summarizes the plans for Clay County Medical Center to sustain and develop community benefit programs that address prioritized needs from the 2012-2013 CHNA conducted by the Clay County Medical Center and the Clay County Health Department.

Targeting Areas and Populations- Clay County Kansas is a rural county located in North Central Kansas and has a population of 8,535 people, 49.5% of which is rural. Population density is 13.2 people per square mile. Clay Center is the county seat and boasts a population of 4,239. The racial makeup of the county is 97.2% white. 50.5% of all residents are female. Median household income in the county is \$45,233 compared to the state with \$51,332. Of the population that lives below the poverty line, 17% of those are under age 18. 42% of the school children qualified for free or reduced school lunch in the 2014-2015 year.

Developing an Implementation Strategy- The findings from the survey were tabulated by the Clay County Health Department and Clay County Medical Center. After completion of the assessment in 2012-2013, priority needs were identified and action plans were formulated. This is the second assessment for Clay County.

Identifying Needs and Establishing Priorities- Public health data was reviewed and interviews were conducted. The Clay Center Chamber of Commerce and Clay County Economic Development Group promoted surveys which were made available via Survey Monkey from their website. Surveys were also distributed to social service providers in the county. As in the first survey, a set of criteria was used to evaluate the list of health needs and priorities identified through the assessment process. The criteria included the number of people affected; availability of community resources and the seriousness of the issue.

Implementation Strategy for FY2015-2017

Clay County Medical Center

Four issues were identified as priorities for the community:

When asked, *“What do you think are the most important health conditions in our community”*, survey respondents ranked conditions that reflect poor lifestyle choices as their top concern.

1. Healthy Lifestyle Choices/Drug and Alcohol Limitations

- a. Children not having access to drugs and alcohol was very important to the survey respondents.
- b. Respondents indicated they placed a high priority on children not engaging in premarital sex. Respondents were only somewhat satisfied with the community’s efforts in this area.

2. Education/Health Literacy

- a. Educational attainment is considered a key driver of health status.
- b. Emphasize health education from cradle to grave.
- c. Improve communication and collaboration between health care providers, between providers and the community, and within the community.
- d. Focus on healthy lifestyle behaviors that can be carried throughout life. e.g. hygiene, nutrition, exercise, etc.
- e. Help adults achieve healthier lifestyle, e.g. weight loss, tobacco cessation, responsible alcohol use.

3. Affordability and Access to Healthcare

4. Job Opportunities

- a. Survey respondents report adequate job opportunities are an important issue. Although different from unemployment, the two are inseparable in terms of finding employment. Survey respondents were only somewhat satisfied with our community’s efforts.

Public input was solicited through on-line surveys coordinated by the Economic Development Group, chamber coffees, electronic comment and follow- up interviews. The information gathered through these avenues confirmed the interpretation of priorities.

Clay County Medical Center is currently meeting community needs through a variety of community benefit programs: Charity Care; Medicaid Services; Safety Programs; Student/Adult Professional Educational Programs; Support Groups and Civic Involvement.

Implementation Strategy for FY2015-2017 Clay County Medical Center

Addressing Community Needs

- 1. Team** members to discuss healthy lifestyle choices/drug & alcohol limitations included the hospital's infection control nurse, director of education and public relations representative. The Clay County Health Department, Clay Center Family Physician Clinic, River Valley Extension office, the youth organization Common Ground and the city library had representation on the team.

Additionally, members of the community who were previously identified as community partners were invited to participate in the process of helping the team understand the barriers to healthcare access as well as identifying solutions and possible resources to implement solutions.

Later in the process, team members who addressed poor lifestyle choices included the Interim Hospital Administrator and the new CEO for the hospital; Chief Financial Officer; President of the Hospital Board; Executive Director of the Clay County Hospital Foundation; Clay County Health Department Administrator; Clinic Manager for Clay Center Family Physicians.

The Team's approach to addressing limited access to drugs and alcohol for children and the promotion of healthy lifestyles in the community will include a focus on:

- a)** Working with the Clay Counts Coalition whose mission is to reduce the use and abuse of alcohol and drugs by changing community norms regarding the acceptability of illegal consumption
- b)** Collaboration with the public schools and area daycare providers/pre-schools and Head Start program to provide appropriate educational opportunities through school tours, programs and interactions.
- c)** The Clay County Perinatal Coalition was formed and includes representatives from the Clay County Health Department; Clay County Medical Center; Clay Center Family Physicians; Special Delivery, LLC; Infant and Toddler Services; Parents as Teachers; Clay County Child Care Center; Clay County Resource Council; Clay Center Community Improvement Foundation; Washington County Community Foundation; Washington County Health Department; Kansas Department of Health and Environment and March of Dimes.

Implementation Strategy for FY2015-2017
Clay County Medical Center

Addressing Community Needs (continued)

2. **Team** members who discussed education and health literacy included the Clinic Manager for Clay Center Family Physicians; Clay County Medical Center’s CEO, Director of Education, OB Coordinator, Director of Nursing; President of the Hospital Board; and Clay County Health Department Administrator. The Education Team’s approach to addressing education and health literacy focused on:
 - a) Participation in local and regional Emergency Preparedness training and table top exercises
 - b) Educational emphasis to include CPR for county and city employees as well as hospital personnel as well as continuing education for physicians and clinical personnel locally and for neighboring hospitals
 - c) Providing Public Service Announcements (PSA’s) on the local radio station – special emphasis during flu season and extreme weather events in summer and winter
 - d) Collaboration with Clay County Health department in developing educational material for home care
 - e) Collaboration with Clay County Health department in the Becoming a Mom program
 - f) Cooperation with Clay County Community High School with the career fair and job shadowing program

3. **Team** members who worked on lifestyle choices and drug/alcohol limitations also revisited the problems with Availability/Affordability/Access to Mental Health Services and Health Care for those who make poor lifestyle choices: Topics discussed included:
 - a) Patients presenting in the emergency department in need of mental health services
 - b) Patients presenting in the emergency department for non-emergent care
 - c) Self-pay patients who may qualify for government assistance
 - d) Financial counseling through the hospital, individual churches and a local community resource supported by the Ministerial Alliance

4. **Team** members who discussed job opportunities included a local businessman; representation from elected officials in City/ County government, Chamber of Commerce and Economic Development; Clay County Medical Center’s CEO and marketing director and administrator of the Clay County Health Department. The Team’s approach to addressing limited access to drugs and alcohol for children and promotion of healthy lifestyles in the community will include a focus on:
 - a) Collaborating with other large employers in community
 - b) Commitment to working with city/county government and other employers in the county
 - c) Pursuing opportunities made available through Cloud County Community College and other area colleges

Implementation Strategy for FY2015-2017 Clay County Medical Center

Clay County Medical Center will continue to meet community needs by providing charity care and Medicaid services; continuing its community benefits programs and health professional educational programs. All (CAH) Critical Access Hospitals are part of a rural health network. In applying for certification, a CAH must submit a plan to the Secretary of the Kansas Department of Health and Environment, and this plan must stipulate a Supporting Hospital and the rural network to which the CAH will belong.

These plans describe agreements between the CAH and Supporting Hospital regarding patient referral and transfer, the provision of emergency and non-emergency transportation among members, and medical staff credentialing, risk management, quality assurance and peer review. Clay County Medical Center is a part of the Sunflower Health Network and Health Innovations Network of Kansas (HINK).

Implementation Strategy for FY2015-2017
Clay County Medical Center

Action Plans

1. Healthy Lifestyle Choices

- a. The medical center will continue to sponsor healthy lifestyle activities through collaboration with the public school; the Ministerial Alliance, Civic Clubs; local business and concerned citizens.
- b. In 2015, Clay County Medical Center is now one of 71 hospitals in Kansas that have pledged to examine their current food and beverage practices. CCMC will consider new policies that provide healthier food options in the hospital cafeteria and throughout the facility. This enhanced access to healthy food aims to positively impact hospital employees, patients and visitors, while also helping to establish norms for healthier living for the community. Recommendations to food and beverage policies include increasing the availability of fresh fruits and vegetables, eliminating all fried foods, adding healthier items to vending machines; adding nutrition labeling for meals in the cafeteria and encouraging participation in the hospital wellness programs. Nearly 240 health care professionals employed by CCMC and who seek dining options on the hospital campus will benefit from these changes. The effort supports changes that will have a long-term positive impact on the health of those who seek medical care at Clay County Medical Center.
- c. Clay County Medical Center began a new smoking cessation initiative in collaboration with KanQuit in 2015 –this program is presented and encouraged with patients and employees.
- d. Coordination with Clay Center grade schools during flu season with Scrubby Bear. The program is designed to reach children ages 4--7 with a message about how germs are spread, how to prevent the spread of disease, and how to properly wash their hands. Although initially introduced with preschool aged children, Scrubby has visited classrooms K- 3. Scrubby is also available for patients on an individual basis as children visit the ER or stay with us as a patient.
- e. Collaboration with Clay Center daycare providers/pre-schools/Head Start program to provide Teddy Bear Clinics. Commitment to community played a major role in the decision to start this program. The first clinic was held on September 12, 2006. The goal was to provide a non-threatening environment where children could experience the emergency room and the hospital before they might need to visit as a patient. Additionally, the goal was also to educate the children about doing their part to prevent visits to the ER and hospital.

Implementation Strategy for FY2015-2017 Clay County Medical Center

The Action Plans for Healthy Lifestyle Choices and Education/Health Literacy overlap in several of the programs supported by the hospital.

- f. The Clay County Perinatal Coalition launched a new, interactive website, SimplyBaby.org, whose focus is to provide education and access to prenatal care for pregnant women in the area. Helping mothers overcome barriers so their babies are born healthy, safe and strong is the primary goal of this coalition. The new website provides information on *The Healthy Mommy, Healthy Baby* program which provides in-home visits to expectant mothers and their families, providing a number of services to promote health for mothers and infants at no cost. Community Health Workers guide expectant mothers through each stage of pregnancy, as well as the child's growth. Expanded content on the website also includes sections highlighting safe sleep, breastfeeding, nutrition, immunizations and practical advice prior to bringing the baby home from the hospital. As an example of Clay County Medical Center's commitment to building and maintaining trusted relationships with their health partners in the community, hospital employees designed the website. Complementing its online interface, the new website is optimized for desktop, tablet and mobile use.
- g. The Clay County Health Department hosts the "Becoming a Mom Program" as a part of the Clay County Perinatal Coalition effort. This coalition provides for an efficient sharing of resources in the Clay Center Community and during 2015, included Washington County. Parenting Classes are being offered for the first time in twenty years.
- h. Promotion and continuation of the Lunch Bunch Program- This group came into being in 1998 as a part of a program known as Health Wise 55. CCMC participated in a regional program developed by Stormont Vail Regional Health Center in Topeka. The main focus of the program was to assist those 55 years of age and older with health education and disease prevention. The program was administered through the Wellness & Fitness Center and the Dietary Department prepared meals. Since the new addition to the hospital in 2006, the Lunch Bunch meets in the Education Center on the third Wednesday of each month. The programs focus on the areas of disease prevention, health education and various services available in the community. Attendees come from neighboring communities and a wide socioeconomic mix.
- i. Promotion of wellness and fitness - Discounted rates to use the Mark A. Chapman Wellness Center are given to all City and County employees. Free membership for full-time, part-time and regular relief employees and immediate family members of hospital employees are provided for Employees and their spouses. Employees have access to the wellness center after non-public hours as well.

The CrossFit Program was approved by the board in September 2013. The hospital is renting a facility off-site to meet the fitness needs of a more robust clientele than the one served by the current wellness center. In 2015, a membership benefit was provided for all hospital employees and their families.

Implementation Strategy for FY2015-2017
Clay County Medical Center

Action Plans (continued)

2. Education/Health Literacy

- a. In June 2015, the hospital launched a new, interactive website that is focused on educating and informing patients in an effort to promote health and wellness within the communities it serves. The website has a Patient Portal link which allows patients to see medical records from their recent hospitalization, including lab results and discharge instructions. Clay County Medical Center's website features a new "Meet our Doctors" section with information about each provider. Expanded content on the website also includes sections highlighting community and employment opportunities as well as the latest news to assist in keeping the public informed. Complementing its online interface, the new website is optimized for desktop, tablet and mobile use.
- b. The Emergency Preparedness/Safety Coordinator takes an active role with local and North Central Kansas Regional Response Agencies
- c. Social Worker takes an active role on Prevention Council
- d. County Emergency Preparedness and Law Enforcement collaborated in active shooter course offered to hospital employees and community
- e. Educational emphasis to include CPR for county and city employees as well as hospital personnel and continuing education provided for physicians and clinical personnel locally and for neighboring hospitals
- f. Providing Public Service Announcements (PSA's) on the local radio station – special emphasis during flu season and extreme weather events in summer and winter
- g. Collaboration with Clay County Medical Center and the Clay County Health department in developing chronic disease educational material for patients leaving the hospital as a prevention strategy to prevent frequent readmissions
- h. Collaboration with the Clay County Health Department in the Text4Baby campaign, an educational resource for pre-natal and new mothers for up to one year after the birth of the child
- i. Certified breast feeding educators available through the hospital and local health department
- j. Third Thursdays, an event sponsored by the Clay Center Chamber of Commerce, provides an avenue of the Health Department to provide immunizations and information for the public each month– TDAP & Pneumonia EMS/car seat check; heat related topics
- k. Cooperation with Clay County Community High School during career fair, with job shadowing program and vocational education department's training efforts
- l. Provide meeting place and/or staff time for support groups to meet regularly:
 - Stroke
 - Alzheimer's
 - Bereavement
 - Parkinson's Support group was added in 2015
- m. Sponsor Red Cross Blood Drives every 58 days for hospital employees and community members.

Implementation Strategy for FY2015-2017
Clay County Medical Center

Action Plans (continued)

3. Availability and Affordability of Mental Health Care/Access to Health Care

- a. Patients presenting in the emergency department in need of mental health services will be served by Pawnee Mental Health Services via video consultation. Since the original survey, a secure, video conferencing program known as Zoom has been implemented in the ER. Previously, if an ER patient needed a psychiatric evaluation, they had to be transported to Osawatomie State Hospital. That trip was either 2 h 49 min (170.4 mi) via US-24 E and I-70 E or 3 h 6 min (170.8 mi) via KS-177 S. If the patient was female, two officers had to make the 3 hour trip. Currently, if a patient presents to our ER, the evaluation can be conducted at our facility by using Zoom and the determination for placement can be made on the premises. This is less stressful for the patient, easier on law enforcement and more cost effective for all.
- b. Patients presenting in the emergency department for non-emergent care will be cared for as required and referred to appropriate providers. For patient comfort, the entrance to the emergency room is now shared with the Outpatient Clinic. Comfortable seating and access to restrooms makes the family experience better while allowing medical personnel to triage appropriately. Privacy for the individual patient is much improved.
- c. Financial counseling through the hospital is available for self-pay patients and individuals who may qualify for government assistance. Applications are given to each patient upon admission as well as placed in each waiting room throughout the hospital.
- d. Updating the 211 Directory through the United Way and locally, updating the Clay County Resource Directory. Local community resource guides are made available in the community and at the hospital. The hospital's social worker is familiar with resources available in Clay County as well as surrounding areas that use Clay County Medical Center for healthcare.
- e. Outpatient Clinic at CCMC continues to be highly utilized. Since the initial survey, four additional doctors have been added. In 2015, a dermatologist and a gastroenterologist joined the clinic.
- f. Clay County Medical Center worked towards the formation of an Outpatient Pulmonary Rehabilitation Program in 2015. Its goal - to help patients with COPD cope with their illness by developing strategies that enhance breathing and exercise tolerance. In addition, there is a learning component designed to help the patient execute the strategies developed in the gym with the goal of having a better quality of life. A typical class will meet two to three times a week. Diagnoses treated in our program include; Idiopathic pulmonary fibrosis, Bronchiectasis, Sarcoidosis, Kyphoscoliosis, and Post-operative lung surgery.

Implementation Strategy for FY2015-2017
Clay County Medical Center

4. Availability and Affordability of Mental Health Care/Access to Health Care (continued)

...Studies have shown that patients with COPD who participate in prescribed exercise benefit both physiologically and psychologically. These benefits include; increased physical capacity, decreased anxiety about breathlessness, greater independence with daily activities, Reduce fatigue, and improved quality of life.

- g. Speech Pathologist and Occupational Therapist from the hospital have attended LSVT BIG and LSVT LOUD Training and Certification Workshops. In 2016, they will be prepared to receive referrals in order to treat patients with Parkinson disease and neurological conditions. LSVT programs are designed to help those with Parkinson Disease and Neurological conditions. LSVT Loud and LSVT Big are standardized treatment protocols, delivered by certified clinicians. LSVT Big is a research-based exercise approach developed from principles of the effective Parkinson's specific speech treatment. Research has documented improved motor functioning in people with Parkinson's disease following treatment. Improvements include faster walking with bigger steps, improved balance and increased trunk rotation.

Both LSVT Loud and LSVT Big require a significant time commitment on the part of the patient. Treatment consists of 16 sessions: 4 days a week for 4 weeks. Each session is an hour in duration followed by daily homework practices and carryover exercises.

Implementation Strategy for FY2015-2017
Clay County Medical Center

Action Plans (continued)

5. Job Opportunities

- a) Immediately updating job openings on hospital website
- b) Collaborating with other large employers in community by offering training for CPR/BLS
- c) Hosting Economic Development Group (EDG) meetings and workshops focusing on entrepreneurial leadership in rural areas
- d) Promoting EDG classes through our internal communication screen saver offering “Boost Your Business” opportunities including:
 - Continuation of Accounting Fundamentals & Maintaining Your Accounting Date
 - Understanding Leadership Styles
 - SEO/SEM Quick Start: Making Google Love You
 - Making Decisions in Complex Situations: Overcoming Barriers to Effective Problem Solving
 - How to Use Your Accounting Data
 - Basic Intro and Review of Accounting Fundamentals
 - Visual Storytelling: Web Design
- e) Hosting Chamber of Commerce coffees and Legislative candidate forums
- f) Hosting Business and Professional Women’s (BPW) monthly meetings
- g) Providing discounted, corporate Wellness Center rates to businesses
- h) Continuing commitment to providing physical capacity profile (PCP) testing for city/county government and other employers in the county
- i) Continuing commitment to provide drug testing for city/county government and other employers in the county
- j) Continuing commitment to provide opportunities for:
 - Cloud County Community College clinical rotations
 - Barton County Community College Lab students
 - Fort Hays University Radiology students
- k) Participate in collegiate and area job/career fairs
- l) Provide meeting place for outreach junior college classes in the Education Room
- m) Scholarships and tuition assistance programs for current employees
- n) Chamber of Commerce Corporate Membership
- o) Providing continuing education opportunities for hospital employees and payment of professional memberships in organizations for each discipline
- p) Supporting work opportunities for adults with disabilities by ontracting a work crew from Big Lakes Development Center

Implementation Strategy for FY2015-2017
Clay County Medical Center

Approval

Clay County Medical Center's Board of Trustees includes representatives from Clay County. The Board reviews the Community Benefit Report and approves the Community Benefit Implementation Strategy for addressing priorities identified in the most recent Community Health Needs Assessment as well as other plans for community benefit. This report was prepared for the February 9th, 2016 meeting of the governing board of trustees.

Clay County Medical Center Board of Trustees Approval:

Name	Title	Signature
Lori Penner	Chair	
Sandy Fox	Treasurer	
Jeff Yarrow	Secretary	
Terri Parry	Vice President	
Richard Cott	Member at Large	
Austin M. Gillard	CEO	