

## **Implementation Strategy for FY2018-2020**

### **Clay County Medical Center**

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Since 1962, Clay County Medical Center (CCMC) has been serving the health care needs of Clay County and surrounding communities. CCMC is a 25-bed critical access hospital located in Clay Center, KS. With almost 300 full and part-time employees, the hospital is a major employer of professional and supporting health care workers. CCMC has an active medical staff of eight family practice physicians and two mid-level providers. Thirty physicians from the region staff the surgery, cardiac and specialty clinics.

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 CCMC to sustain and develop community benefit programs that address prioritized needs from the 2018 CHNA conducted by the CCMC and the Clay County Health Department (CCHD).

**Targeting Areas and Populations-** Clay County is a rural county located in North Central Kansas and has a population of 7,958 according to the latest Census estimates, down from 8,535 in the 2010 Census. Just less than half of the population is rural. Population density is 12.1 people per square mile. Clay Center is the county seat and has a population of 4,334. The racial makeup of the county is 96.8% white and 51.4% of all residents are female. Median household income in the county is \$55,434 compared to the state with \$55,477. Of the population that lives below the poverty line, 14.6% of those are under age 18. In addition, 40.88% of the school children qualified for free or reduced school lunch in the 2018-2019 school year.

**Developing an Implementation Strategy-** The findings from the survey were tabulated by the CCHD and CCMC. After completion of the assessment in 2018, priority needs were identified and action plans were formulated. This is the third 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 and through many large employers and businesses in the community. 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.

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Through our Community Health Needs Assessment Survey, when asked to rank the most important health conditions in the community, rate topics that would make Clay County a healthier place to live, identify behaviors that have the greatest impact on the community, and barriers that prevent us from solving health issues, two issues were identified as prioritized health needs for the community and two were identified as significant health needs:

#### **1. Priority – Drug abuse prevention**

- Fighting drug abuse was considered the most important health issue as well as the issue having the greatest impact on community health.
- Drug abuse went from third to first with 94.95% of the community ranking it as extremely or very important as a health condition.
- Drug abuse was the issue considered to have the highest impact on our community's health, with 98.4% ranking it as extremely or very important. No other issue garnered above 98%.

#### **2. Priority – Addressing mental health issues**

- Mental health took a significant jump in priority since the last health assessment, going from seventh to third, with a 90.37% ranking, as a health condition.
- This condition was also associated with the problems with drug and alcohol abuse.

#### **3. Significant – Reinforce Clay County as a great place to raise children**

- A good place to raise children was considered the top element in making Clay County a healthier place to live.
- Access to healthcare, low crime/safe neighborhoods, and good schools all ranked above 97%.
- The results were consistent in their demand from the 2015 survey.

#### **4. Significant – Promote good jobs and a strong economy**

- 98.12% of respondents prioritized jobs/economy as a priority in making Clay County a healthier place to live.
- Healthcare's role in the economy, and the health care providers, services and initiatives provided by the hospital, health department and other entities was ranked a priority by over 90% of respondents.

Public input for an implementation plan on these topics was solicited through public input and follow-up interviews with local experts in associated fields. The information gathered confirmed these priorities and health needs.

Beyond its standard medical services, CCMC 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, Medical Explorers Post, Patient & Family Advisory Council, and Civic Involvement.

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## **Prioritized Health Need I – Drug Abuse Prevention**

- **Support use of new Crisis Stabilization Service.**
  - A local detoxification facility is not available, but Pawnee Mental Health, Manhattan, will open a Crisis Stabilization Service in the spring of 2019 in Manhattan, which will include a sobering unit, crisis observation and crisis stabilization. They will offer transportation from Clay County to their facility free of charge.
- **Promote awareness of treatment resources in the area.**
  - Clay Center has an AA group that meets weekly.
  - Pawnee Mental Health Services offers screenings and evaluations, as well as outpatient drug and alcohol treatment.
  - CCMC and CCHD keep a current list of treatment facilities in the region and can explain their provided services.
- **Promote wellness and fitness as a healthy lifestyle alternative to drugs.**
  - 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.
- **Continue to work to change community norms on acceptability of illegal consumption.**
  - Members of the CCMC administration are actively involved in community organizations and efforts to bring awareness to drug abuse as a community health issue.
  - A Patient & Family Advisory Council will be established in 2019 to serve as a direct point of connection between the community, as advocates for patients, and CCMC.
  - CCMC will work with existing collaborators and continue to seek out new methods and approaches to drug abuse prevention and awareness.

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## **Prioritized Health Need II – Addressing Mental Health Issues**

- **Continued involvement with youth suicide prevention programs in community. Of USD 379 students, 16.8% said they have seriously thought about killing themselves in the past year (Aug. 2018). Over 50% of youth who die by suicide are under the influence of alcohol or drugs (Prioritized Health Need I).**
  - Several members of CCMC administration are involved with the school district's suicide prevention program along with the CCMC social worker.
  - CCMC team members participated in Yellow Ribbon Suicide Prevention Gatekeeper training.
- **Offer Zoom video conferencing in emergency room for immediate evaluation.**
  - Patients presenting in the emergency department in need of mental health services will be served by Pawnee Mental Health Services via video consultation, by which an 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.
- **Offer services to anyone regardless of ability to pay.**
  - A patient advocate was hired in late 2018 to offer financial counseling for patients.
- **Offer services and programs for mental issues associated with aging.**
  - Re-establishment and promotion 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. The program has not been held during the addition and renovation project at the hospital, but will re-start once the H.I.M. department is relocated to their new offices in the spring of 2019. Attendees come from neighboring communities and a wide socioeconomic mix.
  - Provide meeting place and/or staff time for support groups to meet regularly, including mental topics like Alzheimer's, Parkinson's and bereavement.
  - Develop local Enhance Fitness program, an arthritis program sponsored by KDHE which helps prevent injuries from falls. This would enhance senior health and wellness.

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- **Promotion of physical fitness for mental health benefits.**
  - Exercise has proven benefits for mental health. 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.
- **Providing Public Service Announcements (PSA's) on the local radio station.**
  - Health news segments will start airing regularly on KCLY 100.9 FM in early 2019. The segments will use providers and other medical experts from CCMC on topics of medical nature. This is a collaboration between CCMC, CCFP and KCLY.
- **Update resource directories.**
  - 211 Directory through the United Way.
  - Clay County Resource Directory, a local community resource guide 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 CCMC for healthcare.
  - Work to attract mental health providers. A new therapist established an office in Clay Center in 2018-19.
- **Mental health services offered through Specialty Clinic**
  - Growth continues at the CCMC Specialty Clinic, including two neurologists.

## **Significant Health Need I – Reinforce Clay County as a Great Place to Raise Children**

- **Promote health and wellness services for infants.**
  - The Clay County Perinatal Coalition was formed and includes representatives from many organizations. This organization sponsors the Becoming a Mom (BAM) program. The Coalition launched a new, interactive website, [SimplyBaby.org](http://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 CCMC'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.
  - Certification with High 5 for Mom & Baby program.
  - Collaboration with CCHD in developing educational material for home care.
  - 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 Sept. 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.
  - CCMC offers childbirth education classes.
  - Certified breast feeding educators are available through the hospital and local health department.
  - Collaboration with the CCHD in the Text4Baby campaign, an educational resource sponsored by the CDC for pre-natal and new mothers for up to one year after the birth of the child.
  - Promote OB doctors who are accepting new patients. This is a 2019 priority.

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- **Promote health and wellness services for toddlers to preschool age.**
  - 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.
- **Promote health and wellness services for elementary age children.**
  - Go Kits were sponsored by CCMC for every classroom in the USD 379 school district in early 2019. Team members participated in “Stop the Bleed” training with school district staff.
  - A mid-level provider received certification to offer Safe@Home classes for fourth through sixth graders, which will first be offered in March 2019.
- **Promote health and wellness services for junior high to high school age youth.**
  - Continued to grow the Medical Explorer Post #2156, established in late 2018. This organization draws high school age kids from at least six high schools in the area.
  - Offer healthcare career tours for high schoolers. Starting in early 2019, the offering will allow high school groups to hear from department heads throughout the hospital.
  - Job shadowing options are given to any high schooler interested in a career in healthcare. Some are coordinated with school districts.
  - Involvement in career fairs at local high schools.
  - Involvement in RealityU program at local high school.
  - A mid-level provider received certification to offer SafeSitter classes for junior high youth, which will be offered multiple times throughout the year.
- **Safety and health awareness for families.**
  - Participation in local and regional Emergency Preparedness training and table top exercises to make the area a safer place to live. The Emergency Preparedness/Safety Coordinator takes an active role with local and North Central Kansas Regional Response Agencies.
  - 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.
  - 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.
  - 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

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**Significant Health Need II – Promote Good  
Jobs and a Strong Economy**

- **At Clay County Medical Center**
  - 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.
  - A Patient Advocate was hired in late 2018 to offer financial counseling services on a full-time basis, with a dedicated office in the hospital.
  - Services that are brand new to the region, MDsave and Wound Care, were added in 2018. CCMC will continue to research addition and expansion of other services to bring patients in from a wide region and save money for locals who don't have to travel for these services.
  - CCMC completed a large new addition and expansion project in late 2018 with residual renovations continuing into 2019 to offer the most modern and efficient healthcare facility in the region.
  - The Specialty Clinic at CCMC continues to be highly utilized. The list of specialists serving patients at CCMC is up to 30, which draws people to the community for healthcare services.
  - Continue to promote job openings on the hospital website, listing updates immediately.
  - The emergency department is working on Level IV trauma certification, which will enhance the standing of the community to be able to respond to emergencies.
  - Providing continuing education opportunities for hospital employees and payment of professional memberships in organizations for each discipline.
  - Perks program being established for our staff to receive discounts at local businesses. This will encourage our staff, which draws on a large region, to spend money locally, further establishing CCMC as an economic engine in the community.
  
- **In the community**
  - Collaborating with other large employers in community for health and wellness services.
  - Commitment to working with city/county government and other employers in the county.

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- Collaborating with other large employers in community by offering training for CPR/BLS.
  - Hosting Economic Development Group (EDG) meetings and workshops focusing on entrepreneurial leadership in rural areas.
  - Promoting EDG classes through our internal communication screen saver offering “Boost Your Business” opportunities.
  - Hosting Chamber of Commerce coffees and Legislative candidate forums.
  - Hosting Business and Professional Women’s (BPW) monthly meetings.
  - Providing discounted, corporate Wellness Center rates to businesses.
  - Continuing commitment to providing physical capacity profile (PCP) testing for city/county government and other employers in the county.
  - Continuing commitment to provide drug testing for city/county government and other employers in the county.
  - Chamber of Commerce Corporate Membership.
  - Provide quarterly Health & Wellness newsletter for free distribution through Clay County employers.
  - Expand/enhance services to other communities, making CCMC a strong regional healthcare system. New clinics are planned for Clyde in 2019 and Riley in 2020.
- **In the schools**
    - Cooperation with Clay County Community High School with the annual career fair. We will set up multiple booths for our various departments.
    - Pursuing opportunities made available through Cloud County Community College and other area colleges.
    - Continuing commitment to provide opportunities for:
      - Cloud County Community College clinical rotations.
      - Barton County Community College Lab students.
      - Fort Hays University Radiology students.
      - Hutchinson Community College Respiratory Therapy students.
    - Participate in collegiate and area job/career fairs.
    - Provide meeting place for outreach junior college classes in the Education Room.
    - Scholarships and tuition assistance programs for current employees.
    - Continue to expand our new Medical Explorer Post program to help high school kids interested in a career in healthcare get a behind-the-scenes look and hands-on experiences in our various departments.
    - Develop a new tour for high school kids interested in healthcare careers and offer it to all area high schools.
    - Promote job shadow opportunities in all departments.

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### Collaboration partners

Community partners who collaborated on the work associated with this report, its findings and/or the resulting implementation strategy included: 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.

Individuals who discussed elements of this effort included the hospital's infection control nurse, director of education and public relations representative, staff from the Clay County Health Department, Clay Center Family Physician Clinic, River Valley Extension office, the youth organization Common Ground and the city library. 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. Team members who addressed poor lifestyle choices included the 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. 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:

CCMC 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).

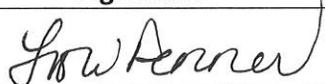
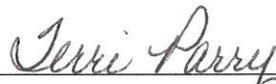
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**Approval**

Clay County Medical Center's Board of Trustees includes representatives from Clay County. The Board reviews the Community Health Needs 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 Feb. 25, 2019, meeting of the governing board of trustees.

Clay County Medical Center Board of Trustees Approval:

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