

## Community Health Needs Assessment Update 2019

As a not-for-profit hospital, Clay County Medical Center (CCMC) works to improve the health of our community. Our mission is to provide quality medical care and to be engaged with our community through multiple community programs. In 2018, CCMC and the Clay County Health Department conducted a Community Health Needs Assessment (CHNA) for the residents of Clay County to develop a better understanding of the healthcare needs of the community. Four main topics were identified for improvement, including two primary topics labeled as “priorities” and two as “significant.” In recent years, we have seen an increased level of interest in mental health and fighting drug abuse. In 2019, we made significant progress in focusing on mental health issues in our region.

- 1. Priority – Fighting drug abuse, which was considered the most important health issue as well as the issue having the greatest impact on community health.**
- 2. Priority – Addressing mental health issues, which took a significant jump in priority this year.**
- 3. Significant – Reinforce Clay County as a great place to raise children.**
- 4. Significant – Promote good jobs and a strong economy.**

### DRUG ABUSE

- Some of our staffing moves in CCMC will help combat the potential for opioid use and addiction. We started a transition of our Certified Registered Nurse Anesthetist to become a full-time pain management specialist and he will be replaced by two CRNA’s. Having a full-time pain management specialist will help decrease the prescribing of opioids. He will also be an in-house expert on the topic.
- We are working on enhancing the emergency department to a Trauma IV facility. This will prepare our team for more serious emergency situations. Our walk-in clinic is also available every day of the week, essentially extending the hours of our physician’s clinic.
- A new bake sale was very successful raising funds for people who have medical supply or other needs or services that they cannot afford. Whether it is money for medical supplies, food or even vehicle repairs to get them to appointments, this account could help people who have issues with drug abuse.
- CCMC offers a Heart Saver First Aid, CPR and AED courses for the community.
- In the summer of 2018, Clay County Health Department hosted approximately 30 individuals from several community sectors for a one-day learning event to gain a better understanding of the impact of adverse childhood experiences in a community and discuss interventions to benefit the community. In 2019, a coalition with a mission to promote social, physical, and mental well-being for residents of Clay County, emphasizing reduction of youth substance use and to foster a thriving environment in which to live, learn work and play was revitalized. In late 2019 this coalition was successful in receiving an Overdose Data to Action (OD2A) grant. This grant funding allowed our community to follow-up with interventions identified in the initial education regarding the impact of adverse childhood experiences. To date, our community has had the opportunity to hear a motivational speaker three times to address the “Silent Epidemic.” Following the most recent community presentation, a “Mental Health Resource Fair” took place so community members could make connections with local and regional mental health service providers and bring

awareness of their services. OD2A funding is allowing our community to train capable representatives to serve as members of the Trauma-Informed Community Engagement Team and serve as the voice of the trauma systems of care movement in the community. The goal of this small group will be to develop and deliver a consistent public message regarding trauma-informed practices through all sectors of the community and to educate community members about the importance of caring connections. OD2A is also facilitating linkage to care for those with opioid use disorder or at risk of an overdose by providing transportation assistance for Medication-assisted treatment (MAT), and sponsoring a public awareness campaign using material from the “It Matters Campaign”.

## **MENTAL HEALTH**

- CCMC has signed a contract with a Psychiatric Mental Health Nurse Practitioner to begin next year. This will be a very positive resource for our patients and the communities we serve. This position is a direct response to the need for increased mental health services.
- A new private therapist opened a practice in Clay Center and we are building a relationship with her and her services as another mental health resource in town.
- Various classes and group meetings are offered throughout the year, some of which cover mental health issues. Our Parkinson’s Support Group deals directly with issues of mental health and a Core Boxing group complements the needed mental dexterity that benefits people with Parkinson’s.
- Community education sessions on Alzheimer’s and dementia were held at CCMC in March and September and drew very large crowds. These were coordinated through a partnership with the Alzheimer’s Association. An Alzheimer’s caregiver support group was started in June.
- A partnership with Big Lakes Development Center was established in 2019. Through the agreement, clients from Big Lakes provide janitorial services at the hospital. Big Lakes offers a work services program for their clients, which increases the client’s level of independent function and helps them obtain an earned income.
- “Dog shows” are occasionally held to allow our inpatients opportunities to interact with friendly dogs. The local zoo also brought a young bobcat to the hospital for interaction with some of our inpatients. These efforts were coordinated through our activities department.
- Our Lunch Bunch program was re-established after taking a hiatus during hospital construction and renovation. This program offers educational programs for the public, with various topics addressed during the monthly meetings.
- A Ladies Night Out event was organized to promote the medical services available to women, focused on women’s health.
- The “Hues to Help” group from the Clay Center Community Middle School delivered paintings with positive and inspiring messages to CCMC. Patients at CCMC were able to select a painting that was designed by each student in the group.

- The Education Department at CCMC is responsible for developing, promoting, and improving the educational service programs offered at CCMC. Employees all participate in CareLearning and CCMC provides several courses that allow nurses and physicians to receive continuing education credit. Much of the work in the Education Department focuses on collaborating with the community healthcare organizations to plan and implement educational programs to benefit those in our service area.
- The need for patient advocacy is stronger today than it has ever been. As consumers continue to absorb more of the costs associated with healthcare, we at CCMC felt an obligation to proactively work with patients, helping them find resolutions to the balances for which they are responsible. CCMC and The Midland Group offer payment plan options to patients with balances after insurance has paid, or who are uninsured. This program is available to all patients, both with and without medical insurance, that come to CCMC for their healthcare needs, and it is intended to help make their medical bills fit their budget constraints.
- Patients presenting to the emergency department in need of mental health services are being 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 emergency department. Previously, if an emergency department 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 three hour trip (one-way). Currently, if a patient presents to the emergency department, 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.
- Meadowlark Hospice is a department of CCMC. Services are provided to anyone in need, regardless of insurance coverage or ability to pay. Serving Clay, Cloud, Marshall, Republic, Washington, and Western Riley counties, Meadowlark Hospice offers its patients and families physical, emotional, and spiritual care as sensitively, humanely, and honestly as possible.
- The mission of CCMC has always been to provide exceptional healthcare for our community. A Walk-In Clinic was implemented in January 2017. It is available at times outside of the regular physician clinic hours. Patients do not need to call for an appointment. The cost for a visit is less than the cost of an emergency room visit. The Walk-In Clinic provides an alternative for illnesses and injuries that can't wait until regular physician clinic hours, treating injuries or illnesses requiring immediate care, but not serious enough to require an emergency room visit. Should a patient need emergency services or hospitalization, care in the emergency room is just down the hall. The Walk-In Clinic extended its hours and days of service to include evenings on the weekdays in March 2017.

### **GREAT PLACE TO RAISE CHILDREN**

- An emphasis to promote our OB services was the impetus to start a new infant photography service for babies delivered at CCMC. All new parents get hard copy photos by a professional photographer, and the pictures are also posted on our CCMC Facebook page to show off the newest residents of the local communities. This service has been very popular.
- Childbirth education classes are offered for expecting parents.
- Continued work with the Clay County Perinatal Coalition which operates the Becoming a Mom Program (BAM), providing pre-natal education to prevent infant mortality. The program focuses on behavior

modification for mothers so that pregnancies go to full term. It addresses lifestyle choices, such as smoking, which in turn reduces low birth weight. All referrals to Prenatal Education and Nutrition Education are sent to the Clay County Health Department.

The Clay County Perinatal Coalition's interactive website, [SimplyBaby.org](http://SimplyBaby.org), was designed by CCMC. This website is used as a tool, and the efforts of the coalition continue to provide education and access to prenatal care for pregnant women in the area. The primary goal remains the same - helping mothers overcome barriers so their babies are born healthy, safe, and strong. The website provides information on *The Healthy Mommy, Healthy Baby* program which provides in-home visits to expectant mothers and their families by providing a number of services to promote health for mothers and infants at no cost. 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. The Clay County Health Department hosts "Becoming a Mom Program" as a part of the Clay County Perinatal Coalition's effort. This venue provides for an efficient sharing of resources in Clay County, including Washington County. As needed, parenting classes continue from this effort. Birthing classes are held at the CCMC and led by the Director of OB services at CCMC. Certified breast-feeding educators visit the classes.

- A Community Baby Shower Donation Drive was hosted during Hospital Week, May 12-18. CCMC accepted donations of diapers, wipes, bibs or baby products. Those items were given to families of infants born at the CCMC Birthing Center.
- Special classes for babysitters and young kids who come home from school to empty homes are offered at CCMC and led by CCMC team members. The Safe Sitter class and Safe@Home class are good for children, but also enhance the employment potential of kids who offer babysitting services.
- Clay County Head Start and local preschool children attended a Teddy Bear Clinic at CCMC. This program started in 2006 and is designed to help put children at ease when they visit the hospital. The teddy bears are "admitted" to the hospital, and through the use of play therapy, the children use their imaginations in describing mock injuries or illnesses of their teddy bears. Employees in many different departments help make the event a success.
- A new pediatric therapy program was started with the hiring of an occupational therapist who specialized in pediatric therapy. As a result, a pediatric therapy gym was created to maximize treatment through the program. This is the only pediatric therapy gym in the region, providing young patients the specialized equipment needed to help stimulate their development while they learn and grow in a fun, playful environment.
- CCMC was a co-coordinator with the local school district (USD 379) in a local preparedness effort to put Go-Kits in every classroom in the district. The concept came out of a "Intruderology" training session.
- Tours for youth are a mainstay at CCMC and many departments participate in these educational efforts for children. Tours were given for kindergarteners and fifth-graders from the local schools, as well as homeschool groups and a 4H group. Longer, more detailed tours, are also offered to high schoolers interested in careers in a medical profession to show all of the jobs available in healthcare. Several high schools from across the region had students participate in these tours.



- Our team participated in the Reality U program at Clay Center Community High School, which was focused on showing high school students the realities of adulthood.
- A Medical Explorer Post program was brought in-house under the banner of a Future Medical Professionals organization. These evening events were free to high school students interested in medical professions and offered hands-on experiences in various departments throughout the hospital. Through this program, job shadow and internship opportunities were encouraged.
- Active youth in our community can see CCMC as a resource for their leisure and extra-curricular activities. Free school sports physicals were offered for any student. We also sponsored free sunscreen stations at swimming pools in the region for the summer.

## **JOBS**

- As a major contributor to the local economy and one of the biggest employers in the region, CCMC was recognized as a Regional Award Winner as part of the 2019 Governor's Awards of Excellence. The effort is coordinated by the Kansas Department of Commerce during Business Appreciation Month. CCMC was the winner in the hospital/non-profit category for this region. Statewide, 96 businesses were nominated for these awards. The intent of the program is to recognize Kansas businesses for their contributions to the local and state economy.

CCMC was nominated by the Clay County Economic Development Group. Award qualifications included:

- Business expansion in Kansas
- Successful employee retention and recruitment practices
- Employee training/educational programs
- Capital investment in Kansas
- Support of local activities including school activities, community events, economic development and leadership programs

- Recognition of our team is a big part of our culture at CCMC. Throughout the year, we recognize various departments during their profession's designated week through Facebook and media releases. We also \*\*\*. This year, we incorporated the DAISY Award program to recognize extraordinary nurses. Our Patient Family Advisory Council helps choose the DAISY Award winner from nominations every six months.

- Clyde Family Physicians, a clinic within CCMC's family of community medical clinics, began construction on a brand new, million-dollar facility in Clyde. This modern healthcare facility \*\*\*\* and established deep roots in the community, promising high-quality medical jobs in the region for many years to come. It was set to open in early 2020.

- Medical career tours are offered for high schoolers. Several high schools in region took the opportunity to bring students interested in medical careers to CCMC to see the many job opportunities available in healthcare.

- A hospital-wide wage adjustment was approved in December, bringing all positions up to state average. The average overall was a 3 percent increase, totaling \$313,000.



- CCMC is an entertaining place to work, with many special employee appreciation events. There were also fun decorating contests that supported good causes. Team members celebrating work anniversaries are also treated to meals at a local restaurant to recognize their anniversary.
- A new Wound Care Center opened Feb. 1 and a quickly-growing patient load caused the expansion of the center's hours. The center has achieved many national recognitions right from the start.
- Consistent development of a top-notch, service-oriented culture at CCMC promulgated an atmosphere where team members are willing to help outside their departments. This also adds to career satisfaction when the entire team works together for a common cause.
- A focus on establishing many physician practices within the CCMC family helped Clay County to a #2 ranking in Kansas for Clinical Care. We tried to put a spotlight on our providers through profiles on social media, which the community really enjoyed. We also make CCMC and Clay Center Family Physicians available to visiting medical students and interns to help churn out the next generation of medical providers.
- CCMC continues to offer sign-on bonuses and tuition reimbursement to try and bring top-notch talent onto our team.
- In our efforts to make healthcare services easily accessible, leadership recognized that access to physicians in specialty areas (Urology, Orthopedic, Oncology, etc.) is vital to the delivery of healthcare. Two new cardiologists were added to the group of specialty physicians at CCMC. We have 31 specialists who see patients in our Specialty Clinic. A large percentage of our patients are age 65 and older and driving becomes more difficult as they age. Located in the northwest wing of the hospital, CCMC provides a separate registration, waiting room and treatment area for our Specialty Clinics.
- CCMC supports keeping healthcare professionals and the services they provide in rural Kansas by providing clinical rotation opportunities for students from Cloud County Community College studying to become nurses. Shadowing opportunities in occupational, speech, and physical therapy have been provided through collaboration with Hutchinson Junior College, Washburn, Wichita State University, Brown Mackie, and Colby Community College. These opportunities help inspire future generations to consider careers in rural healthcare.
- Employees regularly participate in collegiate and area job/career fairs.