

CHNA Implementation Strategy

Beaver Dam Community Hospital Beaver Dam, Wisconsin

Published November 15, 2016

Introduction

Beaver Dam Community Hospitals, Inc. (BDCH) is a non-profit health system that offers a comprehensive continuum of services that include primary and specialty care, obstetric and inpatient acute care, outpatient surgery and oncology services, rehabilitation, home care, hospice, long-term care, and day care for children. The system's 60-bed acute care hospital, accredited by the Joint Commission, combines advanced medicine and technology with a state-of-the-art facility to create a healing environment of care for patients and their families. The BDCH service area extends across the greater Dodge, Columbia and Fond du Lac County region.

Our mission is to deliver excellence across a continuum of services.

Our vision is to be the regional destination for health care by delivering unprecedented quality, safety and service at a competitive price.

Our commitment to excellence means that while we offer more than you might expect from a rural health system, it is exactly what our patients deserve. This is what we mean when we say: "Excellence. Delivered. You have our Word on it."

In June 2013, BDCH published a Community Health Needs Assessment Report ("CHNA Report"). In that 2013 CHNA Report, BDCH identified nutrition and physical activities as the community's primary health needs, substance abuse and mental health as the secondary health needs, and dental health, elder care, and Hispanic resources as the tertiary health needs.

Based on the 2013 community health needs assessment, BDCH worked diligently to bring community stakeholders together in an effort to develop initiatives and strategies to help people live healthier, happier lives. In 2014, BDCH formed the Healthy Communities, Healthy Lives initiative as the first step in our regional wellness journey. In 2015, BDCH contracted with Healthways to conduct a Blue Zones Project[®] assessment of our community. Instead of focusing on the individual, the Blue Zones Project focuses on the culture, community and environment, bringing support systems and implementation of evidence-based strategies that help make the healthy choices the easy choices. The Blue Zones Project assessment was the beginning of our 2016 community health needs assessment.

On June 30, 2016, BDCH published a Community Health Needs Assessment Report, which is available online at https://www.bdch.com/getattachment/About-Us/Community-Health-Needs-Assessment_052516.pdf.aspx. That CHNA Report identifies BDCH's community, the process followed in conducting our community health needs assessment, the significant community health needs that were identified, and resources that were available at that time to address those significant community health needs.

In conducting our community health needs assessment, BDCH collected information about community health needs through interviews and a community forum, conducted between the summer of 2015 and the spring of 2016. The CHNA Report identifies the organizations that participated in the community health needs assessment. These findings were supplemented with quantitative data obtained from various public sources.

Based on that community health needs assessment, BDCH identified the following significant community health needs, in this order of prioritization:

1. Access to health care services
2. Nutrition and physical activity
3. Substance abuse and mental health

Beaver Dam Community Hospital is pleased to submit this Implementation Strategy. We do so both as a matter of compliance with Section 501(r)(3) of the Internal Revenue Code, as mandated in the Patient Protection and Affordable Care Act, and as an obligation to those we serve. As an organization, we have taken this change in law as an opportunity to improve our community service and continuously focus on meeting the changing health care needs of our community.

Consistent with the requirements of Section 501(r)(3), this Implementation Strategy identifies Beaver Dam Community Hospital's planned response to each significant community health need. If BDCH does not plan to address a health need, this Implementation Strategy explains why.

Access to Health Care Services

Name of Program, Initiative or Activity	Primary Care provider recruitment
Description	Continued recruitment to ensure adequate access to Primary Care services throughout our region.
Anticipated Impact and Plan to Evaluate	Affordable and adequate access to Primary care services within our service area. This will be tracked through scheduled community needs assessments for each specialty within the Primary Care service sector.

Name of Program, Initiative or Activity	Dental Care for low income patients
Description	To ensure access to dental care for those residing in our service area by working with outside entities in a variety of ways.
Anticipated Impact and Plan to Evaluate	This access will allow for better dental health, which has been shown to have a beneficial overall impact on individual health. The continued need, or lack thereof, can be followed through needs assessments done by BDCH in cooperation with outside agencies.

Name of Program, Initiative or Activity	Expansion of Services- Spring Street
Description	Renovation of the Spring Street property which will house primary care, and

other services to continue to improve access to county residents.

Anticipated Impact and Plan to Evaluate The facility will house multiple practitioners that will improve access to primary care in addition to alternative and traditional medicine. The hospital will evaluate the impact of this clinic by the volume of patients seen at the facility.

Name of Program, Initiative or Activity Hispanic population need for health education

Description Education sessions regarding health topics to be held within the Hispanic community.

Anticipated Impact and Plan to Evaluate Improved access to healthcare by the Hispanic population due to improved knowledge of services, insurance coverage information, and increased trust of BDCH. We will also work to lessen the language barrier. The hospital will assess the impact of this program by the volume of Hispanic patients seen in the facility.

Name of Program, Initiative or Activity Cost of Care, High Deductible Health Plans

Description A Financial Clearance process will be developed for scheduled patient procedures

Anticipated Impact and Plan to Evaluate Our expectation for this program is to define for patients the portion of the bill covered by insurance and expected out of pocket costs for full transparency of cost prior to service

Nutrition and Physical Activity

Name of Program, Initiative or Activity Blue Zones Project

Description	Blue Zones will provide opportunities to engage community members in a well-being initiative. This initiative will focus on all aspects of well-being including all principles of well-being.
Anticipated Impact and Plan to Evaluate	Initiating healthy eating and exercise habits within a supportive environment will help create significant lifestyle changes including weight loss for community members. The hospital will evaluate the impact of the program with public health statistics.
Name of Program, Initiative or Activity	Blue Zones Project
Description	Blue Zones will facilitate healthier food options being available to residents in grocery stores, restaurants, schools, and worksites.
Anticipated Impact and Plan to Evaluate	The higher prevalence of healthy food options within our communities will decrease the rates of obesity within the BDCH service area. BDCH will evaluate the impact of this program by participation of restaurants, grocery stores, schools, and worksites.
Name of Program, Initiative or Activity	Blue Zones Project
Description	Blue Zones will over time work with city officials to improve the walkability of our communities and increase the opportunity for community members to participate in natural and purposeful physical activity.
Anticipated Impact and Plan to Evaluate	Initiating exercise habits within a supportive environment will help create significant lifestyle changes including weight loss for community members. The hospital will evaluate the impact of the program with public health statistics.

Needs Beaver Dam Community hospitals, Inc. Plans Not to Address

Although no hospital can address all aspects of the health needs present in its community, Beaver Dam Community Hospitals, Inc. to address eight (8) of the priorities identified in the 2016 Community Health Needs Assessment. Beaver Dam Community Hospitals, Inc. is committed to serving the community by adhering to its mission, using its skills and capabilities, and remaining a strong organization so that it can continue to provide a wide range of community benefits.

Mental health and substance abuse issues were identified in our needs assessment however we have chosen not to address this need due to a lack of resources in our rural Dodge County area.

Approval by Governing Board

This implementation strategy was approved by the Governing Board of Beaver Dam community Hospitals, Inc. on September 26, 2016.