



## ***Community Health Needs Assessment – 2016 Summary and Implementation Plan***

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### **Our Mission**

*With the help of trusted, integrated partners, Northwest Medical Center serves as a compassionate, efficient health home that encourages wellness, restores health, and promotes a superior quality of life.*

Our mission is more than words written on paper. It informs everything we do, everyday.

### **Our Community Health Needs Assessment**

With the March 2010 passage of the Patient Protection and Affordable Care Act, all not-for-profit hospitals (recognized as 501(c)(3) organizations) are required to complete a Community Health Needs Assessment (CHNA). A CHNA is designed to identify, prioritize and address health issues in a hospital's primary service area and, according to IRS regulations, must be completed at least once every three years for tax years beginning after March 2012. A successful CHNA must include each of the following.

- Definition of primary service area
- Identification of key health partners
- Analysis of existing health data
- Completion of a community-wide survey and focus groups
- Identification and prioritization of community health issues
- Development and implementation of strategies to address priority health issues
- Dissemination of the CHNA findings and report to stakeholders

In compliance with the regulations and in an effort to positively impact health outcomes within the communities we serve, NMC recently conducted our customized CHNA.

## Executive Summary

The results of the CHNA will assist NMC leadership in responding to the health needs identified by the analysis. As an independent not-for-profit organization, we believe we must continue to invest in facilities and programs aimed at improving the well being of the residents we serve. This idea is paramount and is the foundation of our Board-approved plan of action.

### Primary Service Area

NMC is located in Albany, MO and operates clinics in Albany, Grant City, New Hampton and Stanberry. Its primary service area includes Northwest Missouri communities located in Gentry, Harrison, Nodaway, and Worth Counties with the majority of business serving residents in Gentry and Worth Counties. According to the 2010 U.S. Census, the service area included in NMC's primary service area is approximately 10,500 residents.



## Key Health Partners

- Mosaic Life Care (St. Joseph, MO)
- Tri-County Health Department (Stanberry, MO)

## Community Survey

The method for distributing the community survey involved sending 1,000 paper surveys to a random sampling of households in our primary service area.

In addition, a random telephone interview was conducted to determine the most pressing community health needs. Residents of Albany and the surrounding area were contacted to get feedback to a 95% confidence interval.

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<b>2016 CHNA Results</b>		Albany N = 150
Service Area		20.7%
Gender	Male	44.0%
	Female	56.0%
Age	18 - 24	2.0%
	25 - 44	14.2%
	45 - 64	29.7%
	65+	54.1%
Race	White	98.7%
	African American	1.3%
	Asian	0.0%
Hispanic		1.3%
Employed		32.2%
Income	< \$10K	11.8%
	\$10K to < \$15K	8.6%
	\$15K to < \$20K	10.8%
	\$20K to < \$25K	8.6%
	\$25K to < \$35K	9.7%
	\$35K to < \$50K	22.6%
	\$50K to < \$75K	19.4%
	Over \$75K	8.6%

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## Focus Groups

A community focus group from the Northwest Medical Center primary service area was conducted to gather community feedback regarding the primary health needs. LAN Resources, LLC, recruited the community member group. LAN Resources moderated this group. At the beginning of each session, the focus group participants were given a blank sheet of paper and were asked to write down the first word or short phrase that came to mind when asked the question, "What is the number one health need of your community?" The cards were collected and the group discussed each of the responses including the resources currently in place in their community to address that need.

## Secondary Data

Additional data was gathered from a variety of sources such as the U.S. Census Bureau, the State of Missouri and statistical reports to provide a sounding board against which to compare survey results.

## Primary health needs identified:

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Access to Affordable Health Care	63.1%
Obesity	16.1%
Mental Health	9.4%
Health	11.4%
Education/Resources	
Total	100.0%

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## Implementation Plan:

### Health Need #1 – Access to Affordable Health Care

#### Action Plans:

- Access to affordable health care: Transportation Van - Northwest Medical Center has completed the evolutionary step of beginning to operate as part of Mosaic Life Care. As the U.S. healthcare industry accelerates the rapid change that is required to boost its quality and affordability, NMC is continuing its long traditions of visionary thinking and excellent service. The structure of our Mosaic affiliation ensures local focus and leadership while granting improved access to expertise, supplies and technologies. Our goal is to make NMC and the communities it serves examples of the way things should work in rural America. To that end, Northwest Medical Center will pay for a patient transportation vehicle and program that will improve access for people from King City to Conception to Grant City to New Hampton and

everywhere in between. The transportation program will give people in the area access to all NMC clinics and the hospital.

- Partner with local employers to ensure employees are fully aware of the preventive services available as part of their health insurance plans.
- Proactively engage “at risk” patients in healthy lifestyle programs – Diabetes program, smoking cessation classes, Wellness Program in Cardiac Rehab
- Identify opportunities to partner with community organizations to drive participation in “healthy” events – Area Schools, Albany Chamber of Commerce, Tri-County Health.
- Work with area employers to design customized “Employee Wellness Programs.” Continue to coordinate Wellness Program for Rolling Hills Creative Living and begin one Worth County School Staff.

#### **Key Partners:**

- Tri-County Health Department
- Mosaic Life Care
- Rolling Hills Creative Living
- Worth County School

## **Health Need #2 – Obesity Prevention**

#### **Action Plans:**

- Proactively engage “at risk” patients in healthy lifestyle programs. – Diabetes program, smoking cessation classes, Wellness Program in Cardiac Rehab
- Identify opportunities to partner with community organizations to drive participation in “healthy” events - Area Schools, Albany Chamber of Commerce, Tri-County Health.
- Work with area employers to design customized “Employee Wellness Programs.” Continue to coordinate Wellness Program for Rolling Hills Creative Living and begin one Worth County School Staff.
- Partner with area schools to encourage healthy school lunch/vending options, exercise, and a focus on drug and alcohol education. (Sponsor DARE program)
- Continue TriLEARNathon for school kids K – 6 grade.  
For the past six years, Northwest Medical Center has collaborated with the Albany R-III School District to promote wellness to individuals of all ages in the community through the TriLEARNathon. Given the success of the TriLEARNathon program, NMC expanded the program to include our hometown schools of Jefferson, King City and Stanberry. The TriLEARNathon encourages students, teachers and parents to read 26 books, run 26 miles and complete 26 good deeds throughout the school year.
- Fit-tastic Community Events  
To provide continuous and consistent education to the community on living a healthier lifestyle, a Healthy Lifestyle Initiative community coalition will be formed, led by NMC. Based on a successful model led by Children’s Mercy Hospital, this

group will consistently promote the 1-2-3-4-5 Fit-Tastic! messaging as the tool to better health.

- **Fit-tastic Family Fun Day**  
NMC will offer this fun and educational event to children and their parents. This event combines popular children's events such as bounce houses and face painting with health education based on the 1-2-3-4-5 Fit-Tastic! messaging.
- **Pound Plunge**  
To help prevent adult obesity, NMC will adopt Mosaic Life Care's established, successful programs. The Pound Plunge's 10th year at Mosaic Life Care was completed in April 2015. The program had 1,660 total registrants this year who lost 11,394 pounds. The Pound Plunge has had 18,033 participants over the last 10 years, who have lost a total of 115,065 pounds. At the end of the program in 2015, 91 percent of respondents to the survey agreed that the Pound Plunge was beneficial to the community, and 87 percent agreed that they are currently continuing a healthy lifestyle as a result of the Pound Plunge.
- **NMC 5K & 1 Mile Run/Walk**  
Northwest Medical Center is the proud sponsor of a 5K & 1 Mile Walk/Run to help promote wellness and fitness throughout our region.

#### **Key Partners:**

- Area schools (Albany, Worth County, Stanberry, King City, Jefferson)
- Albany Parks and Recreation
- Mosaic Life Care

### **Health Need #3 – Health Education and Resources**

- Focus marketing efforts on the broad range of wellness and preventive services offered by NMC.
- Utilize “national awareness” opportunities to educate our communities on the importance of preventive care.
  - Breast Cancer Awareness Month-October
  - Prostate Cancer Awareness Month-September
  - National Heart Month-February
  - American Diabetes Month-November
- Partner with local employers to ensure employees are fully aware of the preventive services available as part of their health insurance plans.
- Identify opportunities to partner with community organizations to drive participation in “healthy” events – Area Schools, Albany Chamber of Commerce, Tri-County Health.

#### **Key Health Partners**

- Mosaic Life Care (St. Joseph, MO)
- Tri-County Health Department (Stanberry, MO)
- Area schools (Albany, Worth County, Stanberry, King City, Jefferson)

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