



2013 Community Health Needs Assessment

Implementation Plan

As a key part of WMH's multi-month strategic planning process completed in November 2013, the Community Health Needs Assessment led to the identification of three needs, as perceived by community members, upon which WMH can have a significant impact. Those needs are physician retention in our rural community, enhanced patient education, and a growing issue of prescription drug abuse, especially among adolescents.

While the CHNA identified other health needs, they were seen to be beyond the scope of our services or we could not make a significant impact upon them due to limited personnel and/or financial resources.

The following pages include information on how WMH is looking to impact the three outlined areas in 2014 and beyond.

War Memorial Hospital

Implementation Plan for Identified Community Health Needs

2014

Priority: Physician Retention

Objective/Strategy

- Key strategic activity identified in WMH's Strategic Plan for 2014-16
- Assigned to work groups within WMH's pillar structure for research, planning, and actions in each of the next three calendar years

Tactics

- Begin succession planning for primary care physicians in key service area communities
- Enhance recruitment efforts of residents from the U.P. and other rural areas by expanding relationships with medical schools to include WMH in residency programs especially for primary care
- Determine areas of specialty care needs strictly and recruit to those the service area population can support

Programs/Resources to Commit

- Physician practice recruitment funds

Impact of Programs/Resources on Health Needs

- Maintaining ready access to primary care services in rural communities within our service area with a continuity of care for patients and their families.

Accountable Parties

- WMH Board of Directors
- WMH Leadership including CEO and Medical Staff
- WMH Physician Recruiter

Partnerships and Collaborations

- Michigan State College of Human Medicine, Central Michigan University Medical School, Michigan Health and Hospital Association, local business and community groups, practicing and retired physicians

Priority: Patient Education

Objective/Strategy

- Key strategic activity identified in WMH's Strategic Plan for 2014-16
- Continue outreach to patients and their caregivers on the vital importance of key diagnostic testing, following medical advice at home, including treatment discharge instructions, and reduce readmissions.

Tactics

- Overall marketing/educational efforts related to common chronic and emergent conditions using paid advertising, community presentations, Facebook, hospital webpage, and events.
- Continued training and monitoring of staff on the use of electronic health record to provide and review discharge instructions with patients.
- Use readmission rate tracking to identify areas in need of expanded or intensified patient education.

Programs/Resources to Commit

- Community relations funds
- Medical Staff regular meeting time
- Nursing annual education program

Impact of Programs/Resources on Health Needs

- Maintain the health of patients with chronic conditions after hospital discharge
- Reduce the percentage of resources used to treat a small percentage of our patient population for recurring health issues

Accountable Parties

- WMH Board of Directors
- WMH Leadership including CEO and Medical Staff
- Nursing Directors and Staff
- Pharmacy Director and Staff
- Community Relations Director

Partnerships/Collaborations

- Michigan State University College of Human Medicine, local chapters of condition specific advocacy organizations, Lake Superior State University

Priority: Prescription Drug Abuse Prevention/Reduction

Objective/Strategy

- Key strategic activity identified in WMH's Strategic Plan for 2014-16
- Partner with local health department and community groups in building awareness of the driving factors, the harmful effects (especially to adolescents) of this issue and the means to combat it.

Tactics

- Support efforts to hold a first-ever medical provider / general public conference on drug abuse in the EUP in 2014.
- Determine need for Medical Staff education on identifying and interventions for prescription drug abuse, especially among adolescent patients

Programs/Resources to Commit

- Medical Staff and Nursing Staff as community organization speakers
- WMH community event sponsorship funds
- Marketing and outreach support

Impact of Programs/Resources on Health Needs

- Maintaining ready access to primary care services in rural communities within our service area

Accountable Parties

- WMH Board of Directors
- WMH Leadership including CEO and Medical Staff
- Community Relations Director

Partnerships and Collaborations

- Chippewa County Health Department, local law enforcement, Families Against Narcotics
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