

2013 IMPLEMENTATION STRATEGY

SIOUX CENTER COMMUNITY HOSPITAL & HEALTH CENTER AVERA

INTRODUCTION

In 2013, a Community Health Needs Assessment was conducted by Sioux Center Community Hospital & Health Center Avera for the people residing in Sioux Center, Hull and the surrounding Sioux County, Iowa communities. Community health needs assessments are a key step in the continuous community health improvement process. The role of the process is to identify factors that affect the health of a population and determine the availability of resources within the community to adequately address the identified health needs.

COMMUNITY HEALTH PRIORITIES

While Sioux County has numerous positive attributes and scored very well in the county health rankings for Iowa, there are several well defined areas of prioritized need that the hospital plans to address based on our findings from the community health needs assessment.

1) Accessibility and Affordability: One of the major concerns expressed during the focus groups was access to more specialty physicians in the service area. There is a growing need for access to primary care physicians at both the Sioux Center and Hull Medical Clinics. Table 5 in the community health needs assessment shows there is a lack of primary care physicians in Sioux County to meet the needs of the community. Another area of concern was the growing amount of uninsured families in the area, and the increasing cost of medical insurance that now include higher deductible and co-pay amounts.

Action: Improve Physician Recruitment Strategies

Sioux Center Community Hospital & Health Center Avera is in the process of building a new hospital and medical clinic in Sioux Center, which is scheduled for completion in early 2014. The current facility is outdated and made it difficult was tough to recruit the best medical providers, and a new state-of-the-art facility will help keep healthcare close to home for residents in Sioux County.

Sioux Center Community Hospital & Health Center Avera will focus on a medical staff development plan to analyze physician/provider staffing and assist with evaluating the primary care and specialist/population ratio in our primary service area. The hospital will track and analyze volume of outpatient services and referral reports to determine supply versus demand of specialty clinic visits and procedures. Another area of improvements can be made in relationships with students in the medical field. Possible areas of interest are more job

shadowing, job fairs, internships and scholarships to improve physician recruitment and relations.

The anticipated impact of these actions will help Sioux Center Community Hospital & Health Center Avera offer more opportunities for primary care physicians and specialists to build and expand their patient base, which will in turn better serve our community's healthcare needs.

Action: Identify Ways to Better Care for the Medically Underserved

Although Sioux Center Community Hospital & Health Center Avera serves all individuals regardless of their ability to pay, the hospital will identify ways to better educate individuals and families who are medically underserved, uninsured, or have language barriers that may contribute to health disparities. A key to this healthcare problem is to partner with local public health officials and other area hospitals to promote/enhance health education and improve access and quality of care for the county.

A key resource to accomplish these goals is to work collaboratively with Community Health Partners of Sioux County and with local hospitals in the area. Sioux Center Community Hospital & Health Center Avera's CEO has been a long standing board member for Community Health Partners of Sioux County and she is committed to serving in this role and promoting collaboration to address these needs. The anticipated impact will help identify ways to better care for individuals and families in Sioux County who are underserved or have health disparities.

2) Healthy Lifestyle Choices: A majority of residents surveyed mentioned that obesity, especially in children, was a primary concern for their family. Although overall obesity in Sioux County is below the state average (not national), the community wants education and wellness programs targeted at services that help them stay healthy and/or supports them in the management of their current health conditions. Sioux County has a large number of fast food restaurants in the area, and many are concerned that this will lead to more obesity, diabetes and other health risks.

Action: Promote Active Living and Healthy Eating

Sioux Center Community Hospital & Health Center Avera plans to create a Health+ program that will better encourage healthy lifestyle choices both in the workplaces and for residents throughout Sioux County. Additional human resources are being considered to lead the Health+ program and the hospital will explore partnerships with existing healthcare providers, schools, business and social entities. Although a cultural shift to an active lifestyle is a big undertaking, Sioux Center Community Hospital & Health Center Avera believes it can positively impact the health of many children, families and individuals to help reduce obesity and improve healthy eating habits.

3) Healthcare Prevention & Education: Cancer was a major concern for individuals in the focus groups. Colon cancer is something to be concerned about in Sioux County and is above the national and peer county average. Sioux Center Community Hospital & Health Center Avera offers a variety of healthcare resources such as preventive screenings and education to promote early cancer detection. The hospital will explore expanding these programs and services area of

focus. Sioux County also continues to have a high rate of motor vehicle accidents, which indicates above normal risk of injury or death compared to statewide and national averages. Although Sioux Center Community Hospital & Health Center Avera have already been collaborating with the Sioux County Sheriff and Iowa State Patrol, more partnerships with additional entities could help improve driver safety.

Action: Improve Clinical and Community Preventive Screenings Participation

A key to prevent diseases (heart disease, diabetes, cancer) is to improve participation in preventive screenings through continued education and interaction with patients and residents of the community. Sioux Center Community Hospital & Health Center will evaluate and prioritize opportunities that increase the likelihood of people getting screened for major health risks, specifically: colon cancer, breast cancer, diabetes and coronary heart disease.

Additional resources to the Health+ program will be provided to evaluate the preventive screenings offered at the hospital and to find ways to improve participation. The anticipated impact of improving participation will help lower deaths related to treatable diseases.

Action: Continue Partnerships with Sioux County Sheriff and Iowa State Patrol

One of the key areas for major health injuries relates to motor vehicle accidents. Sioux County has a high percentage of injuries and fatalities compared to state and national averages. To help educate residents on safe driving practices, Sioux Center Community Hospital & Health Center Avera believes that continued collaboration with local and state officials is necessary.

Sioux Center Community Hospital & Health Center Avera will provide further resources to promote safe driving practices in Sioux County through partnerships with the Sioux County Sheriff and the Iowa State Patrol. Several educational events, like high school prom seminars, can influence drivers to keep our roads and communities safe.

NEEDS NOT BEING ADDRESSED & WHY

Each of the health needs identified is important for overall community health. However, due to limited human and financial resources, the organization will not be able to address the following needs as part of its implementation plan: public and recreational services that address recreational affordability, transportation, housing and environmental waste from farmland chemicals. A few also mentioned expanding services to include dermatology, which will not be addressed at this time.

BOARD APPROVAL

This report was prepared for the June 13, 2013 meeting of the Sioux Center Community Hospital & Health Center's Board of Directors.

Sioux Center Community Hospital & Health Center Avera Board of Directors Approval:

Stan Speer, President, Board of Directors

Date