

GUNDERSEN

BOSCOBEL AREA HOSPITAL AND CLINICS

Community Health Needs Assessment



2019-2021 Implementation Plan

About Gundersen Boscobel

Memorial Hospital of Boscobel, Inc., doing business as Gundersen Boscobel Area Hospital and Clinics (GBAHC), was established in 1952 with a grass-roots effort by local citizens dedicated to establishing healthcare services locally. Today GBAHC remains a non-profit, 25-bed Critical Access Hospital with a strong commitment to serving our patients and surrounding communities.

Our Mission

We will improve the health of our community through excellence in high quality, patient centered care.

Our Vision

We will enhance the health and well-being of our communities while enriching every life we touch, including patients, families and staff.

Our Core Values

- Patient Excellence
- Team Work
- Communication
- Safety
- Dignity

Overview

Gundersen Boscobel Area Hospital and Clinics joined several collaborative partners, including Grant County Public Health, UW Extension and other regional healthcare and resource agencies to conduct a Community Health Needs Assessment (CHNA). By design, the CHNA provides crucial information about the health and wellness needs of the communities we proudly serve, as well as identifies the gaps and barriers to health and health services that exist. Based on the data, research, and validation efforts, the CHNA highlighted three (3) overarching health needs.

Prioritized Health Needs

The collaborative partners involved in the 2018 Community Health Needs Assessment process share a common vision of improving the health and well-being of those living within their communities, and beyond. Each participating organization has different resources, works with a different set of specific community attributes, and each will ultimately address community health needs differently, sharing resources or joining forces whenever possible. Nevertheless, the partners agree on the following, identified health needs:

1. Empowering people through awareness and education

- Reducing/eliminating barriers to access
- Creating opportunities for screenings/early intervention
 - Mental Health
 - Suicide
 - Cancer
 - Diabetes
 - Sexually Transmitted Diseases
 - Alzheimer's/ Dementia
 - Cardiovascular disease/Stroke

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Empowering people through awareness and education (continued)

- Improving health literacy
- Providing health and wellness education
- Reducing the stigma of mental health
- Providing parenting education

2. Connecting people to services and resources

- Improving patient advocacy
- Increasing access to clinical services
 - Mental health
 - Preventive services
 - Family medical care
 - First-trimester care
 - Alzheimer's care
 - Diabetes care
- Offering important community services
 - Smoking cessation
 - Pregnancy, labor and delivery classes
 - Free or low-cost health and wellness classes
 - Senior specific programs
- Increasing cancer screening and prevention awareness
- Improve access to mental health services
- Recruiting and retaining dental providers/improving access to dental services

3. Creating a healthy environment and a culture of wellness across the lifespan

- Promoting healthy eating and active living and support healthy choices
- Promoting access to healthy foods and activities
- Increase education and access to immunizations
- Engaging in injury awareness activities, include ergonomics
- Supporting prevention of drug and excessive alcohol use
- Focusing education on mental health, sexually transmitted diseases, chronic illnesses

Implementation Plan

To address the identified community health needs, the attached CHNA Implementation Plan has been developed by GBAHC leadership and approved by the Board of Directors of the Memorial Hospital of Boscobel, Inc., doing business as Gundersen Boscobel Area Hospital and Clinics (GBAHC).

Gundersen Boscobel will continuously review and evaluate the initiatives listed in this implementation plan to ensure adequate progress is made on the health priority areas. Updates to the implementation plan will be posted to the hospital's website at gundersenhealth.org/Boscobel.

Gundersen Boscobel Area Hospital and Clinics

Community Health Needs Assessment Implementation Plan

January 1, 2019 – December 31, 2021

Identified Need	Barrier(s)	Tactics/Strategy	Action Items
<p>Creating opportunities for screening and/or early intervention for Mental Health needs</p>	<ul style="list-style-type: none"> • Lack of access to mental health providers and treatment facilities within the area. • Stereotypes and public awareness hold back patients from seeking out the help they need. • Lack of Public Transportation • Cost of services 	<ul style="list-style-type: none"> • Partner with local agencies and facilities to improve access to mental health and behavioral health services • Continue to build and refine the Collaborative Care Model (psychologist and clinical social worker within primary care setting) • Increase education for staff, community and patients on mental health topics, including early intervention and resources 	<ul style="list-style-type: none"> • Work closely with area agencies to drive mental health initiatives within the region • Initiate a “Change Direction” campaign in the Boscobel area, partnering with local organizations to help lead the initiative • Improve internal education on mental health services available in the region
<p>Supporting prevention of drug and excessive alcohol use</p>	<ul style="list-style-type: none"> • Culture of binge/heavy drinking • Increased substance abuse • Misuse and abuse of prescription drugs 	<ul style="list-style-type: none"> • Partner with local organizations on strategies and programs • Create processes and programs to educate and appropriately restrict abuse 	<ul style="list-style-type: none"> • Institute pain contracts within our primary care clinics • Host educational seminars on dealing with substance abuse addictions • Promote a medication waste program, partnering with the local Pharmacy and law enforcement
<p>Support for individuals and families affected by memory loss/Alzheimer’s and Dementia</p> <p>Support for individuals with aging challenges</p>	<ul style="list-style-type: none"> • Limited resources and support to address the aging population • Education for those impacted on how to best navigate resources that do exist 	<ul style="list-style-type: none"> • Work with local organizations to improve resources for individuals and families with Alzheimer’s and Dementia • Work towards becoming a Dementia Friendly organization and community 	<ul style="list-style-type: none"> • Develop a resource guide of local available resources and services for aging individuals and their families • Offer educational opportunities for individuals and families affected by aging challenges, Alzheimer’s and Dementia • Collaborate with the Regional Dementia Care Specialist for Iowa/Grant/Green Lafayette counties to move DFC initiatives forward

Identified Need	Barrier(s)	Tactics/Strategy	Action Items
Improve Patient Advocacy and health literacy	<ul style="list-style-type: none"> Lack of dedicated patient advocates to help navigate healthcare, services, resources and insurances. 	<ul style="list-style-type: none"> Create and develop material and educational opportunities for increased patient support (i.e. navigating the healthcare system and billing process) 	<ul style="list-style-type: none"> Re-inspire the scope of the Patient Access Specialist positions. Provide internal and external awareness of such advocacy efforts
Increase available cancer screening and service access	<ul style="list-style-type: none"> Rural areas offer patients limited access to cancer services 	<ul style="list-style-type: none"> Grow cancer program in Boscobel, through increased services and screening opportunities 	<ul style="list-style-type: none"> Partner with Gundersen Cancer Outreach to grow program in Boscobel Offer cancer screening programs and educational events
Connect People to Services and Resources Raising awareness of existing clinical services Reduce and Eliminate barriers to access	<ul style="list-style-type: none"> Rural communities are underserved in specialty services with lengthy travel restricting access. Lack of transportation High poverty rate/low living wage creates barriers to care (one car families, fuel for travel) 	<ul style="list-style-type: none"> Partner with Gundersen Health System to grow and mature outreach specialty programs Use innovation and technology to expand capabilities and service offerings 	<ul style="list-style-type: none"> Develop and promote new outreach programs utilizing partnership with Gundersen Health System Expand and mature Telemedicine programs to improve stroke and other care offerings
Create a healthy environment and culture of wellness across the lifespan Create a healthy environment and culture of wellness across the lifespan (continued)	<ul style="list-style-type: none"> Lack of information, direction, and skills tend to limit community members in their ability to improve their lifestyle and behavioral choices Lack of community centers and/or organized events in most rural communities has created an increase in reported social isolation Lack of affordable, healthy food options, as well as a lack of understanding on how to create healthy meals 	<ul style="list-style-type: none"> Offer education opportunities within the community to improve awareness and grow skill sets Partner with community organizations to meet education needs Promote access to healthy foods and activities Provide health and wellness education Engage in injury awareness activities 	<ul style="list-style-type: none"> Promote and grow Diabetic Education Program Offer Diabetic Education Seminars to empower patients to effectively manage their diabetes Offer educational seminars both on and off-site address recognized community needs, such as medication reconciliation, sexually transmitted diseases, cardiovascular disease/stroke, mental health Partner with Boscobel Farmers Market to expand fresh produce offerings Work with local community center to offer trainings and screenings Partner with school district to assist with needed health awareness areas, such as concussion prevention,

			sexually transmitted diseases, mental health, etc.
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