

# **Gundersen Moundview Hospital and Clinics Implementation Plan January 1, 2019 - December 31, 2021**

*The following implementation plan was approved by  
Gundersen Moundview Hospital and Clinics' Board of Directors on December 11, 2018*

Gundersen Moundview Hospital and Clinics conducted a community health needs assessment in 2018. The full report is available on the hospital's website at [gundersenhealth.org/moundview](http://gundersenhealth.org/moundview) or upon request by contacting the hospital at (608) 339-8328. The hospital's last needs assessment was completed in 2016. On October 1, 2017, the hospital affiliated with Gundersen Health System resulting in a change to its fiscal year. Therefore, the time-frame to complete the hospital's 2018 needs assessment was shortened to two and a half years versus three. Additionally, this shortened the hospital's opportunity to carry out its 2016-2019 implementation plans. Consequently, several of the hospital's prior initiatives have been carried forward to this plan.

Four community health needs were identified through the 2018 community health needs assessment:

1. Chronic Disease and Conditions
2. Substance Abuse
3. Health Care Cost and Access
4. Workforce and Economic Development

## **Need: Chronic Disease and Conditions**

Chronic disease and conditions, particularly mental health, physical activity/obesity and health behaviors and top diagnoses that contribute to prevalent diseases such as heart disease, diabetes and cancer, were among the top priorities identified in Gundersen Moundview's needs assessment. To address these needs, Gundersen Moundview has identified the below initiatives. Measurements will include the number of screenings conducted and number of participants in identified programs.

### **Initiatives:**

1. Continue to assess and screen primary care patients on preventive care with a focus on controlling blood pressure and diabetes and identifying cancer.
2. Improve the rooming process for depression screenings at annual wellness and preventive care visits. Increase the number of screenings conducted.
3. Continue to participate in community health coalitions and initiatives such as Prevent Suicide Adams County, Drug Free Adams County, Be Healthy Adams County, Adams County Cancer Awareness Team, and Adams County Health and Human Services Health Board. Promote and participate in related programs especially those focused on mental health, physical activity, obesity and chronic disease.
4. Mitigate the impact of Adverse Childhood Experiences (ACEs) for elementary school children by developing a mentoring program staffed by employee volunteers in 2019-2020.

## **Need: Substance Abuse**

Substance abuse was a top ranked health issue by area residents and community stakeholders which is

mirrored in local, state and national statistics. To address this issue, Gundersen Moundview has identified the below initiatives. Measurements will include increased awareness of the negative consequences of drug misuse and abuse as quantified by community participation in events and further reduction in the number of opioid prescriptions written per 1,000 population and number of opioid pills prescribed at the hospital.

**Initiatives:**

1. Provide support to the Family Health La Clinica Roche-a-Cri Behavioral Health and Recovery Center including emergency care for their patients, continued space for the center and higher collaboration when possible between primary care clinicians and treatment center behavioral health staff.
2. Participate in the Drug Free Adams County Coalition and related programs including participation in an effective parent awareness campaign about teen drug use.
3. Provide lab support to the Adams County Drug Treatment Court.
4. Further reduce the number of opioid prescriptions written at the hospital/rural health clinic. Implement revised, individualized pain contracts in primary care, specialty care and hospital settings that are aligned with Gundersen Health System's guidelines.

**Need: Health Care Cost and Access**

Health care cost and access were the top two ranked issues by the general community in the 2016 health needs survey, but ranked low in priority among 2018 focus group participants. Adams County is also considered a medically underserved area. To address these issues, Gundersen Moundview has identified the below initiatives. Measurements will include the establishment of tactics that ease the financial burden of rural healthcare, increasing the number of specialty services offered and expansion of telemedicine.

**Initiatives:**

1. Implement tactics that help ease the financial burden of healthcare as part of Gundersen Health System's overarching strategic plan to enrich every life.
2. Continue to improve access to primary and specialty care providers via in-house providers or telemedicine such as allergy, cardiology, endocrinology, ophthalmology, orthopedics, pediatrics, pulmonology and a collaborative hospitalist program with Gundersen Health System in La Crosse.
3. Partner with other agencies to explore the feasibility of establishing a federally qualified, sliding-fee dental clinic.
4. Enhance mental health care by developing a collaborative arrangement with area health care providers, Adams County Health and Human Services, Roche-a-Cri Behavioral Health and Treatment Center and/or regional and state-wide partnerships.

**Need: Workforce Development**

Employment/income was the number one priority of stakeholders and third for community members on the 2016 health needs survey and third highest priority among 2018 focus group participants. Adams County has a high poverty and unemployment rate and a low level of college educated

residents. High poverty rates are often linked to a number of poor health behaviors and issues. To help address these issues, Gundersen Moundview has identified the below initiatives. Measurements will include an increase in the number of tuition sponsorships to incentivize individuals to work in high need health care positions at the hospital and clinic, number of internships and job shadow opportunities offered and work with local agencies and education institutions on economic development strategies.

**Initiatives:**

1. Continue to encourage staff development strategies and participation in continuing education and workshops and tuition reimbursement programs.
2. Participate in community economic development initiatives.
3. Provide job shadow opportunities to high school and college students.
4. Provide clinical rotations and internship opportunities to future healthcare providers and others working in supportive roles such as human resources.
5. Explore the possibilities of a rural family medicine residency rotation at the hospital.

**Implementation Process**

Gundersen Moundview 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 on the hospital's website at [gundersenhealth.org/moundview](http://gundersenhealth.org/moundview).