

2020-
2022



McClaren
CENTRAL MICHIGAN

COMMUNITY HEALTH NEEDS
ASSESSMENT IMPLEMENTATION
STRATEGY PLAN

BACKGROUND

McLaren Central Michigan participated in a region wide Community Health Assessment called MiThrive. MiThrive is a collaboration of local health departments, hospitals, and community organizations working with local residents to improve health and wellbeing in the 31 counties of northern-lower Michigan. Over 150 community partners participated and input was received from over 3,000 residents.

Health sector partners included:

- McLaren Health Care – (McLaren Central and McLaren Northern)
- MidMichigan Health
- Munson Healthcare
- Northern Michigan Public Health Alliance
- Spectrum Health

Other community entities also participated, including businesses, schools, human service agencies, health providers, tribal health, and faith based organizations.

The project was led by Carrie Field, Community Health Coordinator, Health Department of Northwest Michigan and the McLaren Northern Michigan lead was Tanya Janes, Manager of Community Health & Wellness.

VISION

The vision of MiThrive is a vibrant, diverse, and caring community in which regional collaboration allows all people the ability to achieve optimum physical, mental, cultural, social, spiritual, and economic health and wellbeing.

COMMUNITY HEALTH PROFILE

The focus of this Community Health Needs Assessment (CHNA) is to identify the community needs as they exist during the assessment period. Completed in September 2019, the project revolved around one central question: How do we improve health and quality of life in our communities? For the purpose of this

assessment, the community is defined as the McLaren Central Michigan's service area counties including Isabella and Clare. The target population of the assessment reflects an overall representation of the communities served by the hospital.

METHOD

There were seven phases to MiThrive. The first four included, Community Themes & Strengths Assessment, Community Health Status Assessment, Local Public Health System Assessment, and Forces of Change Assessment. The community was evaluated by collecting data via mini client interviews, community input boards, gathering secondary data from reliable and reputable sources, community discussions, regional meetings, community survey and a healthcare provider survey. Phase 5 prioritized the issues identified in the first four phases. Phase six formed goals and strategies for the prioritized issues, and Phase seven was building the action plan for carrying out the vision.

- More than 1880 individuals participated in a community survey
- 468 physicians and healthcare providers participated in the healthcare survey; 85 of these providers identified themselves as serving Clare and/or Isabella Counties
- Regional meetings were conducted along with strategic community-focused conversations
- 190 health indicators such as leading causes of death, disease rates, health risk behaviors and access to health care were collected and analyzed

REGIONAL STRATEGIC PRIORITIES

The McLaren Central Michigan priority identification and implementation plan was developed based on key findings in the Community Health Needs Assessment, aligned with the hospital's strategic plan, and a review of the hospital's existing community benefit activities.

- Mental Health and Substance Use
- Basic Needs
- Leading Causes of Death

STRATEGIC ISSUES THAT WILL NOT BE TARGETED AND WHY

MCM acknowledges the wide range of issues that emerged from the CHNA process, and determined that with the broad nature of the strategic issues we could effectively focus on only those issues that were prioritized the highest by our community. Due to the lower prioritization, MCM will not target the following identified strategic issues:

- How do we improve access to comprehensive health care for all?

- How do we foster a sense of community that promotes trust, social support, and inclusiveness?

While we are not targeting these strategic issues in this implementation strategy, we still commit to continuing our efforts to improve these issues as well.

IMPLEMENTATION PLAN

McLaren Central Michigan has a long-standing history of collaboration with its community partners. The hospital will continue to collaborate on opportunities that arise to improve the health of the communities we serve. Below are the community health improvement goals and strategies to address the strategic issues identified in the assessment. The hospital is pursuing these internally as well as in partnership with MiThrive to achieve the greatest community impact on our actions.

Mental Health and Substance Use

Strategic Issue: Ensure a community that provides preventative and accessible mental health and substance abuse services.

Goal: Improve mental health and substance use through prevention and by ensuring access to appropriate, quality services and support.

Strategies:

- Continue working with the Michigan Surgical Quality Collaborative (MSQC) to focus on evidence-based quality improvement in working with patients to manage pain and minimize opioid use.
- Expand MCM's youth-based anti-e-cigarette campaign to include all schools within the service area. Continue partnerships with Shepherd Police Department, Shepherd Schools, Mt. Pleasant Schools, Mt. Pleasant Police Department, Michigan State University Extension and the State of Michigan to allow for strengthened collaboration and updated tools and initiatives to combat the youth in vaping epidemic.
- Host collection drives in the community in partnership with Ten16 Network to properly dispose of sharps/needles and medications.
- Participate in substance use prevention and awareness efforts through collaboration with the Isabella County Substance Abuse Coalition
- Continue the practice for only prescribing limited amounts of narcotics - when prescribed, throughout the whole organization (inpatient, outpatient, emergency dept.), and validating narcotic and mood-altering prescriptions through the MAP system.
- Continuously educate and train primary care and emergency department providers on mental health and substance use screening, intervention, and treatment.
- Educate surgery patients surrounding substance use with educational materials created by Michigan OPEN and Michigan Hospital Association.
- Continue collaboration and partnership with Community Mental Health to ensure proper care and safety for our mental health Emergency Department patients.
- In compliance with the Joint Commission, follow all evidence-based best practice recommendations for mental health screening and environment of care while patients are in the hospital.
- To ensure a safe discharge for mental health and substance use patients, utilize 211 and other services to provide proper community resources.
- Continue collaboration and hospital representation with Central Michigan Collegiate Recovery Education and Wellness (CM CREW) to provide alcohol and drug misuse education and early intervention services to students. In addition, CM CREW serves students in or seeking recovery from alcohol and drug addiction.

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Basic Needs

Strategic Issue: Address basic needs of living to create resiliency and promote equity.

Goal: Improve the connection and access to resources that assist with basic needs of living for those in our community.

Strategies:

- Continue and strengthen relationships with local hotels to establish stay discounts for out of the area families during hospitalizations.
- Continue offering and expand free and/or low cost health screenings and community classes.
- Continue to partner with McLaren Fitness, Morey Courts and Central Michigan University Recreation to offer low cost fitness program opportunities.
- Expand cab voucher program to include CMU students traveling for services from campus as well as patients requiring transportation from the hospital.
- Support community agencies such as the CARE Store, Food Pantry, Child Advocacy Center, United Way and others to help strengthen the services they provide to the community. Support may include financial or in-kind donations, volunteer work and presence at, and promotion of, their community events and fundraisers.
- Allow non-profit agency leaders approved opportunities to share information about the services they provide to the community.
- Provide information surrounding community resources upon patient discharge to ensure awareness of available aid in access to basic needs.
- Encourage employees to serve on local boards and volunteer with community agencies.

- Offer scholarships for employees and students interested in pursuing degrees in the healthcare field
- Offer tuition reimbursement programs to employees interested in extending their education.

Leading Causes of Death

Strategic Issue: Reduce risks for leading causes of death.

Goal: Improve prevention and reduce health risks for chronic diseases and other leading causes of death.

Strategies:

- Deliver educational programs to the community on proper nutrition, cooking, fitness, and related wellness programs.
- Offer chronic disease management programs including diabetes education and modifiable risk factors.
- Continue to offer free and/or low cost health screenings including diabetes, cancer and heart health.
- Continue to offer accessible and low cost fitness program options in partnership with McLaren Fitness, Morey Courts and Central Michigan University Recreation.
- Continue to participate in health fairs and expos distributing free information and education on reducing health risks.
- Partner with local employer groups (Morbar, City of Mt. Pleasant, Bandit) to offer preventative health education information as well as available healthcare services.
- Contribute information on the services and health and wellness offerings we provide to the 211 information database.

IMPLEMENTATION PLAN

- Offer provider-led presentations on prevention of chronic disease throughout the community.
- Continue to host support groups and education for those with chronic disease.
- Ensure primary care patients are partnered with staff health navigators to guide them properly through chronic disease management.
- Utilize hospital volunteers to distribute health education information to hospital visitors surrounding the respective months of specific chronic disease awareness.
- Launch community awareness campaigns during colon cancer awareness month, breast cancer awareness month, heart health month and diabetes awareness month.

The implementation plan will be monitored to track outcomes of success and areas for improvement. These strategies and activities will be implemented and tracked in coordination with MiThrive and our other community partners. The plan and program metrics will be monitored and updated annually. The hospital reserves the right to amend this implementation strategy as circumstances warrant. For example, certain needs may become more pronounced and require enhancements. During the three year period other organizations in the community may decide to address certain needs, indicating that the hospital then should refocus its limited resources to best serve the community.

On February 7, 2020 the McLaren Central Michigan Board of Directors approved this implementation strategy.