

# Westfields Hospital Implementation Plan

## Measurable Objectives and Implementation Activities

A comprehensive Community Health Needs Assessment (CHNA) was conducted for Regions, Lakeview, Hudson and Westfields hospitals from January – July 2012. The analysis included a careful review of the most current health data available and input from numerous community representatives with special knowledge. It was concluded that the five prioritized health needs which are currently of paramount concern to the communities served by these hospitals are:

1. Increase Access to Mental Health
2. Promote Positive Behaviors to Reduce Obesity (Nutrition/Physical Activity)
3. Increase Access to Primary and Preventive Care
4. Improve Service Integration
5. Promote Change in Unhealthy Lifestyles (Tobacco/Alcohol/Substance Abuse)

Since June 2008 members of *Healthier Together – St. Croix County*, formerly known as St. Croix County Community Health Improvement Process (CHIP), have worked together to better understand current and future health care needs of St. Croix County. This process of assessing, prioritizing and addressing health needs in the region is facilitated by Hudson Hospital & Clinics and St. Croix County Public Health. It is a strategic, countywide, community-based approach for creating and maintaining healthy communities. Westfields Hospital is a participating member.

The top 5 health priorities identified by *Healthier Together* for 2009-2014 are: Access to Primary and Preventive Health Services; Overweight, Obesity, and Lack of Physical Activity; Adequate and Appropriate Nutrition; Alcohol and Other Substance Use and Addiction; and Tobacco Use and Exposure. These top five priorities correlate very well with the five priorities identified in HealthPartners' CHNA.

As a part of *Healthier Together*, a community forum and multiple workshops have been held and five task forces have been established with multiple work groups. These task forces and over 100 community members completed Action, Implementation and Evaluation planning in June 2011 and began plan implementation at this time to move St. Croix County's community health improvement process forward.

Westfields Hospital leadership has developed this Community Benefit Implementation Plan to identify hospital-specific activities and services which directly address these health concerns, and are intended to positively impact the communities it serves. The objectives were determined by studying the health needs identified, within the context of the hospital's overall strategic plan, and the availability of finite resources. The Plan is categorized by priority, including corresponding objectives, a rationale for each objective based on the research conducted, followed by specific implementation activities.

### Health Priority:

- **Increase Access to Primary and Preventive Care / Increase Access to Mental Health (HealthPartners)**
- **Access to Primary and Preventive Health Services (Healthier Together – St. Croix County)**
- **Westfields Hospital Focus**
- **Hospital Role: Lead / Participate**

**Objective #1:** Through collaboration and partnership with community-wide mental health initiatives, Westfields Hospital will continue to be a leader in the effort to improve access to mental health services.

**Rationale:** The CHNA and the St. Croix County *Community Health Needs Assessment 2009-2014* identify critical barriers to mental health services including, transportation, stigma, and cultural misunderstandings. In order to eliminate these barriers, collaborative discussion with community members needs to occur and unique partnerships that focus efforts on developing strategies for improvement need to form. Westfields' collaboration and partnership in this process will improve resources in the community and ultimately work toward solutions that eliminate barriers to mental health care in St. Croix County.

**Implementation Activities:**

- In partnership with the Mental Health Work Group, Westfields Hospital represents one of six hospitals — Amery, Baldwin, Hudson, Osceola, New Richmond, and St. Croix Falls — that comprise the Valley Co-op Behavioral Health Team, which a Westfields Hospital staff member chairs. The Team began its work in 2011 to review the mental health continuum of care. This continuum includes: Prevention and Early Management, Ambulatory Services, Crisis Management and Hospital Inpatient Care, and Residential Treatment. The Valley Co-op is utilizing research conducted by the Mental Health Work Group to assess various options for improvement in access, marketing, services, and transportation related to mental health. Westfields will continue to support the gap analysis and meetings with Public Health to develop a mental health continuum of care for the St. Croix Valley.
- Westfields Hospital will continue to support HealthPartners overall efforts to implement the Mental Health Anti – Stigma Campaign. Some of these efforts include the following:
  - Partner with local social service agencies, hospitals, law enforcement, and those with a vested interest in mental health
  - Integrate education and awareness into the work of the Valley Co-op Behavioral Health Team
  - Offer mental health presentations, incorporating the anti-stigma message
  - Support the annual NAMI Walk through walk team and fundraising efforts
  - Utilize HealthPartners' resources and toolkits to raise the public's awareness of mental illnesses and end the stigma surrounding them

**Objective #2:** Westfields Hospital will continue to support efforts specifically formed to eliminate barriers to access to primary and preventive health care (medical, mental and oral health services), particularly for the patient populations at highest risk; those who typically do not have easy access.

**Rationale:** Certain groups in the community are at a disadvantage in terms of accessing and navigating the health care system. Members of culturally diverse communities or vulnerable populations often experience barriers to access to primary and preventive, such as language barriers and different understandings and stigma relative to health and mental illnesses. Patients who are un-insured and under-insured experience financial barriers to medical, mental, and oral health care services, including appropriate preventive care and proper utilization of health care services.

**Implementation Activities:**

- Westfields Hospital CEO and Clinic Manager will assume leadership roles on the *Free Clinic of Pierce and St. Croix Counties* board.
- Westfields Hospital will expand its financial counseling program (1.0 FTE) in order to help secure a payment source for un-insured and under-insured patients. Specifically, the Patient Financial Services Representative will help patients with financial assistance applications, setting up payment plans, enrolling in government programs, finding other sources of payment, or accessing services beyond medical care.
- Westfields Hospital will explore diabetes prevention and review opportunities in relation to heart, cancer, and diabetes program and service line development. Consideration will also be given to hosting a community health fair with preventive screenings.
- Westfields Hospital will continue its Scholarship Program to help increase the number of qualified providers in the community. Two scholarship awards will be offered to graduating high school seniors.
- Westfields Hospital will continue to develop its free community health seminar program.

**Health Priority:**

- **Promote Positive Behaviors to Reduce Obesity (Nutrition/Physical Activity) (HealthPartners)**
- **Overweight, Obesity and Lack of Physical Activity (Healthier Together – St. Croix County) – Hospital Focus**
- **Adequate and Appropriate Nutrition (Healthier Together – St. Croix County)**
- **Hospital Role: Collaborate / Participate**

**Objective #1:** Westfields Hospital will collaborate and participate in various community initiatives that teach, encourage, and promote adequate and appropriate nutrition and physical activity in the community to reduce obesity.

**Rationale:** Obesity is a growing concern in not only the community served by Westfields Hospital, but also in St. Croix County, Wisconsin, Minnesota and in the United States. Obesity is linked to many health conditions including, but not limited to, diabetes, heart disease, stroke, and cancer. Initiatives that promote positive health behaviors, such as proper nutrition and exercise, will empower individuals to attain and maintain healthy lifestyles.

**Implementation Activities:**

- The Overweight, Obesity, and Lack of Physical Activity health priority has four sets of objectives: provide and improve leadership, encourage and enable physical activity for children and adolescents, encourage and enable physical activity for adults, and educate and take action around overweight and obesity issues, including healthy eating. Westfields will appoint a staff member to join the Task Force, specifically the Nutrition Work Group, to help promote healthy eating.
- The Adequate & Appropriate Nutrition Task Force's goal is through collaboration, increase adequate and appropriate nutrition in the community, specifically increased consumption of fruits and vegetables by St. Croix County residents. No staff assignment to this Task Force at the present time. Health priority is not one of the Hospital's selected focuses.

In support of the above mentioned task force goals and objectives, Westfields Hospital will collaborate and participate in various *Healthier Together* initiatives that teach, encourage, and

promote adequate and appropriate nutrition and physical activity in the community to reduce obesity. These opportunities include:

- Dietetic support for *Healthier Together* school-based programs, New Richmond-specific. These programs for students Kindergarten to 6th grade focus on physical activity, nutrition, and the great outdoors. Currently 5 of the 6 school districts in the county participate in these programs and *Healthier Together* is continuing efforts toward the goal of engaging all 6 school districts in this initiative.
- Hospital-sponsored free fruit and vegetable give-away / cooking demonstrations
- Farmers' market held on hospital grounds at no cost to farmers.
- Nutrition education events (heart, cancer, and diabetes education – healthy eating to help minimize risk factors of high cholesterol, high blood pressure, overweight and obesity, etc.)
- Hospital-sponsored Community Supported Agriculture (CSA) - the Hospital currently coordinates program and onsite delivery for interested staff
- Staff support for the *Healthier Together* Community Garden – Wisconsin Indianhead Technical College (WITC) in 2013. Manage garden plots and grow produce for cafeteria use, donation to the area food shelf, and community fruit and veggie giveaways.
- Westfields Hospital will provide continued staff support to the *Healthier Together* Physical Activity Work Group, which focuses on increasing physical activity in the community.
- Westfields Hospital employs a hospital dietitian to promote nutrition awareness and education to patients, their families, and the community.
- Westfields Hospital will support the *PowerUp* efforts of HealthPartners both internally (staff education and engagement) and externally in the community's elementary schools. PowerUp is a community-wide youth health initiative to make better eating and active living easy, fun, and popular, so that our youth can reach their full potential. PowerUp is a long-term commitment to create change over 10 years in partnership with schools, businesses, health care, civic groups, families, kids, and the entire community. The Hospital will also partner with Family Fresh and the Public Health department for applicable local promotions.
- Westfields Hospital will continue to encourage breastfeeding and breastfeeding education. In addition to classes and education, the Hospital has recently sent two OB nurses for certification, which will increase access to two Certified Lactation Consultants.
- Westfields Hospital will expand community partnership and engagement opportunities with the Centre (after school programs, Middle School "room"; "Let's Dish") to help reach the community's goal of becoming the "healthiest community in the U.S."
- Westfields Hospital will continue to partner with community organizations that promote adequate nutrition and physical activity. For example, Westfields Hospital will continue to partner with the *Vitality Initiative*, a local grass roots group, to implement healthy eating promotions, community events, weight loss challenges, and the year-round "Walk Challenge".

#### **Health Priority:**

- **Promote Change in Unhealthy Lifestyles (Tobacco/Alcohol/Substance Abuse) (HealthPartners)**
- **Tobacco Use and Exposure (Healthier Together – St. Croix County) – Hospital Focus**
- **Alcohol and Other Substance Use and Addiction (Healthier Together – St. Croix County)**
- **Hospital Role: Collaborate / Advocate**

**Objective #1:** Westfields Hospital will continue to collaborate with community partners and advocate for reduced tobacco use, alcohol, and substance abuse in the community.

**Rationale:** Alcohol and drug abuse and tobacco use can be related to many leading causes of death. Awareness and education programs can prevent and help reduce alcohol and substance abuse and tobacco use in the community.

**Implementation Activities:**

- Westfields Hospital will support New Richmond community's *Safe Youth* campaign, which demonstrates the cause and effects of drunk driving.
- Westfields Hospital will continue to offer tobacco cessation services and evolve its program via the Tobacco Task Force.
- Westfields Hospital will continue facilitation of the local cancer support group, in collaboration with the Cancer Center of Western Wisconsin.

**Health Priority:**

- **Improve Service Integration (HealthPartners)**
- **Hospital Role: Collaborate**

**Objective #1:** Westfields Hospital will continue to improve service integration and the patient continuum of care via innovative partnerships and effective communication with other service providers.

**Rationale:** There are many factors beyond medical care that determine the community's overall health and well-being, and unfortunately, many barriers to that also impede service integration. Factors such as housing, transportation, and financial stability aren't addressed in an inpatient hospital setting. In order for individuals to receive comprehensive medical and mental health care they need to have their basic needs met, and for multiple care providers to more effectively communicate with each other regarding patients' needs.

**Implementation Activities:**

- Westfields Hospital will reduce patient utilization of emergency department, thus freeing up space and resources for acute medical crises and reducing unnecessary healthcare expenditures.
  - The Hospital will expand the Wal-Mart *Health Station*
  - The Hospital will explore Urgent Care – Fast Track models
- Westfields Hospital will increase relationships with primary care clinics and primary care physicians, continuing its work of hospital – clinic integration.
- Westfields Hospital will assist patients with accessing affordable medication and medication monitoring by opening the Retail Pharmacy and continuing the *Community Care Program* (resource assistance).
- Committed to the efficiency and fluidity of the continuum of care, Westfields Hospital utilizes the electronic medical record system, which reduces the opportunity for error, expedites the patient transfer process, and allows for easier scheduling of appointments.