

Implementation Plan for Needs Identified in the Community Health Needs Assessment for Jacobson Memorial Hospital Care Center

FY 2020-2022

Covered Facilities: Jacobson Memorial Hospital Care Center and affiliated clinics

Community Health Needs Assessment: A Community Health Needs Assessment (“CHNA”) was performed in 2020 in collaboration with public health to determine the most pressing health needs of Grant County.

Implementation Plan Goals: The board of Jacobson Memorial Hospital Care Center has determined that the following health needs identified in the CHNA should be addressed through the implementation strategy noted for each need:

1. Availability of mental health services/Depression and anxiety for all ages

Specific Needs Identified in CHNA:

- Alcohol use and abuse; drug use and abuse; depression/anxiety; and stress were the top four concerns listed among the adult population in the CHNA. Alcohol use and abuse; smoking and tobacco use or vaping; drug use and abuse; and depression/anxiety; were the top four concerns listed among the youth population in the CHNA

- Only 29 percent of respondents were aware of psychiatry and psychotherapy services at JMHCC clinics.

- Availability of mental health services/Depression and anxiety for all ages were two of the top needs identified in the CHNA process (page 42; ranking number 2 and 3)

○ Key Objectives:

- Collaboration for mental health services while considering faith (short-term)
- Creation of marketing campaign to increase awareness and use of mental health services available, including opioid addiction treatment services (short-term)
- Establishment of mental health unit with innovative services (long-term)

○ Implementation Strategies:

- JMHCC will collaborate with outside entities, such as schools, churches and nearby treatment facilities to promote the availability of mental health services.

- JMHCC will create a marketing campaign to increase awareness and use of mental health services available, including opioid addiction treatment services. This will include all avenues such as advertisements, brochures, postcard mailings and social media.
- JMHCC will establish a mental health unit within its facility offering innovative services to treat patients with mental health issues.
- JMHCC will continue to monitor all patients' mental health during regular provider visits.

The goals (within three months):

1. Launch a comprehensive marketing campaign.
2. Through the marketing campaign, share informational materials with collaborating partners promote the availability of mental health services..
3. Continue to encourage providers to monitor patient mental health during regular visits.

The goals (within six months):

1. Begin to study the feasibility of developing a mental health unit with the facility.

2. Ability to retain primary care providers and nurses

Specific Needs Identified in CHNA:

- Ability to retain primary care providers and nurses (page 42; ranking number 4)
- Key Objectives:
 - Retain current provider and nursing staff.
- Implementation Strategies:
 - Continue employee engagement, such as monthly employee newsletter, Spotlight Employee of the Month, employee engagement surveys and implementation of survey findings
 - Continue to provide competitive salaries and benefits.
 - Mentoring goals/employee coaching
 - Become the employer of choice

The goals (within three months):

1. Continue employee engagement, such as monthly employee newsletter, Spotlight Employee of the Month, employee engagement surveys and implementation of survey findings
2. Continue to provide competitive salaries and benefits.
3. Implement mentoring goals/employee coaching

The goals (within six months):

1. Become employer of choice.

3. Attracting and retaining young families

Specific Needs Identified in CHNA:

- Attracting and retaining young families (page 42; ranking number 1)

○ Key Objectives:

- JMHCC will continue to communicate to leaders about need for staffing

○ Implementation Strategies:

- Economic impact study on how JMHCC staff helps community
- Communicate need through community and civic organizations

The goals (within three months):

1. Gather data and economic impact information
2. Implement aggressive marketing through social media

The goals (within six months):

1. Meet with civic organizations to communicate need and ask for input