

**Implementation plan for needs identified in the Community Health Needs Assessment  
for Jacobson Memorial Hospital Care Center**  
*FY 2023-2025*

**Covered facilities:** Jacobson Memorial Hospital Care Center and affiliated clinics

**Community Health Needs Assessment:** A Community Health Needs Assessment (CHNA) was performed in 2023 in collaboration with Western Plains 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 home health care**

*Key objectives:*

- Create local access to hospice care
- Educate patients about Medicaid and long-term care planning
- Assist patients with pain management during end-of-life care
- Continue to explore options to provide home health care

*Implementation strategies:*

- JMHCC providers will coordinate with Hospice of the Red River Valley to identify those in need of in-home hospice care.
- JMHCC will develop hospice care within the facility and will coordinate with patients and Hospice of the Red River Valley providers for pain management during end-of-life care both within the facility and at home.
- JMHCC's newly formed position of patient financial advocate will educate patients about Medicaid and long-term care planning.
- JMHCC will explore options to provide home health care within the constraints of staffing and funding.

*The goals (within three months):*

- Since the CHNA community meetings, Hospice of the Red River Valley has begun offering in-home hospice care locally. JMHCC providers will continually coordinate with Hospice of the Red River Valley to identify those in need of in-home hospice care. JMHCC completed two comprehensive stories about the services offered by Hospice of the Red River Valley to assist with public awareness.
- JMHCC will develop hospice care within the facility and will coordinate with patients and Hospice of the Red River Valley providers for pain management during end-of-life care both within the facility and at home.
- Once hospice care within the facility is in place, JMHCC will develop a marketing plan to create awareness of both in-home and in-facility hospice care.
- Since the CHNA community meetings, JMHCC has created a new position of patient financial advocate, who will educate patients about Medicaid and long-term care planning.

JMHCC will develop a marketing plan to create public awareness of these services and assist in educating the public about Medicaid and long-term care planning.

*The goals (within six months):*

- JMHCC will explore options to provide home health care within the constraints of staffing and funding. This will include exploration of possible grant funding, possible utilization of current staff and telehealth, and possible collaboration with other entities, including more community engagement.

## **2. Ability to recruit and retain primary care providers and nurses**

*Key objectives:*

- Continue to recruit and retain primary care providers and nurses

*Implementation strategies:*

- JMHCC will continue to work with agencies to recruit providers and nurses including the potential recruitment of foreign staff.
  - Recruitment campaign materials will be developed, including a video showcasing the area's attributes, and information highlighting the benefits package and work/life balance.
  - A community member will be available for tours when potential providers or others visit.
  - Potential providers or others will be greeted with welcoming signs in the facility and a gift bag from the area businesses.
  - New employees will receive a welcome bag from area businesses.
  - JMHCC will continue with employee engagement, such as the monthly employee newsletter, employee of the month recognition and in-house activities such as door decorating, board-sponsored lunches and other activities.
  - An employee engagement committee will be put into place by human resources to continue to develop ideas for employee retention.
  - JMHCC will continue to provide competitive salaries and benefits, incentives such as sign-on bonuses and student loan repayment, and a strong work/life balance.
  - JMHCC will become the employer of choice.

*The goals (within three months):*

- JMHCC will hope to have at least one more provider in place within three months. JMHCC will continue to recruit nursing and other staff, including the potential recruitment of foreign staff.
  - Recruitment campaign materials will be developed, including a video showcasing the area's attributes, and information highlighting the benefits package and work/life balance. These materials will be made available to all perspective providers or others.
  - A community member will be available for tours when potential providers or others visit.
  - Welcoming signs in the facility and gift bags from the area businesses will be put into place.
  - Welcome bags from area businesses will be put into place.

- JMHCC will continue with employee engagement, such as the monthly employee newsletter, employee of the month recognition and in-house activities such as door decorating, board-sponsored lunches and other activities.
- JMHCC will continue to provide competitive salaries and benefits, incentives such as sign-on bonuses, student loan repayment and a strong work/life balance.
- An employee engagement committee will be put into place by human resources to continue to develop ideas for employee retention.

*The goals (within six months):*

- JMHCC will hope to have at least two more providers in place within three months. JMHCC will continue to recruit nursing and other staff.
- Become employer of choice.

### **3. Attracting and retaining young families**

*Key objectives:*

- JMHCC will continue to communicate with community leaders about the need for staffing.

*Implementation strategies:*

- Economic impact study on how JMHCC staff helps community will be shared.
- JMHCC will communicate need through community and civic organizations.

*The goals (within three months):*

- Gather data and economic impact information and share.
- Reach out to alumni.

*The goals (within six months):*

- Continue to share staffing needs with civic organizations and ask for input on ideas.

### **4. Alcohol use and abuse for all ages**

*Key objectives:*

- JMHCC will help educate youth and parents about the dangers of alcohol use and abuse.
- Identify survey data and resources that may be available.
- Access funding to assist in creating more awareness.
- Providers will continue to identify and assist those with alcohol or drug addiction.

*Implementation strategies:*

- Collaborate with school, Western Plains Public Health, sheriff's department, Extension Service and others in educating public. Develop any necessary marketing materials to assist these entities.
- Identify survey data and resources that may be available.
- Access funding to assist in creating more awareness.

- Help market AA programs in the area.
- Assist community in developing alternative activities, including health or fitness activities.
- Providers will continue to identify and assist those with alcohol or drug addiction.

*The goals (within three months):*

- Identify resources and survey data that may be available.
- Collaborate with school, Western Plains Public Health, sheriff's department, Extension Service and others in educating public. Develop any necessary marketing materials to assist these entities.
- Assist with marketing AA programs available in the area.
- Providers will continue to identify and assist those with alcohol or drug addiction.

*The goals (within six months):*

- Access grants available to market awareness or plan alternative health and fitness activities.
- Use grant funding to assist community in developing alternative activities, including health or fitness activities.