

COMMUNITY HEALTH NEEDS ASSESSMENT AND IMPLEMENTATION STRATEGY

Establishing Health Priorities Reporting Document

Introduction

Ely-Bloomenson Community Hospital (EBCH) is a 21-bed 501 (c)3 critical access hospital with an independent nursing home and clinic located on the same campus in Ely, Minnesota, within St. Louis County. EBCH participated in Community Health Needs Assessment (CHNA) services administered by Rural Health Innovations (RHI), a National Rural Health Resource Center subsidiary.

In the Summer of 2021, RHI conferred with leaders from EBCH to discuss the objectives of a regional CHNA, including a four-page survey, focus groups, key stakeholder interviews, a secondary data analysis, and implementation planning. In January 2022, report findings were presented via webinar, as well as a presentation highlighting national changes in the health care system. In March 2022, The Center facilitated virtual implementation planning with eleven participants, including seven hospital leaders and four board members, to identify community health priorities and develop strategic actions.

Description of Community Served

Input was sought from communities in seven zip codes that are within the service area and included: Ely, Babbitt, Soudan, Tower, Isabella, Winton, and Embarrass.

Input from Broad Interests

In the summer of 2021, RHI conferred with leaders from EBCH to discuss the objectives of a regional CHNA survey to obtain quantitative data. A mailed survey instrument was developed to assess the service area's health care needs and preferences. The survey instrument was designed to be easily completed by respondents. Responses were electronically scanned to maximize accuracy. The survey was designed to assemble information from residents regarding:

- Demographics of respondents
- Utilization and perception of local health services
- Perception of community health

EBCH provided The Center with a list of inpatient hospital admissions. Zip codes with the greatest number of admissions were stratified in the initial sample selection. Each area would be represented in the sampling proportionately to both

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the overall served population and the number of past admissions. Eight hundred (800) residents were selected randomly from PrimeNet Data Source, a marketing organization. Although the survey samples were proportionately selected, actual surveys returned from each population area varied. Two hundred fifteen (215) mailed surveys were returned, providing a 29.7% response rate. Based on the sample size, surveyors are 95% confident that the responses are representative of the service area population, with a margin of error of 5.61. Note that 76 of the original 800 surveys sent was returned by the U.S. Postal Service as undeliverable.

Four focus groups with a total 14 attendees and six key stakeholder interviews were held over the course of two weeks in November and December 2021 to obtain information from community residents for the EBCH CHNA. Participants represented a mix of representatives from businesses, health care, senior citizens, and vulnerable populations. Secondary data was presented and questions and discussions were led by RHI. No identifiable information is disclosed to maintain confidentiality.

Prioritized Health Needs

On March 18, 2022, eleven (11) members of the hospital leadership/board were assembled to:

- Discuss the changing health care environment toward value and population health
- Review the CHNA survey results, secondary data, key stakeholders, and focus group findings
- Identify the top community health priorities
- Begin the implementation plan to include actionable items

The Team met virtually for the implementation planning session. The Team worked as a group to identify the top community health needs to prioritize. Each participant then had an opportunity to vote for the need(s) they felt were a top priority. The top health needs identified from the quantitative and qualitative data are:

- Increase access to specialty services (10 votes)
- Increase community awareness and education (10 votes)
- Collaborate to increase access to childcare (6 votes)

These needs were then evaluated based on those that best relate to the hospital's mission, urgency, feasibility within the hospital's resources, existing community strengths, and opportunities to partner with other local organizations.

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A facilitation method designed to achieve group consensus-based decisions that respects the diversity of participant perspectives, inspires individual action, and moves the group toward joint resolve and action was utilized. This method creates awareness about new relationships between data and acknowledges the level of the group's consensus at any given moment. The conversation is aimed towards identifying actions the Team can take towards addressing the community's top health needs identified.

Team members began by individually brainstorming potential actions to address each strategy. Team members then shared their ideas in small groups and identified the top potential actions they wished to share with the full group. After the actions were organized, the Team collectively developed objectives to describe the potential activities the Team could pursue to address the three priorities.

The list of potential activities identified by the Team will be reviewed by hospital leadership and integrated with the hospital's strategic plan where applicable. Hospital leadership will then operationalize a plan of actions to address the identified health goal by completing the Community Health Needs Assessment Action Plan Worksheet.

CHNA ACTION PLAN WORKSHEET

Community Health Priority: Increase access to specialty services					
Mary Ann, Mike, Curt, Colin, John					
Key Actions	Leads or Key Partners	Action Completion Date	Resources Needed	Measure of Success	
Marketing and educating about our current services	Jodi				
Explore needs for new services	Colin & John				
Consider variables to select service to start or expand	John				
Create a plan to operationalize	John				
Market new service	Jodi				

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Community Health Priority: Increase community awareness and education

*Focusing on specialty services but expand education to include mental health, stigma, brand

Jo, Tim, Patti, Linda, Jodi, Shari

Key Actions	Leads or Key Partners	Action Completion Date	Resources Needed	Measure of Success
Develop the topic list for educational offerings based on EBCH's current Specialty offerings	Dr. Urie, Patti, Colin	May 2022	Time	Finalized list complete in May
In person visits to large employers- identify employers	Staff educator	August 2022	Develop marketing materials, brochure, power point presentations.	Complete one visit in quarter 3.
Increase presence on social media	Legato (marketing team)	June 2022		
Create a calendar for each service to bring them out to community groups	Physicians& Jodi			
Expand out reach/Collaborate with schools, employers	School counselors			
Arrange specialist to visit comm groups and organizations				

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Community Health Priority: Increase community awareness and education					
*Focusing on specialty services but expand education to include mental health, stigma, brand					
Jo, Tim, Patti, Linda, Jodi, Shari					
Key Actions	Leads or Key Partners	Action Completion Date	Resources Needed	Measure of Success	
Create a list of what services that EBCH offers.					
Educate internal staff and providers on services currently offered					
Develop the topic list for educational offerings based on EBCH's current Specialty offerings	Dr. Urie, Patti, Colin	May 2022	Time		Finalized list complete in May

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Community Health Priority: Collaborate to Increase Access to Childcare				
[Insert Members]				
Key Actions	Leads or Key Partners	Action Completion Date	Resources Needed	Measure of Success

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Dissemination

- EBCH posted a summary of the community health needs assessment findings and implementation strategy online at www.ebch.org
- EBCH will disseminate a press release of the community health needs assessment findings and implementation strategy in the local newspaper upon signing the Board Resolution.

Implementation Strategy

- Hospital leadership assembled to operationalize the community health assessment action plan which identifies the objectives, partner opportunities, activity leads, a timeline, and how the objective will be measured for success (see Community Health Assessment Action Plan above).

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Resolution to Approve Community Health Needs Assessment Implementation Plan

Whereas the board of Ely-Bloomenson Community Hospital approved of and oversaw the implementation of a Community Health Needs Assessment process for the purpose of improving community health status and meeting Internal Revenue Service mandates enacted through the Patient Protection and Affordable Care Act;

Now therefore be it resolved that the board of Ely-Bloomenson Community Hospital does hereby adopt this resolution to accept the Community Health Needs Implementation Plan presented on this day to address to the following prioritized health needs:

- Increase access to specialty services
- Increase community awareness and education
- Collaborate to increase access to childcare

Upon vote taken, the following voted:

For:

Against:

Whereupon said Resolution was declared duly passed and adopted this 1
day of Dec, 2022.

Timothy P Ribey

Board chair

Board chair

[Signature]
Attest: Board Secretary

[Signature]
Attest: Board Secretary