



REGIONAL HEALTH SYSTEM
Community Health Needs Assessment
Implementation Strategy
2019

This Implementation Strategy report summarizes Madison Regional Health System’s plans to address the prioritized needs from the 2019 Community Health Needs Assessment. The organization recognizes that the Implementation Strategies in this report are to be used as a guide and will serve as a framework in addressing the identified needs. As the hospital moves forward, many resources, ongoing commitments and partnerships will be necessary to effectively assist in creating healthier communities in Lake County and the surrounding areas.

1) Mental and behavioral health education, access, and affordability

- Current activities
 - Madison Regional Health System (MRHS) currently has a relationship with Community Counseling services in Madison. Collaboration has been ongoing. Access to services has been impaired due to loss of a psychiatrist, leaving three Qualified Mental Health Professionals (QMHP).

- Proposed activities
 - MRHS plans to explore service capability to better meet customer needs. MRHS plans to further research University of South Dakota’s emergency department psychiatry residency telemedicine program. This would increase capacity for meeting emergency psychiatric needs in-house. MRHS plans explore prescriber outreach services which would further increase capacity and capability to meet mental and behavioral health needs in the community. Lastly, MRHS plans to bring more awareness to available mental and behavioral health resources in the community and will provide more education around what people can do to maintain mental and behavioral health. Resources committed to these efforts include administrative planning, correspondence with area partners, telemedicine infrastructure, funding new outreach position(s), marketing and education planning, time, and materials.

- Anticipated impact
 - Increased emergency room availability for assistance with psychiatric needs.
 - Improved access to counselor and prescriber; improved community mental and behavioral health.
 - More awareness around what resources are available, more utilization of services, improved community mental and behavioral health.



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2) Post-acute care, long-term care, and the senior living continuum

- Current activities
 - MRHS offers home health services along with swing bed programming that includes skilled and intermediate care. MRHS partners with Bethel Lutheran Home, the only remaining nursing home in Madison. Bethel offers a continuum including independent living, assisted living, and skilled nursing. Access to senior housing and nursing care has been impaired due to the 2018 closure of Madison Care and Rehabilitation.
- Proposed activities
 - MRHS will continue its collaboration with Bethel and will continue offering home health, skilled, and intermediate care services. MRHS is committed to enhancing its marketing efforts around what services are offered and available in the community to expand the community's knowledge of available resources and the presence of a full continuum of senior services. Resources committed for this are marketing efforts (marketing staff, planning, and materials).
- Anticipated impact
 - Increased awareness of available, local resources for older adults.
 - Increased utilization of continuum of care offerings at Bethel and other local locations.
 - Increased utilization of MRHS home health to allow *aging in place*.
 - Increased utilization of MRHS swing (skilled and intermediate) program.



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3) Specialty services access, awareness, recruiting, and gaps

- Current activities
 - MRHS has 14 specialty outreach clinics in Madison. Recently lost were cardiology and endocrinology specialists but an additional otolaryngologist physician assistant joined MRHS.
- Proposed activities
 - MRHS will continue to promote specialty services that are offered, as in some cases community members receive care elsewhere due to not knowing a service is offered locally. MRHS will also continue its recruiting efforts for replacement and additional specialty providers. More awareness is needed around otolaryngology and family medicine as the CHNA community survey revealed a lack of awareness that those services are available locally. Resources committed for these efforts are administrative recruiting, funding for positions, and marketing efforts (marketing staff, planning, and materials).
- Anticipated impact
 - Increased awareness of locally available specialty care.
 - More robust specialty provider offering.
 - Increased utilization of local otolaryngology and family medicine services; improved community health, less travel time to out-of-town providers.



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4) Diabetes and obesity related health issues: awareness, education, services and new programming

- Current activities
 - MRHS has developed a robust Diabetes Prevention Program (DPP). It will begin billing for services, become certified, and has received a grant for more diabetes prevention programming. There are three certified educators. MRHS has been in partnership with Madison Community Center to offer the Complete 90 nutrition and fitness program which creates individualized weight-loss plans. This program includes six meetings with a registered dietitian and six meetings with a Community Center personal trainer.
- Proposed activities
 - MRHS will focus on education and awareness in the community, specifically around the DPP. Diabetic educator staff will participate in marketing efforts along with MRHS staff to boost community awareness and participation. Resources committed include marketing efforts (marketing staff, planning, and materials).
- Anticipated impact
 - Increased utilization of Complete 90 program; improved community health.
 - Increased awareness and utilization of MRHS' DPP; improved community health.

Community health need/issue that won't be targeted at this time:

- Affordability
 - Some of the concerns around affordability are related to insurance premiums, deductibles, and copays, which are not issues MRHS is fully equipped to address. MRHS is a low-cost provider and does have an income-based financial assistance program which can be accessed in person or on MRHS' website. A patient can obtain a financial assistance application and can meet with a MRHS financial counselor to review all available options, e.g. applying for Medicaid, indigent care through the county, or marketplace options.