

**Zeeland Community Hospital
Community Health Needs Assessment (CHNA)
Implementation Plan
July 2015 – June 2018**

Spectrum Health Zeeland Community Hospital Implementation Plan
Summary of Significant Health Needs Identified in the Community Health Needs Assessment (CHNA)

July 2015-June 2018

A hospital facility's implementation strategy to meet the community health needs identified through the hospital facility's CHNA is a written plan that either:

- (1) Describes how the hospital facility plans to address the significant health need; or
- (2) Identifies the significant health need as one the hospital does not intend to address and explains why the hospital facility does not intend to address the health need.

Information needed to identify and determine the community's significant health needs was obtained by holding community health forums, sending out community health surveys to residents, as well as interviews and online surveys with community healthcare professionals and community leaders. Secondary data was gathered from state, local, and national databases to supplement the overall findings and needs identified.

A glossary of terms is available at the end of this Implementation Plan to provide clarity for the terminology used in the document.

Significant Health Needs Addressed in this Implementation Plan - Each of the significant health needs listed below are important and are being addressed by numerous programs and initiatives operated by the Hospital, other organizations within Spectrum Health, and other community partners of the Hospital.

- i. Increasing access to primary care, mental health treatment, substance abuse services, and dental care
- ii. Increasing a focus on wellness, prevention, and nutrition
- iii. Increasing educational opportunities on existing services, navigation of the health system, management of chronic disease, ways to obtain affordable and healthy food, and ways to prepare healthy meals
- iv. Supporting increased coordination and collaboration among area hospitals, medical professionals, providers, agencies, and programs.
- v. Supporting and expanding agency resources to address community health needs

Other Significant Needs Identified in the CHNA But Not Addressed in this Plan –The Hospital will not address the following significant health needs identified in the CHNA as part of this Implementation Plan due to limited resources and the need to allocate significant resources to the significant health needs identified above.

- i. Moving toward a focus on the whole patient – studying the social, behavioral, and environmental determinants of health
- ii. Delivery of immunizations and child dental care directly into communities to alleviate barriers (transportation) to care
- iii. Advocating for increased funding for mental health treatment
- iv. Funding innovative approaches to redesigning the health care system, while making it sustainable
- v. Addressing health system waste (duplication of services, overuse of ER) through increased transparency

Spectrum Health Zeeland Community Hospital Community Health Needs Assessment Implementation Plan

Access to Affordable Healthcare July 2015-June 2018

Significant Health Need	Population Served	Action	Measurable Impact
<p>Increasing access to primary care, mental health treatment, substance abuse services, and dental care AND Supporting increased coordination.</p>	<p>All residents of the Spectrum Health Zeeland Community Hospital (SHZCH) Primary Service Area (PSA)</p>	<p>1. Insuring that patients have insurance provides better health outcomes both now and in the future. We will provide open enrollment education and information to the community promoting deadlines and information about insurance options and by providing assistance in signing up for insurance.</p>	<p>1. Grow Medicaid/Marketplace signups annually A. Collect baseline data by June, 2016 B. Increase signups by 5% by June, 2017 C. Increase signups by an additional 5% by June, 2018.</p>
<p>Increasing a focus on wellness, prevention, and nutrition AND Increasing educational opportunities on existing services, navigation of the health system, management of chronic disease, ways to obtain affordable and healthy food, and ways to prepare healthy meals.</p>	<p>All residents of the SHZCH PSA</p>	<p>1. Increase screening mammograms conducted at Spectrum Health Zeeland Community Hospital by providing cancer awareness campaigns and by hosting women’s events that highlight cancer awareness.</p>	<p>1. Conduct cancer awareness campaigns by June 2016 and increase cancer screening mammograms by 5% by June, 2017 and by 7% by June, 2018.</p>

Spectrum Health Zeeland Community Hospital Community Health Needs Assessment Implementation Plan

Access to Affordable Healthcare July 2015-June 2018

Significant Health Need	Population Served	Action	Measurable Impact
Supporting increased coordination.	All residents of the SHZCH PSA	<ol style="list-style-type: none"> 1. Participate and support Ottawa County collaborative efforts to improve access to care as they explore the community health worker model within social service agencies and/or hospitals. 	<ol style="list-style-type: none"> 1. Ottawa County’s task force was established in May, 2015. Implementation plans will be completed by December 2016 and metrics will follow.

Spectrum Health Zeeland Community Hospitals' Health Needs Assessment Implementation Plan

Mental Health July 2015-June 2018

Significant Health Need	Population Served	Action	Measurable Impact
<p>Increasing access to primary care, mental health treatment, substance abuse services, and dental care AND Supporting and expanding agency resources to address community health needs.</p>	<p>All residents of the SHZCH PSA</p>	<ol style="list-style-type: none"> 1. Work with Ottawa County's collaborative group to develop awareness brochure and education campaign for community members with information on how to recognize mental health warning signs, access appropriate services and deal with the stigma related to mental health. Brochures will be distributed through primary care providers (PCP's), emergency department (ED), hospital units, workplaces, schools, churches and at community events. This brochure will be endorsed by the community and represents a collaborative effort of Ottawa County providers to increase mental health care access, awareness, and stigma reduction. 2. Explore on-line/telehealth support groups at SHZCH in partnership with local providers (such as Pine Rest) and SHZCH PCP's. 	<ol style="list-style-type: none"> 1. Brochure will be developed by the team and printed by December, 2016. SHZCH will distribute at least 5,000 brochures annually in 2017 and 2018 at community events, through programs and in the Emergency Department/Urgent Care Clinic. Ottawa County's collaborative will determine an access center by December, 2016, directing referrals and tracking the number of identified mental health referrals. Metrics will be established and could include items such as number of participants we'd be able to reach, number of referrals made, etc. Collaborative will organize one kick-off mental health awareness event/class in 2016 and will conduct at least 2 classes or events annually in 2017 and 2018. 2. Develop plan to implement on-line support groups by December, 2016 and conduct a pilot support group by June, 2017.

Spectrum Health Zeeland Community Hospitals' Health Needs Assessment Implementation Plan

Mental Health July 2015-June 2018

Significant Health Need	Population Served	Action	Measurable Impact
Supporting and expanding agency resources to address community health needs.	All residents of the SHZCH PSA	<ol style="list-style-type: none"> Offer a new brain health community education class to promote healthy brain development for aging citizens at SHZCH, local retirement facilities and churches. The brain health class would be an evidence-based program identified by SHZCH. 	<ol style="list-style-type: none"> Conduct 1 pilot class by December 2016 and provide at least 2 classes in 2017 and 2018. <p>Outcome will be measured in number of participants and improved quality of life for those participating.</p>
Increasing a focus on wellness, prevention, and nutrition.	All residents of the SHZCH PSA	<ol style="list-style-type: none"> Provide new mothers support by continuing to promote a pregnancy and post-partum hotline for mothers suffering from post-partum depression. 	<ol style="list-style-type: none"> The goals are to increase awareness and referrals to the depression support group and the hotline based on severity of the depression. <p>Establish a baseline for number of referrals to the hotline in 2016 and grow referrals by 5% in both 2017 and 2018.</p>

Spectrum Health Zeeland Community Hospitals' Health Needs Assessment Implementation Plan

Obesity/Overweight

July 2015-June 2018

Significant Health Need	Population Served	Action	Measurable Impact
<p>Increasing a focus on wellness, prevention, and nutrition AND Supporting and expanding agency resources to address community health needs.</p>	<p>All residents of the SHZCH PSA</p>	<p>The adult program is an evidence-based healthy lifestyle program that will help establish healthy lifestyle choices to enable weight loss in a safe, realistic, and sustainable way. The children's program is an evidence-based healthy lifestyle program for physician referred kids and their families to improve nutrition, decrease screen time and increase physical activity.</p> <ol style="list-style-type: none"> 1. Continue and expand the weight management programs for children and adults by working with physicians to increase referrals and by providing support groups/programs for participants. 	<ol style="list-style-type: none"> 1. SHZCH will: <ol style="list-style-type: none"> A. Increase physician referrals for programs by 10% in 2016, 10% in 2017 and another 10% 2018. B. Increase the number of participants programs by 10% in 2016, 2017 and 2018. C. Establish baseline for support group participation in 2016 and increase participation by 10% in 2017 and 2018. D. Upon completion of the children's healthy lifestyle program, insure that at least 90% of participants improve lifestyle risk factors measured by the Family Nutrition and Physical Activity (FNPA) Screening Tool. The FNPA measures things like screen time, physical activity, family meals, etc. E. Upon completion of the adult healthy lifestyle program, insure that at least 90% of participants have reduced risk factors identified on the adult program post program assessments. Risk factors include family history, blood pressure, cholesterol, age, gender, sedentary lifestyle, smoking status, pre-diabetes status, and BMI.
<p>Supporting and expanding agency resources to address community health needs.</p>	<p>All residents of the SHZCH PSA</p>	<ol style="list-style-type: none"> 1. Support Ottawa County's collaborative efforts to support the SHAPE Michigan campaign coordinated by the United Way. The purpose of SHAPE Michigan is to align and coordinate systems so that healthy choices are the easier and more obvious choices by making healthy lifestyle programs readily available in the community. 	<ol style="list-style-type: none"> 1. SHZCH and community partners will align its' efforts with SHAPE Michigan (a 5-county initiative led by the United Ways of those counties). Progress will be measured on a community dashboard tracking each of five metrics: reduce obesity & overweight, increase physical activity, increase fruit & vegetable consumption, increase health screenings and increase the County Health Ranking. The Behavior Risk Factor Survey for Ottawa County and County Health Rankings will be used to measure improvements.

Spectrum Health Hospitals Community Health Needs Assessment (CHNA) Implementation Plan Glossary of Definitions

For the period of July 2015-June 2018

Advanced directive	A legal document (as a living will) signed by a competent person to provide guidance for medical and health-care decisions (such as the termination of life support or organ donation) in the event the person becomes unable to make such decisions.
Advanced Practice Provider (APP)	Mid-level practitioners who are health care providers who have received different training and have a more restricted scope of practice than physicians and other health professionals in some states, but who do have a formal certificate and accreditation through the licensing bodies in their jurisdictions. Examples include, but may not be limited to, Nurse Practitioners, Physician Assistants, and Nurse-Midwives. A Nurse Practitioner is a registered nurse who has acquired the knowledge base, decision-making skills, and clinical competencies for expanded practice beyond that of an RN, the characteristics of which would be determined by the context in which he or she is credentialed to practice. Physician Assistants are concerned with preventing and treating human illness and injury by providing a broad range of health care services under the supervision of physician or surgeon. They conduct physical exams, diagnose and treat illnesses, order and interpret tests, develop treatment plans, perform procedures, prescribe medications, counsel on preventive health care and may assist in surgery. Nurse-Midwives are advanced practice registered nurses who provide counseling and care during pre-conception, pregnancy, childbirth and the postpartum period.
Bariatrics	The branch of medicine that deals with the causes, prevention, and treatment of obesity.
Behavioral Health	Covers the full range of mental and emotional wellbeing- for the basics of how we cope with the challenges of day-to-day life, to the treatment of mental illnesses, such as depression or personality disorders, as well as substance abuse and other addictive behaviors.
Cardiovascular and Thoracic (CVT)	A field of medicine focused on the heart, lungs, esophagus, and other organs in the chest. This includes specialists such as cardiothoracic surgeons, cardiovascular surgeons, general thoracic surgeons, and congenital heart surgeons.
Chaplaincy Program	A member of the clergy trained to listen to the patient's story, to be present to the patient's values, and to reframe the crisis in the context of these values. These areas include risk assessment, crisis intervention, advocacy, cultural and religious diversity, ethics, integration of the patient's story into a larger faith perspective, ritual support, end-of-life issues, and bereavement and grief.
Chronic disease	A persistent or recurring disease that affects a person for at least three months.

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Colon cancer screenings	Tests to detect polyps and early cancers in the intestines. This type of screening can find problems that can be treated before cancer develops or spreads. Regular screenings may reduce the risk of pain and death caused by colorectal cancer.
Convenient Care	Clinics that are a category of walk-in clinics that treat uncomplicated minor illnesses and provide preventative healthcare services.
Emergency Department (ED)	The department of a hospital responsible for the provision of medical and surgical care to patients arriving at the hospital in need of immediate care.
Federally Qualified Health Center (FQHC)	Federally qualified health centers (FQHCs) include all organizations receiving grants under Section 330 of the Public Health Service Act (PHS). FQHCs qualify for enhanced reimbursement from Medicare and Medicaid, as well as other benefits. FQHCs must serve an underserved area or population, offer a sliding fee scale, provide comprehensive services, have an ongoing quality assurance program, and have a governing board of directors.
FitKids360	FitKids360 is a healthy lifestyle program for overweight children and their families.
Full Time Equivalent (FTE)	A unit that indicates the workload of an employed person (or student) in a way that makes workloads or class loads comparable across various contexts. An FTE of 1.0 is equivalent to a full-time worker while an FTE of 0.5 signals half of a full work.
HBA1C	The A1c test (also known as HbA1c, glycated hemoglobin or glycosylated hemoglobin) is a blood test that correlates with a person's average blood glucose level over a span of a 90 days.
Institute for Healthcare Improvement (IHI)	IHI is a nonprofit organization focused on motivating and building the will for change, partnering with patients and health care professionals to test new models of care, and ensuring the broadest adoption of best practices and effective innovations.
Integrating behavioral health collaborative care programs	The systematic coordination of general and behavioral healthcare. Integrating mental health, substance abuse, and primary care services produces the best outcomes and proves the most effective approach to caring for people with multiple healthcare needs.
Low birth weight (LBW)	Low birth weight (LBW) is defined as a birth weight of a live born infant of less than 2,500 g (5 pounds 8 ounces) regardless of gestational age.
Mammogram	The process of using low-energy X-rays to examine the human breast, which is used as a diagnostic and screening tool. The goal of mammography is the early detection of breast cancer, typically through

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	detection of characteristic masses and/or microcalcifications.
Marketplace	Also known as the Health Insurance Exchange — is the place where people without health care insurance can find information about health insurance options and also purchase health care insurance.
Maternal Infant Health Program	Programs to improve women’s health before, during, and after pregnancy to reduce both short- and long-term problems.
Medicaid	A United States federal health care program for families and individuals with low income and limited resources.
Medicare	A United States federal system of health insurance for people over 65 years of age and for certain younger people with disabilities.
Metrics	A standard for measuring or evaluating something, especially one that uses figures or statistics
Mothers Offering Mothers Support (MOMS)	A Spectrum Health Healthier Communities program that serves Medicaid beneficiaries who are pregnant and their newborns who are most likely to experience serious health problems due to psychosocial, socio-economic and/or nutritional risk factors.
Next third available appointment	A measurement of the patient's ability to seek and receive care with the provider of their choice, at the time they choose, regardless of the reason for their visit. Counting the third next available appointment is the healthcare industry's standard measure of access to care and indicates how long a patient waits to be seen.
Obstetrics/Gynecology (OB/GYN)	An obstetrician/gynecologist is a physician specialist who provides medical and surgical care to women and has particular expertise in pregnancy, childbirth, and disorders of the reproductive system.
PAP Smear	A screening test for cervical cancer. Cells scraped from the opening of the cervix are examined under a microscope. The cervix is the lower part of the uterus (womb) that opens at the top of the vagina.
Primary Care	The day-to-day health care given by a health care provider. Typically this provider acts as the first contact and principal point of continuing care for patients within a health care system, and coordinates other specialist care that the patient may need.
Primary Care Emergency Department (ED) Sensitivity	Patients using the hospital emergency departments for non-urgent care and for conditions that could have been treated in a primary care setting.

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Psychiatry Behavioral Medicine Integrated (PBM+)	Embedding behavioral health services into a care setting that includes universal screening for depression, anxiety, and substance abuse. It enables triage to appropriate behavioral health resources based on risk. This will allow for improved health outcomes and the identification and treatment of conditions that were previously unknown (that impact overall health).
Readmission	A subsequent admission to the hospital that occurs within 30 days of a previous admission's discharge.
Referral	An act of referring someone or something for consultation, review, or further action.
Sliding fee scale	Variable pricing for products, services, or taxes based on a customer's ability to pay.
Smoking cessation	Discontinuation of the habit of smoking, the inhaling and exhaling of tobacco smoke.
Telehealth or Telemedicine	The use of medical information exchanged from one site to another via electronic communications to improve a patient's clinical health status. Telemedicine includes a growing variety of applications and services using two-way video, email, smart phones, wireless tools and other forms of telecommunications technology.
Trimester	A period of three months, especially as a division of the duration of pregnancy.
Triple Aim	The pursuit of improving the experience of care, improving the health of populations, and reducing per capita costs of health care.
Very low birthweight (VLBW)	A birth weight of a live born infant of less than 1,500 g (3 pounds 5 ounces) regardless of gestational age.