



# 2022-2025 IMPLEMENTATION STRATEGY

Frances Mahon Deaconess Hospital

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# IDENTIFYING SIGNIFICANT HEALTH NEEDS

# ABOUT FRANCES MAHON DEACONESS HOSPITAL

Frances Mahon Deaconess Hospital (FMDH), based in Glasgow, Montana, is a not-for-profit, 25-bed critical access hospital serving the Valley County Region. With 250 employees, FMDH provides services primarily to residents of Valley County, but also serves those in neighboring cities and towns. FMDH is accredited by The Joint Commission.

It is our mission to provide quality healthcare services with efficiency. FMDH provides the following services:

- Anesthesia/Pain Management Services
- Audiology & Hearing Services
- Dietary
- EMS Services
- Glasgow Clinic Primary Care
- General Surgery
- Hi-Line Med Spa
- Home Oxygen & Durable Medical Equipment
- Labor, Delivery and Recovery
- Laboratory Services
- Nutrition Services
- OB/GYN
- Orthopedic and Sports Medicine
- Outpatient Infusion Therapy
- Pastoral Care
- Privacy Officer
- Radiology Services
- Rehabilitation Services (including Physical and Occupational Therapy)
- STAT Air
- Surgical Services
- WIC Program

FMDH maintains a department dedicated to addressing its outreach objectives of serving the entire community, not only those who come through its doors. Building on a long tradition of service, the Community Outreach Department utilizes hospital strengths alongside those of other well-established community partners.

This strategy allows FMDH to better understand and reach the most vulnerable sectors of the community, while meeting pressing healthcare needs. The goal is to improve the community's health status by empowering citizens to make healthy life choices.

Frances Mahon Deaconess Hospital completed its last Community Health Needs Assessment in 2022.

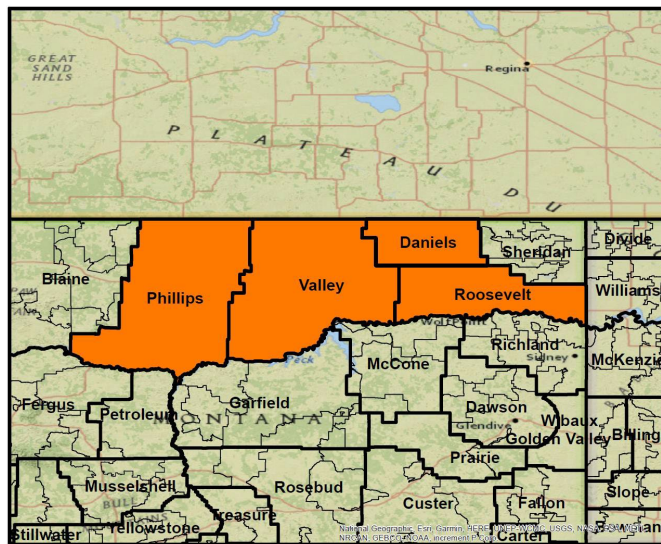


# OUR COMMUNITY HEALTH NEEDS ASSESSMENT (CHNA)

FMDH recently embarked on a comprehensive Community Health Needs Assessment (CHNA) process to identify and address the key health issues for our community.

## Definition of the Community Served

Frances Mahon Deaconess Hospital's community, as defined for the purposes of the Community Health Needs Assessment and Implementation Strategy, include four Montana counties: Daniels, Phillips, Roosevelt, and Valley. This community definition, determined based on the areas of residence of most recent patients of Frances Mahon Deaconess Hospital, is illustrated in the following map.



## How CHNA Data Were Obtained

The CHNA incorporated data about the community from multiple sources, including both primary and secondary data:

- A population-based survey among a representative sample of community residents (the PRC Community Health Survey)
- An online survey of public health representatives, health providers, and a variety of other community service providers and stakeholders (the PRC Online Key Informant Survey)
- A review of existing vital statistics, public health, census, and other data

The CHNA allowed for extensive comparison to benchmark data at the state and national levels.

The assessment was conducted on behalf of Frances Mahon Deaconess Hospital by PRC, a nationally recognized health care consulting firm with extensive experience conducting Community Health Needs Assessments in hundreds of communities across the United States since 1994.



# Identifying & Prioritizing Health Needs

## Areas of Opportunity

Significant health needs (or “Areas of Opportunity”) were determined in our CHNA after consideration of various criteria, including standing in comparison with benchmark data; identified trends; the preponderance of significant findings within topic areas; the magnitude of the issue in terms of the number of persons affected; and the potential health impact of a given issue.

## Prioritized List of Health Needs

After reviewing the Community Health Needs Assessment findings, internal team members and community stakeholders met to evaluate and prioritize the top health needs for our community. The participants were asked to evaluate each health issue along two criteria: 1) scope and severity of the health issue; and 2) the hospital’s/community’s ability to impact that issue. Individual ratings for each criterion were averaged for each tested health issue, and then these composite criteria scores were averaged to produce an overall score. This process yielded the following prioritized list of health needs for our community:

1. Mental Health
2. Substance Abuse
3. Tobacco Use
4. Nutrition, Physical Activity & Weight
5. Cancer
6. Diabetes
7. Infant Health & Family Planning
8. Heart Disease & Stroke
9. Oral Health
10. Sexual Health
11. Access to Healthcare Services
12. Injury & Violence
13. Respiratory Diseases (including COVID-19)





# ADDRESSING THE SIGNIFICANT HEALTH NEEDS

# HOSPITAL-LEVEL COMMUNITY BENEFIT PLANNING

This summary outlines FMDH’s plan (Implementation Strategy) to address our community’s health needs by 1) sustaining efforts operating within a targeted health priority area; 2) developing new programs and initiatives to address identified health needs; and/or 3) promoting an understanding of these health needs among other community organizations and within the public itself.

## Priority Health Issues to Be Addressed

In consideration of the top health priorities identified through the CHNA process — and considering hospital resources and overall alignment with the hospital’s mission, goals, and strategic priorities — it was determined that FMDH would focus on developing and/or supporting strategies and initiatives to improve:

- Access to Healthcare Services
- Tobacco Use/Substance Abuse
- Mental Health
- Nutrition, Physical Activity & Weight
- Infant Health & Family Planning
- Sexual Health

## Issues That Will Not Be Addressed & Why

In acknowledging the wide range of priority health issues that emerged from the CHNA process, FMDH *determined* that it could only effectively focus on those which it deemed most pressing, most under-addressed, and/or most within its ability to influence.

Health Priorities Not Chosen for Action	Reasons
Cancer	<i>Advisory committee members felt that more pressing health needs existed. Limited resources and lower priority excluded this as an area chosen for action.</i>
Heart Attack & Stroke	<b>FMDH</b> feels that efforts outlined herein to improve physical activity, weight and nutrition will have a positive impact on heart attack and stroke and that a separate set of specific heart attack and stroke initiatives was not necessary.
Oral Health	<i>Advisory committee members felt that more pressing health needs existed. Limited resources and lower priority excluded this as an area chosen for action.</i>
Injury & Violence	<b>FMDH</b> believes that this priority area falls more within the purview of law enforcement and other community organizations. Limited resources and lower priority excluded this as an area chosen for action.
Respiratory Disease	<i>Advisory committee members felt that more pressing health needs existed. Limited resources and lower priority excluded this as an area chosen for action.</i>
Diabetes	<b>FMDH</b> feels that efforts outlined herein to improve physical activity, weight and nutrition will have a positive impact on diabetes and that a separate set of specific diabetes initiatives was not necessary.



# 2022-2025 IMPLEMENTATION STRATEGY

## Action Plans

The following displays outline HOSPITALNAME's plans to address those priority health issues chosen for action in the FY2023-FY2026 period.

<b>Priority Area #1: Infant Health &amp; Family Planning</b>	
<b>Community Health Need</b>	Improve access to infant and new mom resources
<b>Goal(s)</b>	<ul style="list-style-type: none"><li>• Provide people who care for newborns resources so they know what to do for different milestones</li><li>• Provide exercises and resources for new moms on how to take care of themselves, not just their baby</li></ul>
<b>Target Population(s)</b>	This strategy will focus on residents in Glasgow and other communities in Valley County as often as possible.
<b>Partnering Organization(s)</b>	Internal: Glasgow Clinic Primary Care and OB/GYN External: Valley County Health Department & Eastern Montana Community Mental Health Center
<b>Action Plan</b>	Strategy 1: Education on what to do with your newborn for different milestones (newborn to 1-year old) <ul style="list-style-type: none"><li>• This could be a magnet or a card</li><li>• Includes items like vaccinations, what to feed your baby, etc.</li></ul> Strategy 2: Education on postpartum health <ul style="list-style-type: none"><li>• Include items like strengthening your pelvic floor and taking care of yourself as a new mom</li></ul> Strategy 3: Providing above resources to day care providers and young parents so they have a plan to follow



## Priority Area #2: Sexual Health

<b>Community Health Need</b>	Improve access to sexual health resources
<b>Goal(s)</b>	<ul style="list-style-type: none"> <li>• Create resources and spaces where children (13 – 18) can find help and answers to their questions from reliable sources</li> </ul>
<b>Target Population(s)</b>	This strategy will focus on residents in Glasgow and other communities in Valley County as often as possible.
<b>Partnering Organization(s)</b>	<p>Internal: Nurse's Station and Marketing</p> <p>External: Valley County Health Department, Glasgow Rec Dept, Valley Event Center, Eastern Montana Community Mental Health Center</p>
<b>Action Plan</b>	<p>Strategy 1: Create and provide magnets to public places</p> <ul style="list-style-type: none"> <li>• Places could include restrooms in Glasgow Rec Dept and Valley Event Center</li> <li>• Magnets would have hotlines to sexual health resource centers</li> </ul> <p>Strategy 2: Create an anonymous call line to FMDH Nurse's Station where people can ask questions and get a call back with an answer</p> <ul style="list-style-type: none"> <li>• The person calling would remain anonymous</li> <li>• Could there be a number to text in addition to having a number to call?</li> </ul> <p>Strategy 3: Use FMDH's Patient Portal to schedule appointments so that one wouldn't have to discuss issue with a scheduler</p> <ul style="list-style-type: none"> <li>• This could be an appointment for an STD</li> </ul>

## Priority Area #3: Access to Healthcare Services

<b>Community Health Need</b>	Improve access to healthcare services
<b>Goal(s)</b>	<ul style="list-style-type: none"> <li>• Increase awareness of what FMDH Patient Portal can help with</li> <li>• Promote telemedicine services, especially to people who can't travel to other places for advanced medical care</li> </ul>
<b>Target Population(s)</b>	This strategy will focus on residents in Glasgow and other communities in Valley County as often as possible.
<b>Partnering Organization(s)</b>	<p>Internal: Patient Portal (IS), Glasgow Clinic Primary and Specialty Care, Marketing</p> <p>External: Intermountain Healthcare (telemedicine)</p>
<b>Action Plan</b>	<p>Strategy 1: Education on how to use FMDH Patient Portal</p> <ul style="list-style-type: none"> <li>• Includes education on text message reminder system</li> <li>• Could you add reminders for milestone exams like colonoscopy?</li> <li>• Could you take brief patient portal class or post videos online</li> </ul> <p>Strategy 2: Telemedicine</p> <ul style="list-style-type: none"> <li>• Provide telemedicine services either at home or in the facility for people to see providers for services we don't have available at FMDH</li> </ul> <p>Strategy 3: Provider Recruitment</p> <ul style="list-style-type: none"> <li>• Make sure we have the appropriate number of providers to serve our area</li> <li>• Have a recruitment plan in case provider numbers are low</li> </ul>



## Priority Area #4: Mental Health

<b>Community Health Need</b>	Improve access to mental health services
<b>Goal(s)</b>	<ul style="list-style-type: none"> <li>• Provide better access to mental health services for a variety of needs</li> </ul>
<b>Target Population(s)</b>	This strategy will focus on residents in Glasgow and other communities in Valley County as often as possible.
<b>Partnering Organization(s)</b>	Internal: FMDH Marketing External: Intermountain Healthcare (telemedicine), Eastern Montana Community Mental Health Center
<b>Action Plan</b>	Strategy 1: Telemedicine <ul style="list-style-type: none"> <li>• Provide telemedicine sessions to those people struggling with areas that we don't currently have providers for.</li> </ul> Strategy 2: Providers <ul style="list-style-type: none"> <li>• Continue to provide access to psychologists and social workers</li> <li>• Continue to provide opportunity to students who need to complete their clinical hours to become certified</li> </ul>

## Priority Area #5: Tobacco Use/Substance Abuse

<b>Community Health Need</b>	Improve access to tobacco use/substance abuse resources
<b>Goal(s)</b>	<ul style="list-style-type: none"> <li>• Decrease use of tobacco and other substances</li> <li>• Educate people on the health hazards associated with tobacco and drug use</li> </ul>
<b>Target Population(s)</b>	This strategy will focus on residents in Glasgow and other communities in Valley County as often as possible.
<b>Partnering Organization(s)</b>	Internal: FMDH Marketing External: Ideal Option; Valley County Health Department, Eastern Montana Community Mental Health Center
<b>Action Plan</b>	Strategy 1: Partner with Ideal Option to build more resources <ul style="list-style-type: none"> <li>• Establish a relationship with Ideal Option</li> <li>• Work together to distribute as many resources as possible</li> </ul> Strategy 2: Awareness campaign on tobacco use <ul style="list-style-type: none"> <li>• Issues to focus on would be chewing and vaping (substances that people use that they believe are much better and have fewer risks than regular tobacco)</li> </ul>



## Priority Area #6: Physical Activity, Weight & Nutrition

<b>Community Health Need</b>	Improve access to physical activity, weight & nutrition resources
<b>Goal(s)</b>	<ul style="list-style-type: none"> <li>• Improve accessibility to fresh fruit and veggies</li> <li>• Decrease chronic issues like diabetes, COPD, heart disease, etc.</li> <li>• Provide more resources to manage and track chronic issues</li> </ul>
<b>Target Population(s)</b>	This strategy will focus on residents in Glasgow and other communities in Valley County as often as possible.
<b>Partnering Organization(s)</b>	Internal: Glasgow Clinic Primary Care, Marketing External: Noom, Eastern Montana Community Mental Health Center
<b>Action Plan</b>	<p>Strategy 1: Partner with hospitals/healthcare facilities in Daniels, Roosevelt and Phillips counties to see if we can expand Valley County's current fresh fruit and veggie program</p> <p>Strategy 2: Physical activity campaign</p> <ul style="list-style-type: none"> <li>• This could include social media, radio, print ads and billboard</li> </ul> <p>Strategy 3: Improve on/build relationship with Farmer's Market</p> <ul style="list-style-type: none"> <li>• See if there is a way for WIC or people with food stamps to get a discount on farmer's market fruit and veggies</li> </ul> <p>Strategy 4: Provide a Noom subscription for free</p> <ul style="list-style-type: none"> <li>• Provide this health coach service for \$8/month to people with chronic issues</li> <li>• Provide additional aids of monitoring and support devices</li> </ul> <p>Strategy 5: Purchase a greenhouse to have a community garden</p> <ul style="list-style-type: none"> <li>• Need to find land to put it on</li> <li>• Would most likely need to find someone to manage it</li> <li>• People who use WIC, or food stamps or have minimal access to fresh fruits and veggies would get first use of it</li> </ul>

## Implementation Strategy Adoption

On August 31<sup>st</sup>, 2022, the Board of Frances Mahon Deaconess Hospital approved this Implementation Strategy to undertake the outlined measures to better address the significant health needs of the community.

This Implementation Strategy document is posted on the hospital's website.

