

**COMMUNITY HEALTH NEEDS ASSESSMENT  
IMPLEMENTATION PLAN  
CRETE AREA MEDICAL CENTER**

**I. INTRODUCTION**

Crete Area Medical Center is a 24 bed Critical Access Hospital located in Crete, Nebraska, and serving Saline County. It provides inpatient and outpatient care, including physical therapy, cardiac rehab and wellness programs. The Medical Center also provides surgical capabilities and emergency/trauma services. In addition, the Medical Center sponsors the Crete Area Medical Center Clinic. The medical clinic is fully staffed with five primary care physicians and four midlevel providers. It is also the only certified Rural Medical Home in Nebraska. Crete Area Medical Center is a subsidiary of Bryan Health, a not-for-profit locally-owned healthcare organization based in Lincoln, Nebraska. In Fiscal Year 2012, Crete Area Medical Center provided over \$500,000 in charity care.

Over the past year, representatives from Crete Area Medical Center worked with Public Health Solutions, located in Crete, Nebraska, to conduct a Community Health Needs Assessment including population demographics, vital statistics, health status indicators from the Behavioral Risk Factor Surveillance Survey (BRFSS) and other state and local sources. In November, 2012, a meeting of stakeholders from Saline County, which included 25 individuals from throughout the county, met to conduct a Community Health Needs Assessment planning session. The group prioritized health issues in four key areas:

1. Lifestyle/Health and Wellness
  - Exercise, diet and obesity
2. Behavioral Health
  - Mental health, substance abuse, suicide
3. Preventative Care
  - Cancer, heart disease, chronic disease (e.g., diabetes, asthma, arthritis)
4. Access to Care/Emergency Services

Based upon the input of the group, goals and actions were developed for Saline County which are represented in the Community Health Needs Assessment Report. The following is intended to serve as the Community Health Needs Assessment Implementation Strategy Report for Crete Area Medical Center.

**II. DESCRIPTION OF WHAT HOSPITAL WILL DO TO ADDRESS COMMUNITY HEALTH NEEDS**

Crete Area Medical Center utilizes health status information in development of its strategic plan. The planning process begins with review of the Mission and Vision of the Medical Center and then an environmental assessment is conducted to identify community needs and how the services and resources of Crete Area Medical Center can best be utilized to help address those needs. The Community Health Needs Assessment, which was developed for Saline County, has been a valuable resource in the hospital's planning process. Information from the Community Health Needs Assessment Report has been shared with senior leadership, directors and managers at the Medical Center, as well as physician leaders. In addition, a Medical Center

Board planning retreat was conducted and community health needs were reviewed in detail. As a result of these planning efforts, the following action plans have been prepared. Crete Area Medical Center leadership, staff and Board have a history of working with the community to address community health needs. In addition, the hospital will continue to address community needs by providing care to those in need regardless of their ability to pay, in keeping with the charitable mission of the Medical Center.

### III. ACTION PLANS

#### A. Crete Area Medical Center Mission and Vision

Mission: To advance the health of the communities and region we serve, through collaboration, prevention, innovation, and exceptional care.

Vision: To be the respected healthcare leader, we partner with our communities, physicians, and team members in redefining and transforming rural healthcare.

The following implementation strategies represent Crete Area Medical Center's commitment to support the Community Health Improvement Plan over the next three years.

#### B. Implementation Strategies

##### 1. Lifestyle/Health and Wellness

Goal A: Motivate individuals to take an active interest in a lifestyle that promotes good health and wellness.

- a. Crete Area Medical Center will work with area organizations to develop greater opportunities for wellness education targeted toward a culturally-diverse population.
  - Working with Saline County on a bid for worksite wellness services for local employers.
  - Support the efforts through a grant received by Public Health Solutions for ED case management program.
  - Conduct health fairs and health risk appraisals throughout Saline County.
  - Utilize English As a Second Language classes for parent education regarding health and wellness.
  - Conduct health fairs for women's', means' and children's health in Saline County. Work with Tabitha and other healthcare providers to provide caregiver support/elder care opportunities in Saline County.

Goal B: Develop comprehensive community health initiatives.

- Work with the city, area employers and Doane College to develop a wellness center, to include a community pool.
- Work with elementary and middle schools to target fitness, nutrition and reduction in obesity.
- Expand employee wellness programs.

## 2. Behavioral Health

Goal A: Reduce behavioral health disorders through early intervention and treatment.

- Work with Bryan Health Behavioral Health Center to provide online screenings and educational programs.
- Work with community to develop educational programs for school teachers and employers regarding behavioral health.
- Work with Blue Valley Behavioral Health, area schools and churches to address behavioral health issues in the community from a multicultural standpoint.
- Work with area schools, Blue Valley Behavioral Health and Bryan Health to target suicide prevention in Saline County.
- Work with Blue Valley Behavioral Health to offer mental health/emotional support groups.

## 3. Prevention/Chronic Disease

Goal A: Exceed state average by five percent in cancer screening areas.

- Support efforts of Public Health Solutions to implement Cancer Screening Navigator program in Saline County.
- Work with community organizations to promote and conduct health screenings, health fairs and public education regarding the benefits of cancer screening.

Goal B: Enhance the availability of resources to help manage chronic disease proactively to reduce morbidity and mortality in Saline County.

- Incorporate obesity care plans as part of the Medical Home in Crete Area Medical Center Clinic.
- Promote the availability of online screening tools available through Bryan Health HealthAware program.
- Expand education, screenings and support groups at Crete Area Medical Center (e.g. diabetes classes)
- Work with Blue Valley Behavioral Health, Bryan Health Behavioral Health, high schools and Doane College to provide alcohol abuse education and promote alternative social outlets not involving alcohol.
- Promote expanded use of patient portal at Crete Area Medical Center.

## 4. Access to Care/Emergency Care

Goal A: Maintain access to emergency medical services throughout Saline County.

- Crete Area Medical Center will work with local ambulance services to extend advanced life support intercept services to rural volunteer rescue squads.

## IV. COMMUNITY HEALTH NEEDS NOT BEING ADDRESSED BY THE MEDICAL CENTER AND REASONS WHY

There are several actions identified in the Community Health Needs Assessment Plan which Crete Area Medical Center is not directly involved in addressing. The health need and associated rationale are as follows:

### A. Lifestyles/Health and Wellness

1. Identify multiple access points for health education, exercise and wellness activities.

- Although Crete Area Medical Center is supportive of increasing access points and is committed to expanding the resources devoted toward health education, exercise and wellness, the Medical Center cannot be responsible for the extent to which other organizations invest in these activities.

#### B. Behavioral Health

1. Improve access to treatment facilities through enhanced information and referral programs and alternative resources, such as telemedicine.
  - Crete Area Medical Center is not a direct provider of behavioral health services, but is very supportive of the efforts of Blue Valley Behavioral Health located in Crete as well as Bryan Health Behavioral Health program in providing these services. Crete Area Medical Center does have access to telemedicine capabilities linked to Bryan Health and would be willing to make these resources available to local behavioral health providers.

#### C. Prevention/Chronic Disease

1. Address changes in criteria to Every Woman Matters to improve access.
  - Crete Area Medical Center would be supportive of Public Health Solutions' efforts to pursue grant funding through private sources to address this issue.
  - As noted earlier, Public Health Solutions has received a grant to implement the Cancer Screening Navigator program, and would take the lead in this area.

#### D. Access to Care/Emergency Services

1. Explore funding support for local communities to assist volunteer ambulance crews to pursue EMT training.
  - Although Crete Area Medical Center is supportive of expanded EMT training, funding support for this activity would most likely need to be pursued through the State EMS system.

#### V. ADOPTION/APPROVAL

The Crete Area Medical Center Board of Trustees approves the Community Health Needs Assessment Implementation Strategy Report as a means to address priority community health needs identified in the Community Health Needs Assessment Report for Saline County, Nebraska.