

Ottawa County Health Center Community Health Needs Assessment Implementation Strategies to Address Priorities & Goals 9-30-23

Ottawa County Health Center conducted a comprehensive community health assessment of Ottawa County. The assessment not only met the new IRS requirements, but it also identified opportunities for improvement of health and wellness and supported Ottawa County's strategic priority of localizing health care for the community.

Ottawa County Health Center, in conjunction with Forvis, researched and analyzed community health data, conducted surveys of local key stakeholders to determine relevant issues, and proposed necessary action plans and implementation strategies to address these issues. With these findings, Ottawa County Health Center identified two general health priorities on which to focus as strategic initiatives in Ottawa County. The implementation strategy is listed below with the goals and strategies to address each initiative over the next three years.

PRIORITY 1: OBESITY/PHYSICAL INACTIVITY/LACK OF HEALTHY BEHAVIORS

Goal 1: Improve Access to/Increase interest in the Wellness Center

Strategies:

- A. Continue to offer new programs, equipment, classes, etc. to promote a healthy lifestyle.
- B. Review membership rates annually to verify affordability.

Goal 2: Community Health Education

Strategies:

- A. Wellness Center Open House
- B. Coordinate with Local Health Agencies to Host a Health Fair

PRIORITY 2: LACK OF AWARENESS REGARDING AVAILABLE HEALTH SERVICE IN THE COMMUNITY

Goal 1: Promote Ottawa County Health Center's Services Offered

Strategies:

- A. Increase OCHC's marketing tactics via newspaper, social media, mailings, etc.
- B. Visit senior centers

Goal 2: Provide Educational Opportunities to Surrounding Area Residents

Strategies:

- A. Offer public education sessions on health issues and related local services available for treatment or prevention.
- B. Provide wellness information and advertisements in the local newspaper and social media related to local healthcare services.

To address these goals, Ottawa County Health Center implemented the identified strategies as follows:

- OCHC's Wellness Center has an up-to-date fitness center and lap pool available to the community. As equipment ages, new equipment is purchased. A new Wellness Center Director was hired in 2023, and she has developed new programs and increased community membership over the last six months by focusing on multiple age groups and fitness levels. The Wellness Center Director is offering classes and weight room instruction to help encourage community members to continue an active lifestyle. Members have numerous opportunities to participate in these free group exercise classes and services that include: HIIT class, Water HIIT, water aerobics, group exercises; Beachbody; Blood Pressure and Heart Rate Assessments, etc. For those who cannot attend the classes during class times, they can take a class independently. Currently, there are classes offered 6.5 hours per week. In addition, we now offer discounted rates to high school students to help encourage fitness and activity to those individuals. Advertisements on Facebook and word of mouth have generated interest in the programs of the Wellness Center. The hours of pool operation have been extended at the request of some community members to meet the most needs. Members may also access the exercise equipment twenty-four hours per day.
- Wellness Center Membership rates are reviewed annually, and the facility is available to the community at reasonable monthly rates. We are working on updating our Business Membership program to offer reduced rates to local business who sponsor memberships for their employees. This will be rolled out in FY2024. The Wellness Center requires significant funding by the hospital beyond membership dues that are collected. The overall health improvement from having a fitness center available in our small community is a great benefit to area residents. While the Wellness Center does not generate income for Ottawa County Health Center, we recognize its importance and benefit to the community to promote healthier living to county residents. All Wellness Center initiatives promote physical activity and healthy behaviors in our community to address noted health issues in Ottawa County.
- Local healthcare services provided by Ottawa County Health Center are regularly advertised in the county newspaper along with informational articles related to new services. Additionally, the hospital posts on Facebook on a regular basis class schedules and other healthy ideas to encourage the community members to be active in their health. Other community education pieces including RSV, Medicare Advantage information, health screening reminders, etc. have been placed in the newspaper and on Facebook to inform and educate the public. The hospital assists local support and educational groups by offering hospital conference rooms to hold meetings for community members. OCHC is looking to expand and improve educational materials regarding available healthcare services.
- July 1, 2023, OCHC took ownership of the local clinic. The Family Care Clinic was established under OCHC, and we have hired five (5) new Providers who are actively involved in communication/meetings to assess community needs, patient or service issues, and ER coverage needs. We will continue to work at our 2 outreach clinics and look for other opportunities to allow our community members to have services available locally so that they don't have to travel outside of the county. We also held flu shot clinics which was well received by both the staff and the community. With our new clinic and new providers, we will be sending fliers to Ottawa County and the surrounding communities to educate them on our new providers, available services, and other resources they have available at OCHC.
- Ottawa County Health Center's Charity Care program continues to be offered to those who qualify. In FY2023, the hospital provided approximately \$16,000 in Charity Care and community benefits to area residents. Additionally, the hospital's Case Manager and billing office work closely with patients and their families to assist with insurance questions, Medicaid applications, etc. at no cost.
- Ottawa County Health Center Office Staff, with guidance from Great Plains Health Alliance, reviews hospital charges on at least an annual basis to ensure that charges and fees are accurate, justifiable, and appropriate. Based on these reviews, fees will be revised as needed to provide quality medical services at reasonable costs to our community. OCHC has compiled a list of all hospital charges for any item or service provided at the hospital; this information has been posted on the hospital website to allow our patrons the opportunity to review potential charges and understand the application of their specific insurance prior to their service.