



Implementation Planning Report

McKenzie County Healthcare Systems, Inc.

Facilitated by

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Introduction

McKenzie County Healthcare Systems, Inc. (MCHS), a Critical Access Hospital (CAH), Northland Healthcare Alliance (NHA), and Upper Missouri Health District Unit (UMDHU), held an implementation planning meeting in Watford City, ND on June 17th, 2016. 7 community members were in attendance representing hospital administration and staff, the hospital board of trustees, law enforcement, the business community, and public health.

The implementation planning meeting continued on from the completion of MCHS's Community Health Needs Assessment (CHNA) process, which is a requirement under the Affordable Care Act (ACA). The CHNA helped identify the community's needs, the implementation strategy helps identify the community's solutions.

Based on the decisions and recommendations stemming from Community Meeting 2, the CHNA report has been completed. A strategic implementation plan will be drafted and adopted that describes how the organization plans to meet the prioritized needs identified in the assessment. To begin the strategic planning workshop, a facilitator from Northland Healthcare Alliance shared findings from the recent (2016) CHNA report with the hospital and community group. Data analyzed during the CHNA process included primary data (community health survey, key informant interviews, and focus groups) and secondary data (analysis of the County Health Rankings and other sources). Through an earlier community needs prioritization process, the CHNA in the Watford City area identified four significant needs:

1. Affordable Housing
2. Adult Drug Use and Abuse (including prescription drug abuse)
3. Availability of Specialists
4. Ability to Retain Physicians in the Area

Survey results, specific community member comments, and secondary statistics about these needs were presented to the group to contextualize the needs. The corresponding PowerPoint presentation is attached as Appendix A.

The workshop focused on generating ideas and strategies to address the second, third and fourth needs: adult drug use and abuse, availability of specialists and the ability to retain physicians in the area. The hospital does not plan to actively address the other identified significant need: affordable housing. This is outside the scope of the hospital's mission and the

hospital lacks the resources and knowledge to adequately address this need. The hospital has shared this assessment finding, along with the accompanying data and community concerns, with a separate organization called ND Department of Housing and Urban Development in hopes that the need could be addressed there.

The purpose of this meeting was to initiate a more formalized strategic planning process resulting in a plan that addresses the identified significant community health needs. Strategic planning is a technique to assist a group to analyze current conditions and to then develop strategies to address a set of issues and/or concerns. Northland Healthcare Alliance assisted in providing the framework for evaluating, analyzing, and organizing ideas to address the three significant needs.

MCHS must adopt implementation strategy by November in same taxable year CHNA is conducted-2016. NHA asked the group to describe what actions the hospital will take and estimate the impact it will have on the need, or- If the hospital does not plan to address the need, explain why. Then, meeting members were asked to identify their own outcomes, or end goals/solutions/change that is needed. Since the group was small, it was more comfortable for them to openly communicate their opinions.

Starting with the Outcomes, the group was then asked to think of Activities that will need to be accomplished in order to address the first need, adult drug use and abuse. Many different types of activities were listed: presentations, educational sessions, collaboration with law enforcement, etc. The group was finally able to list the resources needed to reach their goal. The output column in the table varied from question to question, but was evident in our associated need; however may change as resources and activities are put into motion to reach the outcome.

Following brainstorming and discussion related to need one, the same process was used for the other addressed needs: availability of specialists and ability to retain physicians in the area. Overall, participants of the strategic implementation workshop collaborated well and identified outcomes, outputs, activities, and resources to address their three significant needs.

The following tables represent the strategic ideas given by those participating in the meeting.

Need 1: Availability of Specialists

Need	Resources	Activities	Outputs	Outcomes
Availability of Specialists	<ul style="list-style-type: none"> • Hire staff(nurse) • Purchase Telemedicine Equipment • Acquire Telemedicine Service Requirement Contracts • Finishing New Facility: Current Space for Telemedicine 	<ul style="list-style-type: none"> • Telemedicine Options • Continually remind Sanford, CHI, Trinity, and Sidney- the need we have for specialists. 	<p># of appointments available</p> <p>Variety of specialists available</p>	<ul style="list-style-type: none"> • Increased availability of specialists and increased numbers of specialists visits • Increased Variety of physical telemedicine specialists

Need 2: Adult Drug Use and Abuse (including prescription drugs)

Need	Resources	Activities	Outputs	Outcomes
<p>Adult Drug Use and Abuse (including prescription drugs)</p>	<ul style="list-style-type: none"> • MCHS will head up a committee with local law enforcement and public health to address drug abuse awareness • Instruct staff person to post on Facebook Page 	<ul style="list-style-type: none"> • Annual collaborative presentation to educate the community on drug use and abuse • Post on MCHS Facebook Page, educational piece on Drug use and abuse • Continue to explore resources to obtain a substance abuse counselor for telemedicine 	<ul style="list-style-type: none"> • Complete one collaborative presentation annually. 	<ul style="list-style-type: none"> • To increase community awareness about drug use and abuse.

Need 3: Ability to Retain Physicians in the Area

Need	Resources	Activities	Outputs	Outcomes
<p>Ability to Retain Physicians in the Area</p>	<ul style="list-style-type: none"> • Being Clear on job fit/Expectations and Community Environment • Currently a Rural Rotation Hospital Designation Site • Current Economic Development In Process: New High School, Events Center, and New Hospital) • MCHS Collaborative effort to create a better job resource link 	<ul style="list-style-type: none"> • Sign a contract with a recruiting agency • Building the new hospital in the future • Increasing ability to have residents- (take a new medical student) • Increase diversity in job types for spouses 	<ul style="list-style-type: none"> • Retention of one physician from 2018-2019 	<ul style="list-style-type: none"> • 2018-Hired one new physician who remains employed until year three, 2019

During the next three years, MCHS will focus and continue their current efforts to implement the following three strategies, while being compliant within ACA guidelines.

Implementation Strategy: Availability of Specialists

- Telemedicine is the next best option for MCHS. They will work to hire staff(nurse), purchase Telemedicine Equipment, Acquire Telemedicine Service Requirement Contracts, all while creating partnerships with Trinity, CHI St. Alexius, Sanford and Sidney to add to MCHS' growing telemedicine options available to their community members. In turn, this will lead to increased availability of specialists and of physical telemedicine specialists.

Implementation Strategy: Adult Drug Use and Abuse (including prescription drugs)

- MCHS' will collaborate with both local law enforcement and with public health to increase awareness and provide education in regards to this matter. They will put on a presentation, and put information on their Facebook Page to reach their outcome, to increase community awareness about drug use and abuse.

Implementation Strategy: Ability to Retain Physicians in the Area

- MCHS will work to sign a contract with a recruiting agency, increase ability to have residents-(by taking a new medical student), and increase diversity in job types for spouses. While being clear on job expectations, community environment, and being a current Rural Rotation Hospital Designation Site, MCHS will only lead to their estimated outcome of: in 2018, hiring one new physician will remain employed until year three, 2019.

Summary and Next Steps

The strategic planning session held on June 17, 2016 was the starting point to begin the CHNA implementation strategy as required under the ACA. Participants met for three hours and engaged in thoughtful discussions related to the goals and future of MCHS. Going over the CHNA Report and generating specific activities, resources and outcomes were helpful in creating an organized yet creative environment for community members to create a strategic planning process. This will in turn, create better health outcomes for MCHS and McKenzie County community members. By implementing the following activities, forming their committees to meet again and measuring their outcomes- with follow-up from Northland Healthcare Alliance, McKenzie County Healthcare Systems values their community and their feedback.

Appendix A
Power Point Presentation

See Attached Power Point Presentation