

Appendix A- Power Point Presentation



MCKENZIE COUNTY HEALTHCARE SYSTEMS

Implementation Strategy Planning



Map of Northland

Northland Healthcare Alliance



Member Services Available to MCHS



- Account Management
- Anesthesia Equipment
- Benchmarking Services
- BioMed Equipment Services
- Capital Equipment Maintenance
- Capital Equipment Acquisition Services
- Community Reporting
- Care Coordination
- Grants Management
- Grant Writing Services
- Infectious Waste Disposal
- Information Technology
- Leadership Training
- Medical Records Review
- Mobile Imaging
- Natural Gas Purchasing
- PACE
- Supply Management Services
- Telemedicine

Implementation Strategy



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.

**McKenzie County Healthcare
Systems Values the Community's
Feedback**



2016 Implementation Strategies



Availability of Specialists

- Telemedicine Options
- Continually remind Sanford, CHI, Trinity, and Sidney- the need we have for specialists.

Adult Drug Use and Abuse (including prescription drugs)

- 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

Agenda



1. Overview of IRS Regulations

- ❖ Step by Step

2. Review of CHNA process and results

- ❖ Top 3 Significant Needs

3. Implementation Planning

- ❖ Brainstorming Meeting to Address Needs

Scheduled Timeline





Affordable Care Act

Identify how the hospital facility is addressing the significant needs identified in its most recently conducted CHNA and any such needs that are not being addressed together with the reasons why such needs are not being addressed.

- 1) Must identify significant needs, prioritize significant needs, and identify measures and resources to address those needs.
- 2) Must make CHNA Report Widely Available to the public
- 3) Must adopt implementation strategy by November 15th, 2019.

Implementation Strategy Plan



For Each Need:

- 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. (Community will address)

Hospital must adopt implementation strategy in same taxable year CHNA is conducted-2019.

CHNA Overview



Primary Data

1. 1 on 1 Interviews
2. Key Informant Meeting
3. Survey

Secondary Data

1. Organization and discovery of county and state specific health data and outcomes for McKenzie County and North Dakota
2. Prior McKenzie County CHNA

Survey Results



54 TOTAL SURVEYS WERE COMPLETED AND UTILIZED IN THE FOLLOWING DATA

18 RESIDENTS FILLED OUT AND MAILED BACK THE PRINTED SURVEYS.

36 RESIDENTS ACCESSED AND COMPLETED THE INTERACTIVE, ONLINE VERSION OF THE SURVEY.

McKenzie County Strengths



Survey Answers

- People are friendly, helpful, and supportive
- People who live here are involved in their community
- People feel the community is socially and culturally diverse or becoming more diverse.

Open-Ended Answers

- High quality pharmacies, emergency responders, #of police officers.
- Lots of opportunity here
- Good community support for projects

Top 8 General Community Concerns

- 
- **Affordable Housing**
 - **Bullying/Cyber-Bulling**
 - **Ability to Retain Doctors and Nurses in the area**
 - **Traffic Safety** (speeding, road safety, drunk/distracted driving, seatbelt use)
 - **Land Quality** (litter, illegal dumping)
 - **Domestic/Spouse violence**
 - **Adequate childcare services**
 - **Obesity/Overweight**

Top 3 Health Needs of 2019 CHNA



McKenzie County Healthcare Systems Top 3 Significant Needs of 2019

- Affordable Housing
- Ability to Recruit & Retain Physicians and RN's
- Domestic/Spouse Violence (Healthcare Causes)

Rank each of them on a scale of 1-5 based on the importance of each: 5 being most concerning, 1 being of less concern. Review Open Community Responses Sheet

New Priorities for 2019-2022



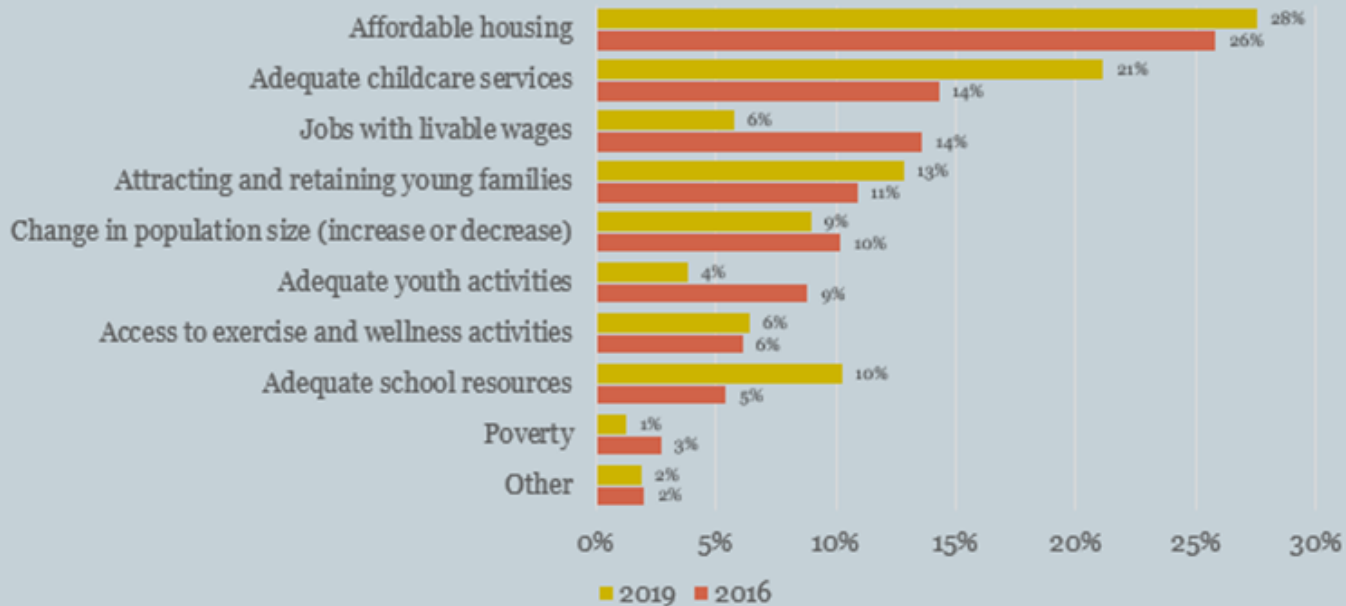
Decided by what was most important- the impact it is currently having on the community- how drastic the problem is- and if it can reach the most people in the county.

We will not work on something that is not feasible.

Survey Results



Community Concerns Concerns about the **COMMUNITY HEALTH** in our community



2019 Other responses: Adequate adult activities, Competitive stores, Available healthcare



Affordable Housing

1. Rental Units

2. Marketing Brochures

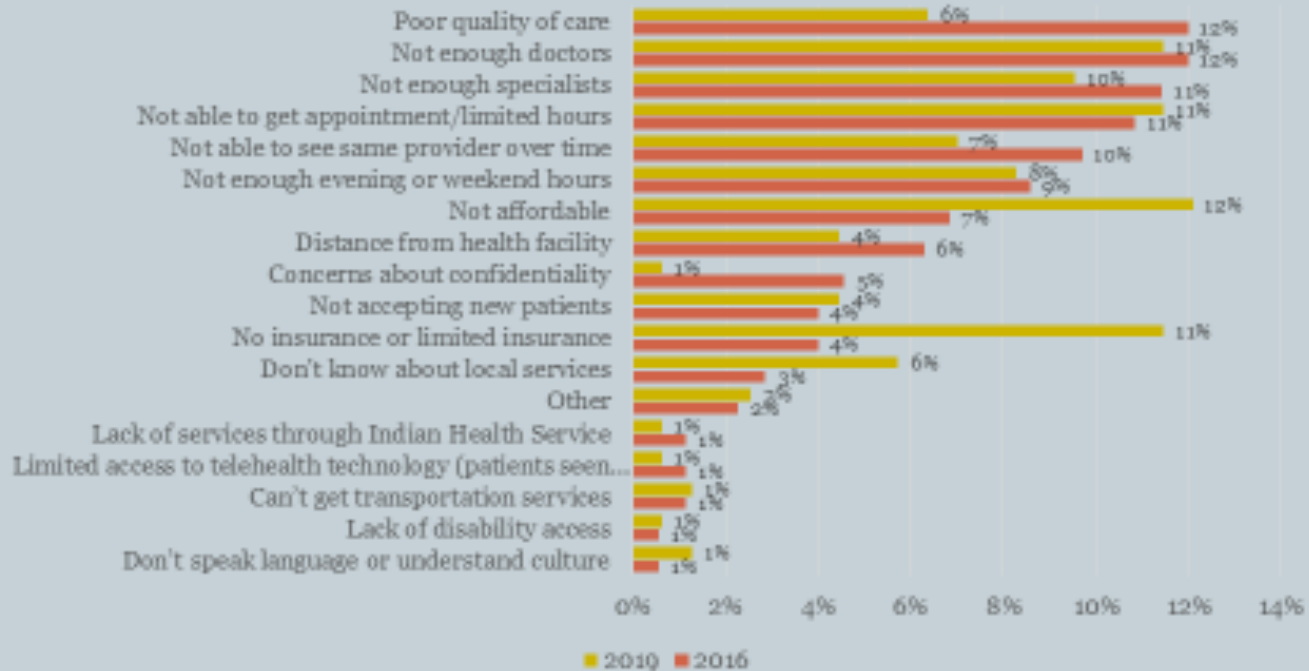
3. County Initiative Participation

- Migrate, over time, non-employees out of our rental units. (Over 40 units owned by hospital with enough employees to occupy)
- Develop and provide to each new employee a brochure that makes them aware of available realtors and the county program to underwrite the cost of developing a new construction home.
- Continue to actively participate in any county or state initiatives that would promote affordable housing. (Lewis and Clark development group & USDA)
- Seek donations for housing, other unique ways to incentive development.

Survey Results

Delivery of Health Care

Reasons for **NOT RECEIVING HEALTH CARE** in our community



2010 Other Responses: Access to Specialists, None
 Gap in INS coverage vs DR's orders (Every DR call ins to before scheduling procedure)



Ability to Recruit & Retain Physicians and RN's(#)

1. Potential Community
Programs

2. New Hospital Facility

- Small community-need more ways to draw in outside physicians.
- Create a better family atmosphere for physicians and their families to stay.
- New, beautiful hospital facility to attract new hospital employees.



Ability to Recruit & Retain Physicians and RN's(#)

1. Better Salaries

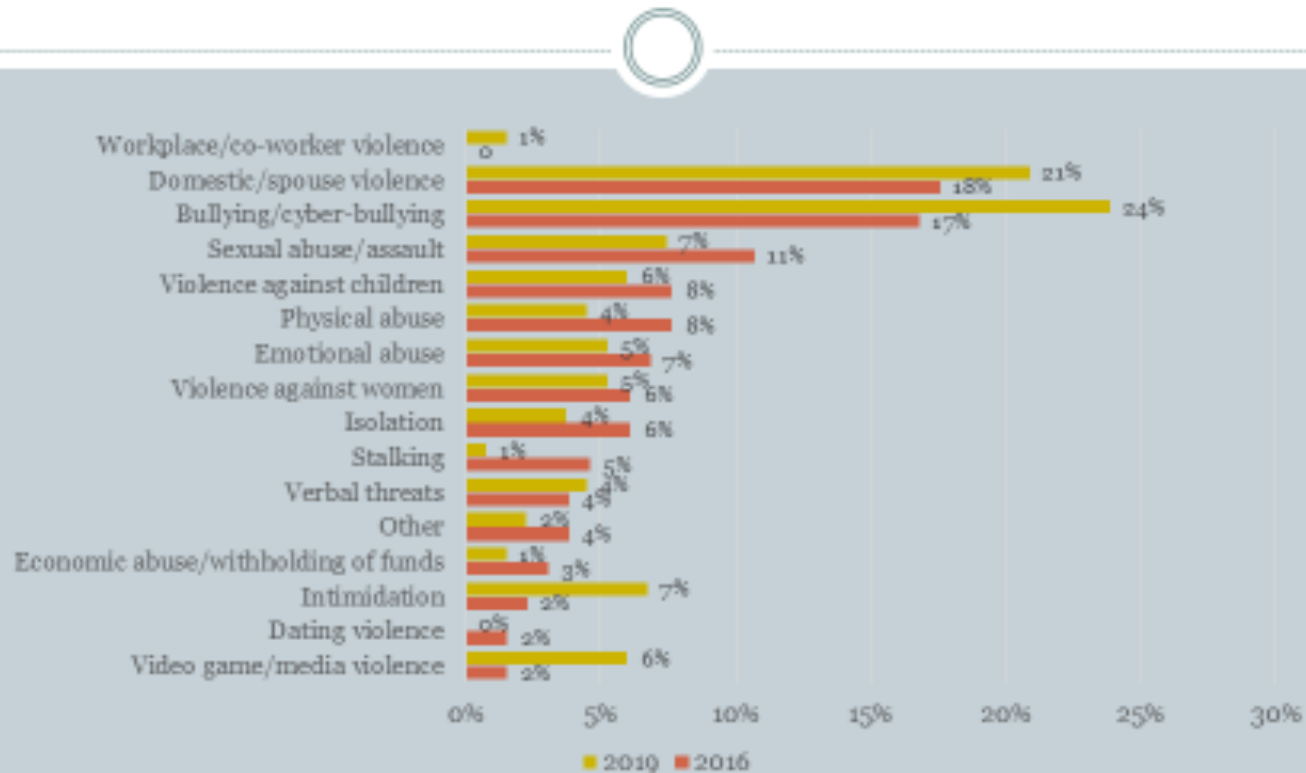
2. Marketing/Promotion

3. Mentoring Program

- Annual review of available salary surveys to determine that our wages and benefits are competitive
- Promote and educate on the generous benefits available to employees of MCHS
- Develop a mentoring program for new hires
- Investigate the offering of an onsite nursing program/CNA courses at hospital
- Hospital working to become Residency Site (need surgery and obstetrics)
- Determine if MCHS can develop a nursing clinical program
- Promote our Tuition Reimbursement incentive
- Partnering with energy companies to identify job opportunities for spouses, etc.

Survey Results

Community Concerns Concerns about **VIOLENCE** in our community



2019 Other Responses: Economic Abuse/Withholding funds, Physical abuse, stalking, sexual assault, Violence against women, NA, Have not experienced any of the above



Domestic/ Spouse Violence (Healthcare Causes)

1. Social Media
Campaign

2. Potential Community
Presentation/Event

3. Education Materials
in ER and Waiting
Rooms

- Develop a social media campaign to advise women of resources available.
- Have this item be a topic at a community wide event.
- Have domestic violence materials available in the Emergency Room and main entrance waiting rooms.
- Collaboration with Public Health for resources to abuse victims
- Share education materials and develop additional if necessary
- Sheriff and Police departments working on School Resources officers (SRO)

Strategic Planning



Needs:

1. Housing
2. Retain/Recruit Physicians/RN's
3. Domestic/Spouse Violence (healthcare causes)

Plan:

Steps taken to ensure solution

Outcome:

End goal or solution- what change is needed?

Strategic Planning: Sample



Needs-	Resources- In order to reach our goals we will need the following:	Activities- In order to address our need we will accomplish the following activities:	Outputs- Once accomplished we expect the following evidence of delivery:	Outcomes- We expect that if accomplished these activities will lead to the following changes in 1-3 years:
Strengthen MCHS' Name and Brand Recognition	<ul style="list-style-type: none"> -Create a Marketing Position -Marketer's Salary -Marketing Budget 	<ul style="list-style-type: none"> -Launch new marketing campaign: include social media and website redesign -Create promotional materials -Send out Monthly Newsletter 	<ul style="list-style-type: none"> -#of views on social media and hospital website -determine any growth from beginning of marketing plan until now -# of materials printed and used -#of newsletters 	<ul style="list-style-type: none"> -Better community outlook -More Brand Recognition -Higher number of patients utilizing local services -less patients going out of the area for service

Strategic Planning



Needs- In order to reach our goals we will need the following:	Resources- In order to reach our goals we will need the following:	Activities- In order to address our need we will accomplish the following activities:	Outputs- Once accomplished we expect the following evidence of delivery:	Outcomes- We expect that if accomplished these activities will lead to the following changes in 1-3 years:
Affordable Housing				
Ability to Retain & Recruit Physicians/RN's in Area				
Domestic/Spo use Violence (healthcare Causes)				

Work Backwards to Ensure the Achievement of your Goals!

Strategic Planning: Affordable Housing



Needs-	Resources- In order to reach our goals we will need the following:	Activities- In order to address our need we will accomplish the following activities:	Outputs- Once accomplished we expect the following evidence of delivery:	Outcomes- We expect that if accomplished these activities will lead to the following changes in 1-3 years:
Affordable Housing	Internal waiting list of employees for housing units	Migrate non-employees out of Hospital rental units	New housing units available when needed	More Available Housing Units
	Develop and provide brochure on available housing	Promoting county single family housing incentive	People are purchasing homes available	See added value in Housing Market
	Employee time and wage	Hospital employee at economic development	20-30 units 2019 50-60 units 2020 50-60 units 2021 50-60 units 2022	Participant in Economic Development group (EDG)

Strategic Planning: Ability to Recruit/Retain Physicians and RN's



Needs-	Resources- In order to reach our goals we will need the following:	Activities- In order to address our need we will accomplish the following activities:	Outputs- Once accomplished we expect the following evidence of delivery:	Outcomes- We expect that if accomplished these activities will lead to the following changes in 1-3 years:
Ability to Recruit & Retain Physicians and RN's	<p>Being Clear on job fit/Expectations and Community Environment</p> <p>Currently a Rural Rotation Hospital Designation Site</p> <p>Current Economic Development In Process: New High School, Events Center, and New Hospital)</p> <p>MCHS Collaborative effort to create a better job resource</p>	<p>Maintain a contract with a recruiting agency</p> <p>Increasing ability to have residents- (take a new medical student)</p> <p>Increase diversity in job types for spouses</p> <p>Expand recruitment network</p>	Retention of physicians from 2019-2021	2019-Hire 3 new physician who remains employed until year two

Strategic Planning: Domestic/Spouse Violence (Healthcare Causes)



Needs-	Resources- In order to reach our goals we will need the following:	Activities- In order to address our need we will accomplish the following activities:	Outputs- Once accomplished we expect the following evidence of delivery:	Outcomes- We expect that if accomplished these activities will lead to the following changes in 1-3 years:
Domestic/Spouse Violence (Healthcare Causes)	Marketing staff to work with Public health	Domestic abuse information packets available in ER Utilize social media to identify resources	Collaboration with Public health and SART coalition	To increase community awareness about domestic violence and of current resources

What's Next?



McKenzie County Healthcare Systems 2019-2022

- 1) Implement the Following Activities
- 2) Form Committees to Meet Again
- 3) Measure Outcomes and Follow Up- Update Northland Healthcare Alliance of Progress and Potential Grants

Contact Information



Tiffany Krumm

Northland Healthcare Alliance Program Director

701-204-0418

tkrumm@northlandhealth.com

Jon Fleischer

Northland Healthcare Alliance Data Analyst

701-204-0418

jfleischer@northlandhealth.com

Tim Cox

Northland Healthcare Alliance President

701-250-0709

tcx@northlandhealth.com



Thank You!

**From Northland Healthcare
Alliance**