

## 2014-2016 Implementation Plan

### Introduction:

McCullough-Hyde Memorial Hospital (MHMH) conducted a Community Health Needs Assessment (CHNA) of the geographic areas served by MHMH pursuant to the requirements of Section 501(r) of the Internal Revenue Code. The CHNA findings were published on MHMH's website in August 2013. An implementation plan is also required, which documents the efforts of MHMH to address the community health needs identified in the 2013 MHMH CHNA. The plan identifies strategies through which MHMH plans to address a number of needs that are consistent with MHMH's mission during 2014-2016, as part of MHMH's community benefit programs.

MHMH anticipates the plan may change and therefore, a flexible approach is best suited for the development of MHMH's response to the 2013 CHNA. For example, certain community health needs may become more pronounced and require changes to the initiatives identified by MHMH in this plan. During 2014-2016, other community organizations may address certain needs, indicating that MHMH should assume a different focus to allow the greatest impact on the community.

### Overview of the Plan:

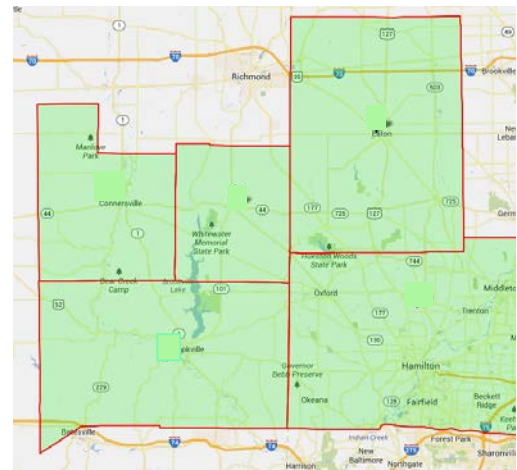
1. Community Served by MHMH
2. Ranked Community Health Need
3. Identified Health Needs and rationale for not addressing
4. Implementation Strategies 2014-2016
5. Anticipated Impact on Health Needs

### Community Served by McCullough-Hyde Memorial Hospital

McCullough-Hyde Memorial Hospital identifies its "community served" as the residents of 5 counties: In Ohio: Butler and Preble and Indiana: Fayette, Franklin and Union. The breakdown by zip codes by counties is as follows:

Zip Codes: The following zip codes make up MHMH inpatient and ED visits.

- **Butler County: 40.8%**
  - 45056 (Oxford): 26.8%
  - 45011 and 45013 (Hamilton): 7.7%
  - Other Butler County zips in Service Area: 6.3%
- **Preble County: 22.8%**
  - 45311 (Camden): 10.4%
  - 45320 (Eaton): 5.8%
  - Other Preble County zips in Service Area: 6.6%
- **Franklin County: 14.9%★**
  - 47012 (Brookville): 12.7%
  - Other Franklin County zips in our service area: 2.2%
- **Union County: 12.2%**
  - 47353 (Liberty): 7.4%
  - Other Union County zips in our service area: 4.8%
- **Fayette County: 3.5%**
- **Miscellaneous- outside service area 5.8%**



### Ranked Community Health Need

Addressing the more common “root” causes of poor community health can serve to improve a community’s quality of life and to reduce mortality and morbidity. The identified top health concerns were consistent throughout the MHMH service area. These health needs, listed in order of ranking are:

- ② Obesity
- ② Mental Health
- ② Access to Care
- ② Dental Health
- ② Substance Abuse, both legal and illegal

The Implementation Plan for 2014-2016 will address our highest ranked health needs: Obesity and Mental Health.

### Identified Health Needs and rationale for not addressing these needs:

Need	Rational
Access to Care	<ul style="list-style-type: none"> <li>② MHMH supports the Oxford Free Clinic which provides free healthcare to parts of Butler, Preble, Franklin and Union Counties.</li> <li>② MHMH provides transportation for non-emergent medical care via a MHMH transport van.</li> <li>② MHMH provides on-going support to community life squads.</li> </ul>
Dental Health	<ul style="list-style-type: none"> <li>② MHMH lacks expertise in oral health problems.</li> <li>② Dental health needs for school-aged children are currently met through services provided by Oxford-Talawanda Dental Services and Primary Health Solutions.</li> <li>② Dental health needs for adults are available through a county-based mobile dental unit which is operated by Primary Health Solutions.</li> </ul>
Substance Abuse	<ul style="list-style-type: none"> <li>② MHMH lacks expertise in the provision of mental health care/substance abuse education/counseling.</li> <li>② Primary focus of the Oxford Coalition for a Health Community since 1998 has been substance abuse. Social norming campaigns, alternative activities &amp; programs for Talawanda/Miami University students which are not alcohol-based, education to youth, and other programs which build social assets are active current strategies which have had a positive impact on decreasing drug and alcohol use among Talawanda/Miami University students</li> <li>② Substance abuse counseling programs and services are offered at the Community Crisis and Counseling Center for all of Butler County and they will make referrals to partners outside their service area.</li> <li>② Counseling and care for opiate-dependent people is provided by a local private psychiatric/substance abuse practice.</li> </ul>

**Implementation Strategies 2014-2016:**

MHMH, through its mission, has a strong tradition of meeting community health needs through its provision of ongoing community benefits programs and services. MHMH will continue this commitment through the strategic initiatives set forth below. Not all programs that benefit the health of patients in MHMH’s service area are discussed in this plan. Further, given changes in health care, strategies may change, and new programs maybe added or programs may be eliminated during the 2014-2016 period.

**Obesity:**

Existing Programs/Strategies to address Obesity	New Programs/Strategies to develop to address Obesity
<ul style="list-style-type: none"> <li>❖ McCullough-Hyde Employee Wellness Program: Employees are encouraged, given the tools to have a healthy BMI and rewarded when a healthy BMI is reached.</li> <li>❖ “Renew You” Program: A program designed to have 2 sessions each with an exercise physiologist and a dietitian to develop an individualized diet and exercise plan.</li> <li>❖ Expand MHMH involvement with school districts and support programs targeted at healthy eating, exercise and play goals. (Work with Health Coordinating Council to formalize the “Move It” program).</li> </ul>	<ul style="list-style-type: none"> <li>❖ Walk with a Health Professional Program: Scheduled walks will be held throughout the community with assorted health professionals (physicians, dietitians, diabetes educators, etc) who will share health information while walking.</li> <li>❖ Expand exercise options with on-site exercise &amp; fitness room at MHMH for employees along with formal coaching program.</li> <li>❖ Work with local physician on weight management programs.</li> <li>❖ Participate in current community initiatives to develop safe walking and bike riding routes in Oxford and other communities as identified.</li> <li>❖ Work with Coalition for a Healthy Community- Oxford Area on new strategies.</li> <li>❖ Work with the Greater Cincinnati Health Council on regional education and programming.</li> </ul>

**Mental Health:**

Existing Programs/Strategies to address Mental Health	New Programs/Strategies to develop to address Mental Health
<ul style="list-style-type: none"> <li>❖ Continue work with the Coalition for a Healthy Community- Oxford Area, Butler County Mental Health Board, and local mental health agencies to develop a resource manual to ease the referral process for physicians and other non-profits agencies.</li> </ul>	<ul style="list-style-type: none"> <li>❖ Work with Coalition for a Healthy Community- Oxford Area to develop a social norming campaign. Expand the same norming campaign throughout the MHMH service area.</li> <li>❖ Provide education to the community to raise awareness related about mental health issues and to decrease stigmas associated with them.</li> <li>❖ Partner with Community Crisis &amp; Counseling Center &amp; MHMH physicians to implement medical home model which assess both mental &amp; physical well-being. Investigate partners in other counties to provide similar services outside of Butler County.</li> <li>❖ Work with MHMH Physician Services to provided education to medical staff.</li> </ul>

### **Anticipated Impacts on Health Needs**

Through implementing the above strategies, MHMH anticipates the following improvements in community health:

#### **Obesity:**

1. The Basal Metabolic Index (BMI) of MHMH employees will decrease by 5% by 2016.
2. MHMH provides support to 3 school districts on healthy eating/exercise programs.
3. 200 community members will participate in "Walk with the Healthcare Professional" annually by 2016.

#### **Mental Health:**

1. An online mental health and other services resource manual and a quick reference card for physicians will be developed to allow ease of referrals to the appropriate agencies by end of 2014.
2. 90% of our primary care physicians will have attended the mental health education on who, how and where to make mental health referrals by end of 2016.
3. Crisis cards will be developed for 3 school districts and distributed to 100% of 9<sup>th</sup> graders.