

Community Health Needs Assessment Establishing Health Priorities Reporting Document

Introduction

Rochelle Community Hospital (RCH) agreed to participate in the Community Health Needs Assessment process administered by the National Rural Health Resource Center (The Center) of Duluth, Minnesota. In August 2015, The Center conferred with leaders from the hospital to discuss the objectives of a community health needs assessment including a mailed survey, focus groups and secondary data analysis. Results were presented in a two part process: 1) webinar highlighting national changes in the health care system and findings from the survey, focus groups and secondary data analysis and 2) a discussion with a broad cross section of the community to identify community health priorities and take inventory of local resources and community health initiatives. Individuals who participated included: Hospital CEO, CFO, Emergency Department manager, Vice President of Quality and Risk Management, Marketing Coordinator, Foundation and Community Events Coordinator, Family Practice Physician, RCH Board Member and Regional Administrator for Prairie Living and Rehabilitation Centers, Rochelle Chamber of Commerce, Ogle County Health Dept., Rochelle Fire Chief, OSF Healthcare Regional Chief Executive Officer, Director of Business Development at OSF Healthcare, Sinnissippi Behavioral Health and Social Services counselor

Description of Community Served

A mailed survey instrument was developed to assess the health care needs and preferences in the service area. The survey instrument was designed to be easily completed by respondents. Responses were electronically scanned to maximize accuracy. The survey was designed to assemble information from local residents regarding:

- Demographics of respondents
- Utilization and perception of local health services
- Perception of community health

The survey was based on a design that has been used extensively in the states of Minnesota, Montana, Wyoming, Washington, Alaska, and Idaho.

The survey instrument assessed the health care needs and preferences in the service area based on the market share of seven zip codes in the surrounding area (Rochelle, Creston, Franklin Grove, Ashton, Oregon, Davis Junction and Steward).

Rochelle Community Hospital provided The Center with a list of inpatient hospital admissions. Zip codes with the greatest number of admissions were stratified in the initial sample selection. Each area would be represented in the sampling proportionately to both the overall served population and the number of past admissions. Eight hundred residents were selected randomly from PrimeNet Data Source, a marketing organization. Although the survey samples were proportionately selected, actual surveys returned from each population area varied. This may result in slightly less proportional results.

Input from Broad Interests

One hundred and forty-four of the mailed surveys were returned, providing a 19% response rate. Based on the sample size, surveyors are 95% confident that the responses are representative of the service area population, with a margin of error of 5.77%. Note that 42 of the original 800 surveys sent were returned by the U.S. Postal Service as undeliverable.

Four focus groups were scheduled in Rochelle, IL in November, 2015. Focus group participants were identified as people living in Rochelle and the surrounding area. Invitations were mailed with the focus group questions. The focus groups were designed to represent various consumer groups of local health services including senior citizens, young parents, health care providers and community leaders. Eighty-two people participated in total. Focus groups were held at the hospital and in the community. Each focus group session was approximately 60 minutes in length and included the same questions. The questions and discussions at the focus groups were led by Kami Norland of The Center. No identifiable information is disclosed in the focus group summary to maintain confidentiality.

Secondary data analysis was conducted to compare Ogle County with Henry and LaSalle counties, the state of Illinois and the nation on population changes and demographics, social and economic factors, behavioral health risk factors and health outcomes.

Prioritized Health Needs

On March 4, 2016 members of the hospital leadership team and community stakeholders (the Team) assembled to begin the process to identify the top community health needs and establish health priorities. This Team participated in a discussion regarding the state and national health care environment and review of the mailed survey, focus group findings and secondary data analysis. The Team rated the community health needs based on the ability of the hospital to respond to the needs of the community. The top community health needs identified were:

- Engage the Hispanic population in wellness
- Incorporate mental health into programming and services
- Provide health education
- Offer health navigation

These needs were then evaluated based on urgency, feasibility within the hospital’s resources, existing community strengths, and opportunities to partner with other local organizations. The Team discussed each of the identified health needs.

The Team identified what RCH can do to meet *the goal of engaging the community to facilitate wellness*. A facilitation method designed to achieve group consensus-based decisions that respects the diversity of participant perspectives, inspires individual action and moves the group toward joint resolve and action was utilized. This method creates awareness about new relationships between data and acknowledges the level of the group’s consensus at any given moment. The conversation is aimed towards identifying actions RCH can take towards addressing the community’s top health needs identified.

Team members began by individually brainstorming potential actions to address this goal. Team members then shared their ideas with a partner and identified the top potential actions they wished to share with the full group. These potential actions were posted on a Conversation Board for all to read and discuss. After the actions were organized, the Team collectively developed objectives to describe the potential activities RCH could pursue as outlined in the table below.

Goal: How do we engage the community to facilitate wellness that engages the Hispanic population, incorporates mental health, offers health education and promotes successful healthcare navigation?			
RCH Value: Make services accessible and be easy to do business with			
Objectives	Establish an Advisory Team	Engage Community Stakeholders	Community Strategies (How we create awareness and engagement in wellness)

<p>Potential activities</p>	<ul style="list-style-type: none"> • Identify our audience, stakeholders, partners (to address mental health, health education, healthcare navigation) • Build ownership and shared responsibility amongst Advisory Team members • Customize relationships with stakeholders: Identify "What's in it for me?" • Establish an ongoing process of networking 	<ul style="list-style-type: none"> • Expand stakeholder group to younger demographics • Explore different types of education and prevention • Collaborate with service groups • Provide emotionally targeted outreach through story telling/compelling case studies • Coordinate youth wellness with school nurses and counselors • Offer in-service programs to schools (HUB grant/CATCH) • Dental bus at school registration • Offer school physicals • Outreach to service organizations (presentations) • Partner with churches to provide wellness education • Engage in affiliations with: LULAC, RACF, churches, Kiwanis, Rotary, Chamber of Commerce, Masons, Jr. League etc. 	<ul style="list-style-type: none"> • Provide behavior based education • Create and co-sponsor community weight loss challenge • Make activities easy to participate in • Expand on existing wellness activities (Herbalife has a core group of wellness advocates) • Expand current wellness screening with local employers. • Expand the journey to wellness program • Offer healthcare navigation on specialty care, insurance and have it be bi-lingual • Provide insurance education • Provide education on safety and wellness in the work place • Outreach through social media • Provide wellness education online • Offer rewards for participation • Offer screenings (depression, cholesterol, BP, skin cancer, etc.) at fairs and festivals • Outreach to the community at least quarterly
------------------------------------	--	--	---

Next steps: Identify stakeholders within one of the four targeted health priorities.

This list of potential activities identified by the Team will be reviewed by hospital leadership and compared to existing promotional and outreach service offerings.

Implementation Strategy

- Hospital leadership assembled to operationalize a plan of actions to address the identified health goals by completing the Community Health Assessment Action Plan worksheet, which identifies the objectives, organization's responsible, a timeline, a list of partners and resources, and how the objective will be measured for success (Exhibit A, attached).

Dissemination

- RCH posted a summary of the community health needs assessment findings and implementation strategy online at <http://www.rochellehospital.com/index.cfm?pageID=144&criteria=community>
- RCH disseminated a press release of the community health needs assessment findings and implementation strategy in the local newspaper, (Exhibit B, attached).



Exhibit A

Community Health Assessment Action Plan

Community Health Concern (Goal): Engage the greater Rochelle, IL community - including the Hispanic population - to facilitate personal wellness, incorporating mental health, emphasizing health education and the ease of accessing access and navigating the healthcare system.					
Objective (Activities)	Activity Lead	Timeline	Partners	Resources Needed	Measure of Success
Establish a program Advisory Team.	Rochelle Community Hospital Representatives	November 1, 2016	Interested and engaged Community Stakeholders.	Individuals and community groups engaged in the program goal.	Inclusion of a wide representation of community stakeholders; Advisory Team to meet quarterly or semi-annually.
Develop Community Strategies to create awareness and engagement of wellness resources and programs	Rochelle Community Hospital Representatives	March 31, 2017	Community stakeholders, representation of Hispanic community	Individuals and community groups offering wellness programs and activities	Active participation of community members in program offerings; distribute educational materials via social media, newspaper, community

Rochelle Community Hospital
 March 2016

					meetings, etc.; host community events every six months.
Provide health and wellness education	Rochelle Community Hospital Education and Community Events leadership	November 1, 2017	Community stakeholders, representation of Hispanic community	Funding, program sponsors, health and wellness educators	A variety and number of programs offered; meaningful attendance; host community events every six months.
Efficient navigation of the healthcare system	Rochelle Community Hospital Representatives	November 1, 2017	Community and regional healthcare providers	Availability and accessibility of individuals to train and explain the healthcare environment; facility availability for tours and training	Ability to reach a wide audience; increasing healthcare utilization; collaborate with community health service providers to establish continuity of care; address social determinants of health.

Rochelle Community Hospital
March 2016

Exhibit B



900 N. 2nd St. • Rochelle, IL 61068
815-562-2181 • www.rochellehospital.com

For immediate release – June 28, 2016

Contact: Janet Stewart
RCH Marketing/Public Relations
815-561-3113, jstewart@rcha.net

Survey Results Rate Quality of Services at Rochelle Community Hospital as Excellent

ROCHELLE, IL—Rochelle Community Hospital invited area residents to participate in a Community Health Needs Assessment (CHNA) process administered by the National Rural Health Resource Center in Duluth, Minnesota last fall. This process included the development and distribution of a stratified, randomly sample mailed survey, focus groups and secondary data analysis. These methods enabled RCH the opportunity to listen and respond to the health needs of the community.

As part of the Affordable Care Act, hospitals are required to conduct a CHNA every three years taking into account input received from a variety of those representing the broad interests of the community served by the hospital, which includes those with special knowledge or expertise in public health. Hospitals must identify significant health needs of their community, prioritize those needs and identify potential resources available to address the needs.

Some points of interest identified from overall survey results included:

- Overall quality of services was rated as “excellent”.
- The community was rated as “healthy” by 35% of the respondents.
- 20% of Ogle county residents have poor dental health
- 15% of the Medicare population in Ogle county suffers with depression; 2% higher than surrounding areas.
- The suicide mortality rate and motor vehicle fatalities in Ogle county are higher than other counties, the State and nation.
- Focus group participants recommended improving health equities with the Hispanic population.

Rochelle Community Hospital
March 2016

- “Building awareness of health issues so we can all work together” was also requested.

Results of the assessment finding are being used to create an action plan for the purposes of:

- Improving overall community health
- Promoting collaboration and partnerships in the area to address top community health needs
- Improving communication across health sectors
- Creating awareness of the comprehensive, high quality health care services available locally
- Reinforcing a commitment to the people of Rochelle and the surrounding area that their health is the hospital’s top priority.

Rochelle Community Hospital officials have met with area partners to discuss the findings of the survey and identify possible strategies to address the health needs and services identified.

The complete results of the Community Health Needs Assessment can be found at <http://www.rochellehospital.com/about-us/community-health-needs-assessment/>.

###