



Community Health Needs Assessment (CHNA) Implementation Strategy Fiscal Years FY24-26

MercyOne North Iowa Medical Center completed a comprehensive Community Health Needs Assessment (CHNA) that was adopted by the Board of Directors on June 14, 2023. MercyOne North Iowa performed the CHNA in adherence with applicable federal requirements for not-for-profit hospitals set forth in the Affordable Care Act (ACA) and by the Internal Revenue Service (IRS). The assessment considered a comprehensive review of secondary data analysis of patient outcomes, community health status, and social influencers of health, as well as primary data collection, including input from representatives of the community, community members and various community organizations.

The complete CHNA report is available electronically at <https://www.mercyone.org/about-us/community-health> or printed copies are available at MercyOne North Iowa Medical Center, Community Health and Well-Being Department, located in McAuley Hall, 1000 4th Street SW, Mason City, Iowa.

Our Mission

We, MercyOne, serve together in the spirit of the Gospel as a compassionate and transforming healing presence within our communities.

Our hospitals

MercyOne North Iowa Medical Center, a member of MercyOne, is a faith-based, full-service community health system serving residents of northern Iowa and southern Minnesota. MercyOne North Iowa Medical Center is the largest provider of health care services in the region, and the largest employer in Cerro Gordo County. MercyOne North Iowa Medical Center is a private, not-for-profit health care center, licensed for 345-beds, which serves more than 400,000 inpatients and outpatients each year.

MercyOne North Iowa Medical Center is a teaching institution with a Family Residency, Internal Medicine Residency, Cardiology Fellowship, Hospice and Palliative Medicine Fellowship, PGY1 Pharmacy Residency and School of Radiologic Technology. MercyOne North Iowa Medical Center is a clinical transiting site for approximately 500 students from 127 different colleges enrolled in programs for medical laboratory, nursing, paramedic, rehabilitation, medical assistants, pastoral services, physicians, and many other medical fields.

MercyOne North Iowa Medical Center participates in a clinically integrated network (CIN) where providers work together to improve health, increase patient satisfaction, and lower healthcare costs for members and the communities served.

MercyOne New Hampton Medical Center, which has 11 inpatient rooms and cares for 20,000 outpatients each year, is a member of MercyOne and affiliated with MercyOne North Iowa Medical Center. In addition, six community hospitals in northern Iowa have chosen to enter formal management relationships with MercyOne. MercyOne provides hospital and medical group management and support services to these community hospitals, who work together to share best practices and process improvements, improve quality and service, and lower the cost of care. Affiliate hospitals include Mitchell County Regional Health Center, Kossuth Regional Health Center, Palo Alto County Health System, Hancock County Health System, Franklin General Hospital, and Hansen Family Hospital.

MercyOne is a member of Trinity Health based in Livonia Michigan.



Our community based services

MercyOne North Iowa Medical Center offers a wide range of services including the following: Allergy Care, Bariatric Center, Behavioral Health Services, Cancer Center, Diabetes Center, Dialysis Center, Ears, Nose and Throat, Elderly Housing, Emergency Center, Family Medicine Residency Program, Gastroenterology/GI Care, General Surgery, Heart Care, Home Care, Home Medical Equipment, Hospice Care, Imaging Services, Infectious Disease, Interventional Cardiology Fellowship, Pharmacies, Kidney Care, Occupational Medicine, Orthopedic Care, Pediatric Diabetes, Pediatric Neurology, Plastic and Reconstructive Surgery, Podiatry, Pulmonary Care, Primary Care Clinics, Rehabilitation Services, Specialty Clinics, Senior Care, Sleep Medicine, Stroke Care, Tertiary Care Hospital, Urology Care, Vascular and Wound Care, Urgent Care, Weight Loss, Women's Health Center, and Mammography.

MercyOne North Iowa Medical Center's rural outreach programs offers medical and prescription assistance to those individuals who are in need and meet financial guidelines. MercyOne North Iowa Medical Center is proud to partner with the State of Iowa to host volunteer counselors for the Senior Health Insurance Information Program (SHIIP). SHIIP counselors help community members review plan options and enroll in Medicare. MercyOne North Iowa Medical Center provides financial assistance through grants to several local organizations to assist in meeting identified Community Health Needs. For FY24-FY26, the following organizations received grants: 43 North Iowa, North Iowa Community Action, Healthy Harvest and Northern Lights Alliances for the Homeless.

MercyOne North Iowa has two Community Health Workers who are available to assist patients in addressing health-related social needs, utilizing Find Help as resource.

Our community

MercyOne North Iowa Medical Center's service area is comprised of 15 counties in north central Iowa. The primary service area includes Cerro Gordo and Worth counties, and the secondary service area includes Butler, Chickasaw, Floyd, Franklin, Freeborn, MN., Hancock, Hardin, Howard, Kossuth, Mitchell, Palo Alto, Winnebago, and Wright counties.

The Trinity Health Data Hub estimates the population in Iowa at 3.2 million, with Cerro Gordo County's estimated population at 43,185, which is slightly higher than the last CHNA reporting cycle. The county has a very low diversity index, 0.006 compared to Iowa at 0.40. Ninety-one percent of county residents are white, 2.0% are Black, 5.4% are Hispanic, and 1.3% are non-Hispanic Asian. Twenty-one percent of Cerro Gordo County's population is 65 years of age and older and 21% of the population is children under 18 years of age.

Cerro Gordo County has 87 Mental Health Providers located at four different facilities and 201.73 providers/100,000 population. There is a 90.43: 100,000 ratio for substance abuse providers in the county. 22.81% of the Cerro Gordo population currently receives Medicaid. This is higher than both the state (20.47%) and national (22.19%) rates.

Food Insecurity continues to be a challenge in Cerro Gordo County, with 8.30% of the population being food insecure, which is higher than the state average of 7.30%. Students eligible for free or reduced lunch is 42.1%. The median household income in Cerro Gordo County is \$58,271. Population under age 18 who are below 200% FPL is 36.43%.

Most Cerro Gordo County residents have a high school diploma (93.51%), with 23.89% of these individuals having obtained a bachelor's degree or higher.

Our approach to health equity

While community health needs assessments (CHNA) and Implementation Strategies are required by the IRS, Trinity Health ministries have historically conducted CHNAs and developed Implementation Strategies as a way to meaningfully engage our communities and plan our Community Health & Well-Being work. Community Health & Well-Being promotes optimal health for people experiencing poverty or other vulnerabilities in the communities we serve by addressing patient social needs and investing in our communities through dismantling oppressive systems, including racism, and building community capacity. Trinity Health has adopted the Robert Wood Johnson Foundation's definition of Health Equity - "Health equity means that everyone has a fair and just opportunity to be as healthy as possible. This requires removing obstacles to health such as poverty, discrimination, and their consequences, including powerlessness and lack of access to good jobs with fair pay, quality education and housing, safe environments, and health care."

This implementation strategy was developed in partnership with community and will focus on specific populations and geographies most impacted by the needs being addressed. Racial equity principles were used throughout the development of this plan and will continue to be used during the implementation. The strategies implemented will mostly focus on policy, systems and environmental change as these systems changes are needed to dismantle racism and promote health and wellbeing for all members of the communities we serve.

Health and social needs of the community

The CHNA conducted in fall of 2022 and early 2023 identified the significant needs for health and social drivers of health within the Cerro Gordo County community. Community stakeholders then prioritized those needs during a facilitated review and analysis of the CHNA findings. The significant health needs identified, in order of priority include:

1. Mental health support

- Those residing in northern Iowa average about 4 days each month when they do not feel well mentally.
- 26.8% of respondents felt that those affected by mental health/illness were the most discriminated against in northern Iowa.
- Suicide death rates in Cerro Gordo, Chickasaw, Franklin, Kossuth, and Palo Alto Counties are all higher than the state average.
- According to the Iowa Youth Survey, about 50% of Iowa's 6th, 8th, and 11th graders had thoughts about killing themselves in the past 12 months. Approximately 23% of the same group surveyed had attempted suicide in the past 12 months.
- Mental health access in the region ranges from 330:1 (Cerro Gordo) to 10,280:1 (Winnebago).
- Many individuals are facing long wait times to see a licensed mental health professional and are in turn accessing the emergency department for more immediate support.
- Stigma and judgement associated with seeking treatment for mental health prevent those in need from receiving support to lead their healthiest life.

2. Food Access

- 8.3% of the population is food insecure, which is higher than the state average of 7.3%.
- Students eligible for free or reduced lunch is 42.1%.
- Population under age 18 who are below 200% FPL is 36.43%.
- Iowa is ranked 18th highest in the nation for childhood obesity rates.
- 36% of the adults in North Iowa are obese, compared to the state rate of 34%.
- Access to healthy foods, especially in rural areas that do not have a grocery store, contributes to weight gain, but the lack of knowledge of nutrition or how to cook is a large issue.
- Around 15,650 people in the region are affected by food insecurity.

3. Aging Support

- North Iowa has a growing aging population that hovers around 22%, meaning that there are nearly 43,000 people in the region that are over the age of 65.
 - Services to support the rapidly aging population are lacking.
 - Communities in the region have closed their senior center doors and other are being forced to make changes in the services they can provide due to funding and capacity.
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Hospital implementation strategy

Significant health and social needs to be addressed

MercyOne North Iowa, in collaboration with community partners, will focus on developing and/or supporting initiatives and measure their effectiveness to improve the following needs:

- 1 **Mental Health Support** – CHNA pages 5, 7, 8, 11; Cerro Gordo Public Health portion pages 3, 11, 13-21, 31, 34

Significant health and social needs that will not be addressed

MercyOne North Iowa Medical Center acknowledges the wide range of priority health and social issues that emerged from the CHNA process and determined that it could effectively focus on only those needs which are the most pressing, under- addressed and within its ability to influence.

MercyOne North Iowa Medical Center does not intend to address the following needs:

- **Food Access** –MercyOne North Iowa Medical Center will continue to collaborate with the Healthiest State Initiative and the North Iowa Food Coalition who are already leading initiatives to address this need.
- **Ageing Support** – MercyOne North Iowa Medical Center will continue to provide services to support the aging population with programs such as SHIP and will continue to participate in the Ageing Support work team.

This implementation strategy specifies community health needs that the hospital, in collaboration with community partners, has determined to address. The hospital reserves the right to amend this implementation strategy if circumstances warrant. For example, certain needs may become more pronounced and require enhancements to the described strategic initiatives. During these three years, other organizations in the community may decide to address certain needs, indicating that the hospital should refocus its limited resources to best serve the community.

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Mental health support



Goal: Improve access to mental health services for those residing in northern Iowa.


CHNA Impact Measures	2023 Baseline	2026 Target
The average for poor mental health days in northern Iowa will decline (County Health Rankings and Roadmaps).	4.2	4.0
The percent of individuals reporting mental distress in northern Iowa will decrease (County Health Rankings and Roadmaps).	14%	13%
The patient to mental health provider ratio will decrease in northern Iowa (County Health Rankings and Roadmaps).	2,682:1	2,575:1
The suicide prevalence in northern Iowa will decrease (County Health Rankings and Roadmaps).	19/100,000	16/100,000

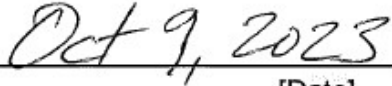
Strategy	Timeline			Hospital and Committed Partners (Align to indicate committed resource)	Committed Resources (Align by hospital/committed partner)
	Y1	Y2	Y3		
Collaborate and evaluate the educational and awareness need around mental health to reduce the stigma.	X	X		MercyOne North Iowa Medical Center and the mental health work group.	In-kind staff hours.
Provide education/awareness to reduce the stigma by organizing trainings on Make it Ok and participating in community events.	X	X	X	MercyOne North Iowa Medical Center and the mental health work group.	MercyOne North Iowa Medical Center can provide In-Kind staff hour to organize and participate in training, meeting space, pay registration fees to participate in events, print brochures to distribute, and cover costs associated with translating materials into Spanish.
				Focus location(s)	Focus Population(s)
				Hospital, schools, businesses, and service area residents.	General population to include Spanish speaking individuals.
Strategy	Timeline			Hospital and Committed Partners (Align to indicate committed resource)	Committed Resources (Align by hospital/committed partner)
	Y1	Y2	Y3		
Collaborate and evaluate strategy to get more people trained in Mental Health First Aid.	X	X		MercyOne North Iowa Medical Center and the mental health work group.	MercyOne North Iowa Medical Center will provide in-kind hours spent in the mental health work group and data regarding mental health trends.
Organize Mental Health First Aid Training.		X	X	MercyOne North Iowa Medical Center and the mental health work group.	MercyOne North Iowa Medical Center will provide in-kind hours, training space, and flyers to promote trainings. MercyOne North Iowa Medical Center will have a minimum of 10 colleagues trained in Mental Health First Aid in FY25

					and an additional 10 colleagues trained in FY26. MercyOne North Iowa Medical Center will pay for the training materials needed for the class to train an additional 150 individuals within the community.
	Focus location(s)				Focus Population(s)
	Hospital, schools, businesses, and service area residents.				General population including Spanish-speaking individuals.
Strategy	Timeline Y1 Y2 Y3			Hospital and Committed Partners (Align to indicate committed resource)	Committed Resources (Align by hospital/committed partner)
Collaborate to develop and implement a resource center where the community can get needed resources/support. Develop a brochure that lists all the mental health related services available through the service area. These brochures will be available in both English and Spanish.	X	X	X	MercyOne North Iowa Medical Center and the mental health work group.	In-kind hours
	X	X	X	MercyOne North Iowa Medical Center and the mental health work group.	MercyOne North Iowa Medical Center will provide location space (Jan Again), in-kind hours of staff to coordinate and develop list of mental health resources. In-kind hours of marketing team to develop a brochure and costs associated with printing brochures. In-kind hours to train and staff to volunteer at Jan Again so residents in need can come in and get needed information.
	Focus location(s)				Focus Population(s)
	Mason City				General population to include Spanish speaking individuals.
Strategy	Timeline Y1 Y2 Y3			Hospital and Committed Partners (Align to indicate committed resource)	Committed Resources (Align by hospital/committed partner)
MercyOne will continue to advertise and work to recruit a program director for the Psychiatry Residency Program.	X			MercyOne North Iowa Medical Center	Costs associated with advertisement and recruitment.
		Focus location(s)			
	MercyOne North Iowa Medical Center				Residents/community members in need of mental health treatment.

Adoption of implementation strategy

On September 27, 2023 the Board of Directors for MercyOne North Iowa Medical Center met to discuss the 2024-2026 Implementation Strategy for addressing the community health and social needs identified in the 2023 Community Health Needs Assessment. Upon review, the Board approved this Implementation Strategy and the related budget.


 Chad Boore, COO


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