



Oelwein Medical Center CHNA Implementation Strategy Fiscal Years 2020-2022

MercyOne Oelwein Medical Center completed a comprehensive Community Health Needs Assessment (CHNA) adopted by the Board of Directors on 6/6/2019. MercyOne Oelwein Medical Center performed the CHNA in adherence with certain federal requirements for not-for-profit hospitals set forth in the Affordable Care Act (ACA) and by the Internal Revenue Service (IRS). The assessment took into account a comprehensive secondary data analysis of patient outcomes, community health status, and social determinants of health, as well as primary data including input from representatives of the community, community members, and various community organizations.

The complete CHNA report is available electronically at www.mercyone.org, or printed copies are available at the main entrance of MercyOne Oelwein Medical Center.

Hospital Information

In 2016, the Wheaton Franciscan Sisters transferred their Iowa assets – known as Wheaton Franciscan Healthcare – Iowa including Mercy Hospital, Oelwein; Sartori Memorial Hospital, Cedar Falls, Covenant Medical Center, Waterloo; and Covenant Clinic, a large network of clinics and providers – to Mercy Health Network. On February 1, 2019, the organization, including all hospitals, clinics and facilities throughout the state of Iowa and within this system of care, became MercyOne. MercyOne Oelwein Medical Center, formerly Mercy Hospital of the Wheaton Franciscan Sisters, is a critical access hospital providing general medical care, ambulatory care, long-term care and recovery. Services include 24-hour emergency room access and ambulance transportation, radiology, laboratory, pharmacy, respiratory therapy, rehabilitation therapies, spiritual care, social services and nutrition. MercyOne Senior Care is a non-profit, 39-bed skilled nursing facility providing short and long-term care located within the medical center. The ambulance service is the 911 emergency responder for the city of Oelwein and several smaller rural communities surrounding the city.

Fayette County in Iowa has an estimated population of 19,796 according to the U.S. Census Quick Facts report from July 1, 2018. This reflects a 5.2% decrease from April 1, 2010. Oelwein, where MercyOne is located, has a population of a population of 6,415 and is the largest city in the county located two miles south of the Highway 3 and 150 junction.

The county is mostly rural and is the state's 32nd most populous county of 99. Nearly 96% of its residents are white and 2.3% Hispanic or Latino. There are 1.4% Black/African Americans and 1.2% Asians. Approximately 21% of the population is over the age of 65, higher than the U.S. average of 15.6%, and 20.6% are under the age of 18. The high school graduation rates are high yet the percentage of residents with a college degree fall to 19.8%, below the U.S. average of 30.9%.

MercyOne Oelwein Medical Center is one of two critical access hospitals in Fayette County, and one of three within a 25-mile radius. Gunderson Palmer Hospital is located 25 miles north of Oelwein and Buchanan County Health Center is located 14 miles south of Oelwein in Buchanan County.

Mission

MercyOne serves with fidelity to the Gospel as a compassionate, healing ministry of Jesus Christ to transform the health of our communities.

Health Needs of the Community

The CHNA conducted on 2/1/2019 identified the significant health needs within the MercyOne Oelwein Medical Center community. Those needs were prioritized based on primary and secondary data collected and compared to hospital discharge data, as well as established relationships that could be leveraged to make the biggest impact. The significant health needs identified, in order of priority include:

1) Health Behaviors – Adult Smoking	– Use of tobacco products is the leading cause of preventable disease and leads to 480,000 deaths in the U.S. annually (CDC, 2019). With 60 million Americans smoking, 14 million alcohol-dependent, and 14 million using illicit drugs, including marijuana (CDC, 2018), positively impacting health behaviors is a difficult task among government, insurance companies and health care entities alike unless more is done at a policy level. According to the County Health Rankings, 16% of adults smoke. With the rise in usage of e-cigarettes and ongoing efforts to legalize marijuana, a focus on education and policy are important.
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2) Health Behaviors – Adult Obesity & Physical Inactivity

- According to CDC and The State of Obesity website, recent studies reinforce that obesity rates are alarmingly high. The National Health and Nutrition Examination Survey (CDC, NHANES 2015-2016) revealed 18.5% of children and nearly 40% of adults are obese, the highest rates ever documented by NHANES. Fayette County adult obesity is at 34%, higher than the state (32%) and U.S. (29%). The Fayette County Health Improvement Plan, updated June 7, 2018, outlined a goal to reduce the percentage of Fayette County adults classified as obese (IDPH 2018).
- Physical inactivity is another health behavior outlined in the County & Health Rankings & Roadmaps for Fayette County (RWJF 2019). Access to facilities, trails and other amenities reflect one side of the equation; yet motivation and time remain constant barriers for residents in Fayette County
- Food insecurity led to additional health care costs in every county of the U.S. totaling \$53.6 billion in health care expenditures (Feeding America, Forthcoming 2019).

3) Clinical Care

- The percentage of female Medicare enrollees ages 65-74 that receive mammograms is 42%, slightly lower than Iowa's average of 49% (RWJF 2019).
- Of interest and opportunity for MercyOne Oelwein Medical Center, flu education and improved vaccination rates among Medicare enrollees reported at 35% in Fayette County compared to 51% in the state of Iowa (RWJF 2019).
- Primary Care Physician ratio is 2660:1, compared to the state average of 1390:1. Rural healthcare continues to be challenged by lack of access to providers.
- Access to specialty care becomes a burden for Fayette County residents due to the rural location of Fayette County.

4) Social and Economic Factors

- Fayette County has a high number of deaths due to injury per 100,000 population as compared to Iowa with a death due to injury rate of 67 per 100,000.

5) Physical Environment

- Fayette County has a high concentration of farmland with a 9.4 average daily density of fine particulate matter in micrograms per cubic meter (PM2.5) higher in Fayette County compared to findings in the U.S. and Iowa (RWJF 2019).
- Severe housing problems are another component of the physical environment, which includes analysis of overcrowding, high housing costs and/or lack of kitchen or plumbing facilities. Fayette County shares the same percentage as the state of Iowa at 12%.

Hospital Implementation Strategy

MercyOne Oelwein Medical Center resources and overall alignment with the hospital's mission, goals and strategic priorities were taken into consideration of the significant health needs identified through the most recent CHNA process.

Significant health needs to be addressed

MercyOne Oelwein Medical Center will focus on developing and/or supporting initiatives and measure their effectiveness, to improve the following health needs:

- **Health Behaviors** – page 5
- **Clinical Care** – page 6

Significant health needs that will not be addressed

MercyOne Oelwein Medical Center acknowledges the wide range of priority health issues that emerged from the CHNA process and determined that it could effectively focus on only those health needs deemed most pressing, under-addressed, and within its ability to influence. MercyOne Oelwein Medical Center will not take action on the following health needs:

- **Social Factors** – MercyOne Oelwein Medical Center does not plan to directly address this particular need because unemployment and deaths due to injury as city, county and other organizations are best able to address these specific needs.
- **Physical Environment** – MercyOne Oelwein Medical Center does not plan to directly address this particular need because housing issues are better addressed by other area organizations.

This implementation strategy specifies community health needs that the hospital has determined to address in whole or in part and that are consistent with its mission. The hospital reserves the right to amend this implementation strategy as 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 then should refocus its limited resources to best serve the community.

CHNA IMPLEMENTATION STRATEGY FISCAL YEARS 2020-2023

Hospital facility:	MercyOne Oelwein Medical Center		
CHNA significant health need:	Health Behaviors		
CHNA reference page:	Pages 6-8	Prioritization #:	1

Brief description of need:

Fayette County ranked 61 out of 99 counties for health behaviors with areas of concern related to adult smoking, adult obesity and physical inactivity, access to exercise and food environment. All of these are major contributors to chronic disease including heart disease, cancer and diabetes.

Goal: Educate the Fayette County population on the importance of healthy behaviors to improve overall wellbeing.

Objective: Continue strong partnerships in the region and connect efforts to clinical care.

Actions the hospital facility intends to take to address the health need:

Strategies	Timeline			Committed Resources		Potential Partners
	Y1	Y2	Y3	Hospital	Other Sources	
Evaluate current programming; analyze outcomes to date; adjust	X	X	X	\$10,000	Volunteers	Northeast Iowa Food Bank, the Northeast Iowa Food & Fitness initiative and Helping Services of Northeast Iowa
Collect clinic data; analyze outcomes and identify opportunities to incorporate community efforts with current patients.	X	X	X		Create internal team to collaborate	Northeast Iowa Food Bank, the Northeast Iowa Food & Fitness initiative and Helping Services of Northeast Iowa

Anticipated impact of these actions:

CHNA Impact Measures	CHNA Baseline	Target
Increase awareness of behavior impact on health	Smoking – 16% Obesity – 34% Physical Inactivity – 29%	Smoking – 14% Obesity – 30% Physical Inactivity – 25%

Plan to evaluate the impact:

of persons served at the Mobile Food Pantry and the amount of health food distributed; # of current patients educated and referred to Quit Line of Iowa; # of patients/community members educated on the benefits of walking and # of community members accessing www.walkneiowa.org.

CHNA IMPLEMENTATION STRATEGY FISCAL YEARS 2020-2023

Hospital facility:	MercyOne Oelwein Medical Center		
CHNA significant health need:	Clinical Care		
CHNA reference page:	Pages 8	Prioritization #:	2

Brief description of need:

Fayette County ranked 61 out of 99 counties for clinical care with areas of concern related to the number of primary care physicians, mammography and flu vaccinations. All of these are important factors in minimizing disease. Also under Clinical Care is access via transportation to important specialty care services.

Goal: Educate the Fayette County population on the importance of regular wellness exams, mammograms and vaccines to improve overall wellbeing; and the availability of transportation to specialty care appointments at our flagship hospital in Waterloo.

Objective: Increase the number of residents that receive regular wellness exams, a flu shot and mammogram.

Actions the hospital facility intends to take to address the health need:

Strategies	Timeline			Committed Resources		Potential Partners
	Y1	Y2	Y3	Hospital	Other Sources	
Evaluate patient records regularly to ensure access to screenings, etc.	X	X	X		Clinical teams	
Create awareness through promotion and education related to the importance of regular primary care visits, mammograms and flu vaccine.	X	X	X	\$15,000	Marketing, publicity and community partnerships – imaging and clinical teams	Fayette County Health Department & Care for Yourself program
Begin analysis of transportation issues related to health care access.	X	X	X	\$10,000/yr	Clinic infrastructure	Regional transportation organizations if available

Anticipated impact of these actions:

CHNA Impact Measures	CHNA Baseline	Target
Increase awareness and encourage proper screenings, vaccines.	Mammogram Screening among Medicare enrollees 65-74 – 42% Flu vaccinations – 34%	Obesity – 45% Flu vaccinations - 40%
Create a process to improve access via transportation to specialty care	Provide transportation to specialty care in Waterloo	Care-A-Van runs 1-2x week

Plan to evaluate the impact:

of patients regularly accessing care; # of mammograms and # of flu shots among Medicare enrollees.

Adoption of Implementation Strategy

On June 6, 2019, the Board of Directors for MercyOne Oelwein Medical Center, met to discuss the 2020-2023 Implementation Strategy for addressing the community health needs identified in the 2020 Community Health Needs Assessment. Upon review, the Board approved this Implementation Strategy and the related budget.

Name & Title _____ Date / /