

## Appendix A- Power Point Presentation



# MCKENZIE COUNTY HEALTHCARE SYSTEMS

## Implementation Strategy Planning



# Map of Northland

## Northland Healthcare Alliance



# 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**



# 2013 Implementation Strategies



## Limited # of Primary Care Providers

- Gauge candid feedback of why physician candidates didn't practice there
- Ensure consistent and positive messaging
- Prepare written and visual materials
- Increase postings on social media sites

## Financial Viability of Hospital

- Better understand hospital's rights and obligations- EMTALA
- Increase community financial support

# Agenda



## 1. Overview of IRS Regulations

❖ Step by Step

## 2. Review of CHNA process and results

❖ Top 4 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 15<sup>th</sup>, 2016.

# 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-2016.*



# 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**

**29 RESIDENTS FILLED OUT AND MAILED BACK THE PRINTED SURVEYS.**

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

# McKenzie County Strengths



## Survey Answers

- People are friendly, helpful, supportive
- Quality School Systems
- Family Friendly; good place to raise kids
- Good local events/Festivals

## Open-Ended Answers

- Work Ethic of People
- Good place to make friends and grow up in
- Always striving to better itself, the new healthcare system will be a reality
- Parks and Bike Paths

# Top 9 General Community Concerns



- Affordable Housing
- Availability of Specialists
- Crime & Safety
- Domestic/Spouse Violence
- Ability to Retain Physicians in the Area
- Cancer
- Adult Drug Use and Abuse (including prescription drug abuse)
- Availability of Resources to Help Elderly Stay in their Homes.
- Poor Quality of Care

# Top 4 Health Needs of 2016 CHNA



## McKenzie County Healthcare Systems Top 4 Significant Needs of 2016

- Affordable Housing
- Availability of Specialists
- Adult Drug Use and Abuse (including prescription drugs)
- Ability to Retain Physicians in the Area

*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 2016-2019



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 and Key Informant Findings



1. Affordable Housing (8 votes)
- 2. Adult Drug Use and Abuse (9 votes)**
- 3. Availability of Specialists (11 votes)**
- 4. Ability to Retain Physicians in the Area (11 votes)**

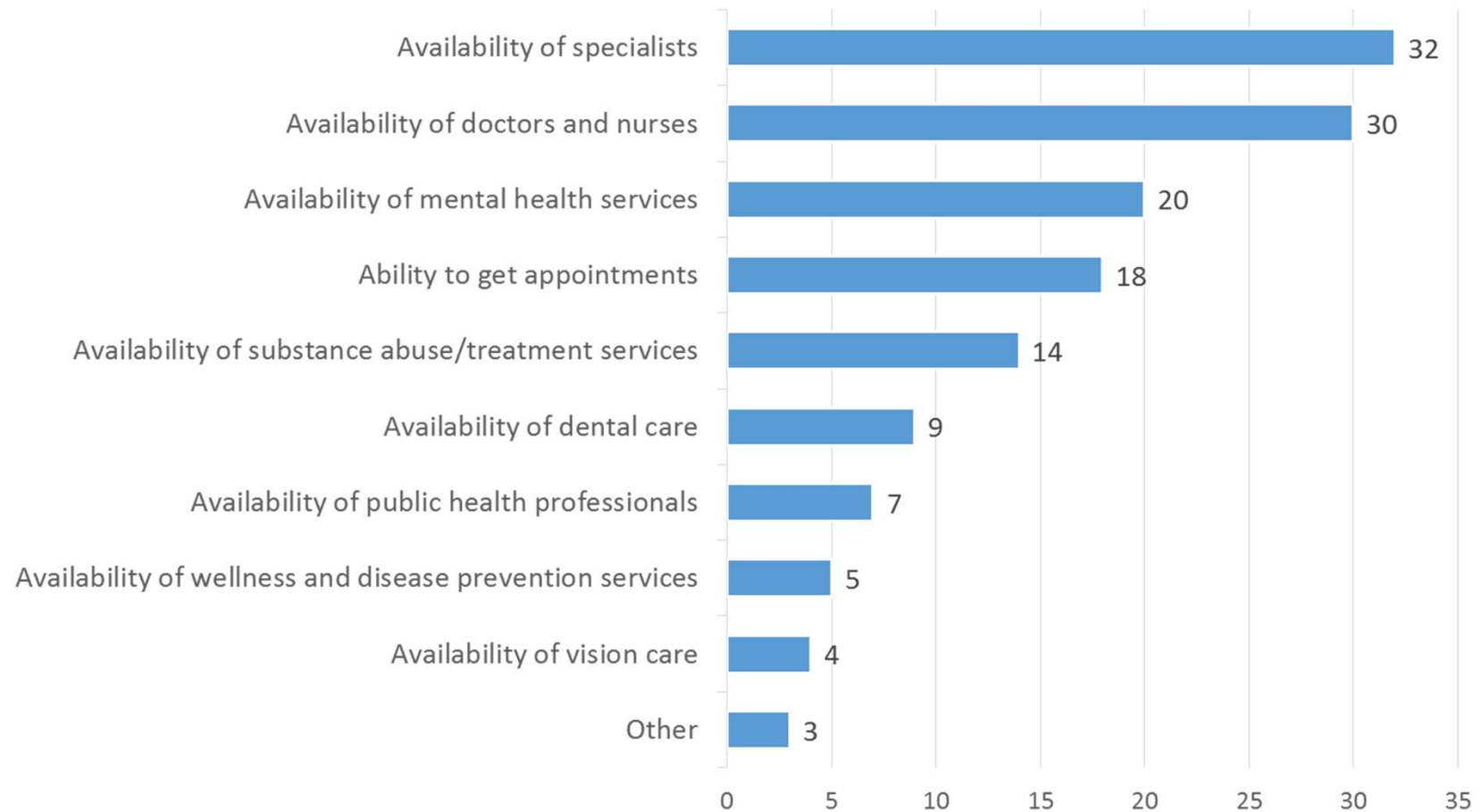
*The two in bold were worked on in the Strategic Planning Meeting held June 17<sup>th</sup>, 2016*

**Goal:** Identify specific steps required to meet community health needs and be in compliance with ACA.

# Survey Results



## Concerns about the AVAILABILITY OF HEALTH SERVICES in Our Community







## Availability of Specialists

Currently Utilizing  
5 Visiting  
Specialists

- Limited Space = Limited Number of Physicians: 7 exam rooms with 4 providers.
- Some Specialists are just not available for Telemedicine, or for contract (Dermatology).
- Community Members are moving to Bismarck or Minot to get specialists' needs fulfilled.



## Availability of Specialists

1. New Hospital

2. New Partner

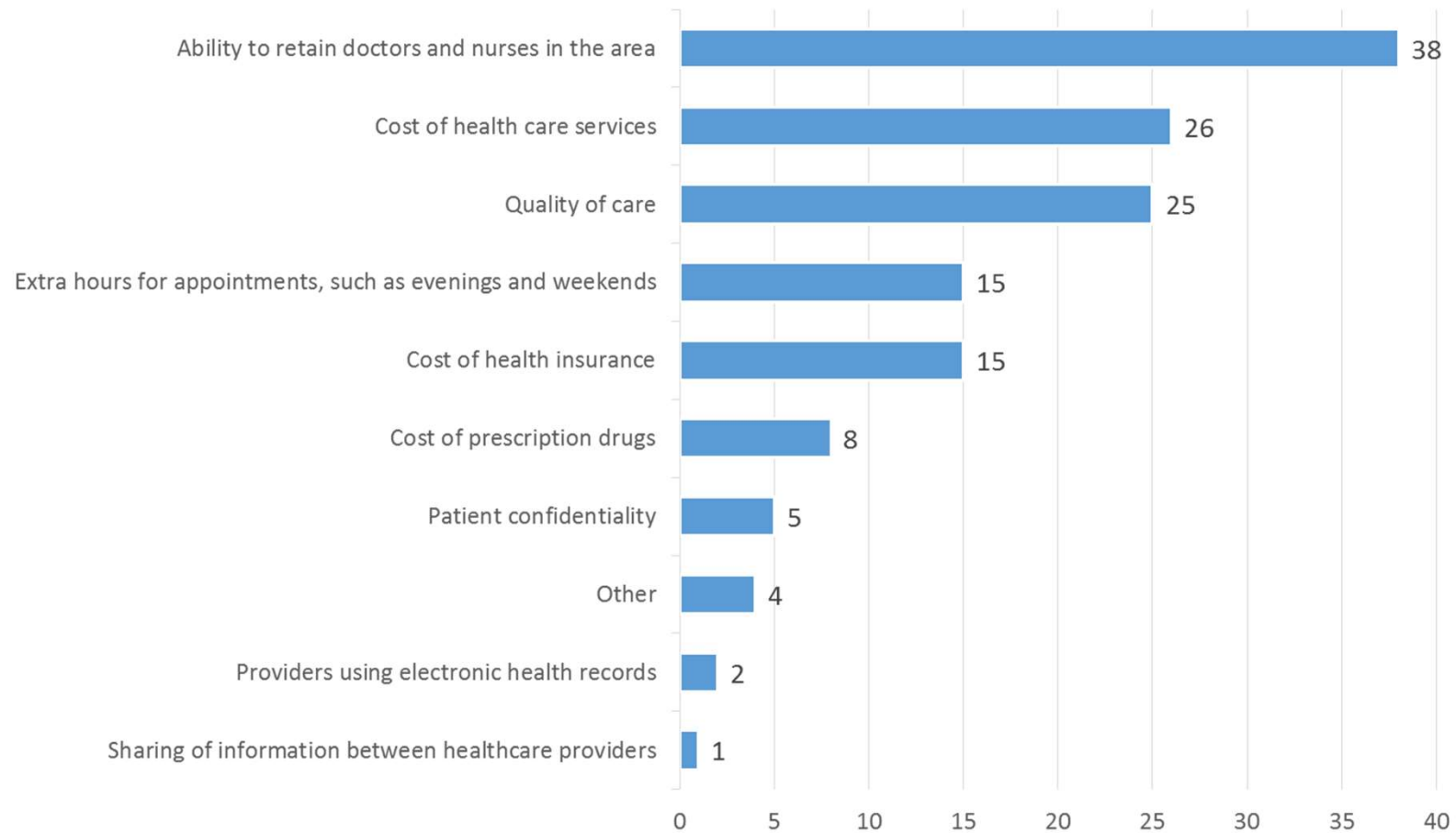
3. Telemedicine

- New Hospital with more room will allow for more physician employment.
- Partnering with Sanford health will bring over their specialists and physicians as well.
- Telehealth/Telemedicine augmenting the care will help keep members living in the community and using local health care.

# Survey Results



## Concerns about the DELIVERY OF HEALTH SERVICES in Our Community





## Ability to Retain Physicians in Area

1. Severe Trauma ER

2. Rural Community Issues

3. Current Hospital Facility is Too Small

- In 2013-2014- recruited 4 new providers, then they lost all 4.
- Physicians they were recruiting were either skilled in the ER or in the Family Practice, but not both.
- Have retained 3 mid-level physicians since then, due to focusing on what they were good at, separately.
- Working on consistency- same 8 physicians are coming in and out now. Temporary plan for now until new facility is built.



## Ability to Retain Physicians in Area

1. Focused on Separating Family Practice and ER

2. Potential Community Programs

3. New Hospital Facility

- Have retained 3 mid-level physicians since then, due to focusing on what they were good at, separately.
- Small community- need more ways to draw in outside physicians.
- Create a better family atmosphere for physicians and their families to stay longer.
- Small Hospital facility- hard to work in.



## Adult Drug Use and Abuse

1. Need Collaboration  
with Public Health and  
Local Law Enforcement

2. Potential Community  
Presentation

3. Education Posted on  
Social Media Website

- Increasing community awareness about drug use and abuse is an outcome MCHS would like to see within the next 3 years.
- This being a community collaborative effort, a committee will be formed in order to organize a yearly presentation.

# Strategic Planning



## Needs:

1. Availability of Specialists
2. Retain Physicians
3. Adult Drug Use and Abuse (including prescription drugs)

## Plan:

Steps taken to ensure solution

## Outcome:

End goal or solution- what change is needed?

# Strategic Planning



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



# Strategic Planning



<b>Needs-</b>	<b>Resources-</b> In order to reach our goals we will need the following:	<b>Activities-</b> In order to address our need we will accomplish the following activities:	<b>Outputs-</b> Once accomplished we expect the following evidence of delivery:	<b>Outcomes-</b> We expect that if accomplished these activities will lead to the following changes in 1-3 years:
Availability of Specialists				
Ability to Retain Physicians in Area				
Adult Drug Use and Abuse				

Work Backwards to Ensure the Achievement of your Goals!

# Strategic Planning



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:
Availability of Specialists	Hire staff(nurse)  Purchase Telemed Equipment  Acquire Telemed Service Requirement Contracts  Finishing New Facility	Telemedicine Options  Continually remind Sanford, CHI, Trinity, and Sidney- the need we have for specialists.	# of appointments available  Variety of specialists available	Increased availability of specialists and increased numbers of specialists visits Increased Variety of physical telemed specialists

# Strategic Planning



<b>Needs-</b>	<b>Resources-</b> In order to reach our goals we will need the following:	<b>Activities-</b> In order to address our need we will accomplish the following activities:	<b>Outputs-</b> Once accomplished we expect the following evidence of delivery:	<b>Outcomes-</b> We expect that if accomplished these activities will lead to the following changes in 1-3 years:
Ability to Retain Physicians in the Area	Being Clear on job fit/Expectations and Community Environment  Currently a Rural Rotation Hospital Designation Site  Current	Sign a contract with a recruiting agency Building the new hospital in the future Increasing ability to have residents-(take a new medical student) Increase diversity in job	Retention of one physician from 2018-2019	2018-Hired one new physician who remains employed until year three, 2019

# Strategic Planning



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:
<p>Adult Drug Use and Abuse (including prescription drugs)</p>	<p>MCHS will participate in a committee with local law enforcement and public health to address drug abuse awareness</p> <p>Instruct staff person to post on Facebook</p>	<p>Annual collaborative presentation to educate the community on drug use and abuse</p> <p>Post on MCHS Facebook Page, educational piece on Drug use and abuse</p>	<p>Completed one collaborative presentation annually.</p>	<p>To increase community awareness about drug use and abuse.</p>

# What's Next?



## McKenzie County Healthcare Systems 2016-2019

- 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



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**Thank You!**

**From Northland Healthcare  
Alliance**