

IMPLEMENTATION STRATEGY

Our Mission:

Memorial Health Care Systems is a community, not-for-profit organization with the mission:

We enhance the quality of life for the individuals in our communities by providing excellence in health care services in the most appropriate settings.

Our Action Plan:

Memorial Hospital has assessed the five health needs identified in the community and describes the strategies and goals for each need below:

IDENTIFIED HEALTH NEED I: OBESITY

Community responses relate to concerns about obesity as a health need. Understanding that nationwide, more than one-third of U.S. adults and 17% of children ages 2-19 are obese (*JAMA*), MHCS recognizes the importance of providing clear, concise, professional patient education to the communities we serve in effort to address health issues relating to obesity.

Obesity Strategies/Goals

A. Strategy: *In 2011, in response to the increasing childhood obesity statistics, MHCS developed and implemented a program with the express purpose of educating children on healthy exercise, nutrition and food choices. Four MHCS employees annually visit all of the 1st through 4th grade public school classrooms in Seward, Milford and Utica to give a vibrant, information-filled presentation entitled 'Blast Off for Healthy Kids.' In first grade, each child receives a "My Plate" portion plate to take home as a reminder of what they learned. The 2nd through 4th graders receive a memento after the program that reinforces the program's message. Parents are given supportive materials that include healthy recipes and information about what their child is learning. The logo is a carrot with the basic tenets of the program and a stand-up banner-carrot is placed at community events as a reminder to parents and children.*

Goal: The "Blast Off for Healthy Kids" MHCS team comprised of three physician assistants, one pharmacist and one cardiac rehab nurse will continue to research nutrition/exercise information and assess the program in order to enhance the curriculum and keep current on best practices for growing healthy children.

B. Strategy: *Fridays for You, monthly community wellness talks hosted by MHCS, include topics such as healthy lifestyle choices, diet and exercise.*

Goal: The challenges of weight management and the importance of understanding the health concerns associated with obesity are factored when determining programming for the monthly MHCS Fridays for You presentations.

C. Strategy: *MHCS has hosted a long-standing diabetic support group that meets on a regular basis during which food, nutrition, exercise and diabetes management are addressed.*

Goal: The MHCS diabetic support group leaders continue to bring in outside presenters for new information and also stay abreast of best practices to share to raise the health and wellness of its members.

In 2015/16, MHCS added a second diabetic program to enhance the community's understanding of pre-diabetes and ways to avoid onset. This program includes 16 one-hour weekly meetings followed by 8 one-hour monthly meetings in effort to avoid diabetes onset through lifestyle changes. Introduced first in the fall of 2015 to MHCS employees and then opened to the public in January 2016, the "MHCS Diabetes Prevention Lifestyle Change Program" is a commitment that is led by a Memorial Hospital nurse and MHCS dietitian. Leaders will continue to monitor and share important information about ways to prevent the onset of diabetes. Upon completion of the first round of the program, leaders will assess the benefit and community interest to assure the program is meeting goals for healthier attendees.

- D. Strategy:** *Diet and nutrition counseling is available through Memorial Hospital/Memorial Family Medical Centers. This provides the MHCS physicians and physicians of the Memorial Hospital Specialty Clinic with a referral source to aid patients in weight management.*

Goal: Memorial Health Care Systems employs two registered dietitians for the purpose of assuring proper nutrition for patients, residents and staff, and also to respond to referrals from our System and specialty physicians. Awareness efforts will continue to assure referral sources are aware of the available nutrition counseling services.

- E. Strategy:** *MHCS is committed to supporting the health and wellness efforts of the communities we serve.*

Goal: MHCS partners with many community organizations in support of wellness efforts to enhance population health in our service area. MHCS provides support in the form of MHCS staff time, monetary donations, give-away items and medical professional input to assure success of various events. We will continue to support community organizations in their efforts to enhance the health and wellness of our population.

- F. Strategy:** *The MHCS annual Health Fair provides the community-at-large with health screenings and education.*

Goal: The annual MHCS Health Fair held each April with an attendance of approximately 1400, provides multiple health and wellness screenings which include effective methods to detect medical concerns associated with obesity. This event is free of charge. Screenings include: blood chemistry to identify unhealthy lipids and cardiac risk ratio, and BMI testing and blood glucose screening. Attendees also visit manned displays representing fitness centers, healthy eating options and the MHCS childhood obesity program.

IDENTIFIED HEALTH NEED II: CANCER

Community responses relate to concerns about cancer incidences. Based on 2012 Nebraska Cancer Registry data, 9,000 invasive cancers were diagnosed among Nebraska residents, ranking ahead of heart disease and accounting for over 3,400 deaths among Nebraska residents.

Cancer Strategies/Goals

- A. Strategy:** *Memorial Hospital provides cancer services to area patients appropriate for a critical access hospital. Memorial Hospital staff is trained to administer infusion therapy onsite and the facility is equipped to provide care to patients receiving certain chemotherapy and related cancer treatments close to home.*

Goal: For patient comfort, privacy and safety, MHCS recently completed a new addition that includes two therapy suites, increasing the number of patients who can receive the service simultaneously. Staff will continue to remind referring providers of the availability of this service to those we serve. As a critical access hospital, Memorial Hospital is not a full-cancer care facility, however, we will continue to monitor the needs of cancer patients and enhance the services we provide as appropriate.

- B. Strategy:** *A Lincoln oncologist regularly holds clinics at the Memorial Hospital Specialty Clinic giving patients ready access to cancer care close to home.*

Goal: Memorial Hospital will keep the oncologist apprised of the services available to them as they diagnose and treat the patients of our community.

- C. Strategy:** *Memorial Hospital offers specific screenings in support of physician diagnostics.*

Goal: Memorial Hospital provides excellent screening resources to our physicians through onsite digital mammography and colonoscopies. Staff will continually undergo training as necessary to assure patient safety and improved patient outcomes.

Mammography services were recently relocated to a newly constructed area providing enhanced patient comfort and privacy. We will continue to assure that this service is available to our community, and that it is staffed with excellent physicians within a comfortable, private environment.

IDENTIFIED HEALTH NEED III: ALCOHOL ABUSE

Community responses relate to concerns about alcohol abuse. Nebraska statistics show of the drunk driving fatalities in 2011, 28.4% involved drivers with a .8 blood alcohol content or higher (MADD-Nebraska). Nationally, Of the 9,967 people who died in alcohol-impaired driving crashes in 2014, 6,391 (64%) were drivers with a BAC of .08 or higher. The remaining fatalities consisted of 2,752 (28%) motor vehicle occupants and 824 (8%) nonoccupants. These fatalities represent an average of one alcohol-impaired-driving fatality every 53 minutes (NHTSA).

Alcohol Abuse Strategies/Goals

Strategy: *Memorial Hospital is not equipped to provide long term inpatient substance abuse treatment. It is in the best interest of the patient to accept referral as we do not have staff with the expertise in substance abuse treatment.*

Goal: Memorial Hospital staff has worked alongside other community agencies to develop a comprehensive web resource that provides contact information for area health and wellness resources. When an inquiry is made for alcohol abuse support, nine resources are identified and available to medical providers when caring for patients with suspected alcohol abuse issues.

IDENTIFIED HEALTH NEED IV: AGING ISSUES

Community responses were received relating to aging issues as a health need. Memorial Health Care Systems recognizes that Seward County is comprised of 16.6% who are 65 years of age or older, higher than 14% in the State of Nebraska. Access to care is important for the aging citizens.

Aging Issues Strategies/Goals

A. Strategy: *Senior citizens of Seward County have access to dependable, skilled medical providers which is vital in supporting the community's residents as they age.*

Goal: Memorial Health Care Systems is a regional provider for the citizens of Seward County and its contiguous counties, and employs eleven readily-accessible, highly qualified physicians who specialize in Family Practice. Aiding the MHCS physicians are three physician assistants. These physicians and PAs have practices throughout Seward County, in three free-standing clinics located in Milford, Utica and Seward.

B. Strategy: *The community's aging population has access to specialty care within fourteen specialties located in the Memorial Hospital Specialty Physicians Clinic, attached directly to Seward Memorial Hospital. Specialists from Lincoln, Nebraska travel to Seward to hold clinic hours and perform procedures specific to their specialty.*

Goal: MHCS will continue to monitor and recruit physician specialists based on need and specialist availability.

C. Strategy: *Memorial Hospital is comprised of 24 swing beds providing inpatient acute care/rehabilitation services to patients of all ages with accessibility to cardiopulmonary, physical, occupational and speech therapy. MHCS Therapy Services provides full outpatient therapy services as well.*

Goal: The therapy department will continue to evaluate its newest service, aquatic therapy, for best practices in geriatric patient rehabilitation.

D. Strategy: *The MHCS Social Services department guides aging patients to obtain appropriate resources, services and living arrangements following hospitalization and/or rehabilitation.*

Goal: The Social Services Department has created a comprehensive list of aging services available to the community. The department will continue to monitor and update the listing as necessary.

E. Strategy: *Seward County nursing homes are required to have medical directors.*

Goal: As a longstanding commitment to the aging population of Seward County, Memorial Health Care Systems physicians serve as medical directors to the four area nursing homes.

F. Strategy: *Cataract surgeries are offered onsite at Memorial Hospital.*

Goal: A common problem that besets the aging population is the development of cataracts. A physician specializing in ophthalmology holds clinics in the Memorial Hospital Specialty Clinic and performs cataract removal surgery at the Hospital on a regular basis. To assure that this services is available on an ongoing basis, the surgical staff will stay vigilant to assure that the surgeon has access to all needed equipment, trained staff and facilities to perform his duties in the safest manner with optimal outcomes.

IDENTIFIED HEALTH NEED V: Heart Disease and Stroke

Community responses identified heart disease and stroke as a health need. During 2010, approximately 5.9 percent (81,000) of Nebraska adults reported ever being diagnosed with coronary heart disease or have had a heart attack. In 2010, heart disease was the second leading cause of death, behind cancer, and claimed the lives of 3,344 Nebraska residents, accounting for approximately 1 in every 5 deaths. Heart disease is the **leading cause of death** among Nebraskans 55 and older (Ne DHHS).

Heart Disease and Stroke Strategies/Goals

A. Strategy: *The Memorial Hospital Cardiac Rehabilitation Department offers services to those patients affected by heart disease. Following the American Heart Association's guidelines, Memorial Hospital's comprehensive rehab program helps patients recover and rehabilitate from heart events in a controlled, comfortable environment.*

Goal: Memorial Hospital recently completed an addition that included a state-of-the-art cardiac rehab facility complete with new exercise equipment, monitoring equipment and classroom to aid trained nurses as they guide cardiac patients toward healthier lifestyles and strengthened hearts.

B. Strategy: *MHCS provides regular education on heart disease and stroke through publications, presentations, advertising and community education events.*

Goal: MHCS will continue to include educational opportunities relating to the prevention of heart disease and stroke.

C. Strategy: *Memorial Hospital's Specialty Physicians Clinic provides the community with the expertise of physicians who specialize in cardiology and cardiovascular services.*

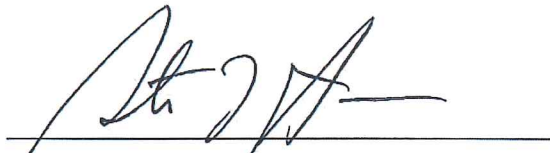
Goal: MHCS intends to continue this service in effort to provide access to cardiology and cardiovascular medical care close to home.

D. Strategy: *The emergency services department of Memorial Hospital is adept at diagnosing, treating, stabilizing and transporting heart and stroke patients when necessary.*

Goal: Emergency staff will continue to assure that the department is well equipped and staff is prepared to care for emergency patients presenting with cardiac/stroke emergencies.

**Memorial Health Care Systems Board Directors
Approval/Signature**

The Community Assessment was reviewed and approved by the Memorial Health Care Systems Board of Directors on June 29, 2016. The five (5) health issues identified in the Assessment are currently being met through services in Seward County or through referral.

A handwritten signature in black ink, appearing to read 'Steve Kayton', is written over a horizontal line.

Steve Kayton, Chairman
MHCS Board of Directors

Form 990 available for review upon request.