



## 2019 Community Health Needs Assessment (CHNA) Implementation Strategy

This Implementation Strategy report summarizes NCMC’s plans to address the prioritized needs from the 2019 CHNA. The hospital recognizes that the Implementation Strategies in this report are to be used as a guide and will serve as a framework in addressing the identified needs. As the hospital moves forward, many resources, ongoing commitments and partnerships will be necessary to effectively assist in creating healthier communities in the Magic Valley and surround areas.

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## Priority 1 Transportation

Objective/Strategy	<ul style="list-style-type: none"> <li>• Increase the options for transportation to health services</li> </ul>
Tactics (How)	<ul style="list-style-type: none"> <li>• Home Visits</li> <li>• Telehealth Visits (eVisits)</li> <li>• Multiple vehicles</li> <li>• Ride sharing</li> </ul>
Programs/Resources to Commit	<ul style="list-style-type: none"> <li>• Victory Transport</li> <li>• Eagle Eye Security</li> <li>• NCMC Transport Van</li> <li>• Pharmacies</li> </ul>
Impact of programs/ Resources on health need	<ul style="list-style-type: none"> <li>• Medicaid reimbursement for rides</li> <li>• After hours and weekend transportation</li> <li>• Medicare doesn't reimburse for transportation</li> </ul>
Accountable parties	<ul style="list-style-type: none"> <li>• Glenn Diede, Jason Reading, Mike Higbee, Jeff Brekke, Wendy Mohr</li> </ul>
Partnerships/Collaborations	<ul style="list-style-type: none"> <li>• Gooding County Paramedics</li> <li>• Volunteer Organizations</li> <li>• A to B Transportation</li> <li>• Office on Aging</li> <li>• Trans IV Buses (Twin Falls County)</li> </ul>
Action Steps in FY2020	<ul style="list-style-type: none"> <li>• Explore community grants to help develop transportation</li> <li>• Identify all transportation options to patients</li> <li>• Can patients pay for rides with our transportation van?</li> <li>• Pharmacy delivery</li> </ul>
Action Steps in FY2021	<ul style="list-style-type: none"> <li>• Explore ride sharing options (Uber, taxi, etc.)</li> <li>• Identify ways to work with the Office on Aging through College of Southern Idaho (CSI)</li> <li>• Look at reimbursement options through insurance companies</li> </ul>
Action Steps in FY2022	<ul style="list-style-type: none"> <li>• What volunteer organizations would be able to assist?</li> <li>• Philanthropic support through the Good Samaritan Fund</li> </ul>

## Priority 2 Substance Abuse

Objective/Strategy	<ul style="list-style-type: none"> <li>• Raise awareness/education on substance abuse in our communities</li> <li>• Decrease the stigma around substance abuse</li> <li>• Provide options for long term recovery for substance abuse</li> </ul>
Tactics (How)	<ul style="list-style-type: none"> <li>• NCMC to host Spring &amp; Fall Educational Seminar - Reducing stigma of Substance Abuse Ideologies</li> <li>• Public Awareness Campaign Support - Facebook, Article Releases, News Paper, Website</li> <li>• Staff Education on Addiction &amp; Motivation Interviewing</li> <li>• Meeting with partnerships to re-initiate collaborations</li> <li>• Drug Courts/Probation (Patient Care Collaboration)</li> <li>• State Legislation (Federal Interpretation of Addiction Treatment) Partner w/NARHC</li> <li>• Establish Process for Long-term Care Plans for patient continuity and remove siloed treatment</li> </ul>
Programs/Resources to Commit	<ul style="list-style-type: none"> <li>• MAT Services</li> <li>• Emergency Room-Warm Handoffs</li> <li>• Mental Health First Aid</li> <li>• Formally establish an Addiction Consultation Service for ANY patient with a positive UA. Standardize a Urine Drug Test on Admission.</li> </ul>
Impact of programs/ Resources on health need	<ul style="list-style-type: none"> <li>• Out of pocket costs for care</li> </ul>
Accountable parties	<ul style="list-style-type: none"> <li>• Dr. Lofgran, Toni Lee, Amanda Braga, Kaysie Runyan, ER Provider</li> </ul>
Partnerships/Collaborations	<ul style="list-style-type: none"> <li>• Walker Center</li> <li>• ProActive/KH Counseling &amp; Healthcenter, LLC</li> <li>• Embrace Life Recovery Center/Brickhouse Recovery-Jason Coombs</li> <li>• Region 5 Drug Courts/Mis/Felony Probation Offices</li> <li>• St. Luke's Canyon View Behavioral Health Services</li> <li>• Crisis Center (Twin Falls)</li> <li>• Department of Health and Welfare (12 month pilot – 15 clients)</li> <li>• Addiction Education Foundation</li> </ul>
Action Steps in FY2020	<ul style="list-style-type: none"> <li>• Meetings with collaborations-Non Medical(Feb/Apr)</li> <li>• MHFA Quarterly</li> <li>• Pursue T&amp;D Collaboration with local JD/Prosecuting Attorney</li> </ul>
Action Steps in FY2021	<ul style="list-style-type: none"> <li>• Regional Health Partners</li> <li>• Faith based community meeting</li> <li>• Partner with NARHC for Rural Health Clinics for merging PCP w/ability to incorporate Mental Health (Change Billing) Addiction Medicine</li> </ul>
Action Steps in FY2022	<ul style="list-style-type: none"> <li>• Pursue T&amp;D Collaboration with local Judge and Prosecuting Attorney.</li> </ul>

## Priority 3 Awareness of Services

Objective/Strategy	<ul style="list-style-type: none"> <li>• Increase awareness of services offered at North Canyon Medical Center</li> <li>• Partner with other entities to increase awareness of all services available in our communities</li> </ul>
Tactics (How)	<ul style="list-style-type: none"> <li>• Service Spotlight</li> <li>• Informational Videos/Podcasts</li> <li>• Social Media – Facebook, Twitter, Instagram</li> <li>• Bilingual Media</li> </ul>
Programs/Resources to Commit	<ul style="list-style-type: none"> <li>• NCMC Community Image Survey (2019)</li> </ul>
Impact of programs/ Resources on health need	
Accountable parties	<ul style="list-style-type: none"> <li>• Shellie Amundson, Dianna Wubker, Jaime Oneida, Jamie Gee</li> </ul>
Partnerships/Collaborations	<ul style="list-style-type: none"> <li>• Mitchell Palmer</li> <li>• Community Organizations</li> <li>• Region 5 Health and Welfare</li> </ul>
Action Steps in FY2020	<ul style="list-style-type: none"> <li>• Informational Videos/Podcasts</li> <li>• Attend Magic Valley Health Fairs</li> <li>• Open clinic in Jerome, Idaho</li> <li>• Mitchell Palmer assists with a 12 month ad campaign</li> </ul>
Action Steps in FY2021	<ul style="list-style-type: none"> <li>• Increase services offered in all of our locations (pediatrics, addiction medicine, surgical services)</li> <li>• Attend Magic Valley Health Fairs</li> </ul>
Action Steps in FY2022	<ul style="list-style-type: none"> <li>• Explore additional support services such as an imaging center and surgery center</li> </ul>

## Priority 4

### Behavioral Health/Mental Health

Objective/Strategy	<ul style="list-style-type: none"> <li>• Increase access and treatment options for behavioral health and mental health in our communities</li> </ul>
Tactics (How)	<ul style="list-style-type: none"> <li>• Counseling</li> <li>• Mobile Crises Response (location specific)</li> <li>• Trauma Services</li> <li>• More consistent follow-up</li> </ul>
Programs/Resources to Commit	<ul style="list-style-type: none"> <li>• Telebehavioral Health</li> <li>• Primary Care Physicians</li> <li>• Pediatrics</li> </ul>
Impact of programs/ Resources on health need	<ul style="list-style-type: none"> <li>• Billing for services</li> <li>• Transportation for services</li> </ul>
Accountable parties	<ul style="list-style-type: none"> <li>• Amanda Braga, Joyce Astle, Region 5 Health and Welfare, Kim Hayes (Hailey), Frank Knight (Proactive)</li> </ul>
Partnerships/Collaborations	<ul style="list-style-type: none"> <li>• University of Utah</li> <li>• St. Luke's Canyon View</li> <li>• Crisis Center</li> <li>• St. Alphonsus</li> <li>• Proactive Counseling</li> <li>• Emergency Room</li> </ul>
Action Steps in FY2020	<ul style="list-style-type: none"> <li>• Explore additional counseling services in conjunction with our current telebehavioral health clinic</li> <li>• Identify ways that our new pediatric service line can assist (Pediatrician starts August 1)</li> <li>• Victory Transportation is working on a transportation plan in Eastern Idaho that can possibly be expanded through the rest of the State</li> </ul>
Action Steps in FY2021	<ul style="list-style-type: none"> <li>• Need to identify a resource/process to access behavioral health with emergent cases – possibly work with the State of Idaho on the Mobile Crisis response initiative</li> <li>• Work closer with the Crisis Center in Twin Falls</li> </ul>
Action Steps in FY2022	<ul style="list-style-type: none"> <li>• Add behavioral health services to multiple North Canyon Medical Center locations</li> </ul>

## Priority 5

### Obesity/Physical Care/Preventive Care Education

Objective/Strategy	<ul style="list-style-type: none"> <li>• Decrease obesity and increase physical activity in our communities</li> <li>• Improve education and increase resources around healthy eating</li> <li>• Raise awareness around preventative care measures in our communities</li> </ul>
Tactics (How)	<ul style="list-style-type: none"> <li>• Healthy Shopping/Cooking Workshops</li> <li>• Healthy Food Stand/Snacks</li> <li>• Activity Challenges w/Businesses</li> <li>• Wellness Programs (Team/Department)</li> <li>• Cooking/Preparing Meal Class</li> </ul>
Programs/Resources to Commit	<ul style="list-style-type: none"> <li>• Pre-Diabetes and Diabetes services</li> <li>• Community Health Fairs</li> <li>• Glanbia</li> <li>• Fit and Over 60 Class with College of Southern Idaho</li> <li>• School Districts</li> </ul>
Impact of programs/ Resources on health need	<ul style="list-style-type: none"> <li>• Healthy Food is expensive</li> <li>• Exercise is hard to maintain through different phases in life</li> </ul>
Accountable parties	<ul style="list-style-type: none"> <li>• Sue Ormond, Merri Ann King, Bonnie Ocampo (Sodexo), Jeff Brekke (Gym), Spencer Larsen (School Districts), Kirk Martin (Hagerman), Smokey Legarreta (Gooding Rec District)</li> </ul>
Partnerships/Collaborations	<ul style="list-style-type: none"> <li>• Recreation Districts</li> <li>• Grocery Stores (Ridley's, Simerly's, etc.)</li> <li>• American Heart Association</li> </ul>
Action Steps in FY2020	<ul style="list-style-type: none"> <li>• Sponsor/support the Malad Gorge Fun Run</li> <li>• Work with Mayo Clinic Healthy Living Program to adopt tools within our partnership</li> <li>• Continue our pre-diabetes class</li> </ul>
Action Steps in FY2021	<ul style="list-style-type: none"> <li>• Partner with local grocery stores to educate/share ways to shop for healthy items on a budget</li> <li>• Hold community events to share how to make healthy meals (partner with schools to include kids)</li> </ul>
Action Steps in FY2022	<ul style="list-style-type: none"> <li>• Partner with CSI to expand the Fit and Over 60 classes in the communities we serve</li> <li>• Sponsor youth activities/programs</li> </ul>