

GUNDERSEN

BOSCOBEL AREA HOSPITAL AND CLINICS

Community Health Needs Assessment



2019-2021 Implementation Plan

About Gundersen Boscobel

Memorial Hospital of Boscobel, Inc., doing business as Gundersen Boscobel Area Hospital and Clinics (GBAHC), was established in 1952 with a grass-roots effort by local citizens dedicated to establishing healthcare services locally. Today GBAHC remains a non-profit, 25-bed Critical Access Hospital with a strong commitment to serving our patients and surrounding communities.

Our Mission

We will improve the health of our community through excellence in high quality, patient centered care.

Our Vision

We will enhance the health and well-being of our communities while enriching every life we touch, including patients, families and staff.

Our Core Values

- Patient Excellence
- Teamwork
- Communication
- Safety
- Dignity

Overview

Gundersen Boscobel Area Hospital and Clinics joined several collaborative partners, including Grant County Public Health, UW Extension and other regional healthcare and resource agencies to conduct a Community Health Needs Assessment (CHNA). By design, the CHNA provides crucial information about the health and wellness needs of the communities we proudly serve, as well as identifies the gaps and barriers to health and health services that exist. Based on the data, research, and validation efforts, the CHNA highlighted three (3) overarching health needs.

Prioritized Health Needs

The collaborative partners involved in the 2018 Community Health Needs Assessment process share a common vision of improving the health and well-being of those living within their communities, and beyond. Each participating organization has different resources, works with a different set of specific community attributes, and each will ultimately address community health needs differently, sharing resources or joining forces whenever possible. Nevertheless, the partners agree on the following, identified health needs:

1. Empowering people through awareness and education

- Reducing/eliminating barriers to access
- Creating opportunities for screenings/early intervention
 - Mental Health
 - Suicide
 - Cancer
 - Diabetes
 - Sexually Transmitted Diseases
 - Alzheimer's/ Dementia
 - Cardiovascular disease/Stroke

Empowering people through awareness and education (continued)

- Improving health literacy
- Providing health and wellness education
- Reducing the stigma of mental health
- Providing parenting education

2. Connecting people to services and resources

- Improving patient advocacy
- Increasing access to clinical services
 - Mental health
 - Preventive services
 - Family medical care
 - First-trimester care
 - Alzheimer's care
 - Diabetes care
- Offering important community services
 - Smoking cessation
 - Pregnancy, labor and delivery classes
 - Free or low-cost health and wellness classes
 - Senior specific programs
- Increasing cancer screening and prevention awareness
- Improve access to mental health services
- Recruiting and retaining dental providers/improving access to dental services

3. Creating a healthy environment and a culture of wellness across the lifespan

- Promoting healthy eating and active living and support healthy choices
- Promoting access to healthy foods and activities
- Increase education and access to immunizations
- Engaging in injury awareness activities, include ergonomics
- Supporting prevention of drug and excessive alcohol use
- Focusing education on mental health, sexually transmitted diseases, chronic illnesses

Implementation Plan

To address the identified community health needs, the attached CHNA Implementation Plan has been developed by GBAHC leadership and approved by the Board of Directors of the Memorial Hospital of Boscobel, Inc., doing business as Gundersen Boscobel Area Hospital and Clinics (GBAHC).

Gundersen Boscobel will continuously review and evaluate the initiatives listed in this implementation plan to ensure adequate progress is made on the health priority areas. Updates to the implementation plan will be posted to the hospital's website at gundersenhealth.org/Boscobel.

Empowering people through awareness and education
Priority #1: Mental Health and Substance Abuse
Goal: Support the mental health needs of the communities we serve by expanding collaborative care services within our primary care clinics and continuing current support groups. Explore and source additional community support opportunities as it pertains to mental health across the lifespan. Increase awareness of substance abuse and decrease use of harmful substances through education.
Actions: <ul style="list-style-type: none"> • Improve awareness of mental health conditions and available resources • Create opportunities for screening and early intervention • Alzheimer's and dementia education and support • Create processes and programs to educate and appropriately restrict prescription drug misuse or abuse
Barrier(s)
<ul style="list-style-type: none"> • Lack of access to mental health providers and treatment facilities within the area • Stereotypes and public awareness hold back patients from seeking out the help they need • Lack of public transportation • Cost of services • Culture of binge/heavy drinking • Increased substance abuse/misuse and abuse of prescription drugs

2019 Initiatives			
Program/Activity	Partnership/Department	Target Audience	Results
Grief Support Group	GBAHC Social Worker/Grant County Hospice	Community Members who have lost a loved one	Offered 8 meetings with 4 participants
Mental Health Coalition	GBAHC Behavioral Health/Grant County	Community organizations serving Grant County	BH Provider and Clinic Manager attended 6 out of 6 yearly meetings
Dementia Friendly – Boscobel	ADRC, Community, GBAHC	Community and Business	
Alzheimer's and Dementia Education	Alzheimer's and Dementia Alliance of Wisconsin	Elderly patients, caregivers and family members affected, GBAHC staff	Hosted 4 events with 28 attendees
ACEs/TIC Education	GHS Senior Consultant – Resilient Trauma Informed Care, GBAHC, Behavioral Health Providers and Collaborative Partners	All GBAHC Staff	All new employees receive introductory ACEs/TIC Education through new employee orientation
Medication Waste Program	GBAHC, Pharmacy, local PD	Community	Launched Drug Take Back 3/19/19
Sharps Collection and Needle Disposal Program	GBAHC Clinics, Pharmacy, Registration	Patients and Community	Launched needle collection/disposal program 6/24/19

Internal staff education related to available mental health services in the region	GBAHC Behavioral Health Providers/Community agencies/GHS	All GBAHC Staff	Developed behavioral health resource card that can be provided to patients and families. Psychologist presented related topics to leaders on 9/17/19 at LDI.
Institute pain contracts within our primary care clinics	GBAHC Clinic Providers	Patients	In 2019, an avg of 75% of patients on the Chronic Pain Registry have a Chronic Pain Agreement documented.

2020 Initiatives			
Program/Activity	Partnership/Department	Target Audience	Results
Continue Grief Support Group	GBAHC Social Worker/Grant County Hospice	Community Members who have lost a loved one	No meetings held due to COVID-19 pandemic
Attend area mental health coalition meetings to improve community access and awareness	GBAHC Behavioral Health/Grant County	Community organizations serving Grant County	No meetings held due to COVID-19 pandemic
Dementia Friendly – Boscobel	ADRC, Community, GBAHC	Community and Business	Put on hold due to agency staffing availability and COVID-19 pandemic
Alzheimer’s and Dementia Education	Alzheimer’s and Dementia Alliance of Wisconsin	Elderly patients, caregivers and family members affected, GBAHC staff	5 events scheduled, cancelled due to COVID-19
Continue ACEs/TIC Education	GHS Senior Consultant – Resilient Trauma Informed Care, GBAHC, Behavioral Health Providers and Collaborative Partners	All GBAHC Staff	All new employees receive introductory ACEs/TIC Education through new employee orientation
Continue Medication Waste Program	GBAHC, Pharmacy, local PD	Community	Partner with Boscobel Police Department for medication disposal drop off
Continue Sharps Collection and Needle Disposal Program	GBAHC Clinics, Pharmacy, Registration	Patients and Community	Continue to offer sharps and needle disposal for patients
Internal staff education related to available mental health services in the region	GBAHC Behavioral Health Providers/Community agencies/GHS	All GBAHC Staff	GBAHC Behavioral Health Providers provided resiliency training held at each individual department meeting in hospital and clinics
Further develop and execute pain contracts with primary care patients	GBAHC Clinic Providers	Patients	In 2020, an avg of 65% of patients on the Chronic Pain Registry have a Chronic Pain Agreement documented. Number of Pain Contracts decreased due to COVID-19 and the inability to make appointments to update contracts.

2021 Initiatives			
Tactics/Strategy	Partnership/Department	Target Audience	Results
Offer alternative Grief Support options (Fall 2021?)	GBAHC Social Worker/Grant County Hospice	Community Members who have lost a loved one	# of meetings # of participants Would like to transition to 2 annual events (turkey, tinsel and tears & legal/financial seminar)
Attend area mental health coalition meetings to improve community access and awareness (Metal Health Summit 2/19/21)?	GBAHC Behavioral Health/Grant County	Community organizations serving Grant County	# of meetings # of projects
Provide stress reduction/resiliency programming for schools and volunteer first responders within PPA	GBAHC Behavioral Health Provider, Community Wellness Coordinator, School Counselors	Community, Students, First Responders	# of attendees reached Improved awareness and knowledge of triggers and healthy coping tactics to reduce anxiety and improve overall mental and physical wellbeing
Offer additional support groups and/or new resources to address mental health and substance abuse needs with the community and surrounding area (PSA). Initiate a "Change Direction" campaign in the Boscobel area, partnering with local organizations to help lead the initiative.	GBAHC Behavioral Health Provider, Community Wellness Coordinator, GHS Office of Population Health, RT	Community	# of meetings # of resources available # of participants
Further develop and execute pain contracts with primary care patients	GBAHC Clinic Providers	Patients	
Plan and host educational seminars on dealing with substance abuse addictions	GBAHC Behavioral Health Provider, Community Wellness Coordinator, GHS Office of Population Health	Community	# of events # of participants

Connecting people to services and resources
Priority #2: Improving access to care
Goal: Improve local access to services and care
Actions: <ul style="list-style-type: none"> • Create opportunities for expanded services and specialty care • Reduce or eliminate barriers to access and needed resources, including financial
Barrier(s) <ul style="list-style-type: none"> • Rural communities are underserved in specialty services with lengthy travel restricting access. • Lack of transportation • High poverty rate/low living wage creates barriers to care (one car families, fuel for travel)

2019 Initiatives			
Program/Activity	Partnership/Department	Target Audience	Results
Partner with Gundersen Health System to grow and mature outreach specialty programs to bring care delivery close to home	GHS, GBAHC	Community	1 new specialty added
Support continued expansion and implementation of telehealth services for needed specialties through collaborative partnerships and awareness campaigns	GHS Specialty Providers, GBAHC Specialty Clinic, Marketing	Community	125 tele-medicine visits from GBAHC Specialty Clinic
Promote financial assistance opportunities with qualifying patient population.	Business Office	Patients and Community	\$321,499.30 written off to ensure financial status was not a barrier to healthcare needs

2020 Initiatives			
Program/Activity	Partnership/Department	Target Audience	Results
Partner with Gundersen Health System to grow and mature outreach specialty programs to bring care delivery close to home	GHS, GBAHC	Community	2 new specialties added
Use innovation and technology to reimagine care delivery; expanding the capabilities and services offered locally	GHS, GBAHC	Community	Launched Virtual Visits March/April 2020 347 virtual visits 524 telephone visits
Support continued expansion and implementation of telehealth services for needed specialties through collaborative partnerships and awareness campaigns	GHS Specialty Providers, GBAHC Specialty Clinic, Marketing	Community	133 tele-medicine visits from GBAHC Specialty Clinic
Development of Movin' & More Voucher Program to support and encourage cardiac rehab patients to continue their wellness	Director of CPR, BAHC Foundation	Patients and Community	Implementation put on hold due to COVID-19 Pandemic and limited occupancy allowed in gym area

journey by enrolling in the maintenance program.			
Promote financial assistance opportunities to qualifying patient population.		Patients and Community	\$361,092.19 written off to ensure financial status was not a barrier to healthcare needs

2021 Initiatives			
Tactics/Strategy	Partnership/Department	Target Audience	Results
Use innovation and technology to reimagine care delivery; expanding the capabilities and services offered locally	GHS, GBAHC Specialty Clinic, Primary Care Clinics	Community	# of virtual visits # of telephone visits
Improve access to care by exploring transportation options or partnerships in order to decrease appointment no shows and/or readmissions	CFO, GHS, Patient Experience, Community Wellness Coordinator	Patients	Decrease # of no shows Decrease # of readmissions
Launch a Movin' & More Voucher Program to support and encourage cardiac rehab patients to continue their wellness journey by enrolling in the maintenance program. Mid-2021	Director of CPR, BAHC Foundation	Patients and Community	# of participants served # of participants with improved heart health from attending program

Creating a healthy environment and a culture of wellness across the lifespan
Priority #3: Community Health and Wellness Education
Goal: Engage and grow knowledge of whole-person health, chronic disease processes and management and empower the community to adopt healthy lifestyle changes for improved health and wellness across the lifespan
Actions: <ul style="list-style-type: none"> • Offer free or low-cost vital services and prevention opportunities (education, screening opportunities) • Address disease management, health literacy, and educational needs by collaborating with community and subject matter experts to address identified barriers through a variety of means (wellness fairs, programs, school assemblies, social media and print) • Integrate behavioral health into the primary care setting to address mind, body and spirit – whole person care
Barrier(s) <ul style="list-style-type: none"> • Lack of dedicated patient advocates to help patients and community members navigate available healthcare, services, resources, and insurance options • Limited access to cancer services in rural setting • Lack of information, direction, and skills tend to limit community members in their ability to improve their lifestyle and behavioral choices • Lack of community centers and/or organized events in most rural communities has created an increase in reported social isolation • Lack of affordable, healthy food options, as well as a lack of understanding on how to create healthier meals

2019 Initiatives			
Program/Activity	Partnership/Department	Target Audience	Results
Vaping Education	Todd Mahr, MD, GBAHC, BHS Leadership	Parents, teachers, students, healthcare professionals, and community members	34 registered 5 school districts participated Various EMS attended 10/9/19 assembly Sent vaping posters to area schools.
Healthy Living with Diabetes (HLWD) Course	GHS OPH certified program trainer, Community Relations, Marketing	Patients and Community Members	6 classes offered 17 registered participants 12 participants total showing improvement of knowledge and motivation to manage disease
Safe Sitter Course	GHS OPH certified program trainer	Area families	14 attendees at 5/4/2019 course
Blood Pressure Screenings	CPR, Tuffley Center	Community	Cardiopulmonary rehab offered blood pressure screenings once per month at the Tuffley Center – 12 times total throughout the year
HPV Education	Primary Care	Parents and teens	Developed HPV rack card to provide education to patients
Free community run/walk	Community Relations, Boscobel Pharmacy	Community	72 attendees on 5/7/2019
Diabetic Screening	Primary Care Clinics	Community	Increased diabetic education, patient letters sent out when due for screening
Smoking/Tobacco cessation	Primary Care Clinics		197 patients referred to tobacco cessation intervention

2020 Initiatives			
Program/Activity	Partnership/Department	Target Audience	Results
Vaping Education and Smoking/Tobacco cessation classes	Todd Mahr, MD, GBAHC, BHS Leadership, Primary Care Clinics	Parents, teachers, students, healthcare professionals and community members	0 assemblies/classes offered due to COVID-19
Healthy Living with Diabetes (HLWD) Course	GHS OPH certified program trainer, Community Relations, Marketing	Patients and Community Members	Cancelled due to COVID-19
Safe Sitter Course	GHS OPH certified program trainer	Area families	Class offering had to be cancelled due to COVID-19 Pandemic
Safer At Home – Child Safety Course	GHS OPH certified program trainer	Area families	9 attendees at 1 course (June 30 – Virtual Class)
Blood Pressure Screenings	CPR, Tuffley Center	Community	Due to COVID-19, cardiopulmonary rehab was

			only able to offer 2 blood pressure screenings at the Tuffley Center in January and February of 2020.
HPV Education	Primary Care	Parents and teens	HPV rack card available to provide education to patients
Free community run/walk	Community Relations, Boscobel Pharmacy	Community	Cancelled due to COVID-19
Diabetic Screening	Primary Care Clinics	Community	Letters sent out to at-risk patients when due for diabetic screening
Smoking/Tobacco cessation	Primary Care Clinics		192 patients referred to tobacco cessation intervention

2021 Initiatives			
Tactics/Strategy	Partnership/Department	Target Audience	Results
Vaping Education and Smoking/Tobacco cessation classes	Primary Care Clinics, Community Wellness Coordinator		# of meetings # of participants
Re-inspire the scope of the Patient Access Specialist positions.		Patients	
Partner with Gundersen Cancer Outreach to grow program in Boscobel	GHS, GBAHC	Community	
Offer cancer screening programs and educational events		Community	
Offer educational seminars both on and off-site address recognized community needs, such as medication reconciliation, sexually transmitted diseases, cardiovascular disease/stroke, mental health		Community	
Partner with Boscobel Farmers Market and local CSA to educate community and staff on fresh produce offerings and health benefits	Boscobel Farmers Market, GBAHC, Westridge Organic Farm	Community, GBAHC Staff	
Promote and grow Diabetic Education Program Offer Diabetic Education Seminars to empower patients to effectively manage their diabetes	GHS OPH, GBAHC Dietician, Cardiopulmonary Rehab, Behavioral Health, Community Wellness Coordinator	Patients and Community	# of meetings # of projects

Partner with school district to assist with needed health awareness areas, such as concussion prevention, sexually transmitted diseases, mental health, etc.		Students	# of attendees reached Improved awareness and knowledge of triggers and healthy coping tactics to reduce anxiety and improve overall mental and physical wellbeing
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