

Community Health Needs Assessment

Action Plan

To help inform future decisions and strategic planning, local health care providers in Rolla, North Dakota conducted a community health needs assessment. Through a joint effort, Presentation Medical Center and the Center for Rural Health at the University of North Dakota School of Medicine and Health Sciences analyzed community health related data and solicited input from community members and local health care professionals. This assessment was completed in late 2012 and can be found in its entirety at www.pmc-rolla.com. The document was reviewed by Presentation Medical Center Senior Management and the Board of Directors in a Strategic Planning Session, June, 2013 and the following recommendations were made for a Community Needs Assessment Implementation Strategy. Tier 1 includes items to be completed by Presentation Medical Center. Tier 2 includes items that will be reviewed and facilitated with the community and Presentation Medical Center. Tier 3 items are services that are not viable for Presentation Medical Center to provide due to lack of personnel and resources available. This plan was reviewed and updated for January, 2015.

Tier I Needs:

1. Limited number of Health Care Providers:

One of the main concerns from the community needs assessment was the limited number of health care providers in Rolette County. While this is a concern of most of the rural counties in North Dakota, Presentation Medical Center is keenly aware of the importance of continual recruitment and the value of retaining our medical staff. A new provider, Jacob Royal, FNP-C was added at PMC in October 2014. This brings the total Medical staff to 2 Physicians and 5 Family Nurse Practitioners. Recruiting for medical staff is a high priority at the facility, along with continuing the discovery, to find solutions and options for the retention of staff. The most important aspect to hiring any new Physicians is the importance to have them live and become part of the Rolla, ND community. Timeframe: Ongoing action steps with oversight by PMC Executive Committee.

2. Importance of Customer Service:

Another concern of the community needs assessment was the perceived lack of customer service or the need to improve customer service at PMC. The PMC leadership has a keen focus to improving customer service and the patient experience at our facility. Additional training resources and surveys for clinic and emergency room patients will be used and evaluated for effectiveness as tools to make improvements in the area of customer service. PMC is participating in the monthly HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems) Breakthrough Series Webinar in 2014. Supervisors will be tasked to highlight the importance and practicality of customer/patient experience within the facility. We have scheduled a two day seminar "Service Excellence Initiative" for March 26 & 27, 2015.

3. Increased Marketing Efforts:

An additional concern that the community needs assessment highlighted was the need for increased marketing efforts, which was a result of the lack of knowledge to the services that Presentation Medical Center provides. Leadership is committed to increasing community awareness to the availability of services and opportunities available at PMC. Although PMC has weekly advertising in the local newspaper and published a direct mail newsletter bi-annually, it is apparent that the community needs additional information on the services provided at PMC. This will be accomplished by additional print materials and social media. Public relations and executive committee will look at all current methods of information delivery and make recommendations for the improvement of marketing/service awareness. Ongoing emphasis with tasks assigned to Public Relations staff member.

4. Implement increased Outreach Specialty Providers:

Community needs assessment identified the need for additional Outreach Specialty Providers in the areas of Cardiac Rehabilitation, Ear, Nose, and Throat Specialist, and Oncologist. PMC has already moved toward increased services and opportunities within Cardiac Rehab, with the opening of a newly remodeled Cardiac Rehab suite in late 2012. This action has doubled the existing square footage in Cardiac Rehab Suite, to over 950 square feet. A feasibility study will be performed in conjunction with Trinity Medical Center in Minot, ND, to identify the need and ability to add an Ear, Nose, and Throat specialist and Oncology Specialist to our Specialty Outreach clinic at Presentation Medical Center. This task will be going with new services added in 2015, by facilitation and communication between staff at PMC and Trinity.

Tier II Needs:

1. Elevated Rates of Diabetes:

The elevated rate of diabetes is a medical issue that Community Health Assessment revealed and has concerns with. Presentation Medical Center will commit to providing reduced rate lab screening from once per year to twice per year in 2014. PMC will work closely with Rolette County Public Department on public education information that has a focus on diabetes prevention and obesity, as well as support group activities. Presentation Medical Center will continue to offer an Outreach Podiatrist for foot care and will continue to provide additional information to our patients. This task will be ongoing with collaboration from Rolette County Public Health.

2. Collaboration of Medical Providers and Facilities:

The assessment highlighted the need for increased collaboration of medical providers and facilities. Presentation Medical Center has a key relationship with Trinity Medical Center in Minot, ND, to serve as our tertiary facility and main receiving hospital for patients that need a level of care that is unavailable at PMC. That relationship also supports our Specialty Outreach clinics and patient referral networks. Because of the addition of certain specialty services and

telemedicine from Altru Health System in Grand Forks, ND, PMC has worked to nurture that relationship as a secondary tertiary hospital. We utilize and coordinate some services with Indian Health Service in Belcourt, ND, such as laboratory supplies and pharmacy items. Discussions will be held between hospital CEO's of PMC and IHS to explore opportunity for possible cost saving and operational issues. PMC is committed to work closely with Rolette County Public Health in educational opportunities for prevention and cessation activities, like smoking. We will actively seek to partner with medical providers and facilities to enhance the quality of care in Rolette County that are in line with our level of quality care and operational model as well as follow mission and value statements of Presentation Medical Center, SMPHS, and our sponsor group, The Sisters of Marty of the Presentation. This task will be ongoing as changes in health care and services occur.


Tier III Needs:

Addition of services at Presentation Medical Center:

The community health survey indentified and requested the addition of services that Presentation Medical Center is unable to provide at this time. Those services included: a surgeon that lives in Rolla, ND; OB delivery, since there is a high birth rate in the area; extended operating hours for the Presentation clinic, and occupational therapy for an aging population with physical limitations. While all this programs would be a benefit to the community; the logistics, personnel and resources to provide those services is not available. Presentation Medical Center has been keenly focused since 2010 to improve and stabilize the financial viability of the facility. PMC has made outstanding improvements to reserves and operating cash flows in the last three years, but is still unable to risk the financial stability and viability with programs that are not financially sustainable or critical to health needs of Rolette County at this time. The Board of Directors and Management of Presentation Medical Center will continue to explore the addition of visiting specialists and the addition of services as the opportunities arise and that are financially viable.

Approved and adopted by motion, January 21, 2015, by the Presentation Medical Center, Board of Directors.

 . Nathan Neameyer, Chairman

 . Mark C. Kerr, President/CEO