



Sanford Health Network  
Community Health Needs Assessment  
Implementation Strategies  
2014-2016

dba Sanford Westbrook Medical Center EIN# 46-0388596

Dear Community Members,

Sanford Westbrook has conducted a community health needs assessment (CHNA) and formally identified unmet needs in the community. A component of the 2013 CHNA work is a perception survey.

During FY 2012/2013 members of the community were asked to complete a survey to help Sanford identify unmet health needs. Sanford analyzed the survey data, identified unmet needs, and partnered with key community stakeholders to develop a list of resources and assets that were available to address them. A gap analysis was also conducted to identify the most significant health needs, and they were addressed in the implementation strategy that is included in this document.

Sanford Westbrook has set strategy to address the following community health needs:

- Access to Health Care
- Oncology Services
- Obesity

Sanford is also addressing mental health services and obesity through enterprise-wide implementation strategies. The enterprise strategies are included in this for your review.

Additionally, the asset map/resource list is included in this document along with the action steps that will be taken.

At Sanford Westbrook, patient care extends beyond our bricks and mortar. As a not-for-profit organization, ensuring that the benefits of health care reach the broad needs of communities is at the core of who we are. By working with communities, we can bring health and healing to the people who live and work across our region. Together, we can fulfill this mission.

Sincerely,

*Stacy Barstad*

Stacy Barstad  
CEO

## Addressing the Needs in Westbrook

### ACCESS

Community resources addressing the need:

- Sanford Westbrook currently has outreach providers covering endoscopy, podiatry, OB/GYN, cardiology, general surgery, orthopedics, and nephrology-SVC; oncology is available through telemedicine.
- Open Door of Mankato offers free dental screenings and travels to different communities for this purpose. U Care also has a mobile dental van. U Care is more challenging to work with than Open Door. Sanford Westbrook had a grant through United Way, which helped coordinate low cost dental opportunities for patients with a local dentist – this might be worth looking into.
- Eye care is more challenging. Not known if there are local optometrists who would come to Westbrook to do eye care with patients.
- Recruitment/retention of providers is important and should be ongoing. The local committee has not met for some time and is a good reminder to focus on retention. The group would also like to see recruitment for an additional provider in Westbrook.
- Sanford Tracy and Westbrook are now welcoming Dr. Zhao and Dr. Cochran, adult and child psychiatrists, to the outreach schedule. We have had an NP specializing in mental health since January 2013. There is currently a child psychologist in the budget to be hired for the facilities.

Sanford's commitment to addressing the need:

- Sanford will address this need through the Implementation strategy for FY 2104-2016.

### CANCER

Community resources addressing the need:

- Sanford Cancer Biology Research.
- Though there is a high cancer incidence rate in this area, there are limited resources for caregivers and families.
- Sanford Westbrook can give chemotherapy to patients.
- National organizations, such as the American Cancer Society, offer resources to cancer patients; need to be better about educating on what is available and how to access resources.

Sanford's commitment to addressing the need:

- Sanford is addressing this need. Sanford has dedicated resources and recruited experts in the field of oncology to address cancer research.
- Sanford Westbrook provides chemo therapy services.

## **ECONOMIC**

Community resources addressing the need:

- Though important for the community, Sanford Westbrook does not have the capacity to meet the needs of these concerns.
- Will communicate these concerns with city administration.

Sanford's commitment to addressing the need:

- Sanford will address this need by communicating these concerns with city administration.

## **EMERGENCY SERVICES**

Community resources addressing the need:

- The response rate to a call in Westbrook is around four minutes, but Sanford Westbrook does not have control as to how long it takes for the ambulance to get the patient to the hospital.
- Sanford Westbrook currently has one employee on staff who is on the ambulance crew; it has been recommended to continue to encourage staff to become EMTs in order to keep the program going in Westbrook.
- Though marked unmet, we would like to move this under Access as a reminder to encourage staff to be a part of the Westbrook ambulance crew.

Sanford's commitment to addressing the need:

- Sanford does not have direct leadership for the ambulance service but will share these concerns with the EMTs and ambulance staff.

## **HEALTHCARE AND INSURANCE COST**

Community resources addressing the need:

- Though important for the community, Sanford Westbrook does not have the capacity to meet the needs of these concerns. Advocacy and education are important for the public.
- Sanford will communicate concerns to the Minnesota Hospital Association.

Sanford's commitment to addressing the need:

- Sanford addresses this need by providing charity care through the Community Care program. Additionally, there is a discounted fee available to patients who qualify.

## **HEALTH FACTORS**

Community resources addressing the need:

- There are a limited number of resources available in the area for those who are interested in recovery.
- Westbrook does offer an AA class.

Sanford's commitment to addressing the need:

- Sanford has chosen mental health as an enterprise implementation strategy to address the need.

## **MORBIDITY AND MORTALITY**

Community resources addressing the need:

- Higher premature death can be tied to higher incidence of chronic diseases and cancer. Sanford Westbrook can work to reduce these higher rates by focusing on the areas of chronic disease and cancer.

Sanford's commitment to addressing the need:

- Sanford Westbrook is working to reduce these higher rates by focusing on the areas of chronic disease and cancer.

## **OBESITY**

Community resources addressing the need:

- Sanford WebMD Fit Kids for children and parents.
- Diabetic education is available to patients through referral.
- Dietician is available for those patients who request an appointment.
- Westbrook has a wellness center for adults who would like to work out. There is a cost associated with it; those individuals with BCBS can receive a monthly discount.
- Zumba was introduced to the community in June. There are two classes offered per week: Monday and Wednesday.
- CHIP grant has received more than \$50,000 to work with local school districts to improve their school lunches/nutritional program.
- The Medical Home through Sanford should help patients who are obese as health coaching will be a part of the provider referral process.

Sanford's commitment to addressing the need:

- Sanford has chosen obesity as an enterprise implementation strategy to address the need.

## **SNOW REMOVAL**

Community resources addressing the need:

- Though important for the community, Sanford Westbrook does not have the capacity to meet the needs of these concerns.
- Will communicate concerns to the city administration.

Sanford's commitment to addressing the need:

- Sanford will address this need by communicating the concerns to community leaders.

## **TRANSPORTATION**

Community resources addressing the need:

- Sanford Westbrook offers outreach providers to meet the needs of OB/GYN patients from Sanford Worthington. We are currently looking at dental care options.
- Transportation services through Western Community Action (volunteer drivers) help transport families/individuals from the community who need help getting to and from medical appointments in farther away communities.

Sanford's commitment to addressing the need:

- Sanford is addressing this need by bringing outreach specialty care to Westbrook.

## **YOUTH**

Community resources addressing the need:

- Sanford WebMD Fit Kids
- The Westbrook-Walnut Grove (WWG) school district does bullying education with students.
- Providers in Westbrook work with our social worker to report suspicious child abuse/neglect cases.
- Will communicate concerns to the WWG school district.

Sanford's commitment to addressing the need

- Sanford will address this need by communicating concerns to the WWG school district and to community leaders.

## **Sanford Westbrook Community Health Needs Assessment**

### **Implementation Strategy**

### **FY 2014-2016 Action Plan**

#### **Priority 1: Access**

**Goal 1:** Work on partnership or any opportunities with Bruce Mathiason, local dentist in Walnut Grove, to offer some free or reduced cost clinics; could seek out grant funds for this as well

**Measurable Outcome:**

- Provide access to at least 10 or more individuals for dental care

**Sanford Resources:**

- Lori Hebig, Grant Coordinator, State of MN Programs
- Bruce Mathiason, local dentist

**Goal 2:** Seek out possibilities for Open Door Dental to come to the community

**Measurable Outcome:**

- Provide dental access through Open Door on a quarterly or consistent basis

**Sanford Resources:**

- Open Door organization
- Internal marketing
- Sanford Marketing

**Goal 3:** Recruit a general Family Practice physician for Westbrook

**Measurable Outcome:**

- Secure and retain long-term Family Practice physician

**Sanford Resources:**

- Sanford Recruitment
- Community awareness
- Local students

**Goal 4: Increase mental health providers available**

**Measurable Outcome:**

- APP is hired to complete Medical Staff for behavioral health by FY 15

**Sanford Resources:**

- Nurse Practitioner

**Goal 5: Obtain certification of Medical Home and implement a Health Coach to help with resources and guidance for patients**

**Measurable Outcome:**

- Certification passed and Health Coach hired

**Sanford Resources:**

- MN Department of Health
- Sanford Clinic
- Human Resources

**Priority 2: Oncology Services**

**Goal 1: Pursue discussion with Worthington Oncologist and opportunities to partner and expand services to Westbrook**

**Measurable Outcome:**

- Outreach Oncologist is scheduled on-site on a monthly basis

**Sanford Resources:**

- Visiting Oncologist
- Nursing Staff
- Reception
- Outreach Staff

**Goal 2: Increase utilization of tele-oncology from Sioux Falls – marketing and awareness of the services**

**Measurable Outcome:**

- Outreach Oncology available via tele-medicine on an as-needed basis

**Sanford Resources:**

- Tele-video
- Oncologist
- Nursing Staff
- Outreach Staff



## **Priority 3: Obesity**

**Goal 1: Increase awareness and utilization of Medical Home and the Health Coach to reach obese patients**

**Measurable Outcomes:**

- Track patient registry
- Follow up on eligible patients

**Sanford Resources:**

- Medical Staff
- Health Coach

**Goal 2: Increase referrals from providers to Medical Home and the Health Coach**

**Measurable Outcome:**

- Track provider registry and increase consistently on referrals

**Sanford Resources:**

- Medical Staff
- Health Coach

**Goal 3: Work with Sanford Fit Kits and with the community to bring this service more visibility**

**Measurable Outcomes:**

- Presentations at school
- Presentations at various community groups

**Sanford Resources:**

- Medical Staff
- School Athletic Trainer
- Marketing

**Goal 4: Encourage providers to distribute Sanford Fit Kits to providers and nursing staff for applicable patients**

**Measurable Outcome:**

- Education is provided from Sanford Fit Kits to providers and nursing staff for applicable patients

**Sanford Resources:**

- Medical Staff
- Nursing Staff

**Goal 3: Work with WWG school on Wellness Center opportunities – reduced rates, etc.**

**Measurable Outcomes:**

- Increased utilization to community and staff for Wellness Center
- Staff is provided with reduced rates

**Sanford Resources:**

- WWG school – Loy Woebler

**Goal 4: Look at possibility of increasing dietitian hours and access for community and patients**

**Measurable Outcome:**

- Present to Medical Staff and communities to encourage utilizing the dietitian for nutrition counseling

**Sanford Resources:**

- Worthington hospital dietitian
- Medical Staff
- Community awareness through marketing

**Goal 5: Explore utilization of new Sanford Profile weight management program for the community**

**Measurable Outcomes:**

- Enrollment of at least 3 new patients over the next year

**Sanford Resources:**

- Sanford Profile tools
- Provider awareness
- Community awareness

## **Community Health Needs Assessment**

### **Sanford Health Enterprise Implementation Strategy**

#### **FY 2014-2016 Action Plan**

##### **Priority 1: Mental Health Services – Sanford One Mind**

**Goal 1:** Integration of behavioral health services or access to behavioral health in all 38 One Care primary clinic sites

**Measurable Outcome:**

- All 38 primary care clinic sites within the enterprise will have access to behavioral health services by FY 2016

**Sanford Resources:**

- Sanford One Care Director and Assistant
- Sanford One Care Coordinator
- Daniel Heinemann, MD
- Stephen Nelson, MD
- Core Team Clinical Skills Development Coordinators
- Core Team Traditional Culture Advisor/Cultural Diversity Liaison
- Core Team IT
- Core Team Curriculum Development Team
- One Care Development Communication Coordinator
- One Care Department Assistant
- Clinical Skills Development Team (training over 200 physicians and over 360 staff)

**Goal 2:** Analyze and present outcomes of the first three years of integrated behavioral health services

**Measurable Outcome:**

- Results are analyzed and reported to leadership during FY 2016

**Sanford Resources:**

- Daniel Heinemann, MD
- Stephen Nelson, MD

## **Priority 2: Obesity**

**Goal 1: Create an annual symposium/workshop for providers to address weight management and obesity**

**Measurable Outcome:**

- CEUs are available for providers who attend the annual obesity symposium – first annual date set for April 25, 2014

**Sanford Resources:**

- \$10,000 budgeted
- James Mitchell, M.D.
- Linda Bartholomay, LRD
- Carrie McLeod, MBA, MS, LRD,CDE
- Luis Garcia, MD
- Chris Tiongson, MD
- Ron Wiisanen, MD
- Jo Burdick, MS, BSN
- Naomi Aufman, MS

**Goal 2: Develop community classes and leverage existing resources, including dietitians, exercise physiologists, WebMD Fit Kids**

**Measurable Outcome:**

- Classes are scheduled to address obesity and obesity prevention

**Sanford Resources:**

- Clinical Dietitians
- Exercise Physiologists
- Behavioral Health Team
- Bariatric Services
- Providers
- WebMD Fit Kids

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HEALTH