

Custer Regional Hospital

FY2014-FY2016 Implementation Strategy

For more than 50 years, Custer Regional Hospital has demonstrated its commitment to meeting the health needs of the Black Hills region.

This summary outlines Custer Regional Hospital’s plan (Implementation Strategy) to address its community’s health needs by; 1) sustaining efforts operating within a targeted health priority area; 2) developing new programs and initiatives to address identified health needs; and 3) promoting an understanding of these health needs among other community organizations and within the public itself.

Hospital-Level Community Benefit Planning

Priority Health Issues To Be Addressed

In consideration of the top health priorities identified through the Community Health Needs Assessment process — and taking into account hospital resources and overall alignment with the hospital’s mission, goals and strategic priorities — it was determined that Custer Regional Hospital would focus on developing and/or supporting strategies and initiatives to improve:

- **Diabetes**
- **Heart Disease & Stroke**
- **Nutrition, Physical Activity & Weight Status**

Integration with Operational Planning

Custer Regional Hospital includes a Community Pillar within its operational plan.

Priority Health Issues That Will Not Be Addressed & Why

In acknowledging the wide range of priority health issues emerging from the Community Health Needs Assessment process, Custer Regional Hospital determined it could only effectively focus on those which it deemed most pressing, most under-addressed, and most within its ability to influence.

Health Priorities Not Chosen for Action	Reason
Access to Health Services	<i>The specific concern identified here was annual checkups for children ages 0-17. National standards deem a checkup every three years as the standard of care for children older than three years of age. Local medical staff adheres to this standard. Custer Regional Hospital was a recipient of a grant in FY 12 providing wellness checkups for kids when finances are a barrier to receiving care.</i>
Cancer	<i>Custer Regional Hospital partners with the All Women Count program promoting early detection for women who have financial barriers to screening. Awareness activities through the American Cancer Society currently exist in the community and surrounding area. The provider for mobile mammography services discontinued</i>

	<i>services in Western South Dakota in 2012. Efforts continue to replace this service yet won't have impact in the timeline and scope of this implementation plan.</i>
Conditions of Aging	<i>In the area of Alzheimer's deaths, Custer Regional Senior Care is a licensed skilled nursing facility providing services to the elderly of the community. Services include a special care unit specifically serving residents with Alzheimer's and dementia related diagnoses. The Department of Social Services Adult Services and Aging department provides in-home services and case management to elders in the community with conditions of aging, such as difficulty seeing and hearing, assisting in obtaining adaptive equipment and transportation.</i>
Injury & Violence Prevention	<i>There are numerous activities currently provided to the community in the area of injury prevention which Custer Regional Hospital will continue to be open to for opportunities for partnerships. Custer Regional Hospital currently provides physician education presentations to employee groups surrounding safe logging practices and the Custer High School students on healthy decisions; Custer Regional Hospital partners with the Custer School District in providing hands-on, experiential education, namely Freshman Impact, on distracted driving and driving under the influence and the negative consequences associated with those unsafe practices; Custer School District has an active Students Against Destructive Decisions group; firearm and hunter safety courses are currently provided; Custer Rotary Club provides area youth bicycle helmets at a community bike rodeo.</i>
Mental Health & Mental Disorders	<i>The Service Area currently has several programs and services in place to assist in addressing mental health issues. Mental health issues are best addressed as a community as a whole and although deemed out of the scope for a Critical Access Hospital, Custer Regional Hospital will continue to seek opportunities for partnerships with area entities to assist in addressing this issue in its primary service area. Current programs include the Helpline Center; Front Porch Coalition; Suicide Awareness Education in the schools; Veteran Administration Hospital in Fall River County addresses mental health concerns for military veterans; licensed mental health professionals provide counseling services; Department of Social Services provide case management services.</i>
Oral Health	<i>Insurance coverage for dental insurance was considered the barrier to adequate oral health and is currently addressed by a Mobile Dental Program providing no cost dental exams to area youth; local dentists provide in-class oral health education to elementary students and provide free dental screenings to children entering kindergarten.</i>
Respiratory Diseases	<i>Tobacco Use was not an area of need identified. Chronic respiratory disease and pneumonia/influenza are currently addressed through community flu shot clinics and education of the public and health care personnel on importance of flu shots.</i>
Substance Abuse	<i>Substance abuse issues are currently addressed with existing area programs and services to include Custer Regional Hospital's existing partnership with the Freshman Impact program previously noted. Other area programs and services include Custer Schools Students Against Destructive Decisions group; Southern Hills Alcohol and Drug Center provides substance abuse related services; Veteran's Administration in Fall River County provides Substance Abuse treatment for military veterans.</i>

Community Benefit Funding

As part of the Regional Health family, Custer Regional Hospital is committed to addressing the health needs of the region. Regional Health reinvests savings derived from the 340B Prescription Drug Program to fund our community investment programs including our community health improvement initiatives for FY2014-FY2016 listed in this report. Our 340B savings also help us to support other community investment programs like our indigent care pharmacy program, our partnership in the Crisis Care Center in Rapid City, and our significant investment in maintaining and improving access to care for the people located in our rural and sparsely-populated region.

Implementation Strategies & Action Plans

The following displays outline Custer Regional Hospital's plans to address those priority health issues chosen for action in the FY2014-FY2016 period.

DIABETES	
Community Partners	<ul style="list-style-type: none">• Custer Community Health Service Inc. (CCHS, Inc.)• Custer School District• Custer Senior Center• Custer YMCA• Outlaw Ranch
Timeframe	FY2014-FY2016
Strategies	<p>Strategy #1: Continue to provide and expand community diabetes education and blood glucose screenings.</p> <p>Strategy #2: Collaborate with the school nurse to assist with diabetes management in the student population.</p> <p>Strategy #3: Explore providing a diabetes support group facilitated by a Custer Regional Hospital dietitian.</p> <p>Strategy #4: Explore partnerships with community groups, such as the Diabetes Kids Summer Camp provided at Outlaw Ranch.</p> <p>Strategy #5: Continue sponsorships for programs promoting healthy lifestyles.</p>
Anticipated Outcomes	<ul style="list-style-type: none">• Increased community awareness of diabetes and its effects

HEART DISEASE & STROKE

Community Partners

- American Heart Association
- Custer Community Health Service Inc. (CCHS, Inc.)
- Custer Senior Center
- Custer YMCA
- Jewel Cave National Park

Timeframe

FY2014-FY2016

Strategies

Strategy #1: Continue to provide and expand community education and health screenings.

Strategy #2: Partner with Jewel Cave National Park through the Park Prescription Program enabling community members to participate in year-round climate controlled exercise.

Strategy #3: Support the American Heart Association's Jump Rope for Heart for area youth.

Strategy #4: Sponsor YMCA supporting year-round access to recreational and fitness activities for area youth.

Strategy #5: Offer continued access to free blood pressure checks at the clinics.

Anticipated Outcomes

- Increased community awareness of a heart healthy lifestyle

NUTRITION, PHYSICAL ACTIVITY & WEIGHT STATUS

Community Partners

- Backpack Program
- Custer Community Health Service Inc. (CCHS, Inc.)
- Custer County Chronicle
- Custer Meet & Eat
- Custer School District
- Custer Storehouse
- Custer YMCA

Timeframe

FY2014-FY2016

Strategies

Strategy #1: Focus groups identified hunger as a top concern for the Custer area. Custer Regional Hospital will investigate ways to partner and provide support for the local food pantry, the Backpack Program which provides weekend meals to school kids, and the monthly free community supper.

Strategy #2: Continue sponsorship of the local newspaper's annual weight loss contest and expand this involvement to include education materials for each contestant.

Strategy #3: Custer Regional Hospital physicians and mid-level practitioners will continue health presentations at schools and other agencies.

Strategy #4: Investigate organizing a local wellness challenge for community members in partnership with the YMCA, in addition to the action plans for heart health and diabetes as previously stated.

Anticipated Outcomes

- Increased community awareness of healthy lifestyles to include nutritious eating and exercise

Adoption of Implementation Strategy

On June 26, 2013, the Board of Regional Health met to discuss this plan for addressing the community health priorities identified through our Community Health Needs Assessment. Upon review, the Board approved this Custer Regional Hospital Implementation Strategy and the related budget items to undertake these measures to meet the health needs of the community.

Regional Health Board Approval & Adoption:

By Tom Morrison, Chair, Regional Health Board

Date

By Veronica Schmidt, Chief Executive Officer, Custer Regional Hospital

Date