

**Manning Regional Healthcare Center (MRHC) CHNA - HIP FY2013**

The MRHC CHNA - HIP FY13 addresses the community wide health needs and priorities as identified during the community health needs assessment process initiated in 2012.

**Community Health Improvement Plan**

| GOAL   | Strategies  | Who is responsible?           | When? (Timeline) |
|--|---|-------------------------------|------------------|
| Cancer - Breast - Increase mammogram utilization between age 40-50 by 5 %. | Educate community on benefits of mammography.                                       | MRHC & radiology              | Spring 2014      |
|  | Encourage self breast exam in community.  | Carroll Co. Public Health     | Fall 2013        |
|  | Provide one on one self breast exam instruction.                                    | American Cancer Society (AHA) | Fall 2013        |
|  | Encourage community members to schedule annual physical exam.                       |                               | Fall 2013        |
|  | Involve American Cancer Society to provide assistance with education and resources. |                               | Spring 2014      |
|  |   |                               |                  |

| GOAL  | Strategies   | Who is responsible?           | When (Timeline) |
|---|--|-------------------------------|-----------------|
| Cancer - Colon - 60 % of population served will receive colonoscopy by appropriate age. | Health coach will work with clinic staff to identify those in need of screening. | MRHC & clinic                 | Spring 2014     |
|   | Will provide education to community on colon health.                             | Carroll Co. Public Health     | Spring 2014     |
|   |  | American Cancer Society (AHA) |                 |
|   |  |                               |                 |
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|   |  |                               |                 |

Community Needs and Suggested Implementation Strategies and Responsibilities

| GOAL  | Strategies   | Who is responsible?      | When? (Timeline)      |
|---|--|--------------------------|-----------------------|
| Heart Disease - 50% of patients receiving wellness screening offered at MRHC will comply with referral. | Provide annual wellness screening.   | MRHC hospital and clinic | Spring 2014           |
|   | Health coach to provide guidance with referrals.   | C.A.N.S.                 | Spring 2014           |
|   | Provide education on heart disease two times a year, involve an AHA speaker.                   |                          | Spring 2014           |
|   | Offer blood pressure screenings monthly at Senior Center in Manning and the surrounding areas. |                          | Fall 2013 and ongoing |
|   | Provide annual BMI screening and education.  |                          | Fall 2013 and ongoing |
|   | Provide resources to community on smoking cessation.   |                          | Fall 2013 and ongoing |
|   | Educate community on "My Life" from AHA  |                          | Spring 2014           |

| GOAL  | Strategies  | Who is responsible?   | When? (Timeline) |
|---|---|-----------------------|------------------|
| Obesity - Decrease obesity rate in area served by 1%. | Collaborate with established Wellness Coalition to promote increased physical activity.   | MRHC and clinic       | Fall 2013        |
|   | Collaborate with area towns regarding the Trail projects.   | Manning REC Center    | Spring 2014      |
|   | Encourage use of the new treadmills and equipment and the personal trainer at the Manning REC Center.   | Manning Chamber       | Fall 2013        |
|   | Provide education to promote healthy eating life styles.  | City of Manning       | Spring 2014      |
|   | Promote child and adult - age activities provided through the REC Center, local Chambers of Commerce and community activities such as MOM (Mom's on a Mission) "Walk in the Park. | Community Opportunity | Fall 2013        |
|   | Promote breast feeding and provide education on the benefits of breast feeding and the introduction of solid foods to infants.  | Public Health         | Spring 2014      |
|   | Promote and enhance local websites through addition of nutrition facts, farmers markets, etc.   |                       | Fall 2013        |

Community Needs and Suggested Implementation Strategies and Responsibilities

| GOAL  | Strategies  | Who is responsible?                | When? (Timeline)      |
|---|---|------------------------------------|-----------------------|
| Cost - Increase utilization of charity care and successfully attain healthcare coverage by 10%. | Collaboration of clinical and financial departments to achieve best financial outcome for patients. | MRHC, CFO and front office manager | Spring 2014           |
|   | Collaborate with pharmacy to look at ways of reduce patient cost.                                   | Manning Pharmacy                   | Spring 2014           |
|   | Continue to offer SHIIP to assist beneficiaries of best possible insurance plan.                    | SHIIP volunteer                    | Fall 2013 and ongoing |
|   | Provide more community education on HAWK - I and other assistance programs.                         | Community Opportunity              | Fall 2013 and ongoing |
|   | Consult health coach for sustainability.  |                                    | Spring 2014           |
|   |   |                                    |                       |

| GOAL   | Strategies   | Who is responsible?                | When? (Timeline)      |
|--|--|------------------------------------|-----------------------|
| Access to Healthcare - Increase accessibility to needed parties. | Utilize Western Iowa Transit and other transit organizations | MRHC and other healthcare agencies | Fall 2013 and ongoing |
|  | Hold community forum to discuss volunteer ride program       | City administrators                | Spring 2014           |
|  |  |                                    |                       |

| GOAL  | Strategies   | Who is responsible? | When? (Timeline)      |
|---|--|---------------------|-----------------------|
| Speciality Providers - MRHC will work to expand specialty providers in outpatient clinic setting. | Contact respective specialty areas to recruit providers to rural area. | MRHC                | Fall 2013 and ongoing |
|   |  | Mercy Network       |                       |
|   |  |                     |                       |

Community Needs and Suggested Implementation Strategies and Responsibilities

| GOAL   | Strategies                                      | Who is responsible?      | When? (Timeline) |
|--|---|--------------------------|------------------|
| Additional Services Needed - Assisted Living - Identify options regarding assisted living. | Form a committee to define need per population. | MRHC, Manning Plaza      | Fall 2013        |
|  |   | City of Manning          |                  |
|  |   | Carroll Co.Public Health |                  |
|  |   | C.A.N.S.                 |                  |

| GOAL  | Strategies  | Who is responsible? | When? (Timeline)      |
|---|---|---------------------|-----------------------|
| Elder Community Care - Identify community volunteer groups to provide chore services to the elderly and disabled. | Get list of churches and identify volunteers and participants who may need help.      | MRHC, Manning Plaza | Fall 2013 and ongoing |
|   | Contact school regarding volunteer services and develop service days to provide help. | Public Health       | Fall 2013 and ongoing |
|   | Collaborate with Carroll County Public Health on this goal and strategy.              |                     | Fall 2013 and ongoing |
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