



2016 Implementation Plan

Ray
County
Memorial
Hospital

904 Wollard Blvd.
Richmond, MO 64085-2243

Background

Ray County Memorial Hospital is a critical access health care facility located in Richmond, Missouri. Ray County Memorial Hospital provides inpatient and outpatient care to residents of Ray and surrounding counties. The Patient Protection and Affordable Care Act, requires hospitals with a 501(c)(3) tax exempt status to conduct a Community Health Needs Assessment [CHNA] every three years. After completing the CHNA, the hospital developed an implementation strategy to identify specific activities and services to meet needs identified through the assessment. The purposes of the Ray County Memorial Hospital CHNA and Implementation Plan are to improve the overall community health as well as to make a positive impact on the community in which we serve.

Since opening in January 1957, Ray County Memorial hospital has provided Ray County and surrounding communities with professional, dependable, cost-effective health care. Ray County Memorial Hospital is owned and operated by the people of Ray County.

The Mission of Ray County Memorial hospital is to provide high quality health care to improve the health status of the community it serves.

Our Vision

- Provide high quality patient care in a cost-effective manner
- Meet and exceed our customer expectations
- Continuously strive to meet the needs of the community
- Provide a positive work environment
- Maintain compliance with state and federal regulations
- Provide and maintain positive professional staff/physician relations



Findings from the Community Health Needs Assessment

Based on all the key findings from the primary and secondary data heart disease, cancer, diabetes, access to care, poor health behaviors, and mental health and substance abuse are some of the health areas that account for a significant amount of the disease burden in Ray County.

After analyzing all primary and secondary data it is necessary to determine the health issues of greatest importance to our community. The priority needs were first identified by the primary research or what the community finds most important. Then these were validated by the secondary research. A community stakeholder meeting was held to gain the input of the community on the priority issues of Ray County. Health experts in Ray County were invited to participate and share their input and willingness to work together. Current health programs were discussed as well as what needs to be offered in the future. The following was considered as a criteria for prioritization: ability to impact change; opportunity to intervene at a prevention level; scale/severity of health issue; and addresses vulnerable and underserved populations.

It should be noted that in any case of prioritization, there would also be some areas of needs that are identified but not chosen as a priority. If the opportunity arises, we will try to integrate the other areas of need into the plan as we continue to develop. Ray County Memorial Hospital does have limited resources so our goal is to do the most we can with the resources we have available. We do plan to develop more relationships with other organizations in the community so we can expand resources and not develop program/goals targeting the same needs already being addressed by another community organization.

Top 3 Prioritized Community Health Needs:



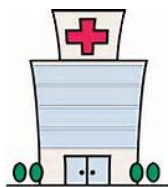
- **Access to care**



- **Healthy lifestyle behaviors (related to obesity and tobacco usage)**

- By addressing health behaviors we can also focus on Chronic Diseases: cancer, heart disease, and diabetes

- **Mental Health and Substance Abuse**



Access to Care

Rational: Lack of access to care presents barriers to good health. The supply and accessibility of facilities and physicians, the rate of uninsured, financial hardship, transportation barriers, culture competency, and cover limitations affect access (Community Commons, 2016). Access to care goes hand in hand with preventative care. If community members are not utilizing the right preventative care, their health outcomes suffer. Especially chronic health conditions that may require continuous preventative measures, in which neglect of those could result in higher number of emergency room visits and inpatient hospitalizations.

Ray County is located in a rural setting, which tends to create a limitation on access to quality health care and services because of the limited number of healthcare providers for the population size. The CHNA revealed the need for more primary care physicians. The limited number of primary care physicians' may result in community members utilizing the emergency department for non-emergent care needs.

The top five Emergency Room Utilizations for 2016

1. Migraine
2. Acute bronchitis
3. Viral enteritis
- 4) Urinary tract infection
- 5) Ear infection.

Ray County does have a lower rate of uninsured adults (9.6%) than the State of Missouri (12.88%) (U.S. Census Bureau, 2010-2014). However, for children under age 19 without health insurance Ray County (7.55%) has a slightly larger number than the State of Missouri (7.33%). Another issue the CHNA revealed was although some may have health insurance they may not have the ability to pay for copays and deductibles.

Access to Care

Program Goals: Ray County Memorial Hospital will collaborate with strategic partners to promote, provide and assist in coordination of healthcare services to improve access to care.

Action Plan:

- Ray County Memorial Hospital will internally work with patient account representatives to help them identify patients of need to appropriately direct them to resources that maybe able to help with financial assistance.
- Increase recruitment strategies for primary care physicians.
- Explore opportunities to identify patients inappropriately utilizing Emergency Department for non-emergent care and ability to direct them to a more appropriate level of care.
- Continue to offer and expand specialty clinics offered through the hospital.
- Connect and explore community partnerships to build and increase outreach and education about health care coverage enrollment and services offered to the underserved population.
- Continue to expand and finish renovations of the Emergency Room Department and Lab Department.

Evaluation: The plan will be available to be evaluated annually by the number of primary care physicians available, number of patients needing financial services helped, top emergency room diagnoses, number of partnerships developed, and number of specialty clinics/physicians available.

Healthy Lifestyle Behaviors

Rationale: A lot of the health issues and chronic diseases in Ray County maybe related to poor health behavior choices. Obesity and tobacco usages are poor lifestyle behaviors that can greatly lead to poor health outcomes and chronic health conditions such as diabetes, cancers, heart disease, and lung conditions. For example, Lung and Bronchus cancer is significantly high in Ray County as is tobacco usage. Smoking is a known cause of lung cancer and other serious diseases as well as health problems. Youth in Ray County also have a significantly high rate of smoking usage too. Efforts need to be made on smoking prevention among the youth population as well as tobacco cessation among adults.

According to the Robert Wood Johnson Foundation County Health Rankings 2016 data for Ray County:

Health Behaviors

- 35% of Ray County residents were found to have a body mass index (BMI) greater than 30, which is more than the state percentage of 31%
- 33% of residents in Ray County reported having no leisure physical activity
- 54% reported to having access to exercise opportunities
- Tobacco usage- current smokers see table and graph below from Community Commons (2016)

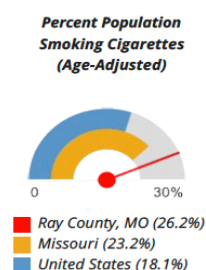
Tobacco Usage - Current Smokers

In the report area an estimated 4,748, or 27% of adults age 18 or older self-report currently smoking cigarettes some days or every day. This indicator is relevant because tobacco use is linked to leading causes of death such as cancer and cardiovascular disease.

Report Area	Total Population Age 18	Total Adults Regularly Smoking Cigarettes	Percent Population Smoking Cigarettes (Crude)	Percent Population Smoking Cigarettes (Age-Adjusted)
Ray County, MO	17,587	4,748	27%	26.2%
Missouri	4,532,155	1,024,267	22.6%	23.2%
United States	232,556,016	41,491,223	17.8%	18.1%

Note: This indicator is compared with the state average.

Data Source: Centers for Disease Control and Prevention, [Behavioral Risk Factor Surveillance System](#). Accessed via the [Health Indicators Warehouse](#). US Department of Health & Human Services, [Health Indicators Warehouse](#), 2006-12. Source geography: County



Healthy Lifestyle Behaviors

Program Goals: Ray County Memorial Hospital will collaborate with strategic partners to promote, provide and assist in coordination of improving healthy lifestyle behaviors in Ray County.

Action Plan:

- Increase awareness of resources and programs available to general public to improve population overall healthy lifestyle.
- Increase communication among healthcare providers about nutrition services offered by Ray County Memorial Hospital as well as other organizations that target improving healthy eating behaviors.
- Explore opportunities to form partnerships with local pharmacies and physicians on educating patients on healthy lifestyle changes to improve chronic health conditions.
 - o Working together to help promote community-based diabetes prevention programs as well as increasing physical activity campaigns.
- Continue to work with Ray County Coalition which partners with schools, social services, Tri-County Mental Health, health department and other location organizations to help educate our youth about tobacco usage prevention and other youth health issues.
- Explore community partnerships to build and increase outreach and education to help increase knowledge of healthy foods and lifestyles.
- Continue to hold and expand Community Health and Wellness Fairs.
- Provide community education regarding the importance of physical activity.

Evaluation: The plan will be available to be evaluated annually by the number of patients who utilized dietitians/nutritionist services, number of partnerships developed, number of healthy lifestyle programs and awareness campaigns developed, updates from the Ray County Coalition, and number of vendors as well as attendees at the Health Fair(s).

Mental Health and Substance Abuse

Rationale: Studies have found that 25% of all U.S. adults have a mental illness and nearly 50% of U.S. adults will develop at least one mental illness during their lifetime (Center for Disease Control and Prevention [CDC], 2013). Mental illness is associated with chronic conditions such as cardiovascular disease, diabetes, and obesity. Mental health illnesses can increase the risk for homicide, suicide, and other accidents as well as disrupt daily life function and cause premature death. Also, those who suffer from a mental illness are more likely to abuse substances. The availability of data on county level mental health and substance abuse is limited especially in rural counties.

The Missouri Department of Mental Health [DMH] releases annual status reports for counties that contain data on substance use and mental health indicators, Division of Behavioral Health Substance use and mental health clinical services, and (where available) results from the 2014 Missouri Student Survey. The following substance abuse and mental health data graphs and tables are from the annual reports.

Hospital Episodes

The table below shows Emergency Room, no Hospitalization usage which indicates a significant increase from 2011 to 2013 for the number of mental illness secondary diagnosis; drug principal diagnosis, and drug secondary diagnosis.

*Beginning with 2010 data, diagnosis counts for hospital and ER services are based on codes developed by the Healthcare Cost and Utilization Project.

Ray County: Emergency Room, no Hospitalization 2011-2013

	2013	2012	2011
Mental Illness Principal Diagnosis	203	209	197
Mental Illness Secondary Diagnosis	444	251	201
Alcohol Principal Diagnosis	18	32	14
Alcohol Secondary Diagnosis	48	40	31
Drug Principal Diagnosis	36	18	21
Drug Secondary Diagnosis	116	68	48

Mental Health and Substance Abuse

Ray County Police Reports

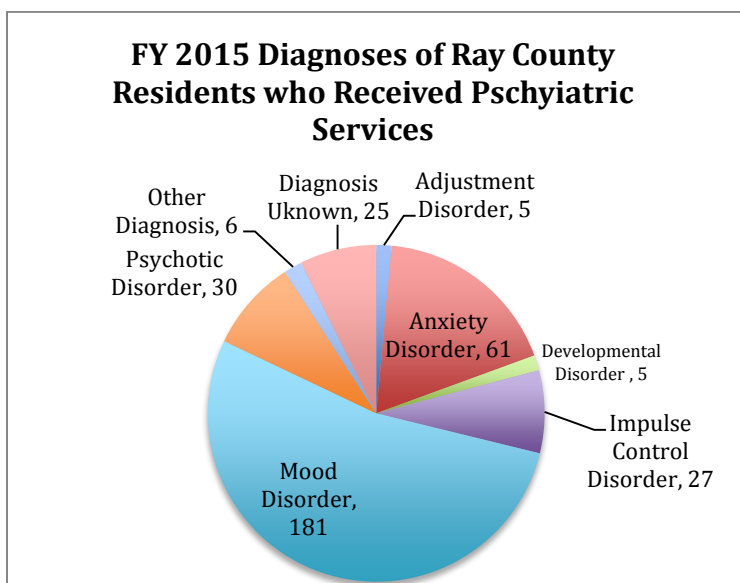
In 2014, 99 Ray County residents' liquor law arrests were made which is almost a 50% increase from 2013. The number of drug arrests also increased significantly from 2013 (117) to 2012 (69).

Ray County Criminal Justice

Ray County had 42 drug court participants in the FY2015, which is slightly more than the FY2014 37. Probation/Parole admissions- Drug also had a larger number for the FY2015 of 90 participants than the previous year (70).

Mental Health Treatment Data: Ray County - DMH: Division of Behavioral Health: Psychiatric Services Report, 2016

In the state fiscal year 2015, 269 Ray County residents received clinic services from the Division of Behavioral Health psychiatric programs for serious mental illness (DMH, Psychiatric Services, 2016). The graph below shows the types of disorders individuals receiving psychiatric services. The total number of residents treated for a serious mental illness maybe larger but this number only represents the number who was treated through one of the Division of Behavioral health psychiatric programs.



Source: DMH, Division of Behavioral Health: Psychiatric Services, 2016

Mental Health and Substance Abuse

Missouri Student Survey: Ray County - Missouri Institute of Mental Health, 2010-2014 Missouri Student Surveys

The Missouri Student survey can provide estimates for youth substance use and mental health in most Missouri Counties. The survey is administered to 6th through 12th grade students in even numbered years to participating school districts. Tobacco use is known to cause health problems. However, cigarette usage among youth in Ray County continues to be an issue and higher than the State of Missouri. The average age of students' first use of cigarettes in Ray County was 13.28 the State of Missouri average is 12.86. The following table shows the significant higher percent's of Ray County students vs. the State of Missouri from questions/answers from the 2014 Missouri Student Survey.

	Ray County	State of Missouri
Percent of students who have ever used: <i>Cigarettes</i>	27.8%	19.1%
Percent of students who have ever used: <i>Inhalants</i>	3.7%	2.9%
Percent of students who have ever used: <i>Synthetic drugs (K2, bath salts, Spice, etc)</i>	5.3%	3.2%
Percent of students who, in past 30 days, used: <i>Cigarettes</i>	12.1%	8.1%
Percent whose friends used in past 12 months: <i>Cigarettes</i>	15.5%	
Percent who say it would easy to obtain: <i>Cigarettes</i>	51.5%	46.3%
Percent of students who, in past 30 days: <i>were grouchy, irritable, or in a bad mood</i>	28.7%	27.1%
Percent of students who, in past 30 days: <i>felt hopeless about the future</i>	14.6%	11.8%
Percent of students who, in past 3 months: <i>were made fun of by others</i>	70.1%	58.6%
Percent of students who, in past 3 months: <i>Spread mean rumors or lies about other kids as school</i>	29.2%	24.3%
Percent of students who, in past 3 months: <i>Posted something on the internet or sent a text that might embarrass or hurt another student</i>	17.9%	16.8%
Percent of students who agree that: <i>student could ask parent for help with a personal problem</i>	73.0%	78.6%

Source: Missouri Institute of Mental Health, 2014 Missouri Student Surveys

Mental Health and Substance Abuse

Program Goals: Ray County Memorial Hospital will collaborate with strategic partners to promote, provide and assist in coordination of improving access to mental health services and substance abuse treatment. Ray County Memorial Hospital will also continue to promote mental health and substance abuse treatment and counseling services.

Action Plan:

- Increase awareness of resources and programs available to those in need of mental health services.
- Explore opportunities to form partnerships with local police departments on handling mental health crises.
- Continue to work with Ray County Coalition which partners with schools, social services, Tri-County Mental Health, health department and other location organizations to help educate our youth about tobacco usage prevention and other youth mental health/substance abuse issues.
- Explore community partnerships to build and increase outreach and education to help prevent substance abuse.
- Continue to hold and expand relationship with mental health providers such as Tri-County.
- Provide community education regarding mental health and substance abuse prevention.
- Explore partnerships with local schools to help identify youth at risk for mental health issues and substance abuse.
- Help explore opportunities to provide resources to support as well as assist with prevention and treatment of substance abuse.
- Explore partnerships with local pharmacies to develop a local controlled prescription program.
- Continue to promote Senior Life Solutions program to the community.

Evaluation: The plan will be available to be evaluated annually by the number of partnerships developed, number of patients who have been referred to programs and support groups, number of opportunities available to help educate community members on mental health and substance abuse treatment, and number of programs developed.

References

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