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# 2016 Community Health Needs Assessment Implementation Plan

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*A Partnership of North Memorial and Fairview*

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# Introduction

## Background

Maple Grove Hospital in Maple Grove, Minnesota has provided care to people in the northwest Twin Cities metro communities since 2009. It is a partnership between North Memorial Health and Fairview Health Services. The Patient Care and Affordable Care Act of 2010 requires that all 501(C)(3) hospitals conduct a community health needs assessment (CHNA) to meet the U.S. Department of Treasury and Internal Revenue Service (IRS) rules. The overarching view of the 2016 community health needs assessment was health needs from the perspective of the community, not the perspective of the hospital and health care providers.

During 2016, Maple Grove Hospital conducted its second Community Health Needs Assessment. This Community Health Needs Assessment considered input from persons who represent the broad interests of the assessed community including:

- › Persons with special knowledge of or expertise in public health
- › Representatives of medically underserved, low income and minority populations
- › Populations with chronic disease needs

The overall Community Health Needs Assessment process was guided by Maple Grove Hospital's Community Engagement Advisory Team.

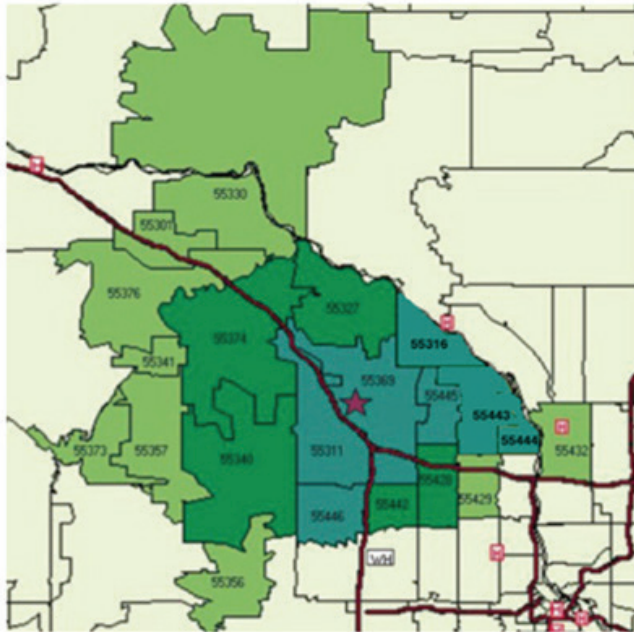
The implementation plan outlined in this report takes into account input from community stakeholders and partners. The implementation plan is a three-year plan depicting the work Maple Grove Hospital will conduct to address the identified health priorities. Yearly work plans will be developed to provide detailed actions. Maple Grove Hospital, when possible, will collaborate with community organizations to address these needs. This implementation plan provides the foundation for the community benefit work Maple Grove Hospital will conduct from 2017 - 2019.



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# ASSESSMENT AREA OF FOCUS

## MAPLE GROVE HOSPITAL PRIMARY SERVICE AREA (27 ZIPS) TOTAL



## COMMUNITY HEALTH NEEDS ASSESSMENT SERVICE AREA

- 55311 Maple Grove
- 55316 Champlin
- 55369 Maple Grove/Osseo
- 55446 Plymouth
- 55443 Brooklyn Park
- 55444 Brooklyn Park
- 55445 Brooklyn Park

## Community Health Assessment Area

Maple Grove Hospital's primary focus for the 2016 Community Health Needs Assessment was identical to the 2013 Community Health Needs Assessment with the addition of zip codes 55443 and 55444 which have greater health needs and 55316 which was recommended by the Community Engagement Advisory Team. The assessment area is defined by the following zip codes which includes portions of the following cities:

- › 55311 (Maple Grove, MN (91.57%), Rogers, MN (6.03%), Corcoran, MN (0.08%))
- › 55369 (Maple Grove, MN (74.94%), Dayton, MN (21.19%), Osseo, MN (2.91%), Rogers, MN (0.29%))
- › 55445 (Brooklyn Park, MN)
- › 55446 (Plymouth, MN)

New zip codes:

- › 55443 (Brooklyn Park, MN) and
- › 55444 (Brooklyn Park, MN (99.85%), Brooklyn Center, MN (0.15%))
- › 55316 (Champlin, MN)

## Community Engagement Advisory Team

Maple Grove Hospital's Community Engagement Advisory Team took on the responsibility of guiding the 2016 Community Health Needs Assessment process, defining the community to assess, identify key stakeholders, recruiting focus group participants, analyzing data and prioritizing health needs. They will continue to monitor the work being done to address the identified 2016 health priorities. 2016 Community Engagement Advisory Team Members included:

- › Patty Anderson, Administrative Supervisor, Maple Grove Parks and Recreation
- › Irene Merz, LSN, CNP, District Nurse, Wayzata Public Schools
- › Dustin Chapman, Behavioral Services Liaison, Licensed Alcohol and Drug Counselor, University of Minnesota Medical Center
- › LeeAnn Mortensen, MPH, Injury Prevention Coordinator, North Memorial Health Hospital
- › Andy Cochrane, CEO, Maple Grove Hospital
- › Robert N. Munson, MSW, LISW, Community Member
- › Elaine Forbes, RN, LSN, District Nurse, Osseo Area Schools
- › Heidi Nelson, City Administrator, City of Maple Grove
- › Jackie Haas, Guest Services Coordinator, Maple Grove Hospital
- › Jason Rusinak, Director of Population Management North Memorial Health & North Collaborative Care
- › Julie Juddi, RDN, LD, Clinical Nutrition Manger, Maple Grove Hospital
- › Shashikant Sane, MD, President, Hindu Community Center and Hindu American Temple School
- › Rev. Joel Jueckstock, M. Div., Ph.D., Supervisor Spiritual Care, Maple Grove Hospital
- › Heather Sheridan, Administrator, University of Minnesota Health, Maple Grove Clinics
- › Wendy Konop, Early Childhood and Family Education, Arborview Early Childhood Center
- › Eric Werner, Chief of Police, City of Maple Grove
- › Jonette Lucia, MMA, Coordinator Northwest Hennepin Family Service Collaborative
- › Sue Wieker, Senior Planning Analyst, North Memorial Health
- › Marie Maslowski, RN, MPH, Community Health Outreach Manager, Maple Grove Hospital
- › Yeng Yang, MD, Medical Director Pediatric Hospital Medicine and Newborn Medicine, Maple Grove Hospital
- › Cathy McMahon, Community Health Improvement Partnership "CHIP" Coordinator, Hennepin County Public Health

# Commitment to Community

## Our Vision and Values

Maple Grove Hospital's mission is to **empower our customers to achieve their best health**. We view people we serve as customers, not patients, empowering them to expect the best care, communicate their needs and allowing us to be creative and accountable for meeting their needs. It is this mission that guides our work to empower the community to achieve their best health in partnership with Maple Grove Hospital and community organizations and coalitions. Our shared values include:

- Inventiveness
- Accountability
- Relationships

We work to improve the health of the people in the communities we serve through these values.

## Commitment to Access and Those Living in Poverty

We strive to insure all community members have access to quality medical care regardless of their circumstances. The following programs assist members of our community in accessing health care services.

**Charity Care** - Maple Grove Hospital provides a Financial Assistance program. Customers may qualify if their general income and assets meet the minimum guideline. The Financial Assistance application is available on the website in English, Hmong, Spanish, and Russian.

**Uninsured Hospital Customer Discount** - Maple Grove Hospital provides an upfront discount to uninsured customers for hospital and hospital-based clinic services that are medically necessary. This discount is for customers who do not have any insurance and are not eligible for a Medicaid plan.

**Discharge Prescription Assistance** - Maple Grove Hospital will provide, free of charge, select medications to customers who are unable to pay for their discharge medications and are not eligible for any local, state, federal, manufacturer and/or private prescription medication assistance programs.

# Implementation Plan

## Health Priority Selection

Maple Grove Hospital's top three health priorities were selected by the Community Engagement Advisory Team after reviewing focus group responses, key stakeholder interviews and quantitative data. The prioritization criterion used three guidelines:

- › How widespread is the health need?
- › How serious or important do you think this health need is for individuals and/or the community?
- › What is the potential for Maple Grove Hospital and community partners to have a positive impact on this health need within 3 to 4 years?

After a review of the data the Community Engagement Advisory Team decided on the following health priorities:

- › Mental Health
- › Substance Abuse
- › Healthy Aging/Senior Services

All will be addressed with community partnerships, community support and cultural appropriateness in mind.

Mental Health and Substance Abuse were identified in both the Maple Grove Hospital and North Memorial Health Hospital Community Health Needs Assessments. Since both institutions are part of the North Memorial Health System, Community Health Assessment areas are adjacent to each other and populations cross the two Community Health Needs Assessment areas Mental Health and Substance Abuse initiatives will be addressed together as system wide health priorities.

## Implementation Plan

The process of developing the Implementation Plan involved outreach to community partners and stakeholders to gain greater insight into community programming needs and evidence based programs. Maple Grove Hospital and North Memorial Health Hospital staff was also asked to provide insight into programming.

Maple Grove Hospital has and will continue to work closely with community organizations, local government, local schools, community coalitions and local public health departments to ensure that our work is done in partnership and aligns with identified community needs and public health priorities.

# Priority 1: Mental Health

**Goal - To support the mental health of community members along the mental health continuum.**

## Objectives:

### I. Reduce the stigma associated with mental health conditions

#### Strategies:

- › Incorporated the **Make It Okay** message into annual employee training
- › Incorporate the **Make It Okay** message on the Maple Grove Hospital website and in our public communications during May - Mental Health Awareness month

### II. Increase education about mental health

#### Strategies:

- › Offer a minimum of four evidence based **Mental Health First Aid** classes across the system annually

### III. Improve access to Mental Health Services

#### Strategies:

- › Opened the North Memorial Mental Health & Addiction Care Center in December 2016
- › Continued assessment of community need and development of programs as need is identified

### IV. Support North Memorial Health's domestic violence advocacy program - SafeJourney

#### Strategies:

- › Ensure 24 hour advocacy is provided by trained volunteers
- › Train 25 to 30 new volunteers in 2017
- › Increase the number of participants at Maple Grove Hospital
- › Train new facilitators for support groups
- › Distribute client emergency funds to qualified clients
- › Provide community outreach and education on SafeJourney

### V. Work with community partners to collectively identify opportunities to address mental health issues and social conditions that affect mental health conditions - CHIP, CCH, West Metro Hospital Group, local public health, government and others.

#### Strategies:

- › Continue active involvement in Hennepin County CHIP and Social Isolation workgroup
- › Continue active involvement with the Center for Community Health Collective Action Group
- › Explore community partnership opportunities that address mental health and violence



## Programs and activities that will be used to address mental health goals include:

- › **Make It OK** - “Make It OK” is a campaign to reduce the stigma of mental illnesses. Organizations that support the Make It OK campaign are working to reduce misperceptions about mental illnesses and encourage open conversations and education about mental illness.
- › **Mental Health First Aid USA and Youth Mental Health First Aid USA** - an evidence based class which has the following goals:
  - › increased the knowledge of the signs, symptoms and risk factors of mental illness,
  - › Increased knowledge of the impact of mental health and substance use disorders,
  - › Increased awareness of local resources and where to turn for help, and
  - › Building capacity to assess a situation and help an individual in distress.

Participants will attend an 8 hours class where they learn an overview of the risk factors of common mental health and substance abuse illnesses and participate in role-playing simulations to learn how to help persons in crisis. The evaluation component is built into the design of the program with pre- and post-tests and a six-month follow up evaluation. These classes will be offered free of charge to the community to eliminate any financial barriers. Active outreach will be made to local schools, churches, and vulnerable populations. North Memorial Health Hospital will partner with Fairview and NAMI in offering these classes.

- › **Behavioral Health Clinic at North Memorial Health Hospital** - The North Memorial Health Mental Health & Addiction Center in Robbinsdale opened in December of 2016 in response to an identified community need. The clinic has 10,300 sq. ft. and focuses on general mental health problems with a specific focus on serious and persistent mental illness, post-traumatic stress disorder and addiction medicine. The Mental Health & Addiction Center was opened to fill an important service that was not offered for the North Memorial Health Hospital community. The opening of this clinic has resulted in stronger coordination of care. North Memorial Health currently has emergency medicine, a consult service for the medical units, an inpatient psychiatric unit, two tracks of partial hospitalization, one intensive outpatient program, a mental health clinic and five psychiatric providers in seven of its 15 primary clinics. The customer base ranges in ages of 18 to 90, comes from varied ethnic backgrounds with a variety of insurers including third party payers, Medicare and Medicaid. Most of our customers have diagnoses of psychosis, PTSD, and mood disorders.
- › **North Memorial Health Safe Journey** - is an innovative, volunteer-driven program that provides victims of domestic violence with safety planning, injury documentation, immediate emotional support, legal advocacy, and options for longer-term support. Trained volunteer advocates provide 24-hour on site advocacy to victims of domestic abuse at North Memorial Health and Maple Grove Hospital as well as individuals in our communities. On-going support is provided by three weekly support groups at both sites; individual counseling by appointment; and follow up calls.
- › **Partnerships with Community Organizations and coalitions** - Maple Grove Hospital has worked and will continue to work with the following groups that have also identified Mental Health as a health priority.
  - › Hennepin County Community Health Improvement Plan (CHIP)
  - › The Center for Community Health (CCH)
  - › Osseo and Wayzata Family Service Collaborative, and
  - › West Metro Hospital Group.

The purpose of these partnerships is to identify opportunities where we can collectively work together to address mental health and the social issues that impact mental health.

## Priority 2: Substance Use

**Goal - To create an environment where substance abuse among the general population and substance use among youth is reduced.**

### Objectives:

#### **I. Increase awareness of substance use issues among youth and young adults and activities to address these issues**

##### **Strategies:**

- › Continue working with and supporting community collaboratives such as Partnership for Change and Partners in Prevention
- › Increase collaboration with the Northwest and Wayzata Family Service Collaboratives to address factors that increase the risk of substance use among youth.

#### **II. Improve access to addiction medicine services**

##### **Strategies:**

- Opened the North Memorial Mental Health & Addiction Center in December 2016
- Continued assessment of community need and development of programs as need is identified

#### **III. Increase awareness of opioid misuse and work to put systems in place to reduce this misuse**

##### **Strategies:**

- Work with ICSI (Institute for Clinical Improvement) on program development
- Continue involvement with Partnership for Change and the prescription drug monitoring project
- Research community based opioid abuse prevention programs

## Partnerships that will be used to address substance goals include:

**Partnership for Change** - is an organization comprised of youth, parents, schools, law enforcement, and community groups that are working together to reduce drug use among youth and young adults in northwest Hennepin County. Their focus is changing the community environment that leads to youth substance use by identifying and implementing strategies that will affect community attitudes, perceptions, and beliefs around alcohol and other drugs. Partnership for Change serves the Brooklyn Center, Osseo, and Robbinsdale School Districts, which include the cities of: Brooklyn Center, Brooklyn Park, Crystal, Golden Valley, Maple Grove, New Hope, Osseo, Plymouth and Robbinsdale. Partnership for Change's mission is to **leverage community partnerships to prevent and reduce alcohol and other drug use among youth and reduce substance abuse in the community.** Partnership for Change is housed out of North Memorial Health Hospital's trauma department.

**Partners In Prevention** - Partners in Prevention is committed to ensuring that each and every child is supported to make healthy choices. Their mission statement is - **By collaborating with community partners, we will influence the reduction of substance use among our youth in our community.** Their vision is that the Wayzata Public Schools Community is a healthy, substance-free environment where every child is connected to a caring adult. Partners in Prevention is housed out of the Wayzata School District.

**Behavioral Health Clinic at North Memorial Health Hospital** - The North Memorial Health Mental Health & Addiction Center in Robbinsdale opened in December of 2016 in response to an identified community need. The clinic has 10,300 sq. ft. and focuses on general mental health problems with a specific focus on serious and persistent mental illness, post-traumatic stress disorder and addiction medicine. The Mental Health & Addiction Center was opened to fill an important service that was not offered for the North Memorial Health Hospital community. The opening of this clinic has resulted in stronger coordination of care. North Memorial Health currently has emergency medicine, a consult service for the medical units, an inpatient psychiatric unit, two tracks of partial hospitalization, one intensive outpatient program, a mental health clinic and five psychiatric providers in seven of its 15 primary clinics. The customer base ranges in ages of 18 to 90, comes from varied ethnic backgrounds with a variety of insurers including third party payers, Medicare and Medicaid. Most of our customers have diagnoses of psychosis, PTSD, and mood disorders.

## Priority 3: Healthy Aging/Senior Services

**Goal – To work together with local government, other healthcare systems, social service providers and community members to create an environment where our aging population can have access to the programs and services needed to age in place.**

### Objectives:

**I. Address community-based infrastructural challenges that create barriers to healthy aging in Maple Grove**

**Strategies:**

- › Continue working with the City of Maple Grove's Age-Friendly Maple Grove initiative

**II. Increase education about Advance Care Planning**

**Strategies:**

- › Offer a minimal of four evidence based Respecting Choices presentations in the Maple Grove community assessment area
- › Explore offering a Respecting Choices train the presenter session to community partners that would offer the Respecting Choices class to the wider community.

**III. Explore implementing a community based falls prevention education program**

**Strategies:**

- › Look into implementing the Stepping On and/or Matter of Balance programs

**IV. Commit Maple Grove Hospital support and resources to work with community partners to collectively identify opportunities to address issues and conditions that affect healthy aging**

**Strategies:**

- › Offer financial support for the City of Maple Grove's Age-Friendly Maple Grove initiative

**V. Work with community partners to reduce conditions that negatively affect the mental health of seniors such as social isolation**

**Strategies:**

- › Continue working with Hennepin County CHIP Social Isolation Committee
- › Explore potential partnerships with social service groups that address social isolation

## Partnerships that will be used to address healthy aging goals include:

- › **Age-Friendly Maple Grove-** is driven by the community and housed in the city of Maple Grove. It is led by a growing committee of community volunteers and representatives from hospitals, senior housing facilities, faith communities, senior service providers and others. The committee uses the World Health Organization/AARP age-friendly framework to guide its work. Age-Friendly Maple Grove joined the AARP Network of Age-Friendly Communities in 2016. It recently completed a community assessment of older adult needs, using a five-part strategy to gather input directly from older adults as well as from community partners such as healthcare, the police and fire departments, community paramedics, and senior service providers. Next step is the development of an action plan. This exciting and important initiative has been steadily building momentum. From an engaged citizen's initial conversations with the city a few years ago to an initiative supported by the City of Maple Grove. This initiative is responding to rapid population aging and working to become a good place for all residents to "grow up and grow old."
- › **Respecting Choices** - Respecting Choices is an internationally recognized, evidence-based model of advance care planning that creates a healthcare culture of person-centered care; care that honors an individual's goals and values for current and future healthcare. Respecting Choices coordinated, systematic approach to advance care planning has been successfully replicated in diverse communities and cultures worldwide. Their mission is guide organizations and communities worldwide to effectively implement and sustain evidence-based systems that provide person-centered care.
- › **Step On** - is a seven week program designed for people who are living at home and have experienced a fall or are concerned about falling. The Stepping On Program is thoroughly researched and is proven to prevent falls. Stepping On incorporates a practical set of exercises that were specifically designed to improve strength and balance and delivers expert presentations on a variety of relevant falls related topics including vision, home hazards, medicines, bone health and footwear.
- › **Matter of Balance** - is an eight session award-winning program designed for older adults, 60 or older, who are concerned about falls or have had a fall in the past. The Matter of Balance program has a proven track record of decreasing fear of falls, decreasing falls, increased understanding of falls control and increase in exercise level. Matter of Balance is offered through the Metropolitan Area Agency on Aging.

# Resource Commitments

Maple Grove Hospital will work with community partners to help address the identified community health needs. Our Community Engagement Advisory Team will help to guide this work and identify potential partners.

Maple Grove Hospital's resources for this work will include both in-kind and financial resources. These resources may include, but are not limited to: staff time devoted to partnerships; financial contributions to advance partnership work; and programs and services offered by Maple Grove Hospital.

We currently work in partnerships with numerous community partners to address community needs. These partners include schools, public health, law enforcement, religious groups, substance abuse prevention initiatives, social service organizations, local government, and other healthcare organizations. Partnership is the foundation upon which all our community outreach work is based and will continue to be based.

For more information on the Maple Grove Hospital 2016 Community Health Needs Assessment and Implementation Plan please contact:

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[maplegrovehospital.org](http://maplegrovehospital.org)