



Community Memorial Hospital
UnityPoint Health



Community Health Needs Assessment

2019 – 2022

Released January 2020

Introduction

The Patient Protection and Affordable Care Act (ACA) of 2010 established new requirements for nonprofit hospitals recognized as 501(c)(3) organizations. In this provision, non-profit hospitals and health systems are required to conduct a community health needs assessment every three years in order to maintain their tax-exempt status. The assessment requires broad community input and public health expertise. Hospitals must address each of the needs indentified in the community health needs assessment and develop an implementation strategy for those they plan to address and focus on. This is an effort to ensure hospital services are in line and consistent with the needs of its community. The needs assessment must be reported on the organization’s Form 990 and the report must be made widely available to the public.

In the fall of 2018 and spring of 2019, Community Memorial Hospital (CMH) conducted a community health needs assessment (CHNA) to fulfill the requirement set forth in the ACA and to identify and address health needs of our area residents and communities.

Summary of ACA

The Patient Protection and Affordable Care Act (ACA), enacted by Congress in 2010, is legislation that aims to reform the U.S. health care system. The key provisions of the ACA focus on many issues revolving around cost, access, and quality. These key provisions will affect and impact all individuals and entities in the health care system. The ACA directly impacts providers and public health agencies and attempts to dramatically improve the nation’s health through newly created processes and centers. The ACA establishes new rules, ideas, models, and centers aimed at increasing coverage and access, while, at the same time, lowering costs and improving quality. The changes and impact will be felt throughout the industry and across the nation.

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III. Community Memorial Hospital History

Our Mission

Community Memorial Hospital's mission is to have the best care where and when you need it.

Our Vision

CMH's vision is to be the healthcare provider of choice for the citizens of Sumner and the surrounding communities.

Our Values

F – Foster Unity

O – Own the Moment

C – Champion Excellence

U – You matter

S – Seize Opportunities

Community Memorial Hospital (CMH) is located in Sumner, IA. CMH opened its doors on January 1, 1950 and continues to serve patients from several rural communities located in Bremer, Fayette, and Chickasaw counties. Originally, CMH was a 29-bed acute care facility originating from dreams of the community leaders who had a vision of a health center built solely on private contributions. In 1942, the citizens of Sumner began to feel the need for some kind of health care center. During this time, a local maternity nurse was still going into homes and caring for new mothers and babies when she was needed. In 1944, her home was turned into a maternity care center, which she operated. The community began fund raising to build a hospital and by May of 1947 enough money had been collected to formalize the plans. Work began in May of 1948 and the governing board was formed under the by-laws of the Community Club Charter. Since the opening, there were many expansions and building projects to continually improve and modernize the facility to provide quality care and meet the needs of the people of Sumner and surrounding areas.

In 2008, the CMH Board of Directors began investigating significant remodeling options. A Master Facility Plan was conducted the same year. In 2009, after reviewing and contemplating the plan, the Board of Directors voted unanimously to move forward with plans to build a new, replacement facility. On January 13, 2013, the new building was open for services. The demolition of the old facility and the parking and grounds were completed during the first half of 2013. CMH hosted a Ribbon Cutting Ceremony on September 8, 2013 to dedicate the new facility and mark the beginning a new chapter in healthcare for CMH and the patients we serve.

On January 1, 2000, CMH became proud partners with Allen Memorial Hospital and a member of the Iowa Health System Community Network. In April 2013, Iowa Health System was renamed to UnityPoint Health and CMH continues to be a member. We are a participating hospital in Blue Cross Blue Shield and are certified for participation in the Federal Insurance Act of 1965 (Medicare). CMH is licensed annually by the Iowa State Department of Health. As of

January 1, 2013, Community Memorial Hospital became a 16-bed Critical Access Hospital. This designation improves governmental reimbursement while maintaining all hospital operations.

CMH has a professional and supportive staff of 100 employees who address many aspects of healthcare needs within the community. In 2019, CMH offered the following services:

Hospital Services:

- Cardiac Rehabilitation
- Cardiopulmonary
- Emergency Department
- Infusion Center
- Inpatient
- Laboratory
- Nutrition Therapy
- Occupational Therapy
- Pain Clinic
- Physical Therapy
- Pulmonary Rehabilitation
- Radiology
- Sleep Lab
- Speech Therapy
- Surgery

Clinic Services:

- Anticoagulation Therapy Clinic
- Cardiac Services
- Diabetic Education
- Ear, Nose Throat Specialist
- Family Practice Providers
- Gastroenterology Specialist
- Respiratory Services
- Wound Clinic

Visiting Specialty Services:

- Audiology
- Cardiology
- General Surgery
- Nephrology
- Oncology
- Orthopedics
- Podiatry
- Urology

2016 Community Health Needs Assessment

Key components of the CHNA include:

- Describes the health state of a local population
- Enables the identification of the major risk factors and causes of ill health
- Enables the creation of actions needed to address these factors

As part of the assessment in 2016 CMH and the Board of Directors chose to address four primary needs:

1. Access to Healthcare
2. Chronic Disease Management
3. Wellness Initiatives
 - Obesity
 - Affordable Wellness and Fitness
 - Healthy Behavior Lifestyles
 - Employee Wellness
4. Access to Mental Health Services

These initiatives were chosen for the following reasons: community response weight, CMH's ability to impact these areas and finally they fell within the scope of our mission and each covered a broad spectrum and offered ongoing support and opportunities for improvement. The Board of Directors remains committed to the success and sustainability of quality local healthcare and placing a focus on these three needs.

Access to healthcare was addressed with continued evening hour access Monday – Thursday from 5-8 pm. One of our primary care providers now has an evening a week where they see patients for chronic conditions to help facilitate care when patients are able to be available. Community Memorial Hospital contracted with Ear, Nose and Throat specialist to come to Sumner once a month to assist with the communities need for this specialist. Additionally, CMH contracted with Gastroenterology to provide clinic visits and scopes an additional two days per month. A wound clinic was developed within the family practice clinic to assist with specialized wound care within the community. This is offered weekly as well as to each nursing home in the surrounding communities. Community Memorial Hospital has also grown surgical procedures offered at CMH to assist patients with care close to home.

Chronic Disease Management was addressed with continued education and screening for disease processes. Diabetic education was provided for patients with new and established diagnoses of diabetes. Anticoagulation clinic was expanded to assist with home health and nursing home patients to create consistent management of medication management. Pharmacist was hired to assist with clinic medication review for chronic disease management. Pharmacist also performs medication reconciliation on inpatient visits to ensure accuracy for patient care. Primary Care Providers focused heavily on preventative services for patients to ensure early detection of disease and early management. CMH upgraded to 3D mammography equipment to improve accuracy of breast cancer detection.

Wellness initiatives were developed to enhance community wellness for patients and staff. CMH increased the number of wellness labs available to patients to give options for affordable testing every day of the week which was previously offered only annually. Staff exercise classes are offered by an employed Nurse Practitioner to enhance wellness for staff in an affordable manner. Advanced screening of patients of all ages to enhance wellness occurs as a standard of care in the clinic daily. Annual Wellness Visits for patients 65 and older bring wellness opportunities to the patient's attention by providers, BMI review for all patients, screenings for risk for fall, tobacco utilization and depression have been implemented at least annually with patients that meet criteria and education to all staff completed. Care coordination available to patients with a focus on telephone call management of patients with recent hospitalization. CMH continues to offer several classes throughout the year, including smoking cessation, Matter of Balance, Tai Chi and BLS Certification. CMH creates and hosts several health highlights throughout the year that focus on various health and wellness topics.

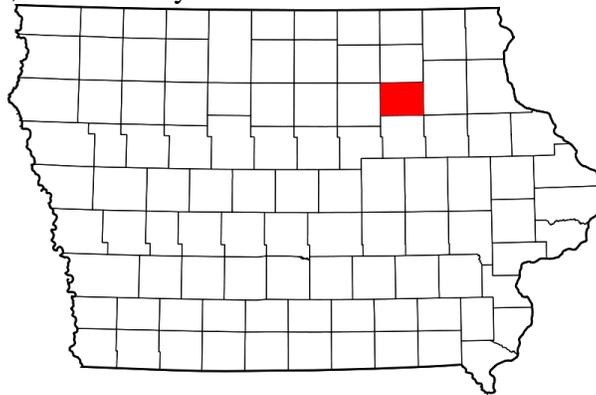
Mental Health was addressed in part through contracting with Integrated Telehealth Partners (ITP) to deliver Psychiatry care at CMH's Emergency Department via Telehealth. Access to Psychiatry care in rural Iowa would not otherwise be available without use of Telehealth services. A contract was signed between ITP and CMH in summer of 2015 and since then patients have benefited from an additional level of expertise related to mental health illnesses.

Clinic screening has increased for all patients 12 years and older. This depression screening is performed annually on patients to initiate care in early stages.

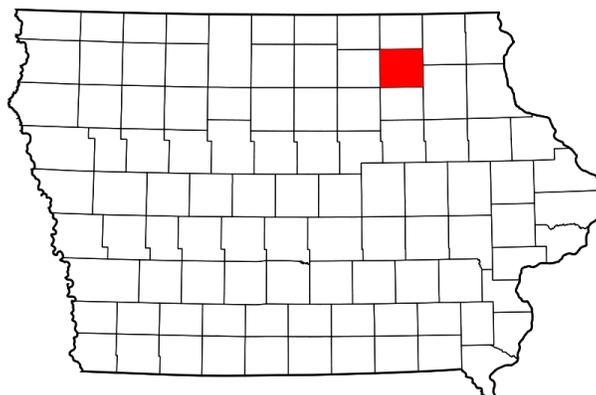
IV. Service Area

Community Memorial Hospital is located in Sumner, IA. Sumner is a rural community located in Bremer County, Iowa with a population of 2,029. CMH’s primary service area includes portions of Bremer, Chickasaw, and Fayette counties. The population is primarily white/caucasian; the area is primarily rural; and the major industry is agriculture.

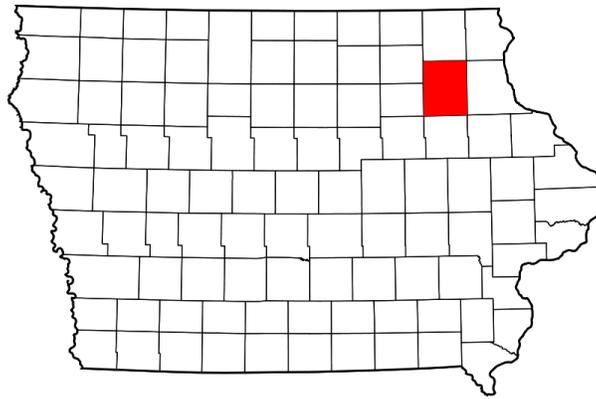
Bremer County is located in northeast Iowa with a population of 24,947 and borders Chickasaw, Fayette, Buchanan, Black Hawk, Butler, and Floyd counties. Bremer County covers 435.48 square miles and includes the following communities: Denver, Frederika, Janesville, Plainfield, Readlyn, Sumner, Tripoli, and Waverly.



Chickasaw County is located in northeast Iowa with a population of 14,539. Chickasaw County covers 504.38 square miles and includes the following communities: Alta Vista, Bassett, Fredericksburg, Ionia, Lawler, Nashua, New Hampton, North Washington, and Protivin.



Fayette County is located in northeast Iowa with a population of 19,660. Fayette County covers 730.81 square miles and includes the following communities: Arlington, Clermont, Elgin, Fayette, Fairbank, Hawkeye, Maynard, Oelwein, Randalia, St. Lucas, Stanley, Wadena, Waucoma, West Union, and Westgate.



People QuickFacts	Bremer County	Chickasaw County	Fayette County	Iowa
Population, July 1, 2019	24,947 (.9% increase)	11,964 (1% decrease)	19660 (2.9% decrease)	3,155,070 (1% increase)
White alone, percent,	96.4%	97.9%	95.7%	90.7%
Black or African American alone, percent	1.2%	0.9%	1.4%	4.0%
American Indian and Alaska Native alone, percent	1.0%	2.0%	3.0%	5.0%
Asian alone, percent	1.1%	0.4%	1.2%	2.7%
Native Hawaiian and Other Pacific Islander alone, percent	Z	Z	0.1%	0.1%
Two or More Races, percent	1.1%	0.7%	1.4%	1.9%
Hispanic or Latino, percent	1.7%	2.8%	2.5%	6.2%
White alone, not Hispanic or Latino, percent	95.0%	95.4%	93.5%	85.3%
Geographic QuickFacts	Bremer County	Chickasaw County	Fayette County	Iowa
Land area in square mile, 2010	435.48	504.38	730.81	55,857.13
Persons per square mile,	55.7	24.7	28.6	54.5

(a) Includes persons reporting only one race; (b) Hispanics may be of any race, so also are included in applicable race categories; Z: Value greater than zero but less than half unit of measure shown Sources: <http://quickfacts.census.gov> – Used December 2019

Of importance since CMHs last CHNA (2016) population has dropped in two out of three counties we serve. Bremer County and Iowa as a state saw an increase in population. Demographics of ethnicity saw little change from 2016 to 2019. CMH will continue to monitor population decreases and factors leading to lower population trends within our service markets specifically as it relates to any specific healthcare shortages and if that is a contributing factor towards individuals/families leaving our service markets.

V. Approach & Process

In August 2018 CMH began work on a comprehensive CHNA in partnership with Bremer County Public Health, Waverly Health Center and Waverly-Shell Rock Area United Way. The committee met to identify key community partners to target, develop the CHNA survey and methodology, compile and interpret data accumulated through the survey and discuss top issues facing our communities. A 27 question survey was created and shared through several media outlets determined to garner best responses. The survey was open from the following timeframe of September 2018 through March 1, 2019. The survey link was sent through facebook, email distribution, radio and publication in local newspapers. In addition CMH made concerted efforts to reach school officials within Sumner-Fredericksburg School District along with local business owners in Sumner.

VI. Results

As aforementioned the survey ran from September 2018 through March 1, 2019. A total of 198 responses were received. The highest response rate came from age range of 50-59 at 36.92%. Females accounted for 78% of all people completing the survey. 65% of the people resided from Bremer County with second highest response rate of Black Hawk County at 8.16 %. Chickasaw and Fayette each accounted 6.12 and 6.12% respectively. 73% of people responding work in Bremer County. In regards to race/ethnicity 97% reported as White or Caucasian. 39.2% are College Graduates, 18.09% Associates Degrees and 13.57% were High School Graduates. Respondents rated themselves as following for overall health: Unhealthy 4.02%; Somewhat Healthy 31.16%; Health 56.78% and Very Healthy 8.04%.

The following is a summary of the key results:

Question 10: What are the 3 most important factors for a "healthy community" (those factors which most improve the quality of life in a community)?

Answer Options	Most important	2nd Most Important	3rd Most Important	Response Count
Access to Healthcare (example: family doctor, hospital, other health services)	76	33	30	139
Healthy Behaviors and Lifestyle	35	25	21	81
Strong Family Life	20	15	11	46

Question 11: What do you think are the top 5 health problems in your community?

Answer Options	1st	2nd	3rd	4th	5th	Response Count
Aging issues (orthopedic, hearing/vision loss, dementia, etc.)	37	18	17	13	22	107
Mental Health (depression, addiction, post-traumatic stress, suicidal thoughts, etc)	31	29	20	18	17	115
Cancer	23	22	14	16	13	88
Obesity	27	33	19	16	17	112
Abuse (domestic, child, elder)	8	3	7	6	2	26

Question 12: What do you think are the 5 most “risky behaviors” in your community?

Answer Options	1st	2nd	3rd	4th	5th	Response Count
Alcohol abuse	30	24	28	19	15	116
Texting or using a cell phone while driving	38	35	25	22	18	138
Physical Inactivity	39	27	26	24	19	135
Inappropriate social media use, (sexting, bullying, dangerous relationships, etc)	27	20	19	18	20	104
Driving while drunk or high	26	21	17	24	22	110

Question 13: What do you think are the top 5 health concerns relative to children’s/teen’s health in your community?

Answer Options	1st	2nd	3rd	4th	5th	Response Count
Bullying	38	17	10	8	11	84
Alcohol Use	19	8	9	8	4	48
Inappropriate social media use (sexting, bullying, dangerous relationships, group challenges, etc.)	28	38	12	13	15	106
Too much screen time (cell phones, computers, games, TV, etc)	32	17	21	19	22	111
Poor Parenting	17	11	13	15	14	70

Question 16: What 2 healthy behaviors would you like to start or improve?

Answer Options	Responses
Getting more physical activity	131
Better Sleep	63
Decrease Stress	53
Drinking more Water	48
Eating more fruits or vegetables	46

Question 17: What are the top 3 things you feel prevent you from being healthier?

Answer Options	1st	2nd	3rd	Response Count
Not enough time	52	32	29	113
Lack of Motivation	54	41	26	121
Fitness classes/work out facilities are too costly	24	13	19	56

Question 18: What 3 things below would help you start or maintain a healthier lifestyle?

Answer Options	1st	2nd	3rd	Response Count
Access to a personal trainer or health coach	38	17	15	70
Additional recreational paths, trails, sidewalks	25	13	17	55
Time management skills	23	22	17	62

Question 20: What are the top 3 social issues facing people in your community?

Answer Options	1st	2nd	3rd	Response Count
Affordable Housing	42	29	23	94
Lack of transportation services	21	24	9	54
Lack of health insurance coverage	20	18	15	53

Question 26: What health care services would you like to see available in your community?

Open-ended Responses	Response Count
Mental Health Services	33
More Specialists	13
Affordable Care	11
Walk In Clinics	7

VII. Priorities

As part of the assessment process, CMH is charged with adopting some of the needs identified, developing a strategy, and creating an implementation plan for each need chosen. The CMH Board of Directors met in December 2019 to review data from 2019 survey and accomplishments over the past 3 years in regards to 2016 CHNA. Given data reported in 2019 and opportunities to better serve our communities the following health issues will be addressed.

1. Access to Healthcare
2. Chronic Disease Management
3. Wellness Initiatives
4. Access to Mental Health Services

Of importance there are similar trends when comparing the 2016 to 2019 CHNA. In 2016 the following were addressed: access to healthcare, mental health, wellness and chronic disease management. 2019 initiatives have been chosen for a number of reasons. First, the above areas carried a large number of responses and weighted responses in our assessment. Secondly, CMH believes it has the capacity and capability to positively impact these areas for our communities. In addition they fall within the scope of our mission and each covers a broad spectrum and offer ongoing opportunities for improvements. The Board of Directors and CMH Administration is committed to the success of quality local healthcare and placing a focus on these four areas will help achieve this goal.

The other needs identified in this process will not formally be included in our strategy and implementation plan. As we move forward with this process and conduct future assessments, we will monitor our progress and re-assess the overall needs of the community we serve. Additionally, there are services, organizations, and businesses within the area that focus on these needs.

VII. Strategy & Implementation

CMH's mission is to provide quality healthcare to the people of Sumner and to the surrounding areas, while coordinating other needed services. This is a driving factor in many of the decisions made in an effort to benefit the area residents we serve.

Access to Healthcare

Access to quality healthcare is an important part of the health and well-being of individuals. Within this identified need, CMH will strive to maintain the current services we do offer and recruit needed and new beneficial services.

This survey showed emphasis on cost of healthcare. We will continue to have prompt pay options and financial assistance for those in need. We are also dedicated to reviewing our charge master to ensure charges are consistent and accurate across the facility ensuring our patients have affordable care.

Walk-in clinic access was addressed in this survey as well. Our communities want to have access to care in a clinic setting to alleviate emergency department visits. This is important to Community Memorial Hospital and we are actively working to transition our evening clinic to a walk-in clinic. This will enhance care availability in the evenings. CMH is dedicated to reviewing other after-hours options to ensure our patients have convenient availability for healthcare when they need it.

Additionally, we hope to recruit new visting specialty clinics to provide services onsite. Bringing specialists to our patients is convenient for our patients in the fact that it saves them time and money, but most importantly, it provides patients access to care that they may not seek if not offered locally.

Chronic Disease Management

Chronic disease management and the ability to have help with lifestyle management to either prevent or provide quality of life for these patients was of large interest in the survey. Patient's notice the cost of noncompliance with chronic disease and want opportunities to manage these diseases affectively close to home.

Community Memorial Hospital will continue to offer and promote preventative services. Staff will continue to educate on preventative options and reporting done to help facilitate determination of patient population needing specific screening. Our state of the art electronic health record provides us reporting capabilities to decipher patients with particular diagnoses.

This gives us the opportunity to help monitor these patients and provide quality through continuous contact with these patients.

CMH offers screening tests at reduced pricing and call this “Wellness Testing.” These tests can be done whenever the patient wants them completed and help identify conditions in earlier stages. CMH continues to enhance the wellness tests offered to ensure patients have as much access to care as possible.

CMH plans to combat chronic disease through prevention, proper education, and management. Routine and preventative measures and screenings allows disease to be caught sooner. Once diagnosed, education and management become important factors in helping the patient understand the disease and how to live with it. Physical activity, proper nutrition, eliminating tobacco use, and obtaining proper preventative screenings are common areas of focus. Health coaching is noted to benefit patient compliance and CMH plans to enhance this program and help patients with one on one assistance with lifestyle changes to bring lasting change to their lives. Staff will continue to monitor quality of life for patients with chronic disease such as diabetes, COPD and hypertension and implement best practices to enhance compliance.

CMH will continue offering and promoting the services that offer preventative screenings, such as digital mammography and colonoscopies, and those that focus on the management of chronic diseases, such as cardiac and pulmonary rehab and anticoagulation clinic. CMH has a dedicated Diabetic Educator in the CMH Medical Clinic to help treat anticoagulation and diabetic patients five days a week in conjunction with a certified dietician.

In addition, CMH will continue to play a lead role in the health and well-being of our community. CMH offers several classes throughout the year, including smoking cessation, Matter of Balance and BLS certification. CMH creates and hosts several health highlights throughout the year that focus on various health and wellness topics, such as heart and eye care and proper nutrition. Most recently with the additional space of the new building, CMH has begun hosting Weight Watchers and has extended our meeting spaces to other community groups.

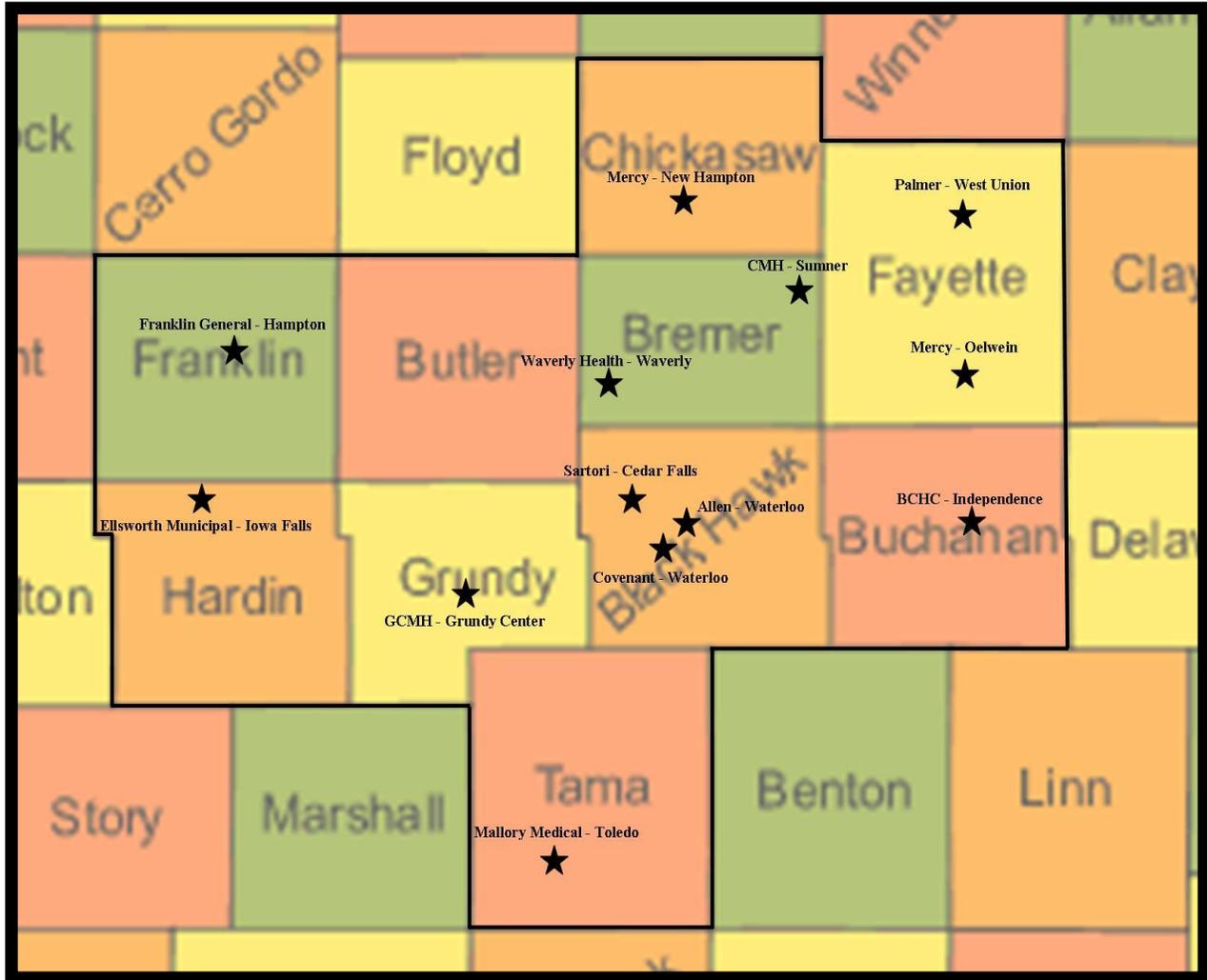
Wellness Initiatives

Many various needs were addressed in the health needs assessment related to wellness. Childhood sedentary lifestyle with technology was of great concern to those surveyed. CMH will continue to grow education around a healthy balance of technology and activity through health highlights. This will be focused on at well child visits to encourage caregivers to help minimize screen time and enhance activity.

Obesity is always a concern as it leads to many chronic diseases. CMH is committed to combat this through health coaching that is patient specific with dietary and exercise advice. Growth in exercise class opportunities for all ages will be explored to help the community have the small class size exercise that enables questions and one on one attention to needs. CMH is committed to providing affordable lifestyle change classes.

Appendix C – Healthcare Access in Entire Service Area

This map highlights the entire 10 county service area and includes all hospitals in the service area, not just those participating in the 2016 CHNA steering committee.



Appendix D – Further Questions

For further questions regarding the Community Memorial Hospital 2019-2022 Community Health Needs Assessment please contact Dawn Everding, CMH Administrator

Hospital Main Phone: (563) 578-3275