

XIV. STRATEGIES TO MEET HEALTH NEEDS (2019-2022)

Key Findings

1. Chronic Disease Management:
 - a. Heart Disease (including high blood pressure and high cholesterol)
 - b. Cancer
 - c. Stroke
2. Unintentional Injuries (falls)
3. Access to Mental Health Services
4. Wellness Services
 - a) Obesity Reduction
 - b) Preventative Exams and Screenings
 - c) Employer Wellness Programming
 - d) Access to Health Information

Strategies:

Strategy #1 (strategy for key findings 1, 3 and 4)

Enhance community awareness of healthy lifestyle choices, and chronic disease prevention and management.

Action Plan: Sponsor community activities that promote healthy lifestyle choices and chronic disease prevention and management. Provide health education to the community in the forms of classes, speaking events and health fairs. Continue to provide education and classes to promote smoking cessation.

Owner: Community Relations

Action Plan: Help lead the ongoing efforts of the Waverly Area Partnership for Healthy Living (WAPHL) to enhance the health status and well-being of the people of Bremer County and surrounding region. WHC community relations staff will serve as active members of the partnership. Use results of community health needs assessment to create programs focused on improving health and wellness in Waverly and Bremer County.

Owner: Community Relations

Action Plan: Strengthen employer wellness programming and wellness coaching and continue outreach to citizens at large. Provide training and education to

business professions to enhance their knowledge to promote well-being in their organizations.

Owner: Community Relations

Referenced in WHC's 2019 – 2022 Strategic Plan: Strategy A4, Utilize the results of the Community Health Needs Assessment to support community needs.

Strategy #2 (strategy for key findings 1, 3 and 4)

Evaluate, create and grow primary care and specialty clinics to meet the area's demand for services.

Action Plan: Use results of community health needs assessment, Iowa Hospital Association databases and industry trends to define appropriate opportunities. As appropriate, new or expanded specialists are recruited (as employees or visiting specialists) based on market needs and industry trends.

Owner: Administration

Action Plan: Investigate and implement telehealth and remote monitoring services as appropriate.

Owner: Administration

Referenced in WHC's 2019 – 2022 Strategic Plan: Strategy D2, Optimize patient engagement through the use of technology.

Strategy #3 (strategy for key findings 1, 3 and 4)

Engage patients to become advocates for their own health care to attain optimal health and wellness.

Action Plan: Identify and implement a compliant patient portal for hospital visits; investigate opportunity to use a unified portal.

Owner: Administration

Action Plan: Offer patient training and assistance on how to access and use the patient portal.

Owner: Clinic Administration

Action Plan: Streamline registration and information gathering through patient-facing electronic resources.

Owner: Clinic Administration

Referenced in WHC's 2019 – 2022 Strategic Plan: Strategy D2, Optimize patient engagement through the use of technology.

Strategy #4 (strategy for key finding 2)

Educate and provide support to prevent unintentional injuries including falls and motor vehicle accidents.

Action Plan: Develop a social media-based community education campaign on the dangers of falling for adults and children.

Owner: Community Relations

Action Plan: Enhance fall prevention assessments and patient education activities. Consider opportunities for in-home assessments for inpatients after discharge.

Owner: Nursing administration

Action Plan: Develop a social media-based community education campaign on the dangers of distracted driving.

Owner: Community Relations

Referenced in WHC's 2019 – 2022 Strategic Plan: Strategy A4, Utilize the results of the Community Health Needs Assessment to support community needs.

Strategy #5 (strategy for key finding 1 and 4)

Encourage preventative exams and screenings to prevent and detect potential health issues.

Action Plan: Increase percentage of wellness and preventative screenings for all clinic patients through effective communication and scheduling. Encourage walk-in wellness testing as appropriate. Increase focus on immunizations for adults (flu, pneumonia, etc.).

Owner: Clinic Administration

Action Plan: Implement online scheduling in the clinics to enhance patient access.

Owner: Clinic Administration

Action Plan: Develop and implement a plan to effectively use patient messaging, Messenger and campaigns.

Owner: Clinic Administration

Referenced in WHC's 2019 – 2022 Strategic Plan: Strategy D2, Optimize patient engagement through the use of technology.

Strategy #6 (strategy for key finding 3)

Enhance access to mental health services.

Action Plan: Continue community outreach programs and collaborative educational programs with Alzheimer's Association, Bremer County Community Partners, Bremer County Veterans Affairs, Foundation 2, Pathway's Behavioral Services, Waverly-Shell Rock School District and other organizations.

Owner: Social Services, Behavioral Health Services and Community Relations

Action Plan: Advocate for enhanced mental health resources throughout the region, state and nation.

Owner: Administration, Behavioral Health Services.

Referenced in WHC's 2019 – 2022 Strategic Plan: Strategy A4, Utilize the results of the Community Health Needs Assessment to support community needs.