

HOSPITAL IMPLEMENTATION

Strategy 2013-2015
2016-2018



Lakeview
Medical Center

Better. Every day.

Lakeview Medical Center is a part of Thrive Barron County, an evolving partnership between public health, healthcare systems, community organizations and individuals, to identify community health priorities as well as solutions to meet these needs. Since our original hospital implementation strategy (HIS) was developed in 2013, Lakeview Medical Center has helped make significant progress towards improving our county's health. This publication is intended to show how Lakeview Medical Center's addressed the top health priorities from 2013-2015.

- Chronic Disease Prevention & Management
- Alcohol, Tobacco, and Other Drugs
- Mental Health

Alcohol, Tobacco, and Other Drug Use & Abuse 2013-2015 Review & Results

What are our overall goals?

Reduce illness, disability, and death related to tobacco use and secondhand smoke exposure in Barron County.

Goals and Results from 2013 Implementation Plan

1. Goal: Increase participation in First Breath Program by 5%.

	2013	2014	2015
First Breath Participants	3	1	0

**Source: self reported.*

Action(s) Taken:

A) Identified barriers to participation and developed referral system with Barron County Health Department.

Results: Participation increase of 0%

Reasons: Our First Breath program enrollment numbers have declined at LMC due the Pregnancy Help Center now offering the First Breath Program and we rarely get referrals from OB patients at Marshfield Clinic. We have begun a partnership with the Pregnancy Help Center in order to better serve the patient’s needs.

2. Goal: Reduce the number of smokers in Barron County by 2% from 23% to 21%.

Action(s) Taken:

A) Promoted and developed a referral system for LMC’s Outpatient Tobacco Program.

	2013	2014	2015
Tobacco Cessation Program Participants	2	2	2

**Source: self reported.*

B) Expanded N-O-T (Not On Tobacco) Program, focused on adolescence tobacco use, into an additional school.

	2013	2014	2015
N-O-T Participants	8	8	5

**Source: self reported.*

Reasons: The Not On Tobacco program has declined due to a few reasons: parents/guardians are choosing to pay the fines rather than send their children to the free class; students are using vapors (which are unfamiliar to faculty and/or they believe it’s okay); and our smokeless tobacco users are more difficult to identify.

Chronic Disease Prevention & Management 2013-2015 Review & Results

What are our overall goals?

Promote health and reduce chronic disease risk in Barron County through the consumption of healthful diets and achievement and maintenance of healthy body weights.

Goals and Results from 2013 Implementation Plan

1. Goal: Decrease the percentage of adults in Barron County who do not exercise from 25% to 24%, by increasing participation in our Community Wellness Challenge by 20%.

Action(s) Taken:

- A) Built on partnerships with organizations including parks and recreation centers, fitness facilities, schools, and community and senior centers to promote and offer physical activities and events.
- B) Identified target audiences and marketed the program

Results:

- Increased Community Wellness Challenge participation from 500 to 700 participants - an increase of nearly 40%.
- Decreased percentage of adults in Barron County who do not exercise to 24%

	2013	2014	2015
Self-Report Inactive	25%	25%	24%

**Source: County Health Rankings.*

2. Goal: Increase the number of worksites offering a Worksite Wellness program for their employees from 25 to 31.

Action(s) Taken:

- A) Facilitated bimonthly wellness worksite training sessions
- B) Promoted to worksites not currently involved in the program

Results: Increased worksite participation to 40.

3. Goal: Decrease the percentage of adults self-reporting poor to fair health (age adjusted).

Results:

	2013	2014	2015
Poor or Fair Health	12%	10%	10%

**Source: County Health Rankings.*

	2013	2014	2015
Adult Obesity	31%	33%	33%

**Source: County Health Rankings.*

Chronic Disease Prevention & Management 2013-2015 Review & Results *(continued)*

4. Goal: Decrease the percentage of obese adults in Barron County from 31% to 28%.

Action(s) Taken: Participated in and promoted county-wide Know Your Numbers campaigns with Mayo Clinic Health System: Northland, Cumberland Health System and Barron County Health Department to increase health literacy and strengthen communication for effective health action.

Results:

Know Your Numbers Participants:

Year	Lakeview Medical Center	Total Participants
2013	X	334
2014	150	600
2015	120	553

**Source: self reported.*

Additional Findings from Know Your Numbers:

2014 Know Your Numbers Diabetes Data:

- 150 participants were screened for fasting glucose levels
- 60 (40%) participants had a fasting blood glucose level between 100-125 mg/dl
- 4 (3%) participants had a fasting blood glucose level >15mg/dl
- 64 participants at risk and referred to physician for follow-up

2015 Know Your Numbers Diabetes Data:

- 120 participants were screened for fasting glucose levels
- 21 (18%) participants had a fasting blood glucose level between 100-125 mg/dl
- 2 (3%) participants had a fasting blood glucose level >125mg/dl
- 23 participants at risk and referred to physician for follow-up

About Know Your Numbers

Know Your Numbers are free events held to screen residents for chronic disease risk factors including blood pressure, total cholesterol, LDL, HDL, triglycerides, blood glucose, body fat, waist circumference and body mass index. The events were hosted by all three non-profit hospital systems: Cumberland Healthcare, Lakeview Medical Center and Mayo Clinic Health System.

Mental Health Community Health Improvement Plan Update

Mental Health was identified as a priority for Barron County in the 2013 Community Health Needs Assessment (CHNA), but unlike the other two priority issues, Lakeview Medical Center does not have any resources in place to support this issue independently.

The hospital is, however, an active member of the Thrive Barron County Mental Health Community Action Team (CHAT) that has been established by the CHNA Steering Committee. As a member of this team, LMC will seek ways to support mental health needs on Barron County collaboratively.

Please direct comments and questions about this report to Lisa Laatsch, Lakeview Medical Center Marketing and Community Relations, (715) 236-6111 or laatsch.lisa@lakeviewmedical.org.

Health Improvement Plan

Lakeview Medical Center is a part of Thrive Barron County, an evolving partnership between public health, healthcare systems, community organizations and individuals, to identify community health priorities as well as solutions to meet these needs. Since our original Community Health Needs Assessment (CHNA) and Improvement Plan was developed in 2013, Lakeview Medical Center has helped make progress towards improving our county's health.

In 2015, we conducted a second Community Health Needs Assessment to identify the top health priorities in Barron County. The top priorities identified by this assessment are the same as the top three identified in 2013:

- Alcohol, Tobacco, and Other Drugs
- Chronic Disease Prevention & Management
- Mental Health

This publication is intended to show how Lakeview Medical Center plans to address these needs for the next three years. There are plans for the hospital to do work in all three of the priority areas but is positioned to have the most resources to dedicate to Chronic Disease.

Alcohol, Tobacco and Other Drug Use & Abuse 2016-2018 Improvement Plan

TOBACCO USE

Long Term Goal

By 2018, reduce adult smokers in Barron County from 17% to 15%.

	2016	2017	2018
Percentage of Smokers in Barron County	17%		
Tobacco Cessation Program Participants	0		

*Source: County Health Rankings

Objective: Increase community members perceived severity regarding the use of tobacco products.

Output 1: Expand referral network to increase participation in LMC's first breath, not-on-tobacco (N-O-T) and tobacco cessation programs 100% from 7-14.

Action Plan:

- ✓ A) Meet with OB/GYN providers on Sept. 29, 2016 (First Breath)
- ✓ B) Schedule meeting with Family Practitioners Sept. 26, 2016 (First Breath/ Tobacco Cess.)
- ✓ C) Work with Ortho to get patient referral system established as it is a new quality imitative by November 2016 (Tobacco Cessation) *(Needs additional follow-up)*
- ✓ D) Meet with Barron High School leadership to identify barriers to the N-O-T program by December 31, 2016 (N-O-T Program)
- E) Establish provider champions by December 31, 2016

Behavior Health
Family Practice (4)
Specialty (3)

CHALLENGE:

Lakeview Medical Center physicians face a challenge in following up with patients after first discussing treatment for quitting tobacco. Physicians can only refer them to the Quit Smoking hotline.

OPPORTUNITY:

Try a group class.

DRUG USE

Long Term Goal

By 2018, reduce deaths related to drug abuse use in Barron county.

Objective: Reduce drug usage in Barron county.

Output 1: Partner with the Barron County Community Coalition (BCCO) and Barron County Sheriff's Dept. (BCSD) to develop and implement a community awareness campaign educating the community on the risks of keeping expired drugs and the importance of disposing of them safely.

Action Plan:

- A) Develop an awareness campaign with input from the BCSD on messaging. *(In progress)*
- B) Develop media plan for newspaper placement and distribution of educational flyer. *(In progress)*
- ✓ C) Establish drug collection box on the MCHS Rice Lake Campus
- D) Work with Rice Lake Clinic Pharmacy to attach slip with drop box locations on all prescriptions. *(In progress)*

Alcohol, Tobacco and Other Drug Use & Abuse 2016-2018 Improvement Plan

DRUG USE (continued)

	2016	2017	2018
Ads Printed in Newspapers	N/A		
Flyers Distributed	N/A		
Weight of Drugs Collected	N/A		

**Source: Self-reported*

Output 2: Partner with the BCCC and BCSD regarding the Hiding in Plain Sight Program.

Action Plan:

A) Promote the Hiding in Plain Sight “Drug Room” at the following LMC events:

- 50 Plus April 2017
- Know Your Numbers may 2017
- Farmer’s Market June 2017
- Wellness Center Mall Hallway October 2017
- Employee Health Fair 2018

A) Work with the BCSD to establish a Hiding in Plain Sight (HIPS) Backpack program to educate teachers on what students could be carrying in their backpacks.

Action Plan:

- A) LMC will provide \$2,000 for funding of backpacks and supplies
- B) BCSD will establish connections with the 7 school districts within Barron County
- C) School liason officer will provide education to the teachers on the backpacks and what to look for with their students.

	2016	2017	2018
Number of People Viewing HIPS Drug Room	N/A		
Number of Teachers Participating in Education	N/A		
Number of Items Teachers Identify with Students	N/A		

**Source: Self-reported*

ALCOHOL USE

Long Term Goal

By 2018, reduce driving deaths related to alcohol use in Barron County from 19% to 17%.

Objective: Reduce alcohol abuse in Barron county.

Output 1: Partner with the Barron County Sherriff’s Department (BCSD) to increase awareness of the dangerous impact of operating a vehicle under the influence

Alcohol, Tobacco and Other Drug Use & Abuse 2016-2018 Improvement Plan

Action Plan:

A) Meet with BCSD to discuss and determine:

1. Implementation of an awareness campaign of the dangers of drinking and driving
2. Possible driving simulator locations

Farm Fest	January 2017
50 Plus	April 2017
Farmer's Market	June 2017
3. Determine roles and responsibilities of each organization
4. Establish goal of number of participants

	2016	2017	2018
Percent of Driving Death's with Alcohol Involvement	19		

*Source: County Health Rankings

Number of Driving Simulator Participants Reported			
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*Source: Self-reported

Chronic Disease Prevention & Management 2016-2018 Improvement Plan

Long Term Goal

By 2018, decrease the number of Barron County residents who have pre-diabetes or type 2 diabetes. In 2012 Barron County was in the 8.9 - 9.2% category.

Objective 1: In May 2017, Increase the number of residents screened at LMC's free "Know Your Numbers" event by 9% from 138 to 150.

Action Plan:

- ✓ A) Begin promoting event to the community in January 2017
(save the date fliers, press release)
- ✓ B) Send personal invite to past participants in the NDPP and past KYN participants March 2017
- ✓ C) Hand out fliers

Farm Fest	January 2017
50 Plus	May 2017

	2016	2017	2018
Number of KYN Participants	138	181	
Number of KYN Participants Referred to NDPP	30	20	

About Know Your Numbers

Know Your Numbers are free events held to screen residents for chronic disease risk factors including blood pressure, total cholesterol, LDL, HDL, triglycerides, blood glucose, body fat, waist circumference and body mass index. The events are hosted by all three non-profit hospital systems: Cumberland Healthcare, Lakeview Medical Center and Mayo Clinic Health System.

Chronic Disease Prevention & Management 2016-2018 Improvement Plan

Objective 2: Reduce % of Adults who report a BMI \geq 30

Output 1: Increase annual participation in LMC’s offering of the National Diabetes Prevention Program.

(The goal of the program is to have a 7% weight loss and maintain 150 minutes of exercise/week)

Action Plan:

- ✓ A) Establish dates for program to be offered throughout the year
- ✓ B) Work with RLC to query MC patients with elevated HgbA1C and FBs three months prior to program starting
- ✓ C) Send patients identified info. letters and invite to participate in next session six weeks prior to program starting
- ✓ D) Educated providers on program by December 31, 2016

	2016	2017	2018
Obese Adults in Barron County <i>*Source: County Health Rankings</i>	33%		
Number of Participants	74	62 (YTD)	
Number Who Met 5% Weight Loss	22	19 (YTD)	
Number Who Maintained 150 Minutes of Exercise /Week	100%		

**Source: self reported*

Objective 3: By October 2017, Increase the number of worksites offering a Worksite Wellness program for their employees by 20% from 15 to 18.

Action Plan:

- ✓ A) Establish dates for worksite wellness meetings
- ✓ B) Promote wellness meetings to current worksites and visit with 5 new worksites
- ✓ C) Partner with Nova Nordisk to provide expert speakers and resources on nutrition/obesity/diabetes.

	2016	2017	2018
Number of Worksites Implementing a Physical Activity Program	18	16 (YTD)	
Number of Worksites Adding a Nutrition Program	15	10 (YTD)	

**Source: self reported.*

Mental Health 2016-2018 Improvement Plan

Mental Health was identified as a priority for Barron County in the 2015 Community Health Needs Assessment (CHNA).

Objectives and Action Plans for 2016-2018

Objective #1: By Spring 2017, Partner with Security Health Plan to provide the Mental Health First aid course to community members, educators, healthcare professionals

Action Plan:

- A) Exploring possible LMC trainers and community trainers by December 2016
- B) Partner with the Dept. of Health & Human Services to offer training classes Spring 2017
- C) Offer program to the community Spring 2017

	2016	2017	2018
Number of Teachers Trained	N/A		

**Source: self reported.*

Objective #2: Increase self-efficacy among teachers in being able to identify mental health warning signs in students.

Output #1: Partner with a Barron County school system to implement online training for teachers to recognize mental health warning signs in students.

	2016	2017	2018
Number of Participants	N/A		

**Source: self reported.*

CHALLENGE: Finding a trainer to implement the program.

2016-2018

Review and Results & Hospital Implementation Strategy

LMC's Hospital Implementation Strategy was approved by the Board of Directors on August 25, 2016 and published on its website August 26, 2016. Hard copies are made available upon request. The Rice Lake Board of Directors approved the implementation strategy on August 25, 2016.



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