



Community Health Needs Assessment (CHNA) Implementation Plan (2013)

Maple Grove Hospital and Fairview Maple Grove Medical Center initiated its first joint Community Health Needs Assessment, beginning in January of 2013. The Community Health Needs Assessment was designed to identify community needs, assets, gaps and barriers to community health and health services. The assessment process mirrored that used for Fairview Health Services in 2012, when they conducted their Community Health Needs Assessment at all six of their hospitals.

Maple Grove Hospital is a partnership between North Memorial Hospital and Fairview Health Services. These two health systems partnered to create a hospital that answers the needs of the northwest metro community – superior health outcomes delivered through excellent communications, care coordination and attention to the individualized needs of patients and their families. Maple Grove Hospital opened in December of 2009, as a 90 bed community hospital and in December of 2012, due to community demand, an additional 40 beds were added for a total of 130 private rooms. Maple Grove Hospital serves over 85,000 patients annually from the communities of Maple Grove, Osseo, Plymouth, Brooklyn Center and numerous outlying communities.

Maple Grove Hospital's goal is to create a facility to meet the growing needs of the community and serve as a model "hospital of the future" by thinking outside the boundaries of traditional healthcare design. Our values guide every discussion, decision and behavior. It's not only what we do that matters, but how we do it. The values we demonstrate with each action and interaction are:

- Respect
- Accountability
- Communication
- Teamwork
- Pride
- Vision: Together, delivering health care as it ought to be.

Fairview Maple Grove Medical Center opened in July of 2007. It combines the expertise of Fairview and the University of Minnesota Physicians. This is an ambulatory center which offers the following services: Family Medicine, Women's Health, Adult Specialty Services, Children's Specialty Services, Ancillary Services, Ambulatory Surgery Center and Full Service Cancer Care. Fairview Maple Grove Medical Center has over 100,000 patient visits annually from the communities of Maple Grove, Osseo, Plymouth, Brooklyn Center and numerous outlying communities. Fairview Maple Grove Medical Center's mission is "To Improve the Health of the Communities We Serve" with the vision "to be the best health care delivery system for America, in partnership with the University of Minnesota. Our values are who we are and include:

- Dignity
- Integrity
- Service
- Compassion

This implementation plan summarizes the process to date and priorities established for Maple Grove Hospital and Fairview Maple Grove Medical Center to sustain and develop new community benefit programs. The programs will 1) address prioritized needs from the 2013 Community Health Needs Assessment (CHNA) conducted by Maple Grove Hospital and Fairview Maple Grove Medical Center Community Health Needs Assessment Steering Committee with assistance from Fairview Health Services System Community Health Department and 2) respond to additional identified community health needs.

Target Areas and Populations

For the Community Health Needs Assessment conducted by Maple Grove Hospital and Fairview Maple Grove Medical Center, the assessment area was defined as the Primary Service Area for Maple Grove Hospital. While both Maple Grove Hospital and Fairview Maple Grove Medical Center serve patients from a broader community, the choice was made to limit the assessment area to the community directly surrounding both institutions. This approach was made to allow for targeted community health intervention programs. The assessment area is composed of four zip codes: 55311, 55369, 55445 and 55446. These four zip codes include all or portions of four cities: Maple Grove, Osseo, Brooklyn Park and Plymouth. The community area encompasses all or portions of three public school districts: Osseo Independent School District 279, Wayzata Independent School District 284 and Robbinsdale Independent School District 281. See appendix A for a map of the community area assessed.

How the Implementation Strategy Was Developed

Maple Grove Hospital and Fairview Maple Grove Medical Center's Implementation Strategy was developed based on the findings and priorities established by Maple Grove Hospital and Fairview Maple Grove Medical Center's Community Health Need Assessment Steering Committee.

Maple Grove Hospital and Fairview Maple Grove Medical Center, along with Fairview Community Health, provided leadership for the 2013 Maple Grove Hospital and Fairview Maple Grove Medical Center's Community Health Needs Assessment. Maple Grove Hospital and Fairview Maple Grove Medical Center reached out to members of our community in the fourth quarter of 2012 and the first quarter of 2013, asking a diverse group of community leaders to represent the community by becoming a member of the Community Health Needs Assessment Steering Committee. The following are members of that Steering Committee:

- Andy Cochrane, CEO, Maple Grove Hospital, Maple Grove Hospital Co-Chair of Assessment
- John Herman, President, Fairview Maple Grove Medical Center, Fairview Maple Grove Medical Center Co-Chair of Assessment
- Dustin Chapman, Behavioral Services Liaison & Licensed Alcohol & Drug Counselor, Fairview Behavior Services
- Melissa Drews, Wellness Program Manager, Osseo School District (ISD 279)
- Ann Ellison, Director Community Health/Church Relations/Medical Missions, Fairview Health System

- Jackie Hass, Guest Services Administrator, Maple Grove Hospital
- David Jess, Chief of Police, Maple Grove Police Department
- Joel Jueckstock, Chaplin, Maple Grove Hospital
- Jennifer Krippner, Director of Physician Development & Guest/Public Relations, Maple Grove Hospital
- Jonette Lucia, Project Coordinator, Northwest Hennepin Family Service Collaborative
- Marie Maslowski, Community Health Outreach Manager, Fairview Maple Grove Medical Center
- Irene Mertz, School Nurse, Wayzata School District (ISD 284)
- Alisa Morley, Pediatric Nutritionist, Fairview Maple Grove Medical Center
- Lee Ann Mortenson, Injury Prevention Coordinator, North Memorial Trauma Services
- Martha Overby, Regional Director Program Service, March of Dimes
- Kathryn Richmond, Principal Planner Public Health and Clinical Services, Hennepin County Human Services and Public Health Department – Local Public Health Representative
- Mark Sahr, Environment, Health & Safety Manager, Boston Scientific Maple Grove
- Shashikant Sane, President of Hindu Community Center and President of Hindu American Temple School, Maple Grove Hindu Temple
- Mark Steffenson, Mayor, Maple Grove Minnesota
- Heather Sheridan, Administrator, Fairview Maple Grove Medical Center
- Jason Weaver, Finance Manager, Maple Grove Hospital
- Yeng Yang – Director of the Pediatric Hospitalist program, Maple Grove Hospital and former medical provider in Internal Medicine and Pediatrics at Fairview Maple Grove Medical Center

Major Needs and How Priorities Were Established

Both qualitative and quantitative data was gathered in the assessment process. The qualitative data includes:

- Focus groups
- Web surveys
- Key stakeholder interviews

Quantitative data includes:

- Mortality data
- Hospital utilization data
- Emergency room data not resulting in hospitalization
- Community Need Index (CNI) scores which are based on underlying socio-economic indicators of health. See appendix B for a map of CNI scores for the assessment area.

The assessment resulted in four themes which identified categories of health need in the community. These four themes are:

- Mental Health/Behavioral Health
- Injury Prevention
- Wellness/Balance/Education
- Asthma

These other themes were discussed, voted on and prioritized by Steering Committee members using a Need Prioritization Worksheet and Criteria, see appendix C. The prioritization by the Steering Committee resulted in the following ranking, from most important to least important:

1. Mental Health/Behavioral Health
2. Wellness/Balance/Education
3. Injury Prevention
4. Asthma

In addition to these four themes, Steering Committee members identified five other areas of concern:

- Resource Information and Navigation
- Early Childhood and Parenting classes
- Access and Navigation of Care
- Homelessness
- Prematurity

Fairview Maple Grove Medical Center's review of current community benefit programs found that the medical center is meeting existing community needs through provision of charity care; Medicaid services; health professional education programs; the annual Be Healthy, Be Active, Be Safe: Safety Fair and bike rodeo; annual community based flu shot clinic and Medical Explorers.

Maple Grove Hospital has been in existence since December of 2009, and has spent the first three years launching the hospital. Maple Grove Hospital's current community benefit programs include charity care and community education. In 2013, Maple Grove Hospital expanded its community activities by contracting with Fairview Maple Grove Medical Center's Community Health Manager to lead the 2013 Community Health Assessment. In 2014, Maple Grove Hospital will take the lead in activities designed to address the top four health priorities identified in the Community Health Assessment.

Description of What Maple Grove Hospital and Fairview Maple Grove Medical Center Will Do to Address Community Needs

Maple Grove Hospital and Fairview Maple Grove Medical Center's Community Health Needs Assessment Steering Committee has identified several initiatives to address the four top community health needs.

MENTAL HEALTH/BEHAVIORAL HEALTH

- Mental Health First Aid – Maple Grove Hospital will take the lead in working with the National Alliance on Mental Illness to implement Mental First Aid training in the Maple Grove Assessment area. Fairview Maple Grove Medical Center will partner with Maple Grove Hospital as this program is rolled out in the community. Mental Health First Aid and Mental Health First Aid for Youth are evidence based programs that introduce participants to the risk factors and warning signs of a variety of mental health challenges common among adults and adolescents. These

programs build understanding of the importance of early intervention and teach individuals how to help those in crisis or experiencing a mental health or substance abuse challenge. The program has been proven to reduce the stigma and damaging effects of mental and emotional disorders. We will initially work with local police departments, local first responders, the local schools and local religious institutions to offer this training.

- Partnership for Change – Is a local coalition of youth, parents, schools and community groups that are working together to reduce drug use among youth and young adults in northwest Hennepin County. The focus is to change the community environment that leads to youth substance use by identifying and implementing strategies that will affect community attitudes, perceptions, norms and beliefs around alcohol and other drugs. Maple Grove Hospital became a member of this community coalition in 2013. Fairview Maple Grove Medical Center has been a member of this community coalition, since 2007. Maple Grove Hospital will look into joining Partners In Prevention, a Drug-Free Community program that is working to reduce drug use among youth in school district 284.

WELLNESS/EDUCATION/PREVENTION

- Active Living Every Day and Healthy Eating Every Day – Active Living Every Day and Healthy Eating Every Day are evidence based, behavioral modification programs from Active Living Partners, a division of Human Kinetics. The programs are based on research conducted at The Cooper Institute in Dallas, Texas. The two programs focus on behavioral change, use a personalized approach, incorporate a flexible delivery option, and offer ongoing support. Extensive research shows that teaching people lifestyle skills, such as realistic goal setting, identifying and addressing barriers to physical activity and healthy eating, and developing social support systems effectively helps people become and stay physically active and eat healthier. Maple Grove Hospital will take the lead in establishing this program and will partner with Fairview Maple Grove Medical Center to offer these classes to the community in 2014 if funding is approved through Grant request.
- Healthcare Professional Student Education – Maple Grove Hospital and Fairview Maple Grove Medical Center work with local colleges, universities and professional schools to offer training opportunities for healthcare students. Fairview Maple Grove Medical Center currently works with the University of Minnesota, Augsburg College, St. Catherine University, Anoka-Hennepin Technical College, and others. Maple Grove Hospital currently works with the University of Minnesota and Augsburg College. We will continue to provide educational opportunities for future healthcare professionals who will serve the needs of our community.
- Early Childhood and Parenting classes – this theme was listed in the other category by one Steering Committee member. The public school districts that fall in the Maple Grove Community Health Needs area have an ECFE (Early Childhood and Family Education) program. In this program parenting and early childhood education programs are offered. Currently Maple Grove Hospital distributes these materials in their Childbirth Education Classes and to all Family Birth Center and Pediatric patients. In 2014 we will explore other distribution venues.
- Prematurity – this theme was listed in the other category by one Steering Committee member. Maple Grove Hospital currently has a strong working relationship with the March of Dimes. We will continue and strengthen this relationship moving forward. Fairview Maple Grove Medical

Center, along with the Fairview Health System partners with the March of Dimes on their annual “Walk for Babies”. We will continue to support these efforts.

INJURY PREVENTION

- Be Healthy, Be Active, Be Safe: Safety Fair and Bike Rodeo – Fairview Maple Grove Medical Center has hosted a safety fair and bike rodeo since 2010. The event is a partnership with the Medical Center and local organizations such as the Maple Grove Police and Fire Departments, the Hennepin County Sheriff’s Water Patrol, the Red Cross, Safe Kids of Hennepin County, Maple Grove Hospital and a local bike shop. The targeted population is community members, especially those with young children. The goal is to provide safety information, education and resources to the community. In 2014, resources from Maple Grove Hospital’s *Back to School* event will be combined with the annual Be Healthy, Be Active, Be Safe: Safety Fair and Bike Rodeo. This event will continue to be held annually in May with Maple Grove Hospital becoming a member of the planning committee.
- Safe Kids Steering Committee – Fairview Maple Grove Medical Center has participated in the Safe Kids Steering Committee since 2010. This committee is charged with collaborating with community partners to provide injury prevention education on various topics to the community. Some of the current initiatives include: bike helmet safety, water safety, youth drug and alcohol prevention, child passenger seat education, violence prevention and childhood injury prevention. Maple Grove Hospital will be represented on the Steering Committee starting in 2014.

ASTHMA

- School Nurse Education – In the past Fairview Maple Grove Medical Center provided a physician to conduct a seminar for the Osseo School District school nurses on Asthma treatments and prevention. This provider is now employed at Maple Grove Hospital. In partnership, Maple Grove Hospital and Fairview Maple Grove Medical Center will offer an annual Asthma Education and Prevention Day Seminar to Osseo School District and Wayzata School District School Nurses. Fairview Maple Grove Medical Center will provide a Respiratory Therapist and Maple Grove Hospital will provide a physician for the education seminar.

HOMELESSNESS

- This theme was identified in the other category by one Steering Committee member. While this is an important issue, both Maple Grove Hospital and Fairview Maple Grove Medical Center feel that this is a topic we are not able to directly address at this time. However, we will work with the CROSS food shelf to identify opportunities to assist the homeless and low-income. Examples of past activities include: collecting personal care items for the homeless and coordinating a free flu shot clinic for un- and under-insured.

Next Steps for Priorities

For each of the priority areas listed above, Maple Grove Hospital and Fairview Maple Grove Medical Center will work with the Maple Grove Community Health Assessment Steering Committee and community partners to:

- Identify any related activities being conducted by others in the community that could be built upon.
- Develop measurable goals and objectives in order to evaluate the effectiveness of the program interventions.
- Build support within the community for the identified initiatives.
- Develop detailed work plans.

Approval

Each year at the November meeting, the Maple Grove Hospital Governing Board will review the prior fiscal year's Community Benefit Report and approve the Community Benefit Implementation Strategy for addressing priorities identified in the most recent Community Assessment and other plans for community benefit.

This report was prepared for the November 20, 2013 meeting of the Governing Board.

Maple Grove Hospital Board Approval:

By name and title

Date