

Community Health Needs Assessment and Implementation Plan 2014–2016

Cambridge Medical Center, a part of Allina Health, cares about improving the health of the communities it serves. To do so, Cambridge Medical Center worked with community partners to conduct a community health needs assessment and develop a specific, local implementation plan to respond to the identified community needs.

Executive Summary

HOSPITAL SUMMARY

Cambridge Medical Center is a part of Allina Health, a not-for-profit health system dedicated to the prevention and treatment of illness through its family of clinics, hospitals, care services and community health improvement efforts in Minnesota and western Wisconsin. Cambridge Medical Center (CMC) is a regional health care facility providing comprehensive health care services to more than 30,000 residents in Isanti County. The medical center is comprised of a large multi-specialty clinic and an 86-bed hospital located on one large campus. A Same Day Clinic, retail pharmacy and Eye Center are also located in the facility.

One of the most unique aspects of the medical center is its size. Although located in the small community of Cambridge (population 8,209), the medical center has more than 150,000 clinic patient visits each year, 4,000 inpatient hospital admissions and more than 100,000 outpatient visits annually. There are more than 65 physicians and providers on staff and 27 consulting physicians providing specialty care such as cardiology, oncology, otolaryngology, urology and more. The medical center has more than 900 employees and is the largest employer in the city of Cambridge. Cambridge Medical Center also has a long history of working to improve health in the community it serves through both charitable giving by the Cambridge Medical Center Foundation and direct programming efforts which address health needs in the community.

Cambridge Medical Center's CHNA was conducted in collaboration and partnership with community members, community organizations, stakeholders from local public health and internal stakeholders. These partners assisted in the development of the hospital's priorities as well as in building the implementation plan.

TARGET AREAS AND POPULATIONS

For the purposes of community benefit and engagement, Allina Health divides its service area into nine regions. The region associated with Cambridge Medical Center is known as the North Region and primarily serves Isanti County in Minnesota. For the North Regional Community Health Needs Assessment (CHNA), the focus of inquiry was Isanti County.

NEEDS ASSESSMENT PROCESS

The needs assessment plan was based on a set of best practices for community health assessments developed by the Catholic Health Association with the purpose of identifying two to three regional priority areas to focus on for FY 2014–2016. The process was designed to rely on existing public data, directly engage community stakeholders and collaborate with local public health and other health providers. The North Regional Community Engagement Lead guided the effort for Cambridge Medical Center.

The Cambridge Medical Center assessment was conducted in three stages: data review and setting priorities, community health dialogues and community assets inventory, and action planning. The process began in April 2012 with the development of the CHNA plan and was completed in August 2013 with the final presentation of the assessment and action plan to the Cambridge Medical Center Community Engagement Council and the Cambridge Medical Center Board of Trustees. The following is a description of the assessment steps and timeline created by the CHNA Team.

DATA REVIEW AND PRIORITIZATION

The data review and priority-setting phase began with the compilation of existing health-related data. Stakeholders reviewed three datasets, including Stratis Health Minnesota County Profiles, Minnesota County-Level Indicators for Community Health Assessment, and County Health Rankings. They then developed an initial list of priorities. Assessment stakeholders used the Hanlon Method, a systematic prioritization process, to rank the health-related issues based on three criteria: size of the problem, seriousness of the problem, and estimated effectiveness of the solution. Stakeholders were then asked to consider the numerical rankings given to each issue along with a set of discussion questions to choose the final priority issues.

The prioritization process identified the following three priority issues for the community:

1. **Obesity**
2. **Adolescent alcohol and drug use**
3. **Mental health**

COMMUNITY DIALOGUES

In spring 2013, Cambridge Medical Center held meetings designed to solicit feedback from the community on how the hospital could most effectively address the selected priority issues. These community dialogues were an opportunity for Cambridge Medical Center to hear from a broader group of community members, identify ideas and strategies to respond to the priority issues and inform the action-planning phase of the needs assessment. A dialogue report summarizes the findings and will guide the development of the implementation plan.

COMMUNITY ASSETS INVENTORY

Between the community health dialogues and the action-planning phase, the Community Engagement Lead for Cambridge Medical Center developed an inventory of existing programs and services within the region related to the priority areas identified in the needs assessment. The inventory included the location of the program (hospital, clinic or community) as well as the target population and community partners. The purpose of the inventory was to identify:

- Gaps in services and opportunities for new work
- Where and with whom there is a lot of work already being done
- Opportunities for partnership and/or collaboration.

ACTION PLANNING

The final phase of the CHNA process was to develop the implementation plan for Cambridge Medical Center. The implementation plan is a set of actions that the hospital will take to respond to the needs identified through the community health needs assessment process. Cambridge Medical Center used its Community Engagement Council to engage with internal and external stakeholders including City of Cambridge & Isanti officials, Isanti County Public Health, Isanti County Sheriff, Cambridge Police Officer, Isanti County Commissioner, local school districts/Cambridge-Isanti & Braham, business leaders, Allina Staff and Physicians, and many more, over three meetings to develop the implementation plan for FY 2014–2016.

The process included four steps:

1. Identifying key goals, objectives and indicators related to the priority issues
2. Reviewing Community Health Dialogues report and Community Assets Inventory

3. Selecting evidence-based strategies and programs to address the issues
4. Assigning roles and partners for implementing each strategy.

IMPLEMENTATION PLAN

The implementation plan is a three-year plan depicting the overall work that Cambridge Medical Center plans to do to address its priority issues in the community. Annual work plans will be developed to provide detailed actions, accountabilities, evaluation measures and timelines.

Obesity

Goal: Increase availability of information and programming addressing obesity prevention in the community

INDICATORS

- Reduce proportion of adolescents and adults who are overweight or obese

Cambridge Medical Center's strategy to address obesity and encourage physical activity in its community will focus on two key areas: education around the risks of obesity and providing programs that reduce obesity, and increase physical activity in the community by encouraging and motivating people to take actions that will improve their overall health. Planned programs include:

- Partnering with local food vendors to raise awareness in the community about healthy eating and venues to access healthy food: raising awareness of local farms, identifying healthy options at restaurants, supporting and promoting community gardens. *Partners: public health, local restaurants, farmers' markets, community co-ops*
- Creating and supporting programming that combines educational, environmental and behavioral activities at worksites and community centers. *Partners: senior centers, community fitness centers, clinics, employers*
- Enhancing and expanding options for physical activity and nutrition education using the Health Powered Kids developed by Allina Health. *Partners: clinics, local school districts, community programs targeting children.*
- Facilitating and promoting nutritional coaching and groups targeting families and children. *Partners: schools, community centers, community programs*

Adolescent alcohol and drug use

Goal: Increase education and awareness among youth and parents about the effects, signs and impact of alcohol and drug use

INDICATORS

- Increase the proportion of adolescents who perceive great risk associated with substance abuse
- Reduce the proportion of adolescents engaging in binge drinking of alcoholic beverages
- Reduce the proportion of adolescents using illegal or non-prescription drugs.

Cambridge Medical Center's strategy to address adolescent drug/alcohol use in its community will focus on increasing community awareness on the effects, signs and impact of alcohol and drug use. Planned programs include:

- Support and promote resources for prescription drugs drop-off and disposal site. *Partners: Clinics, hospital doctors, public health*
- Providing education to providers and community members around substance abuse identifying the signs of substance abuse in individuals. *Partners: Clinics, hospital doctors, public health, employers*
- Offering integrative workshops for parents and educators on how to discuss issues related to substance abuse with children and adolescents. *Partners: public health, employers, schools, police*
- Enhancing existing programs targeting adolescent health and wellness with components addressing alcohol and drug use. *Partners: public health, schools, community organizations, police*

Mental health

Goal: Reduce the stigma associated with mental health

INDICATORS:

- Increase the proportion of adults and children with mental health disorders who receive treatment
- Reduce stigma around mental health issues.

Cambridge Medical Center's strategy to address mental health in its community will focus on two key areas: reducing the stigma around mental health conditions and treatment, and providing and facilitating education around mental health both to members of the community and to health care providers.

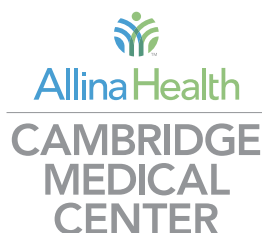
Planned programs include:

- Partnering with mental health advocacy organizations to increase education about mental health and identify resources in the community related to mental health. *Partners: Clinics, mental health providers, public health, police, local mental health centers, mental health advocacy organizations*
- Continuing to support programs that build social connections within the community. *Partners: community organizations*
- Submitting and creating media and educational pieces about mental health for distribution in the community. *Partners: schools, media outlets, mental health advocacy organization*
- Actively engaging providers in public discussions around mental health and mental illness with the goal of decreasing stigma. *Partners: Clinics, hospital doctors, public health, employers, schools*

CONCLUSION

As a not-for profit hospital, Cambridge Medical Center is dedicated to improving the health of the communities it serves. This implementation plan is intended to show that the hospital will partner with and support community and clinical programs that positively impact the identified health needs in 2014-2016. In addition, the hospital will participate in system-wide efforts, as part of Allina Health, that support and impact community health. There are other ways in which Cambridge Medical Center will indirectly address these priority issues along with other needs, through the provision of charity care, support of Medicare and Medicaid programs, discounts to the uninsured and more. Cambridge Medical Center will continue to engage with the community to ensure that the work in the plan is relevant, effective and to modify its efforts accordingly.

The full report for the Cambridge Medical Center's community health needs assessment can be found at allinahealth.org.



701 South Dellwood Street
Cambridge, MN 55008
763-689-7700
800-252-4133

cambridgemedicalcenter.com