

Great River Health Systems'

Community Health Needs Assessment Response



Community Health Needs Assessment Response

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Introduction

Great River Medical Center, a part of Great River Health Systems, collaborated with the Des Moines County Department of Public Health to conduct a community health needs assessment to distinguish the unmet medical and public health needs in Des Moines County.

The study had three objectives:

1. To conduct an assessment that provides a foundation for Great River Health Systems and its partners to build a consensus about the area's most critical health care needs
2. To meet state and federal requirements for conducting Community Health Needs Assessments – hospitals, every three years; health departments, every five years
3. To develop plans for interventions

Information was collected through live communitywide meetings, paper and emailed surveys, face-to-face interviews, and a review and analysis of publicly collected health and demographic statistics. The survey was made available at several locations in the study area. The locations were chosen and the survey was designed to elicit public responses about health needs in Des Moines County. The survey included multiple-choice, open-ended and scaled questions that asked people what they perceived to be the greatest areas of community need. About 400 surveys were returned and analyzed.

Interviews were conducted with 11 community professionals and key informants, including professionals in education, law enforcement, minority populations, public health and social services, and other people representing underserved populations in the service area. They were asked to identify the largest health concerns in the community and to suggest ways to improve unmet health needs.

The health and demographic data available for Des Moines County was investigated focusing on the problems indicated from the interviews and community survey. Using information from collaborative meetings and surveys, the Des Moines County community ranked four unmet health needs:

- Mental health and substance abuse
- Obesity
- Poverty
- Violent crime

Participants in the community health needs assessment process – including Great River Health Systems employees – chose or were assigned to one of the four areas of need. The groups followed a multistep process to develop their plans:

- Define and analyze the problem
- Develop a purpose statement for the overall goal

- Define objectives
- Identify interventions
- Complete plan

These groups will continue meeting to address their action plan objectives and tactics, and submit quarterly progress reports Great River Health Systems and the Des Moines County Department of Public Health.

Great River Health Systems is committed to providing new and ongoing services to help meet the identified needs in the next three years. It also will continue participating in communitywide health improvements. Each of the four health-needs categories below begins with the health system's plan, followed by the community's plan.

In March 2016, Des Moines County became one of six communities to receive a State Innovation Model: Community Care Coalition (C3) Initiative grant through the Iowa Department of Public Health. Great River Medical Center applied for the grant on behalf of the community, in partnership with the Des Moines County Public Health Department and the Southeast Iowa Regional Planning Commission. Information about the grant is at the end of this report.

Mental Health and Substance Abuse

Improve access

Anticipated impact: Reduce waiting times for patients to be seen by mental health professionals

To improve access to mental health services, Great River Mental Health will add two providers to its staff. A nurse practitioner will see patients in the clinic and a social worker will split time between the clinic and Burlington Area Family Practice Center. Walk-in clinic times will be established to provide immediate services, which also will help meet the needs of people seeking help through Great River Health Systems' Employee Assistance Program.

Crisis Intervention Team Program

Anticipated impact: Develop a training program that helps local law enforcement identify psychiatric emergencies

Local law-enforcement agencies are developing a Crisis Intervention Team Program to train officers to effectively work with people experiencing behavioral health crises in the community. Great River Health Systems' mental health staff will provide oversight and education.

Dual-diagnosis partial hospital program

Anticipated impact: Increase access for patients who need higher levels of psychiatric and substance abuse care

Great River Health Systems will submit a grant proposal for funding an outpatient dual-diagnosis partial hospital program that will help patients who have mental health problems complicated by substance abuse. It would provide more intensive therapy than a traditional outpatient setting. Patients who seek treatment for a dual diagnosis are taught to develop and follow a recovery plan for their mental illness that supports and complements the sober recovery plan for their addiction.

Behavioral Health Assessment Team

Anticipated impact: Provide appropriate assessment for placement of patients in mental-health crises

The Behavioral Health Assessment Team works with patients, providers and community agencies to ensure existing services are provided effectively and efficiently. Services are provided for patients in the Acute Care Center, Emergency Department and Intensive Care Unit. The team consists of the Behavioral Health director, Social Work supervisor, a psychiatrist, four assessment specialists and an addictions specialist.

Acute Care Center:

- Follows patients who have mental health or substance-abuse issues
- Provides complete assessments on patients who have psychiatric consultations

Emergency Department:

- Provides complete assessments on patients who have court committal documents
- Provides complete assessments on patients with mental health or substance-abuse issues
- Helps patients who return frequently in search of other resources
- Helps patients who need social work services

Intensive Care Unit:

- Follows patients who have substance-abuse or mental health issues
- Helps patients who need social work services for mental health or substance abuse
- Completes assessments on patients with mental health or substance-abuse issues

Crisis Stabilization Services

Anticipated impact: Increased access for patients who need crisis care

Great River Health Systems provides support services for Hope Haven Area Development Center's Crisis Stabilization Services. The five-bed crisis service is available to adults with a

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mental illnesses or developmental disabilities who temporarily cannot live independently and need immediate intervention. Providing outpatient psychiatric care in this setting reduces the need for hospital admissions.

Increased collaboration with judicial system

Anticipated impact: Increased awareness of available resources

The director of Behavioral Health and medical director of Great River Mental Health meet with Des Moines County judges twice a year to discuss the process for mental health committals to ensure the best treatment for patients.

Intake coordinator

Anticipated impact: Decrease waiting times before first appointments with providers

In face-to-face appointments, Great River Mental Health's intake coordinator screens new patients and makes appointments with appropriate providers to improve timeliness of care.

Integrated care clinic

Anticipated impact: Provide coordinated care for patients with complicated mental-health and medical diseases

Great River Health Systems' integrated care clinic offers population-based health services that address the comprehensive physical and mental health needs of patients. The first of its kind in southeast Iowa, it serves clients from Optimae LifeServices, an organization that provides residential and support services for people with mental illness or developmental disabilities.

Optimae clients meet with a Great River Health Systems team comprising a primary-care provider, psychiatrist, pharmacist and other health professionals. This approach eliminates the need for multiple appointments, improves communication among health care providers and reduces the potential for unnecessary emergency department visits or admissions.

Jail-diversion program

Anticipated impact: Provide the correct level of care for patients with mental-health diagnoses

The jail-diversion program provides evaluation and coordination of care for people in jail for suspected crimes that may be the result of their mental illnesses.

Partial hospital program

Anticipated impact: Increased access for patients who need a higher level of care

The partial hospital program is for patients who don't require inpatient hospitalization but are in need of intensive mental health services beyond what the outpatient clinic can provide. Patients come to the hospital for six hours a day, Monday through Friday, for group therapy, medicine management and psychiatric care. The program helps bridge the gap between inpatient and outpatient services, helping patients gradually transition to less-intensive psychiatric services.

Substance-abuse group

Anticipated impact: Provide additional support for patients who need ongoing substance abuse care before inpatient stays

A substance-abuse group meets three times a week to help bridge the three- to six-week waiting period before being admitted for inpatient rehabilitation for substance abuse at other facilities. Random urine drug screens are conducted.

Mental Health and Substance Abuse continued on next page

Community Action Plan

Overall Goal: Increase mental health and substance abuse services			
SMART Objective(s)	Interventions	Leaders/Partners	Timeline
By 2020, we will increase education about mental health and substance abuse services to the citizens of Des Moines County.	<ol style="list-style-type: none"> 1. Two subcommittees for wellness fair and summit 2. Mental health/substance abuse summit 3. Wellness fair(s) 4. Evidence-based curriculum in schools 	<ul style="list-style-type: none"> • Addiction and Drug Dependency Services • Des Moines County Public Health Department • Great River Health Systems 	Begin January 2016

Obesity

School programs

Great River Health Systems is committed to helping local schools develop and maintain healthy lifestyle programs for students and staff.

- **Girls on the Run** – Running is used to inspire and motivate girls, encourage lifelong health and fitness, and build confidence through accomplishment. At each season's conclusion, the girls and their running buddies complete a 5k running event, which gives them a tangible sense of achievement and a framework for setting and achieving life goals. If this program is approved, Great River Health Systems will consider providing staff and financial support.

Anticipated impact: Girls will understand the importance of physical activity, exercise and positive self-esteem.

- **Midday Healthy Play** – Great River Health Systems' fitness specialists will lead structured play during noon recess at two Burlington elementary schools.

Anticipated impact: Overweight and obese students will learn the importance of physical activity and establish exercise habits to help them obtain and maintain a healthy weight.

Community education

Anticipated impact: Prevent or reduce obesity through awareness and education

Great River Health Systems provides speakers, educational displays, nutrition information and activities at health fairs, employer events and community meetings.

Great River Health Systems is a member of the Southeast Iowa Regional Coalition for Lifestyle Enhancement, which meets quarterly. It is a major sponsor of the coalition's annual Healthy Lifestyle Conference for health care educators and providers, providing financial and professional support.

Great River Health Fitness

Great River Health Fitness is the largest and most-advanced workout facility in Des Moines County. It features a full exercise track, extensive exercise equipment and a three-story rock-climbing tower, the only one in the region. The warm- and cool-water therapy pools provide exercise and therapy opportunities.

Special programs and services offered by Great River Health Fitness include:

- **ABLE (A Better Life Every day)** – People who have difficulty obtaining and maintaining a healthy weight will be guided through

supervised cardiovascular and resistance workouts individually designed by fitness specialists.

Anticipated impact: Long-term weight maintenance and continuing physical activity

- **Behavioral Health Unit physical activity** – Thirty-minute physical activity sessions that include stretching and flexibility exercises will be offered five days a week.

Anticipated impact: It is proven that physical activity can help patients relax, feel more comfortable and share more with caregivers. Exercise also helps patients feel more energetic and positive, and it reduces depression.

- **Delay the Disease** – An exercise program for People with Parkinson's disease.

Anticipated impact: Delaying physical symptoms of Parkinson's disease

- **FAME (Fitness and Mobility Exercise)** – A program for people who have had a stroke.

Anticipated impact: Improved mobility and independence

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- **Finding a Healthier You** – This four-week program will be offered jointly with the Burlington YMCA four times a year. Participants who have early signs of health risks for chronic diseases such as diabetes or heart disease learn about nutrition, exercise and risk-factor awareness.

Anticipated impact: At least half of the estimated 40 people who attend the program will show a 15 percent decrease in weight six months after the program.

- **Moving Forward** – Patients with end-stage renal disease establish a more active life through individualized exercise programs emphasizing cardiovascular fitness and weight reduction.

Anticipated impact: The goal is to enable 12 patients to improve their aerobic capacity and reduce their weight by 15 percent in six months.

- **Wellness coaching** – An employee who has a master’s degree in health promotion and emphasis on wellness coaching works with Great River Health Systems employees who didn’t pass metabolic panel testing and are choosing to improve their health. More than 100 people have participated.

Anticipated impact: Improve employees’ health and reduce health care costs

Great River Healthy Living Clinic

Anticipated impact: Improve long-term success in weight loss and prevent metabolic syndrome

Great River Healthy Living Clinic has a demonstration kitchen for healthy cooking programs. Its signature program, Operation Transformation, addresses a group of risk factors associated with coronary artery disease, stroke and type 2 diabetes.

The physician-supervised weight-loss program focuses on changing lifestyle behaviors coupled with nutrition guidance and exercise regimens to achieve lasting weight-loss goals. Its success rate is greater than 90 percent. Area businesses, including Great River Medical Center, have begun using Operation Transformation a wellness benefit for their employees.

The Healthy Living Clinic worked with area restaurants and Great River Medical Center’s Cafeteria to provide Operation Transformation-approved healthier menu items.

Pioneering Healthy Communities grant

Great River Health Systems participates in the Des Moines County Living Well Coalition in partnership with the Burlington YMCA. Projects have included planning, supporting and implementing community gardens in Burlington to support healthy eating. Fruits

and vegetables grown are available to the community, and surplus items are offered at the YMCA for a free-will donation.

Community Action Plan – 2016 Des Moines County Living Well Work Plan

The Des Moines County Living Well initiative began in May 2011 through a Pioneering Healthy Communities grant from the YMCA of the USA. The grant helped to establish a local team of community leaders charged with making policy and environmental changes to support and promote healthy lifestyles. This team has worked to create a vision, mission, and plan to improve the health of Des Moines County residents. Great River Health Systems is committed to evaluating financial and in-kind support for the plan’s initiatives.

Team members

- Zach James, Southeast Iowa Regional Planning Commission
- Stephanie Libben, Burlington Area Community YMCA
- Al Mehaffy, Burlington Community School District
- Esther Murphy, Burlington Community School District
- Christine O’Brien, Community Action/WIC
- Cheryl Robben, Great River Health Systems
- Kay Sackville Breuer, Greater Burlington Partnership
- Jill Smith, Burlington Community School District

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- Jeff Taeger, Great River Health Systems
- Eric Tysland, City of Burlington
- Deedra Warner, Des Moines County Public Health Department

Our vision

To be the healthiest county in Iowa, where residents live a life focused on physical activity and healthy eating

Mission

To create opportunities for every citizen to lead a healthy life by influencing sustainable policy and environmental changes that will make Des Moines County a healthier place to live

Goal 1: Improve facilities for bicyclists and pedestrians in Burlington/West Burlington				
Objective 1.1: Move/Install signs for new city bicycle route and paint pavement with bike lanes or shared roadway symbols where necessary by the end of 2016.				
Evaluation: Signs and pavement markings will be in place.				
Budget: \$7,000 for signs, labor to move signs, cost of paint, and labor to paint pavement markings from IDPH grant				
<i>Key Strategies and Activities</i>	<i>Lead Role</i>	<i>Key Partners</i>	<i>Time Line</i>	<i>Evaluation Indicators</i>
1. Approach cities of Burlington and West Burlington about changing route, moving signage and painting pavement	DMCLW Team	SEIRPC, City of Burlington, City of West Burlington, Bike Burlington, Team Beast, Greater Burlington Partnership	2-2016	Attended city council meetings
2. Identify routes through master plan	DMCLW Team	SEIRPC, City of Burlington, City of West Burlington, Bike Burlington, Team Beast, Greater Burlington Partnership, Public	6-2016	Master plan complete
3. Move signs and paint pavement	DMCLW Team	SEIRPC, City of Burlington, City of West Burlington, Bike Burlington, Team Beast	10-2016	Signs moved and pavement painted

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Goal 1: Improve facilities for bicyclists and pedestrians in Burlington/West Burlington

Objective 1.2: Work with the cities of Burlington and West Burlington to adopt Complete Streets policies by the end of 2015.

Evaluation: City of Burlington and City of West Burlington adopt Complete Streets Policies.

Budget: \$2,000 for materials and public awareness/marketing from IDPH grant

<i>Key Strategies and Activities</i>	<i>Lead Role</i>	<i>Key Partners</i>	<i>Time Line</i>	<i>Evaluation Indicators</i>
1. Educate city councils about Complete Streets (what, why, how, cost)	DMCLW Team	DMCLW Team SEIRPC, City of Burlington, City of West Burlington, CTRE, Bike Burlington, Team Beast	5-2012	Meetings held with local groups and businesses, public meeting held
2. Educate and build public support for Complete Streets by temporarily converting a street into a Complete Street and public awareness campaign	DMCLW Team	SEIRPC, City of Burlington, City of West Burlington, CTRE, Bike Burlington, Team Beast	7-2012	Attended council workshops
3. Develop draft policy with public and city councils	DMCLW Team	SEIRPC, City of Burlington, City of West Burlington, CTRE	1-2015	Draft policy is written
4. Present policy to city councils and modify as needed	DMCLW Team	SEIRPC, City of Burlington, City of West Burlington, CTRE	9-2015	Draft policy is presented to city councils
5. Work with city councils to adopt Complete Streets policies	DMCLW Team	SEIRPC, City of Burlington, City of West Burlington, CTRE	11-2015	Policy is adopted by city councils
6. Evaluate policy in practice (how is it being used, is it working, does it need to be modified)	DMCLW Team	SEIRPC, City of Burlington, City of West Burlington, CTRE	1-2016 and beyond	Review how each city is implementing policy

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Goal 2: Increase awareness of and access to healthy eating options

Objective 2.1: Create a downtown garden at an apartment or business building.

Evaluation: Garden is completed and maintained with fruits and vegetables

Budget: \$3,500 for planter boxes, soil, seeds and supplies from IDPH grant

<i>Key Strategies and Activities</i>	<i>Lead Role</i>	<i>Key Partners</i>	<i>Time Line</i>	<i>Evaluation Indicators</i>
1. Work with Iowa State Extension Master Gardeners program to determine best way to set up garden (location, plant types, space needed/size of garden, supplies needed.)	DMCLW Team	SEIRPC and other businesses, ISU Extension	6-2016	Garden Plan complete
2. Purchase supplies and plant materials	DMCLW Team	SEIRPC and other businesses, ISU Extension	6-2016	Materials purchased
3. Prepare gardens	DMCLW Team	SEIRPC and other businesses, ISU Extension	6-2016	Gardens prepared
4. Tend gardens	DMCLW Team	SEIRPC and other businesses, ISU Extension	5-2016 to 10-2016	Gardens are maintained and cleaned at the end of the season
5. Educate other businesses and apartment complexes about creating their gardens.	SEIRPC and DMCLW Team	Home economics teachers or local restaurants	8-2016 to 10-2016	Cooking class is complete

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Goal 2: Increase awareness of and access to healthy eating options

Objective 2.2: To help market community efforts that focus on physical activity and healthy eating through the Des Moines County Living Well website and regular postings on Facebook

Evaluation: Marketing efforts

Budget: \$2,000 for marketing materials, radio spots, newspaper ads, mailings and social media from a PHC grant

<i>Key Strategies and Activities</i>	<i>Lead Role</i>	<i>Key Partners</i>	<i>Time Line</i>	<i>Evaluation Indicators</i>
1. Create a Des Moines County Living Well website	DMCLW Team		3-2016	Website live
2. Identify which community efforts and events need marketing assistance	DMCLW Team	Greater Burlington Partnership, local media	3-2016	Marketing needs targeted
3. Identify marketing methods and create a marketing plan for each effort and event	DMCLW Team	Greater Burlington Partnership, local media	6-2016	Marketing plan in place
4. Execute marketing for each effort and event	DMCLW Team	Greater Burlington Partnership, local media	Ongoing	Marketing completed

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Additional projects for 2016 or beyond

- Work with school districts to modify options available at concession stands to be healthier or offer healthy options
 - Work with school districts to expand and build on their Farm to School programs.
 - Work with school districts to create a healthy and appetizing food program.
 - Develop a healthy food list for vending machines and a list of businesses that offer healthy catering options to be distributed to local businesses.
 - Work with restaurants to include more nutritional items, better highlight their healthy options and show nutritional information on their menus.
 - Work with cities to enhance parks with additional or improved physical activity facilities and identify areas for new parks.
 - Work with cities to build a communitywide indoor recreation facility.
 - Work with cities and the county to create a complete network of bicycle and pedestrian facilities.
 - Develop a bike rental system for Burlington and West Burlington.
 - Hold cooking demonstrations at the farmers market, restaurants, grocery stores and public events to teach people how to cook healthy meals.
- Work with the school districts, Parent-Teacher Organizations, RSVP or other community organizations to start Walking Wednesdays/ Walking School Buses that would provide supervision and walking routes to schools, and provide incentives for students to participate.
 - Create an event to promote physical activity and to raise funds for the organization.
 - Help community groups with the organization of events that promote physical activity.

Violent Crime

Crisis Intervention Team Program

Anticipated impact: Develop a training program that helps local law enforcement identify psychiatric emergencies

Local law-enforcement agencies are developing a Crisis Intervention Team Program to train officers to work effectively with people experiencing behavioral health crises in the community. Great River Health Systems' mental health staff will provide oversight and education.

Management of Aggressive Behaviors employee training program

Anticipated impact: Reduce injury to staff, patients and family members when violence occurs in the health system

Great River Health Systems will transition from Nonviolent Crisis Intervention training to the Management of Aggressive Behavior training program for its employees to teach them how to recognize, reduce, and manage violent and aggressive behavior. The program includes:

- Learning effective and compassionate methods of dealing with anxious or aggressive people
- Minimizing potential injury
- Reducing fear

Great River Health Systems made this change to give staff more-realistic intervention strategies to help deal with violent patients and families.

Community Action Plan

Overall Goal: Increase mentoring to area youth			
SMART Objective(s)	Interventions	Leaders/Partners	Timeline
By Nov. 1, 2016, identify community groups that can provide education and activities to area youth to foster education and violence prevention	<ol style="list-style-type: none"> 1. Encourage collaboration 2. Align goals and programs 3. Seek grants and local funds if available 4. Expand productive programs 5. Research the possibility of developing new programs 6. Facilitate contacts between providers and necessary people in the community 	<p>Leader</p> <ul style="list-style-type: none"> • Craig Borchard, Great River Health Systems <p>Team</p> <ul style="list-style-type: none"> • Amy Beavers, Des Moines County Attorney's Office • Cassie Gerst, Burlington Community School District • Darren Grimshaw, Burlington Police Department • Deedra Warner, Des Moines County Health Department • Gloria Wadell, Des Moines County Health Department • Lee Ann Schaffer-Smith, Great River Area Youth Mentoring Program • Shauna Freitag, Young House Family Services • Tammy Shipman, Great River Health Systems 	<p>Nov. 1, 2016 – Identify groups</p> <p>Nov. 1, 2016 – Promote health system employee and volunteer participation in area mentoring programs</p> <p>Jan. 1, 2017 – Develop/expand collaboration with at least three primary mentoring programs</p> <p>March 1, 2017 – Expand Great River Mentoring group programs into Des Moines County</p>

Violent Crime continued on next page

Identified community programs

- **Burlington Community School District Before- and After-School Programs** – North Hill Elementary School offers a before- and after-school program for students in kindergarten through fifth grade. The program occurs every day of the week except Friday after school. The students do fun, hands-on enrichment activities ranging from art and music to math and science (STEM). Aldo Leopold and Edward Stone middle schools have similar before- and after-school programs. All three schools also host family nights and parent workshops. Grimes Elementary School has an after-school tutoring program for students.
- **Burlington Community School District Club M** – This youth mentoring program matches elementary students to high school students. The mentoring matches meet every Wednesday from 3:30 to 4:30 p.m. at Burlington High School’s cafeteria. Students are matched one on one based on personality and mutual interests. During the hour of Club M, the mentoring matches play board games, color, toss a football or just talk. There is an application process for students to join Club M, either as a mentor or as a mentee. In the 2015-2016 school year, 63 elementary students were matched with Burlington High School mentors.
- **Great River Area Youth Mentoring Program** – Formerly Big Brothers Big Sisters, this program’s mission is to provide children facing adversity with strong and enduring, professionally supported one-to-one relationships that change their lives for the better, forever. Great River Area Youth Mentoring Program operates under the belief that inherent in every child is the ability to succeed and thrive in life. The program makes meaningful, monitored matches between adult volunteers and children, ages 6 through 18. The goal is to develop positive relationships that have a direct and lasting effect on the lives of young people.

Poverty

Bridges Out of Poverty program

Anticipated impact of Getting Ahead classes: Up to 48 people per year will partner with others to build resources they need to get ahead and create a sustainable life for themselves and their families.

Great River Health Systems has committed to financially supporting the first 16-week Getting Ahead class through the new Bridges Out of Poverty program, and it will consider future support. The class enables participants, called “investigators,” to examine their experiences of poverty and explore issues in the community that affect poverty – banking, housing, jobs, transportation – providing critical information the community can use to take action to end poverty.

The Getting Ahead class is one of several components of Bridges Out of Poverty. By March 2016, 490 people in the community, including teachers, had attended training programs to increase understanding of poverty and roadblocks to overcoming it. Other components include:

- Moving a “Developmental English” class into local high schools
- Partnering with Southeastern Community College to bring “Investigations Into Class in America” into its curriculum

- Recruiting volunteers and support by speaking at local service organizations and churches
- Training people to be program trainers to expand the program’s reach

Financial assistance/charity care

Anticipated impact: Great River Health Systems anticipates providing more than \$9 million in uncompensated care in the form of free or discounted community benefits to the area each year.

Great River Health Systems is committed to providing financial assistance, also known as charity care, to people who have health care needs and are uninsured, underinsured, ineligible for a government program or otherwise unable to pay for medically necessary care based on their financial situations. The health system may provide 25 percent, 50 percent, 75 percent or 100 percent financial assistance based on the type of service and Federal Poverty Guidelines.

Health Insurance Marketplace and Presumptive Medicare enrollment

Anticipated impact: Great River Health Systems anticipates enrolling 400 to 500 people annually in either the Health Insurance Marketplace (30) or Presumptive Medicare (400).

Great River Health Systems financial counselors completed training to become Certified Application Counselors for the Health Insurance Marketplace. They are available by appointment to help lowans enroll in health coverage. The state-based marketplace gives consumers a single source to compare options, learn if they can get lower premiums or free coverage, and enroll in a plan.

Great River Medical Center was designated a Champion of Coverage Organization and a Certified Application Counselor Organization by the Centers for Medicare and Medicaid Services. It also is a Presumptive Medicaid Organization. With basic information, financial counselors can enroll patients and family members likely to be eligible for Medicaid immediately, without waiting for an eligibility determination from the state. Medicaid will pay the hospital for the services provided, just as though the patient already enrolled in Medicaid.

Poverty continued on next page

Medication Assistance Program

Anticipated impact: Every year, Great River Health Systems donates \$20,000 to the Medication Assistance Program, which provides prescription coverage assistance to more than 300 people in the community.

Great River Health Systems financially supports Community Action of Southeast Iowa's Medication Assistance Program, which helps patients complete applications for free or reduced-price medicines from pharmaceutical companies. A Community Action employee

works 30 hours a week taking referrals from health care providers, contacting patients, obtaining forms and helping patients fill out applications.

Community Action Plan

Overall Goal: Increase awareness, access and obtainability of community services and resources for lower-income individuals and families in Des Moines County			
SMART Objective(s)	Interventions	Leaders/Partners	Timeline
By 2020, Des Moines County providers and agencies will increase their awareness of community resources and improve collaboration to connect lower income patients and clients with the resources they need to be healthy.	<ol style="list-style-type: none"> 1. Update community resource directory <ol style="list-style-type: none"> a. Explore creating stand-alone website b. Explore creating print version of directory 2. Expand Des Moines County interagency meeting participation 3. Expand interagency resource email list and/or consider transforming into a listserv to improve communication among agencies/organizations 4. Educate Des Moines County providers and agencies about community resources, programs and impact of social determinants on health 5. Research and identify evidence-based interventions that successfully connect people in need with community resources (such as Health Leads and Bridges Out of Poverty) 6. Explore grant opportunities to implement evidence-based pilot program 	<ul style="list-style-type: none"> • Burlington Public Library • Great River Health Systems • Iowa State University Extension • Southeast Iowa Community Action • West Burlington Independent School District 	Begin January 2016

Poverty continued on next page

State Innovation Model Community Care Coalition

In February 2016, Great River Medical Center and its partners, Des Moines County Public Health and Southeast Iowa Regional Planning Commission, were awarded the State Innovation Model Community Care Coalition (C3 Initiative) grant from the Iowa Department of Public Health. The first contract period began March 7, 2016, and will end Jan. 31, 2017, with the option to renew for an additional two years.

The purpose of this C3 Initiative is to develop a broad community coalition to address the priority areas of mental health, obesity, poverty, violent crimes, tobacco, diabetes and social determinants of health through community resource coordination to improve the community's health.

The C3 Initiative will be led by a full-time project director who will recruit community organizations and consumers to serve as Community Care Coalition partners and/or as C3 Steering Committee members. Because the C3 Initiative is broad in scope and includes several focus areas, partners and steering committee members will be invited to work on at least one area (mental health, obesity, poverty, violent crimes, tobacco, diabetes and social determinants of health) at the subcommittee level.

Subcommittees will create plans for each focus area determined by the needs of the target populations and goals of the State Innovation Model. The plans will include community resource coordination and population-based interventions. The C3 Steering Committee will meet at least bi-monthly and include subcommittee progress reports, which will be shared with C3 Partners. Engagement and relationship building will be critical to the long-term success of the coalition, so information-sharing, data assessment, recognition, equal participation and peer education will be incorporated to foster unity and alliance.

This C3 Initiative will build on an existing community coalition, Des Moines County Living Well, which began in 2010 to address obesity and physical activity. Besides expanding membership, the scope, mission and vision of this group will be broadened to encompass the C3 focus areas.