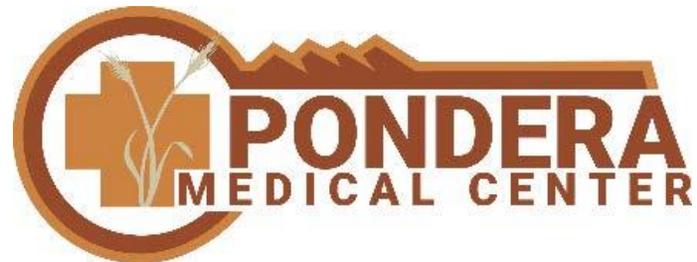


IMPLEMENTATION PLAN

Addressing Community Health Needs



Conrad, Montana

2020-2022

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The Implementation Planning Process

The implementation planning committee – comprised of Pondera Medical Center (PMC) leadership team– participated in an implementation planning process to systematically and thoughtfully respond to all issues and opportunities identified through their community health needs assessment (CHNA) process.

The CHSD community health needs assessment was performed in the Fall of 2019 to determine the most important health needs and opportunities for Pondera County, Montana. “Needs” were identified as the top issues or opportunities rated by respondents during the CHSD survey process or during focus groups (see page 10 for a list of “Needs Identified and Prioritized”). For more information regarding the needs identified, as well as the assessment process/approach/methodology, please refer to the facility’s assessment report, which is posted on the facility’s website (<https://www.ponderamedical.org/chna>).

The community steering and implementation planning committees identified the most important health needs to be addressed by reviewing the CHNA, secondary data, community demographics, and input from representatives of the broad interest of the community, including those with public health expertise (see page 8 for additional information regarding input received from community representatives).

The implementation planning committee reviewed the priority recommendations provided by the community steering committee and determined which needs or opportunities could be addressed considering PMC’s parameters of resources and limitations. The committee then prioritized the needs/opportunities using the additional parameters of the organizational vision, mission, and values, as well as existing and potential community partners. Participants then created a goal to achieve through strategies and activities, as well as the general approach to meeting the stated goal (i.e. staff member responsibilities, timeline, potential community partners, anticipated impact(s), and performance/evaluation measures).

The prioritized health needs as determined through the assessment process and which the facility will be addressing relates to the following healthcare issues:

- Access to healthcare services
- Chronic care management/prevention
- Mental and behavioral health

In addressing the aforementioned issues, PMC seeks to:

- a) Improve access to healthcare services
- b) Enhance the health of the community
- c) Advance medical or health knowledge

Pondera Medical Center’s Mission: Exceed the Healthcare Expectations of those we Serve Through All of Life’s Stages.

Vision: PMC, in partnership with the community we serve, will strive to promote wellness and accessible, quality, personalized healthcare.

Values: PMC “CARES”: Commitment Accountability Respect Excellence Service

Implementation Planning Committee Members:

- Bill O’Leary, CEO – Pondera Medical Center (PMC)
- Casey Rasmussen, Marketing – PMC
- Julia Drishinski, RN, Quality & Infection Control – PMC
- Laura Erickson, RN, CNO – PMC
- Cynthia Grubb, RN, Clinical Navigator/RHC Manager – PMC
- Rebecca Farr, HR – PMC



Prioritizing the Community Health Needs

The steering and implementation planning committees completed the following to prioritize the community health needs:

- Reviewed the facility’s presence in the community (i.e. activities already being done to address community need)
- Considered organizations outside of the facility which may serve as collaborators in executing the facility’s implementation plan
- Assessed the health indicators of the community through available secondary data
- Evaluated the feedback received from consultations with those representing the community’s interests, including public health

PMC’s Existing Presence in the Community

- Pondera Medical Center (PMC) hosts an annual health fair in the community.
- PMC partners with the local health department in regard to tobacco cessation and DUI task force.
- Pondera Medical Center sponsors several community activities, including a Fun Run and Golf Tournament.

List of Available Community Partnerships and Facility Resources to Address Needs

- | | | |
|------------------------------------|-------------------------------------|---|
| • Conrad Area Chamber of Commerce | • Easter Seal Home Care Services | • Pondera Funeral Home |
| • Beehive Homes of Conrad | • Office of Public Assistance | • Conrad School District |
| • Horizon Lodge HUD | • Alcoholics Anonymous | • Kalispell Regional Hospital |
| • Counseling Connections | • Pondera Community Center | • Benefis Health System |
| • Options Counseling | • Valier Senior Center | • Montana Department of Health and Human Services |
| • Sunrise Counseling | • Food Pantry | • Montana Area Health Education Center |
| • Pondera Counseling | • Head Start | |
| • Pioneer Counseling | • Senior Surrey – Conrad | |
| • Center for Mental Health | • Northern Transit System/VA Visits | |
| • Pondera County Health Department | • Olson Drug | |
| | • Village Drug | |

Pondera County Indicators

Population Demographics

- 82.0% of Pondera County's population white, and 14.3% is American Indian or Alaska Native
- 22.9% of Pondera County's population has disability status
- 19.3% of Pondera County's population is 65 years and older
- 11.1% of Pondera County's population has Veteran status

Size of County and Remoteness

- 6,153 people in Pondera County
- 3.8 people per square mile

Socioeconomic Measures

- 28.6% of children live in poverty
- 19% of persons are below the federal poverty level
- 16% of adults (age<65) are uninsured; 6% of children less than age 18, are uninsured
- 12.9% of the population is enrolled in Medicaid

Select Health Measures

- 30% of adults are considered obese
- 22% of the adult population report physical inactivity
- 20% of the adult population report smoking
- Higher stroke rates (per 100,000 population) compared to Montana
- Montana's suicide rate (per 100,000 population) is 22.5 compared to 13.9 for the U.S.

Nearest Major Hospital

- Benefis Healthcare in Great Falls, MT is 64.8 miles from Pondera Medical Center

Public Health and Underserved Populations Consultation Summaries

Public Health Consultation

Steve Baliko, MA LCPC- Behavioral Health and Social Service Provider & Pondera Co. Mental Health Advisory Board; Heidi Hunsucker, FNP- Conrad Family Practice Provider; Heather Johns, FNP- Pondera Medical Center

07/15/2019

- Mental health issues and substance abuse issues are an ongoing discussion in this community.
- We're seeing gaps when people are suicidal, we are running into issues with where to hold them and sending them to Great Falls. Access to psychiatry is an issue, the hospital is working on this. There are gaps with supply and support for law enforcement.
- There is only one counselor in town. Also, with transportation to these services. There are no beds for people who are acutely suicidal.
- The community health center does a good job with advertising about smoking – our rate is higher compared to the state, but I would be curious to see if it has decreased.
- I am surprised that obesity is so high for the county.
- Stroke rate for our county is really high compared to the state.
- We should add IHS and Veteran's clinic/hospital as survey options for where folks might be seeking services.

Underserved Population – Low-Income, Underinsured

Heidi Hunsucker, FNP- Conrad Family Practice Provider; Shannon Naylor, Insurance Agent- Leavitt Group

07/15/2019

- When determining access issues, we should add something about cost – like a patient assistance program
- We should add an option like “Don't know how to apply or too confusing to apply” for those who indicate that they do not have health insurance.
- We should add something on the survey about pharmacy access. I know that cost is often a huge barrier to accessing medicine. There is not a chain pharmacy and sometimes insurance companies don't cover as well at the local pharmacies.
- We should add a survey question about affordability of prescription drugs.

Underserved Population – Seniors

Heidi Hunsucker, FNP- Conrad Family Practice Provider; Heather Johns, FNP- Pondera Medical Center

07/15/2019

- Is home health still hard to access in this community?
- We have it; but it could definitely be expanded.
- I hear it is hard to get into.
- Would should add “denturist” to the list of specialty services utilized.

Needs Identified and Prioritized

Prioritized Needs to Address

1. Top identified components of a healthy community were “Access to healthcare services” and “Good jobs and a healthy economy” (41% each).
2. Top three ways survey respondents identified to improve the community’s access to healthcare were: “More primary care providers” (43.1%- significant decrease since 2014), “More information about available services” (32.3%) and “More specialists” (27.2%).
3. 28.8% of survey respondents indicated they, or someone in their household delayed or did not receive needed medical services in the past three years.
4. Top reasons for delay or not receiving needed healthcare services were: “It cost too much”, “Qualified provider not available”, “Could not get an appointment” and “Too long to wait for an appointment”.
5. 26.3% of survey respondents rated their knowledge of health services available at Pondera Medical Center as “Fair” or “Poor”.
6. Top identified desired local healthcare services were: “Dermatology”, “Pain management program” and “Urology”.
7. Focus group participants were appreciative of local services while noting a desire to reduce travel burden and opportunities to expand available services.
8. Focus group participants noted they felt the facility could enhance outreach about available services.
9. 46.6% of survey respondents indicated they were unaware or unsure of programs that help people pay for healthcare bills.
10. 55% of survey respondents rated their community as “Somewhat healthy”; 4.3% felt the community was “Unhealthy” or “Very unhealthy”.
11. Top identified health concerns were: “Cancer” (51.8%), “Alcohol/substance abuse” (46.7%- significant increase since 2014), “Prescription/illegal drug use” (24.1%- significant increase since 2014), and “Overweight/obesity” (21%).
12. Survey respondents indicated most interest in classes or programs related to “Health and wellness”, “Fitness”, “Living will”, “Women’s health” and “Weight loss”.
13. 11% of survey respondents indicated they have physical activity “1-2 times per month” or “No physical activity”.
14. Secondary data analysis showed 22% of Pondera County adults reported “Physical inactivity” (higher than MT and US).

15. Many focus group participants indicated a desire for more opportunities to be physically active and education on how to make better nutrition, and healthy lifestyle choices.
16. Pondera County has a higher Stroke hospitalization rate than Montana (per 100,000 population).
17. 41% of Montana adults living in frontier areas live with 2+ chronic conditions.
18. 19.8% of respondents indicated they had experienced periods of depression in the last three years.
19. 43% of survey respondents indicated they felt lonely or isolated in the past year; 6.8% indicated they felt lonely/isolated “Most days”.
20. 22% of survey respondents rated their stress level in the past year as “High”; 45% indicated their stress level was “Moderate”.
21. Focus group participants indicated significant concern related to access to mental health services. “It’s a huge need in our community.” “Youth and adults both seem to be at high risk for depression and suicide here.”
22. Public Health experts indicated, “Mental health issues and substance abuse issues are an ongoing discussion in this community.”
23. Montana has one of the highest suicide rates in the nation.

Needs Unable to Address

(See page 30 for additional information)

1. A top identified component of a healthy community was “Good Schools” (37.4%- significant increase since 2014).
2. 23.6% of survey respondents felt there was not adequate and affordable housing options available in the area.
3. 25.5% of survey respondents indicated their health insurance was “Fair” or “Poor”.
4. Focus group participants shared concerns related to understaffed local ambulance services.

Executive Summary

The following summary briefly represents the goals and corresponding strategies and activities which the facility will execute to address the prioritized health needs (from page 9). For more details regarding the approach and performance measures for each goal, please refer to the Implementation Plan Grid section, which begins on page 14.

Goal 1: Enhance access to healthcare services in Pondera County

Strategy 1.1: Improve access to primary care services at PMC

- Consider alternative staffing models to best meet community appointment needs
- Include new questions regarding point of care needs as a part of patient satisfaction survey
- Consider expanding/adjusting primary care hours
- Create outreach materials to educate community on provider scope of practice
- Create outreach opportunities to introduce PMC's provider team to community (providers scope, interests, and patient testimonials, etc.)
- Develop outreach materials to educate community on how to access the most appropriate level of care (ED vs. walk-in vs. clinic appointment)

Strategy 1.2: Improve access to specialty care services at PMC

- Create outreach materials to educate community on specialty provider services, introduction to specialty providers and availability
- Explore enhancing specialty services at PMC onsite or via telehealth (cardiology, urology, dermatology)

Strategy 1.3: Explore new modalities to enhance PMC's outreach and communication

- Explore alternative methods to provide outreach (via short wave radio, social media (live), podcast, utilization of facility monitors, electronic billboard, etc.)
- Reach out to community partners to assess community resources and opportunities to disseminate/share services/information

- Continue to refer patients to, and provide outreach to educate community on insurance navigation, cost assistance programs etc.
- Continue to foster youth engagement through various outreach programs by leveraging programs/events such as National Rural Health Day, REACH, CNA trainings, etc.

Goal 2: Enhance PMC’s chronic care management and prevention efforts to reduce chronic disease burden.

Strategy 2.1: Host or sponsor community events that promote prevention and wellness

- Continue to host annual health fair (providing reduced rate laboratory screenings, health education, services and resources)
- Host/sponsor community events (Community Fun Run, Golf Tourney, Ghost Out, Community Wellness Challenges, National Night Out etc.)
- Explore developing a youth/family wellness programs (New Year challenge, Steps challenge, Physical Therapy lectures, etc.)

Strategy 2.2: Enhance chronic care management services and resources at PMC

- Implement PMC chronic care management program
- Develop internal protocols to determine eligible patient population
- Create outreach materials to invite potential participants

Strategy 2.3: Enhance health educational offerings available through PMC

- Convene staff team to develop and spearhead health and wellness resources/opportunities/partners
- Explore development of health education series
 - Women’s health
 - Fitness and nutrition
 - Prevention and screenings
- Determine new modalities to engage and disseminate health and resource series (videos on website, Facebook, presentations, etc.)

Goal 3: Enhance mental and behavioral health services in Pondera County.

Strategy 3.1: Continue to promote and provide behavioral health resources in Pondera County

- Continue to participate in various community programs that address mental health in Pondera County (Pondera County Mental Health Advisory Board, Mental Health Consortium, DUI Task Force)
- Continue to participate in Integrated Behavioral Health and Opioid grant projects enhancing behavioral health services at PMC
- Continue to research/seek behavioral health services, resources, grants, staff and community partner skill development opportunities (MOAB, Mental Health First Aid, etc.)
- Create web-based calendar and information of available local and state mental health resources

Implementation Plan Grid

Goal 1: Enhance access to healthcare services in Pondera County.					
Strategy 1.1: Improve access to primary care services at PMC					
Activities	Responsibility	Timeline	Final Approval	Partners	Potential Barriers
Consider alternative staffing models to best meet community appointment needs	RHC Manager Medical Staff	2020	CEO		Resource limitations
Include new questions regarding point of care needs as a part of patient satisfaction survey	RHC Manager Marketing	2020	CEO		Resource limitations
Consider expanding/adjusting primary care hours	RHC Manager	2021	CEO		Resource limitations Workforce limitations
Create outreach materials to educate community on provider scope of practice	RHC Manager Marketing	2020	CEO		Resource limitations
Create outreach opportunities to introduce PMC’s provider team to community (providers scope, interests, and patient testimonials, etc.)	RHC Manager Marketing	2020	CEO	Chamber of Commerce, Pondera Center	Resource limitations
Develop outreach materials to educate community on how to access the most appropriate level of care (ED vs. walk-in vs. clinic appointment)	RHC Manager Marketing	2020	CEO		Resource limitations
Needs Being Addressed by this Strategy:					
<ul style="list-style-type: none"> ▪ 1. Top identified components of a healthy community were “Access to healthcare services” and “Good jobs and a healthy economy” (41% each). ▪ 2. Top three ways survey respondents identified to improve the community’s access to healthcare were: “More primary care providers” (43.1%- significant decrease since 2014), “More information about available services” (32.3%) and “More specialists” (27.2%). ▪ 3. 28.8% of survey respondents indicated they, or someone in their household delayed or did not receive needed medical services in the past three years. ▪ 4. Top reasons for delay or not receiving needed healthcare services were: “It cost too much”, “Qualified provider not available”, “Could not get an appointment” and “Too long to wait for an appointment”. ▪ 5. 26.3% of survey respondents rated their knowledge of health services available at Pondera Medical Center as “Fair” or “Poor”. 					

Anticipated Impact(s) of these Activities:

- Increase access to healthcare services
- Increased community knowledge of services
- Improved health outcomes
- Service, policy, and resources development

Plan to Evaluate Anticipated Impact(s) of these Activities:

- Track statistical data for appointment times
- Track implementation of new staffing model in clinic
- Track primary care utilization post marketing/outreach efforts
- Track public demand for increased hours via satisfaction survey and PFE
- Track access measures in subsequent CHNA

Measure of Success: PMC expands access to primary care services by determining the best staffing and hours of operation in the clinic by 01/2021.

Goal 1: Enhance access to healthcare services in Pondera County.

Strategy 1.2: Improve access to specialty care services at PMC

Activities	Responsibility	Timeline	Final Approval	Partners	Potential Barriers
Create outreach materials to educate community on specialty provider services, introduction to specialty providers and availability	RHC Manager Marketing	2020	CEO	Local newspapers, KSEN radio	Resource limitations
Explore enhancing specialty services at PMC onsite or via telehealth (cardiology, urology, dermatology)	RHC Manager CEO	2022	CEO	KRH, Benefis, University of Utah, UCHealth	Resource limitations Financial limitations Workforce limitations

Needs Being Addressed by this Strategy:

- 1. Top identified components of a healthy community were “Access to healthcare services” and “Good jobs and a healthy economy” (41% each).
- 2. Top three ways survey respondents identified to improve the community’s access to healthcare were: “More primary care providers” (43.1%- significant decrease since 2014), “More information about available services” (32.3%) and “More specialists” (27.2%).
- 5. 26.3% of survey respondents rated their knowledge of health services available at Pondera Medical Center as “Fair” or “Poor”.
- 6. Top identified desired local healthcare services were: “Dermatology”, “Pain management program” and “Urology”.
- 7. Focus group participants were appreciative of local services while noting a desire to reduce travel burden and opportunities to expand available services.
- 8. Focus group participants noted they felt the facility could enhance outreach about available services.

Anticipated Impact(s) of these Activities:

- Increased community knowledge of services
- Improved health outcomes
- Improve access to specialty services
- Increased knowledge of available specialty services

Plan to Evaluate Anticipated Impact(s) of these Activities:

- Evaluate referral patterns to specialists
- Evaluate responses on RHC survey for ongoing health needs

Measure of Success: PMC sees an increase in telehealth visits and number of specialty providers.

Goal 1: Enhance access to healthcare services in Pondera County.

Strategy 1.3: Explore new modalities to enhance PMC’s outreach and communication

Activities	Responsibility	Timeline	Final Approval	Partners	Potential Barriers
Explore alternative methods to provide outreach (via social media (live), podcast, utilization of facility monitors, electronic billboard, etc.)	CEO, HR, Marketing	2022	CEO	KRH, Local radio stations	Resource limitations Financial limitations
Reach out to community partners to assess community resources and opportunities to disseminate/share services/information	Marketing	2021	CEO	PCHD, Mental Health Advisory, Chamber of Commerce	Resource limitations
Continue to refer patients to, and provide outreach to educate community on insurance navigation, cost assistance programs etc.	Marketing, Director of Finance	2021	CEO	DPHHS, N. Central Council on Aging, PCHD, MSU Extension	Resource limitations
Continue to foster youth engagement through various outreach programs by leveraging programs/events such as National Rural Health Day, REACH, CNA trainings, etc.	Marketing, Human Resources, CNO	2022	CEO	MT AHEC, MHN, Conrad School District, MHA	Resource limitations Financial limitations

Needs Being Addressed by this Strategy:

- 1. Top identified components of a healthy community were “Access to healthcare services” and “Good jobs and a healthy economy” (41% each).
- 2. Top three ways survey respondents identified to improve the community’s access to healthcare were: “More primary care providers” (43.1%- significant decrease since 2014), “More information about available services” (32.3%) and “More specialists” (27.2%).
- 5. 26.3% of survey respondents rated their knowledge of health services available at Pondera Medical Center as “Fair” or “Poor”.
- 8. Focus group participants noted they felt the facility could enhance outreach about available services.
- 9. 46.6% of survey respondents indicated they were unaware or unsure of programs that help people pay for healthcare bills.

Anticipated Impact(s) of these Activities:

- Increase access to healthcare services
- Increased community knowledge of services
- Enhanced community collaboration

- Improved health outcomes
- Service, policy, and resources development
- Improve access to high quality, coordinated care

Plan to Evaluate Anticipated Impact(s) of these Activities:

- Track number of “clicks” on health and wellness resource on website
- Track social media outreach (reach, likes, shares and retweets)
- Track all Pipeline development and workforce training opportunities offered by PMC

Measure of Success: All community health and wellness resources and programs are published and marketed by PMC to community by 1/2022 using different marketing platforms.

Goal 2: Enhance PMC’s chronic care management and prevention efforts to reduce chronic disease burden.

Strategy 2.1: Host or sponsor community events that promote prevention and wellness

Activities	Responsibility	Timeline	Final Approval	Partners	Potential Barriers
Continue to host annual health fair (providing reduced rate laboratory screenings, health education, services and resources)	Management Council	Ongoing	CEO	PCHD, MSU Extension, Benefis, KRH	Resource limitations Financial limitations Scheduling conflicts
Host/sponsor community events (Community Fun Run, Golf Tourney, Ghost Out, Community Wellness Challenges, National Night Out etc.)	Marketing, Wellness Committee, Management Council	Ongoing	CEO	Local law enforcement, Chamber of Commerce, PCHD	Resource limitations Financial limitations Scheduling conflicts
Explore developing a youth/family wellness programs (New Year challenge, Steps challenge, Physical Therapy lectures, etc.)	Rehab Services, Marketing, Wellness Committee	2020	CEO	Conrad School District, PCHD	Resource limitations Financial limitations

Needs Being Addressed by this Strategy:

- 1. Top identified components of a healthy community were “Access to healthcare services” and “Good jobs and a healthy economy” (41% each).
- 10. 55% of survey respondents rated their community as “Somewhat healthy”; 4.3% felt the community was “Unhealthy” or “Very unhealthy”.
- 11. Top identified health concerns were: “Cancer” (51.8%), “Alcohol/substance abuse” (46.7%- significant increase since 2014), “Prescription/illegal drug use” (24.1%- significant increase since 2014), and “Overweight/obesity” (21%).
- 12. Survey respondents indicated most interest in classes or programs related to “Health and wellness”, “Fitness”, “Living will”, “Women’s health” and “Weight loss”.
- 13. 11% of survey respondents indicated they have physical activity “1-2 times per month” or “No physical activity”.
- 14. Secondary data analysis showed 22% of Pondera County adults reported “Physical inactivity” (higher than MT and US).
- 15. Many focus group participants indicated a desire for more opportunities to be physically active and education on how to make better nutrition, and healthy lifestyle choices.

- 16. Pondera County has a higher Stroke hospitalization rate than Montana (per 100,000 population).
- 17. 41% of Montana adults living in frontier areas live with 2+ chronic conditions.

Anticipated Impact(s) of these Activities:

- Enhance access to preventative education and screenings
- Shift community attitudes and beliefs around healthy eating and physical activity
- Reduce disease burden
- Empower community to make healthful lifestyle choices

Plan to Evaluate Anticipated Impact(s) of these Activities:

- Track number of events hosted
- Track community participation in sponsored events

Measure of Success: PMC sees an increase in community engagement in facility sponsored events.

Goal 2: Enhance PMC’s chronic care management and prevention efforts to reduce chronic disease burden.

Strategy 2.2: Enhance chronic care management services and resources at PMC

Activities	Responsibility	Timeline	Final Approval	Partners	Potential Barriers
Implement PMC chronic care management program	RHC Manager, RHC	2020	CEO	Healthtechs, CMC	Resource limitations Financial limitations Workforce limitations
Develop internal protocols to determine eligible patient population	RHC Manager, Medical Staff	2020	CEO	Healthtechs, CMC	Resource limitations
Create outreach materials to invite potential participants	RHC Manager, Marketing	2020	CEO	Healthtechs, CMC	Resource limitations

Needs Being Addressed by this Strategy:

- 1. Top identified components of a healthy community were “Access to healthcare services” and “Good jobs and a healthy economy” (41% each).
- 10. 55% of survey respondents rated their community as “Somewhat healthy”; 4.3% felt the community was “Unhealthy” or “Very unhealthy”.
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- 15. Many focus group participants indicated a desire for more opportunities to be physically active and education on how to make better nutrition, and healthy lifestyle choices.
- 16. Pondera County has a higher Stroke hospitalization rate than Montana (per 100,000 population).
- 17. 41% of Montana adults living in frontier areas live with 2+ chronic conditions.

Anticipated Impact(s) of these Activities:

- Enhance access to preventative education and screenings
- Reduce disease burden
- Empower community to make healthful lifestyle choices
- Improved health outcomes
- Service, policy, and resources development

- Improve access to high quality, coordinated care

Plan to Evaluate Anticipated Impact(s) of these Activities:

- Track number of enrolled patients
- Track readmissions of CCM patients
- Increase in wellness visits for CCM patients

Measure of Success: PMC Improves care transitions and reduces readmissions.

Goal 2: Enhance PMC’s chronic care management and prevention efforts to reduce chronic disease burden.

Strategy 2.3: Enhance health educational offerings available through PMC

Activities	Responsibility	Timeline	Final Approval	Partners	Potential Barriers
Convene staff team to develop and spearhead health and wellness resources/ opportunities/ partners	Management Council	2022	CEO	PCHD, MSU Extension, Pondera Healthcare Foundation	Resource limitations Scheduling conflicts
Explore development of health education series <ul style="list-style-type: none"> o Women’s health o Fitness and nutrition o Prevention and screenings 	RHC Manager, Medical Staff, Marketing, Dietary services, Rehab	2021	CEO	PCHD, Conrad Fitness Club	Resource limitations
Determine new modalities to engage and disseminate health and resource series (videos on website, Facebook, presentations, etc.)	Marketing, Management Council	2022	CEO	KRH, Local radio station, Local newspapers	Resource limitations Financial limitations

Needs Being Addressed by this Strategy:

- 1. Top identified components of a healthy community were “Access to healthcare services” and “Good jobs and a healthy economy” (41% each).
- 10. 55% of survey respondents rated their community as “Somewhat healthy”; 4.3% felt the community was “Unhealthy” or “Very unhealthy”.
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- 12. Survey respondents indicated most interest in classes or programs related to “Health and wellness”, “Fitness”, “Living will”, “Women’s health” and “Weight loss”.
- 15. Many focus group participants indicated a desire for more opportunities to be physically active and education on how to make better nutrition, and healthy lifestyle choices.

Anticipated Impact(s) of these Activities:

- Enhance access to preventative education and screenings
- Reduce disease burden
- Empower community to make healthful lifestyle choices
- Improved health outcomes
- Service, policy, and resources development

Plan to Evaluate Anticipated Impact(s) of these Activities:

- Track number of “clicks” on health and wellness resource on website
- Track social media outreach (reach, likes, shares and retweets)
- Track how patients learn of services at PMC during patient intake process

Measure of Success: PMC engages with community through social media monthly.

Goal 3: Enhance mental and behavioral health services in Pondera County.

Strategy 3.1: Continue to promote and provide behavioral health resources in Pondera County

Activities	Responsibility	Timeline	Final Approval	Partners	Potential Barriers
Continue to participate in various community programs that address mental health in Pondera County (Pondera County Mental Health Advisory Board, Mental Health Consortium, DUI Task Force)	RHC Manager, EMS Manager, CNO	Ongoing	CEO	Pondera County Mental Health Advisory Board, Mental Health Consortium, DUI Task Force	Resource limitations Scheduling conflicts
Continue to participate in Integrated Behavioral Health and Opioid grant projects enhancing behavioral health services at PMC	RHC Manager	Ongoing	CEO	NMHA	Resource limitations
Continue to research/seek behavioral health services, resources, grants, staff and community partner skill development opportunities (MOAB, Mental Health First Aid, etc.)	Management Council	Ongoing	CEO	MT AHEC, DPHHS, NMHA, MHA	Resource limitations Financial limitations Scheduling conflicts
Create web-based calendar and information of available local and state mental health resources	Marketing	2020	CEO	Local and state mental health resources	Resource limitations

Needs Being Addressed by this Strategy:

- 1. Top identified components of a healthy community were “Access to healthcare services” and “Good jobs and a healthy economy” (41% each).
- 5. 26.3% of survey respondents rated their knowledge of health services available at Pondera Medical Center as “Fair” or “Poor”.
- 10. 55% of survey respondents rated their community as “Somewhat healthy”; 4.3% felt the community was “Unhealthy” or “Very unhealthy”.
- 11. Top identified health concerns were: “Cancer” (51.8%), “Alcohol/substance abuse” (46.7%- significant increase since 2014), “Prescription/illegal drug use” (24.1%- significant increase since 2014), and “Overweight/obesity” (21%).
- 18. 19.8% of respondents indicated they had experienced periods of depression in the last three years.

- 19. 43% of survey respondents indicated they felt lonely or isolated in the past year; 6.8% indicated they felt lonely/isolated “Most days”.
- 20. 22% of survey respondents rated their stress level in the past year as “High”; 45% indicated their stress level was “Moderate”.
- 21. Focus group participants indicated significant concern related to access to mental health services. “It’s a huge need in our community.” “Youth and adults both seem to be at high risk for depression and suicide here.”
- 22. Public Health experts indicated, “Mental health issues and substance abuse issues are an ongoing discussion in this community.”
- 23. Montana has one of the highest suicide rates in the nation.

Anticipated Impact(s) of these Activities:

- Increase access to mental health services
- Decrease societal stigma associated with mental illness and substance use disorders
- Strengthen community partnerships
- Build community capacity
- Service, policy, and resources development
- Increased community knowledge of resources

Plan to Evaluate Anticipated Impact(s) of these Activities:

- Track number of events/trainings hosted or sponsored by PMC
- Track number of clicks on web-based calendar
- Providers complete MAT for RHC
- Create relationship with LAC

Measure of Success: PMC continues partnership with community programs and adds additional community events.

Needs Not Addressed and Justification

Identified health needs unable to address by FMC	Rationale
1. A top identified component of a healthy community was “Good Schools” (37.4%- significant increase since 2014).	<ul style="list-style-type: none"> Separate institution with no control and cannot change current school direction on education platform. Provider is currently on school board and PMC continues to network with school district on education related to health and wellness.
2. 23.6% of survey respondents felt there was not adequate and affordable housing options available in the area.	<ul style="list-style-type: none"> Limited rentals and housing are an ongoing concern statewide. PMC networks with local realtors and landlords to assist employees in housing.
3. 25.5% of survey respondents indicated their health insurance was “Fair” or “Poor”.	<ul style="list-style-type: none"> Health insurance concerns related to high premiums cannot be changed by PMC. We continue to offer financial assistance and referrals for patients with concerns about health insurance
4. Focus group participants shared concerns related to understaffed local ambulance services.	<ul style="list-style-type: none"> Ambulance services across the state are affected by understaffing. PMC ambulance staff consists of 18 employees which isn’t understaffed. The challenge is employees cannot be absent from their jobs for several hours to do transfers. PMC provides training annually for EMT’s and has added EMT training to Valier school curriculum.

Dissemination of Needs Assessment

Pondera Medical Center “PMC” disseminated the community health needs assessment and implementation plan by posting both documents conspicuously on their website (<https://www.ponderamedical.org/chna>) as well as having copies available at the facility should community members request to view the community health needs assessment or the implementation planning documents.

The Steering Committee, which was formed specifically as a result of the CHSD [Community Health Services Development] process to introduce the community to the assessment process, will be informed of the implementation plan to see the value of their input and time in the CHSD process as well as how PMC is utilizing their input. The Steering Committee, as well as the Board of Directors, will be encouraged to act as advocates in Pondera County as the facility seeks to address the healthcare needs of their community.

Furthermore, the board members of PMC will be directed to the hospital’s website to view the complete assessment results and the implementation plan. PMC board members approved and adopted the plan on **December 23, 2019**. Board members are encouraged to familiarize themselves with the needs assessment report and implementation plan, so they can publicly promote the facility’s plan to influence the community in a beneficial manner.

Written comments on this 2019-2022 Pondera Medical Center Community Benefit Strategic Plan can be submitted to:

Marketing Department
Pondera Medical Center
805 Sunset Blvd.
Conrad, Montana 59425

Please contact Pondera Medical Center’s Marketing Specialist, Casey Rasmussen at 406-271-3495 or caseyr@ponderamedical.org with any questions.