



Community Health Needs Assessment
Implementation Strategy 2017-2019

Pioneer Memorial
Hospital & Health Services
Viborg, South Dakota

Pioneer Memorial Hospital & Health Services

Dear Community Members,

Pioneer Memorial Hospital & Health Services is pleased to present the 2016 Community Health Needs Assessment (CHNA) and Implementation Strategy. There is great intrinsic value in a community health needs assessment when it serves to validate, justify and defend not-for-profit status and create opportunity to identify and address community health issues.

During 2015 members of the community were asked to complete a non-generalizable survey to help identify unmet health needs. Pioneer Memorial Hospital & Health Services worked in partnership with Sanford Health as we conducted the CHNA. Analysis of the primary research data and secondary research was used to identify health concerns and needs in the community. Community stakeholders assisted with the development of an asset map that lists resources and assets that are available to address each need. A gap analysis and prioritization exercise was also conducted to identify the most significant health needs, and to further address these needs through the implementation strategies that are included in this document.

Pioneer Memorial Hospital & Health Services has set strategy to address the following community health needs:

- Physical Health
- Mental Health/Behavioral Health

In this report you will find the implementation strategies for 2017-2019, information about what Pioneer Memorial Hospital & Health Services is doing to address the needs, assets and resources that are available in the community to address the needs, and a discussion on the impact from the 2013 implementation strategies.

At Pioneer Memorial Hospital & Health Services, patient care extends beyond our bricks and mortar. As a not-for-profit organization, ensuring that the benefits of health care reach the broad needs of communities is at the core of who we are. Through our work with communities, we can bring health and healing to the people who live and work across our communities. Together, we can fulfill this mission.

Sincerely,



Thomas Richter, CEO

Implementation Strategies

Priority 1: Physical Health

Physical health consists of many components, including rest and sleep, nutrition, physical activity, and self-care. Primary prevention is a way to remain physically healthy.

Pioneer Memorial Hospital and Health Services has set strategy to help the community improve their physical health and chronic health conditions. Goals to reduce obesity and improve hypertension and high cholesterol among community members include the implementation of the Bountiful Basket program, nutrition classes, cooking classes, a weight loss challenge, the development of a walking program, the promotion of colonoscopies, and the promotion of the American Cancer Society recommendations for skin cancer screens.

Additionally, PMHHS will leverage Sanford *fit* among local school districts. Sanford *fit* is an online community health activation initiative created by Sanford Health that provides engaging programs and resources to kids, families, leaders and role models across numerous settings to promote and activate healthy choices. The four key factors of healthy choices, a healthy body and healthy life included in *fit* are, MOOD – Emotions and Attitudes, RECHARGE – Sleep and Relaxation, FOOD – Mindful Nutrition Choices, and MOVE – Physical Activity Levels.

Priority 2: Mental Health/Behavioral Health

Mental health includes emotional, psychological, and social well-being. It affects how people think, feel and act. It also helps determine how we handle stress, relate to others, and make choices. Mental health is important at every stage of life, from childhood and adolescence through adulthood.

Many factors contribute to mental health problems, including:

- Biological factors, such as genes or brain chemistry
- Life experiences, such as trauma or abuse
- Family history of mental health problems

Mental health problems are common but people with mental health problems can get better and many recover completely.

PMHHS has prioritized mental/behavioral health as a top priority and has set strategy to reduce the severity of depression by implementing the PHQ-9 score and improve the care of patients with a depression diagnosis. PMHHS has also set strategy to reduce dependence on opioid drugs.

FY 2017-2019 Action Plan

Priority 1: Physical Health

Projected Impact: Overall improvement in physical health and reduction in obesity, hypertension and high cholesterol

Goal 1: Improve community's nutrition, physical health and reduce obesity in community

Actions/Tactics	Measureable Outcomes	Dedicated Resources	Leadership	Note any community partnerships and collaborations (if applicable)
Implement Sanford <i>fit</i> program in local schools	Number of classes added	Classroom Teachers, PMHHS Staff	Leadership Team	Public Schools, Sanford Health
Implement Bountiful Basket program in Viborg	Number of participants in the program	PMHHS Staff, Marketing Budget	Leadership Team	Service Clubs, Development Corporations, Church Groups, City Administrators, Public Health
Provide nutrition education and cooking classes	Number of attendees	Dietitian Dietary Manager	Leadership Team	SDSU Extension, South Dakota Pork Council, South Dakota Beef Council
Expand "Biggest Loser Challenge" to communities in service area	Number of individuals participating	PMHHS Staff, Marketing Budget, Body Scan Equipment	Leadership Team	Service Clubs, Development Corporations, Church Groups, City Administrators, Public Health
Develop walking programs for community members	Number of individuals participating	PMHHS Therapy Staff, Marketing Budget	Leadership Team Therapy Director	Service Clubs, Development Corporations, Church Groups, City Administrators, Public Health, Community Center

Actions/Tactics	Measurable Outcomes	Dedicated Resources	Leadership	Note any community partnerships and collaborations (if applicable)
Encourage age appropriate colonoscopies	Increase number of baseline colonoscopies	Marketing Budget, Clinic Staff	Leadership Team Health Coach Providers Clinic Managers	Public Health
Promote the American Cancer Society recommendation for skin cancer screens	Number of patients screened	Marketing Budget, Clinic Staff	Leadership Team Health Coach Providers Clinic Managers	Public Health

Priority 2: Mental Health

Projected Impact: Patients with depression are identified and referred to mental health or behavioral health services

Goal 1: Improve care of patients with depression diagnosis and reduce dependence on opioid drugs

Actions/Tactics	Measurable Outcomes	Resources	Leadership	Note any community partnerships and collaborations - if applicable
Utilize Sanford My Chart capabilities for depression assessment	Percentage of patients with major depression or dysthymia and an initial PHQ-9 score greater than nine whose follow-up six-month PHQ-9 score was decreased	Clinic Staff	Leadership Team Health Coach Providers Clinic Managers	Area mental health providers
Reduce the dependence on opioid drugs	Number of patients on a pain contract with noted reduction of opioid drugs	Clinic Staff	Leadership Team Health Coach Providers Clinic Managers	South Dakota Prescription Monitoring Program Area pain clinics Area mental health providers

Community Health Needs Assessment Key Findings

1. **Aging:** The cost of long term care is the number one concern of the survey participants for the aging population. The ranking for this indicator is 3.76.
2. **Children and Youth:** Bullying ranks highest of the concerns for children and youth and has a ranking of 3.64, which was the only indicator to rank over 3.5. The availability of activities for children and youth is a moderate concern with a ranking of 3.48.
3. **Safety:** The presence of street drugs, prescription drugs and alcohol in the community are the highest concerns at 3.52.
4. **Health Care:** Access to affordable health insurance is a high concern for the survey participants with a ranking of 3.64.
5. **Physical Health:** Cancer 3.77, obesity 3.59, chronic disease 3.56, and poor nutrition 3.50 all rank high among the physical health concerns.
6. **Mental Health/Behavioral Health:** Underage drinking 3.61, underage drug use and abuse 3.61, stress 3.59, alcohol use and abuse 3.50, and drug use and abuse 3.50 are all high concerns among the mental health and behavioral health indicators.

Addressing the Needs

Identified Concerns	How Pioneer Memorial is addressing the needs
Aging <ul style="list-style-type: none"> • Cost of long term care 	Pioneer Memorial will address this need by referring community members to insurance agencies for long term care insurance, attorneys for estate planning, service providers for alternatives to nursing homes, and the South Dakota Department of Social Services for Medicaid eligibility and application information.
Children and Youth <ul style="list-style-type: none"> • Bullying 	Pioneer Memorial will address this need by sharing the findings of the CHNA with school leaders and community leaders.
Safety <ul style="list-style-type: none"> • Presence of street drugs and alcohol in the community 	Pioneer Memorial will address this need by sharing the findings of the CHNA with law enforcement, primary care providers and community leaders.
Health Care <ul style="list-style-type: none"> • Access to affordable health insurance 	This need will be addressed by posting the Financial Assistance Policy and Application on the Pioneer Memorial website, information on patient statements and signage in the emergency department and admission sites.

Identified Concerns	How Pioneer Memorial is addressing the needs
<p>Physical Health</p> <ul style="list-style-type: none"> • Cancer • Obesity <ul style="list-style-type: none"> ○ 62.4% of respondents report they are overweight or obese • Chronic disease • High cholesterol • Hypertension • Arthritis • Poor nutrition and eating habits <ul style="list-style-type: none"> ○ Only 27.7% report having 3 or more vegetables/day ○ Only 23.3% report having 3 or more fruits/day 	<p>Pioneer Memorial will address physical health in the FY 2017-2020 Implementation Strategy Action Plan.</p>
<p>Mental Health</p> <ul style="list-style-type: none"> • Stress • Underage drug use and abuse • Underage drinking • Drug use and abuse • Alcohol use and abuse <ul style="list-style-type: none"> ○ 29.9% of respondents report binge drinking • Smoking and tobacco use 	<ul style="list-style-type: none"> • Pioneer Memorial will address mental health in the FY 2017-2020 Implementation Strategy Action Plan. • Pioneer Memorial will address underage drug use and abuse, underage drinking, smoking and tobacco use by sharing the findings of the CHNA with school, law enforcement officials and primary care providers. • Pioneer Memorial will address alcohol use and abuse and tobacco use by sharing the findings of the CHNA with primary care providers in the service area.

Asset Map

Identified concern	Community resources that are available to address the need
<p>Aging Population</p> <ul style="list-style-type: none"> • Cost of LTC 3.76 	<p>Pioneer Villa (congregate housing) 605-326-5161</p> <p>Pioneer Haven (memory care) 605-326-5161</p> <p>Nursing Homes:</p> <ul style="list-style-type: none"> • Centerville Care & Rehab 605-563-2251 • Pioneer Memorial (Viborg) 605-326-5161 • Sunshine Terrace (Irene) 605-263-3318 • Tiezen Memorial NH (Marion) 605-648-3611 • Wakonda Heritage Manor 605-267-2081 <p>Assisted Living Facilities:</p> <ul style="list-style-type: none"> • Pioneer Inn (Viborg) 605-326-5161 • Centerville Care & Rehab (Centerville) 605-563-2251 • Evergreen Assisted Living (Viborg) 605-326-5503 • Marion Assisted Living Center (Marion) 605-648-3611 • Parker Assisted living Center (Parker) – 605-297-3611 • Parkview/Heritage Manor (Wakonda) 605-267-2081 <p>Respite Care resources:</p> <ul style="list-style-type: none"> • Asera Care (Sioux Falls) 866-392-8118 • Pioneer Memorial (Viborg) 605-326-5161 <p>Physical Therapy resources:</p> <ul style="list-style-type: none"> • Parker Outpatient Therapy (Parker) 605-297-3888 • Pioneer Memorial (Viborg) 605-326-5161 <p>Insurance resources:</p> <ul style="list-style-type: none"> • Parsons’ Ins. 605-326-5358 <p>Senior Citizen services:</p> <ul style="list-style-type: none"> • Centerville Senior Citizens 605-563-22451 • Parker Sr. Ctr. 605-297-0176 • Senior Events Center (Beresford) 605-763-5074 • Wakonda Senior Citizen Center 605-267-2227
<p>Children and Youth</p> <ul style="list-style-type: none"> • Bullying 3.64 	<p>Turner Co. Sheriff 605-297-3225</p> <p>Viborg Police 605-766-6600</p> <p>Centerville Police 605-563-2302</p> <p>Parker Police 605-297-3225</p> <p>Marion Police 605-648-3041</p> <p>Irene Police 605-263-3352</p> <p>Viborg Hurley Schools 605-766-5418</p> <p>Centerville School 605-563-2291</p> <p>Parker School 605-297-3456</p>

Identified concern	Community resources that are available to address the need
	<p>Marion School 605-648-3615 Irene-Wakonda School 605-263-3313</p> <p>Day Care resources:</p> <ul style="list-style-type: none"> • Anna Patterson (Viborg) 605-759-4613 • Ashley Eilmes Daycare (Viborg) 605-323-7356 • Beresford Watchpuppy Depot 605-763-2097 • Bright Beginnings (Beresford) 605-763-8045 • Cec Kolthoff (Viborg) 605-906-2036 • Deb’s Daycare (Centerville) 605-552-8955 • Hurley Daycare 605-238-5221 • Janet Holmberg (Centerville) 605-563-2963 • Kathy Anderson (Centerville) 605-563-2846 • Learn & Fun (Viborg) 605-660-8437 • Little Pheasants (Parker) 605-297-2266 • Michele Peterson (Viborg) 605-326-5063 • Nicole Bendert (Centerville) 605-563-2236 • Parker Learning Center 605-297-3456 • Precious Little Ones (Beresford) 605-957-6637 • Tammy Fey (Viborg) 605-766-5080 • Tammy Zimmerman (Viborg) 605-327-3133 • Tornado Time (Centerville) 605-563-2234 • Tuffy’s Tots (Centerville) 605-563-3868
<p>Crime/Safety</p> <ul style="list-style-type: none"> • Presence of street drugs, prescription drugs and alcohol 3.52 	<p>Turner Co. Sheriff 605-297-3225</p> <p>Viborg Police 605-766-6600 Centerville Police 605-563-2302 Parker Police 605-297-3225 Marion Police 605-648-3041 Irene Police 605-263-3352</p> <p>Ambulance Services:</p> <ul style="list-style-type: none"> • Beresford Community Ambulance • Centerville Ambulance • Hurley Ambulance • Marion Community Ambulance • Parker Volunteer Ambulance • Viborg Ambulance <p>Domestic Violence Safe Option Services (Vermillion) 605-624-5311</p> <p>Vermillion Crime Tips 605-677-7055</p>
<p>Access to Health Care/ Cost of Health Care</p> <ul style="list-style-type: none"> • Access to affordable health insurance 3.64 	<p>Hospitals:</p> <ul style="list-style-type: none"> • Pioneer Memorial Hospital 605-326-5161 <p>Clinics:</p> <ul style="list-style-type: none"> • Centerville Medical Clinic 605-563-2411 • Parker Medical Clinic 605-297-3888 • Viborg Medical Clinic 605-326-5201 • Marion Medical Clinic 605-648-3559

Identified concern	Community resources that are available to address the need
	<p>Chiropractors:</p> <ul style="list-style-type: none"> • Parker Chiropractic 605-297-4481 • Saunders (Marion) 605-648-3531 • Viborg Chiropractic 605-326-2225 • Tieszen (Marion) 605-648-3761 • Active Spine (Parker) 605-271-8277 <p>Dentists:</p> <ul style="list-style-type: none"> • Neighbor Dental (Beresford) 605-763-5035 • Parker Dental 605-297-6161 • Viborg Dental 605-326-5612 <p>Home Health:</p> <ul style="list-style-type: none"> • Avera@Home (Yankton) 605-668-8327 • Sanford Visiting Nurse Association 605-624-2611 • Sanford Hospice (Vermillion) 605-624-2611 • Sanford (Sioux Falls) 605-333-4440 <p>Home Medical Equipment:</p> <ul style="list-style-type: none"> • Sanford (Vermillion) 605-624-4955 • Sanford (Canton) 605-987-0061 <p>Hospice resources:</p> <ul style="list-style-type: none"> • Asera Care (Sioux Falls) 866-392-8118 • Avera Sacred Heart (Vermillion) 605-668-8327 • Sanford (Vermillion) 605-624-2611 <p>Physical Therapy resources:</p> <ul style="list-style-type: none"> • Parker Outpatient Therapy (Parker) 605-297-3888 • Pioneer Memorial (Viborg) 605-326-5161 <p>Pharmacy resources:</p> <ul style="list-style-type: none"> • Centerville Community Pharmacy 605-563-2243 • Getskow Pharmacy (Marion) 605-648-3751 • Lewis Family Drug (Viborg) 605-326-5211 • Parker Pharmacy 605-297-3235 <p>Insurance resources:</p> <ul style="list-style-type: none"> • Parsons' Ins. 605-326-5358 <p>SD DHS Prescription Assistance Program 605-773-3656</p> <p>Public Health resources:</p> <ul style="list-style-type: none"> • Turner County Health (Viborg) 605-326-5161 • Turner county Health (Parker) 605-297-4472

Identified concern	Community resources that are available to address the need
<p>Physical Health</p> <ul style="list-style-type: none"> • Cancer 3.77 • Obesity 3.58 <ul style="list-style-type: none"> ○ 62.4% of respondents report they are overweight or obese • Chronic Disease <ul style="list-style-type: none"> ○ 22.8% report high cholesterol ○ 17.4% report hypertension ○ 14.1% report arthritis • Poor nutrition and eating habits 3.50 <ul style="list-style-type: none"> ○ Only 27.7% report having 3 or more vegetables/day ○ Only 23.3% report having 3 or more fruits/day 	<p>Pioneer Memorial Hospital 605-326-5161</p> <p>Clinics:</p> <ul style="list-style-type: none"> • Centerville Medical Clinic 605-563-2411 • Parker Medical Clinic 605-297-3888 • Viborg Medical Clinic 605-326-5201 <p>Home Medical Equipment:</p> <ul style="list-style-type: none"> • Sanford (Vermillion) 605-624-4955 • Sanford (Canton) 605-987-0061 <p>American Cancer Society American Diabetes Association American Lung Association American Asthma Association Arthritis Foundation American Heart Association SD Office of Chronic Disease Prevention 605-773-3361</p> <p>Physical Fitness resources:</p> <ul style="list-style-type: none"> • Pioneer Memorial Wellness Center 605-326-5161 • Viborg Community Center 605-326-5355 • Ultimate Fitness (Beresford) 605-763-8082 • Timeless Fitness (Lennox) 605-647-9354 <p>Food resources:</p> <ul style="list-style-type: none"> • Food Pantry (Beresford) • Food Pantry (Centerville) 605-563-2451 • Food Pantry (Irene) 605-263-3367 • Northern Turner County Food Pantry (Parker) 605-297-3115 • Food Pantry (Viborg) – 102 West Park • Food Pantry (Wakonda) 605-267-1194 • Farmers Market 605-766-0222 • Meals on Wheels (Centerville) 605-563-2451 • Meals on Wheels (Viborg) 605-326-5161
<p>Mental Health/ Behavioral Health</p> <ul style="list-style-type: none"> • Stress 3.59 • Underage drinking 3.61 • Underage drug use and abuse 3.61 • Alcohol use and abuse 3.50 <ul style="list-style-type: none"> ○ 29.9% of respondents report binge drinking • Drug use and abuse 3.50 	<p>Substance Abuse resources:</p> <ul style="list-style-type: none"> • AA – 605-326-5479 • SD Human Service Center Adolescent Dependency Program (Yankton) 605-668-3315 • Gateway CD Treatment Center (Yankton) 605-668-3218 • Alcohol/Drug Counseling Services (Vermillion) 605-624-9148 • Keystone Treatment Center (Canton) 844-906-0603 • Lewis & Clark Behavioral Health Services (Vermillion) 605-624-9148 • Lewis & Clark Behavioral Health Services (Yankton) 605-665-4606 • Yankton Sioux Tribe Canku Teca (Lake Andes) 605-487-7841 <p>Mental Health resources:</p> <ul style="list-style-type: none"> • Heartland Psychological Services (Yankton) 605-665-0841 • Human Service Center (Yankton) 605-668-3100 • Lewis & Clark Behavioral Health (Yankton) 605-665-4606

Identified concern	Community resources that are available to address the need
	<ul style="list-style-type: none"><li data-bbox="634 218 1338 247">• Collective Perspective Counseling (Beresford) 605-321-0826<li data-bbox="634 252 1338 281">• Crisis Intervention Contact Center (Yankton) 605-665-4725<li data-bbox="634 285 1240 315">• SE Human Services Center (Yankton) 605-665-3100

Demonstrating Impact

The 2013 Community Health Needs Assessment served as a catalyst to lift up affordable health care services, poor eating habits and lack of exercise, respite care, alcohol abuse, and smoking and tobacco use as implementation strategies for the 2013-2016 timespan. The following strategies were implemented.

Concerns Identified	How Pioneer Memorial is addressing the needs in 2014-2016
<p>Affordable health care services</p>	<ul style="list-style-type: none"> • Budgeted a “0%” increase in 2014-2016 in the areas of Laboratory, Diagnostic Radiology and Therapy services. • Offered more waived tests through the Viborg Medical Clinic. • Reduced pricing of waived test in the Centerville, Parker and Viborg Clinics. • Developed a Direct Test Program that offered selected laboratory tests at reduced “Pay-For-Service”. Does not require an order from a practitioner. Promoted the service through a mass mailing to all residents in the hospital’s service area and at the Turner County Fair. • Increased awareness of charity care/financial assistance programs offered by the hospital. • Developed a Health Coach program for the facility and hired an RN. This program helps meets patient’s health care needs and reduces or prevents unnecessary emergency room visits and inpatient hospital readmissions.
<p>Poor eating habits and lack of exercises</p>	<ul style="list-style-type: none"> • Sponsored the Community “Biggest Loser” Challenge; in 2014 - 62 participants, 2015 - 60 participants, 2016 - 63 participants. • Sponsored educational session on “Setting Healthy Weight Loss Goals” by one of our practitioners. • Sponsored Lunch & Learn on heart healthy diet with our cardiologist and dietician. • Sponsored a community-based walking club in 2014. • Sponsored Danish Day 5K Run and 3K Walk in 2014, 2015 and 2016. • Provided meeting room space at no cost for Weight Watchers weekly meetings. • Developed a <i>Community Resource Guide</i> with contact information for area food pantries which is posted on our website
<p>Respite care (relief for the caregiver)</p>	<ul style="list-style-type: none"> • Implemented a “0%” increase room rate for respite care in 2014-2016. • Collaborated with AseraCare Hospice to develop educational information for respite care givers. • An educational session was offered to the community in 2015.

Concerns Identified	How Pioneer Memorial is addressing the needs in 2014-2016
	<ul style="list-style-type: none"> • Developed a <i>Community Resource Guide</i> with contact information for home care, home health services, hospice and respite care which is posted on our website. • Parkinson Support Group was educated on respite care for the caregiver.
Alcohol abuse	<ul style="list-style-type: none"> • Radio public service spots bringing awareness of drinking and driving were aired on four area radio stations. • Implemented process for the RN Health Coach as part of the emergency room follow-up to provide education on alcohol addiction and encourage follow-up care and access to recovery support. • Sponsored the Danish Days leadership luncheon which is attended by community leaders and city, county and school representatives. Report given by Turner County Sheriff on the prevalence of alcohol and drug activities in Turner County. • Developed a <i>Community Resource Guide</i> with contact information for alcoholism information and treatment centers which is posted on our website.
Smoking/tobacco	<ul style="list-style-type: none"> • Patients are screened at appointments on the use of smoking and tobacco use which the practitioner is then able to address. • Implemented process for the RN Health Coach to follow-up with patients who are flagged in One Chart as high alert to tobacco and drug use by providing educational material on smoking cessation and referral to the <i>SD Quits</i> program. • Posted link to <i>SD Quits</i> program on the hospital website.

The 2013 strategies have served a broad reach across our community and region. The impact has been positive and the work will continue into the future through new or continued programming and services.