



Regional Health Custer Hospital Community Health Implementation Plan

FY 2020 - 2022

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VISION

It starts with heart.

Our vision is to be one team, to listen, to be inclusive,
and to show we care.

To do the right thing. Every time.

VALUES

Trust
Respect
Compassion
Community
Excellence

PRIORITIES

Deliver high-quality care
Provide a caring experience
Be a great place to work
Impact our communities
Be here for generations to come

MISSION

Make a difference. Every day.

About Regional Health Custer Hospital

Custer Hospital, located in Custer, South Dakota, is owned and operated by Regional Health, a tax exempt, community-based organization that is committed to preserving and strengthening health care for the people in the region. Regional Health offers care in 33 medical specialties and serves 20 communities across western South Dakota and in eastern Wyoming. With over 4,500 physicians and caregivers, Regional Health is comprised of 5 hospitals, 8 specialty and surgical centers and more than 40 medical clinics and health care service centers.

Custer Hospital is a critical access hospital located in the southern Black Hills. The hospital offers 24-hour emergency service, inpatient and outpatient care and hospice. Custer Hospital is co-located with Regional Health Medical Clinic. Regional Health Care Center and Assisted Living are in close proximity to the hospital and clinic. Custer Hospital and Clinic were renovated and expanded in 2018 to meet the current and future needs of the Southern Hills.

CRH is dedicated to addressing its outreach objectives of serving the entire community, not only those who come through its doors. Building on a long tradition of service, the hospital utilizes its strengths alongside those of other well-established community partners. This strategy allows the hospital to better understand and reach the most vulnerable sectors of the community, while meeting pressing health care needs. The goal is to improve the community's health status by empowering citizens to make healthy life choices.

Community Health Improvement Overview

In November 2018, Regional Health contracted with Professional Research Consultants (PRC) to conduct Community Health Needs Assessments (CHNA) for each of its hospital communities including the Custer Hospital service area. The CHNA is a systematic, data-driven approach to determining the health status, behaviors, and needs of residents. The assessment provides information so that communities may identify issues of greatest concern and prioritize resources to those areas, thereby making the greatest possible impact on community health status.

Community Health Needs Assessment Methodology

The CHNA report incorporates data from both quantitative and qualitative sources. Quantitative data input includes primary research (the PRC Community Health Survey) and secondary research (vital statistics and other existing health-related data); these quantitative components allow for trending and comparison to benchmark data at the state and national levels. Qualitative data input includes primary research gathered through an Online Key Informant Survey.

While this assessment is quite comprehensive, it cannot measure all possible aspects of health in the community, nor can it adequately represent all possible populations of interest. It must be recognized that these information gaps might in some ways limit the ability to assess all of the community's health needs.

Identified Areas of Opportunity

The following “Areas of Opportunity” represent the significant health needs of the community, based on the information gathered through this Community Health Needs Assessment and the guidelines set forth in Healthy People 2020. From these data, opportunities for health improvement exist in the area with regard to the following health issues. (See also the summary tables presented in the following section).

Access to Healthcare Services	<ul style="list-style-type: none"> i Routine Medical Care (Children) i Eye Exams
Cancer	<ul style="list-style-type: none"> i Cancer is the leading cause of death i Skin Cancer Prevalence
Diabetes	<ul style="list-style-type: none"> i Diabetes Deaths i Ranked as a top concern in the Online Key Informant Survey
Heart Disease & Stroke	<ul style="list-style-type: none"> i Cardiovascular disease is a leading cause of death. i Blood Cholesterol Screening i High Blood Cholesterol Management
Infant Health & Family Planning	<ul style="list-style-type: none"> i Infant Mortality i Teen Births
Injury & Violence	<ul style="list-style-type: none"> i Unintentional Injury Deaths, including Motor Vehicle Crash Deaths i Firearm-Related Deaths i Children’s Bicycle Helmet Usage (children 5-17) i Violent Crime Rate
Kidney Disease	<ul style="list-style-type: none"> i Kidney Disease Deaths
Mental Health	<ul style="list-style-type: none"> i “Fair/Poor” Mental Health i Symptoms of Chronic Depression i Stress i Suicide Deaths i Ranked as a top concern in the Online Key Informant Survey
Nutrition, Physical Activity & Weight	<ul style="list-style-type: none"> i Fruit/Vegetable Consumption i Low Food Access i Reliance on Food Banks/Free Meals i Medical Advice on Weight i Medical Advice on Physical Activity i Ranked as a top concern in the Online Key Informant Survey
Potentially Disabling Conditions	<ul style="list-style-type: none"> i Caregiving
Respiratory Diseases	<ul style="list-style-type: none"> i Pneumonia/pleurisy is the leading diagnosis for inpatient hospital admissions

Sexually Transmitted Diseases	<ul style="list-style-type: none"> i Gonorrhea Incidence i Chlamydia Incidence
Substance Abuse	<ul style="list-style-type: none"> i Illicit Drug Use i Ranked as a top concern in the Online Key Informant Survey

Areas of Opportunity Not Chosen for Action

In acknowledging the wide range of priority health issues revealed through the CHNA process, Regional Health Custer Hospital determined it could only focus on those which it deemed most pressing, most under-addressed, and within the ability to influence. The areas identified during the CHNA process that will not be directly addressed through this implementation plan are listed below. These identified needs are being addressed by other organizations in the community, are outside our core area of expertise, or require resources that are not available at this time.

Health Priorities Not Chosen for Action	Reason
Access to Health Services	This issue will not be addressed as a primary need, but will be impacted through the Cancer, Heart Disease & Stroke, and Diabetes priorities.
Infant health and Family Planning	Data from the CHNA revealed that infant mortality and teen births were of greatest concern in this area in the community. However, other community organization are focused on this area.
Injury & violence	RH has partnered with Kohl's Cares, Safe & Sound South Dakota, Farm Bureau of South Dakota, and Community Organized Resources in Educating Youth in order to address this area of opportunity. With these partnerships, Custer Hospital determined that progress is being made in this area and that other areas of opportunity required more immediate and focused attention.
Kidney Disease	Data from the CHNA revealed that kidney disease deaths were of greatest concern in this area in the community. However, limited resources and lower priority excluded this as an area chosen for action.
Nutrition, Physical Activity, & Weight	This issue will not be addressed as a primary need, but will be impacted through the Cancer, Heart Disease & Stroke, and Diabetes priorities.
Potentially Disabling Conditions	This issue will not be addressed as a primary need, but will be impacted through the Cancer, Heart Disease & Stroke, and Diabetes priorities.
Respiratory Diseases	Data from the CHNA revealed that incidence rates of Pneumonia/pleurisy were of greatest concern in this area in the community. However, limited resources and lower priority excluded this as an area chosen for action.
Sexually Transmitted Diseases	Data from the CHNA revealed that incidence rates of Chlamydia and Gonorrhea were of greatest concern in this area in the community. This information will be shared with primary care; however, this is not prioritized for action.
Substance Abuse	This issue will not be addressed as a primary need, but will be impacted through the mental health priority.

Health Priorities and Strategies July 1, 2019 – June 30, 2022

In February 2019, the findings of the Community Health Needs Assessment (CHNA) were presented to the hospital's Patient and Family Advisory Council and other community groups including Live Well Black Hills, Community Services Connection, and Rapid City Community Conversations' Healers and Transformers. These groups reviewed the areas of opportunity identified in the CHNA and provided input on potential priority areas of focus. Based on this feedback and the organization's resources and expertise, Regional Health's Senior Executive leadership determined the following four priority areas as the focus of the next Community Health Improvement Plan; Cancer, Diabetes, Heart Disease & Stroke, and Mental Health.

Regional Health Custer Hospital commits to providing the resources necessary to carry out the goals, objectives, and strategies listed in this Community Health Implementation Plan. These resources include leadership and caregiver time and knowledge, financial support, and planning and reporting assistance.

Priority 1: Cancer



GOAL: Explore, develop, and support opportunities that will positively impact the health of our communities related to cancer prevention and care.

OBJECTIVE: INCREASE AWARENESS OF AVAILABLE CANCER RESOURCES IN OUR COMMUNITY

Anticipated Impact: Better understanding of services available

STRATEGIES:

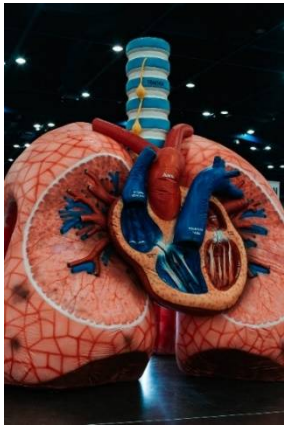
Implement Lifestyle Medicine to assist individuals and families to adopt and sustain healthy behaviors that affect health and quality of life

Participate in area wellness fairs, in collaboration with Dermatology and Mammography, to provide education on cancer screening opportunities

Improve patient education materials and offerings

Partner with the Susan G Komen Foundation for education and awareness events

Priority 2: Heart Disease & Stroke



Goal: Explore, develop, and support opportunities that will positively impact the health of our communities related to heart disease and stroke.

OBJECTIVE 1: INCREASE COMMUNITY AND PROVIDER EDUCATION FOR HEART DISEASE & STROKE

Anticipated Impact: Increased participation in health promotion programs and improve health outcomes

STRATEGIES:

Provide screenings and education at community events

Increase smoking cessation initiatives by actively identifying patients who smoke prior to discharge

Implement Lifestyle Medicine to assist individuals and families to adopt and sustain healthy behaviors that affect health and quality of life

OBJECTIVE 2: IMPROVE PATIENT ACCESS FOR SPECIALISTS AND PROCEDURES

Anticipated Impact: Improve access to heart and stroke providers, increase early detection and improve outcomes

STRATEGIES:

Explore opportunities with our advanced practice partners to provide outreach within additional communities

Implement Calcium Scoring Screening in partnership with National Heart Health

Improve Stroke TPA Door to Needle time to 50% administration within 45 minutes

PARTNERS

DEPARTMENT OF HEALTH

NATIONAL HEART HEALTH
PROGRAM

MAYO CLINIC

ABBOTT NORTHWESTERN
HOSPITAL

OMAHA CHILDREN'S HOSPITAL

AMERICAN HEART ASSOCIATION

Priority 3: Diabetes



Goal: Explore, develop, and support opportunities that will positively impact the health of our communities related to diabetes.

OBJECTIVE 1: INCREASE COMMUNITY AWARENESS OF DIABETES PREVENTION AND MANAGEMENT PROGRAMS THAT PROMOTE HEALTHY LIFESTYLE CHOICES

Anticipated Impact: Increased participation in health promotion programs and improved diabetic health outcomes

STRATEGIES:

Provide screenings and education at community health fairs

Provide certified trainers for the Regional Health Diabetes Prevention Program and Better Choices Better Health programs

Implement Lifestyle Medicine to assist individuals and families to adopt and sustain healthy behaviors that affect health and quality of life

OBJECTIVE 2: IMPROVE TRANSITION FROM INPATIENT TO OUTPATIENT CARE

Anticipated Impact: Improved diabetic health outcomes

STRATEGIES:

Develop and implement a system-wide approach to education and documentation in the electronic medical record

Provide education and equipment to patients and follow-up, as appropriate, following discharge

Utilize case managers and clinic champions to assist patients in navigating through social determinants preventing them from managing their disease

Integrate pharmacists in medication management for diabetes patients

OBJECTIVE 3: IMPROVE PATIENT ACCESS FOR PRIMARY CARE, SPECIALISTS, AND DIAGNOSTIC PROCEDURES

Anticipated Impact: More access for vulnerable populations, improved productivity in primary care, improved outcomes related to diabetes

STRATEGIES:

Expand outreach clinics to additional communities

Implement a diabetes telehealth program

PARTNERS
REGIONAL HEALTH DIABETES PREVENTION PROGRAM
BETTER CHOICES BETTER HEALTH COMMUNITY HEALTH CENTER
RAPID CITY SCHOOL DISTRICT
DEPARTMENT OF HEALTH

Priority 4: Mental Health

GOAL: Increase access and awareness of culturally appropriate mental health resources and education.



OBJECTIVE 1: INCREASE AWARENESS OF AVAILABLE MENTAL HEALTH RESOURCES IN OUR COMMUNITY

Anticipated Impact: Better understanding of mental health services available

STRATEGIES:

Partner with Call to Freedom to provide resource marketing in regards to Human Trafficking

Implement Lifestyle Medicine to assist individuals and families to adopt and sustain healthy behaviors that affect health and quality of life.

OBJECTIVE 2: EXPAND ACCESS TO MENTAL HEALTH PROVIDERS

Anticipated Impact: More access for vulnerable populations, improved productivity in primary care, improved outcomes related to mental health

STRATEGIES:

Expand the availability of counselors in Primary Care Facilities

Recruit additional Psychiatrists and Psychologists

PARTNERS

REGIONAL HEALTH BEHAVIORAL
HEALTH CENTER

CALL TO FREEDOM

COMMUNITY SERVICES CONNECTION

BEHAVIOR MANAGEMENT SYSTEM

CARE CAMPUS

PROTECTION & ADVOCACY FOR
INDIVIDUALS WITH MENTAL ILLNESS

ALANO SOCIETY

DID YOU KNOW...

South Dakota is ranked 3rd in the country for human trafficking. Those who have been a prior victim of human trafficking are more likely to fall victim again.

OBJECTIVE 3: IMPROVE MENTAL HEALTH SCREENING PROCESS ACROSS THE BLACK HILLS REGION (STARTING WITH REGIONAL HEALTH SYSTEM)

Anticipated Impact: More people seeking services for mental health related issues

STRATEGIES:

Provide Zero Suicide training to additional care areas

Partner with Call to Freedom to provide training on detection of Human Trafficking

Standardize process for referrals of patients who are identified at-risk

Adoption of Community Health Implementation Plan

On November 13, 2019, the Regional Health Network Board of Directors approved this plan for addressing the selected community health priorities identified through the Community Health Needs Assessment process. Upon review, the Board approved the adoption of this plan for Custer Hospital and the related resources required to achieve the goals, objectives, and strategies outlined within that work to meet the health needs of the community.

