

Virginia Gay Hospital (VGH) is a privately operated, nonprofit rural hospital created by the trust of Virginia Gay, which has successfully served the needs of the people of Vinton and the surrounding communities since 1923. Our purpose is to provide quality health care services by using innovative, growth-oriented techniques and maintaining a sound financial base.

VGH provides acute care on an inpatient and outpatient basis, skilled nursing care, long term care and home health care. Goals will be to improve the accessibility of the hospital and its services to our community, while developing new services which make sense for the community and the hospital.

VGH is the only hospital located in Benton County. Medical provider offices are located throughout Benton County in the towns of Vinton, Urbana, Shellsburg, Atkins, Van Horne, and BellePlaine. Additional community resources available to the population served by VGH have been discussed and included in the Mobilizing for Action through Planning and Partnerships (MAPP) process. Community outreach services in Benton County is accomplished by a combination of service providers located in Benton County and additional providers located in the larger metropolitan area of Cedar Rapids providing clinics and satellite office space in Benton County towns. An example of this is the St. Luke's Family Health Center providing women's health service clinics three days per month in Vinton for low income women of all ages.

Over 80% of VGH services are provided to residents with a Benton County address. The specific demographics for Benton County are included in the table marked demographics included in this document. Rural areas adjacent to Benton County present with similar demographic data. Residents from these rural areas may also be served by VGH.

Most important to VGH are the people of the communities we serve, which primarily includes Benton County and rural areas in adjacent counties. VGH was an active participant in the regional approach taken for the 2012-2013 Community Health Needs Assessment (CHNA) led by Linn County Public Health. The Benton County Public Health Director represented Virginia Gay Hospital and the community served by the hospital, participating actively in the MAPP process which is described in the CHNA document. See page 20 of the completed CHNA.

VGH participation in a regional approach lead by Linn County Public Health was advantageous due in large part to the expertise available by personnel at Linn County Public Health in the area of data analysis. See acknowledgements on page 20 of the completed CHNA. The regional approach included the ability to compare VGH data with service areas of hospitals and counties of similar size and demographics, thus adding validity to the data collected. It also provided the opportunity to recognize differences and thus support the action steps developed to address identified needs. Virginia Gay Hospital provides service to those regardless of county of residence, thus a regional approach to the needs assessment and data collection process held the promise of a more meaningful end product. Challenges were discovered in the data collection process as most secondary data is reported by county. VGH data was reported to the regional steering committee, but the value of the data is primarily beneficial to the Benton County service groups which includes VGH.

The community themes and strengths work session at the Benton County Coalition meeting was facilitated by Nancy Farmer, Benton County Public Health Director and Linda Fischer, Iowa State Extension Area Supervisor. Participants of the Benton County Coalition Community groups included representatives from; the Vinton school district, early childhood home visitation programs, community mental health service providers, Benton County social services, Area Substance Abuse Council, Benton County Transportation, support services working with children and adults with physical and mental disabilities, and an elected official for Benton County government. The medically underserved population is represented by the majority of the service providers attending one of the community dialog meetings held in Benton County. This diverse group also represents the general population and all age groups of the service area for VGH. Written minutes and a list of names of participants from the workgroup sessions is available upon request. Input was also gathered from the Virginia Gay Hospital Medical staff and this session was also facilitated by N Farmer.

Section three of the MAPP process prioritizes areas of concern based on analysis of secondary data health indicators. The Benton County Coalition of service providers included a review of county specific data and VGH data during their work session for the community strengths and themes process. Local data reviewed included the primary reason for hospital discharge, reason for emergency department visits and volume of service numbers. Data from the completed Benton County Public Health 2010 CHNA was compared with the recent data collection

of 2011. This information was provided to the steering group in Linn County for inclusion in the regional process.

Unique to the Benton County population is the presence of one of 6 AmeriCorps National Civilian Community Corps (NCCC) training campuses in the country. AmeriCorps NCCC is a group of young adults (ages 18-24) who volunteer a year of their time to improve communities throughout the nation. In return, the volunteers receive housing and food, and a meager living allowance to support themselves with. This group brings a substantial number of young adults into the community who would not otherwise be there.

Demographics of Benton County 2011

<i>Demographics</i>	<i>Description</i>	<i>County (N)</i>	<i>% Rate</i>	<i>State (N)</i>	<i>State (%)</i>
<i>AGE</i>	<i><5</i>	1,645	6%	202,123	7%
	<i>05—17</i>	5,001	19%	525,870	17%
	<i>18-24</i>	1,681	6%	305,867	10%
	<i>25-44</i>	6,289	24%	747,131	25%
	<i>45-64</i>	7,445	29%	812,476	27%
	<i>>=65</i>	4,015	15%	452,888	15%
<i>Gender</i>					
	<i>Female</i>	13,049	50%	538,036 ^{1,}	50%
<i>Race</i>	<i>White Non Hispanics</i>	25,387	97%	701,123 ^{2,}	89%
<i>Education</i>	<i>Bachelor or Higher</i>	3,159	18%	493,061	25%
<i>Income</i>	<i>Median Household Income</i>	\$ 54,283.00		\$ 48,031.00	
<i>Poverty</i>	<i>Poverty (130%) All ages N(%)</i>	2,133	8%	368,965	13%
	<i>Under 18</i>	742	11%	115,731	16%
<i>Government Assistance</i>	<i>Food Assistance (FA) Benefit (Enrollment Month)</i>	\$ 2,200.00	8%	\$ 346,554.00	11.4%

	<i>Total FA Benefits/ Per capita (Month)</i>	\$ 273,526.00	\$ 124.33	\$ 393,771,847 .30	\$ 129.26
	<i>Medicaid Enrollment (Month)</i>	2,660	10.2%	407,674	13.4%
	<i>Medicaid Benefits/ Per capita (Month)</i>	\$ 1,494,920.00	\$ 562.00	\$ 257,649,968 .00	\$ 632.00

IMPLEMENTATION STRATEGY FOR VIRGINIA GAY HOSPITAL in response to the completed CHNA 2012-2013.

Virginia Gay Hospital utilized the priorities identified in Section 3, MAPP Process and Results, number 1 of the CHNA document to establish the Implementation Strategy as defined below. In addition, a synopsis of the input from the community themes and strengths dialog contributed to the development of this implementation strategy. Input received from the Benton County community groups and review of statistical data was consistent with the results obtained by the Linn County groups. Table 1 on page 5 of the assessment was utilized for prioritizing the action plan for VGH. The areas of this table labeled as low priority are not addressed by VGH as they either have Benton County community groups addressing the needs or the need is not an area identified by this process as in need of an action plan. Community Resources beginning on page 16 of the CHNA and Community Assets on pages 17 and 18 of the CHNA include services provided for Benton County and the population served by VGH. As noted previously, many of the service providers for Benton County are located in Linn County and have satellite offices in Benton County.

Strategic planning for VGH included a presentation by Benton County Public Health Director/Senior staff member for VGH Nancy Farmer. Regional data, county specific data, VGH data and the population served by Virginia Gay Hospital were utilized by VGH senior staff and leadership in the development of the Implementation Strategy. VGH senior management is responsible for completion of the activities included in the action plan which follows. Specific staff will be assigned responsibility as appropriate to their respective departments. The VGH quality improvement program will include review of the action steps on a quarterly basis.

In addition to the investment of staff, resources will be provided to meet the actions steps listed here. VGH provides support to the public and specifically to the medically underserved and low income persons

of the population through the financial assistance program following the established policies. An example of this is mammograms which are provided to women with financial limitations who would otherwise be unable to have the digital mammogram service completed.

The high priority area of Obesity and Chronic Disease and the medium priority area of Cancer is addressed as follows:

1. Goal: Virginia Gay Hospital will collaborate with community partners to increase healthy food consumption and increase physical activity among its citizens.

Objective:

1. By 2015 reduce obesity rates in Benton County by 1%.
 - Virginia Gay Hospital will provide a representative to attend the nutrition sub-committee lead by Iowa State Extension, Benton County.
 - Virginia Gay Hospital will survey on site vending machine options and work with vending provider to offer healthier choices for employees and visitors.
 - Hospital staff will partner to submit a news article at least quarterly on a topic related to healthy food consumption and/or increasing physical activity levels.
 - Virginia Gay Hospital will enhance the web site to include healthy food choices and physical activity links under the health resources tab.
 2. By 7-1-2013, Virginia Gay Hospital will establish a sub-committee of staff members with expertise in the areas of health education to establish patient teaching materials for healthy food choices.
 - Hospital staff will have patient education materials available at multiple venues throughout the county.
 - Virginia Gay Hospital will provide staff and educational materials to a minimum of two worksite wellness events in Benton County each year.
2. Goal: Virginia Gay Hospital will establish data collection processes to enhance accuracy of primary data available for review in future CHNA processes.

Objective:

1. By 2015 Virginia Gay Hospital will collate data on obesity rates from at least two patient care areas through the use of electronic health records.
 - BMI measurements will be recorded in the EHR for patients in the emergency department, inpatient admissions, cardio-pulmonary rehab, diabetes education and physician office visits.
 - VGH will partner with schools in Benton County to obtain grade level BMI rates.
 - VGH will continue to partner with the WIC program to receive primary data on obesity rates for participants to be included in the CHNA process.

Priority areas of Substance Abuse and Injury Prevention are addressed with the following goal.

3. Goal: VGH will provide representation and support for coalitions addressing community identified priorities in the CHNA process.

Objective:

1. By 2015 decrease the number of 11th grade students who report having consumed alcoholic beverages by 5%.
 - VGH will provide Local Epidemiology Workgroup Coordinator for the Area Substance Abuse Council, to attend coalition meetings and provide leadership with public health expertise.
 - VGH will support efforts to expand outreach activities throughout Benton County in support of abstinence for everyone under age 21.

Objective:

1. By July 1 2014, provide current accurate information to health professionals and the general public regarding available services/resources to meet health needs of the community.

- VGH staff will establish relationships with a variety of media outlets to keep resource information available to the public.
- VGH staff will participate and update the Benton County family resource guide annually at regular coalition meetings in January/February.
- VGH staff will assist with leadership role in reprinting the updated resource guide and distribute to providers and the general public as funds are available.

Areas identified in the 2012-2013 CHNA through both data analysis and community input that are not addressed in this plan include:

- Access to care is identified in yellow on the chart of priorities. This area is already addressed through the wide variety of specialty clinics which are offered at Virginia Gay Hospital every month. A monthly calendar of scheduled services by specialists is published in the local advertising flyer which is distributed to residents living in the geographic service area of VGH. Telemedicine is an area receiving attention through a grant with the University of Iowa and VGH. Additional telemedicine resources are anticipated for VGH through the grant over the next two years.
- Under and un-employment- While this was a concern of the community group attending the Strengths and Themes dialog in November of 2012, the actual unemployment rate for Benton County is well below the state and national rate. This area of concern is referred to economic development leaders in the communities of Benton County. This was accomplished through Benton Development groups with representation at the Benton County Coalition of service providers who meet at a minimum of four times per year.
- Teen pregnancy and sexual health- this area, also considered a high priority by the Benton County coalition members, at the community themes and strengths input meeting finds the rate in Benton county is well below the state and national rate. This area is currently receiving attention through the child abuse prevention council of Benton County and the Vinton Shellsburg school district representatives. A small sub-committee has been formed to develop an action plan. As this is a specific school district concern, it is not addressed as a strategy requiring goals and objectives for VGH. The VGH public health employee is a member of the sub-committee addressing this issue.

- Mental Health is noted on the County Health Priorities chart in red. The reason for this area of concern centers on one data element; the percent of 11th grade students who reported creating a suicide plan. This area has been referred to the Benton County school districts for review. School district representatives in the guidance departments are encouraged to review and analyze this data and request assistance of the community if appropriate.

Other areas of priorities from Table 1 on page 5 of the CHNA include violence which is coded a low priority and prenatal/early childhood also a low priority. Two groups represented at the community themes and strengths dialogue provided input into current programs offered in Benton County which address these issues. No additional resources are needed at this time.