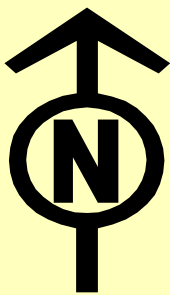
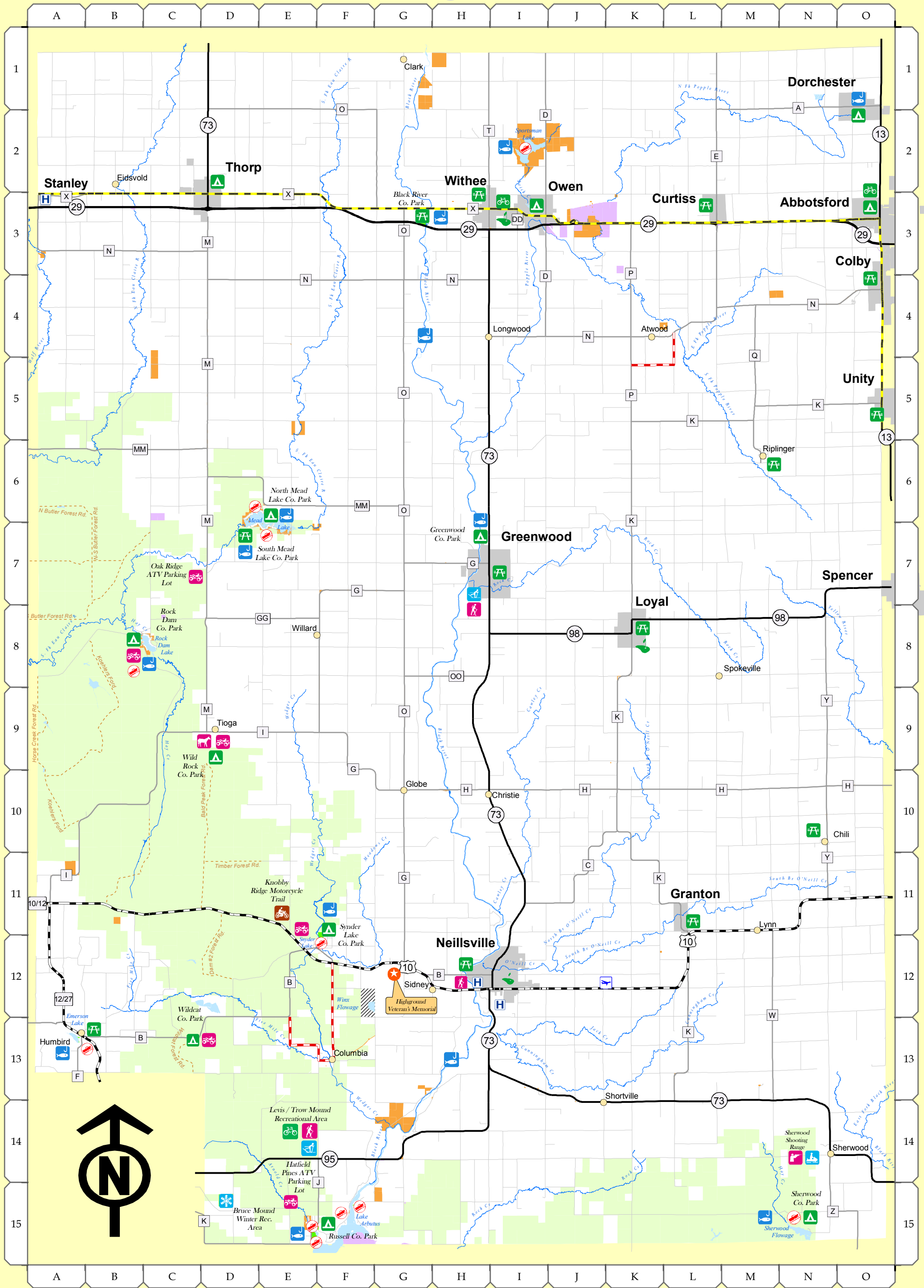




Community Health Needs Implementation 2013



Clark County, Wisconsin



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|--------------------------------|---|---------------------|----------------------------|----------------------|
| Public Park | Horse Trail Parking | Public Boat Landing | County Forest Land (CFL) | U.S. / State Highway |
| Public Park / Camping | Bike Trails | Golf Course | County Land | State Highway |
| Shooting Range | Hiking Trails | Hospital | State of Wisconsin Land | County Highway |
| Bruce Mound Winter Recreation | Cross Country Ski Trail | Airport | Winx Migratory Bird Refuge | Forest Roads |
| ATV / Snowmobile Trail Parking | Snowmobile Parking Lot | Lakes / Rivers | City / Village Boundary | Local Roads |
| Public Fishing Access | Knobby Ridge Motorcycle Trail (Off Road 2 Wheel Only) | | Unincorporated Areas | Yellowstone Trail |
| | | | | Rustic Roads |

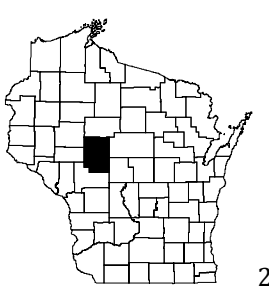




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Community Benefit Implementation Strategy

How the Implementation Strategy was Developed

Representatives from Memorial Medical Center in Neillsville and Ministry Our Lady of Victory Hospital were joined by Clark County Public Health to begin the Clark County Health Care Partnership. The partnership was awarded a special grant to pilot the community assessment tools that brought our county special public health knowledge and expertise to our local process. The implementation strategy was put in place based on the finding and priorities established in the 2013 Community Health Needs Assessment that was conducted by Memorial Medical Center, conclusions from past work completed in 2010 by the “Healthy Clark County Coalition”, and a review of the medical centers current community benefits. Action plans were developed collaboratively with the health care partnership that link to the medical center with our support within our financial and staffing capabilities.

Needs Identified and How Priorities were Designated

The final needs assessment resulted in identification of two priority areas. The first is Access to Health Care(more specifically defined as availability of transportation, adequate provision of mental health services, affordability of primary care and preventative health screenings). The second is Healthy Life Choices (defined as a need for physical activity and health eating). Community health could be improved upon by focusing on these priority areas. The partnership believes that by dealing with the effects of obesity, with a special focus on children, and the chronic illness management of hypertension, diabetes and other similar health complications we can make an impact. There were also socio economic factors that contributed to the overall health of the community as well.

Using the Wisconsin Guidebook on Improving the Health of Local Communities, the needs were prioritized and a neutral facilitator with the UW – Extension of Clark County facilitated the discussions. The partnership group initially had a substantial list of potential focus areas. With some time and discussion the list was narrowed to five focus areas. The group felt that in order to provide due diligence and greater impact it was best to focus on a more narrow scope of improvement focuses.

The key factor that was considered to help in the selection process was, “What issues might we focus on that would have the overall greatest impact on access to health choice options and health care services regardless of one’s ability to pay in our service area?” Then the group brainstormed and completed a facilitated Asset Mapping and Current Liabilities process. From this process the following areas were selected as our main themes:

Healthy Lifestyle Choices

Physical Activity

Healthy Eating

Access

Mental Health

Transportation

Preventative Health Screenings

How Memorial Medical Center will Plan and Actively Support Community Needs

Memorial Medical Center will continue to have an assigned designee to serve as the medical center liaison to the health care partnership and provide service to work towards achieving the upcoming steps in the implementation process to make an impact on the Community Health Needs Assessment.

How Memorial Medical Center will Address the Identified Community Health Needs

Memorial Medical Center will continue to have a key leader from the organization and sit on the Clark County Health Care Partnership to assist in carrying out the specific strategies that the partnership has identified as most important to Clark County. The MMC Executive Team will support this individual and the efforts of the County Health Care Partnership in order to work to improve the health and wellness of the community at large and encourage healthy lifestyles for the communities it serves.

MMC will provide resources to the initiatives identified. These will come in 2 forms, the first being financial resources to achieve desired results and the second is in staffing resources to give their time and energy where needed to also provide the manpower and time to accomplish set objectives to help achieve overall goals.

Additionally, MMC will continue with its charity care and Medicare and Medicaid services. It supports the community by giving back with other community benefits that it provides in the forms of community education, collaborations with various community organizations to encourage Healthy Living and so much more. The medical center believes in its community and wants to give back as a local health provider.

The general public recognizes the importance of the medical center to the communities and the economic impact was shared with the community through public open forums hosted by MMC. Since unemployment rates tend to be higher in unemployment rates than the urban areas, it is crucial to work to keep the higher paying health care jobs in the community. Memorial Medical Center employs

approximately 224 people from the Clark County and surrounding area. The full time employees receive competitive pay and a complete benefits package.

Action Plans

Healthy Life Style Choices – Physical Activity and Healthy Eating

MMC will work to promote and communicate the connections of the partnership to Transform Wisconsin and their grant to introduce joint use agreements for recreational facilities in Clark County.

MMC can assist in various ways to get the word out both internally and externally with our community networks in an effort to actively support this initiative.

MMC will actively collaborate with the partnership in their efforts to coordinate and promote clubs that provide physical fitness and nutrition education

MMC will support the partnership in their efforts to develop policies that support residents in achieving increased physical activity and healthier lifestyles.

MMC will support the efforts of the partnership to promote physical activities available throughout the county through both paper and electronic formats.

MMC will continue to support the Mc Milers program which is a healthy living program that encourages both staff and the community to engage in physical activities while tracking their miles of walking to improve health.

MMC will support the partnership through other potential healthy eating initiatives that may present themselves as collaborative opportunities in the upcoming years.

MMC will support the partnership in its effort to build collaborative opportunities with the local food pantries to expand nutritional support and education.

Mental Health

MMC will work with the partnership to measure and report the demand for mental health within the county.

MMC will support the partnership in its mental health efforts by sitting on the Mental Health Task Force for Clark County.

MMC will continue to support the grant opportunities that are being researched by Clark County Public Health that could assist with hiring additional mental health professionals.

MMC will actively participate in the development of a mental health referral resource guide that indicates locations and times available for mental health resources in the county. MMC will make this resource guide available to all primary care physicians to improve the overall management and referral of mental health issues in our service area.

Preventative Screenings

MMC will work with the partnership in the development and implementation of policies that support residents by providing access to preventative screenings.

MMC will develop a designated referral process for positive screening, especially for those who cannot afford care.

MMC will work with the partnership and be proactive in its efforts to make preventative screening resources for risk factors to obesity, diabetes, hypertension, and heart disease (cholesterol, BMI, blood sugar, blood pressure) more present in the MMC service area.

MMC will work with the partnership to raise general public awareness of risk factors to obesity, diabetes, hypertension, and heart disease. MMC will share marketing and financial resources to support the partnership in its efforts to build capacity and educate the public of Clark County.

Transportation

MMC will work with the partnership to support all existing and future potential grants for the provision of transportation services that are able to be made available to those that need that assistance in Clark County.

MMC will work with the partnership to create, maintain and communicate information about a transportation resource list indicating all available free and low cost transportation options to service area members, making it available to all primary clinics to improve access for medical appointments.

MMC will actively distribute and promote the created transportation list once it is completed.

Follow Through Plans for Action Items

Memorial Medical Center will work closely with the Health Care Partnership to work to accomplish the goals and objectives as listed above in the implementation plan. We will look to maximize collaborative opportunities, so that our programs can have the most impact possible. As we move through the plans and stages, other partnerships might lend themselves to enhance our action items and we will adjust accordingly as our plans may alter as we move forward based on inputs and time.

MMC feels it is important to continue to develop measurable goals so that we can effectively serve the community with our planning to the best of our ability.

Other groups that may be potential collaborators going forward are: Marshfield Clinic, Independent Physician Practices, UW WI Extension, CVTC, Local Clark County Schools, Clark County WIC Program, Clark County office of Aging, Clark County Health Care Center, Clark County Economic Development, Clark County Government Leadership, City Leadership, Neillsville Chamber of Commerce, Food Pantries, 4H Programs, Scouting, Day Care Centers, and Local Businesses.

Priority Needs that are not directly related to the Health Care Partnership

Memorial Medical Center is not involved in the implementing or funding areas related to the priorities under Healthy Life Style Choices at this time, as this will be a focus of Clark County Public Health, their "Eat Right, Be Fit Coalition." This is the work that they are doing with recently awarded grant under the Partnership to Transform Wisconsin. As MMC attends the regularly scheduled meetings of the Health Care Partnership, we will always be aware of this coalition and look for ways that we might assist or support its efforts in a collaborative manner. Though we are not directly correlated.

Approval

The Memorial Medical Center is governed by the MMC Board of Directors and the day to day operations are managed by the acting CEO and the VP of Administration. The Community Benefit Report and the Community Benefit Implementation Strategy are a core direction for the organization to give back to the community and to focus on healthy living and wellness outcomes.

MMC Approval of Implementation Strategy: