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For a Healthier Panhandle

Regional
West
Medical
Center

2016
Community Health
Improvement Plan
Report

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Purpose

This is the annual report of the 2015-2017 Regional West Medical Center Community Health Improvement Plan (CHIP). The Public Health Accreditation Board (PHAB) defines a CHIP as a “long-term, systematic effort to address public health problems on the basis of the results of community health assessment activities and the community health improvement process.”

This annual report reflects the activities and collaborative efforts of Regional West Health Services, Panhandle Public Health District, and Scotts Bluff County Health Department. This document serves as a progress review on the strategies that were developed in the 2015-2017CHIP and the activities that have been implemented since then.

About Regional West Medical Center

Regional West Health Services in Scottsbluff, Neb., is the parent company of Regional West Medical Center, a 182-bed regional referral center and one of three Level II Trauma Centers in the state. The trauma program includes Air Link air ambulance services, which is fully accredited by [The Commission on Accreditation of Medical Transport Systems](#) (CAMTS).

As the region's only tertiary referral medical center, Regional West offers care that spans more than 32 medical specialties provided by over 28 physician clinics. With nearly 300 providers and over 2,000 employees, Regional West provides comprehensive and innovative health care services for the people of western Nebraska and neighboring states of Colorado, South Dakota, and Wyoming.

Regional West Health Services includes

- [Regional West Medical Center](#)—182-bed regional referral center and a Level II Trauma Center
- [Regional West Physicians Clinic](#)—Western Nebraska's and central eastern Wyoming's largest multispecialty medical and surgical group
- [Regional West Garden County](#), Oshkosh—A 10-bed acute care hospital, health care clinic, and 40-bed intermediate care facility that serves residents in the southeastern Nebraska panhandle region
- [Regional West Laboratory Services](#)—Offers a full range of laboratory services 24/7, including reference laboratory services, to health care providers throughout Nebraska, Wyoming, South Dakota, Iowa and Idaho. It is accredited by the Commission on Laboratory Accreditation of the College of American Pathologists (CAP)
- [Regional Care, Inc. \(RCI\)](#)—Based in Scottsbluff, RCI is one of the nation's premier independent third-party administrators for health care benefits; providing cost, medical, and claims management for clients throughout the United States
- [The Village at Regional West](#)—A full-service retirement community located adjacent to Regional West Medical Center and offering both independent and assisted living apartments for persons age 55-plus with 100 units for residents
- [Regional West Foundation](#)—A 501(c) (3) non-profit organization developed to enhance the services, programs, and projects of Regional West Health Services through donations, planned giving and fundraising efforts

Regional West is an active leader in the Rural Nebraska Healthcare Network (RNHN) and supports the following Critical Access Hospitals in Nebraska:

- [Regional West Garden County](#)—Oshkosh
- [Chadron Community Hospital](#)—Chadron
- [Gordon Memorial Health Services](#)—Gordon

- [Kimball Health Services](#)—Kimball
- [Box Butte General Hospital](#)—Alliance
- [Morrill County Community Hospital](#)—Bridgeport
- [Perkins County Health Services](#)—Grant
- [Sidney Regional Medical Center](#)—Sidney

Award Winning Care

- [The Joint Commission](#)—Full accreditation by the Joint Commission demonstrates our commitment to providing the very best for our patients—quality, safety, and innovation
- [American College of Surgeons Commission on Cancer](#)—Regional West’s cancer program is one of 10 cancer programs nationwide to earn four consecutive Outstanding Achievement Awards from the American College of Surgeons Commission on Cancer
- [Bariatric Surgery Center of Excellence](#)—Regional West Weight Loss Options has been designated as a Center of Excellence in Metabolic and Bariatric Surgery by Surgical Review Corporation. To earn this designation, Regional West had to prove information on all aspects of their bariatric surgery program and processes, including data on its surgical outcomes
- [Commission on Accreditation of Rehabilitation Facilities \(CARF\)](#)—Regional West’s Acute Rehabilitation Unit and Stroke Care program are both certified by the Commission on Accreditation of Rehabilitation Facilities
- [AACVPR Certified](#)—Regional West’s AACVPR certified cardiovascular rehabilitation program is recognized as a leader in the field of cardiovascular rehabilitation by offering the most advanced practices available

Community Health Needs Assessment

In early 2011, PPHD and SBCHD entered into a collaborative relationship to facilitate a comprehensive community health assessment and planning process for all eleven counties of the Panhandle (Grant county was not a part of PPHD's jurisdiction in 2011; it was added in 2014). The Mobilizing for Action through Planning and Partnership (MAPP) process provided the foundation for the 2011 needs assessment process. As part of the MAPP process, quantitative and qualitative data were collected from the following four assessments:

- Community Themes and Strengths
- Forces of Change
- Local Public Health System
- Community Health Status

The full report can be found at: https://www.rwhs.org/sites/default/files/chnap_0.pdf

Community Health Priorities

The results of the MAPP process were presented to a smaller committee of RWMC staff in September 2014 to determine priority areas. Participants reviewed the socioeconomic and health data presented during the stakeholder meetings. Based on the information presented, the participants scored the data based on the availability of data, the percentage of the population affected, the resources available to the hospital and within the community to address the issue, and the seriousness of the issue.

These areas then were grouped into two main categories:

PRIORITY HEALTH AREA	GOAL
1. Prevention and Reduction of Chronic Diseases	
A. Cardiovascular	Promote health and reduce chronic disease risk through the prevention and control of hypertension
B. Cancer	Reduce the number of new cases, as well as the illness, disability and death caused by cancer by reducing the use of tobacco product and increasing preventive screenings and intervention measures
C. Diabetes	Decrease the number of people over the age of 18 with diabetes
2. Injury Due to Unintentional Injuries and Violence	
A. Unintentional Injuries	Prevent unintentional injuries and reduce their consequences through education
B. Injuries Caused by Violence	Prevent injuries caused by violence through early intervention

Implementation Plan

Priority Area #1: Prevent and reduce the burden of chronic diseases for those living in Scotts Bluff County.

According to the Nebraska Physical Activity and Nutrition State Plan 2011-2016,³ “chronic diseases such as cancer, diabetes, heart disease and stroke are among the most common, costly, and preventable of all health problems in Nebraska and throughout the United States.”

Priority Area #1A: Cardiovascular

Goal: Promote health and reduce cardiovascular risk through the prevention and control of hypertension.

Objective 1A.1 By July 31, 2017, increase the number of adults 18 and older who have had their blood pressure taken in the past year by 10%

Indicators	Site	Baseline 2013	Current 2015	Target 2017	Data Source
Adults over the age of 18 who have had their blood pressure checked in the past year	State	84.6%	85.0%	93.06%	NE BRFSS, 2011-2013, 2015
	SBC	83.7%	85.75	92.07%	NE BRFSS, 2011-2013, 2015

Strategies for Cardiovascular: Hypertension	Key Partners	Specific Actions to Achieve Strategies	2016 Activities
#1 Improve the availability to have blood pressures checked in Scottsbluff County	Pharmacy, health care providers, and public health	Community Health will offer blood pressure screening at 8 or more events each year Coordinate with the pharmacy and physician offices to provide blood pressure checks	Community Health provided B/P checks at over 10 worksite health fairs and 3 community events Community Health coordinated a blood pressure clinic to be held weekly at community pharmacy with UNMC and WNCC; doing over 300 B/P checks
#2 Provide education regarding hypertension management to healthcare providers	Regional West Physicians Clinic, hospital staff, and pharmacy	Provide training to healthcare providers regarding prevention and management of hypertension utilizing evidence based practices like the Million Hearts Program	Regional West Physician Clinic Family Medicine and Community Health provided four-hour training for their staff on appropriate B/P procedures. A protocol for management was developed at RWPC Family Medicine for hypertension management. A hypertension campaign was developed utilizing reports created from the EMR. Training was provided for the Community Pharmacy staff regarding consultation with patients with hypertension
#3 Provide Education regarding hypertension to the community	Pharmacy, workplaces, schools, public health and health providers	Give at least five community presentations per year regarding hypertension	Six community presentations were done at public events

Priority Area #1B: Cancer

Goal: Reduce the number of new cases, as well as the illness, disability and death caused by cancer by reducing the use of tobacco products in all ages.

Objective 1B.1 By July 31, 2017, decrease the proportion of panhandle adults (18 years and older) who currently smoke cigarettes by 10%

Indicators	Site	Baseline 2011	2013	Current 2015	Target 2017	Data Source
Adults who currently smoke cigarettes	SBC	17.4%	23.0%	21.9%	15.7%	NE BRFSS, 2011-2013, 2015

Objective 1B.2 By July 31, 2017, decrease the proportion of panhandle adult men (18 years and older) who currently use smokeless tobacco by 10%

Indicators	Site	Baseline 2011	2013	Current 2015	Target 2017	Data Source
Adults who currently use smokeless tobacco	SBC	6.6%	6.5%	6.0%	5.9%	NE BRFSS, 2011-2013, 2015

Strategies for Cancer Prevention: Primary Prevention-Tobacco	Key Partners	Specific Actions to Achieve Strategies	2016 Activities
#1 Support comprehensive tobacco-free and other evidence-based tobacco control policies.	Hospital, city, government, public health	Enforce tobacco-free campuses on all Regional West Health Services Properties	Ongoing
#2 Reduce the number of people who use tobacco products in Scotts Bluff County.	Hospital, Nebraska Quit Line, Public Health	Promote the Nebraska Quit Line and provide education through outreach programs and events	The Quit Line has been promoted by RWPC Family Medicine and at public events by Community Health
#3 Clinician counseling and interventions to prevent tobacco use and tobacco-caused disease	Hospital and physicians	Clinicians to ask all adults about tobacco use and provide tobacco cessation interventions for those who use tobacco products; as part of Meaningful Use	RWPC has implemented this screening within the EMR as part of patient intake

Priority Area #1B: Cancer

Goal: Reduce the number of new cases, as well as the illness, disability and death caused by cancer by increasing preventive screenings and intervention measures.

Objective 1B.3 By July 31, 2017, increase the proportion of Scotts Bluff County women aged 50 to 74 years old who are up-to-date on their breast cancer screening by 10%

Indicators	Site	Baseline 2012	Current 2014	Target 2017	Data Source
Women ages 50-74 who had a mammogram within the past 2 years	SBC	70.1%	55%	77.1%	NE BRFSS, 2011-2013, 2014

Objective 1B.4 By July 31, 2017, increase the proportion of panhandle women aged 21 to 65 years old who are up-to-date on their cervical cancer screening by 10%

Indicators	Site	Baseline 2012	Current 2014	Target 2017	Data Source
Women ages 21-65 who had a pap smear within the past 3 years	SBC	74.9%	76.2%	82.4%	NE BRFSS, 2011-2013, 2014

Objective 1B.5 By July 31, 2017, increase the proportion of Scotts Bluff County adults aged 50 to 75 years old who are up-to-date on their colorectal cancer screening by 10%

Indicators	Site	Baseline 2012	2013	Current 2015	Target 2017	Data Source
Adult ages 50-75 who are up-to-date on their colorectal cancer screening	SBC	53.9%	52.1%	54.8%	70.5%	NE BRFSS, 2011-2013, 2015

Strategies for Cancer Prevention: Early Detection		Key Partners	Specific Actions to Achieve Strategies	2016 Activities
#1	Send patients client reminders that they are due or overdue for cancer screening	Health care providers and public health	Utilize the patient portal reminders for colonoscopy, cervical cancer screening and mammography	RWPC has provided reminders for screenings and utilized EMMI programs for education
#2	Offer one-on-one education to help people overcome barriers to cancer screening	Health care providers and public health	Utilize the patient portal and EMMI programs to provide education and reminders for colonoscopy, cervical cancer screening and mammography. Distribute coupons for FOBT kits to patients to promote state program	RWPC Family Medicine distributed coupons for free FOBT kits to patients that qualified during March, Colon Cancer Awareness Month, to promote the Scotts Bluff County FOBT Kit Program
#3	Use small media (i.e. videos and printed communication) to promote cancer screening	Health care providers and public health	Attend health fairs and community events to promote EMMI programs and educational information regarding colonoscopy, cervical cancer screening and mammography	Programs/booths regarding Colon Cancer Screening were done at over 30 organizations. 357 FOBT kits were handed out with a 39% return rate. Five tests were positive. All followed-up with colonoscopies with two known diagnoses

#4	Reduce financial barriers to cancer screening	Public Health, CAPWN, health care providers	Implement the Welcome to Medicare program for qualified patients. Educate RWHS employees regarding insurance preventive benefits. Most screening is a covered benefit under approved health insurance policies requiring no copay or deductible, free FOBT kits available, Title X	Welcome to Medicare Program has been initiated at RWPC Family Medicine with promotion of appropriate screening Explanation of Insurance preventive benefits was made available to all RWHS employees
#5	Reduce access barriers to cancer screening	Health care providers	Extend Breast Health Center hours for evening and walk-in access. Increase access to care for screening at RWPC	The Breast Health Center has expanded hours and promoted a Walk-in Wednesdays for mammograms

Priority Area #1C: Diabetes

Goal: Decrease the number of people over the age of 18 with diabetes

Objective 1C.1 By July 31, 2017, decrease the proportion of people in Scotts Bluff County who have been told they had diabetes (excluding pregnancy) by 10%

Indicators	Site	Baseline	Current	Target	Data Source
		2013	2015	2017	
Proportion of people who have been told that they have diabetes (excluding pregnancy)	State	9.2%	8.8%	8.28%	NE BRFSS, 2011-2013, 2015
	SBC	11.4%	13.4%	10.26%	NE BRFSS, 2011-2013, 2015

Strategies for Diabetes		Key Partners	Specific Actions to Achieve strategies	2016 Activities
#1	Assess and promote health foods, including fruits, vegetable and water in the facility for our employees, patients, and visitors	State of Nebraska, public health	Assess cafeteria options through site assessment of healthy foods through 1422 state funding and increase healthy options. Assess vending machine options through site assessment of healthy foods through 1422 state funding and increase healthy options	Assessment has been done with the cafeteria and the 1422 grant. Vending assessment is scheduled for 2017
#2	Offer evidence-based practice community programs to prevent diabetes	State of Nebraska, public health	Promotion and implementation of the National Diabetic Prevention Program to employees and community	RWPC Family Medicine has provided two National Diabetic Prevention Programs for the community. Diabetes educational classes are also provided monthly

Priority Area #2: Prevent and reduce unintentional injuries and those from violence for those living in Scotts Bluff County.

According to Healthy People 2020, “unintentional injuries and those caused by acts of violence are among the top 15 killers for Americans of all ages.”¹⁶ Unintentional injuries accounted for 5.5% of deaths in the Panhandle in 2009 and were considered the fifth leading cause of death that year.¹¹ In addition to their immediate impact, injuries and violence can result in premature death, disabilities, poor mental health, high medical costs, and lost productivity.¹⁶

This is a broad issue with multiple risk factors and a range of consequences, which makes it a challenge to entirely address. Therefore, to make the most impact, RWMC developed strategies that focus on strengthening and implementing policies and programs, community engagement, and education to enhance the safety of the community.

Priority Area #2A Unintentional Injuries

Goal: Decrease the number of unintentional injuries and their consequences for those who live in Scotts Bluff County

Objective 2A.1 By July 31, 2017, reduce the number of falls among Scotts Bluff County adults 45 years and older that resulted in injury by 10%

Indicators	Site	Baseline	Current	Target	Data Source
		2012	2014	2017	
Those who were injured due to a fall in the past year, age 45 years and older	SBC	29.9%	34.5%	26.91%	NE BRFSS, 2011-2013, 2014

Objective 2A.2 By July 31, 2017, reduce crude death rates from unintentional injury by 10%

Indicators	Site	Baseline	Current	Target	Data Source
		2007-2012	2015	2017	
Crude death rate from unintentional injury	NE	35.68	41.3	31.3	NDH Crude Death Rates by Cause, 2007-2015
	SBC	48.03	46.6	43.23	NDH of Health Crude Death Rates by Cause, 2007-2012

Strategies for Unintentional Injuries	Key Partners	Specific Actions to Achieve strategies	2016 Activities
<p>#1 Community campaigns to educate families about safety issues</p>	<p>State of Nebraska, public health, schools, local organizations</p>	<p>Attend community events to promote Injury prevention.</p> <p>Coordinate a Kid's Safety Safari with all listed partners to educate youth on variety of safety issues specific to the area</p>	<p>Four community events were attended to promote injury prevention.</p> <p>Kid's Safety Safari was held at the Riverside Discovery Center with 26 educational booths available. Over 700 people attended the event.</p>
<p>#2 Promote and strengthen policies and programs to prevent falls, especially among older adults</p>	<p>Public health, EMS, community organizations</p>	<p>Offer evidence-based practice community programs to prevent unintentional injuries- specifically the "Stepping On" Program</p>	<p>Two fall prevention classes called "Stepping On" were provided at The Village and Heritage Care Center. RWHS provided 4 guest speakers for each class</p>

Priority Area #2B Injuries due to violence

Goal: Decrease the number of injuries due to violence and their consequences for those who live in Scotts Bluff County

Objective 2B.1 By July 31 2017, reduce the number of simple domestic violence complaints by 10%

Indicators	Site	Baseline	Current	Target	Data Source
		2013	2015	2017	
Domestic Violence Arrest (number)	NE	10,687	16,035	Not Available	NE Crime Report
	SBC	273	308	246	NE Crime Report

Objective 2B.2 By July 31 2017, reduce the number Children experiencing abuse by 10%

Indicators	Site	Baseline	Current	Target	Data Source
		2013	2015	2017	
Child Maltreatment Victims Number of Cases	NE	2,892	3,691	Not Available	NE Dept. of Health
	SBC	63	94	57	NE Dept. of Health

Strategies for Injuries from Violence	Key Partners	Specific Actions to Achieve Strategies	2016 Activities
#1 Increase referral to evidence-based home visitation services for families with high stressors	Physicians clinics and public health	Establish referral process to Healthy Families America and Early Head Start	Referrals made by RWPC to Healthy Families America and Early Head Start
#2 Provide individuals and families with support needed to maintain positive mental and emotional well-being	Public health, schools, health care providers and community organizations	Provide space, referrals and financial support for evidence based programs such as Circle of Security Parenting Participate in community committees to promote family positive mental and emotional well-being such as the System of Care for Children 0-8	Community Committees attended: <ul style="list-style-type: none"> • System of Care for Children 0-8 • Panhandle Partnership • Panhandle Prevention Coalition

Conclusion:

The CHIP serves as a roadmap for a continuous health improvement process for Regional West Medical Services. It is not intended to be an exhaustive list. Beyond what is included in the CHIP, it is expected that initiatives and efforts that are currently ongoing will continue. Progress of the work will be evaluated on an ongoing basis to identify areas for possible improvement or revision. We would like to thank Panhandle Public Health District and The Rural Nebraska Healthcare Network for their assistance in the completion of this report.

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Glossary:

BRFSS – Behavioral Risk Factor Surveillance System

DHHS – Department of Health and Human Services

ESU – Educational Service Unit

EWM – Every Woman Matters

FOBT – Fecal Occult Blood Test

NDPP – National Diabetes Prevention Program

NRPFSS – Nebraska Risk and Protective Factor Student Survey

SBC – Scotts Bluff County

SOC – Systems of Care

USPSTF – United States Preventive Services Task Force

YRBS – Youth Risk Factor Survey

