

## **Implementation Plan and Impact Study for Southwest Healthcare Services Fiscal Year 2019**

The most recent Community Health Needs Assessment (CHNA) was facilitated by the Center for Rural Health (CRH) in November 2019 to determine the most critical health needs of the Bowman, ND area.

### **Implementation Plan Goals**

During the assessment, the CRH determined that the following health needs identified in the CHNA on page 47 are the highest priority:

#### **1) Ability to retain primary care providers (MD, DO, NP, PA)**

*This need remains the highest ranked need as the 2016 CHNA*

Workforce recruitment and retention is a major challenge facing the community. SWHS employed one NP and one PA in 2019 who are both long-term employees with a sustainable clinical following. However, recruiting physicians to our rural community continues to be a challenge.

- Current activities conducted by SWHS:
  - Advertise jobs in print, social media and online
  - Work with the UND Center for Rural Health for recruitment efforts
  - Work with recruiting agencies Delta Physician Placement and Jackson Physician Search
- Proposed activities:
  - Collaborate with West River Health Services on recruitment efforts
  - Work with Sanford Health on recruitment efforts
  - Work with UND School of Medicine to begin resident program at SWHS
  - Engage other physician recruitment firms as necessary
  - Create a recruitment/ retention committee
- Measurable outcomes:
  - Hire 1 to 2 Physicians for Southwest Healthcare Services
  - Assess the need for other levels of care providers and recruit if necessary

#### **2) Attracting and retaining young families**

*This need was identified and ranked as #3 on the 2016 CHNA*

We cannot grow businesses if people are retiring. We need to bring in the young families.

- Current activities conducted by SWHS:
  - Recruitment of Staff
  - Human Resources' main goal is recruitment of staff--which includes young families.
- Current activities conducted by the Bowman County EDC:
  - Reviews different areas for economic growth which will attract young families
  - Support local businesses to provide quality of life for our community

- Continues to work with different businesses in the recruitment of staff
- Proposed activities:
  - SWHS will work with Bowman County EDC, Bowman County School and any other business that is working on staff recruitment
- Measurable outcomes:
  - Measure the number of new employees that relocated to our community for employment at SWHS

### **3) Availability of mental health services**

*Mental health was our #2 ranked need on the 2016 CHNA*

Lack of addiction and mental health services are a major challenge facing the community. SWHS has engaged with the Center for Psychiatric Care to provide mental health services, but it should be evaluated for utilization and growth opportunities.

- Current activities conducted by SWHS:
  - Contracted with the Center for Psychiatric Care to provide Mental Health services to the Bowman community that provides mental health through telemedicine
- Proposed activities:
  - Collaborate with others such as West River Health Services and the school to provide additional mental health services
  - Work with the Bowman County Health Nurse and Social Services to promote this new service to people who have a need for or who may be interested in these services
  - Market the service to the community via newspaper, website, radio and social media.
  - Provide education on drug/alcohol use and abuse
- Measurable outcomes:
  - Measure utilization of the telehealth services through the Center for Psychiatric Care compared to prior periods

### **Impact Study of 2019**

In spring of 2019, a physician was recruited and began full-time employment in June 2019. This physician had 291 clinic visits in 2019 as well as provided coverage in the ER.

Our total clinic visits in 2019 was 8123, which exceeded the previous three years: 2018's 7321 visits; 2017's 6789 visits; and 2016's 6469 visits. Our ER visits in 2019 was 817, which also exceeded the previous three years: 2018's 722 visits; 2017's 703 visits; and 2016's 702 visits.

In 2019, we provided six employment opportunities that resulted in the relocation of the employee. Four of these had young children and two of these have started families after relocating.

Our mental health collaboration efforts with the Center for Psychiatric Care was fully operational through 2019 and patients were able to utilize the services every Thursday.