

2015 COMMUNITY HEALTH IMPROVEMENT PLAN

PRIORITY 1 - OBESITY AND CHRONIC DISEASE

Goal: Promote health and reduce chronic disease risk through the consumption of healthy diets and achievement and maintenance of healthy body weights in Otsego, Montmorency, Antrim, and Cheboygan counties.

Monthly Wellness Screenings

Intervention Strategy

Community members are able to come in once a month to have screening evaluations of their BMI, blood pressure, pulse, muscle and fat percentages, a full lipid panel and blood glucose levels, along with a point-of-care education about results tailored to the individual, all at a low cost.

Organizations

Otsego Memorial Hospital, Otsego Memorial Hospital Medical Group, Region 7 Trauma Network- Injury Prevention Committee

Anticipated Outcomes

- To increase community member's knowledge of cholesterol and blood glucose levels, healthy weight loss goals, and how obesity is tied to chronic disease including cardiovascular disease, hypertension, arthritis, cancer and diabetes.
- To prevent, screen, and assist in the management of chronic disease processes, including hypertension, diabetes, high cholesterol, and obesity. Encourage community members to know and monitor their health numbers for weight, BMI and cholesterol.

Planned Actions For Success

- Continue performing Wellness Wednesdays on the first Wednesday of each month.
- Continue to offer at least 10 Wellness Wednesday events each year.
- Continue to offer screenings at outlying clinics, including OMH Medical Group-Boyne Valley, OMH Medical Group-Lewiston, and OMH Medical Group-Indian River.
- Expand information provided regarding Injury Prevention to meet Region 7 Trauma designation requirements. Each month, a new injury prevention topic handout is distributed at Wellness Wednesday.

Business Wellness Screenings

Intervention Strategy

Local businesses can have an on-site wellness event where for their employees which includes: BMI, blood pressure, pulse, muscle and fat percentages, a full lipid panel and blood glucose levels, along with a point-of-care education about results tailored to the employee.

Organizations

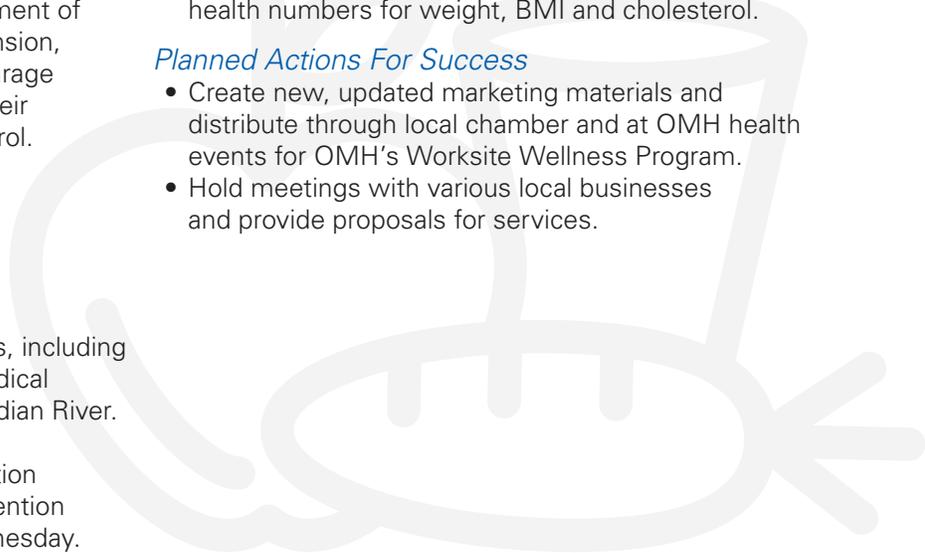
Otsego Memorial Hospital, Area Local Businesses

Anticipated Outcomes

- To increase the community's knowledge of cholesterol and blood glucose levels, healthy weight loss goals, and how obesity is tied to chronic disease including cardiovascular disease, hypertension, arthritis, cancer and diabetes through onsite health events. Encourage community members to know and monitor their health numbers for weight, BMI and cholesterol.

Planned Actions For Success

- Create new, updated marketing materials and distribute through local chamber and at OMH health events for OMH's Worksite Wellness Program.
- Hold meetings with various local businesses and provide proposals for services.



Community 5Ks/Fun Runs

Intervention Strategy

Otsego Memorial Hospital partners with local communities to assist with and promote 5Ks and Fun Runs. These 5Ks/Fun Runs will promote health by encouraging family/group exercise and to set a healthy example of the community. The hospital offers BMI, blood pressure, pulse, muscle and fat percentages, along with education on healthy eating and exercise.

*This program also applies to Priority #3- Maternal/Child Health

Organizations

Gaylord Community Schools, Vanderbilt Community Schools, Gaylord Alpenfest, Johannesburg Community Schools

Anticipated Outcomes

- To increase awareness of healthy eating, exercise and the benefits of both for a healthy lifestyle in a community setting.

Planned Actions For Success

- Plan to sponsor local 5k runs and triathlons supporting and promoting exercise.

Cardiac Rehabilitation

Intervention Strategy

Otsego Memorial Hospital offers a medically supervised exercise program, certified by the American Association of Cardiovascular and Pulmonary Rehabilitation, to those recovering from a cardiac event or those with cardiac disease. Also, providing education and individualized treatment plans for the patients it serves. It also offers continued medically supervised exercise for prior cardiac rehabilitation patients and the general public. This program does require a physician referral, but is open to public for a nominal fee.

Organizations

Otsego Memorial Hospital Medical Staff, Referring Medical Groups

Anticipated Outcomes

- To increase knowledge of information provided related to cardiovascular disease risk factors and management.
- To see a decreased number of occurrences of additional inpatient care for heart disease or related co-morbidities.

Planned Actions For Success

- Continue to promote this program through updated marketing materials and in home mailings with an additional resource of a heart failure support group through the hospital free of charge.

LEAP Program

(*Learning to Eat right, get Active, and reach your Potential*)

Intervention Strategy

Children ages 2-18 can participate in the LEAP program. This program is designed to provide support and education, by a physician, a dietician, and an exercise specialist, to children whose weight and activity levels places them at risk for premature diseases such as hypertension, type 2 diabetes, elevated lipids, or other chronic conditions offered through our OMH Medical Group.

*This program also applies to Priority #3- Maternal/Child Health

Organizations

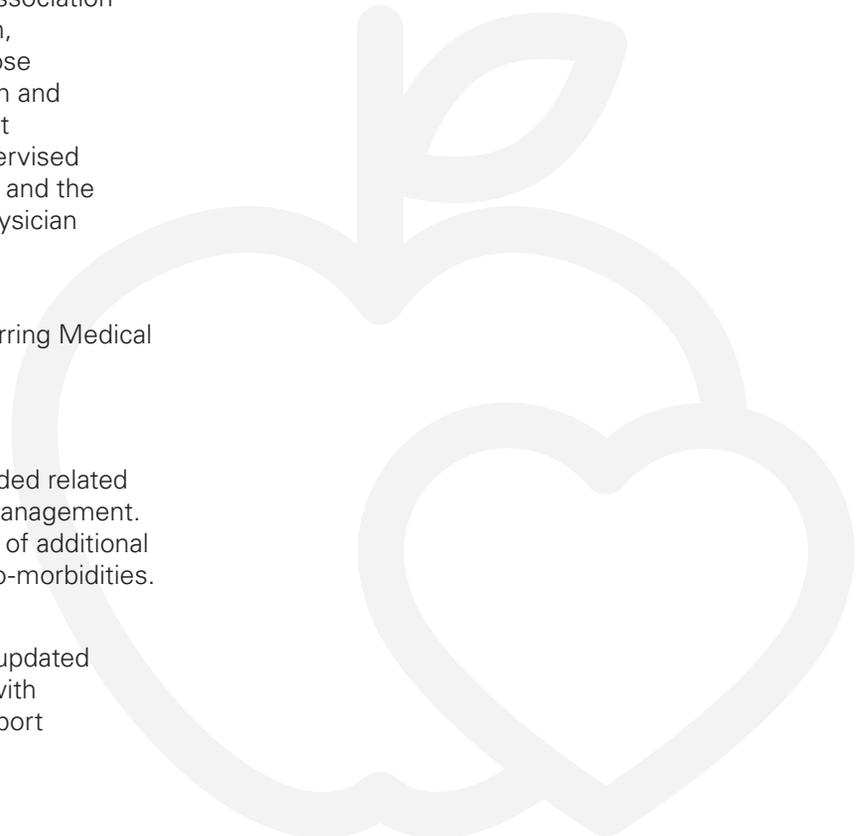
Otsego Memorial Hospital, Otsego Memorial Hospital Medical Group

Anticipated Outcomes

- To educate children and families on three key components to a fit and healthy lifestyle: movement, nutrition and body composition.
- Increase the number of participants in the LEAP Program.

Planned Actions For Success

- Maintain current LEAP Program as is.
- Create curriculum and develop a Health Lifestyles Class for families. Aimed at working with both parents and children who are obese. (Additional information in Maternal/Child Health section).



Pulmonary Rehabilitation

Intervention Strategy

Otsego Memorial Hospital offers a medically supervised exercise program, certified by the American Association of Cardiovascular and Pulmonary Rehabilitation, to those with pulmonary disease. Also, providing education and individualized treatment plans for the patients it serves. It also offers continued medically supervised exercise for prior pulmonary rehabilitation patients and the general public. This program does require a physician referral, but is open to public for a nominal fee.

Organizations

Otsego Memorial Hospital Medical Staff, Referring Medical Groups

Anticipated Outcomes

- To increase knowledge of information provided related to pulmonary disease risk factors and management.
- To see a decreased number of occurrences of inpatient care for pulmonary disease or related co-morbidities.

Planned Actions For Success

- Continue to promote this program through up to date marketing materials and in home mailings and increase referrals to Pulmonology, pulmonary function tests, and pulmonary rehab by OMH physicians.
- Researched evidence based practice guidelines and developed educational packets for OMH physicians with all of the recommendations and resources related to COPD and decreasing readmission rates.
- A COPD Readmission Reduction Team has conducted research and analyzed OMH's data and current processes to identify gaps in service and opportunities to decrease COPD readmission rates.

Strategies implemented thus far:

- Pharmacy initiated patient assistance program for those in need of assistance with sample inhalers
- Promoting use of "Teach Back" among the interdisciplinary team.
- Nursing to use educational materials for COPD through Micromedex materials
- Respiratory Therapy promoted use of spacers for Metered-Dose Inhalers
- Respiratory Therapists standardized bronchotherapy assessments and treatment protocol
- New COPD order set for providers
- Development of action planning tool to be utilized by IM/FP care managers
- Dietary education made readily available
- Referral to Social Worker for new diagnosis
- Nursing developed a discharge checklist

Community Health Fairs and Wellness Events

Intervention Strategy

Otsego Memorial Hospital provides education and screening opportunities to the general public regarding, obesity management and prevention, nutrition, exercise options, fitness, disease prevention and risk factor management and prevention free of charge at a variety of local events.

Organizations

OMH, OMH Foundation, OMH Medical Group, Otsego County Sportsplex, Odawa Casino, BCBS of MI, Powerhouse Gym, Otsego County Commission on Aging

Anticipated Outcomes

- To increase the general public's knowledge of nutrition, healthy cholesterol and blood glucose levels, healthy weight loss goals, the importance of physical activity, and how obesity is tied to chronic disease.

Planned Actions For Success

- Plan to participate in 10 or more community health events and health fairs each year, with at least 2 new events each year.

Diabetes Education Program

Intervention Strategy

Otsego Memorial Hospital provides education and care coordination for adult and pediatric patients with diabetes.

Organizations

Otsego Memorial Hospital, MSU Extension

Anticipated Outcomes

- To identify patients who are diabetic or pre-diabetic, and to prevent, screen and assist in the management of diabetes.

Planned Actions For Success

- Continue promotion of free monthly diabetes support groups with the OMH Diabetic Educator and the OMH Dietician.
- Continue to offer a Diabetes Self-Management Program, including both group and one-on-one sessions.
- Continue to host OMH Diabetes Expo and Diabetes Awareness Day each year and expand attendance and participation.
- Continue to promote Diabetes PATH classes
- Continue to host classes and increase participation for Healthy Lifestyles (Diabetes Prevention Program)

Promote Healthy Eating at Otsego Memorial Hospital

Intervention Strategy

Otsego Memorial Hospital's cafeteria has point-of-decision prompts identified on the hospital cafeteria menu. Food choices are identified as red, yellow, or green on the spectrum of healthy food options.

Organizations

Otsego Memorial Hospital

Anticipated Outcomes

- To educate and promote healthy food options to all customers who utilize the hospital cafeteria.

Planned Actions For Success

- Continue the color coding process to help those who visit the cafeteria identify healthy food choices.

Women's Health Event

Intervention Strategy

Otsego Memorial Hospital will plan to host a Women's Health Event, targeting under/uninsured women through cholesterol/weight/BMI/glucose/BP health screenings, at no cost to the patient.

Organizations

Otsego Memorial Hospital, Otsego Memorial Hospital Medical Group, Jay's Sporting Goods, BCBS of MI

Anticipated Outcomes

- To provide increased health care access for women in need.

Planned Actions For Success

- Include a Women's Health Event with Jay's Sporting Goods and BCBS of MI.
- OMH continues to work with the health department and women with high deductibles or no insurance to ensure that preventive testing is accessible if appropriate.
- Expand health speaking events on women's health.
- See Mammography Assistance Fund section for additional details.

Employee Health Program

Intervention Strategy

Otsego Memorial Hospital plans to continue its Employee Health Program for all employees of the hospital to encourage employees to participate in OMH sponsored wellness events along with community members.

Organizations

Otsego Memorial Hospital, Otsego County Land Conservation

Anticipated Outcomes

- To educate and promote health and wellness for OMH employees.

Planned Actions For Success

- Continue to offer annual employee health screenings to promote the health and well-being of our employees.
- Continue to promote and participate in the "Healthy Wage" program, challenging employees to lose weight in teams.
- Plan to work with local land conservation to create a walking trail for employees to have access to more physical activity options.
- Continue to offer OMH employees who smoke, smoking cessation products through the OMH Pharmacy with a valid prescription without charge to the employees and their immediate family members for a period of six months. After the six month period, OMH employees who are covered by the hospital health insurance may purchase smoking cessation products from the OMH Pharmacy at acquisition cost. Additionally, employees who desire to participate in smoking cessation counseling are provided with a list of telephone help lines and on-line programs.

Men's Health Event

Intervention Strategy

Otsego Memorial Hospital plans to host a Men's Health Event, targeting under/uninsured men through cholesterol/weight/BMI/glucose/BP health screenings, at no cost to the patient.

Organizations

Otsego Memorial Hospital, Otsego Memorial Hospital Medical Group, American Cancer Society, Health Department of Northwest Michigan, District Health Department #4, Blue Cross Blue Shield of Michigan

Anticipated Outcomes

- To provide health education specific for men, and to increase their awareness to various chronic disease prevention opportunities.

Planned Actions For Success

- Offer a Men's Health event with Blue Cross Blue Shield of Michigan and Jay's Sporting Goods prior to hunting season each year.

Healthy Lifestyles *(Diabetes Prevention Program)*

Intervention Strategy

Otsego Memorial Hospital has incorporated a Healthy Lifestyles program to reduce the risk of Type 2 diabetes in our community. This program is designed after a study performed by the CDC and uses the curriculum provided by the CDC to conduct the program with a trained lifestyle coach (we currently have 2 RN's trained, 1 of which is the OMH Diabetes Educator). The goal of the program is to decrease participant's body weight by 7% and increase their weekly physical activity to 150 minutes per week. This has been proven by the CDC to decrease their chance of developing type 2 diabetes by 58%.

Organizations

Otsego Memorial Hospital, Otsego Memorial Hospital Medical Group, CDC, Munson Health Systems-NDMI, Health Department of Northwest Michigan, District Health Department #4, MSU Extension

Anticipated Outcomes

- To provide a lifestyle change program to increase patient awareness of the risk for type 2 diabetes and help prevent patient risk through teaching participants about the importance of healthy eating and physical activity and how they can incorporate the healthy lifestyles practice into their lives.

Planned Actions For Success

- This program has been very successful with 5 classes started and 3 completed since April of 2014. Over 500 pounds of weight loss among approximately 60 participants has been achieved through the 5 classes so far (average of 12 participants per class and 9 pounds body weight lost per participant per class).
- We plan to include at least 2 classes each year and to increase the number of participants who join and stay in each class.
- Plan to train an additional lifestyle coach to facilitate the class.
- We are currently pending recognition with the CDC and will be a fully recognized facility by 2017.
- Plan to work with the Health Department of NW MI, Munson Health, NMDI, MSU Extension, and District Health Dept #4 to increase awareness of this program and its successes.
- Word of mouth, provider referrals, and in home mailings are the three main sources of marketing for this class and we will work to expand each one.

Speaker's Bureau

Intervention Strategy

Otsego Memorial Hospital hosts monthly speaking events that cover a variety of health topics open to the public at no cost. Differing OMH provider's alternate topics to discuss and answer questions community members may have.

Organizations

Otsego Memorial Hospital, Otsego Memorial Hospital Medical Group, Otsego County Commission on Aging, Alpine Haus Apartments

Anticipated Outcomes

- To utilize OMH healthcare providers to educate the community on important health topics, especially those related to chronic disease management.

Planned Actions For Success

- Continue to hold monthly Physician Speaker's Bureau's offering free presentations on important health topics from OMH providers.
- Increase awareness of these events through in home mailings.
- Increase speaking events to OCCOA and Alpine Haus.

Otsego Health and Wellness

Intervention Strategy

Utilize portions of the Hospital's bi-monthly print publication and e-newsletter to educating patients on important health topics related to chronic disease.

Organizations

Otsego Memorial Hospital

Anticipated Outcomes

- Provide education on diabetes, heart health, oncology, weight management, healthy lifestyle choices, and other important health topics through print and online mediums.

Planned Actions For Success

- Include information on important health topics (not related to marketing of services lines) in the bi-monthly print and bi-monthly e-newsletter. Include video messages from OMH Healthcare providers. Include one edition annually that is dedicated to maternal/child health topics. These mediums are sent to more than 36,000 houses in the OMH service area.

PRIORITY 2 - ACCESS TO CARE

Goal: Improve access to comprehensive quality health care services in Otsego, Montmorency, Antrim, and Cheboygan countie.

Affordable Care Act Health Insurance Exchange

Intervention Strategy

Otsego Memorial Hospital will participate in assisting patients to learn about and enroll for health care coverage.

Organizations

Otsego Memorial Hospital, Health Department of Northwest Michigan, District Health Department #4

Anticipated Outcomes

- To have more community members enrolled in health insurance, increasing access and making it possible for previously uninsured patients to have health care coverage.

Planned Actions For Success

- Continue to utilize and promote the OMH Certified Application Counselor and hold marketing events to increase patient access and assistance in finding affordable healthcare and eligibility for expanded Medicaid.
- Increase the number of community members in need of health insurance with insurance coverage.

Provider Recruitment

Intervention Strategy

Otsego Memorial Hospital continues to proactively recruit providers, in family practice, internal medicine, pediatrics, OB/GYN as well as specialties to provide care to our growing service area. All of our medical offices accept Medicaid, and all practices are accepting new patients. The majority of practices under the OMH Medical Group, including those located in Lewiston, Boyne Valley, and Indian River, have been designated as Rural Health Clinics.

Organizations

Otsego Memorial Hospital, Otsego Memorial Hospital Medical Group

Anticipated Outcomes

- To continue to provide increased access to care for a growing population of our community.

Planned Actions For Success

- OMH plans to continue hiring providers to expand our access to healthcare for patients, including mid-levels to ensure access.
- A pediatrician was hired for the new Indian River clinic in 2016.
- OMH has recruited two OB/GYN physicians to begin practice in 2017 and 2018.

Service Area Expansion

Intervention Strategy

Otsego Memorial Hospital is focused on expanding services within our service area, opening clinics where patients have little or no options for health care especially access to primary care and specialists.

Organizations

Otsego Memorial Hospital, Otsego Memorial Hospital Medical Group

Anticipated Outcomes

- To provide increased access to health care services closer to the communities served by Otsego Memorial Hospital.

Planned Actions For Success

- Continue services offered at all of our Rural Health Care Clinic locations. This includes clinic locations in Elmira, Lewiston, Indian River, and Gaylord.
- Additionally, OMH will focus on continuing to expand those services, as we did in Indian River by adding access to Pediatrics, OB/GYN, rotating specialists, and digital mammography.
- Work to address the significant transportation issues that exist in ensuring that patients can have timely access to healthcare close to home.

Increase Services Offered

Intervention Strategy

Otsego Memorial Hospital continues to respond to the growing needs of the service area.

Organizations

Otsego Memorial Hospital

Anticipated Outcomes

- To provide more services in specialized care, so the patients of Otsego Memorial Hospital can have specialized care close to home

Planned Actions For Success

- Continue extensive recruitment for Urology and OB/GYN
- Increase access to Cardiology services in Gaylord and Indian River through partnerships and expanded testing opportunities.
- Explore expanded partnerships with the Casey Cowell Cancer Center in Traverse City.
- Explore ways to enhance surgical services offered in Gaylord.

Increased Screening Events

Intervention Strategy

Otsego Memorial Hospital is increasing the development and participation of screening events throughout our service area. These events include a monthly wellness screening, a business wellness screening, an employee health screening, a Men's Health Screening Event, a Women's Health Screening Event, and a Diabetes Screening Event.

Organizations

Otsego Memorial Hospital, Otsego Memorial Hospital Foundation, Otsego Memorial Hospital Medical Group, Otsego County Sportsplex, Odawa Casino, "Ready to Succeed" Committee, Gaylord Family Fun Fair, Lewiston Health Fair, American Cancer Society

Anticipated Outcomes

- To increase access and promote health and wellness, injury prevention, chronic disease management, and risk factor screening opportunities to the Otsego Memorial Hospital service area.

Planned Actions For Success

- Please see "Monthly Wellness Screenings," "Community Health Fairs and Wellness Events," "Women's Health Events," and "Men's Health Events" for reference.

Mammography Assistance Program

Intervention Strategy

Otsego Memorial Hospital offers free mammograms to women with little or no health insurance that do not meet the criteria for assistance through the BCCCP Program of the Health Department.

Organizations

Otsego Memorial Hospital, Otsego Memorial Hospital Foundation, Health Department of Northwest Michigan, District Health Department #4

Anticipated Outcomes

- To increase access and assist women who are under/uninsured to be able to obtain their yearly recommended breast health screening.

Planned Actions For Success

- Continue to adjust the program with the Affordable Care Act by focusing on educating women on the need to obtain a mammogram and financially assist women under the age of 40 or those with extremely high deductibles who would choose no care without assistance.
- Expand partnership with Health Department of Northwest Michigan in promotion and education of assistance programs.

Partnership with Specialty Providers

Intervention Strategy

Otsego Memorial Hospital will continue to explore ways in which it can partner to expand specialty services for service area.

Organizations

Otsego Memorial Hospital

Anticipated Outcomes

- To increase access to healthcare by building partnerships with specialty healthcare providers

Planned Actions For Success

- Continue partnerships with Petoskey ENT, Traverse Heart and Vascular, and Neuromuscular and Rehabilitation Associates of Northern MI.
- Increase access to Cardiology services in Gaylord and Indian River through partnerships and expanded testing opportunities.
- Explore expanded partnerships with the Casey Cowell Cancer Center in Traverse City.

Otsego Assistance Program

Intervention Strategy

Otsego Memorial Hospital makes available a reasonable amount of uncompensated or discounted services to persons eligible under applicable guidelines. Individual eligibility for assistance is determined by measuring family income in relation to family size against the federal income poverty guidelines.

Organizations

Otsego Memorial Hospital

Anticipated Outcomes

- To assist patients with limited financial resources to obtain medical care at a reduced cost or no cost.

Planned Actions For Success

- The OMH Financial Assistance Program information is made available in all offices and on our website. It is designed to assist those unable to pay for services.

Patient Centered Medical Homes

Intervention Strategy

Otsego Memorial Hospital Medical Group practices of Lewiston, Indian River, Pediatrics, Family Practice and Internal Medicine have been designated as Patient Centered Medical Homes. A Patient-Centered Medical Home (PCMH) is a trusting partnership between a doctor led health care team and an informed patient. It includes an agreement between the doctor and the patient that acknowledges the role of each in a total health care program.

Otsego Memorial Hospital Medical Groups Accept Medicaid
Each Otsego Memorial Hospital Medical Group practices accept Medicaid for reimbursement and provides a sliding fee scale for patients unable to pay through the Otsego Assistance Program.

Organizations

Otsego Memorial Hospital Medical Group

Anticipated Outcomes

- To enhance access facilitating better communication between providers and patients, allowing for improved, timely care and follow-up with each patient.

Planned Actions For Success

- OMH Medical Group primary care practices are recognized by several health plans, but BCBSMI has designated our facilities as patient centered medical homes.
- Boyne Valley is expected to be recognized by the end of 2016.
- OMH will continue to enroll patients in the online OMH Medical Group Patient Portal and the Otsego Memorial Hospital Patient Portal. Expanding online access to appointment and prescription refill requests, health care information, and office/provider contact.

Otsego Memorial Hospital Medical Groups Accept Medicaid

Intervention Strategy

Each Otsego Memorial Hospital Medical Group practices accept Medicaid for reimbursement and provides a sliding fee scale for patients unable to pay through the Otsego Assistance Program.

Organizations

Otsego Memorial Hospital Medical Group

Anticipated Outcomes

- To provide care to all patients with or without private insurance.

Planned Actions For Success

- OMH and OMH Medical Group will continue to accept Medicaid.
- There is a sliding fee scale for all patients within the medical group.

Trauma Network Injury Prevention

Intervention Strategy

Trauma centers work together with pre-hospital providers, rehabilitation experts, local community groups, governmental agencies, national organizations, private foundations, and schools of public health to develop a regional injury prevention plan to reduce morbidity and mortality resulting from trauma. Otsego Memorial Hospital is an active participant of this Committee.

Organizations

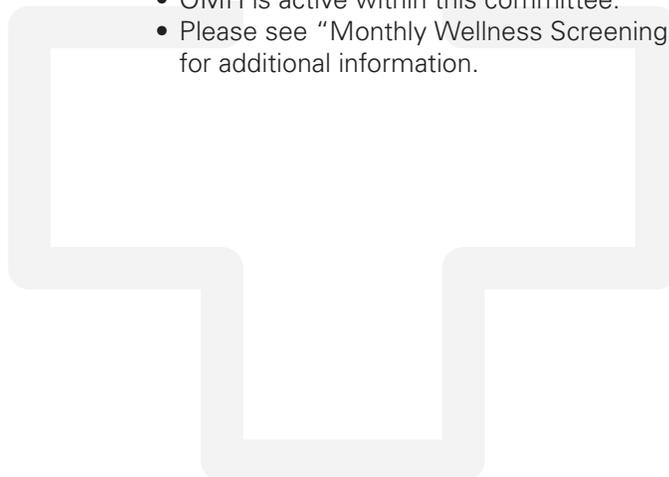
Region 7 Trauma Network Injury Prevention Committee, Otsego Memorial Hospital, Gaylord Women's Club

Anticipated Outcomes

- To develop a prevention plan and increase community awareness of injury prevention on a variety of topics to reduce mortality and morbidity resulting from trauma.

Planned Actions For Success

- OMH is active within this committee.
- Please see "Monthly Wellness Screenings" for additional information.



PRIORITY 3 - MATERNAL / CHILD HEALTH

Goal: Improve resources and services related to new mothers and young children and work to understand how to develop and maintain healthy habits for a lifetime.

Childbirth Education Classes

Intervention Strategy

Otsego Memorial Hospital's Birthing Center offers a group of Childbirth Education classes to any expecting parent. Topics covered in these classes include consents, patient's rights and responsibilities, labor, monitoring, pain management, healthy lifestyles, fetal growth and development, pregnancy changes, post-delivery care, inductions, C-section, pregnancy complications, breastfeeding and infant care.

Organizations

Otsego Memorial Hospital, Otsego Memorial Hospital Medical Group

Anticipated Outcomes

- Healthcare providers support and educate families in caring for both mother and child in all stages (prenatal, pregnancy and postpartum) of childbirth.

Planned Actions For Success

- Continue to offer childbirth classes through the Birthing Center.
- Classes are offered for free or reduced rates depending on need.
- Nominal fee charged for classes.
- Childbirth classes are offered online.

Lactation Consultation Services

Intervention Strategy

Otsego Memorial Hospital provides a certified lactation consultant who is available to new parents for support and assistance with breastfeeding, including personalized education on the benefits to mother and baby, techniques, proper care, and troubleshooting.

Organizations

Otsego Memorial Hospital, Otsego Memorial Hospital Medical Group

Anticipated Outcomes

- Promote breastfeeding as the best choice in feeding a newborn and provide support and education to parents choosing to breastfeed their child through the personalized assistance of a certified lactation consultant.

Planned Actions For Success

- Continue to offer a lactation consultant through OMH for free to new parents.

Breastfeeding Support

Intervention Strategy

Otsego Memorial Hospital provides education on breastfeeding, including benefits to mother and baby, physiology, techniques, proper care, troubleshooting, warning signs, and laws pertaining to breastfeeding. OMH also offers a certified lactation consultant who is available to assist new parents with breastfeeding support.

Organizations

Otsego Memorial Hospital, Otsego Memorial Hospital Medical Group

Anticipated Outcomes

- Promote breastfeeding as the best choice in feeding a newborn and provide support and education to parents choosing to breastfeed their child.

Planned Actions For Success

- Continue to offer breastfeeding classes through OMH for free.
- Continue to notify new parents that breast pumps are available through insurance companies with a prescription from their medical provider at little to no cost for the patient.
- Explore the possibility of an addition of an OB case manager position for high-risk or at-risk pregnant patients, who would work with both the OMH Medical Group OB/GYN office and the Birthing Center.

Child Passenger Safety Seats

Intervention Strategy

Otsego Memorial Hospital assists in providing car seats to families in need. Otsego Memorial Hospital refers patients and community members in need of child safety seat assistance to local departments that offer these resources.

Organizations

Otsego Memorial Hospital, Otsego County EMS Department, Otsego County Fire Department, Michigan State Police- Otsego County, New Life Pregnancy Center, Child Welfare Alliance

Anticipated Outcomes

- Provide basic education on car seat safety. Provide resources to local agencies with education on the proper way to restrain children in safety seats to the community.

Planned Actions For Success

- Educate patients on local agencies that can assist with child passenger safety seat installation and new car seats.
- Continue to provide birthing center staff available to provide car seat safety checks for parents leaving the OMH Birthing Center.

Maternal Smoking Cessation

Intervention Strategy

Otsego Memorial Hospital patients, particularly Birthing Center patients, who admit to tobacco use are provided with counseling, education materials, and strategies for smoking cessation.

Organizations

Michigan Tobacco Quitline, Otsego Memorial Hospital, Otsego Memorial Hospital Medical Group

Anticipated Outcomes

- To increase the number of maternal patients who stop smoking.

Planned Actions For Success

- The hospital is planning on releasing periodic tobacco awareness/smoking cessation information geared towards maternal patients via Facebook to better inform its online community.
- Staff will continue to ask OB patients if they smoke or are exposed to second hand smoke to provide appropriate education on the dangers of smoking while pregnant.
- Staff will continue to refer smoking patients to the Michigan Tobacco Quitline. Respiratory therapy also assists in this process.

Maternal Workgroups

Intervention Strategy

Otsego Memorial Hospital staff in Community Health, OB/GYN, and the Birthing Center departments participate in a variety of workgroups and work together with other organizations to assist in improving reproductive health care and birth outcomes for women in our service area.

Organizations

Maternal Smoking Workgroup, Maternal Substance Use Workgroup, Perinatal Regional Workgroup, Maternal Infant Health Program, Otsego Memorial Hospital, Otsego Memorial Hospital Medical Group, Michigan Department of Health and Human Services

Anticipated Outcomes

- To enhance awareness of pertinent subject matter to better the health and wellbeing of our patients.

Planned Actions For Success

- Staff will continue to participate in a variety of workgroups related to maternal smoking, maternal substance abuse, and maternal and infant health focus areas.

School Health Programs

Intervention Strategy

Otsego Memorial Hospital has set up school programs designed to: promote health and well-being in children in our community, increase awareness of basic healthy lifestyle behaviors, and stress the importance of physical activity and the importance of good hygiene practices.

Organizations

Otsego Memorial Hospital, Otsego Memorial Hospital Medical Group, Gaylord Area Schools, Boyne City Schools

Anticipated Outcomes

- Provide school-age children with the basic tools to increase their awareness of healthy lifestyles through interactive presentations by OMH staff.

Planned Actions For Success

- Offer health series to students in OMH's service area to increase awareness on important health topics like health eating and physical activity, the importance of hygiene, and smoking prevention.
- Provide educational materials on child health and parent education on these topics via in school handouts and in home mailings.
- Devote an annual issue of Otsego Health and Wellness to children's health topics and mail to more than 36,000 households in the service area.

Healthy Families

Intervention Strategy

Otsego Memorial Hospital is developing a new program to reach out to families in hopes to help them identify healthy eating and physical activity habits and a healthy lifestyle for the family. Through this free program, we hope to be able to refer families that need additional assistance to LEAP, cardiac/pulmonary rehabilitation, and the OMH social worker.

*This program also applies to Priority #1- Obesity and Chronic Disease and Priority #2- Access to Care.

Organizations

Otsego Memorial Hospital, Otsego Memorial Hospital Medical Group

Anticipated Outcomes

- Provide families with the basic tools to increase their awareness of healthy lifestyles through interactive presentations and education on the importance of healthy eating and physical activity and how families can incorporate the healthy lifestyles practice into their daily lives.

Planned Actions For Success

- We plan to send mailings addressed to families with members who have a BMI over 25 and to give quarter sheets about the program out after each visit to OMH Pediatrics to approach the topic of weight in a non-invasive way to market the program to all families in our community that may be interested in learning more about living a healthy lifestyle.
- The program will run for 8 weeks and will be free of charge.
- Food will be provided at each session along with nutrition information on the food being served, ease of prep, and cost of the meal.
- Each session will include 1 guest speaker to discuss different topics.

Topics will include:

- meal planning with recipe ideas
- activities available in the community for free or at low cost
- eating healthy on a budget
- fun physical activity ideas for the family
- healthy lifestyle basics
- identifying and overcoming barriers to healthy lifestyles
- healthy choices while dining out
- simple steps to stay on track/stay motivated

In addition to the top three health priorities listed above, the following community health needs were also identified in the 2015 Community Health Needs Assessment Priority Ranking meeting.

#4. Substance Abuse, #5. Mental Health, and #6. Health Disparities

Although OMH feels these are important health topics, our resources, abilities, and expertise align most closely with addressing the health issues related to Chronic Disease, Access to Care and Maternal and Child Health. OMH does participate with the Health Department of Northwest Michigan and many other local agencies in the creation of Action Plans to address all six identified health issues.