

Iowa Critical Access Hospital

# Community Health Needs Assessment + Action Planning

Education Series



## Series Information

### Purpose Statement

The purpose for this educational series is to increase understanding about hospital community health needs assessment requirements and processes, leading to well-developed, meaningful community health needs assessments.

### Target Audience

Hospital leadership, hospital personnel, community partners, community coalition leads, public health stakeholders and population health leads.

### Registration Policy

Each person who registers is required to provide an email address.

The email address listed will be sent log-on information and handouts at least 24 hours prior to the webinar.

### Recordings Policy

After the webinar, a recording will be available on the IHC YouTube channel at <https://www.youtube.com/channel/UCaOqM19WsGCZYaHunEgBO4A>.

### Cancellation Policy

IHC reserves the right to cancel the program due to insufficient enrollment in which case pre-registered participants will be notified.

### ADA Policy

IHC does not discriminate in its educational programs on the basis of race, religion, color, sex or handicap. IHC wishes to ensure no individual with a disability is excluded, denied services, segregated or otherwise treated differently than other individuals because of the absence of auxiliary aids and services. If you need any of the auxiliary aids or services identified in the Americans with Disabilities Act in order to participate in this virtual event, please call 515-283-9330 or write to the Department of Education at IHC.



Funding for this webinar series was provided by the Health Resources Services Administration, Rural Hospital Flexibility Program (Catalog of Federal Domestic Assistance (CFDA) 93.241).

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## Continuing Education

### Note

- + Continuing education credit is not available for Iowa CAH CHNA Series Kick-Off + Overview webinar scheduled for August 12, 2020.

### Accreditation Statements

- + **MD:** This activity has been planned and implemented in accordance with the accreditation requirements and policies of the Iowa Medical Society (IMS) through the joint providership of Des Moines University (DMU) and the Iowa Healthcare Collaborative. DMU is accredited by IMS to provide continuing medical education for physicians. DMU designates this live, online series for a maximum of 3.0 *AMA PRA Category 1 Credit(s)*<sup>™</sup>. Physicians should claim only the credit commensurate with the extent of their participation in the activity.



- + **DO:** Des Moines University (DMU) is accredited by the American Osteopathic Association (AOA) to provide osteopathic continuing medical education for physicians. DMU designates this series for a maximum of 3.0 AOA Category 2-A credits and will report CME and specialty credits commensurate with the extent of the physician's participation in this activity.
- + **Nurse:** Des Moines University is Iowa Board of Nursing approved provider #112. This live activity has been reviewed and approved for 3.0 continuing education contact hour(s). Nurses must attend the entire session within each day to receive credit. Partial session credit is prohibited and will be forfeited.
- + **Other healthcare providers:** This live, online activity is designated for 3.0 *AMA PRA Category 1 Credit(s)*<sup>™</sup>.

### Educational Grants

No commercial interest provided financial support for this continuing education activity. Determination of educational content and the selection of speakers is the responsibility of the activity director. Firms providing financial support did not have input in these areas.

### Disclaimer

The information provided at this activity is for continuing education purposes only and is not meant to substitute for the independent medical judgment of a healthcare provider relative to diagnostic and treatment options of a specific patient's medical condition. The content of each presentation does not necessarily reflect the views of Des Moines University.



# Iowa CAH CHNA Series Kick-Off + Overview | August 12, 2020



## Speaker + Moderators

Speakers: Cassie Kennedy, Bureau of Policy and Workforce Services, Iowa Department of Public Health and Cari Seddon, MA, RDN, LD, CDCES, Director, Community Quality Initiatives, Iowa Healthcare Collaborative, Des Moines

## Overview

This CAH CHNA webinar series is intended to increase knowledge and understanding about CHNA requirements and the CHNA process. Information provided in the series will address needs identified in CHNA reviews and CAH survey responses. Topics in the series will include:

- + Are You Capturing All IRS General Requirements for Tax Exemption?
- + Planning for Success
- + Implementing Your Plan

The kick-off webinar will provide an overview of the webinars included in the series and a summary of CHNA and survey findings related to webinar topics.

## Webinar Objectives

- + List webinars that will be included in this webinar series.
- + Review the CHNA assessment and CAH survey findings and recognize how these will be addressed throughout the webinar series.

## Time

11:30 AM – 12:00 PM CST

## Registration

Please register in advance at [https://zoom.us/webinar/register/WN\\_uBFKJQSYQ6yDNJW-Dsx7Bg](https://zoom.us/webinar/register/WN_uBFKJQSYQ6yDNJW-Dsx7Bg)

[Register Now](https://zoom.us/webinar/register/WN_uBFKJQSYQ6yDNJW-Dsx7Bg)



## CAH CHNA – Are You Capturing All IRS General Requirements for Tax Exemption? | October 21, 2020



### Speaker + Moderators

Speaker (pictured above: David Palm, PhD, Associate Professor, Department of Health Services Research and Administration and Director, Center for Health Policy, College of Public Health, University of Nebraska Medical Center, NE

Moderators: Ashley O'Donnell, MSN, RN, CPHQ, Clinical Improvement Consultant and Cari Seddon, MA, RDN, LD, CDCES, Director, Community Quality Initiatives, Iowa Healthcare Collaborative, Des Moines

### Overview

The Affordable Care Act requires all nonprofit hospitals to develop a Community Health Needs Assessment (CHNA) to identify high priority community health needs and an Implementation Plan to address these needs. This webinar will describe the general requirements of the CHNA and the Implementation Plan that must be met, the strengths and weaknesses of the Iowa CHNAs

and Plans, and the best practices to overcome these weaknesses. It will also discuss the major priorities of Iowa hospitals and how the implementation strategies and interventions can improve the health of individual patients and the overall population of the community.

### Webinar Objectives

- + Identify the general requirements for CHNAs and Implementation Plans that must be met by all nonprofit hospitals.
- + Discuss the strengths and weaknesses of the Iowa CHNAs and Implementation Plans and present some of the best practices to overcome these weaknesses.
- + Describe how this process can be used to improve the health of individual patients and the overall population.

### Time

11:00 AM – 12:00 PM CST

### Registration

Please register in advance at [https://zoom.us/webinar/register/WN\\_kUGYKBDbRYmn1P2PZUVFMA](https://zoom.us/webinar/register/WN_kUGYKBDbRYmn1P2PZUVFMA)

[Register Now](https://zoom.us/webinar/register/WN_kUGYKBDbRYmn1P2PZUVFMA)





## CAH CHNA – Planning for Success | February 10, 2021



### Speaker + Moderators

Speaker (pictured above): Cindy Winters, BA, Population Health Project Manager, Minneapolis Heart Institute Foundation and Project Advisor, The Heart of New Ulm Project, MN

Moderators: Cari Seddon, MA, RDN, LD, CDCES, Director, Community Quality Initiatives, Iowa Healthcare Collaborative, Des Moines

### Overview

A collaborative approach to planning an organization's CHNA can increase the likelihood of successful targeted initiatives that align with community needs improving health outcomes. Expanded community partnerships are needed to strengthen services benefiting all parties involved along with appropriate application of available tools and resources to streamline planning activities. This webinar will provide community planning best practice examples and applicable process improvements to improve hospital CHNA integrated efforts and set the stage for successful application.

Highlighted process improvement will provide tips to:

- + Identify needs and prioritize focus areas
- + Set SMART goals and objectives
- + Define partner roles and responsibilities
- + Align performance measures/indicators

### Webinar Objectives

- + Identify how to build a diverse planning team to elevate and expand the benefits of collaborative, integrated efforts to maximize health outcomes.
- + Identify best practice examples to explore as options to improve community engagement that results in strengthened services.
- + Discuss how to apply community action planning process improvements utilizing tools and resources to streamline planning activities ensuring a solid foundation is built for implementation plan success.

### Time

11:00 AM – 12:00 PM CST

### Registration

Please register in advance at [https://zoom.us/webinar/register/WN\\_1PIk9VfCTZmTaZ5grBL\\_kA](https://zoom.us/webinar/register/WN_1PIk9VfCTZmTaZ5grBL_kA)

[Register Now](https://zoom.us/webinar/register/WN_1PIk9VfCTZmTaZ5grBL_kA)



## CAH CHNA – Implementing Your Plan | May 12, 2021



### Speaker + Moderators

Speaker (pictured to the left): Tony Troester, MBA, MPH, MS, PMP, CSSBB, Process Improvement Lead, Iowa Healthcare Collaborative, Des Moines and Ashley

Ezzio, ICCE, CD (DONA), Outreach and Education Coordinator, Iowa Department of Public Health

Moderators: Cari Seddon, MA, RDN, LD, CDCES, Director, Community Quality Initiatives, Iowa Healthcare Collaborative, Des Moines

### Overview

Continuous evaluation and improvement are essential components when implementing an organization's CHNA strategic plan to improve community health. Applying Lean methodology can support this process and lead to improvements in performance measure tracking and resource utilization. This will save time and allow focused attention on value-add activities that directly impact community health goals. As population health improvements are recognized, a collaborative, transparent communication strategy can heighten awareness increasing both hospital staff and community engagement.

### Webinar Objectives

- + Identify Lean methodology principles and how they can be applied to inform a continuous improvement process, save time, improve resource efficiencies, and implement actions to sustain improvements long after the project ends resulting in the longevity of community health outcomes.
- + Discuss implementation activity peer best practices to understand various approaches to addressing significant health needs while utilizing evidence-based interventions providing the greatest likelihood of success.
- + Review tips on how to incorporate a communication strategy to increase community and hospital staff awareness and engagement.

### Time

11:00 AM – 12:00 PM CST

### Registration

Please register in advance at [https://zoom.us/webinar/register/WN\\_zYTAw2RTVGE67d3xV2yMQ](https://zoom.us/webinar/register/WN_zYTAw2RTVGE67d3xV2yMQ)

[Register Now](https://zoom.us/webinar/register/WN_zYTAw2RTVGE67d3xV2yMQ)

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## Speaker Biographies

**Ashley Ezzio** is an outreach and education coordinator for Iowa's Breast and Cervical Cancer Early Detection Program at the Iowa Department of Public Health. Prior to coming to the Department Ezzio served Iowa communities through her work at local nonprofits and health systems, overseeing community-based doula programs and supporting families with a child in the neonatal intensive care unit. She holds national certifications and practices as a certified DONA Birth Doula and ICEA Childbirth Educator.

**Ashley O'Donnell** is a clinical improvement consultant at Iowa Healthcare Collaborative. She has experience as a care coordinator and discharge planner and has served as a registered nurse in the medical/surgical department, neurology and the emergency department. O'Donnell received an associate's degree in nursing from Mercy College of Health Sciences, a bachelor's degree in nursing from Grand View University and a master's degree in nursing – clinical leadership from Grand View University.

**David Palm** is an associate professor in the Department of Health Services Research and Administration and director for the Center for Health Policy in the College of Public Health at the University of Nebraska Medical Center. He teaches courses in strategic planning and health policy and has conducted several evaluation projects, including an examination of the community health needs assessments and implementation plans of all non-profit hospitals in Nebraska. Prior to joining the College of Public Health, he served as the director of the Office of Community and Rural Health in the Department of Health and Human Services, where he worked extensively with rural physician clinics, hospitals and local health departments. His office managed several grant projects, including the Rural Hospital Flexibility Program (FLEX) and the Office of Rural Health Grant. He received a bachelor's degree in business administration from Augustana University, a master's degree in economics from the University of Wyoming and a doctorate in economics from the University of Nebraska-Lincoln.

**Cari Seddon** is the director, community quality initiatives at Iowa Healthcare Collaborative. In this role she supports collaborative clinical and community partnerships driving sustainable healthcare quality improvements with focused attention on providing person-centered care throughout Iowa. Seddon received a bachelor's degree in dietetics from the University of Wisconsin-Stevens Point and a master's degree in family and consumer science from Western Michigan University. Seddon is a registered dietitian and certified diabetes care and education specialist. She is six sigma lean certified and has more than 19 years of experience in patient care and population health management.

**Tony Troester** is the process improvement lead for Iowa Healthcare Collaborative. He has more than a decade of experience in healthcare quality, process improvement and clinic management. He works with clinicians to support clinical and quality improvement initiatives through data analysis and project execution. Prior to joining Iowa Healthcare Collaborative, Troester managed cardiology clinics at Nebraska Heart Institute and worked in value-based healthcare consulting to Nebraska practices. He has completed graduate work in healthcare operations management, public health and business administration. Troester has his Project Management Professional (PMP) certification and serves as a subject matter expert in Lean/Six Sigma and project management, holding a Certified Six Sigma Black Belt from the American Society of Quality.

**Cindy Winters** is the population health project manager at the Minneapolis Heart Institute Foundation (MHIF) and project advisor to The Heart of New Ulm Project. She takes the lessons learned from The Heart of New Ulm Project to rural communities working on health improvement initiatives to help accelerate their work. She works with communities to implement evidence-based or evidence-informed initiatives while helping them adopt a policy and systems approach that will sustain healthy lifestyle behaviors over the long term. Winters assists in creating health as a shared value across diverse community partnerships and helps to build their capacity to assess, implement and evaluate their health improvement efforts. Prior to joining MHI, Winters spent 10 years at the Kansas Department of Health and Environment in the Bureau of Health Promotion working in a variety of chronic disease prevention programs with a focus on policy, system and environmental strategies.

