

Rio Grande Hospital
Community Health Assessment
Recommendation and Responses

		RECOMMENDATIONS	ACTIONS	
Treatment and prevention as relates to alcohol and drug abuse	Alcohol and drug abuse is an equal opportunity disease, which affects adults, youth, and families. For some, it may be an escape from poverty or boredom. For some, it may be related to a mental illness. Both heredity and easy access play into the problem. It affects health in a myriad of ways, including contributing to accidents.	<ul style="list-style-type: none"> Provide education for youth, perhaps partnering with law enforcement officers, judges, and schools. 	Meet with law enforcement, judges and schools to discuss ways to partner in providing education on substance abuse to the youth. We also have discussed using the funeral home and the emergency dept. for youth to observe first hand, the negative outcomes of substance abuse	9/12
		<ul style="list-style-type: none"> Explore opportunities to partner with other organizations to increase recreation opportunities. For example, consider partnering with schools and with Crossroads to provide after school programs.. 	Meet with schools and Parks and Recreation on how the Hospital can partner with these groups to encourage exercise and recreation. Hospital will consider sponsoring a youth program with Parks and Rec. and will ask them for ideas on partnerships. We are also assisting with a grant for the completion of the walking path around Del Norte. Will look at partnering with YOGA classes through the Ruth Marie Center	7/12
		<ul style="list-style-type: none"> Explore partnering with Alcoholics Anonymous. 	Contact AA in all towns that RGH serves, to access activities in our region and ways we might partner to help, such as marketing the service through RGH providers. AA does not affiliate with any organizations but we could place their literature in the ER and OP waiting rooms	7/12
		<ul style="list-style-type: none"> Examine the feasibility of providing additional treatment, perhaps including day treatment options Consider offering appropriate pharmacological treatment options for those dealing with addiction issues. 	At the present time it is not financially feasible to provide day or acute treatment options for behavioral abuse. Additionally, RGH does not have staff or expertise to offer treatment options for substance abuse however, RGH will continue to help	12/12

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		<ul style="list-style-type: none"> • Provide appropriate referrals to those seeking treatment. • Make the public aware of services already offered, including mental health and psychiatric services. 	<p>patients with transfer to an expert provider. We will research on partnering with Public Health in this area as well</p> <p>Although specialty referrals are limited in the behavioral areas, we will continue to investigate how to provide patients with options for getting help</p> <p>RGH will partner with Centura on marketing expertise and begin a campaign on ways to inform the public on the services available. Will start planning on a "DID YOU KNOW" campaign in local Businesses, school annuals, newspapers, radio spots. We will feature Psychiatry and Mental Health Services and other less known services of RGH</p>	<p>6/12</p> <p>7/12</p>
High rate of obesity	<p>Related to genetics, diet, and movement, obesity is related to a number of co-morbidities in the Medical Service Area. The shortage of jobs and higher rate of unemployment may result in a lack of physical activity for those who are unemployed. There is a lack of information regarding healthy foods and food choices. Healthy food choices are expensive – this affects school meal offerings. Options for indoor and aquatic exercise are</p>	<ul style="list-style-type: none"> • Consider creating or obtaining educational handouts regarding healthful nutrition, such as the "5/2/1/0" handout. • Make sure the public is aware of services already in place at the hospital, such as health fair screenings. • Explore partnerships with Public Health, the schools, 	<p>Work with Centura, Live Well Colorado, Live Well Alamosa and Healthy Colorado to investigate other materials available on healthy nutrition. We will design internal hospital programs with Registered Dietician to offer healthy cooking classes. We will investigate potential apps available on smart phones and tablets and then place those addresses on the website</p> <p>Design a marketing program to advertise services in place, will continue to market health fair in Del Norte</p> <p>Will meet with High Valley Community Center to</p>	<p>5/12</p> <p>11/12</p> <p>7/12</p>

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	<p>limited or non-existent.</p>	<p>and High Valley Community Center to offer educational classes, particularly a healthy cooking class.</p> <ul style="list-style-type: none"> • Have in place a referral system to connect people with resources outside the hospital, perhaps adding relatively informal exercise options (such as at senior centers or places of worship) to a directory of services available in the area. • Explore the feasibility of hiring a health educator. • Partner with other organizations to provide people with incentives for movement, such as a community based "Biggest Loser" challenge. 	<p>sponsor a "Healthy Cooking Class" for public. Will provide a class through the Hospital to share recipes and have a healthy food "taster" program for community, will brainstorm partnership possibilities with Public Health, will contact the Delta Center as well. This will be limited by space, interest and costs but it will be researched for feasibility</p> <p>Investigate other exercise programs, will reference those programs in Service Directory, will consider adding a Phase 2 and 3 cardiac rehab program. Begin the project of designing a directory of local services and then we will make sure that all of the RGH providers are aware of the resources available. We will investigate grant money available for design and publication of a service directory. Hospital will provider free classes to cardiac patients and families on reducing risk factors for cardiovascular disease</p> <p>In Budget Year 2013, will look at the feasibility of hiring a health educator and will investigate possibility of sharing this position with Public Health</p> <p>Will design an Employee Incentive based challenge, will test it for positive outcomes and then market a similar program to business in the community. Will start a weight loss program challenge at the Hospital with emphasis on healthy weight loss. Will provide employees free office visit with local providers to</p>	<p>10/12</p> <p>1/13</p> <p>9/12</p>
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		<ul style="list-style-type: none"> • Explore ways to partner with the schools' "Come Alive" program and with programs that may be in place at ValleyWide Health Systems. • Partner with the local Extension Agency to provide nutrition classes. 	<p>talk about safe weight loss, unique to the individual</p> <p>Will contact Schools and Valley Wide Health Systems to investigate ways we can partner with programs already in place to promote wellness</p> <p>Will contact Extension Agency and begin to work on common programs. We have already spoken with the Colorado Extension Office which offers several nutrition classes free of charge – dining with diabetics, Eat Well for Less, and others. They are also looking at providing education on wise use of food stamps. We will partner with this group to help with advertising and the cost of food so that the class can be offered free to the community. We will also make sure the RGH providers are aware of this service that is readily available</p>	<p>1/1/13</p> <p>6/12</p>
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High rate of diabetes	Diabetes is related to the area's high obesity rates, genetics, and dietary habits.	<ul style="list-style-type: none"> • Explore a partnership or collaboration with the American Diabetes Association in Alamosa • Make sure the public is aware of services offered through the existing partnership with the Diabetes Education Empowerment Program (DEEP) • Examine the feasibility of creating a diabetes educator at the hospital • Consider offering diabetes prevention classes to the public 	<p>Will investigate collaboration with local Diabetic Associations</p> <p>We need to investigate ways to promote the education locally provided by the DEEP program. Will explore ways to familiarize providers with the program. We will have information available for any patient newly diagnosed with Diabetes</p> <p>We will continue to pursue the financial feasibility of having a diabetic educator locally. We may need to partner with Public Health to share a navigator/educator for diabetes. This is somewhat also controlled by financial resources available</p> <p>The hospital will begin to provide education to the community on wellness and prevention. We are also looking at having our doctors write an article in the newspaper on a regular basis also to address prevention. By promoting weight control and healthy exercise, adult onset diabetes risks are reduced. I will also write an article to communicate follow up steps that have been taken, following these recommendations after by the end of the year</p>	<p>6/12</p> <p>8/12</p> <p>10/12</p> <p>12/12</p>
High rate of poverty	Poverty rates in the Medical Service Area are associated with a lack of jobs, as well as with a much higher than average correlation between transfer dollars and overall per capita	<ul style="list-style-type: none"> • In an effort to keep local dollars local, the hospital should: <ul style="list-style-type: none"> ○ Consider marketing existing services to reduce out-migration for services offered in the area. There seem to be a number of services offered of which many residents are 	<p>We will be developing a strategic plan for marketing with the help of Centura professionals. Strategy will include marketing the services that are not well known currently. Ads will address facts about what</p>	<p>6/12</p>

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<p>income. As a powerful economic engine in the area, the hospital has some ability to affect the local economy, just as residents have the ability to affect the hospital's fiscal viability. The more money that is spent locally in the healthcare sector, the more money the hospital will spend locally in the form of wages, salary, and benefits. Increasing payroll dollars will increase money available to spent in the local economy.</p>	<p>unaware</p> <ul style="list-style-type: none"> ○ Consider using local newspapers, such as those in Monte Vista, Del Norte, and South Fork, as well as in the Pueblo Chieftain ○ Consider creating a "Did You Know" campaign using local restaurant table toppers 	<p>the Hospital provides to the Community</p> <p>This will be considered in the Marketing Strategy Plan, to include how to be most effective with the ads that will be placed in the newspapers</p>	<p>6/12</p>
	<ul style="list-style-type: none"> ○ Consider using social media, including Facebook 	<p>Campaign this summer to be placing a DID YOU KNOW postcard in restaurants discussing briefly a few services offered. During Heart Health month consider placing cards with local community members' picture and stories about their care for heart disease and similar printings for other diseases such as colon cancer, breast cancer.</p>	<p>6/12</p>
	<ul style="list-style-type: none"> ○ Consider marketing inserts in hospital bills, as well as local water bills and bank statements 	<p>Marketing will include in their strategy plan on using social media, currently Face book and Twitter are noted on the website and available for those interested. Will continue to use CR scan codes on any advertising media which links to the website and then to healthy living information websites</p>	<p>9/12</p>
	<ul style="list-style-type: none"> ○ Consider marketing using store window posters 	<p>Will investigate how to market services or clinics available through dunning messages and flyers in bank statements, water bills and specialized mailing lists.</p>	<p>7/12</p>
			<p>Marketing will be considering this in their strategy plan. Flyers could be placed quarterly to announce</p>

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		<ul style="list-style-type: none"> ○ Consider creating marketing materials to be handed out at the clinic ○ Make sure the public is aware of the extent to which the hospital utilizes/supports local businesses ○ Explore ways to draw patients from other geographic areas, perhaps for specialty services – particularly dermatology 	<p>special services or unknown facts. It was noted that where people wait as in the Pharmacy or hospital waiting rooms, it would be great to have flyers or posters discussing services available at the hospital. Also considered would be to talk to owners of vacant buildings down town and see if we could use the storefront windows for Hospital ads and information. It would possibly give the owner more exposure to people seeing the building and the Hospital could advertise downtown until a new renter was found</p> <p>The posters or flyers that will be sent out in mailings or placed in stores will also be placed in the clinics especially in the rooms and the waiting rooms</p> <p>We believe this can best be communicated through the hospital meeting with local group meetings such as Rotary, Kiwanas etc. Arlene will prepare a Power Point noting the revenue and jobs that the hospital provides secondarily and this can be used by anyone that will be speaking in the community. We plan to speak with 8 groups this year.</p> <p>Will investigate specialty services and the cost verses utilization. Dermatology has been looked at and no specialist has been willing to come down to the area due to the high medicaid/CICP payor mix. We are investigating potential telemedicine for</p>	<p>9/12</p> <p>12/12</p> <p>9/12</p>
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		<ul style="list-style-type: none"> ○ Explore ways to draw in summer residents and tourists to an even greater degree ○ Consider putting marketing materials in local hotels ○ Consider finding a marketing intern through one of the colleges 	<p>dermatology and some of the other high specialized areas such as neurology. We will become a stroke center with Centura by July of this year. We will also provide education that for many areas of dermatology, the surgeons in the area and the family practice providers are trained to diagnose and treat.</p> <p>The Hospital will meet with Fun Valley to see if there is opportunity to set up a mini health fair for them early in June. We will have flyers and poster at all the of RV parks to market services available</p> <p>Will task a sub committee of marketing to begin distributing information about the Hospital in local hotels in Monte, Del Norte, South Fork and Creede</p> <p>Local colleges do not have marketing classes or internship available but will talk to other groups affiliated with University of Colorado and Centura</p>	<p>6/12</p> <p>7/12</p> <p>10/12</p>
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