



FY22-24 HEALTH IMPROVEMENT PLAN

DICKINSON COUNTY



An Avera Partner



Public Health
Prevent. Promote. Protect.

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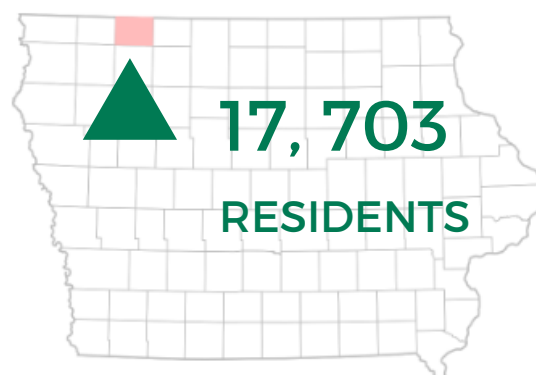
COMMUNITY SERVED BY HOSPITAL

COMMUNITY DEFINITION

For the FY22 Community Health Needs Assessment and FY22-24 Health Improvement Plan, we defined the community as Dickinson County residents, the primary recipients of medical care and social services, as well as nearly 94% of our survey respondents. Our community definition included medically underserved, low-income and minority populations residing in the areas from which our facility serves. We did not take into account an individual's ability to pay, whether or not they have insurance, or whether or not they qualify for the hospital's financial aid policy.

POPULATION

According to the 2020 Census, Dickinson County serves as home to 17,703 residents. It is unique to the area as the only county in northwestern Iowa that has consistently grown every decade since 1990. Since 2010, the area continues to grow 6.22%, in comparison with the state average of 4.73% (ISU Extension Indicators).



As a seasonal tourist destination, the population size and demographics shift significantly. In consultation with the Iowa Great Lakes Chamber of Commerce, the community grows to 75,000 during Memorial Day Weekend, increasing to approximately 100-120,000 over the 4th of July then slowly decreasing throughout the rest of the summer.

AGE

In comparison with the state of Iowa, Dickinson's younger population is lower (17 or younger) and the older population (65 and older) is higher. Reviewing the 2010 census, 65+ comprised 22.3% of Dickinson County, almost double the 14.9% statewide average (ISU Extension Indicators).

RACE & ETHNICITY

Dickinson County's 2020 population is predominantly white, but trending towards increased levels of minority populations in comparison with the 2010 Census (ISU Extension Indicators).

Race Groups	Dickinson		Iowa	
	2010	2020	2010	2020
One Race Only	99.30%	96.80%	98.20%	94.40%
White	98.30%	95.00%	91.30%	84.50%
White, Not Hispanic	97.50%	94.40%	88.70%	82.70%
Black/African American	0.20%	0.40%	2.90%	4.10%
Asian	0.40%	0.50%	1.70%	2.40%
American Indian	0.10%	0.10%	0.40%	0.50%
Hawaiian/Other Pacific Islander	0%	0%	0.10%	0.2%
Other	0.2%	0.80%	1.80%	2.80%
Two of more races	0.70%	3.20%	1.80%	5.60%
Hispanic origin* (Can be of any race)	1.10%	2.30%	5%	6.80%

Data Source: ISU Extension Indicators

HOSPITAL OVERVIEW

Lakes Regional Healthcare opened its doors in 1959, known originally as Dickinson County Memorial Hospital. Over the last six decades, the organization has expanded in several ways. It started as a hospital that employed a relatively small number of people and provided emergency and inpatient care and now provides a breadth of services in various ways – inpatient care, outpatient care, home care, telehealth, and more. Today, the hospital employs over 375 individuals in various professional and support staff positions. In addition, the medical staff consists of 250 practitioners, of which over 200 are physicians. Also, nearly 100 volunteers donate time in providing patient comfort and in fund raising activities.

While Lakes Regional Healthcare has seen a lot of changes since opening 63 years ago, the support of the community, the medical staff, and hospital staff is what makes it a leader in healthcare services in the Iowa Great Lakes Region.

In 2022, Lakes Regional Healthcare was named one of the top 100 rural hospitals for the fourth year in a row by Chartis Center for Rural Health.

Lakes Regional Healthcare was recently rated as a five star hospital for the second year in a row by the Centers for Medicare & Medicaid Services' (CMS) web site. CMS' Care Compare program reports on quality measures for more than 4,000 hospitals nationwide. Roughly ten percent of hospitals in the country were rated five stars, and Lakes Regional Healthcare was the only hospital in northwest Iowa and southwest Minnesota to receive a five star rating.

In all, Lakes Regional Healthcare is honored to provide care for others, enjoys being a positive influence within the communities we serve, and looks forward to creating a healthy future for the Iowa Great Lakes region.

OUR MISSION

Improve the health and well-being of people in the Iowa Great Lakes region.

OUR VISION

Be the healthcare provider and employer of choice.



MEDICAL SERVICES & SPECIALTIES



Emergency Services



Home Care & Hospice



Home Medical Equipment



Imaging



Inpatient Care



Lab



Physical Therapy



Primary Care



Public Health



Quick Care

SPECIALTIES

Allergy & Asthma

Gynecology

Orthopedics

Chemotherapy

Hematology

Plastic Surgery

Cardiology

Hepatology

Podiatry

Pediatric Cardiology

Infectious Disease

Pulmonology

Cardiac Rehab

Dermatology

Nephrology

Respiratory Therapy

Dialysis

Neurology

Spine Care

Ear, Nose & Throat

Oncology

Urology

General Surgery

Ophthalmology

Wound Care

CHNA/HIP EXECUTIVE SUMMARY

CHNA/HIP PROCESS

Lakes Regional Healthcare and Dickinson County Public Health partnered with nineteen other community organizations and social service providers to develop the FY22 Community Health Needs Assessment (CHNA) and FY22-24 Health Improvement Plan (HIP). The data gathering process took place over several months, including primary data collection from a community-wide survey with over 600 participants, as well as internal committee meetings to define overarching needs, and dedicated focus group conversations with key stakeholders to better understand underlying issues and feasible solutions. For additional community context, demographics, and statistics, the report also includes secondary data, including sources such as Iowa State University Extension and the Robert Wood Johnson Foundation. After Eide Bailly review and official approval by the Lakes Regional Healthcare Board of Trustees, community focus groups reconnected to create measurable community goals for the next three years, which are outlined in the following document, organized into three prioritized significant community needs.

PRIORITIZED SIGNIFICANT COMMUNITY NEEDS

From both the survey and focus group feedback, the Community Health Needs Assessment (CHNA) committee identified three prioritized significant community needs to consider for the Health Improvement Plan (HIP), all highlighting the importance of awareness of resources and access to services:



Awareness of Behavioral Health Resources

Based on the importance the community placed on behavioral health, we are focusing on public awareness campaigns and access to resources, including substance abuse support and care across the behavioral health continuum.



Access to Dental Care

As with many counties across the state, Dickinson lacks resources for new Medicaid patients due to low dental reimbursement rates for providers, adversely impacting this patient population and causing health disparities.



Access to Affordable Transportation

Due to stakeholder participation solely representing the transportation sector, we narrowed our scope to focus on the feasibility and effectiveness of possible transport options within the context of a rural area with large seasonal population influxes.



AWARENESS OF BEHAVIORAL HEALTH RESOURCES

CHNA SURVEY DATA

CHNA survey questions 2, 3, 6, 7, and 10 addressed specific behavioral health issues, which asked respondents about their perception of mental and behavioral health access, self-harm and suicide prevention programs, tobacco prevention and cessation programs, alcohol and drug abuse prevention and treatment, and mental health impacts related to COVID-19. Dickinson County recognized mental health as a prioritized significant need four CHNA cycles in a row: FY13, FY16, FY19, and FY22. This cycle, our goal is to continue to move the needle and make an impact through measurable, sustainable action.

This year, respondents frequently commented on the need for more providers, increased appointment options, crisis support, long-term placement options, more public awareness of available services, prevention campaigns, and specialized care for youth. Amongst the responses, we noted themes related to resource awareness and access, ranging from "Haven't seen any programs on this" to "Not enough advertisements or community outreach."

POTENTIALLY AVAILABLE RESOURCES

Avera Lakes Regional Family Medicine	Lakes Counseling	Plains Area Mental Health
Champion State of Mind	Lakes Life Skills	Rosecrance Jackson Centers
Crisis and Suicide Hotlines	Lakes Regional Health eBehavioral Health Services	Seasons
Elderbridge	Local Churches	Shade of the Tree
Elevate	Local Schools	Sioux Rivers Mental Health Region
Hope Haven	Lutheran Services of Iowa	Veteran's Counseling Center
Iowa Lakeside Lab		



GOAL #1: Increase awareness of behavioral health resources through coalition work, marketing, and community outreach events

Strategies

- Establish the Dickinson County Behavioral Health Coalition, providing a structure where mental health providers and key community stakeholders connect and collaborate on a quarterly basis
- Pursue funding to invest in behavioral health awareness communication materials, including infographics, online resources, and advertising
- Host provider fairs, share-out sessions, and panels to better familiarize the general public on available behavioral health services and organizations
- Research feasibility of launching active events, such as long-distance walks or bike rides, with mental health wellness messaging and interactive informational booths
- Partner with local organizations to highlight importance of mental health during existing community events, including concerts, fairs, and farmer's markets
- Invest in support systems designed for providers to prevent burnout and turnover

Metrics to Ensure Progress

- Quarterly coalition meetings to expand collaboration with local providers
- Minimum of one regional collaborative behavioral health service meeting
- Minimum of two community outreach events that take into consideration target populations, including farmers, healthcare workers, and adolescents
- Increased messaging to the public, such as press releases, interviews, radio public service announcements, posters, and Lakes Regional Healthcare digital platforms
- Funding allocated toward behavioral health awareness campaigns and events



GOAL #2: Highlight youth mental health initiatives and reduce stigma

Strategies

- Partner with Iowa Lakeside Laboratory to offer nature-based wellness opportunities, including contemplative nature walks, reflective kayak rides, and grief counseling meetings in outdoor spaces
- Embed evidence-based behavioral health programming and curriculum in school districts, designed to support both students and staff
- Provide creative outlets for students, offering opportunities for self-expression while destigmatizing conversations about mental health
- Promote resources that inform community members and parents/guardians supporting children with behavioral health needs

Metrics to Ensure Progress

- Additional ASSIST trainings through Sioux Rivers Mental Health Region and Plains Area Mental Health
- Five or more youth-focused wellness opportunities through hospital and school collaborations with Iowa Lakeside Laboratory
- Increased crisis and non-crisis support systems across the school districts
- Minimum of two community outreach events that take into consideration youth population, implemented and promoted in partnership with Lakes Regional Healthcare and Dickinson County Public Health



ACCESS TO DENTAL CARE

CHNA SURVEY DATA

CHNA survey question 1 solicited feedback regarding satisfaction with healthcare access within 20 minutes or 30 miles of their home, including primary care, as well as dental, eye, and specialty services. While this category scored high in overall satisfaction rates, we received several comments concerned about dental access for the Medicaid population, noting low dental reimbursement rates, lack of providers accepting new referrals, extensive wait times, and financial barriers (gas prices, time off work, etc.) limiting access to care available outside of Dickinson county.

As a representative sample, survey comments included, "People on Medicaid are unable to find a dentist in the area if they are a new patient. Have to drive far."

POTENTIALLY AVAILABLE RESOURCES

Avera Lakes Regional
Family Medicine

Cavity Free Iowa

Dickinson County Public
Health

Free Dental Clinic

Great Lakes Dental

Healthy Smiles

Hill Avenue Dental

I-Smile

Local Government
Officials

Pas & Toale
Dentistry



GOAL #1: Expand access to existing dental health services

Strategies

- Offer I-Smile screenings and fluoride varnish through Public Health
- Research Cavity Free Iowa medical-dental initiatives and explore opportunities to offer at Dickinson County primary care clinics
- Collaborate with the Free Dental Clinic to highlight their services
- Continue to meet with local dental care providers to better understand pain points and potential opportunities to increase new Medicaid referral acceptance rates
- Pursue mobile dental clinics opportunities for Medicaid population, including special dental events in collaboration with Mission of Mercy (MOM)
- Analyze options for dental privileges within hospital and ER trainings to identify and treat acute tooth pain

Metrics to Ensure Progress

- Increased dental screenings through Dickinson County Public Health and/or Lakes Regional Family Medicine
- One or more mobile dental clinics provided within the county
- Minimum of one meeting between hospital, public health, and dental care providers to discuss barriers and opportunities in relation to dental care
- Increased dental training and treatment options available in the ER



GOAL #2: Enhance public understanding of oral health as a key factor in overall wellness

Strategies

- Promote oral health content through Lakes Regional Healthcare communication channels, including press releases, newsletters, and social media platforms
- Pursue toothbrush grants and offer them to patients at Lakes Regional Healthcare
- Advocate for increased dental reimbursement rates for Medicaid patients through conversations with local legislators and collaborate with statewide lobbying efforts

Metrics to Ensure Progress

- Publish minimum of one oral health promotion article in Health Happenings community newsletter, mailed to every Dickinson County resident
- Post dental health items quarterly on Lakes Regional Healthcare social media
- Coordinate minimum of one meeting with local government representatives to share community feedback, data on dental reimbursement, and the associated health outcomes of poor oral health



ACCESS TO AFFORDABLE TRANSPORTATION

CHNA SURVEY DATA

CHNA survey question 15 focused on satisfaction in relation to public transportation, including access, coverage, affordability, and ease of use. As a rural micropolitan community with significant population increases during the high tourism season, we received feedback about transportation infrastructure gaps. Participants expressed their concerns about how it affects a wide range of individuals within Dickinson County. For example,

"This impacts many people in the community- seniors, international students coming to work during the high tourism season. It is a difficult challenge in a rural area."

Responses highlighted the difficulty of getting to work or appointments without a car. Comments also noted requests for extended hours of operation for RIDES services to bus route and modern, flexible Uber-like options.

POTENTIALLY AVAILABLE RESOURCES

Chamber of Commerce	City of Terril	Historic Arnolds Park, Inc.
City of Arnolds Park	City of Wahpeton	Local Businesses
City of Lake Park	City of West Okoboji	Local Media
City of Milford	Dickinson County Board of Supervisors	Medical Providers
City of Okoboji	Dickinson County Trails Board	RIDES
City of Orleans	Explore Okoboji	Voluntary Action Center
City of Spirit Lake		



GOAL #1: Analyze feasibility of county-wide bike rental service

Strategies

- Support Dickinson County Trails with research for bike rental service pricing, implementation, and maintenance options
- Collaborate with Dickinson County municipalities to determine scope and storage support across the county
- If deemed a feasible project, bike rental program will be launched, advertised, and evaluated for functionality
- Explore grant funding

Metrics to Ensure Progress

- Hospital participation in minimum of two strategic conversations and meetings regarding feasibility of bike program
- Lakes Regional Healthcare promotion of bike rental services through at least two social media posts and one press release



GOAL #2: Promote RIDES transportation services for all through rebranding efforts and expanded scheduling channels

Strategies

- Launch RIDES online app, offering additional ways to schedule rides and opportunities to facilitate coordination of appointments and transportation needs with medical and social services providers
- Promote provider awareness and use of new scheduling platform through communications and share-out meeting
- Partner with local influencers to expand public perception of RIDES, which is available to all, no age restrictions and/or disability requirements
- Consider alignment opportunities between RIDES and bike rental services, such as bike racks on busses, promoting combination transportation services

Metrics to Ensure Progress

- Minimum of two collaborative meetings between the hospital and RIDES to develop strategies that encourage using services
- Active use of the RIDES online app by hospital and other providers
- Promote partnership and benefits of using RIDES service at least 3 times per year

BOARD APPROVAL




To Whom It May Concern,

In compliance with the 2010 Patient Protection and Affordable Care Act, the Lakes Regional Healthcare Board of Trustees officially reviewed and approved the FY 2022-2024 Dickinson County Health Improvement Plan (HIP), created through the partnership between Lakes Regional Healthcare and Dickinson County Public Health.

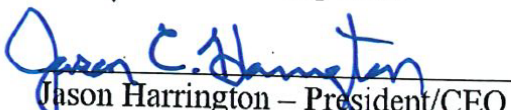
Through feedback collected in FY22 community survey and ongoing stakeholder focus groups, the internal Community Health Needs Assessment (CHNA) committee identified three prioritized significant community needs. Initiatives related to the highlighted areas will be measured over the next three years:

- Awareness to Behavioral Health Resources
- Access to Dental Care
- Access to Affordable Transportation

Signed:


Kris Walker – Chairperson

10/25/22
Date


Jason Harrington – President/CEO

10/25/22
Date

