



# Madison Regional Health System Implementation Strategy

This Implementation Strategy report summarizes Madison Regional Health System's plans to address the prioritized needs from the 2016 Community Health Needs Assessment. The hospital recognizes that the Implementation Strategies in this report are to be used as a guide and will serve as a framework in addressing the identified needs through the strategic planning process. As the hospital moves forward, many resources, on-going commitments and partnerships will be necessary to effectively assist in creating healthier communities in Madison County and the surrounding area.

## 1) Education on Health Issues

- Current activities
  - MRHS has an education program, along with a marketing program coordinated by administration with a consulting marketing firm that coordinates information to the community and service area.
- Proposed activities
  - Communication of services available in the community.
    - Develop an in-house marketing program.
    - Hire an employee with education and expertise to coordinate the facility's marketing program and to work with MRHS's community education personnel to increase awareness of services.
  - Information on topics impacting overall health
    - Further develop community education programs and health information.

## 2) Expansion of Urgent Care services

- Current activities
  - MRHS presently offers an urgent care/walk-in clinic from 5pm to 8pm each weekday evening.
- Proposed activities



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- Determine optimal hours for and expand urgent care/walk-in clinic to weekend hours.
- Consider alternative appointment times for clinic care, i.e., early morning appointments, over lunch hour.

### **3) Increased Access to Specialty Services**

- Current activities
  - Currently fourteen (14) outreach physicians conduct clinics at MRHS. These are scheduled once or multiple times per month.
- Proposed activities
  - Add outreach physician clinics in the needed areas as determined by the Community Needs Assessment and/or market analysis completed for strategic planning process.
  - Educate community on outreach clinics already present in the community

### **4) Needs Not Being Addressed and the Reasons**

Behavioral/Mental Health Systems: All communities are faced with additional needs for behavioral/mental health services.

Transportation for Medical Services: Another identified area of need was transportation for medical services.

The Madison area is fortunate to have both a transportation service (East Dakota Transit) and a behavioral/mental health agency (Community Counseling Services). MRHS works closely with these providers to assure continued service; however, the CHNA focus group did not feel that it was realistic at this time to take it on as a priority need due to the fact that there are providers of those services in the community.