

Community Health Planning  
*Lake Wood Health Center*  
*Lake of the Woods County*  
*Baudette, Minnesota*

April 5, 2005

I. Introductions

Sally Buck, the facilitator from the Rural Health Resource Center, provided an overview of the community health planning process.

- Review of Rural Health Works Economic Impact Study and Rural Health Care Trends
- Vision of Local Health Care
- Identify Priorities
- Establish Action Plan

Participants were asked to introduce themselves, their organization or role in the county, and to share their vision of health care in Baudette and Lake of the Woods County. Thirteen of the focus group participants attended the afternoon session at the hospital and sixteen board members, focus group participants and Lake Wood Health Center staff attended the evening session. The focus group participants included individuals from economic development, long-term care, Baudette Public Schools, mental health, Lake Wood providers and administration, hospital board, public health, county commissioners, local businesses as well as clergy and health care consumers.

II. Review of Focus Groups, Secondary Data Analysis and Rural Health Works Study

Sally Buck provided an overview of the four focus groups conducted in January 2005 with business leaders, health care consumers, clergy and health care providers. This information will provide background information to help develop a vision of the future of healthcare in Lake of the Woods County. The primary points of the focus groups are as follows:

- Knowledgeable about health care issues
- Concerned about uninsured and health care insurance costs
- Favorable opinion of the local health care services and quality of care
- Referrals, lack of specialists and network coverage were the main reasons for leaving Baudette
- More mental health and transportation services preferred in the region

The secondary data overview included the following topics:

- A view of Lake of the Woods County – demographics
  1. 10.1% increase in population from 1990 to 2000
  2. 10% increase in population projected through 2015
  3. 24.3 % of county population is 60 or older

- Snapshot of Healthcare in Lake of the Woods County
- Economic Impact of the Lake of the Woods County/Lake Wood Health Center and Related Health Sectors
  1. Lake of the Woods County health care has:
    - 211 health care jobs
    - 10% of jobs in the County
    - \$5.8 million in payroll and benefits
  2. These health jobs fuel the local economy through:
    - 115 additional jobs
    - \$11 million in total non-pay expenditures
    - \$14 million in total economic impact

### III. Visioning

Sally Buck asked the afternoon community group to review the vision statement notes at the beginning of the session. Participants were encouraged to add any potential strategies not previously noted as opportunities for health care services in Lake of the Woods County. After reviewing the statements, participants were each given four dots or votes and were instructed to vote by highest to lowest priority of their top four opportunities. The scores are listed following each statement and the highest scoring items are listed first.

#### *What do you want to see in Baudette for health care services?*

- 1) The following 2 statements were rated as most important with 20 pts each:
  - Offer education of health care resources (insurance and drug cards). Offer help with applications through patient advocates.
  - Maintain Critical Access Hospital status and retain 4 physicians.
- 2) Develop “grow your own” health care workforce to counteract aging workforce: 12 pts
- 3) Increase specialty physician access (i.e. orthopedics): 10 pts
- 4) The following topics scored 9 pts:
  - Reinstate yearly wellness clinic
  - Continue multi-disciplinary dialogue with school and healthcare providers in order to develop lower insurance costs and increased family employer coverage. Therefore, all could afford health care and insurance coverage.
- 5) Move towards high level wellness without time and money as barriers and increase prevention services: 8 pts
- 6) Excel in health care, but develop a lower cost type of visit for Rx or check-up: 7 pts
- 7) Provide chemical dependency treatment and mental health counselors (develop conference with team approach and follow through): 6 pts
- 8) The following topics scored 4 points:
  - Develop better clinic appointment scheduling (patients lose work time) including, evening appointments: 4 pts
  - Keep the health care costs LOW has and have the community support it (increase awareness): 4 pts

- Provide access for residents on Island/NW Angle/Seniors/Distance: 4 pts
- 9) The following strategies were noted by participants, but not rated:
- Offer sliding fee scale for local wellness clinic (preventive services, annual physicals)
  - Provide transportation for health care - Coop
  - Develop network for health care providers (share new programs/updates)
  - Provide dialysis equipment to reduce travel
  - Retain physicians
  - Advocacy support for insured and uninsured people to give access (patient advocate for insurance)
  - Increase patient transportation for appointments
  - Help people that fall through the cracks

The participants at the evening session that included Lake Wood Health Center Board Members and hospital leadership were asked to identify additional strategies not stated in the afternoon session. The following items were noted:

***What are the opportunities for the health care sector in Lake of the Woods County?  
How to Provide Increased Access?***

- Enrolling children in health care programs (maintaining coverage)
- Coordinating services for children's schools
- Transportation for long-term patients, family and treatment
- Patient advocacy: help with follow-up and enrollment process

**V. Identification and Prioritization of Critical Issues**

At the second community health planning session held in Baudette on April 21, 2005, 13 community members attended. The participants included health care providers, educators, administrators from the hospital, clergy, economic developers, local business owners, and county commissioners and social services. Sally Buck distributed and reviewed the summary from the first community health planning session. The highest ranked issues were reviewed and the participants discussed possible strategies for each issue.

***The four strategies identified from the discussion of issues included:***

- Offer education of health care resources, including local and insurance: advocacy—such as, patient help with insurance plan forms, eligibility changes, and development of a resource manual
- Maintain CAH status (MedPac) and retain physicians: Call issue/provider types
- Develop grow-your-own workforce to address aging health care providers
- Increase specialty physician access: Urgent Care, Ophthalmology, Tele-medicine
- Create annual wellness clinic: preventative check-ups, sliding fees

## VI. Action Planning

The consensus of the group was to focus on the strategies that the community could implement. Therefore, the CAH designation and specialty access were tabled as recommendations to the hospital board and administration. Participants were invited to choose one of the three remaining strategies and divided themselves into groups. Each group was instructed to work on developing an action plan for the specific strategy using the Activity Plan form. The form outlined the goal, action steps, resources needed (internal, community – wide, regional and financial), timeframe, and stakeholders. The four Action Plans are as follows:

### ACTIVITY PLAN 1

1. **Activity (Goal):**  
*Offer an annual wellness clinic with the hopes of reaching those without insurance or those underinsured.*
2. **Action Steps**
  - a. Survey people and collect data to figure out what services could be offered realistically
  - b. Explore who might provide services and funding
3. **Resources Needed:**
  - a. **Internal:** Lake Wood staff, lab, business office, doctors, supplies
  - b. **Community – Wide:** Publicity, funding sources, volunteers
  - c. **Regional:** American Cancer Society, American Heart Association, American Diabetes Association
  - d. **Financial:** Local sponsors and companies, participants, insurance, ACS, AHA, ADA, Lake Wood
4. **Timeframe for Implementation:** 12-15 Months
5. **Who will be responsible for this activity? Who are the local stakeholders?**  
**Name and or Organization:**
  - Lake Wood would be responsible
  - Stakeholders: Lake Wood, Community, Social Services, Schools, Brink Center

### ACTIVITY PLAN 2

1. **Activity (Goal):**  
*Community members will receive healthcare resource information, assistance to healthcare and access through the community sponsored advocacy program.*  
**(Examples:**
  - a. **Knowledge of resources regarding all providers, services and programs**
  - b. **How to access programs**
  - c. **Funding sources**

**2. Action Steps:**

- a. Call all county and community providers of healthcare services and programs together to plan a collaborative access process (Community Health Services Coalition)
- b. Develop and maintain updated resource book
- c. Communication plan
- d. Committee structured, organized and coordinating
- e. Grant money (State and Federal)
- f. Database
- g. Web page links for Co./hospitals and clinics
- h. Web MD link: Meds, Health Info
- i. Reach out to Resorts (Employees don't have health care coverage at resorts)

**3. Resources Needed:**

**a. Internal:**

- 1. Infrastructure
- 2. Computer, office space, equipment, phones
- 3. Staffing

**b. Community-Wide:**

- 1. Web page for community
- 2. Written list, including in the newspaper
- 3. Seniors – promote to computers at homes/ Brink Center /Women's Center
- 4. Kiosks
- 5. Electronic bulletin boards

**c. Regional**

- 1. Wiktel with links
- 2. Center for Rural Health
- 3. Collaboration with Co. CHS

**d. Financial**

- 1. County/city taxation
- 2. Grants
- 3. Community-city, council, Health Center
- 4. Fund raisers
- 5. NWA Network Grant

**4. Timeframe for Implementation:** 2-year start up project

**5. Who will be responsible for this activity? Who are the local stakeholders?**

**Name and or Organization**

- a. Community Health Service Access Coalition
- b. City, County, Hospital, Employers, churches, schools, consumers, all social services, hospitals, EMTs, pharmacy, dental, pharmaceutical.

### ACTIVITY PLAN 3

**1. Activity (Goal):**

*Grow Your Own Workforce: Health care/career education day/class to promote awareness of health care careers during school and evening.*

**2. Action Steps:**

- a. Coordinate with school and hospital for set up of education day
- b. Careers class organizer, Linda Reddickar; contact about set up
- c. Community education-contact CeCe Charlton

**3. Resources Needed:**

**a. Internal: Hospital support-staff**

**b. Community – Wide:**

- i. Community education
- ii. School support
- iii. Advertising

**c. Regional: Advertising**

**d. Financial:**

- i. Grant from Minnesota Department of Health, Office of Rural Health
- ii. Lake Wood Community Benefit

**4. Timeframe for Implementation:** Fall 2005 for date of implementation. Set up during Spring and Summer

**5. Who will be responsible for this activity? Who are the local stakeholders?**

**Name and or Organization:**

- a. Redecker, Linda - Career class organizer
- b. Charlton, Ce Ce - Community Education
- c. Palm, Shar Ray - Lake Wood CEO and Hospital Board
- d. Becky Hanson
- e. Grace Webb
- f. Jason Brewer
- g. Planning Committee
- h. Office of Rural Health Grant
- i. Healthcare education and schools
- j. Teachers education