

COMMUNITY HEALTH NEEDS ASSESSMENT IMPLEMENTATION PLAN



THUMB REGION

FOCUS AREAS

1. Workforce Development

OBJECTIVES:

Improve Recruitment Strategies

STRATEGIES:

- Launch diversity committee to incorporate best practices with hiring process and employment experience
- HR recruitment initiatives: deploy new hiring incentive programs; create opportunities with veteran populations; and develop connections with local colleges and training programs
- Develop and foster community engagement and relationships: participate on advisory boards in county; and attendance at job fairs including school sponsored events
- Conduct bi-annual fair market competitive wage analysis
- Increase educational community partnerships for workforce development
- Support rural health residency/practice opportunities for medical training

Retain Current Workforce

STRATEGIES:

- Prioritize employee focus on excellence in the delivery of quality services and patient care
- Advance employee communication through updated platforms and modalities
- Implement service excellence strategies and action plans that focus on improving both patient and staff satisfaction
- Streamline processes and procedures to improve work efficiencies and employment experience, i.e., upgrading technology, advancing electronic formats, deployment of LEAN methods and/or processes to support continuous improvement
- Implement leadership training for coaching/

improving employee performance

- Improve work/life balance with alternative scheduling options: 10/12-hour scheduling; weekend warrior program; and eligibility for remote working
- Offer employee education assistance, leadership development, and mental health counseling

Increase Employee Engagement and Satisfaction

STRATEGIES:

- Increase employee engagement through development of new recognition programs, rewards; and re-establishment of programs that became dormant during peak of COVID pandemic including employee engagement committee
- Advance employee communication through various platforms and modalities
- Implement service excellence strategies and action plan that focus on both patient and staff satisfaction
- Employee-led improvement initiatives and quality improvement involvement in respective departments
- Promote opportunities for community involvement and volunteerism
- Development of formal mentorship and preceptorship programs
- Better connect with caregivers through visual and written storytelling

2. Coordination of Services Between Providers

OBJECTIVES:

Build Larger Provider Network

STRATEGIES:

- Actively participate in marketing needs assessment and provider workforce planning with McLaren Medical Group
- Development recruitment website to better highlight benefits of the communities we serve

Improve Communication

STRATEGIES:

- Implement process for onboarding new providers to connect with existing network and services
- Launch provider/office staff specific newsletter
- Communicate services and changes in offerings/capabilities in real time

Optimization of Panel Management

STRATEGIES:

- Launch patient access initiatives focusing on meeting acute, chronic, and preventative health needs of our patients through increased access in clinics, urgent care, emergency room and outpatient testing
- Improve diagnostic test scheduling and results reporting to patients and providers
- Improvement of technology utilization in and between hospital and clinic settings

PRIORITIES

Mental Health

STRATEGIES:

- McLaren and Huron Behavioral Health plan for increased telehealth opportunities help decrease mental health emergency department visits
- Improve access to mental healthcare

services across McLaren system—notably significant programming available at McLaren Bay Region in addition to new programming (from telemedicine to inpatient) at McLaren Northern Michigan

Availability and Access to Services

STRATEGIES:

- Launch of SANE program (sexual assault nursing exams) in for adult and pediatric victims of sexual assault
- Refer to Focus Areas: **Workforce Development and Coordination of Services Between Providers**

Prenatal Care—Infant Health:

STRATEGIES:

- Re-launch of prenatal classes in conjunction with the Huron County Health Department in 2023 (previous programming was paused during COVID)
- Emphasis on recruitment of OB/GYN providers to improve access to prenatal/infant care

Cancer:

STRATEGIES:

- Increased number of low or no cost community cancer screenings including colorectal cancer and breast cancer screening (performed at “Mamm Mixer” events)
- Increased utilization of telehealth services in Karmanos Cancer Institute provider network
- “Look Good Feel Good” classes for patients going through cancer diagnosis
- Restructuring of oncology services offered locally to meet community needs

Chronic Disease

STRATEGIES:

- Series of health screenings for community: Blood Pressure for cardiovascular health risks including stroke
- Stroke community education with trauma program to be rolled out
- Community diabetes education via Facebook

YOUR LOCAL CONNECTION TO A WORLD OF CARE

With McLaren, you're always closer to leading doctors and advanced specialty care, because our primary and urgent care providers are seamlessly connected with specialists across our network.

McLAREN THUMB REGION

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WHY CHOOSE McLAREN?

At McLaren, we are committed to doing what's best for our patients by delivering the highest quality evidence-based care. We offer a multitude of educational classes, support groups, screenings, seminars, and other special events to benefit you and your health.

When you choose McLaren for your health care needs, you are gaining access to a fully integrated health care delivery system including 15 hospitals in Michigan and Ohio and a nearly 500-member employed primary and specialty care physician network.

We also operate Michigan's largest network of cancer centers and providers, anchored by the Karmanos Cancer Institute, one of only 51 National Cancer Institute-designated comprehensive cancer centers in the U.S.