



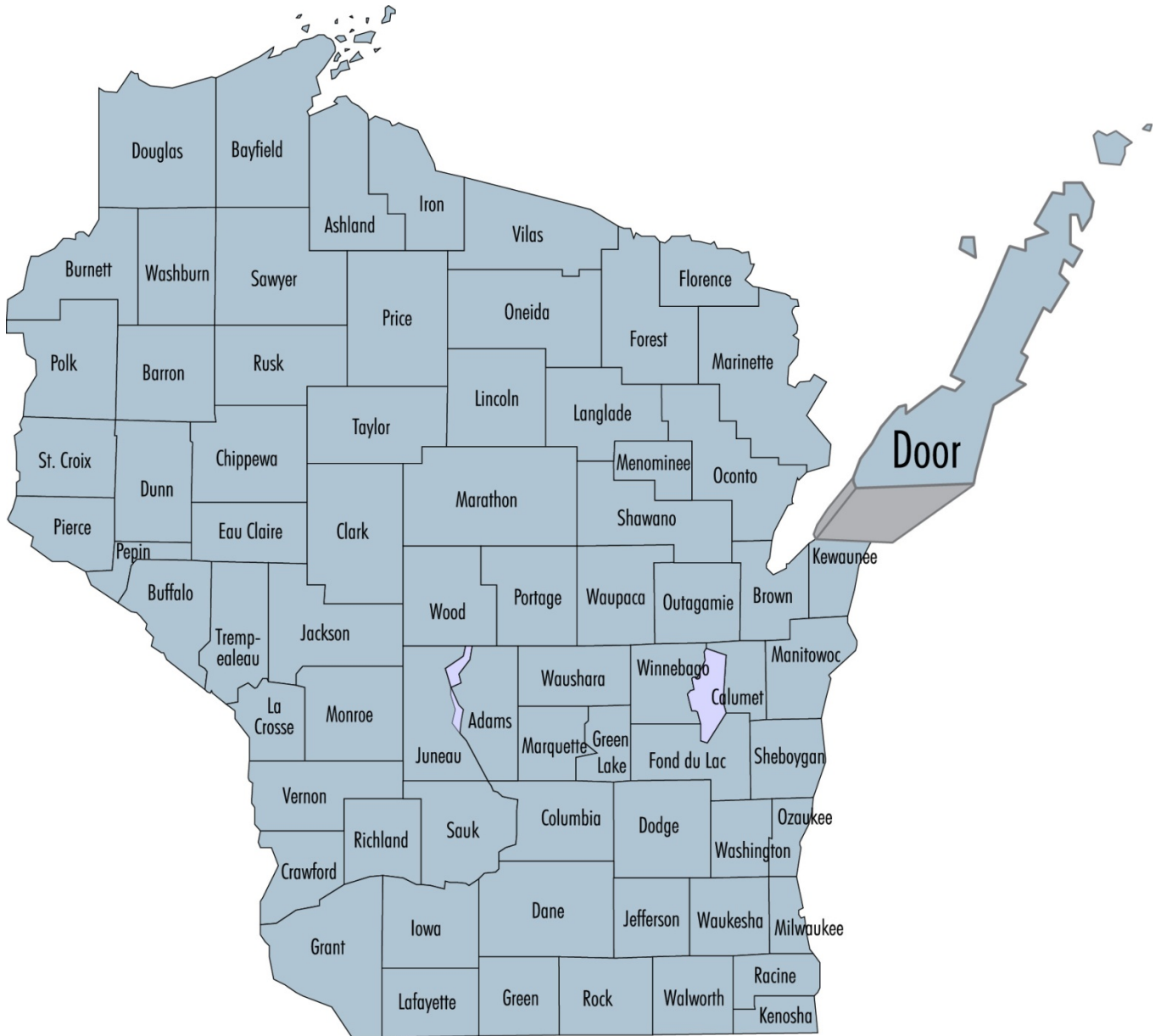
**MINISTRY**  
Door County Medical Center



**COMMUNITY**  
**BENEFIT IMPLEMENTATION STRATEGY**

Fiscal Year 2013

# Communities We Serve



323 South 18<sup>th</sup> Avenue, Sturgeon Bay, Wisconsin 54235

## TABLE OF CONTENTS

|   |    |
|---|----|
| Target Areas and Population .....                   | 4  |
| How the Implementation Strategy Was Developed ..... | 5  |
| Identified Needs and Priorities.....                | 6  |
| Addressing Community Needs.....                     | 7  |
| Action Plans .....                                  | 7  |
| Next Steps .....                                    | 16 |
| Needs Not Being Addressed.....                      | 17 |
| Approval .....                                      | 17 |

## Ministry Door County Medical Center Community Benefit Implementation Strategy

Fiscal Year 2013 - 2016

Ministry Door County Medical Center (MDCMC) has been meeting the health needs of Door County and northern Kewaunee County residents in its current location since 1963. Founded by the Sisters of the Sorrowful Mother to serve the poor and sick, MDCMC continues to carry out its mission to further the healing ministry of Jesus by improving the health and well-being of all people in our community.

MDCMC is a critical-access, 25-bed hospital located in Sturgeon Bay, Wisconsin, and a member of Ministry Health Care. Sturgeon Bay is the county seat and is the sole hospital in the county. This unique county is a 70-mile long and 10-mile wide peninsula that is surrounded by Lake Michigan on three sides. Mostly rural, nearly 90 percent of the land remains undeveloped.

This report summarizes the plans for MDCMC to sustain and develop new community benefit programs that: 1) address prioritized needs from the Fiscal Year 2013 Community Health Needs Assessment (CHNA) conducted by MDCMC, and 2) respond to other identified community health needs.

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### Target Areas and Populations

Ministry Door County Medical Center, the sole hospital in Door and Kewaunee counties, is located approximately 40 miles northeast of Green Bay. The primary service area is defined as Door County, Wisconsin. MDCMC's secondary service area is defined as the Algoma zip code, which covers part the southeastern corner of Door County and the northeastern corner of Kewaunee County. Combined, residents from these communities make up more than 80 percent of the organization's patient population.

When comparing the year 2000 to 2010, Door County (like other rural counties) is losing population to urban areas:

- Door County Population, 2010 → -0.6 percent to 27,785
- Green Bay Population, 2010 → +1.7 percent to 104,057
- Wisconsin Population, 2010 → +6.0 percent to 5.7 million

Door County's population is also aging faster than that of the state. The median age is 46.2 years compared to Wisconsin's median age of 36 years and the national median age of 36.4 years. A higher percentage of residents are 65 years of age or older compared to 2010 state and national statistics (22.5 percent vs. 13.7 percent WI) and has fewer individuals under the age of 18 years (18.3 percent vs. 23.6 percent WI).

The population of Door County is predominantly white, non-Hispanic (96.6 percent) according to the 2010 census data compared to the state average of 86.2 percent. Door County has experienced decrease in the American Indian/Alaska Native population and a slight increase in the Hispanic/Latino, Asian, and African American populations since 1995.

Although the uninsured rate of 11 percent mirrors the Wisconsin average, the effects of the demographic and economic environment are felt by MDCMC. In recent fiscal years, significant contributions have been made to serve those with no ability to pay for their health services and to cover the costs of bad debt and reimbursement shortfalls.

## How the Implementation Strategy Was Developed

It is the belief of MDCMC that everyone should contribute and share in responsibility for their community's health, protection and environment. To that end, MDCMC and community/public health organizations have developed a partnership throughout the years out of a common need: *To create and maintain healthy communities!*

Ministry Door County Medical Center's Implementation Strategy was developed based on the findings and priorities established by an assessment team comprised of private and public Door County organization members including: hospital representatives, medical staff and administrators; public health nurses and educators; elementary, high school and post-high school educators, nurses and administrators; police and emergency personnel; child, women's, family and senior social services; as well as interested community members in the health needs assessment process.

The public health department spent several months assembling secondary county and state demographic and health-related data and statistics in preparation for the Door County Community Needs Assessment forum held in October 2011.

The *Healthiest Wisconsin 2020* twelve focus areas were provided as a framework for the presentation of data. The *Healthiest Wisconsin 2020* framework focuses on improving conditions for health ("health determinants") that are primarily created in communities and institutions, and how their policies, practices and assets can be aligned to support health.

The 12 Health Focus Areas from *Healthiest Wisconsin 2020* are:

- Adequate, appropriate and safe food and nutrition
- Alcohol and other drug use
- Chronic disease prevention and management
- Communicable disease prevention and control
- Environmental and occupational health
- Healthy growth and development
- Injury and violence
- Mental health
- Oral health
- Physical activity
- Reproductive and sexual health
- Tobacco use and exposure

More information about the State Health Plan – Healthiest Wisconsin 2020 can be read at <http://www.dhs.wisconsin.gov/hw2020/>

Another key piece of secondary information reviewed was the Door County Health Rankings compared to state averages. The Wisconsin County Health Rankings Report from the University of Wisconsin School of Medicine and Public Health rank Wisconsin's 72 counties from 1 (healthiest) to 72 (least healthy) based on:

- Health Outcomes - rankings are based on an equal weighting of one length of life (mortality) measure and four quality of life (morbidity) measures.

- Health Factors - rankings are based on weighted scores of four types of factors:
  - o Health behaviors (6 measures)
  - o Clinical care (5 measures)
  - o Social and economic (7 measures)
  - o Physical environment (4 measures)

Health outcomes represent how healthy a county is while health factors are what influences the health of the county. In the 2012 Health Rankings, Door County ranks among the top 10 best in the state for Health Outcomes; however, ranked at number 21 for Health Factors, Door County has an opportunity to improve and MDCMC has multiple opportunities to affect positive change throughout our communities.

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### Identified Major Needs and How Priorities Were Established

The diverse representation was beneficial as experts in each area of interest helped the group as a whole build on their knowledge of how local needs are currently being met or are unmet as well as identification of community assets and gaps to address health related issues. MDCMC leadership also recognized the importance of collecting primary data, including community market research, and additional secondary data to fully develop an implementation plan to address community needs. Through this process, the group was successful in narrowing the focus to address the highest unmet needs of the community.

The Community Need Index (CNI) was reviewed to determine if there are any areas of vulnerable individuals residing within their service area. The CNI was developed in 2005 to identify the severity of health disparity by zip code and demonstrates the link between community need, access to care, and preventable hospitalizations. The CNI accounts for the underlying economic and structural barriers that affect overall health. These barriers are income, culture/language, education, insurance and housing. Each barrier condition is assigned a score (with 1 representing less community need and 5 representing more community need). The scores are then aggregated and averaged for a final CNI score. The overall mean CNI score for Door County is 1.6; and the city of Sturgeon Bay (2.2).

For purposes of accumulating primary data for the Community Needs Assessment, MDCMC commissioned Matousek & Associates in 2012 to conduct two community opinion surveys of residents from its service area: Door County and the Algoma area in Kewaunee County.

The Door County Public Health Department presented relevant county information at the Community Needs Assessment Meeting on October 21, 2011. At this meeting, community members discussed the 12 areas to address outlined in the State of Wisconsin's *Healthiest Wisconsin 2020 Plan*. The assembled group reviewed the publication: *Healthiest Wisconsin 2020 Focus Areas*. State and county demographic information, as well as health statistics relevant to these focus areas were shared, discussed and prioritized. In addition, participants discussed available resources and identified the gaps that exist within our community as well as the barriers to addressing each of the focus areas.

From these 12 focus areas and based on the information provided, assessment participants narrowed the health needs to the top three areas on which to focus their efforts over the next three to five years:

### Mental Health

Mental health is a state of well-being where one feels they can cope with normal life stresses and work productively.

- Door County has a higher rate of suicide than that of the state.
- 50 percent of Door County middle school students feel bullied at school.

### Food, Nutrition and Exercise

Adequate, safe food and nutrition, as well as physical activity, can positively affect outcomes rated to chronic illnesses, such as cancer, diabetes, heart disease, stroke and obesity.

- Obesity and overweight rates are significant in Door County.
- 76.4 percent consume less than 5 servings of fruit/vegetables per day.

### Oral Health

Oral health is important to the overall health of the body.

- Access to fluoridated water in the county is only 34 percent of the total population.
- Only 20 percent of Medicaid/BadgerCare members have a dental service.
- No dentists in Door or Kewaunee counties accept new Medicaid patients. This is due to low reimbursement rates.

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## Description of What Ministry Door County Medical Center Will Do to Address Community Needs

Ministry Door County Medical Center leaders will continue their work with their community health partners to use the information learned from the needs assessment process to develop and implement an action plan for addressing the prioritized community health needs. This plan of action will incorporate efforts already underway and address identified priorities, keeping in mind our poor and vulnerable populations. The implementation phase of this process is intended to be a group effort rather than an individual endeavor.

In addition, MDCMC will continue to meet community needs by providing charity care; covering the costs of bad debt and Medicaid/Medicare reimbursement shortfalls; continuing its ongoing commitment to community health educational programs; provision of nursing services and health and wellness offerings in the school and business environments; and sponsorship of silent sporting events and other health-related activities throughout the service area.

It is our expectation and hope that everyone will contribute and share in the responsibility for our community's health and well-being. MDCMC and community/public health organizations will continue to strengthen and nurture partnerships that have been developed over the years out of a common need: *To create and maintain healthy communities!*

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## Action Plans

Ministry Door County Medical Center has a tradition of building strong connections to community organizations and supporting community events long before the current community needs assessment process was initiated. This years-long tradition was based on the belief that partnerships between a hospital and its community are necessary to build and sustain health. The development and continuation of integrated programs and community support strengthens the organization's ability to attain improved health and well being for the community.

These efforts recognize medical center-initiated programs, as well as medical center support and sponsorship for community events, programs and organizations. Under the umbrella of *Connecting to Community*, the medical center demonstrates proactive identification, creative response, active collaboration and successful fulfillment of community needs.

*Connecting to Community* partnerships and innovative programs and services focus on the many diverse components that comprise a community. Different population categories are targeted for health improvement, including women and children, the elderly, those with special needs or disabilities, and the indigent, as well as persons with cancer or chronic diseases.

In addition, our online donation request process includes a question/field on how the sponsorship request addresses any or all of our three identified community health needs: mental health; food, nutrition and exercise; and oral health. Decisions to fund the request are made based primarily on meeting these criteria.

Going forward, Actions Plans will continue to build on the programming MDCMC already has in place and has recently initiated regarding the three identified health priorities:

## 1) Mental Health and Well-being

When comparing all diseases, mental illnesses rank first in terms of causing disability in the United States. One out of five people, or 20 percent of the population, will experience a mental health problem of some type during a one-year period. Mental health disorders are an enormous social and economic burden to society by themselves, but are also associated with increases in the risk of physical illness, such as smoking, physical inactivity, obesity and substance abuse; factors that can lead to chronic disease, injury and disability.

**Goal:** In partnership with the Door County Public Health Department and other organizations, develop a Mental Health Resource Guide by Q3 2013 to address lack of awareness and access to mental health services in the community.

### Door County Mental Health Committee

As members of the Door County Mental Health Committee, MDCMC representatives are part of the collaborative effort by numerous individuals and organizations to invest in the mental health of Door County residents. Among the committee's many projects and activities is the creation of a Mental Health Resource Guide outlining all of the services and programs available to residents; the development of Mental Health Awareness Month activities for May 2013; and the support of the QPR (Question, Persuade, Refer) Suicide Prevention effort in our community.

### Art for Health (Children and Seniors)

The visual and performing arts have always been a source of enjoyment and rejuvenation. Drama and storytelling programs engage the whole person, stimulating the mind, body, senses and psyche.



MDCMC initiated on-site programming for children shortly after the opening of The Women's and Children's Health Center in 2007. One of the goals of the Center was to provide an optimal healing and nurturing environment for mental health and a feeling of well-being. The Art for Health Program is an outreach effort that lends itself perfectly to that end. The program features a multidisciplinary team effort, collaborating with the "Art of Music" Heart and Soul



project, in offering children and families that visit our clinic or are patients of MDCMC to engage in expressive, creative and diversionary activities to support healing and wellness through the performing and visual arts. This helps children, families and friends feel calm, connected, hopeful and at ease in the hospital and clinic setting.

Specifically, the children's Art for Health program is a series of six workshops designed to be held weekly for six weeks. The workshops are facilitated by staff and musicians from the Art of Music Heart and Soul Program, a local not-for-profit organization. Every workshop also features one or two local musicians, actors, actresses, dancers or painters. One workshop was recently taught by a local artist who makes drums. The workshops take a different theme each week – painting to live music, writing and then performing short improvisation pieces complete with costumes, creating musical instruments and learning various dance techniques. The classes are designed for children from the ages of 5–12 with parents encouraged to participate.

To date, Art for Health has served more than 2,500 children and community members. The most recent branch of this programming has been to develop a Ministry Door County Children's Choir, which has already had its first performance at the Door Community Auditorium.

A special series of Art for Health classes has also been designed for seniors in our community. As people live longer, they look for ways to enhance the quality of their lives. Performing keeps us young. Acting provides an exciting outlet for creative expression and social interaction. Studies show the benefits of stimulating the mind in helping to ward off Alzheimer's disease, dementia and depression. By encouraging older adults to be physically active and mentally imaginative, creative arts in drama and storytelling programs will improve their self-esteem, mental fitness, social ease, mood barometers and their overall well-being.

### The Healing Project

Cancer patients in Door and Kewaunee counties now have a new means of support for facing the challenge of this difficult diagnosis. Men and women of any income level who are living with cancer can take advantage of free integrative health care services through a new program sponsored by MDCMC and the Community Clinic of Door County. The Healing Project provides services including mental health counseling, massage, therapeutic yoga, acupuncture and healing touch therapy. The Healing Project's services complement the regimen of conventional western medicine to help people who are facing cancer at any stage. Outcomes include boosting the immune system, supporting self-regulation of pain, managing the side effects of radiation and chemotherapy, and coping with the anxiety and depression that often accompany the diagnosis. The Healing Project is funded by the Cancer Healing Fund maintained by MDCMC.

### School Outreach – Anti-bullying Program

MDCMC has built strong connections and relationships with the local school systems. Every year, the Foundation's Women's Auxiliary organizes hospital-wide tours for all of the first-grade students from schools in all three school districts. Tours are also offered regularly to high school students considering careers in health care. In addition to regular tours, special events are regularly planned and offered at middle and high schools throughout the year.

Planning in collaboration with a local theater group is also in the works to create an anti-bullying program to take to schools around the country. This programming will utilize the

characteristics of engagement, interaction, comedy, storytelling, and research-validated education, along with the addition of age-appropriate music video elements.

Athletic trainers are a visible and important part of all of the school sports programs in Door County. These trainers – part of our rehabilitation services clinical staff – work with students to prepare them for their athletic involvement, prevent injuries, provide therapy and exercise after injuries, and attend all sporting events that place in the county. Our Sports Medicine program also work extensively with school athletic programs; our family medicine providers and pediatricians provide consultative and educational services to coaches and players.

The imPACT program was brought to Door County schools by the Sports Medicine program at MDCMC. imPACT stands for Immediate Post-concussion Assessment and Cognitive Testing. All members of MDCMC's sports medical staff are certified in imPACT, which is a computer program used by high schools across the nation, as well as professional sports, such as the NFL, NBA and NASCAR. This program is a 20 minute test used to measure aspects of brain function sensitive to concussion. The test is taken preseason and when a suspected injury occurs. Numerous middle- and high-school athletes have seen the benefits of this program.

### Parkinson's Support Group

Through a collaborative effort between MDCMC Rehab Services (MDCMCRS) and the YMCA and the Door County Parkinson's Support Group provides special exercise classes at local Y program centers. For the participants in the program, they are able to see and feel positive results. Parkinson's disease affects about 1 in 100 Americans older than 60, the average age of onset, and affects men and women in almost equal numbers. According to the Wisconsin Parkinson Association, it is a slowly progressive neurodegenerative disorder that occurs when nerve cells in the midbrain area die or become impaired and affect dopamine production. The disease disrupts the smooth, coordinated function of the body's muscles and movement and can cause tremors, slowness of movement, rigidity of limbs and trunk and impaired balance. Parkinson's disease is a chronic condition that persists over a long period of time, in which the symptoms gradually worsen over time. While its cause is unknown, exercise clearly slows the speed of the disease's progression. The innovative class began in March 2011 and is one of only a dozen like it in Wisconsin.

### The Memory Clinic

The Ministry Memory Clinic Door County was established in 2011 with assistance from the Wisconsin Alzheimer's Institute and the support of Ministry Health Care. Its mission is to provide a center of excellence in the early diagnosis and treatment of dementia. It serves as a diagnostic service for patients with memory impairment and a resource of information and care management for families dealing with dementia.

- The Ministry Memory Clinic Door County is located within Ministry Door County Medical Center in Sturgeon Bay.
- The first visit to the clinic is a two-hour appointment
- The return visits, generally about a month after the first visit and again at three- and six-month intervals, is typically one hour and scheduled as appropriate.
- The clinic provides diagnosis and treatment plans for persons experiencing memory impairment, and information and referral for families dealing with dementia.
- The clinic staff includes a physician, occupational therapist and outreach coordinator.
- The emphasis of the clinic is on early diagnosis and treatment of dementia.

- The clinic does not provide primary medical care but will communicate with the patient's primary care provider.

## 2. Food, Nutrition & Exercise

Adequate, appropriate and safe food and nutrition means the regular and sufficient consumption of nutritious foods across the lifespan, including breastfeeding, to support normal growth and development of children and promote physical, emotional and social well-being for all people. Adequate exercise is also vital to a healthy lifestyle and maintenance of a healthy body weight.

**Goal:** By year 2016: Door County residents will have a five percent decrease in the number of persons categorized as overweight or obese.

- **Objective #1:** By 2014, we will increase Door County residents' awareness of what a healthy nutritional choice is by utilizing visual indicators in 20 percent of community establishments that provide food (i.e. restaurants, schools, grocery stores).
- **Objective #2:** By 2015, we will increase healthier nutritional options in schools by providing 20 percent healthier options on the menu.
- **Objective #3:** By Q3 2013, we will determine the feasibility of proceeding with the Algoma Wellness Center Project – an initiative that will not only bring a community wellness facility to an area with an identified need, but will also broaden MDCMC's health care reach toward addressing population health in order to gain a competitive edge in the Algoma/Southern Door market.

### Food for Health

Food for Health is a series of 12 classes for parents and their children ages 8-15. These classes take families through the steps of planting a garden from seed to preparing a meal from the harvested vegetables. Taught by an array of community educators, gardeners and chefs, the classes also include information from registered dietitians. The classes not only teach children and parents about plants, nature and the outdoors, but result in increased access to fresh produce, increased physical activity, as well as improved understanding of food systems. Family participation is recommended as gardening forms a greater child/parent and community connection.



### FoodShare Acceptance Program

FoodShare Wisconsin was created to help stop hunger and to improve nutrition and health in our communities. FoodShare helps people with limited money buy the food they need for good health. Each month, people across Wisconsin get help from FoodShare. They are people of all ages who have a job but have low incomes, are living on small or fixed income, have lost their job, retired or are disabled and not able to work. Ministry Door County Medical Center financially supports the Sturgeon Bay Farmers Market FoodShare Acceptance Program each year allowing FoodShare recipients to redeem their benefits at the Saturday market for eligible locally grown produce and food items. This program is part of MDCMC's mission to support a healthier community with a special focus on the poor and vulnerable populations in Door County.

## Healthy Door County 2020

Through collaboration with YMCA of the USA our community was funded to convene high-level representatives from the local government, public health, and private sectors to focus on changing the environment in a way that reduces community barriers for healthy living. Healthy Door County 2020 involvement spans multiple sectors, settings, and disciplines, including representation from government agencies, health care organizations, transportation agencies, food service systems, faith-based entities, parks and recreation departments, foundations, and health-related nonprofit organizations. Through the assistance of expert advisors, we receive access to evidence-based tools and resources, as well as technical assistance on implementing successful community action plans with the hopes that impactful change happens and is sustained.

Healthy Door County 2020 – a taskforce of 10 community stakeholders and in which Ministry is very visible, is working to implement worksite wellness programs and provide access to and education about nutritious food options were deemed avenues to address many of the growing concerns about the county's health.

## Wellness Works

While most people view Door County as a vacation or retirement destination, the day-to-day lifestyle in Door County is anything but relaxing and the health statistics in regard to chronic disease bring this to light: 32% of adults are obese; 24% drink excessively; and 22% are physically inactive ([www.countyhealthrankings.org](http://www.countyhealthrankings.org)). With 63.4% of employers citing lack of resources as a barrier to implementing a comprehensive wellness program, Wellness Works, a partnership between Ministry and the Door County YMCA, wants to ensure that all of our businesses – most of which are characterized as small businesses with fewer than 500 employees – have the resources, tools and support they need to implement a comprehensive wellness program for their employees. With only a handful of businesses displaying progressive ideas when it comes to wellness, Wellness Works aims to engage people in the workforce and create momentum towards all employers in the area recognizing the benefit of a worksite wellness program, leading to the creation of a diverse, sufficient and competent workforce that promotes and protects health.

## The Community's Garden

The Community's Garden is an eight-acre park located across from and on land owned by MDCMC in Sturgeon Bay. Other committed partners in this project are the City of Sturgeon Bay, the UW Extension in Door County, the Door County YMCA and Crossroads at Big Creek. The mission of The Community's Garden is to showcase the connection between a community's well-being and nature. The garden is a laboratory for learning that will provide access to gardening, a place for healing and camaraderie, an opportunity for education, and a way for the community to work together to be good stewards of our land. Benefits of a community garden include: reduces family food budgets; produces nutritious food for use by the hospital for patients and visitors and for area food pantries; provides an environment for education and physical exercise; and preserves green space.

### Door Weigh to Family Health

This is another program that is presented in conjunction with the local YMCA. This program is an educational program for children either currently overweight or at risk for obesity. Elements of the program include nutrition education and physical exercise. The course is taught by MDCMC nutritionists, as well as physical education instructors from the YMCA.

### The Algoma Wellness Center Project

Creating a medical wellness center not only addresses population health, but it also can help a hospital gain a competitive edge. With quality reporting measures including population health measures such as weight, blood pressure, cholesterol and blood glucose, wellness is becoming a core competency. Creating a facility centered on health and wellness came directly from our organization's Must Do, Can't Fail Population-Based Health & Wellness strategy to move the hospital beyond acute care and create more a meaningful impact on the Algoma community.

Throughout the last few months, the Algoma area has been identified as a community with an opportunity to impact health and wellness. Market research was conducted for Algoma and surrounding zipcodes in Fall 2012 as part of an effort for gathering primary data to use in our Community Needs Assessment. The primary health care need identified for the Algoma community through this research was for a health and wellness facility, as none exists. One of our wellness physician champions, Dr. Nate Hayes, transitioned his practice from Sturgeon Bay to Algoma in October 2012 providing us a compelling opportunity to explore and expand our reach and influence in the Algoma area. Local wellness organizations have been approached as possible partners in helping us deliver wellness options to this community. This project is both proactive and defensive in nature as Bellin has announced plans to build a brand new clinic in the community with a wellness center. A business plan is in beginning stages of development.

## 3. Oral Health

Oral health is a component of general health throughout a person's life. As well as health risks posed by oral conditions, some of these conditions can reveal the existence of other ailments of the body. Oral health also has great social impacts. Difficulty chewing or swallowing can affect one's diet or nutrition by limiting food selection and may lead to overall poor nutrition and health.

**Goal:** Increase access to oral health care or prevention for Door County residents and increase awareness of, or education about, oral health issues in Door County.

By year 2016, Door County will have:

- An increase in the number of different fluoride varnish clinics offered to children in Door County to more than four.
- Documented educational presentations or publicity messages that address oral health issues in Door County.
- Initiated a program to provide dental care to underserved adults of Door County.
- Maintained the Ministry Door County Medical Center Dental Clinic.

### Ministry Door County Dental Clinic

The MDCMC Dental Clinic is a non-profit facility that has been providing free oral health care to the youth of Door and Kewaunee Counties since 1999. As the only free dental facility in the area, the clinic is staffed by two general dentists and one volunteer dentist with clinic costs underwritten by MDCMC and grant funding. In total, more than 1,000 children and 100 adults in need were served by the MDCMC Dental Clinic in 2012 alone.

The clinic provides a dental home to a very diverse group of young patients between the ages 2-18 from throughout the region and is connected to many local organizations. The facility receives referrals from the Hispanic Resource Center, Door County Department of Social Services and the Door County Health Department. Although only 1.4 percent of the people residing in Door and Kewaunee counties are Hispanic, nearly 20 percent of all clinic visits come from the area’s large Hispanic population, many of whom speak little or no English. The clinic uses an interpreter from the Hispanic Resource Center or an ESL teacher to assist when there is a language barrier. MDCMC also assists adults in the community who need emergency dental care through resources made available from employees and other donors to its Ministry Fund.

### Ministry Fund for Uninsured Adults

The Ministry Fund has been able to fulfill more than 1,900 requests for assistance and more than \$200,000 has been gifted since the fund was created in 1999. This year alone, the fund has gifted \$16,000 for uninsured adults needing emergency dental care.

## 4. Other Community Initiatives

### Physician Outreach

Providers at MDCMC are very active in the community, serving on numerous boards and participating in many community events. Traditionally, they have been available to speak to organizations and community groups on a variety of topics. The *Physicians for Health* program is in development to provide a more structured method for groups to request a physician and/or other clinical provider to speak at meetings, events or other functions, including the organization’s very successful “Living Room Series” educational seminars held in locations throughout the hospital, highlighting different service lines and physician speakers each month.

### Cancer Support

#### LIVESTRONG

MDCMC partners with the local Y to present LIVESTRONG. Held at the local Y, LIVESTRONG is a small-group exercise and movement program for the adult cancer survivor that empowers the participants to improve their health and quality of life while diminishing the adverse affects of cancer or various cancer treatments. Each 12-week session is comprised of classes that meet for two times a week. All program participants receive a family membership to the YMCA for the session's duration with options to extend membership beyond the end of the program cycle.

**Ministry Door County Medical Center Presents:**

**THE Living Room SERIES**

**JOINT PAIN:**  
Evaluation & Management in 2013

Wednesday, February 20th | 6 - 7pm  
Med/Surg Inpatient Waiting Area, 2nd Floor

**PRESENTATION TO INCLUDE:**

- Evaluation of joint pain
- Conservative and surgical measures including joint replacement
- Expected rehab and outcomes

Your spouse, partner or guest is welcome to attend. The seminar is free and a light meal will be provided. Space is limited, so please register by calling 920.493.5979.

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## Event Organization and Sponsorship

### Arts Events

- *A Celebration of Community* – a free concert/event held at the Door County Auditorium.
- *The Peg Eagan Concert Series* – free outdoor summer concerts sponsored by MDCMC.
- *The Music Heals Winter and Summer Concert Series* – a series of concerts held at local venues and featuring national touring artists. The purpose of these concerts is to raise awareness and funds for The Healing Project, a collaboration with The Community Clinic which provides free health care services to the poor and vulnerable members of our community.
- Arts programming presented by the Peninsula Players of Door County including sponsorship of the Door County Big Read and playwriting seminars for high school students.

### Sporting Events & Sponsorships

- MDCDC sponsors almost every sporting event in the county that gets people up and moving! MDCMC is the lead sponsor for many athletic events that take place in the County including the Door County Triathlon, half marathon, Blossum Run, Running Green for Crossroads Trail Run and Walk, Fall Fifty, as well as other smaller runs and races.
- MDCMC is also the primary funding source for the community walking trail at Southern Door Schools and for trail construction and maintenance at Crossroads at Big Creek.

### Health Fairs

- MDCMC is the primary sponsor for the various health fairs held semi-annually at the YMCA at both its Sturgeon Bay and Fish Creek locations. A health fair is being planned for the residents of Washington Island in May 2013.

## Ministry Door County Health & Wellness Center - Proposed

In order to support local population-based prevention and wellness efforts and align with the Patient Protection and Affordable Care Act, it is recommended that MDCMC purchases the building across the street from its campus on 18<sup>th</sup> Avenue in order to consolidate existing and proposed community benefit programs into one central location as a community-based Ministry Door County Health & Wellness Center.

*Programs that would be home to the Ministry Door County Health & Wellness Center include:*

### Ministry Door County Dental Clinic

The MDCMC Dental Clinic is a non-profit facility that has been providing free oral health care to the youth of Door and Kewaunee counties since 1999. The only free dental facility in the area, the clinic is staffed by two general dentists and one volunteer dentist with clinic costs underwritten by MDCMC and grant funding. In total, more than 1,000 children and 100 adults in need were served by the MDCMC Dental Clinic in 2012 alone.

### Occupational Health & Wellness Clinic

An occupational health and wellness program not only addresses population health, but it also helps a hospital gain a competitive edge by driving primary care visits. With quality reporting metrics including population health measures such as weight, blood pressure, cholesterol and blood glucose, wellness is fast becoming a core competency for businesses. Creating an

occupational health facility centered on wellness will move MDCMC beyond acute care and create more a meaningful impact for the business community and the health of their employees.

#### **Provider Community Outreach & Education**

Providers at MDCMC are very active in the community, serving on numerous boards and participating in many community events. They have traditionally been available to speak to organizations and community groups on a variety of topics. This center would provide a wonderful community setting for our successful “Living Room Series” educational seminars that highlight different service lines and showcase different provider speakers each month, as well as other offerings relating to topics such as diabetes and benefits of nutrition and physical exercise.

#### **Integrative Medicine Department**

Our community is asking MDCMC to provide integrative medicine services not within a clinic, but in a more ‘spa-like’ setting similar to our Women’s Health Center. More and more patients are demanding integrative medicine services as a complement to the regimen of conventional western medicine. Integrative medicine modalities are offered through Dr. Chona Antonio and other affiliated providers, including acupuncture, reflexology, aromatherapy, behavioral sleep therapy, integrative massage, integrative nutrition, meditative yoga and mindfulness-based stress reduction. Outcomes of such therapies include boosting the immune system, supporting self-regulation of pain, managing the side effects of radiation and chemotherapy, and coping with the anxiety and depression that often accompany illness.

#### **Proposed: Mental Health Clinic**

Mental health disorders are an enormous social and economic burden to society by themselves, but are also associated with increases in the risk of physical illness such as smoking, physical inactivity, obesity and substance abuse; factors that can lead to chronic disease, injury and disability. Door County has only one psychiatrist for the entire local population of nearly 30,000 people. The suicide rate in Door County is higher than the state rate (17.3 versus 11.8). MDCMC has an opportunity to address CHNA-identified health care need by developing a mental health clinic as part of its commitment to community mental health and well-being.

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### **Next Step for Priorities**

For each of the priority areas listed above, Ministry Door County Medical Center will work with Door County Public Health Department, school districts and other community partners to:

- Develop a steering committee comprised of MDCMC and community representatives.
- Define the problem being addressed and the goals/objectives for each focus area.
- Determine the target population for each focus area.
- Determine resources, timeframe and monitoring for each focus area.
- Develop an evaluation plan for outcomes for each focus area.
- Engage MDCMC’s Senior Leadership Team, Department Director/Leadership Team and Advisory Board throughout process.
- Continue to build on the programming MDCMC already has in place regarding the three identified health priorities: mental health; food, nutrition and exercise; and oral health.



## Priority Needs Not Being Addressed and the Reasons

At the Community Needs Assessment meeting in October 2011, community members discussed the 12 areas to address outlined in the State of Wisconsin's *Healthiest Wisconsin 2020 Plan*.

The assembled group also reviewed the publication: *Healthiest Wisconsin 2020 Focus Areas*. State and county demographic information, as well as health statistics relevant to these focus areas were shared, discussed and prioritized. In addition, participants discussed available resources and identified the gaps that exist within our community, as well as the barriers to addressing each of the focus areas.

From these 12 focus areas and based on the information provided, assessment participants narrowed the health needs to the top three areas on which to focus their efforts over the next three to five years: mental health; food, nutrition and exercise; and oral health.

MDCMC is addressing each of these three priority needs through existing and planned programming and services and by continued participation as part of Pioneering Healthier Communities and Door County Public Health Department committees.

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## Approval

The Ministry Door County Medical Center Board of Directors, which includes representatives from Door County and the surrounding community, will annually review the prior fiscal year's Community Benefit Report and approve the Community Benefit Implementation Strategy for addressing priorities identified in the most recent Community Assessment and other plans for community benefit. This report was prepared for the May 2013 meeting of the Board of Directors.

Ministry Door County Medical Center Board of Directors Approval:

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*By Name and Title*

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*Date*