



BLACK RIVER MEMORIAL HOSPITAL

COMMUNITY HEALTH IMPROVEMENT PLAN



2023 - 2025



INTRODUCTION

Primary Service Area: Black River Falls (Includes Brockway Township)

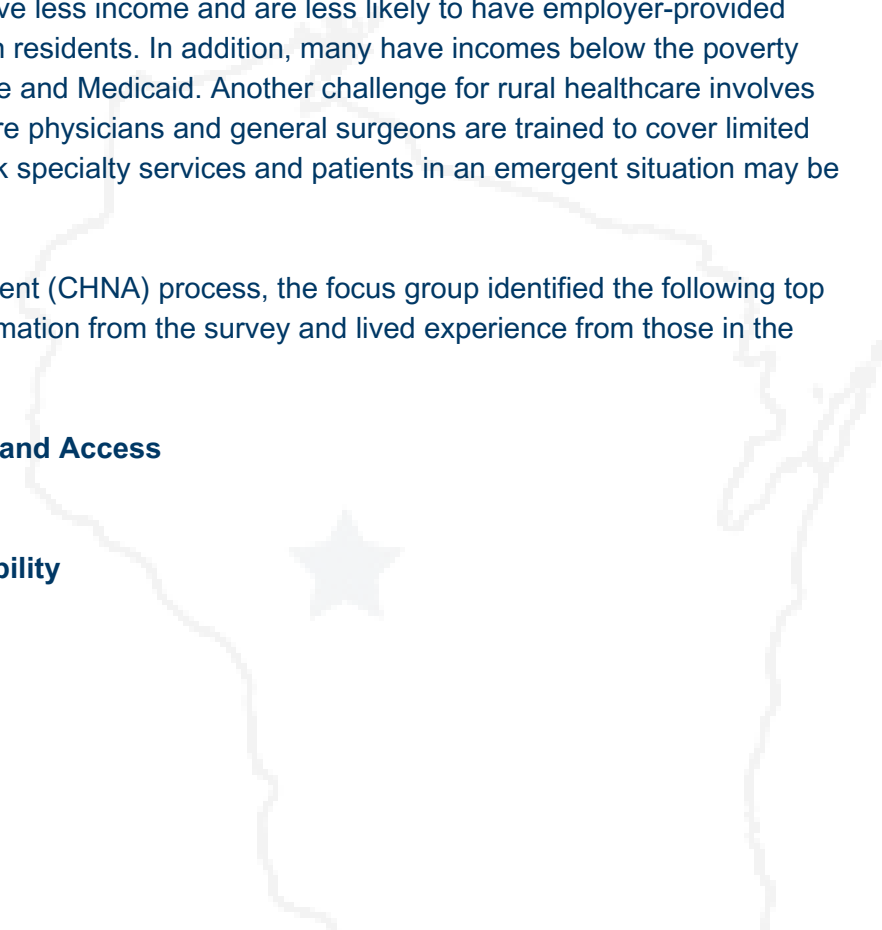
Secondary Service Areas: Alma Center, Merrilan, Hixton, Millston, Taylor, and Melrose.

Black River Memorial Hospital (BRMH) is a not-for-profit 25-bed Critical Access Hospital in west-central Wisconsin offering the best in patient care since 1968. Key services available include emergency care, inpatient services, an infusion center, a pain clinic, physical medicine and rehabilitation, obstetrics, transitional care, surgical services, respiratory care, a wound care center, and a clinic with behavioral health, home and primary care services. BRMH is one of the area's largest employers, employing over 360 staff and providers in addition to visiting specialists in more than 20 specialties.

Being a rural hospital, the rural residents tend to have less income and are less likely to have employer-provided healthcare or prescription drug coverage than urban residents. In addition, many have incomes below the poverty level, and nearly half of the patients are on Medicare and Medicaid. Another challenge for rural healthcare involves the primary healthcare services offered. Primary care physicians and general surgeons are trained to cover limited conditions. As a result, patients may migrate to seek specialty services and patients in an emergent situation may be transferred for additional care.

Throughout the Community Health Needs Assessment (CHNA) process, the focus group identified the following top 12 health needs for Jackson County based on information from the survey and lived experience from those in the focus groups.

- 1. Family and Community Resource Awareness and Access**
- 2. Mental Health – Suicide and Self-Harm**
- 3. Mental Health – Access**
- 4. Healthcare – Access, Availability and Affordability**
- 5. Housing**
- 6. Poverty, Low Income, ALICE**
- 7. Drug, Alcohol, Tobacco Use**
- 8. Obesity, Diabetes, Chronic Disease**
- 9. Strong Workforce**
- 10. Long-Term Care**
- 11. Transportation**
- 12. Food Security**



As the only hospital in Jackson County, BRMH leadership and members of the BRMH Community Health Improvement Plan (CHIP) work team decided to focus on the following health needs based on the list above.

- 1. Mental Health – Suicide and Self-Harm**
- 2. Mental Health – Access**
- 3. Healthcare – Access, Availability and Affordability**

Other members of the collaborative group including Jackson County Health and Human Services, Jackson County Public Health and Jackson County Servant-Led Community will be focusing on other health needs on the list that best aligns with the unique service they provide to our community. The 2022 CHNA and 2023-2025 Community CHIP was approved by the Black River Memorial Hospital Board of Directors on April 25th, 2023. Copies are available on our website - brmh.net - or a printed version can be provided upon request.

MISSION

Helping to improve your life...
through compassionate, community-based care

VISION

To advance a healthier community...
by providing excellent care, close to home

VALUES

Compassion
Respect
Excellence
Integrity
Collaboration
Growth



MENTAL HEALTH SUICIDE AND SELF-HARM

ANTICIPATED IMPACT

Decrease the number of patients using the Emergency Department for suicide and self-harm concerns. Continue to provide educational support and information while maintaining a strong presence in the community to help reduce suicide and self-harm rates.

RESOURCES COMMITTED

Black River Memorial Hospital and Black River Healthcare Clinic

COMMUNITY PARTNERS

Local School Districts (Black River Falls, Alma-Center, Melrose-Mindoro), Jackson County Health and Human Services

GOAL ONE

Deliver compassionate, high-quality emergency care during times of a mental health crisis

TACTICS

- Continue to offer emergent behavioral health services on demand via telehealth within our emergency department during times of crisis, including connecting patients with inpatient psychiatry care if necessary
- Enhance our referral process that ensures a patient presenting in the emergency department during a mental health crisis has proper follow up with an appropriate provider - increasing the chances for earlier intervention in the future
- Discuss local offerings and provide patients with resources as part of their emergency visit to help reduce the risk of patients needing emergency care in the future

GOAL TWO

Help to develop and increase participation in local educational opportunities and campaigns aimed to bring awareness to suicide and self-harm

TACTICS

- Support local events through guest speakers, monetary contributions, in-kind donations, and brochures about service offerings to help increase attendance and the overall impact of the event
- Promote the download and utilization of our guided mental health journal available on our website
- Create and distribute content through our Momentum magazine, online blog and social media channels aimed to increase awareness of suicide and asking for help



MENTAL HEALTH ACCESS

ANTICIPATED IMPACT

Increase the efficiency, capacity and awareness of our mental health services to ensure those struggling with a mental health condition in our community can get the care they need and deserve.

RESOURCES COMMITTED

Black River Memorial Hospital and Black River Healthcare Clinic

COMMUNITY PARTNERS

Telehealth Partnerships, Strategic Regional Partners, Local School Districts (Black River Falls, Alma-Center, Melrose-Mindoro)

GOAL ONE

Increase the efficiency of care across all behavioral health service offerings by optimizing operations, expanding services and aligning services to identified patient needs

TACTICS

- Align and expand telehealth offerings for behavioral health patients
- Recruit a high-quality behavioral health provider with specializations beyond what is currently offered to patients
- Continually optimize provider schedules to ensure patients can be seen in a timely fashion

GOAL TWO

Develop strategic partnerships with local entities centered around the goal of delivering high-quality behavioral health services to underserved populations

TACTICS

- In collaboration with area school districts, explore the feasibility of launching a school-based mental health program
- Continue to offer emergent behavioral health services on demand via telehealth within our emergency department during times of crisis, including connecting patients with inpatient psychiatry care if necessary
- Continue to enhance and promote our financial assistance program through one-on-one conversations with patients and other external communications tools to help ensure finances are not a barrier to receiving necessary mental health services



HEALTHCARE

ACCESS, AVAILABILITY AND AFFORDABILITY

ANTICIPATED IMPACT

Continue to identify and close the gaps in access and availability of necessary local healthcare services while also increasing the affordability of local care

RESOURCES COMMITTED

Black River Memorial Hospital and Black River Healthcare Clinic

COMMUNITY PARTNERS

Local Primary Care Facilities, Telehealth Providers and Specialty Provider Networks

GOAL ONE

Increase the efficiency of the delivery of care across every service line offered at BRMH

TACTICS

- Identify and address opportunities to increase efficiency and patient-centeredness in all service lines
- Redesign the Homecare and Hospice service lines into a sustainable, patient-centered service under the Black River Healthcare Clinic
- Align and expand telehealth offerings to meet community needs in order to increase access to specialty services
- Develop strategic partnerships with regional facilities to help keep high-quality healthcare local
- Enhance our referral process that ensures a patient presenting in the emergency department has proper follow up with an appropriate provider
- In collaboration with area school districts, explore the feasibility of launching a school-based mental health program

GOAL TWO

Increase the affordability of high-quality, local care by being a good steward of local resources and capturing more external funding opportunities

TACTICS

- Launch a donor-centered foundation with a focus on securing state and federal grants to help fund the delivery of critical service lines and value-added experiences for patients and their loved ones
- Enhance the organization's participation in the federal 340b drug pricing program to continually increase the access and affordability of comprehensive healthcare services to the community
- Increase the affordability and long-term access of local healthcare by implementing various sustainable energy initiatives across our facilities to help reduce operational expenses and contribute to the responsible stewardship of local resources