



HSN Priority List for CHNA 2025
Identified Priorities/Goals and Strategies for 2025-2028

Identified Priority # 1: Prenatal Care

- **Goal:** *Decrease the number of women who receive inadequate prenatal care from 11.1 to 8.0 for the next 3-year period (2025-2028).*

Strategies:

1. *Strengthen Outreach & Education*
 - a. *Launch a community prenatal care awareness campaign*
 - b. *Provide educational materials in clinics, schools, libraries, and online*
 - c. *Develop targeted messaging for young and low-education-level mothers*
2. *Collaborate with Great Start Collaborative*
 - a. *Integrate hospital efforts with existing community programs*
 - b. *Refer patients between systems for wraparound support*
 - c. *Share data and best practices to identify service gaps*
3. *Provide Support Services for At-Risk Moms*
 - a. *Offer GED program referrals and childcare resources*
 - b. *Create prenatal care “starter kits” (nutrition guides, appointment calendars, transportation info)*
 - c. *Assign case managers to help schedule and follow-up*
4. *Reduce Transportation and Scheduling Barriers*
 - a. *Provide information about transportation assistance for appointments*
 - b. *Offer flexible scheduling, including evenings/weekends where possible*

Identified Priority #2: Vaping

- **Goal:** *Develop a Vaping Educational Campaign to provide information on the effects and dangers associated with Vaping*

Strategies:

1. *Expand Education to Include Vaping Risks*
 - a. *Update existing smoking cessation materials to include vaping content*
 - b. *Train staff to discuss vaping risks during clinical visits*
 - c. *Distribute vaping-specific educational brochures in schools and clinics*
2. *Launch Youth-Focused Prevention Campaigns*
 - a. *Develop social media and school-based campaigns targeting middle and high school students*

- b. *Host assemblies or peer-led forums discussing vaping dangers*
 - c. *Use real testimonials from former users or health professionals*
- 3. *Track and Share Local Data Trends*
 - a. *Monitor local vaping trends through surveys and provider reports*
 - b. *Share results with schools, clinics, and media to raise awareness*
- 4. *Promote Cessation Programs for Youth and Adults*
 - a. *Offer vaping-specific cessation support groups or referrals*
 - b. *Promote state/national quit line resources tailored to e-cigarette users*
 - c. *Integrate support into primary care visits*

Identified Priority #3: Expansion of the use of Telehealth services

- **Goal: Increase awareness of telehealth options. Increase community knowledge of telehealth services; increasing the use of Telehealth services by 15% for the period 2025-2028**

Strategies:

- 1. *Launch Community Telehealth Awareness Campaign*
 - a. *Create flyers, social media posts, and website updates explaining telehealth services*
 - b. *Highlight common telehealth visit types (e.g., follow-ups, mental health, urgent care)*
 - c. *Include information in discharge packets and clinic visits*
- 2. *Improve Telehealth Literacy*
 - a. *Offer free “How to Use Telehealth” workshops at libraries, clinics, and senior centers*
 - b. *Develop easy-to-follow guides and video tutorials*
 - c. *Provide 1-on-1 tech coaching during clinic visits*

Identified Priority #4: Women’s Health/Pap Tests/Mammograms

- **Goal: Increase the number of residents that get a Mammogram from 70.1 to 73 on The Michigan Behavioral Risk Factor Survey for the period 2025-2028.**

Strategies:

- 1. *Increase Community Awareness*
 - a. *Launch a women’s health awareness campaign (flyers, local media, social media)*
 - b. *Promote National Cervical Cancer Awareness Month (January)*
 - c. *Include Pap test reminders in patient portal messages*
- 2. *Host Accessible Screening Events*
 - a. *Organize free or low-cost Pap test days in collaboration with community centers*
 - b. *Offer mobile screening clinics in rural areas*
 - c. *Partner with employers for workplace health screening events*
- 3. *Reduce Barriers to Access*
 - a. *Provide transportation information/resources for screening appointments*
 - b. *Offer extended hours and weekend availability for working women*
 - c. *Provide care navigation for uninsured or underinsured women*
- 4. *Educate Providers to Encourage Screenings*

- a. *Implement provider scripts for discussing women's preventive care*
- b. *Integrate automatic Pap test reminders into electronic health records*
- c. *Encourage OB/GYNs and PCPs to flag overdue patients*
- d. *Provide educational Materials to all hospital clinics as well as the St. Peters Free Clinic in Hillsdale.*

Identified Priority #5: Specialty Care/Specialists

- o **Goal:** Increase Availability of Specialty Care in Hillsdale; including Oncology, Neurology, Podiatry and Infertility Specialists

Strategies:

1. *Recruit Needed Specialists*
 - a. *Launch a targeted recruitment campaign for neurologists and other high-demand specialists*
 - b. *Offer competitive incentives (loan repayment, relocation packages)*
 - c. *Attend national and regional specialty job fairs*
2. *Expand Tele- Specialty Services*
 - a. *Implement or expand telehealth partnerships for neurology and other underserved specialties*
 - b. *Train staff to assist patients with tele-specialty consults*
 - c. *Promote tele-specialist access through marketing and referral networks*

Identified Priority #6: Outreach & Communications

- o **Goal:** Increase the utilization of electronic messaging system with patient portals to advertise Community and Evidence-Based Programs for the period 2025-2028

Strategies:

1. *Patient Portal Messaging*
 - a. *Send monthly electronic messages about upcoming screenings and programs*
 - b. *Target messages based on age and gender (e.g., Pap test reminders for women 21–65)*
 - c. *Include info about local events and wellness tips*
2. *Promote Women's Health Through Multi Channel Outreach*
 - a. *Create women's health info packets (Pap, mammograms, menopause, etc.)*
 - b. *Share information through flyers, social media, and waiting room screens*
 - c. *Highlight patient stories or testimonials to personalize the message*
3. *Educate About Transportation Assistance*
 - a. *Add transportation FAQs to appointment reminder texts/emails*
 - b. *Train front desk staff to mention transportation options when scheduling*
4. *Highlight Evidence-Based Community Programs*
 - a. *Advertise programs like diabetes prevention, parenting classes, and wellness workshops*
 - b. *Feature events in the hospital newsletter, community boards, and church bulletins*
 - c. *Collaborate with local organizations for cross-promotion*
 - d. *Create/ Use social media platforms to promote programs (ie: information and how to sign up)*

Identified Priority #7: Expand Mental Health Capacity, including additional Tele-health offerings

- **Goal:** Mental Health – expand OP mental health offerings by 15% - ; increasing access to telehealth as appropriate, for the period 2025-2028

Strategies:

1. *Expand Outpatient Mental Health Capacity*
 - a. *Expand clinic hours to include evenings/weekends*
2. *Scale Tele- Mental Health Services*
 - a. *Launch or expand virtual therapy and psychiatry appointments*
 - b. *Train staff and patients on how to access and use tele-mental health*
 - c. *Ensure HIPAA-compliant platforms are user-friendly and mobile-accessible*
3. *Outreach & Mental Health Awareness*
 - a. *Run a “Mental Health is Health” public education campaign*
 - b. *Host community events and webinars during Mental Health Awareness Month (May)*
4. *Connect Patients to Services Through Referrals*
 - a. *Integrate behavioral health screenings in primary care*
 - b. *Train providers to recognize and refer patients to in-house or partnered services*
 - c. *Create a mental health services referral guide for staff and patients*