

The Community Needs Assessment was performed by Healthy Acadia
utilizing a multifunctional group and broad cross representation of our community.

Healthy Acadia	
HA Strategy #1	
How can we ensure that all community members have access to affordable high quality health care?	
	HA Goal 1 of Strategy #1
Accessibility	Increase awareness of health care resources
Excellence	Increase awareness of health care resources
Excellence	Increase awareness of health care resources
Integration	Increase awareness of health care resources
Integration	Increase awareness of health care resources
Integration	Increase awareness of health care resources
Recognition	Increase awareness of health care resources
Recognition	Increase awareness of health care resources
Recognition	Increase awareness of health care resources
Viability	Increase awareness of health care resources
	Overcome obstacles to accessing resources
Viability	Increase awareness of health care resources
	HA Goal 2 of Strategy #1
Accessibility	Make health care more affordable
Excellence	Make health care more affordable
Viability	Make health care more affordable
	HA Goal 3 of Strategy #1
Accessibility	Overcome obstacles to accessing resources
Excellence	Overcome obstacles to accessing resources
Integration	Overcome obstacles to accessing resources
Recognition	Overcome obstacles to accessing resources
Recognition	Overcome obstacles to accessing resources
Viability	Overcome obstacles to accessing resources
Viability	Overcome obstacles to accessing resources
HA Strategy #2	
How can we ensure that all community members have access to healthy affordable food?	
	HA Goal 1 of Strategy #2
	HA Goal 2 of Strategy #2
	HA Goal 3 of Strategy #2
HA Strategy #3	
How can we increase physical activity and health transportation in our region?	
	HA Goal 1 of Strategy #3
	HA Goal 2 of Strategy #3
HA Strategy #4	
How can we reduce and prevent substance abuse in our community?	
	HA Goal 1 of Strategy #4
Accessibility	Create more opportunities for people to get the support they need to free themselves from addiction
Accessibility	Create more opportunities for people to get the support they need to free themselves from addiction
	HA Goal 2 of Strategy #4
HA Strategy #5	
How can we ensure that children and youth in our region have the best opportunities to grow and thrive?	
	HA Goal 1 of Strategy #5
Accessibility	Improve opportunities for children and youth to engage in healthy activities
Excellence	Improve opportunities for children and youth to engage in healthy activities
	HA Goal 2 of Strategy #5
HA Strategy #6	
How can we promote health aging for all members of our community?	
	Goal 1 of Strategy #6
	Goal 2 of Strategy #6
HA Strategy #7	
How do we build an environment that is healthy, free from toxins and protected for current and future generations?	
	HA Goal 1 of Strategy #7
	HA Goal 2 of Strategy #7
	HA Goal 3 of Strategy #7
HA Strategy #8	
How can we increase economic opportunities and decrease economic disparities in our region?	
	HA Goal 1 of Strategy #8
	HA Goal 2 of Strategy #8
Excellence	Improve opportunities for workers

Mount Desert Island Hospital and Birch Bay Retirement Village						
MDIH Strategic Goal	Strategic Initiative	Strategic Initiative	Strategic Initiative	Strategic Initiative	Strategic Initiative	Operational
Expand Employer Relationships	Continue to maximize relationships with JAX using Care Management and ACO Models	Work with local year round and seasonal employers to coordinate care and outcomes using a one practice solution	Offer educational series to employers/community ongoing addressing specific needs from public or providers	Explore services for Oral Health and Pain Practitioner	Construct New Women's Health Center	
Expand the programs addressing treatment needs of people with chronic conditions including diabetes	Further develop the Community Care Team Model to additional practices	Offer comprehensive screening for diabetes to residents in our service area				
Fortify and build on services that MDIH and BBRV do well	Pain Management and- Acute pain	Women's Health-Bone Density Increase services, purchase of a Dexa Screening Machine	Expand availability of alternative therapy intervention - Massage, Reiki and Hypnotherapy	Expand UPENN Nursing Program- National Presentations and Demonstrations	Expand MDI/UPENN Summer Programs: Emergency Medicine and Behavioral Health	
Make Clinical Information more accessible to clinicians	Provide data from integrated systems for providers to access necessary clinical data through easy to use portals and systems- Maine HealthInfoNet	Implement Emergency Department electronic medical record information system: select vendor produce project timeline				
Build effective communication plans to support seamless integration of our Medical Home (staff/community)	Ensure needed information is available to identify needed data elements: Identify the key participants Test flow of information	Develop a comprehensive Patient Portal- Establish Community Advisory Group Design a patient driven communication plan-utilizing key element stakeholders Provide patient portal access to appropriate data				
Provide more continuity of inpatient care	Continue to explore Hospitalist scheduling opportunities to provide the maximum contact with both ongoing patients and their providers	Explore continuity options with Surgeons for medical assistance from the Hospitalist program				
Get our message out more effectively- advertise our accomplishments both internally and externally	Initiate monthly internal blog from CEO	Develop a comprehensive directory of available services- promote these services through: Waiting room kiosks, on hold messages on phones, menu/hard copies in waiting areas, patient portals, Internal TV	Develop a plan to best use social media to promote our services and offer networking information to users	Promote services through media team efforts and accomplishments		
Identify our unique attributes (what is unique to us? Describe from patient point of view and deliver consistently)	Develop an electronic questionnaire for input on what are the organization's key attributes	Form a Community Advisory Group to discuss what they think are our key attributes	Develop attribute brochure for front-line employees to distribute to patients/clients	Develop a reward system to employees who promote our unique attributes	Create a story core using Caught Ya' Awards and other sources	
Assist our providers in being recognized in the community	Put together focus groups of providers to determine their message	Select and feature a "Provider of the Month", distribute this using local media sources as a featured materials, promote providers to provide education to community based on focus group, notify medical staff of community events/activities and promote attendance and participation to staff	Encourage provider/non-providers to increase contact with community at a minimum of three (3) events during the course of a year.			
Cultivate and grow our donor base	Provide training for Board Members, Medical Staff and Management Team to hone their cultivation skills.	Develop our Annual Fund plan to maximize each constituency group including seasonal residents	Develop a Grateful Patient Program	Complete the Women's Health Center Campaign		
>>Expand employer relationships (work with local and seasonal employers to coordinate care and outcomes using a one practice solution) >>Offer education series to employers/community ongoing to address specific needs from public or providers	>>Adopt our model for care and Develop "one" MDIH Organization Patient Centered Medical Home->Enhance and grow the COT and HRSA Grants >>Expand programs addressing treatment for people with Diabetes >>Establish transition of care taskforce >>Continue to grow the UPENN Collaboration to assist in promoting and increasing utilization of telemedicine.	>>Build effective communication plans to support seamless integration of our Medical Home (Staff/Community) >> Patient Portal to access information about services or patient information	>>Identify unique attributes- Describe from patient point of view and deliver consistently services needed. >>Encourage providers to increase contact with community to help build awareness of health care resources and how to obtain them.		>>Review current services in the Community Care Team to expand the model to cover and assist uninsured and/or underinsured high users of the system through a patient screening model to coordinate care and remove barriers to care.	Implement and connect NETC to better serve the region with Telemedicine -> Participate in regional groups addressing this issue (e.g. Transportation Access Team - working on overcoming the obstacle of lack of transportation, convened by Healthy Acadia)
Explore offering services that patients, families, and overall community leave the island for now	Question practitioners to determine referrals off island for services not offered by MDIH	Determine the necessity of adding service lines to our existing services	Look into Cosmetic Dermatology			
MDIH Strategic Goal	Strategic Initiative	Strategic Initiative	Strategic Initiative	Strategic Initiative	Strategic Initiative	Operational
Expand employer relationships	Continue to maximize relationships with The Jackson Laboratory using Care Management and ACO Models	Work with local seasonal employers to coordinate care and outcomes using a one practice solution	Offer educational series to employers and community members which addresses specific needs from public and providers			
Promote Lean, Efficient and safe processes	Engage a Productivity Management Consultant to review processes	Implement LEAN Process	Concentrate on one topics at the Health Center - Efficiency Committee Staff meetings that will help reduce costs			
Explore alternative patient management strategies for uninsured	Develop and cultivate a partnership with the DHHS to deliver care to the uninsured and underinsured	Analyze patient utilization by service location (ED,IP,PT,Clinics)	Identify high frequency users of service locations	Access high frequency users needs and manage these needs by condition, financial status then align them with Care Management	Review policies for free and reduced care qualifications to remove barriers to these options.	
MDIH Strategic Goal	Strategic Initiative	Strategic Initiative	Strategic Initiative	Strategic Initiative	Operational	Operational
Address Short Term Facility Concerns	Emergency Department flow- redesign of triage flow and waiting area.	Signage- Develop standard signage for exterior and interior service areas				
Adopt our model for care and develop "one" MDIH Organization Patient Centered Medical Home.	Define elements/attributes of our Medical Home Model	Establish a stake holder group, which will develop the issue draft containing the proposed elements and attributes of the Medical Home Model to be presented to the Board of Trustees				
Build effective communication plans to support seamless integration of our Medical Home (staff/community)	Ensure needed information is available to identify needed data elements: Identify the key participants Test flow of information	Develop a Patient Portal with appropriate data designed with the help of practitioner and community				
Get our message out more effectively- advertise our accomplishments both internally and externally	Develop a comprehensive directory of services available	Develop a Patient Portal with appropriate data designed with the help of practitioner and community				
Assist our providers in being recognized in the community	Develop of focus group of providers to determine their message	Select and feature a "Provider of the Month", distribute this using local media sources as a featured materials, promote providers to provide education to community based on focus group, notify medical staff of community events/activities and promote attendance	Encourage provider/non-providers to increase contact with community at a minimum of three (3) events during the course of a year.			
Ensure available resources and systems to support PCMH chosen	Develop strategic outline of the goals, outcomes and deliverable of the Medical Home Model	Measure the financial capacity needed to support the staffing models and infrastructure to develop the Medical Home Model	Prioritize the timeline of the phases for achieving the Medical Home Model goals as aligned with funding			
Remove barriers in order to prevent leakage / referrals elsewhere	Identify database(s) to obtain referral information to determine service patterns	Implement tracking and/or research code methodology for trending and analytics	Determine internal education plan for marketing services provided by MDIH to provider based clinics to better serve the patient population	Work collaboratively with service departments to develop an education plan for providers and community about the services offered, look at referral data to identify low referrals		
MDIH Strategic Goal	Operational					
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MDIH Strategic Goal						
MDIH Strategic Goal	Operational	Operational	Operational	Operational	Operational	Operational
Continue to expand access to oral health.	Develop business model to support the creation of a dental clinic located in SWH	Explore grant/other opportunities to fund the program	Complete the Capital Campaign			
Further develop Childhood Wellness Programs	Utilize MDIH Physical Therapist to help promote healthy activities for "high risk" children.	Initiate program at Community Health Center developing individualized progressive exercise program for each patient to strengthen and increase exercise tolerance.				
MDIH Strategic Goal						
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MDIH Strategic Goal	Strategic Initiative	Operational	Operational	Operational		
Fortify and build on services that we do well, expand programs such as the UPENN collaboration, inviting businesses and affiliates to learn from these innovate models that may engage new business opportunities and entrepreneurial ideas						