



Community Health Needs Assessment
2025 Implementation Plan



ORGANIZATION MISSION

The mission of Freeman Regional Health Services (FRHS) is to provide high quality and compassionate care for all ages to positively impact the lives, health and wellness of our patients, residents, employee, and communities. FRHS is committed to maintaining access to health care close to home for all people, regardless of ability to pay. FRHS utilizes a charity care program for individuals that are unable to pay for health care services.

COMMUNITY SERVED

The FRHS service area covers portions of three counties (Hutchinson, Turner, and McCook) and four rural communities. The four rural communities include: Freeman and Menno located in Hutchinson County; Bridgewater located in McCook County; and Marion location in Turner County. This report represents all residents of Hutchinson, Turner and McCook Counties and does not intentionally exclude medically underserved, low income, or minority populations. For this assessment, the community is defined as Hutchinson, Turner, and McCook Counties. The service area for FRHS is largely rural in nature, with limited ethnic diversity outside of a growing Spanish population.

METHODOLOGY

FRHS utilized multiple methods to engage the community, ensuring a broad representation of perspectives.

- Focus groups: Two focus groups were held on May 15, 2025, with seventeen attendees total.
- Survey Deployment: A community survey was created through District III from May 21, 2025, through June 9, 2025, with eighty-four respondents. The survey was promoted on Facebook, the hospital intranet, staff emails, local newspapers and through local church bulletins.

IMPLEMENTATION STRATEGY PROCESS

The assessment began with the gathering of primary data for the FRHS service area. To ensure accurate input and representation from the service area, primary data collection included engagement of local community members, which represented a broad spectrum of organizations, places, and members of the community. Key community leaders were invited to focus groups at the hospital in May. Those invited were members of the Freeman Ministerium, leadership of food pantries in Freeman and Bridgewater, school administrators, newspaper publishers, counselors who serve our area, patients from different generations, parents, city administrators, community health nurse, local realtors, and members of other local organizations. Those able to attend the focus groups included two pastors, newspaper editor, FRHS board member, local counselor, private school parent, recent high school graduate/young mom, food pantry leadership, public school counselor, community health nurse, Freeman city administration, and the mayor of Freeman. A survey was conducted online in June for input from the general public.

CRITERIA AND PRIORITIZATION PROCESS

After completing the CHNA, FRHS leadership evaluated all identified health needs using defined criteria, including magnitude and seriousness of the need, alignment with FRHS's mission and services, feasibility given available resources, and the potential for measurable community impact. Needs were prioritized based on FRHS's ability to address them directly or through collaboration without duplicating existing community services. The prioritized needs were incorporated into FRHS's strategic plan and Implementation Strategy and were reviewed and approved by the FRHS Board of Trustees.

HEALTH NEEDS IDENTIFIED IN CHNA

Identified health needs through the data gathering process were placed into six broad categories and the above criteria and prioritization process was used to choose focus areas.

1. OB Care and Pediatric Services – years ago, FRHS discontinued delivering babies which is mentioned often in surveys. We need to continue promoting the OB care provided monthly by a visiting specialist and the care we provide from birth through adulthood. All services but delivery are available conveniently at FRHS.
2. Health Education & Resources – health education was requested for adolescents, on disease prevention, fall prevention, facts about diseases and disorders and conditions. In addition, domestic and substance abuse resources are needed.
3. Behavioral Health – this is a significant concern, particularly among students and younger residents. Respondents identified a lack of clarity around mental health resources available at FRHS.
4. Child Care – the availability, quality and cost of childcare is an ongoing concern. While we have worked with the local daycare to submit grants and fundraise, this continues to be a pressing need for our community that impacts families, filling job vacancies and bringing new families to our community. The lack of an after-school program is also a concern.
5. Volunteerism - Residents lamented the decline of civic engagement and volunteerism, noting that shifts toward technology and time constraints had reduced participation. This is also a concern for our FRHS Auxiliary, who has very few members who volunteer to support the work of the hospital. Volunteers at our nursing home are also low.
6. Community access to exercise opportunities – resources to maintain a healthy lifestyle including a proactive health culture. Our community is concerned with bike/walking paths and would like expanded offering for low-impact wellness activities, exercise classes, indoor exercise options.

PROMOTE HEALTH AND WELLNESS

1. **Goal** - Promote health and wellness resources online, at our facilities and through services.
2. **Plan**
 - Assess current resources available to the public.
 - Talk with staff and providers to identify area's more resources would be beneficial while including these areas identified in the survey: adolescent, disease prevention, general disease and disorder information and domestic and substance abuse.
 - Research how other facilities are displaying print materials and sharing the information online for easy access by our patients.
 - Plan educational programs and screenings for targeted groups Ex. Fall prevention focused on elderly population.
 - Promote available mental health resources via our licensed providers or outside sources like Lewis and Clark Behavioral and Wellspring.
 - Enhance promotion of prenatal, postpartum, and well-child services offered by our primary care providers and the visiting OB-GYN who serves FRHS monthly.
3. **Resources to achieve goal** - Staff time to discuss areas of need, marketing resources to create or locate materials and update website. Community health nurse's time to plan and facility educational programs.
4. **Anticipated Impact** - Increased awareness and early recognition of abuse, illness, and health conditions empowering patients to seek help sooner. Greater access to information and reduced stigma around sensitive topics and normalizing conversation through availability of resources.

FOSTER AND PROMOTE COMMUNITY OUTREACH AND VOLUNTEERISM

1. **Goal** - Convey to our team the importance of community outreach and the value FRHS and its employees bring to the communities we serve. Promote community outreach and volunteerism.
2. **Plan** -
 - Engage in outreach that supports our communities and identify needs as they arise.
 - Emphasize the importance of community engagement to employees
 - Seek out opportunities for staff participation in activities that benefit the community.
 - Collaborate with community partners—such as the Freeman Ministerium, Bethany Food Pantry, Freeman Community Development, and local schools—to offer support and strengthen community resources.
 - Encourage volunteerism - Create a recognition program to show appreciation for volunteer efforts.
3. **Resources to achieve goal** - Staff volunteer time with the possibility of a volunteer program being implemented to compensate staff for a portion of their volunteer

hours. Leader flexibility to allow for volunteering. Marketing time to create materials and structure for program.

4. **Anticipated Impact** – Stronger community relationships and trust, better understanding of community needs by our staff, and increased collaboration with local organizations. Create a sense of belonging for our staff that may not be local.

POSITION FRHS TO MEET THE CHANGING NEEDS OF THE SURROUNDING POPULATION

1. **Goal** – Provide services aimed directly at meeting the changing needs of the communities we serve.
2. **Plan** –
 - Continue using and reviewing patient and resident satisfaction surveys to ensure we are meeting their needs and expectations.
 - Maintain ongoing facility updates and renovations to ensure the environment aligns with the evolving needs and expectations of patients and residents.
 - Continue facility planning for a new healthcare campus that supports the health and wellness of all generations in our communities.
 - Assess opportunities to meet the needs of our expanding elderly population by strengthening home health services and adapting independent living facilities to accommodate assisted-living–level care.
3. **Resources to achieve goal** – Leadership time to review surveys monthly, facilities resources for making updates and renovations, leadership, and board resources for planning of new facility.
4. **Anticipated Impact** – Improved patient and resident satisfaction, enhanced experiences at FRHS for patients, better support of our aging population and long-term sustainability of our organization.

ADDRESS ISSUES RELATING TO WORK FORCE SHORTAGES AND ACCESS TO QUALITY DAYCARE AND AFTERSCHOOL PROGRAMS

1. **Goal** – Finding resources required to staff the various departments of the hospital, clinic, nursing home, and assisted living.
2. **Plan** –
 - Recruit and employ quality providers and healthcare professionals who are competent and compassionate to meet the health care needs of those within our service area.
 - Work with local schools to promote an interest in healthcare careers through our Apprenticeship CNA program.
 - Utilize social media to promote FRHS to the public as an excellent place to work and to receive services.
 - Attend community related activities that attract people to the community such as career fairs and vendor fairs to promote FRHS.

- Collaborate with the local community to promote quality daycare, afterschool programs, and affordable housing to support families moving to, and working in, Freeman.
3. **Resources to achieve goal** – Recruiter services, marketing, and/or leadership support for events.
 4. **Anticipated Impact** – Strong local healthcare workforce pipeline, increased recruitment and retention, economic and community growth, and long-term sustainability of our local healthcare services.

Approval

By signing below, the officer of the Freeman Regional Health Services Board of Advisors swears that the Board of Advisors has, at its _____, meeting, reviewed and approved the Implementation Strategy.

Signed

Printed Name and Title