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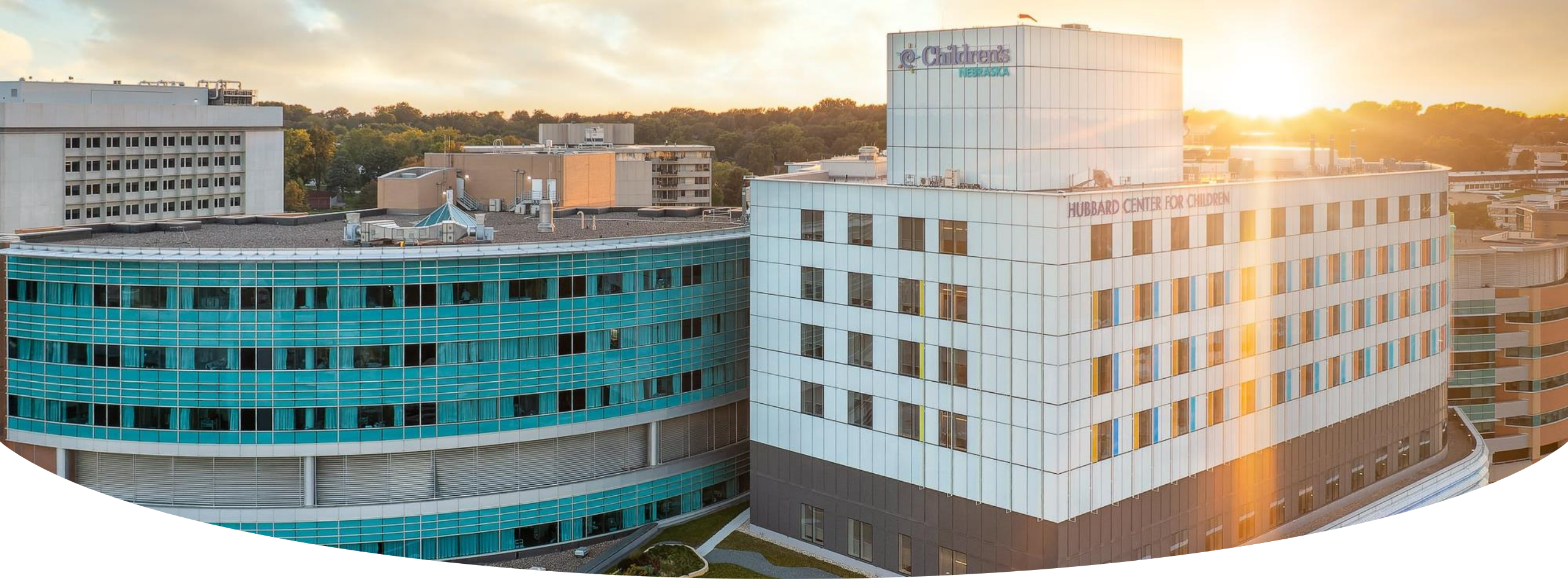
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Leveraging the CHNA to Drive Strategic Workforce and Community Investments

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York General

NHA | NEBRASKA HOSPITALS



Turning Child Health Data into Action and Impact

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Children's NEBRASKA

Disclosures

Consultant/ Speakers bureaus	No Disclosures
Research funding	No Disclosures
Stock ownership/Corporate boards-employment	No Disclosures
Off-label uses	No Disclosures

THE FACTS

ALL INFORMATION BASED ON 2025 DATA

Children's NEBRASKA

CHILDREN'S NEBRASKA, based in Omaha, Neb., is a 279-bed nonprofit organization caring for children since 1948. Children's is the only full-service pediatric specialty health center in Nebraska providing care in more than 50 pediatric specialties, as well as primary care. Patients are referred from throughout the five-state region and beyond for the treatment of complex childhood diseases. At Children's, no child in need of medical care is ever turned away due to inability to pay.



MISSION:

TO IMPROVE THE LIFE OF EVERY CHILD

through exceptional Care, Advocacy, Research and Education

VALUES:

INNOVATION
COLLABORATION
ACCOUNTABILITY
RESPECT
EXCELLENCE

TOTAL PATIENT VISITS: **774,215**	PRIMARY & SPECIALTY CLINIC PATIENT VISITS: **456,265**
EMERGENCY DEPARTMENT VISITS: **40,321**	CARE TODAY VISITS: **38,722**
TOTAL SURGERY CASES: **18,545**	HOSPITAL ADMISSIONS: **8,573**



EXPANDING

Children's NEBRASKA

Regional Impact

- 7 outreach clinics in Nebraska
- 4 outreach clinics in Iowa
- 2 outreach clinics in South Dakota



Community Health & Advocacy Team

Leadership

- Aligned with Government Affairs & Ambulatory Services
- Cross-department collaborations

Community Benefit & Engagement

- Pediatric Community Health Needs Assessment
- Implementation Strategy Plan (ISP)
- Strategic partnerships & programs to meet child health needs

School Health

- School Health Office Support
  - Physical & Mental Health Training & Resources
- Project ADAM
- Westside School Health



Community Health Needs Assessment (CHNA) Requirements

ACA mandated of all tax-exempt hospitals

Every 3 years (5th edition)

Musts:

- Community Definition Assess health needs
- Gather input from stakeholders
- Publish a written report

Community Definition



Omaha metro

Douglas County

Sarpy County

Cass County

Pottawattamie County (IA)



Intentional sampling

Defined based on geography

Oversample – Northeast, Southeast Douglas County

Methodology

Assess Health Needs

Primary Data

Parent survey

- Deidentified patient contacts, random dialing

~110 questions

- Health status
- Health care experience
- Perceptions of population health needs
- Social needs and experiences
- Demographics

Secondary Data

Public Data Sources

- Youth Risk Behavior Survey (YRBS)
- Vital Statistics
- Census

Methodology

Stakeholder Input



~500 Stakeholders invited

Public Health

Health Care Providers

Elected Officials

Education

CBOs



Health concern rating

1-10 rating

9, 10 ratings receive narrative portion



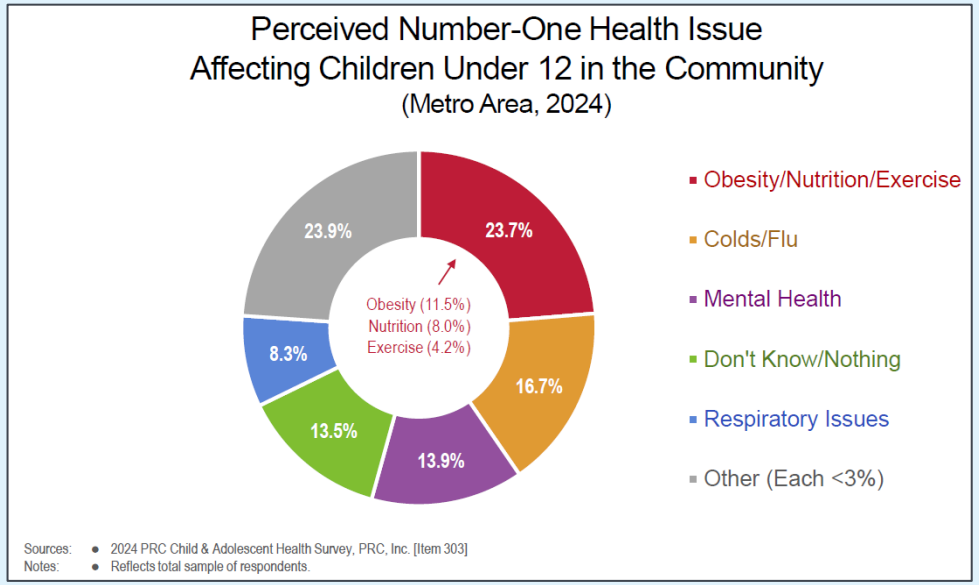
Social Drivers

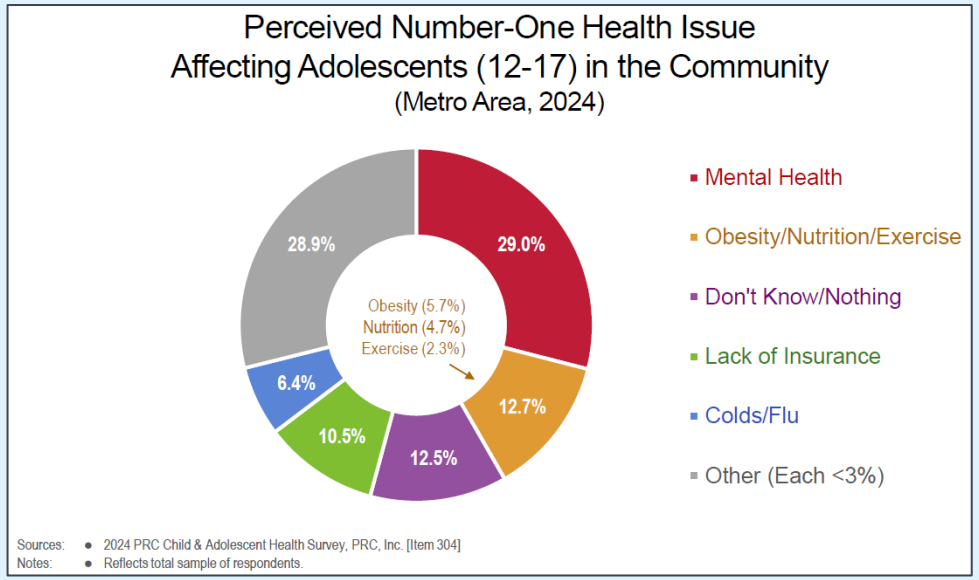
Contributor to community's health

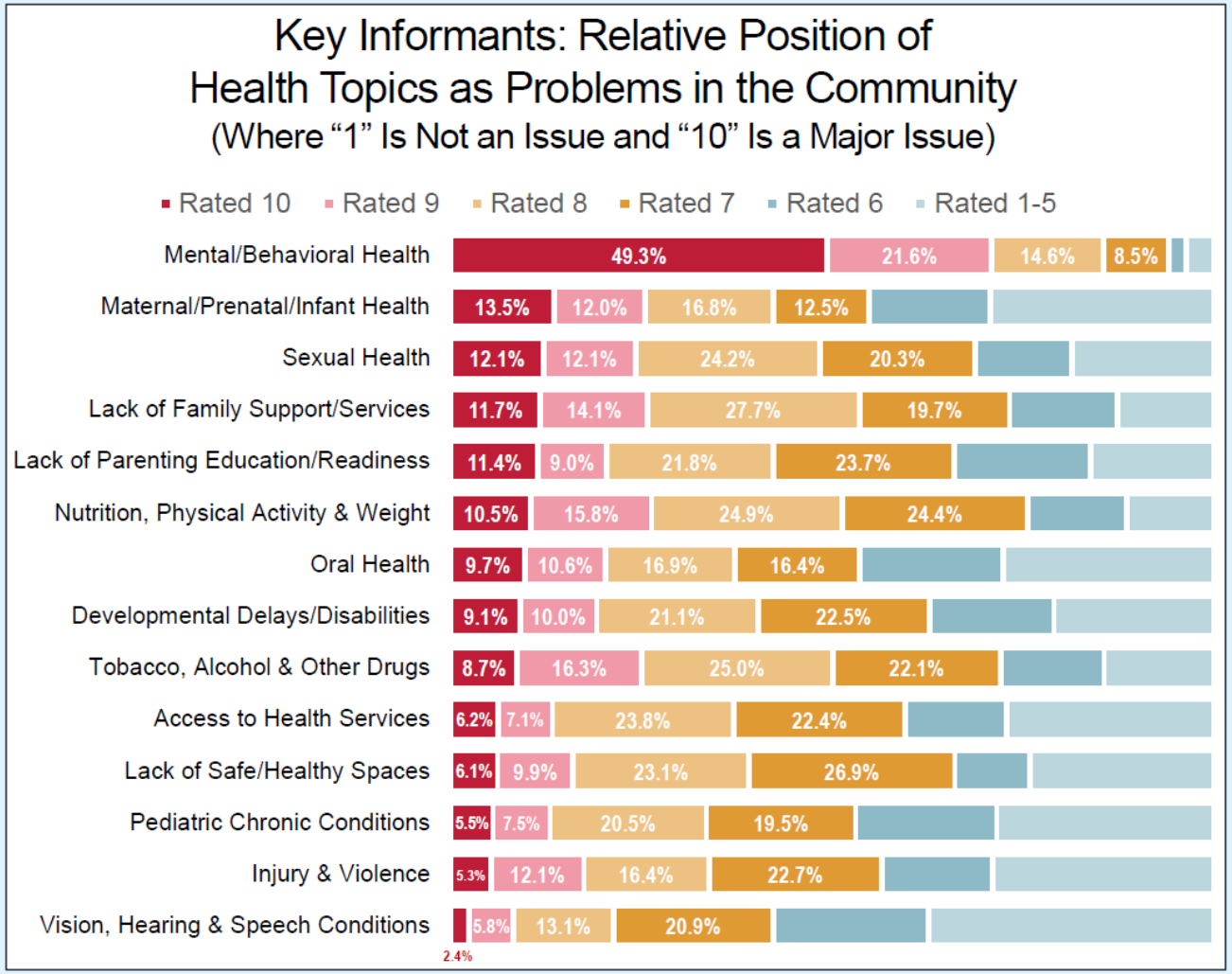
Top three contributors

Perceptions of Top Health Issues in the Community

Parents and Stakeholders





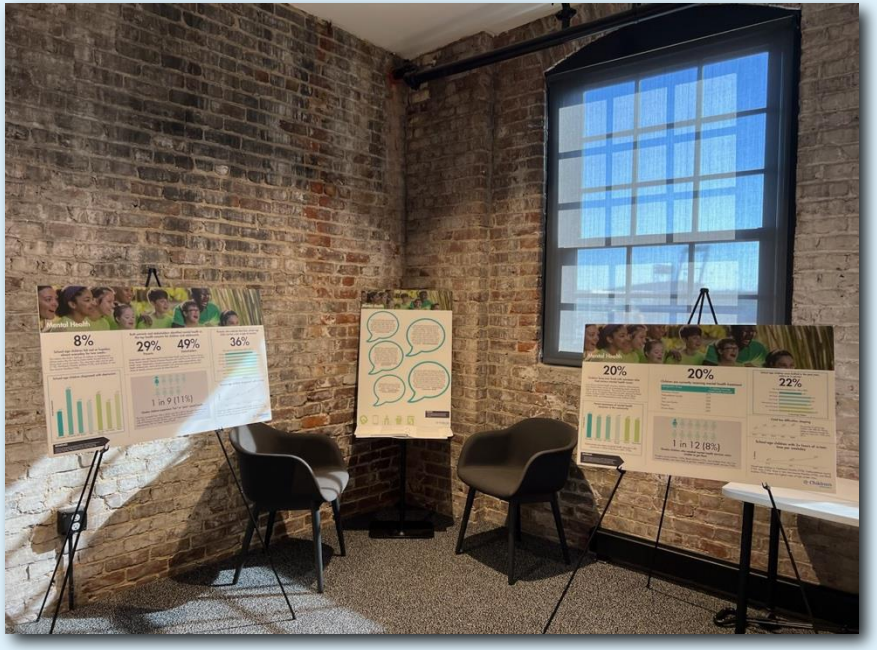


PCHNA Data Prioritization Process

Input gathered

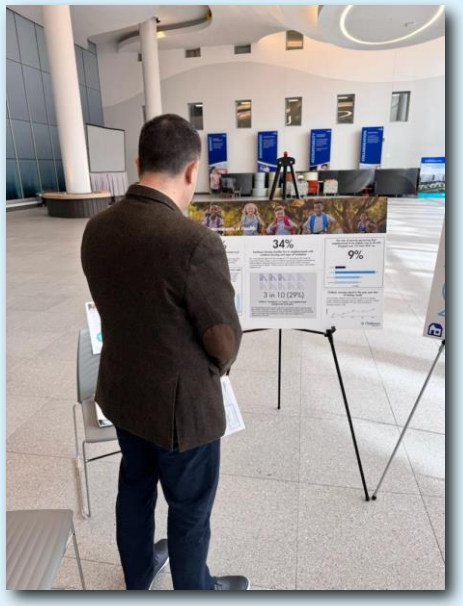
5 in-person and 1 virtual “Child Health Data Gallery Walk”

- Appropriateness of Children’s working in each area
- Specific area of work
- Specific populations of focus



Priority Areas for 2025-2027

- Access to Care
- Pediatric Mental Health & Wellness
- Social Drivers of Health



Implementation Strategy Plan

- Development 1st quarter 2025
- Publish May 2025



2025 – 2027 Implementation Strategy Plan Development Roadmap



2025-27 Implementation Strategy Plan



Goal 1: Enhance access to healthcare by removing barriers to care, enabling families to find and obtain health services.

Goal 2: Develop programs and initiatives at the community level by forming innovative partnerships.

Goal 3: Increase access to community resources by leveraging technology and strengthening partnerships with community-based organizations to address the social drivers of health.

Goal 4: Expand access to the full continuum of pediatric healthcare for children and youth.

Goal 5: Foster a healthcare environment that promotes safety and empathy for patients, families and teams by integrating trauma-informed practices into care delivery.

Impact Areas

Access to Care | Social Drivers of Health (SDOH) | Pediatric Mental Health & Wellness

ISP Evaluation – 5 Star Rating

Community Impact Index



Team meets quarterly to evaluate each of the 16 strategies against a rubric.
Scores are totaled and reported in a “stars” format for the Children’s strategic plan scorecard at the enterprise level.



Building Team Awareness for SDOH Needs and Response

Strategic Plan Goal 2:

Champion the needs and welfare of children. Led by CH&A and built into the culture of the enterprise.

Community Engagement Activities for Children's Team Members:

- BeInvolved, employee volunteer time off
- Community Learning Tours – tour + volunteer in nonprofit organizations.
- Boards and committees – support for team member service

Poverty Simulation w/ Omaha Bridges:

- 2 hour experience onsite, build empathy and awareness of root cause of poverty in
- Exercise takes participants through the process of paying for necessities and making decisions on limited income, navigating resources and government services

Internal collaboration:

- Required for Nurse Residency Training and APP Fellowship.
- Care Coordination and Children's Physicians offer to team.



Developing the Future: Workforce Programs and Pathways

Pathways training programs for high need clinical roles available to all team members

- Medical Assistant, Lab Tech, Phlebotomist, Respiratory Therapist etc.
- Cost of training is funded by Children's and job placement is available upon graduation

Pathways to Healthcare Internship for high school and early college students

- Paid summer internship experience for students underrepresented in medicine (URiM)
- Students experience clinical, research and administrative rotations

Getting Ahead in the Workplace – benefit for Children's team members

- Hosted 3rd cohort, 40+ Children's graduates
- 8-week session to empower participants to improve their own financial stability



Addressing SDOH Needs in the Workforce: Awareness and Supports

GROW Navigator available to team members to address SDOH needs with resources and supports.

- Connect to resources for housing, transportation, assistance with aging parents, childcare and more, available in person or via Zoom.

THRIVE Peer Support program – evidence-based program for healthcare workers to address healthcare-related stress and mental health needs.

- Proactive supports like planning for self-care and empowering team to address stress without shame, embarrassment or fear.
- Reactive supports through a trained team of peer supporters, one-to-one conversations are available for team members experiencing healthcare-related stress.



Supporting School Health: Workforce Programs and Resources

Training and Mentorship for School Nurses and School Health Teams

- New school nurses: Annual back-to-school trainings, asynchronous on-line training on best-practices & mentorship program
- Complex Care Skills Training and Chronic Condition Management in school settings
- Monthly School Health Learning Collaborative – webinar series with CNEs

State School Nurse Consultant

- Unique role on Children's School Health Team to educate and support schools on State Rules & Regulations
- Partnership with Nebraska Department of Education and Health & Human Services

School Health Office Resources

- NICE Book: Nebraska Infection Control for Education Book
- MIND Book: Mental Health Interventions and Resources for Nebraska School Health Offices to Support Developing Minds Book

Community and Child Health Priorities

Links to:
- 2024 PCHNA
- Implementation Strategy Plan
- Community Impact Report
- Program Information

School Health

Links to:
- Project ADAM
- School Mental Health Resources
- Virtual School Health
- School Health Learning Collaborative

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Leveraging the CHNA for Strategic Investment

YORK GENERAL
Our Focus is You.

How York General turns community needs into workforce and community action

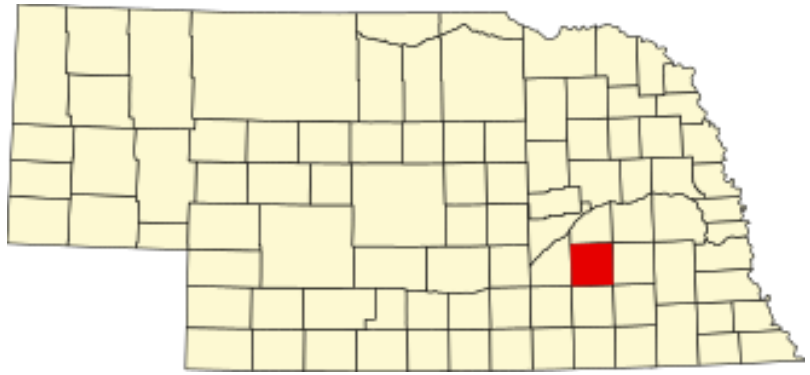


Tamara Wiens, MSN, RN
Director of Quality & Compliance

The CHNA: A Strategic Roadmap

COMMUNITY HEALTH NEEDS ASSESSMENT

York County's most significant needs



Community input and population data

Guides workforce, service, and capital decisions

Focuses resources where York General can make the greatest impact

YORK GENERAL

York County at a Glance

14,212

Population

24%

Adults age 65+

$66,756

Median household income

9.3%

Poverty rate

~10%

Uninsured rate

An aging population increases care demand while tightening workforce supply

YORK GENERAL

Children's Nebraska | Internal Use Only

Community Voice Drives Priorities

187

residents responded to the 2024 survey

COMMUNITY FEEDBACK

1. Access	5. Transportation
2. Affordability	6. Employment
3. Mental health	7. Childcare
4. Housing	8. Aging

Survey gaps identified underrepresented populations

Findings guide outreach, planning, and future engagement

Three Priority Needs

1 **Mental Health**

2 **Cancer**

3 **Poverty and Social Determinants of Health**



MISSION ALIGNMENT

Regional excellence through enhancing health and providing accessible care.

From Need to Investment

York General uses CHNA findings to guide investments in:

Workforce	Recruit, retain, and develop talent
Services	Expand priority care locally
Infrastructure	Strengthen technology and capacity
Partnerships	Extend impact across the community

Mental Health Investment

COMMUNITY NEED

Limited providers, long waits, and no local inpatient treatment

YORK GENERAL RESPONSE

1. Specialty Clinic mental health coverage
2. Telehealth across the lifespan
3. Emergency Department telehealth triage
4. Regional inpatient transfer partnerships
5. Provider recruitment, education, and advocacy

Greater access while extending limited specialist capacity

Cancer Care Investment

Community need: Specialized care close to home

5

times monthly for visiting oncology coverage

LOCAL CARE AND DIAGNOSTICS

Local chemotherapy and treatment services
3D mammography, MRI, CT, and timely PET access

PREVENTION AND CAPACITY

Expanded screening and prevention campaigns
Evaluation of radiology hours and oncology capacity

Earlier detection and less travel for patients

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Addressing Poverty and Social Needs

COMMUNITY NEED

Financial, housing, food, transportation, and insurance barriers

SCREENING AND SUPPORT

Social-needs screening

Inpatient and outpatient social work support

ASSISTANCE AND CONNECTIONS

Financial assistance and charity care
Community resource education and referrals
Partnerships addressing basic needs

Better access to care and improved health outcomes

YORK GENERAL

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Workforce Investment Is Community Investment

STAFFING MODELS	SKILLS AND LEADERSHIP	COMMUNITY PATHWAYS
Recruit for high-need clinical services	**Build mental health, oncology, and screening competencies**	**Address childcare, housing, and transportation barriers**
Expand telehealth and visiting specialist models	Develop leaders and empower employees	Strengthen local healthcare career pathways

COMMUNITY INVESTMENT

Partnerships Multiply Impact

York General collaborates with:

1. Four Corners Health Department
2. Blue Valley Community Action
3. York County Aging Services
4. York County Community Coalition
5. Local mental health providers
6. Regional referral and telehealth partners

Aligned with Organizational Strategy

THE CHNA SUPPORTS LEADERSHIP IN

Care throughout all stages of life

Improved community health

Operational strength

I CARE VALUES

I Innovation

C Compassion

A Attentiveness

R Respect

E Excellence

Measuring Impact

ACCESS AND COVERAGE

Mental health access and utilization
Telehealth encounters
Specialty provider coverage

CANCER AND DIAGNOSTICS

Cancer screening and local treatment rates
Diagnostic imaging access

SOCIAL SUPPORT

Social-needs screening and referrals
Financial assistance provided

WORKFORCE

Recruitment, retention, and training

Continuous Improvement Cycle



A repeatable process aligning community needs with York General's people, services, and resources.

Community Insight Into Action

Community needs guide where York General invests.

YORK GENERAL USES THE CHNA TO

Improve access and outcomes

Keep care close to home

Strengthen the rural healthcare workforce

Address barriers beyond clinical care

Questions?



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Tell us your thoughts on this session!

This quick survey takes less than a minute, and your feedback helps us improve future sessions.

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