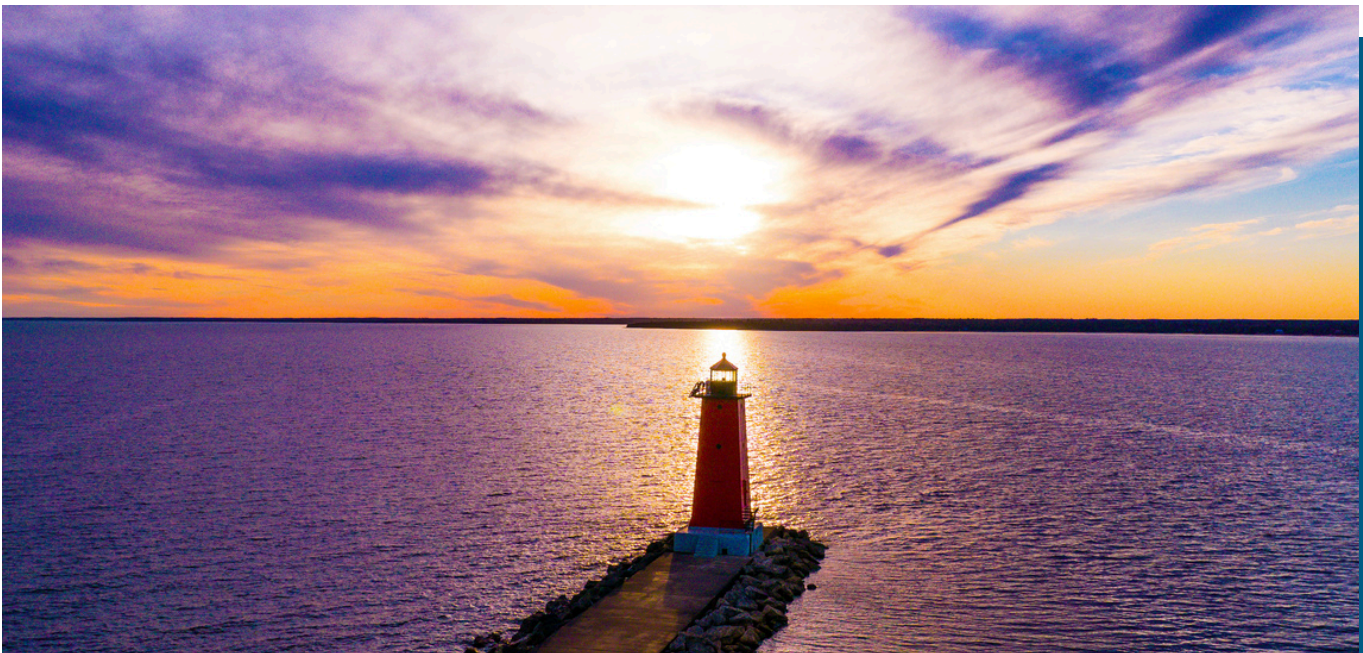


# COMMUNITY HEALTH NEEDS ASSESSMENT IMPLEMENTATION STRATEGY PLAN

2025-2027



**SCHOOLCRAFT**  
MEMORIAL HOSPITAL

# Purpose & Overview

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This implementation strategy outlines the Schoolcraft Memorial Hospital's approach to addressing significant health needs identified in the most recent Community Health Needs Assessment (CHNA). It describes planned actions, expected outcomes, available resources, and collaborative efforts to improve community health. This document aligns with IRS 501(r)(3) requirements for nonprofit hospitals and serves as a roadmap for executing strategic initiatives over the next three years.

## **MISSION**

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To deliver exceptional health and wellness services; catering to the needs of all.

## **VISION**

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Built on a foundation of trust, we will be a cornerstone for a healthy, strong, and thriving region.

## **SHARED VALUES**

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- Community
- Dedication & Commitment
  - Honesty & Integrity
  - Knowledge & Expertise
- Quality & Professionalism
  - Compassion
- Fiscal & Technological Strengths
  - Respect

# Identified Health Priorities

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Based on the CHNA findings, the hospital will focus on the following priority health issues over the next three years:

1. Substance Use Disorder
2. Access to Pediatric Services
3. Access to Healthy Foods



## Strategic Issues That Will Not Be Targeted And Why

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Schoolcraft Memorial Hospital acknowledges all of the issues identified through the Community Health Needs Assessment (CHNA) process. To effectively allocate hospital resources and align with the most pressing community priorities, the following strategic issues will not be addressed directly in this implementation plan: shortage of dentists and lack of affordable dental care, the lack of programs and services to help seniors maintain their health and independence, the shortage of mental health programs and services, and the lack of housing and supportive programs for individuals with Alzheimer's disease or dementia. While these concerns are significant, Schoolcraft Memorial Hospital recognizes that many are being addressed by other community organizations and leaders. Schoolcraft Memorial Hospital remains committed to supporting these efforts through collaboration and partnership.

# Substance Use



## **Strategic Priority: Improve Referral Pathways**

- Develop streamlined referral workflows within Schoolcraft Memorial Hospital and between community partners to connect patients with existing resources.
- Explore opportunities for a Behavioral Health Liaison role within Schoolcraft Memorial Hospital to strengthen coordination, outreach, and navigation support.
- Foster internal sharing of substance use disorder resources between departments to ensure consistent patient handoffs and service connections.
- Increase awareness and use of existing telehealth services and explore options for providing on-site access points to support patients without reliable technology or private space.

## **Strategic Priority: Education & Prevention**

- Work with community partners to deliver consistent education and prevention messaging.
- Increase public awareness of available prevention and treatment resources through coordinated education efforts in both community and clinical settings.
- Integrate substance use education into existing health, wellness, and outreach programs, and explore opportunities for a dedicated role to help lead these efforts.

# Access to Pediatric Services

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## **Strategic Priority: Leverage Interagency Partnerships**

- Strengthen coordination between Schoolcraft Memorial Hospital, community agencies, and organizations to ensure seamless referrals and service connections, including streamlined referral processes for key programs.
- Participate consistently in regional collaboratives, home visiting networks, and community groups, and explore opportunities to formalize partnerships that align services and close gaps.
- Collaborate with community organizations to support screenings, education, and early intervention efforts, and actively share program information among providers to increase awareness and utilization.

## **Strategic Priority: Expand Pediatric Access and Provider Capacity**

- Amplify community awareness that all family practice providers see children and highlight available pediatric specialty and developmental services.
- Explore opportunities to expand provider availability and reach, including increased clinic hours, outreach locations, and visiting specialists.
- Increase access to pediatric therapy services by exploring opportunities to expand capacity and availability.
- Strengthen collaboration between obstetricians, pediatric services, and community resources to ensure coordinated care and support from pregnancy through early childhood.

# Food Insecurity

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## **Strategic Priority: Expand Nutrition Education**

- Expand nutrition education through outreach efforts that engage the community in practical, accessible, and culturally relevant ways.
- Engage community partners to support and amplify existing food education programs.
- Increase food growing education & teach storage and preservation techniques.

## **Strategic Priority: Expand Access to Healthy Food**

- Continue efforts to move the Food as Medicine program forward by increasing referrals through food insecurity screening and provider/public education.
- Explore ways to have food distributions available in the winter months for children and senior populations.
- Increase awareness about food pantry access, community gardens, etc. & partner with local agencies to promote availability.
- Support food drive efforts in the community both internally and externally.

# Implementation Plan

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The finalized community health priorities and correlating strategies were identified through the Community Health Needs Assessment process and finalized in partnership with a Community Advisory Board representing organizations and individuals from the Schoolcraft Memorial Hospital service area. Schoolcraft Memorial Hospital Leadership also played a key role in confirming and finalizing these priorities to ensure alignment with community needs and hospital capacity.

The implementation plan will be monitored to track outcomes of success and areas for improvement. These strategies and activities will be implemented and tracked in coordination with community partners. The plan and program metrics will be monitored and updated annually. The hospital reserves the right to amend this implementation strategy as circumstances warrant. For example, certain needs may become more pronounced and require enhancements. During the three-year period other organizations in the community may decide to address certain needs, indicating that the hospital then should refocus its limited resources to best serve the community.

On August 25, 2025, the Schoolcraft Memorial Hospital Board of Directors approved this implementation strategy.