

**Community Health  
Needs Assessment  
2022**

## Introduction

Mobridge Regional Hospital (MRH) is a rural, community-owned, twenty-five bed Critical Access Hospital in north central South Dakota. The hospital is an independent non-profit governed by a twelve-member volunteer Board of Trustees. The mission of Mobridge Regional Hospital and Clinics is to provide high quality healthcare services in a compassionate and professional manner for people throughout the region. Our vision is to become one of America's finest rural healthcare providers. We work to accomplish this in a manner that honors and reflects our core values of Integrity, Compassion, Collaboration, and Excellence.

As defined by the World Health Organization, a healthy community is one that continuously creates and improves its physical and social environments and expands the community resources that enable people to support each other in performing all the functions of life and developing their maximum potential. We complete a Community Health Needs Assessment (CHNA) every three years to identify the gaps between our community's health reality and our vision of what a healthy community should be. Through the process, we learn how these gaps impact our community, why they exist, and why it is important for them to be addressed.

Done effectively, the CHNA gives us the opportunity to engage citizens and institutions in a collaborative process that promotes future partnerships and a shared collective vision for our community's future. Its results inform our strategic planning and guide decision-making, marketing efforts, and the development, implementation, and evaluation of a community health action plan that improves quality of life for our staff, patients, and neighbors regardless of age, race, or culture. Changing policies, systems, and environments in a community can make a major impact with limited time and resources as well as help address chronic disease health issues.

## Geography & Demography

Mobridge Regional Hospital is located in the city of Mobridge, Walworth County, South Dakota. MRH owns and operates a clinic within the city of Mobridge as well as additional South Dakota clinics in Selby (Walworth County), Timber Lake (Dewey County), and McLaughlin (Corson County). MRH is the only North Dakota & South Dakota trauma-designated hospital that provides full-time general surgery and obstetrical care for at least one hundred miles in every direction from Mobridge.

Given this rural geography, Mobridge Regional Hospital defines its normal service area as Campbell, Corson, Dewey, Walworth, and Ziebach Counties. This area is home to 18,690 rural residents (2021 ACS). We serve a racially and ethnically diverse population, with 50.1% of our service area residents identifying as American Indian and Alaska Native, 45.0% White, 3.2% two or more races, 1.1% Black or African American, .4% some other race, .1% Asian, and .1% Native Hawaiian and Other Pacific Islander (Table 1).

**Table 1. Population and Percent by Race by Service Area County, 2021 ACS**

Race	Campbell	Corson	Dewey	Walworth	Ziebach
Total Population	1,548	3,965	5,343	5,355	2,479
White	97.7%	27.1%	18.7%	79.5%	22.9%
Black or African American	0%	.1%	.2%	3.7%	0%
American Indian and Alaska Native	.1%	71.0%	77.1%	12.0%	71.6%
Asian	.1%	0%	.1%	.2%	0%
Native Hawaiian and Other Pacific Islander	0%	0%	.3%	0%	.2%
Some other race	.9%	.1%	.4%	.5%	.5%
Two or more races	1.2%	1.7%	3.2%	4.2%	4.8%

Over the course of the last year, our area has continued to experience a continued decline in total population (Table 2) and an increase in households living in poverty. In 2021, households in our service area made \$.68 to \$.69 for every \$1 the average U.S. household made (Table 3). Over the next 7 years, our population is projected to experience a 14% increase in adults 65 years or older and a net 7% increase for all other age groups.

**Table 2. Estimated Service Area Population 2020-2021 Growth, 2020-2021 ACS**

	Campbell	Corson	Dewey	Walworth	Ziebach	Total SA
2020	1,458	4,106	5,841	5,431	2,767	19,603
2021	1,548	3,965	5,343	5,355	2,479	18,690
Change	+6.2%	-3.4%	-8.5%	-1.4%	-10.4%	-4.7%

**Table 3. Comparison of Service Area Household Median and Mean Incomes**

	United States	Service Area (Weighted)	Campbell	Corson	Dewey	Walworth	Ziebach
Households	127,544,730	6,373	654	1,070	1,650	2,310	689
Median income	\$69,717	\$47,260	\$58,026	\$38,281	\$46,087	\$51,746	\$38,750
Mean income	\$97,962	\$67,495	\$73,232	\$59,585	\$59,354	\$75,586	\$66,610
SA Weight	n/a	100%	10.262%	16.790%	25.890%	36.247%	10.811%

According to U.S. Census data, approximately 34% of residents in our service area have private insurance. That number is projected to fall to 32% by 2026. Private insurance rates are lower than our regional average (34%) in all five of the fastest growing cities within our service

area (Table 4). By comparison, in the United States, 66% of people had private insurance in 2021 (U.S. Census).

The statistic is flipped for our service area. Sixty-six percent (66%) of our residents are insured through Medicaid (27.8%), Medicare (12.8%), some other insurance (3.1%), or are uninsured (22.4%). Our hospital experiences even higher rates of public health insurance use than would be suggested through Census data. Using internal patient payer data, we can tell that 25% of our patients in 2022 had private insurance, 38% had Medicare, 23% had Medicaid, 10% had VA or Indian Health Insurance, and 4% were self-pay.

**Table 4. Fastest Growing Cities Within Service Area (Projected in Next Decade)**

Community	Percent Growth Projected in Next Decade	Percent Public Health Insurance Users
Isabel	7%	39%
Wakpala	6%	60%
Eagle Butte	5%	47%
McLaughlin	4%	44%
Mobridge	2%	39%

### Community Survey

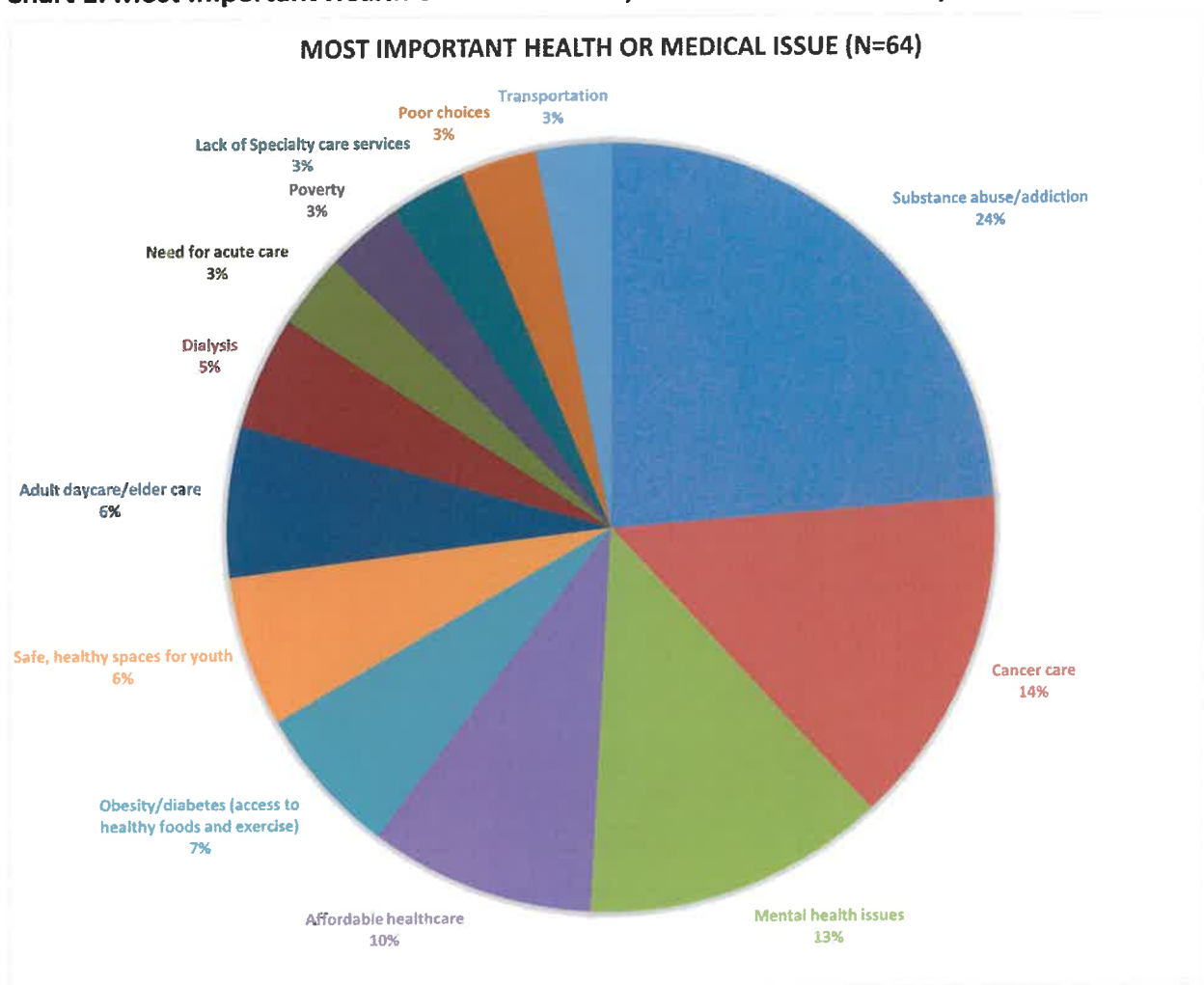
In August through October 2022, Mobridge Regional Hospital (MRH) solicited community participation in a survey to understand in great depth the current perceptions of community health, the community’s understanding of services available to support health and wellness, and to identify perceived needs within the community. The survey was available electronically on MRH’s website, in hard copy at our hospital and clinic locations, and widely disseminated through traditional media, social media, and via QR code in our HealthBridge direct mail newsletter.

In total, seventy-nine submissions were received. The survey provided an opportunity for participants to answer 44 questions, both quantitative (24) and qualitative (20). Results were compiled and themes identified.

We asked each respondent their opinion on nineteen different topics and whether each individual topic was an issue within our community. Responses were quantified for analysis. Not an issue (-1), No opinion/I don’t know (0), Minor Issue (1), Moderate Issue (2), and Major Issue (3). Using this method, the nineteen topics were organized into major community issues (a score of 100 or above), moderate community issues (a score of 80-99), and minor community issues (a score 0-74).

Major community issues, in order of highest score were, adult substance abuse (146), poverty (129), after school care (113), and childcare for children too young for school (111). Moderate community issues included low education levels (98), domestic violence (98), in-home senior care (98), crisis intervention resources (95), bullying in school (93), transportation (90), youth tobacco use (86), sexual violence (86), and health insurance education (84) (Chart 1). More minor community issues included adult tobacco use (76), knowing how to access services (74), motor vehicle crashes (68), affordability (61) and availability (58) of recreation and exercise opportunities, and availability of sidewalks, walking paths, and biking trails (52). A similar qualitative question followed, “What do you believe to be the most important health or medical issue confronting the residents of our area?” Respondents listed substance abuse and addiction as the top issue in our area.

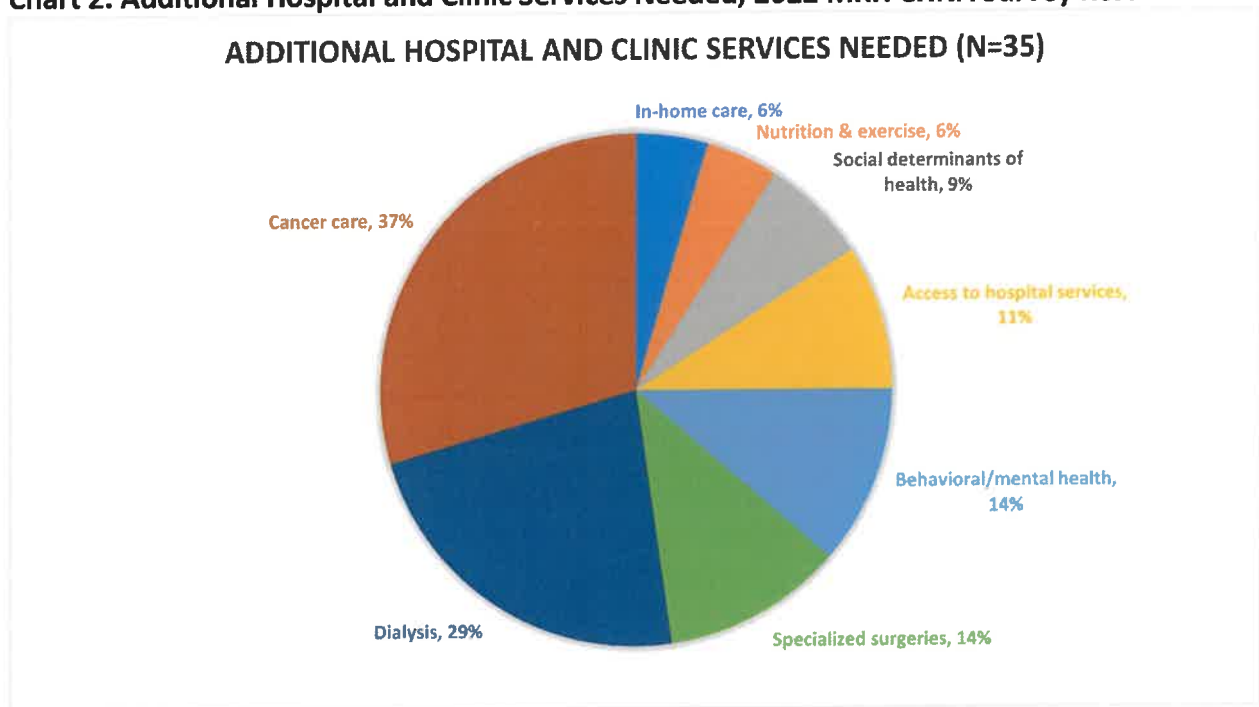
**Chart 1. Most Important Health or Medical Issue, 2022 MRH CHNA Survey Results**



Respondents were then asked to give suggestions on beneficial services that they would like to see Mobridge Regional Hospital & Clinics consider adding. Top answers were cancer care (37%), dialysis (29%), specialized surgeries (14%), behavioral/mental health 14%, programs that

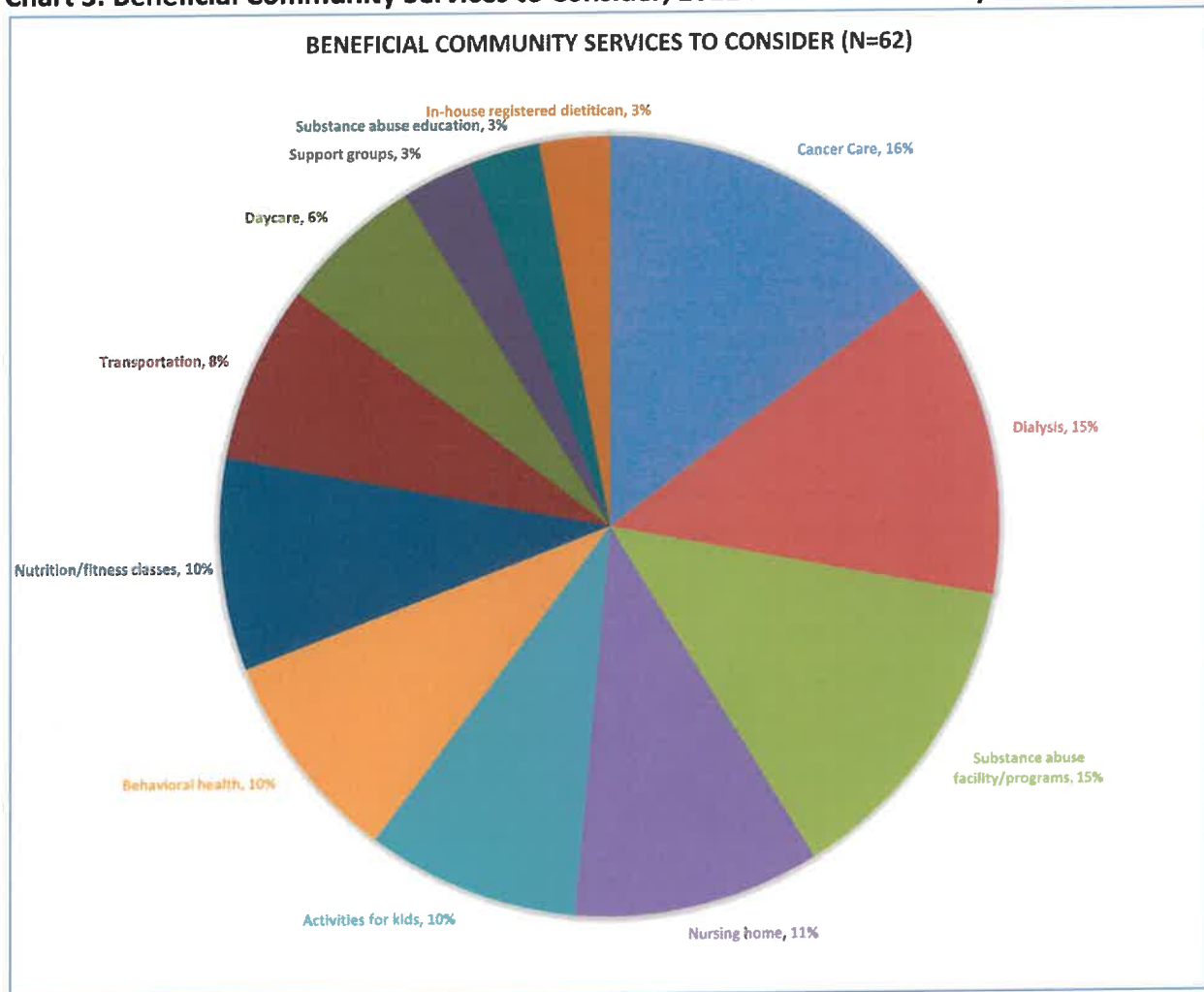
improve access to hospital services (11%), programs to address social determinants of health (9%), nutrition and exercise programs (6%), and in-home care (6%) (Chart 2).

**Chart 2. Additional Hospital and Clinic Services Needed, 2022 MRH CHNA Survey Results**



In the next question, surveyed respondents shared beneficial services that they would like to see the community pursue. Cancer care and dialysis were again at the top of the list (16% and 15% respectively), but substance abuse facilities and programs came in a strong third (15%), followed by a new nursing home (11%), healthy activities for kids (10%), behavioral health (10%), nutrition and fitness classes (10%), transportation (8%), daycare (6%), and support groups, substance abuse education, and an in-house registered dietician (each at 3%) (Chart 3). We feel it is reasonable to pair substance abuse and behavioral health together, bringing it to the top spot (26%) of potentially beneficial services to consider.

**Chart 3. Beneficial Community Services to Consider, 2022 MRH CHNA Survey Results**



### Data Assessment

A focus group for residents was conducted to review the subjective data identified within the Community Survey and objective health and wellness information from the state of South Dakota and the Center for Disease Control and Prevention as well as information regarding social determinants of health. Those invited to participate in the focus groups included individuals and officials of city and county governments, city and county law enforcement, utilities providers, school districts, financial institutions, local chambers of commerce, economic development and other non-profit community groups, domestic violence prevention organizations, Walworth County Care Center, independent healthcare providers, small business owners, Mobridge Senior Citizens Center, area pharmacies, past and current patients and utilizers of the health care system, volunteer community members, and hospital leaders.

The focus group session lasted roughly two hours and included welcome and introductory information. A didactic presentation of the objective and subjective information mentioned in the paragraph above took place with an opportunity for questions and answers. After that, most of the time was spent in group breakout and discussion, including findings and ideas related to

the areas of greatest need and thoughts regarding how to overcome real and perceived barriers to community and individual health and wellness.

### Assessment Findings & Prioritization of Need

Following the assimilation of the detailed objective health data along with results from the community surveys, focus groups, and other meetings, MRH identified and developed a prioritization of the community health needs. Based on review and discussion of health, health access, and health outcomes data; demographic data; economic and economic impact data; community surveys; and focus group and other meetings, the following needs were identified as *most pressing*:

- Mental and Behavioral Health and Addiction Counseling
- Education about Existing Services
- Improving Community Perception of Confidentiality
- Revisit the Nursing Home Study
- Improve Youth Behaviors
- Partner with West River Schools
- Investigate Opportunities to Increase Daycare Accessibility and Affordability

### Implementation Strategy

#### Mental and Behavioral Health and Addiction Counseling

Mobridge Regional Hospital has done a lot of work in this area and has made substantial strides since the last community health needs assessment, but significant additional opportunities remain. South Dakota has the 7<sup>th</sup> highest suicide rate in the nation, suicide is the leading cause of death for individuals aged 10-29 years old in our state, the 7<sup>th</sup> leading cause of death among American Indians, and the 10<sup>th</sup> leading cause of death for South Dakotans overall (SD DOH, 2022). Substance abuse was ranked the most major issue facing our community. While increases in substance abuse is a national and state issue, it is also a regional one, and both Corson and Dewey County residents have elevated risk of opioid overdose, HIV, and viral hepatitis when compared to other South Dakota counties (SD DOH, 2019).

Since the last CHNA, psychiatric nurse practitioner services were added to provide for the diagnosis and medication management of several mental and behavioral health issues. A lot of good work with patients has transpired with the service, but the notable deficit in counseling has come to the forefront. After diagnosis and contemporaneous with medication management, the need for counseling services is paramount. Without the ability to follow up with a counselor, a lot of the good work that has been done can fall by the wayside and patients are not able to progress to their full potential.

By engaging community members, Mobridge Regional Hospital can learn firsthand from individuals and community systems about substance abuse problems and social determinants that encourage substance use and use existing skills, knowledge, and experience to create and/or



implement solutions that discourage it instead (SAMHSA, 2022). Our organization will work to facilitate that engagement and support implementation of community-based solutions.

MRH will also work diligently to provide local access to appropriate counseling services to ensure a much greater continuum of care in this regard and provide continuity throughout the process. In addition, MRH will work with existing mental and behavioral health professionals to ensure we continue to function collaboratively. The goal is to supplement, not supplant, any existing offerings and community services.

### Education about Existing Services

One of the more striking learnings to come out of the 2022 Community Health Needs Assessment process was how often individuals would cite a local need without knowing that services to address that need were already being provided by our organization. It is clear there is a lack of understanding regarding the full breadth and depth of services already being provided and available. If people do not know what existing options are open to them, they will not take the steps to utilize the care they need. MRH will undertake a comprehensive education program to ensure that patients and community members are aware of services offered and how they can be utilized to address certain issues patients may be experiencing. A multimedia approach will be taken, and internal and external strategies will be incorporated to ensure the effectiveness of the messaging.

### Improve Community Perception of Confidentiality

Another important issue that emerged through the 2022 CHNA process is a lack of local confidence regarding the efforts and effectiveness of our organization's confidentiality program and practices. Many of the freeform comments made within the survey expressed doubt that confidentiality efforts are currently practiced and made assumptions that care should be sought elsewhere, or not at all, to ensure personal health information is not disclosed to inappropriate parties.

Our organization needs to instill confidence in patients that their confidentiality will be respected and maintained. Without that confidence, residents will be uncomfortable seeking the preventative and curative care that they need for themselves and their family members. Internal auditing will continue and escalate to ensure that we are, in fact, providing the level of confidentiality we expect. We understand that perception is reality, so in addition, patient and community education will be provided to ensure the public knows 1) what we are required to do, 2) our commitment and actions taken in fulfilling that obligation, and 3) steps we would like them to take to report a breach of confidentiality, if one occurs, anonymously and without fear of retaliation.

## Revisit the Nursing Home Study

As part of the implementation strategy of the 2019 Community Health Needs Assessment, Mobridge Regional Hospital partnered with the Walworth County Care Center to undertake a nursing home needs assessment for Walworth County. While the results of the study showed that there is a need for additional beds within the county, the magnitude of that need does not warrant the construction and staffing of additional beds at this time. The number indicated would be inefficient to fulfill and would result in an additional burden on providers, which would most likely exacerbate, not ameliorate, the current situation.

In working through the 2022 CHNA and based on the input of the community and focus groups, it makes sense to revisit that study and include a larger geographical area. Primarily, ensuring that our west river service area is adequately serviced by existing facilities. If they are not, these populations should be factored into the study and the conclusions of the prior study updated to include them.

## Improve Youth Behaviors

Based on the results of the community survey and factoring in the objective data and focus group input, there is a definitive need to combat apathy within the attitudes and mindset of our youth population. It has been proved time and again that instilling healthy habits at a young age continues lifelong and directly leads to a much healthier adult population and community. The converse is also true; poor habits developed at a young age can be detrimental over the course of an entire lifetime, impacting individuals, families, and whole communities. These unhealthy habits, over time, can lead to a continuum of negative impacts.

The Department of Health's Healthy People 2030 Plan has a goal of improved health and well-being of adolescents; however, twenty of the objectives they have set in this category have been getting worse over the last several years while only twelve have been improving. Several of these objectives are ones we can make an impact on as a rural health organization, including the promotion of annual preventative health care visits for adolescents, where adolescents are screened for depression and able to speak privately with a provider. The benefits of this may be more adolescents feeling comfortable asking about needs they do not feel comfortable talking about with their parents, such as birth control prescriptions, STI screenings, mental and behavioral health counseling, coping with sexual or physical violence, or changing diet and exercise patterns.

Actions in this area could help minimize individual behaviors, such as poor diet and lack of exercise, which can lead to obesity, diabetes, hypertension, and cardiopulmonary disease as well as more social behaviors, such as bullying, alcohol abuse, and illegal drug use, which can lead to social isolation, behavioral health problems, suicide, and larger community deterioration for the individual as well as those around him or her.

Mobridge Regional Hospital will work to partner with schools and youth groups to promote positive behaviors within the youth of our community. Activities in this area could include promoting exercise and healthy eating, annual adolescent wellness checks, the destigmatization of mental and behavioral health care, and encouraging people of all ages to reach out for help when they need it.

## Partner with West River Schools

In past years, Mobridge Regional Hospital has had a successful partnership with the Mobridge-Pollock School District. The institution of health careers courses and other technical class collaborations have proven to be positive for students and we are hopeful that they will produce positive results in future interest in healthcare careers. Mobridge Regional Hospital will work to expand the offerings available with existing partners and increase the number of school districts with which we partner to magnify the benefit to the community. Ideally, health careers classes and HOSA groups could be established as well as the ability to offer EMT/CNA classes to allow graduating students to enter directly into the workforce. This would have the dual benefit of providing brighter futures for those graduating from local schools as well as increasing the workforce available to MRH and other local/regional healthcare organizations.

## Daycare Access and Affordability

One of the more recurrent themes in the results of the 2022 Community Health Needs Assessment process was that childcare within the region is not as plentiful as is necessary, and quite expensive when available. Childcare for children ages 0-4 and childcare for children ages 5 and older were both listed in the top four most major issues facing our community. Since that time, the Mobridge community has lost approximately thirty additional childcare spots.

Rural communities across the country have found innovative, collaborative ways to solve childcare shortages (Minneapolis Fed, 2022). Mobridge Regional Hospital will work to partner with groups providing daycare services across the region to investigate innovative and collaborative childcare solutions other communities have found to increase the access and affordability of those services for parents and children that need to utilize them. The organization will be an advocate for practical, sustainable solutions to the problem.

## Board Approval

The Mobridge Regional Hospital Board of Trustees, which includes representatives from Mobridge, Glenham, McLaughlin, Selby, and Timber Lake, South Dakota, representing the community identified as the organization's service area, approved the Implementation Strategy for addressing the priorities identified in this Community Health Needs Assessment. Approval was affirmed at the regular Board meeting held on December 14, 2022.



Ms. Patti Schmeichel, Secretary of the Board  
MRH Board of Trustees



Mr. Bill Bachmeier, Chair of the Board  
MRH Board of Trustees

Copies of this report are available, free of charge, at <http://www.mobridgehospital.org/> or by contacting the MRH Executive Assistant at 605-845-8128.

## Works Cited

Minneapolis Fed (2022). Rural Communities Building Their Own Child Care Resources. [www.youtube.com/watch?v=a4\\_jcFJZFzg](https://www.youtube.com/watch?v=a4_jcFJZFzg).

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