

# IMPLEMENTATION PLAN

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## *Addressing Community Health Needs*

**LOGAN**  
HEALTH

**Conrad**

***Conrad, Montana***

***2025-2028***

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*Disclaimer: The Montana Office of Rural Health and the National Rural Health Resource Center strongly encourage an accounting professional's review of this document before submission to the IRS. As of this publishing, this document should be reviewed by a qualified tax professional. Recommendations on its adequacy in fulfillment of IRS reporting requirements are forthcoming.*

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## The Implementation Planning Process

The implementation planning committee – comprised of Logan Health Conrad’s (LHC) leadership team– participated in an implementation planning process to systematically and thoughtfully respond to all issues and opportunities identified through their community health needs assessment (CHNA) process.

The Community Health Services Development (CHSD), community health needs assessment was performed in the winter of 2025 to determine the most important health needs and opportunities for Pondera County, Montana. The CHSD project is administrated by the Montana Office of Rural Health (MORH) and funded in part through the Montana Health Research and Education Foundation (MHREF) Flex Grant. “Needs” were identified as the top issues or opportunities rated by respondents during the CHSD survey process or during focus groups (see page 10 for a list of “Needs Identified and Prioritized”). For more information regarding the needs identified, as well as the assessment process/approach/methodology, please refer to the facility’s assessment report, which is posted on the facility’s website ([logan.org/health/about/community-health-needs-assessment](http://logan.org/health/about/community-health-needs-assessment)).

The community implementation planning committee identified the most important health needs to be addressed by reviewing the CHNA, secondary data, community demographics, and input from representatives of the broad interest of the community, including those with public health expertise (see page 8 for additional information regarding input received from community representatives).

The implementation planning committee reviewed the priority recommendations provided by the community implementation committee and determined which needs or opportunities could be addressed considering LHC’s parameters of resources and limitations. The committee then prioritized the needs/opportunities using the additional parameters of the organizational vision, mission, and values, as well as existing and potential community partners. Participants then created a goal to achieve through strategies and activities, as well as the general approach to meeting the stated goal (i.e., staff member responsibilities, timeline, potential community partners, anticipated impact(s), and performance/evaluation measures).

The prioritized health needs as determined through the assessment process and which the facility will be addressing relates to the following healthcare issues:

- **Mental and Behavioral Health**
- **Chronic Disease Management and Prevention**

In addressing the aforementioned issues, Logan Health Conrad seeks to:

**Mission:** Quality compassionate care for all.

**Vision:** Reimagine healthcare through connection, service and innovation.

**Values:** Strive for Excellence. Be Kind. Work Together. Trust and Be Trusted.

**Implementation Planning Committee Members:**

- Vicki Newmiller, Logan Health Conrad - President
- Kelsey Miller, Logan Health - Marketing Specialist
- Sydney Norby, Director of Clinical Services
- Erica Krings, Logan Health Conrad – RN Acute Director of Nursing (DON) Acute Care
- Cynthia Wright, Logan Health Conrad – Clinical Nurse Manager- Long Term Care
- Cynthia Grubb – Director of Facilities & Support Services
- Erica Isakson- Quality Improvement Specialist
- Wendy Wedum- MSU Extension, Family and Consumer Sciences Agent
- A. David Cates- Conrad Mayor

## Prioritizing the Community Health Needs

The steering and implementation planning committees completed the following to prioritize the community health needs:

1. Reviewed the facility's presence in the community (i.e., activities already being done to address community need)
2. Considered organizations outside of the facility which may serve as collaborators in executing the facility's implementation plan.
3. Assessed the health indicators of the community through available secondary data.
4. Evaluated the feedback received from consultations with those representing the community's interests, including public health.

### 1. Logan Health Conrad's Existing Presence in the Community

#### Logan Health Conrad-led events & initiatives

- Annual Health Fair - focused on chronic disease and mental health resources
- Organized Community Fun Run & Golf Tournament

#### Education & Youth (schools and classroom supports)

- Growth of the School-Based Health Clinic to improve access to medical care for students and staff
- Provided health education materials in Friday folders
- Awarded money for healthy classroom programs
- Sponsored Weekend backpack program to address food insecurity among students identified by the public schools
- Participated in coats for kids, bike rodeo, healthy classroom snacks and healthy snacks for summer school

#### Sponsorship participation

- Conrad high school bleacher project
- Conrad high school pole vault pit
- Conrad Splash Park
- Breast cancer awareness events
- Football yard line for cancer awareness

**Public health & other local partnerships**

- National Night Out - annual community–police partnership event that promotes neighborhood safety and crime prevention
- “Coming Out of the Darkness”- suicide-awareness activities
- Walk With Ease - encouraging physical activity for older adults
- Fall food drives benefiting the community and Pondera Food Bank
- Turkey Bingo- baskets donated

## 2. List of Available Community Partnerships and Facility Resources to Address Needs

- Conrad Area Chamber of Commerce
- Beehive Homes of Conrad
- Horizon Lodge Housing and Urban Development Division (HUD)
- Counseling Connections
- Options Counseling
- Sunrise Counseling
- Pioneer Counseling
- Center for Mental Health
- Pondera County Health Department
- Easter Seal Home Care Services
- Office of Public Assistance
- Alcoholics Anonymous
- Pondera Community Center
- Valier Senior Center
- Food Pantry
- Head Start
- Senior Surry – Conrad
- Northern Transit System/VA Visits
- Olson Drug
- Village Drug
- Asper Funeral Home
- Conrad School District
- Benefis Health System
- Logan Health System
- Montana Hospital Association
- Montana Office of Rural Health and Area Health Education Center (MORH/AHEC)
- Stokes Market
- MSU Extension

### 3. Pondera County Indicators

#### Population Demographics

- 50.3% of the population in Pondera County is male
- 18.4% of Pondera County's population has disability status
- The median age in Pondera County is 41.6 years
- 8.7% of Pondera County's population has Veteran status
- 84% of Pondera County's population are high school educated

#### Size of County and Remoteness

- 6,078 people in Pondera County
- 4 people per square mile

#### Socioeconomic Measures

- 30.9% of children live in poverty
- The unemployment rate in Pondera County is 3.6%
- In Pondera County, rent is more than 1/3 of the income for 28.0% of residents
- Approximately 9% of residents age 18-64 lack health insurance

#### Select Health Measures

- Obesity, High blood pressure, high cholesterol, and arthritis are common chronic conditions
- 17.6% of adults report smoking
- 19.5% of adults report binge drinking
- 26.5% of the adult population report physical inactivity
- 37.9% of men and 39.5% of women older than 65 are up to date on a core set of clinical services

#### Nearest Major Hospital

- Benefis Healthcare in Great Falls, MT is 65 miles from Logan Health Conrad

## Needs Identified and Prioritized

### Prioritized Needs to Address

1. Survey respondents indicated that their Overall Health was “Very good” (56.1%), “Fair” (34.7%), “Poor” (6.1%)
2. When asked about how many days they were physically active for at least 30 minutes, 4-5 days a week respondents indicated: “Every day or 4-6 times a week” (55%), with the paper survey having a similar response (67%).
3. Survey respondents indicated that “Lack of time” (31%) and “Lack of energy” (25%) get in the way of exercising, while “Improved quality of life” and “Feeling better mentally” as top reasons for exercising (31%).
4. Top health concerns of adult survey respondents included: “Alcohol/substance abuse” (70.1%), “Overweight/obesity” (61.9%), “Mental/behavioral health” (52.6%), “Chronic Diseases” (48.5%), and “High Risk Behavior” (18.6%).
5. Top health concerns for children from the online survey included: “Mental/behavioral Health” (25%), “Alcohol/substance abuse” (23%), “Bullying” (18%); for the paper survey top health concerns for children indicated that bullying was of most concern (57.9%) followed by the same from the online survey.
6. Paper survey respondents indicated that in the event of large-scale disaster or emergency they would use the “Radio” (82.8%) as their top information source, followed by “Television” (54.5%) and “Social Media” (53.5%). Online respondents indicated that “Radio” (23%), “Social Media” (24%) and “Neighbors” (21%) were the resources they would go to for emergency information.
7. When respondents were asked if their household had an emergency plan and a basic emergency kit most said “Yes” (56.1%) with some saying “No” (37.8%).
8. Respondents were asked if they knew that according to the 2024 Montana Prevention Needs Survey, 32% of high school students in Pondera County had reported feeling sad or hopeless almost every day for two weeks or more: approximately two-thirds of respondents in both the paper and online survey indicated that they *were* aware.
9. When asked if their children had struggled with the listed issues (depression, spending less time outside, low self-esteem, bullying) the majority responded: “Don’t have children” (70.9%), while the rest indicated “Depression” (8.1%) and “Low self-esteem” (8.1%), were of the highest concern.
10. When asked if they had discussed online safety and responsible internet use with their children, most respondents indicated that they did not have children (60.6%) with 29.8% saying “Yes” and 9.6% saying “No”.
11. Survey respondents were asked about what support systems would benefit community teens: “Mental health and Emotional supports” lead both paper and online responses (53.3%), followed by “Educational and career guidance”

(46.7%), “Family and community involvement” (43.5%), “Health and wellness” (28.3%) and “Safe and inclusive spaces” (26.1%).

12. When asked about the level of comfortability associated with families talking about safe sex health respondents indicated: that 38% of paper and 25% of online survey respondents felt “Good” and between 11-15% of respondents felt “Poor” comfortability.
13. Respondents were asked if the community has social activities or support groups specifically for their age/demographic: For the paper survey, 45% of respondents didn’t know these activities or groups existed for them while 27% did and 26% were unsure. Of paper respondents, 43% said they knew activities or groups existed for them and 35% said they were unsure.
14. Paper respondents answered that they typically find social connections or opportunities to socialize in the community at the following places: “Churches” (48.1%), “Restaurants/bars” (41.8%), “Work” (28.6%), “Schools” (21.4%) while others preferred to leave the county for social activities (16.3%). Online respondents indicated that they socialized or connected in “Other” ways not indicated in the survey, while 22% connected at “church” and 14% connected at “Work”, “Restaurants/bars” and the “Senior Center”.
15. When asked if the community had adequate health care services and programs for aging adults online survey participants were split with 41% saying “No” and 37% saying “Yes”. Paper participants indicated that 36% thought there were adequate resources while 38% indicated that they were unsure and 25% said “No”.
16. Respondents were asked if they required assistance with daily activities and most residents (92-94%) said “No” while 4-6% responded “Yes”.
17. When asked if residents had used Pondera County Health Department Services in the last 12 months, 13.1% of paper respondents have used “Multiple times”, while 23.3% had used “Once in the last year”. Online survey respondents indicated that 29% had used “PCHD multiple times in the last year”, 20% said they had used it “once” and approximately half had never or not recently used PCHD services.
18. When asked where respondents would find information about Pondera County Health Department responses were: “Social Media” (34%), “Newspaper” (23%), and “Flyers” (22%). Paper respondents indicated: “Radio” (52.2%) and “Newspaper” (46.7%).
19. A majority of both the paper and online survey respondents indicated that they were familiar with the services that Pondera County Health Department provides.

20. When asked about Education/Classes they would like to learn more about a top choice for both the paper and online respondents was “Health and Wellness”, followed by “Diabetes”, “Mental Health” and “Alzheimer’s/dementia”.
21. Respondents identified the following as social factors that contribute to health disparities: “Healthcare access” (23%) and “Economic Stability” (23%) were the top two identified by online participants while “Education access and quality” (55%) and “Healthcare access and quality” (41.3%) were top two in the paper survey. “Food security” (32.5%), “Transportation barriers” (26.3) and “Social and community support” were identified as additional contributors to health disparities.
22. When asked about the way in which community members hear about events in the community both online a paper respondents indicated they get their information from “Friends or family” and “Social media”.
23. Respondents indicated that they had used the Logan Health Conrad services “Health check-ups” and “Blood pressure checks” in the last year.
24. When rating the services provided by Logan Health Conrad, “Radiology” was the top-rated service, followed by “Colonoscopy procedures” (3.6 of 4) and “Infusion services”. The lowest rated service was “oncology” (3.0 of 4)
25. When asked to describe their mental health approximately one-third of online respondents said their mental health was “good” and approximately one-fourth said their mental health was “fair”. Paper respondents said about half had “good” mental health while one-fifth said “excellent”.
26. Respondents were asked if they feel lonely or isolated in the past 12 months 27.4% of paper respondents and 20% of online survey respondents indicated they felt lonely or isolated 1-2 days per week or more.
27. When asked if respondents think substance abuse is a problem -alcohol and drugs- in Pondera County 75% of online respondents said “yes” and 1-2% said “no”. Between 24-30% of respondents said they were unsure if it was a problem.
28. Respondents were asked if they, or anyone in their family, received mental health care, if needed. 62% of online respondents said they received care in Pondera County, while only 27% of paper respondents said they same. Most indicated that they received mental health care elsewhere.
29. Top barriers to receiving mental health care for both the online a paper respondents were: “Cost” and “Insurance coverage”
30. When asked if mental health care services were accessible for residents of Pondera County most respondents (44-47%) said that services were “Somewhat accessible” while 33-37% said they were “Not very assessable”.
31. Both online and paper respondents indicated that the top methods for managing stress was “Walking or exercise” and “Talking to a friend or relative” followed by “Meditation and/or prayer” and “Getting enough sleep”.

32. When asked about what stigmas exist around mental health in Pondera County “Fear of judgement” was identified as the top for both the online and paper survey respondents followed by “Lack of awareness and resources”.
33. Respondents indicated that the best ways to promote mental health in the county were: “Education and public awareness” followed by “Normalizing conversations” (38%) for paper respondents and “Community engagement” (20%) for online respondents.

***Needs Unable to Address*** (See page 23 for additional information)

13. For the paper survey, 45% of respondents didn’t know if community activities or social groups existed for them while 27% did and 26% were unsure. Of paper respondents, 43% said they knew activities or groups existed for them and 35% said they were unsure.
14. Paper respondents answered that they typically find social connections or opportunities to socialize in the community at the following places: “Churches” (48.1%), “Restaurants/bars” (41.8%), “Work” (28.6%), “Schools” (21.4%) while others preferred to leave the county for social activities (16.3%). Online respondents indicated that they socialized or connected in “Other” ways not indicated in the survey, while 22% connected at “church” and 14% connected at “Work”, “Restaurants/bars” and the “Senior Center”.

## Executive Summary

The following summary briefly represents the goals and corresponding strategies and activities which the facility will execute to address the prioritized health needs. For more details regarding the approach and performance measures for each goal, please refer to the Implementation Plan Grid section, which begins on page 15.

### Goal 1: Enhance mental and behavioral health services in Pondera County.

#### Strategy 1.1: Promote mental and behavioral health resources in Pondera County.

- 1.1.1. Continue to participate in various community programs that address mental and behavioral health in Pondera County (Pondera County Mental Health and Behavioral Health Advisory Board).
- 1.1.2. Promote resources like Beyond the Weather and 988 Suicide & Crisis Lifeline, and opportunities for QPR training.
- 1.1.3. Participate in regional activities and events promoting suicide awareness and mental and behavioral health such as Mental Health Awareness and Suicide awareness month, “Out of the Darkness” walks, and International Survivors of Suicide Loss Day.

#### Strategy 1.2: Explore opportunities to improve access to mental and behavioral health services in Pondera County

- 1.2.1. Promote services offered by Logan Health Behavioral Health professionals along the Hi-line.
- 1.2.2. Explore and promote the opportunity of offering Sr. Life Solutions at Logan Health facilities.
- 1.2.3. Partner and collaborate with local counselors to build bridges to referral sources. Publicize the dedicated telehealth space at the Health Department as an option for therapists to provide patient sessions.
- 1.2.4. Increase awareness of mental and behavioral and telehealth services and provide solutions for patients facing access barriers, including the dedicated telehealth room at the Health Department.

**Goal 2: Enhance Logan Health Conrad’s chronic care management and prevention efforts to reduce chronic disease burden.**

**Strategy 2.1: Host or sponsor community events that promote prevention and wellness.**

- 2.1.1. Continue to host the annual health fair (providing reduced rate laboratory screenings, health education, services, and resources).
- 2.1.2. Collaborate with community partners to host and sponsor community events (Community Fun Run, Golf Tourney, Community Wellness Challenges, National Night Out, etc.).

**Strategy 2.2: Develop chronic care educational series and resource materials.**

- 2.2.1. Development of a quarterly health education series for the community focusing on diabetes, hypertension, dementia and dermatology.
- 2.2.2. Increase dissemination of health education resource materials to the community (video on website, social media, presentations, etc.).

**Implementation Plan Grid**

**Goal 1:** Enhance mental and behavioral health services in Pondera County.

**Strategy 1.2:** Explore opportunities to improve access to mental and behavioral health services in Pondera County

Activities- 2022-2025	Responsibility	Timeline	Partners	Potential Barriers
1.1.1. Continue to participate in various community programs that address mental health in Pondera County (Pondera County Mental Health Advisory Board)	School nurse, LHC Clinic Care Coordinator, EMS, Rural Health Clinic (RHC) Manager, Quality personnel	Ongoing	Mental Health Advisory Board, Pondera County Health Department, Logan Health System partners	Dedicated Staffing, Scheduling Conflicts, Resource Limitations
1.1.2. Promote resources like Beyond the Weather and 988 Suicide & Crisis Lifeline, and opportunities for QPR training.	Rural Health Clinic Manager, LHC Care Coordinator, School Nurse, Quality personnel, Marketing	Ongoing	Logan Health system and community partners	Dedicated Staffing, Scheduling Conflicts, Resource Limitations
1.1.3. Participate in regional activities and events promoting suicide awareness and mental and behavioral health such as Mental Health Awareness and Suicide awareness month, “Out of the Darkness” walks, community support groups and International Survivors of Suicide Loss Day.	Quality personnel, Marketing, Rural Health Clinic Manager, LHC Care Coordinator, School Nurse	Ongoing	Logan Health System Partners, Pondera County Health Department	Dedicated Staffing, Scheduling Conflicts, Resource Limitations

**Needs Being Addressed by this Strategy:**

11. Survey respondents were asked about what support systems would benefit community teens: “Mental health and Emotional supports” lead both paper and online responses (53.3%), followed by “Educational and career guidance” (46.7%), “Family and community involvement” (43.5%), “Health and wellness” (28.3%) and “Safe and inclusive spaces” (26.1%).
24. When asked to describe their mental health approximately one-third of online respondents said their mental health was “good” and approximately one-fourth said their mental health was “fair”. Paper respondents said about half had “good” mental health while one-fifth said “excellent”.
25. Respondents were asked if they feel lonely or isolated in the past 12 months 27.4% of paper respondents and 20% of online survey respondents indicated they felt lonely or isolated 1-2 days per week or more.
27. Respondents were asked if they, or anyone in their family, received mental health care, if needed. 62% of online respondents said they received care in Pondera County, while only 27% of paper respondents said they same. Most indicated that they received mental health care elsewhere.
31. When asked about what stigmas exist around mental health in Pondera County “Fear of judgement” was identified as the top for both the online and paper survey respondents followed by “Lack of awareness and resources”.
32. Respondents indicated that the best ways to promote mental health in the county were: “Education and public awareness” followed by “Normalizing conversations” (38%) for paper respondents and “Community engagement” (20%) for online respondents.

**Anticipated Impact(s) of these Activities:**

- Logan Health Conrad strengthens community partnership as a resource for mental health and wellness.
- Increase access to behavioral health services.
- Decrease societal stigma associated with mental illness treatment.
- Strengthen partnerships
- Increased community knowledge of resources.

**Measure of Success:**

- Track the number of events attended by Logan Health representatives.
- Use marketing analytics to measure reach and engagement of promotional materials associated with events.
- Monitor any community-level changes influenced by these programs (e.g., new mental health initiatives launched).
- Track referral to behavioral health programs
- Track the number of individuals completing QPR training
- Collect feedback from patients and event participants

**Goal 1:** Enhance mental and behavioral health services in Pondera County.

**Strategy 1.1:** Promote mental and behavioral health resources in Pondera County.

Activities	Responsibility	Timeline	Partners	Potential Barriers
1.2.1. Promote services offered by Logan Health Behavioral Health professionals along the Hi-line.	Marketing, Rural Health Clinic Manager, LHC Care Coordinator, School Nurse	Ongoing	Logan Health System Partners, Pondera County Health Department	Dedicated Staffing, Scheduling Conflicts, Resource Limitations
1.2.2. Explore and promote the opportunity of offering Sr. Life Solutions at Logan Health facilities.	Logan Health Conrad President and finance manager	Ongoing	Logan Health System Partners, Newspaper, Pondera County Health Department	Dedicated Staffing, Resource Limitations
1.2.3. Partner and collaborate with local counselors to build bridges to referral sources. Publicize the dedicated telehealth space at the Health Department as an option for therapists to provide patient sessions.	RHC Manager and Logan Health Conrad President	Ongoing	Logan Health System Partners, Pondera County Health Department	Dedicated Staffing, Resource Limitations, Location details

<p>1.2.4. Increase awareness of mental and behavioral and telehealth services and provide solutions for patients facing access barriers, including the dedicated telehealth room at the Health Department.</p>	<p>RHC Manager, Care Coordinator, Marketing</p>	<p>Ongoing</p>	<p>Logan Health system partners</p>	<p>Dedicated Staffing, Scheduling Conflicts, Resource Limitations</p>
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**Needs Being Addressed by this Strategy:**

26. When asked if respondents think substance abuse is a problem -alcohol and drugs- in Pondera County 75% of online respondents said “yes” and 1-2% said “no”. Between 24-30% of respondents said they were unsure if it was a problem

27. Respondents were asked if they, or anyone in their family, received mental health care, if needed. 62% of online respondents said they received care in Pondera County, while only 27% of paper respondents said they same. Most indicated that they received mental health care elsewhere.

28. Top barriers to receiving mental health care for both the online a paper respondents were: “Cost” and “Insurance coverage”

29. When asked if mental health care services were accessible for residents of Pondera County most respondents (44-47%) said that services were “Somewhat accessible” while 33-37% said they were “Not very assessable”.

- Anticipated Impact(s) of these Activities:**
- Increase access to behavioral health services
  - Decrease societal stigma associated with mental illness and substance use disorders
  - Strengthen community partnerships
  - Build community capacity
  - Increased community knowledge of resources

- Plan to Evaluate Anticipated Impact(s) of these Activities:**
- Number of patients utilizing behavioral health services.
  - Number of participants completing Behavioral Health Training.
  - Track implementation of system-wide referral structure for mental illness follow up.
  - Use marketing analytics to measure reach and engagement of promotional materials associated with events.
  - Track mental and behavioral health measures in subsequent CHNA.

**Measure of Success:**

- Successful planning, launch and utilization of Sr. Life Solutions.
- Increase in referrals to Logan Health Behavioral Services.
- Increased engagement of promotional series associated with events.
- Collaborate with the Pondera County Health Department to track utilization of telehealth options located at the Department.
- Collect participant satisfaction and perceived benefit data.

**Goal 2:** Enhance Logan Health Conrad’s chronic care management and prevention efforts to reduce chronic disease burden.

**Strategy 2.1:** Host or sponsor community events that promote prevention and wellness.

Activities	Responsibility	Timeline	Partners	Potential Barriers
2.1.1. Continue (or Partner with Pondera County Health Dept) to host the annual health fair with a focus on chronic conditions and mental health, in addition to offering reduced rate laboratory screenings and providing health education, services, and resources.	Marketing and Communications team, Administrative Assistant, Department Managers, Pondera County Health Dept.	Ongoing	Logan Health system partners Pondera County Health Department, MSU Extension office	Location, Dedicated Staffing, Resource Limitations
2.1.2. Collaborate with community partners to host and sponsor community events (Community Fun Run, Golf Tourney, Community Wellness Challenges, National Night Out, etc.).	Marketing and Communications, Administrative Assistant, Leadership, Department Managers	Ongoing	County Health Department, Chamber, Local law enforcement, Local Healthcare Foundation, Valier Area Development Corporation	Location, Dedicated Staffing, Resource Limitations

**Needs Being Addressed by this Strategy:**

- 20. When asked if the community had adequate health care services and programs for aging adults online survey participants were split with 41% saying “No” and 37% saying “Yes”. Paper participants indicated that 36% thought there were adequate resources while 38% indicated that they were unsure and 25% said “No”.
- 21. Respondents identified the following as social factors that contribute to health disparities: “Healthcare access” (23%) and “Economic Stability” (23%) were the top two identified by online participants while “Education access and quality” (55%) and “Healthcare access and quality” (41.3%) were top two in the paper survey. “Food security” (32.5%), “Transportation barriers” (26.3) and “Social and community support” were identified as additional contributors to health disparities.

**Anticipated Impact(s) of these Activities:**

- Improved awareness of services available through Logan Health Conrad.
- Increased early detection of chronic disease and access to preventive treatment efforts.
- Improve access to high quality, coordinated care.
- Building and strengthening community partnerships.
- Promotion of healthy lifestyles
- Increased community knowledge of resources.
- Increased referrals

**Plan to Evaluate Anticipated Impact(s) of these Activities:**

- Track total participants at the Health Fair.
- Record the number of reduced-rate lab screenings that are completed at the Health Fair.
- Monitor referrals or appointments scheduled that result from screenings done at the Health Fair.
- Track attendance for each community event (Community Fun Run, Golf Tourney, Community Wellness Challenges, National Night Out, etc.).
- Increase in marketing analytics measuring the reach and

**Measure of Success:**

- Increased participation and community involvement in the Health Fair.
- Increase in referrals or appointments scheduled that result from screenings done at the Health Fair.
- Increased attendance for each community event (Community Fun Run, Golf Tourney, Community Wellness Challenges, National Night Out, etc.).
- Maintain or increase in the number of community partners that contribute to each community event.
- Improved satisfaction and perceived benefit data from educational series.
- Increased referrals related to topics addressed in the educational series.
- Increased access to educational materials shared both in person and on social media
- Improved engagement and utilization of promotional materials associated with events.

**Goal 2: Enhance Logan Health Conrad’s chronic care management and prevention efforts to reduce chronic disease burden.**

**Strategy 2.2: Develop chronic care educational series and resource materials.**

Activities	Responsibility	Timeline	Partners	Potential Barriers
2.2.1. Development of a quarterly health education series for the community focusing on diabetes, hypertension, dementia and dermatology.	Marketing and Communications team, Wellness Committee, Director of Rehab Services Medical Staff, RHC Manager, Care Coordinator, Acute Director of Nursing	Ongoing	County Health Department, School nurse program, Logan Health system partners	Resource Limitations, Dedicated staffing
2.2.2. Increase dissemination of health education resource materials to the community (video on website, social media, presentations, etc.).	Marketing and Communications team, RHC Manager	Ongoing	County Health Department, County Extension Office, Logan Health system partners	Resource Limitations, Dedicated staffing

**Needs Being Addressed by this Strategy:**

- 15. When asked if the community had adequate health care services and programs for aging adults online survey participants were split with 41% saying “No” and 37% saying “Yes”. Paper participants indicated that 36% thought there were adequate resources while 38% indicated that they were unsure and 25% said “No”.
- 22. Respondents indicated that they had used the Logan Health Conrad services “Health check-ups” and ‘Blood pressure checks” in the last year.
- 23. Respondents indicated that they had used the Logan Health Conrad services “Health check-ups” and ‘Blood pressure checks” in the last year.
- 24. When rating the services provided by Logan Health Conrad, “Radiology” was the top-rated service, followed by “Colonoscopy procedures” (3.6 of 4) and “Infusion services”. The lowest rated service was “oncology” (3.0 of 4)

**Anticipated Impact(s) of these Activities:**

- Improved awareness of services available through Logan Health Conrad.
- Improved management of chronic diseases.
- Improved health outcomes.
- Improve access to high quality, coordinated care.

**Plan to Evaluate Anticipated Impact(s) of these Activities:**

- Track number of referrals to Chronic Care Management Program.
- Track progress towards developing outreach and educational materials.
- Collect participant satisfaction and perceived benefit data.
- Track health measures in subsequent CHNA.

**Measure of Success:**

- Increased referrals to chronic care management programs.
- Increased percentage of patients screened for chronic disease.
- Improved engagement and utilization of promotional materials associated with events.
- Positive feedback from patients and event participants

**Needs Not Addressed and Justification**

<b>Identified health needs unable to address by Logan Health Conrad</b>	<b>Rationale</b>
<p>13. For the paper survey, 45% of respondents didn't know if community activities or social groups existed for them while 27% did and 26% were unsure. Of paper respondents, 43% said they knew activities or groups existed for them and 35% said they were unsure.</p>	<p>Logan Health Conrad works with local businesses and community organizations to share information about social opportunities and promote participation in community events through a variety of media and outreach channels. Identification of the most effective media strategies to reach the diverse population in Pondera County requires resources that are currently beyond the hospital's capacity.</p>
<p>14. Paper respondents answered that they typically find social connections or opportunities to socialize in the community at the following places: "Churches" (48.1%), "Restaurants/bars" (41.8%), "Work" (28.6%), "Schools" (21.4%) while others preferred to leave the county for social activities (16.3%). Online respondents indicated that they socialized or connected in "Other" ways not indicated in the survey, while 22% connected at "church" and 14% connected at "Work", "Restaurants/bars" and the "Senior Center".</p>	<p>Community engagement and staying active are important for overall health; however, determining where and how residents choose to socialize falls outside the mission and resources of a rural hospital. Influencing social patterns or creating new social venues is not a feasible role for Logan Health Conrad.</p>

## Dissemination of Needs Assessment

Logan Health- Conrad “LHC” disseminated the community health needs assessment and implementation plan by posting both documents conspicuously on their website <https://www.logan.org/community/community-health-needs-assessment/> as well as having copies available at the facility should community members request to view the community health needs assessment or the implementation planning documents.

The Implementation Committee, which was formed specifically to include the community to the assessment process, will be informed of the implementation plan to see the value of their input and time in the CHSD process as well as how LHC is utilizing their input. The Implementation Committee, as well as the Board of Directors, will be encouraged to act as advocates in Pondera County as the facility seeks to address the healthcare needs of their community. Furthermore, the board members of LHC will be directed to the hospital’s website to view the complete assessment results and the implementation plan. LHC board members approved and **adopted the assessment on February 3, 2026, and the plan on January 6, 2026**. Board members are encouraged to familiarize themselves with the needs assessment report and implementation plan, so they can publicly promote the facility’s plan to influence the community in a beneficial manner.

Written comments on this 2025-2028 Logan Health Conrad Community Benefit Implementation Plan can be submitted to:

Marketing  
Logan Health Conrad  
805 Sunset Blvd.  
Conrad, Montana 59425

Please contact Logan Health Conrad’s Marketing Department, Kelsey Miller at [kelseymiller@logan.org](mailto:kelseymiller@logan.org) with questions.