

2025–2027 IMPLEMENTATION STRATEGY



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The IU Health Way

Vision ▪ Values ▪ Promise

Our vision, values and promise

IU Health has been on a path to create a healthy culture for all. The IU Health Way describes our shared culture and how we aspire to treat each other, our patients and the communities we serve.



About the hospital

IU Health Bloomington serves patients in Bloomington, Indiana, and the surrounding counties. It offers a comprehensive array of inpatient and outpatient healthcare services covering a multitude of specialties. The hospital has a focus on innovation and excellence in care, education and research. IU Health Bloomington is a Magnet-designated hospital recognized by the American Nurses Credentialing Center for demonstrating excellence in nursing services and high-quality clinical outcomes for patients. A highlight of 2021 was moving into the new Regional Academic Health Center. Despite a pandemic, the organization was able to continue with this once-in-a-lifetime opportunity that allows the Indiana University and IU Health partnership to work under one roof giving the community access to cutting-edge medical education including medicine, nursing, social work, and speech and hearing, as well as state-of-the-art hospital care.

The hospital is part of IU Health, the largest and most comprehensive health system in Indiana. IU Health, in partnership with Indiana University School of Medicine, one of the nation's leading medical schools, gives patients access to leading-edge medicine and treatment options that are available first, and often only, at IU Health.

Purpose of a hospital's implementation strategy

IU Health Bloomington presents this implementation strategy which follows the development of its 2024 community health needs assessment (CHNA). Every three years, a CHNA is conducted to understand the community served by the hospital, including its greatest health issues, health disparities and the root causes of poor health. This information is then used to inform strategies designed to improve the community's health.

The implementation strategy process is meant to align IU Health and its hospitals' programs, services and resources with goals, objectives and strategic initiatives that address significant community health needs described in the CHNA.

IU Health's process follows the Internal Revenue Service (IRS) Tax Code 501(r) requirements to conduct a CHNA every three years and adopt an implementation strategy that addresses significant community health needs as set forth by the Patient Protection and Affordable Care Act (PPACA).

Community definition

IU Health Bloomington defines the local community served as Lawrence, Monroe and Owen counties, Indiana.

In 2022,

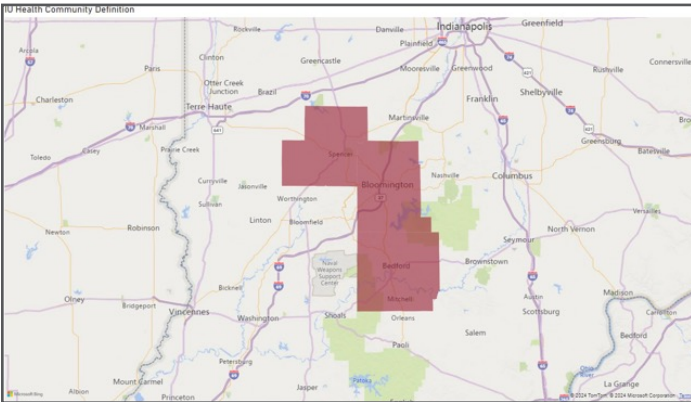
Percent of hospital inpatient cases from local community

76.7%

Estimated total population in local community

206,539

IU Health Bloomington local community served – Lawrence, Monroe and Owen counties



Source: Power BI and IU Health, 2024

Development of implementation strategy

This implementation strategy was developed through conversations with key hospital leaders and community stakeholders within Lawrence, Monroe and Owen counties. Hospital team members included leaders and clinicians representing multiple areas of expertise. Community stakeholders included representatives from local county health departments, social service organizations, county corrections, local government officials, community health organizations, people living in recovery and other community members.

Each year, the IU Health South Region Community Health Committee will review this implementation strategy to determine if changes should be made to better address the health needs of the community.

Learn More

Visit the [IU Health website](#) for more information on the CHNA process, a summary of the significant community health needs, highlights of the many data sources that support the health needs and for a copy of the 2024 IU Health Bloomington CHNA.

Community health needs identified

The 2025 – 2027 implementation strategy was developed by IU Health Bloomington in response to the prioritized community health needs in the 2024 CHNA. The CHNA process was informed by multiple data sources gathered in January through June of 2024. Demographic, health condition, health behavior and social determinants of health data; findings from other community health assessments of the hospital's local community; and input from individuals and organizations who participated in the community input process were analyzed and reviewed to assess the health of the community. Health disparities were highlighted across the different data sources too.

Many health needs were identified in the 2024 CHNA with much input from individuals and organizations in the local

community, including ways to address these needs. The Hanlon Method was used to prioritize health needs in the community. This evidence-based technique takes the community health needs and rates them against specific criteria and other factors, identifying issues with the highest scores.

The final list of significant community health needs in the 2024 CHNA are listed below, in alphabetical order. It is not surprising that many, if not all of them, are the same from the 2021 CHNA. These health needs and social determinants of health (i.e., conditions in the environment where people are born, live, learn, work, play, worship and age that impact health) are complex and often connected to one another. Sustained community collaborations and resources as well as comprehensive interventions (i.e., program-to-policy approaches) over longer periods of time will be vital to see changes in health outcomes and health disparities in the local community served by the hospital.

Community health needs hospital will address (in calendar years 2025 –2027)
Access to healthcare services
Aging population and needs of older adults
Behavioral health (mental health and substance use)
Chronic disease prevention and management
Maternal and infant health and child well-being
Smoking, vaping and tobacco use
Social determinants of health
Community health needs hospital will not address
All community health needs identified in the 2024 CHNA will be addressed.

Community health needs hospital will address

Community health need: Access to healthcare services

Goal: Increase equitable access to affordable and quality healthcare services.			
Objective (by December 31, 2027): <ul style="list-style-type: none"> ■ Increase the number of people who receive clinical and community-based preventive services, especially in geographic areas where resources are limited and for groups experiencing health disparities. ■ Increase the number of people who have health insurance and can access payment assistance for healthcare services. ■ Increase the development of a skilled and diverse healthcare workforce. 			
Strategic initiative*	Performance indicator	Internal and external partners	Hospital resources
Provide mobile, home or community-based services that provide education, referrals and prevention services (e.g., screenings and vaccines) outside traditional medical settings.	<ul style="list-style-type: none"> ■ Number of people served ■ Number of services provided ■ Number of events where services are provided ■ Types of community collaborations 	<ul style="list-style-type: none"> ■ Community-based organizations ■ IU Health – Healthy Communities department and clinical staff 	Estimated budget: Additional resources include staff time and education, vaccines and clinical supplies (system impact).**
Assist people with enrollment in healthcare coverage programs, drug assistance programs and other services.	<ul style="list-style-type: none"> ■ Number of people served ■ Number of people referred for IU Health financial assistance ■ Training and certification requirements maintained by IU Health financial counselors 	<ul style="list-style-type: none"> ■ Indiana state agencies ■ Local social service agencies ■ IU Health financial counselors 	Estimated budget: Additional resources include staff time, certification programs and training.**
Collaborate with local educational institutions for student placement, workforce development initiatives and community outreach.	<ul style="list-style-type: none"> ■ Number of students ■ Types of collaborations 	<ul style="list-style-type: none"> ■ Indiana University (IU) Schools of nursing, public health, social work and medical students ■ Ivy Tech School of Nursing 	Estimated budget: Additional resources include staff time.**

*A strategic initiative listed above may impact more than one community health need.

**The budget for this strategy is an estimate and should be regarded as such.

Community health need: Aging population and the needs of older adults

Goal: Promote the health and well-being of older adults through the aging process.

Objective (by December 31, 2027):

- Increase the number of older adults who receive clinical and community-based healthcare services, especially in geographic areas where resources are limited and for older adults experiencing health disparities.

Strategic initiative*	Performance indicator	Internal and external partners	Hospital resources
Provide fall prevention programming in the community.	<ul style="list-style-type: none"> ■ Number of trainings ■ Number of participants 	<ul style="list-style-type: none"> ■ IU Health Trauma Services and Healthy Communities department 	Estimated budget: \$1,000 in supplies. Additional resources include staff time.**
Provide State Health Insurance Assistance Program (SHIP) state health insurance planning counselors for Medicare navigation.	<ul style="list-style-type: none"> ■ Number of appointments ■ Number of SHIP counselors 	<ul style="list-style-type: none"> ■ Indiana SHIP ■ IU Health – Healthy Communities department 	Estimated budget: Additional resources include staff time.**
Community wellness outreach services for adults 65 years of age or older.	<ul style="list-style-type: none"> ■ Number of people served ■ Number of outreaches ■ Types of outreaches (e.g., immunization or hypertension) 	<ul style="list-style-type: none"> ■ Alzheimer's and dementia resources ■ IU Health – Healthy Communities department 	Estimated budget: \$40,000. Additional resources include staff time.**
Provide employee service opportunities through IU Health Serves to benefit older adults.	<ul style="list-style-type: none"> ■ Number of people served ■ Number of service projects completed ■ Number of volunteer hours 	<ul style="list-style-type: none"> ■ Community-based organizations ■ IU Health – Healthy Communities department and team members 	Estimated budget: Additional resources include staff time and project materials.**

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Community health need: Behavioral health (mental health and substance use)

Goal: Increase equitable access to affordable and quality behavioral health services.

Objective (by December 31, 2027):

- Increase the number of people who receive behavioral health services, especially in geographic areas where resources are limited and for groups experiencing health disparities.
- Increase the integration of behavioral health with other healthcare services.
- Increase emotional wellness and mental health supports in the community.

Strategic initiative*	Performance indicator	Internal and external partners	Hospital resources
Provide virtual behavioral health services to increase access to mental health services and professionals.	<ul style="list-style-type: none"> ■ Number of people served ■ Types of services offered 	<ul style="list-style-type: none"> ■ IU Health Virtual Behavioral Health and primary care practices 	Estimated budget: Additional resources include staff time and equipment (system impact).**
Provide the Integrated Social Work Initiative in IU Health clinical settings.	<ul style="list-style-type: none"> ■ Number of encounters 	<ul style="list-style-type: none"> ■ IU Health Virtual Care 	Estimated budget: Additional resources include staff time and equipment (system impact).**
Provide programming for women with substance use before, during and after childbirth.	<ul style="list-style-type: none"> ■ Number of pregnant women served 	<ul style="list-style-type: none"> ■ Pregnancy Promise ■ Indiana Department of Health ■ IU Health Obstetrics and Gynecology (OB) and Healthy Communities department 	Estimated budget: Additional resources include staff time and equipment (regional impact).**
Provide access to Mental Health First Aid/Suicide Prevention training to the community with a focus on educators.	<ul style="list-style-type: none"> ■ Number of participants ■ Number of trainings 	<ul style="list-style-type: none"> ■ Monroe County Community School System ■ Richland Bean Blossom Community School Corporation ■ IU Health – Healthy Communities department 	Estimated budget: Additional resources include staff time and equipment (regional impact).**

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Community health need: Chronic disease prevention and management

Goal: Reduce the burden of chronic disease and improve quality of life for people who have, or are at risk for, chronic disease.

Objective (by December 31, 2027):

- Increase the number of people who have access to chronic disease screening, referral and disease management services, especially in geographic areas where resources are limited and for groups experiencing health disparities.
- Increase people's ability to monitor and manage their chronic disease.

Strategic initiative*	Performance indicator	Internal and external partners	Hospital resources
Provide wellness in the community including blood pressure screening and point-of-care testing.	<ul style="list-style-type: none"> ■ Number of people screened ■ Numbers elevated ■ Number of people referred 	<ul style="list-style-type: none"> ■ HealthNet ■ Monroe County Health Department ■ IU Health Medical Group and Healthy Communities department 	Estimated budget: \$100,000. Additional resources include staff time and equipment (system impact).**
Nurse-Family Partnership (NFP) to provide pre-eclampsia and hypertension screenings.	<ul style="list-style-type: none"> ■ Number of people served ■ Number of people with pre-eclampsia 	<ul style="list-style-type: none"> ■ Indiana Department of Health ■ IU Health OB and Healthy Communities department 	Estimated budget: \$100,000. Additional resources include staff time and equipment (regional impact).**
Coordinated School Health will provide technical assistance to promote wellness in schools.	<ul style="list-style-type: none"> ■ Number of encounters in schools for direct services ■ Track number of financial resources for the county schools 	<ul style="list-style-type: none"> ■ Monroe County Community School Corporation (MCCSC) ■ Richland Bean Blossom Community School Corporation ■ Monroe County Health Department ■ IU Health – Healthy Communities department 	Estimated budget: \$70,000. Additional resources include staff time and equipment (regional impact).**

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Community health need: Maternal and infant health and child well-being

Goal: Promote and protect the health and well-being of all mothers, infants and children.

Objective (by December 31, 2027):

- Increase the number of people who receive maternal health services, especially in geographic areas where resources are limited and for groups experiencing health disparities.
- Increase support service programming for expectant mothers, new parents/caretakers and families.

Strategic initiative*	Performance indicator	Internal and external partners	Hospital resources
Use OB referral system to home visiting programs in the community.	<ul style="list-style-type: none"> ■ Number of referrals ■ Number of people served 	<ul style="list-style-type: none"> ■ Women, Infants, and Children (WIC) department ■ Nurse-Family Partnership ■ Healthy Families ■ IU Health Medical Group and OB 	Estimated budget: Additional resources include staff time and equipment (regional impact).**
Create safe sleep ambassadors through train-the-trainer model in the community.	<ul style="list-style-type: none"> ■ Number of ambassadors 	<ul style="list-style-type: none"> ■ Health Ministry Network ■ Daycares ■ IU Health – Healthy Communities department 	Estimated budget: Additional resources include staff time and equipment (regional impact).**
Increase access to long-acting reversible contraception (LARC).	<ul style="list-style-type: none"> ■ Number of NFP patients receiving LARC at discharge 	<ul style="list-style-type: none"> ■ WIC department ■ Nurse-Family Partnership ■ Path 4 You ■ IU Health Medical Group and OB 	Estimated budget: \$70,000. Additional resources include staff time and equipment (regional impact).**
Provide safety, health and injury prevention programs and services to expectant mothers and parents/caretakers of infants and children.	<ul style="list-style-type: none"> ■ Number of car seat safety inspections ■ Number of car seats distributed ■ Number of helmets distributed ■ Number of events attended ■ Number of Pack and Plays distributed ■ Number of people served ■ Number of courses offered 	<ul style="list-style-type: none"> ■ WIC department ■ Nurse-Family Partnership ■ Fetal Infant Mortality Review ■ IU Health Medical Group, OB and Healthy Communities department 	Estimated budget: \$70,000. Additional resources include staff time and equipment (regional impact).**

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Community health need: Smoking, vaping and tobacco use

Goal: Reduce disease, disability and death related to tobacco use or exposure to secondhand smoke.			
Objective (by December 31, 2027): <ul style="list-style-type: none"> ■ Increase access to clinical screening and treatment in the healthcare setting for patients who use tobacco products, especially for those experiencing health disparities. ■ Increase tobacco prevention and cessation interventions for youth or adults in the community. 			
Strategic initiative*	Performance indicator	Internal and external partners	Hospital resources
Provide free tobacco cessation programming to support patients' desire to quit tobacco use.	<ul style="list-style-type: none"> ■ Number of referrals ■ Number of patients participating in programs ■ Number of patients completing programming 	<ul style="list-style-type: none"> ■ IU Health – Healthy Communities department and clinical staff 	Estimated budget: Additional resources include staff time (system impact).**
Offer cessation/education for youth.	<ul style="list-style-type: none"> ■ Number of classes offered ■ Number of participants 	<ul style="list-style-type: none"> ■ Monroe County Community School Corporation (MCCSC) ■ Richland Bean Blossom Community School Corporation ■ IU Health – Healthy Communities departments 	Estimated budget: Additional resources include staff time and supplies.**
Distribute cessation kits in the community.	<ul style="list-style-type: none"> ■ Number of kits distributed 	<ul style="list-style-type: none"> ■ IU Health Cardiopulmonary and Healthy Communities departments 	Estimated budget: Additional resources include staff time and supplies.**

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Community health need: Social determinants of health (SDOH)

Goal: Reduce the burden of social and economic barriers keeping people from achieving their full potential for health and well-being.

Objective (by December 31, 2027):

- Increase engagement with community-based organizations and leaders to support initiatives that address key social and environmental factors impacting health.
- Increase screening and referral opportunities for patients and community members to identify and address underlying social needs that impact health.

Strategic initiative*	Performance indicator	Internal and external partners	Hospital resources
Implement multi-partner community collaborations and interventions through the IU Health Community Impact Investment Fund (CII).	<ul style="list-style-type: none"> ■ Number of people/families served by initiative ■ SDOH being addressed ■ Number and types of community collaborations 	<ul style="list-style-type: none"> ■ Community-based organizations ■ IU Health – Healthy Communities department, Foundation and team members 	Estimated budget: Additional resources include staff time.**
Engage patients in varied clinical settings to assess social needs and refer to resources.	<ul style="list-style-type: none"> ■ Number of people screened for social needs ■ Number of people referred to community services 	<ul style="list-style-type: none"> ■ Community-based organizations ■ IU Health – Healthy Communities department, primary care practices and other team members 	Estimated budget: Additional resources include contracted services with Twistle platform and staff time (system impact).**
Promote findhelp.org to ensure patients and community members can find free and reduced-cost programs to meet their social needs.	<ul style="list-style-type: none"> ■ Number of users ■ Number of searches ■ Types of services sought by users 	<ul style="list-style-type: none"> ■ Local food pantries ■ Local community health centers ■ IU Health – Healthy Communities department 	Estimated budget: \$67,000 annually (system impact). Additional resources include staff time.**
Provide employee service opportunities through IU Health Serves to address the social needs of community members.	<ul style="list-style-type: none"> ■ Number of people served ■ Number of projects completed ■ Number of volunteer hours 	<ul style="list-style-type: none"> ■ Community-based organizations ■ IU Health – Healthy Communities department and team members 	Estimated budget: Additional resources include staff time and funding.**

*A strategic initiative listed above may impact more than one community health need.

**The budget for this strategy is an estimate and should be regarded as such.

Community health needs hospital will not address

IU Health Bloomington will address all the community health needs identified in the 2024 community health needs assessment.

Tracking progress and community benefit

Every year, from 2025 to 2027, IU Health Bloomington will report its progress on the above strategic initiatives on the Internal Revenue Services (IRS) Schedule H (Form 990) along with community benefit spending on financial assistance, unreimbursed Medicaid, other community

benefit and community building activities. Visit the [Indiana Department of Health](#) website to view this form.

IU Health also publishes a yearly report that highlights community benefit spending by the healthcare system and its hospitals, including IU Health Bloomington. Visit the [IU Health website](#) to view the report.

Contact us

IU Health values what matters to our patients and the communities we serve. We welcome your comments, questions and feedback on this implementation strategy. Written comments can be sent to communitybenefit@iuhealth.org.



Bloomington