



## 2026 Iowa Certificate of Need (CON) Application

Instructions: 1. Complete all the sections below. 2. Provide concise, evidence-based responses, with supporting documentation or data as needed. 3. Reference Iowa Code 10A.714, as needed, to complete the application. 4. Upload additional documentation, as needed.

**Primary Contact**

CEO Glenn Zevenbergen

**Primary Contact Employer**

Hegg Memorial Hospital

**Primary Contact Email**

glenn.zevenbergen@hegghc.org

**Facility Name**

Hegg Memorial Hospital

**Facility Address**

1202 21ST AVENUE, ROCK VALLEY, Iowa 51247

**Project Title**

Hegg Memorial Hospital Fixed MRI

**Project Type**

New Equipment

**Would you like to request a summary review?**

Yes

### 1. Applicant and Facility Overview

**a. Project Purpose and Objectives:**

The purpose of the project is to acquire a 1.5T fixed MRI unit with the following objectives:

1. Increasing the availability of MRI Services from 2 days per week to 7 days per week.
2. Providing ease of access to to all patient populations, but especially the elderly and minority populations who often have difficulty traveling outside of our community.
3. Increasing the quality of MRI images by transitioning from a mobile to a fixed unit thus decreasing the number of patients who are sent out of town to to be scanned in a fixed MRI unit.
4. Improving navigation withing the healthcare system - an area identified within our Community Health Needs Assessment - especially for minority populations where language barriers exist.
5. Implementing technology that is considered standard of care.

**b. Relationship to Long-Range Development Plan:**

Strategic Planning held in 2024 identified MRI services as a key strategic growth area due to the continued growth of our community and the need to provide technology that is considered as a basic standard of care. A subsequent campus master, plan directed by the strategic plan, identified appropriate space to

develop MRI services on campus by repurposing unused space that previously housed OB services.

**c. Description of Proposed Service/Program:**

Acquisition and installation of a new fixed 1.5T MRI unit.

Expanding service from 2 days per week to 7 days per week to meet increasing demand.

Improved access to all patients, especially the elderly and minority populations with transportation challenges.

Improved navigation of the healthcare system to address Community Needs Assessment.

**d. Target Population: Specify geographic and demographic areas.**

Hegg Memorial Hospital serves a geographic area primarily within a radius of 20 miles of Rock Valley, IA

**e. Relation to Existing Provider Network: Summarize relationship with other health care providers/services in the region.**

Hegg Memorial Hospital works collaboratively with the other hospitals in the region with most of the institutions partnering with Avera Health and sharing the same electronic medical records system. Shared staffing exists primarily with Sioux Center Health.

**f. Funding Sources and Financial Resources: Identify and document sources of funding and financial viability.**

Funding will come from existing reserves and Hegg Foundation funds. No money will be borrowed. Ongoing viability will be achieved from directly from operations.

**Current # of Beds (if changing)**

**Current bed type (if changing)**

**Requested # of Beds (if changing)**

**Requested bed type (if changing)**

**Document Upload**

Source of Funding.xlsx

## **2. Community Need and Service Gaps**

**a. Description of Need:**

In 2025 251 MRI's were performed by mobile truck services and data obtained from the IHA association and our own referral information show that 262 patients obtained MRI services elsewhere.

**b. Assessment of Existing Services and Gaps:**

No other fixed MRI services exist in the community.

MRI accessibility is limited due to only 2 days per week of mobile MRI truck coverage.

**c. Alternatives Analysis:**

Less costly or more effective methods are not available. Expansion of Mobile services is not an option due to lack of availability. A permanent mobile unit does not address the quality concerns raised by physicians. A 1.5T MRI fixed unit is considered the gold standard for diagnostically superior images and is considered standard care.

**d. Accessibility Considerations:**

The majority of MRI's referred outside of the community are referred to Sioux Falls, SD which is one hour of travel time in each direction. Our service area is 100% rural. The community of Rock Valley consists of a minority population of over 32% of the total population and has an elderly population of approximately 18%. There are no transportation services offered in our community which creates a significant

transportation barrier for minority and elderly patients, frequently leading to delay's in healthcare services.

**e. Community Input/Support:**

See attached

**Document Upload (if needed)**

Letter of support - Dr. Beucher.pdf

Letter of Support for MRI Unit at Hegg Memorial Hospital.pdf

**f. Non-discriminatory Access:**

Medically necessary MRI services will be offered to all patients regardless of ability to pay and regardless of referral source.

### **3. Impact on Existing Providers**

**a. Impact Assessment:**

There are no other MRI providers in the community. There will be no impact or unnecessary duplication of services.

**b. Community and Economic Impact: Broader system effect and value-added to the community.**

Providing MRI services within our community impacts both employees and employers by lessening the time an employee needs to take off work. Currently it is common for an employee to take an entire day off of work to travel to Sioux Falls, SD. Both employees and employers will see a positive impact from less time away from work and improving quality of life. Additional staff will be hired creating a positive economic impact for the community. A robust health system that is able to keep care in the community has proven to be the essential economic engine for rural communities, and adding the MRI is a key component to on-going community vitality.

**c. Efficiency in Use of Resources: Shared/cooperative arrangements to maximize efficiency.**

Currently Hegg Memorial Hospital has cooperative agreements in place with Sioux Center Health for Radiologist services, General Surgery, Obstetrics, Chief Financial Officer, PT / OT, and Hospice Services.

### **4. Financial and Operational Feasibility**

**a. Financial Projections and Feasibility:**

The attached projection show equipment costs of \$1,549,000 and building renovation costs of \$961,910

**Document Upload (3-year budget projections)**

Updated Hegg Memorial '26.pdf

**b. Staffing and Operations:**

One MRI tech will be hired and an existing MRI trained Radiology technologist (Radiology Manager) will provide staffing for operation of the equipment. The Radiology manager reports directly to the CEO so lines of operational oversight and management are direct. All required resources for project completion and operations have been identified.

**c. Short and Long-term Viability:**

Increased revenue generated by keeping referred MRI's in-house will keep the service viable and sustainable. Additionally, because MRI is a modality of choice for many conditions, it is anticipated that more MRI's will be ordered instead of lower diagnostically useful modalities available in house. There will be no loan on the equipment thus no interest payments.

## 5. Community and Economic Impact

### a. Community Engagement:

As MRI is a standard of care, all patient populations will be included regardless of ability to pay. Our diverse community identified that navigation of the health system is a barrier, and traveling out of the community to access MRI services at a tertiary healthcare campus is part of that barrier. Having an in-house MRI and accompanying that with our in-house one-to-one interpreter staff will improve the patient experience and is responsive to community input and concerns.

### b. Resource Availability:

One MRI trained staff is already in-house and the second will be hired upon approval of the project. Staff are cross-trained and also serve as radiology generalists for efficient use of staff.

### c. Organizational Relationships:

Hegg Memorial Hospital has a long-term relationship with specialists inside and outside of the Avera Health Network including Orthopedics, Podiatrists, Cardiology etc. and have access to Neurology via Emergency Telemedicine provider Avel. Area Physical Therapists are also able to directly order MRI scans.

## 6. Project Planning

### a. Project Timeline:

Renovation of the space where MRI will be located would start in June of 2026 with completion scheduled for June of 2027. Equipment would be ordered upon approval of this application allowing an adequate lead-time for delivery and installation.

### b. Innovative Components:

N/A

### c. Regulatory Compliance:

Hegg Memorial Hospital will complete registration requirements, submit a shielding plan and will install and maintain the equipment according to manufacturer specifications. Additionally, procedures to manage medical emergencies within the MRI unit will be completed. Only certified and licensed technologists will operate the scanner and will complete all required continuing education requirements. Supervising physicians will be available as required, and all operational and safety procedures including patient screening will be implemented. Hegg's Radiology department has an exceptional history of compliance to regulations and MRI compliance will be approached with the same vigor.

## 7. Special Criteria for Specific Services:

### a. Alternative Consideration (10A.714(2)(a)):

Expansion of mobile services was explored. No additional mobile services are available. Additionally mobile units carry the concern of image quality, thus this is not a long-term solution. There are no other practical alternatives that address the barriers of transportation or address the difficulty of navigating complex health systems as identified in our Community Health Needs Assessment.

### b. Utilization of Similar Facilities (10A.714(2)(b)):

There are no other MRI facilities in our community.

### c. Construction/Modernization (10A.714(2)(c)):

Space previously used for OB Services will be modernized negating the need for new construction.

### d. Access Concerns (10A.714(2)(d)):

Physicians have expressed that patients have experienced delays in care due to MRI technology not being available as needed. This has impacted the physicians medical decision making ability.

**e. UIHC Special Role (10A.714(3)):**

N/A

**Signature**

*Glenn Zevendergen, CEO*

**Additional Supporting Documents Upload**