



2013 CHNA/CHIP

Building Healthy Communities

ABSTRACT

Working to make Meade County viable and strong, Meade District Hospital has assessed the health care needs, determined health priorities, and developed community health action plans.

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Background:

Meade District Hospital is required to perform a Community Health Assessment & Community Health Implementation Plan (CHA/CHIP) every three years that is widely available to the public and available on the hospital website with copies available upon request. This project requires input from persons having public health knowledge or expertise, input from persons who represent the broad interest of the community and include collaboration with other hospitals and/or community partners. This collaboration is to engage leaders, representatives or members of medically underserved, low-income and minority populations and populations with chronic disease needs. The committee must seek community input that reflects the racial, ethnic and economic diversity of the community. An assessment team/advisory committee that includes key staff within the organization and community representatives was chosen to perform and complete this project.

Description of the community:

Meade County (standard abbreviation: ME) is a county located in the U.S. state of Kansas in proximity to the heavily traveled U.S. Highway 54, the Union Pacific Rail Line, and State Highways 23 and 160. Meade County was established in 1885 with the county seat located in Meade, Kansas. As of the 2010 census, the county population was 4,575. Meade County has a strong foothold in agriculture and agri-business.

Meade County contains excellent school systems, a well maintained State Park and Lake, a municipal airport with an Automatic Weather Observation System, historical sites, such as the Dalton Gang Hideout & museums, parks, senior centers, utility companies, cattle feed lots, agriculture products & services, modern dairy operation, farming and cattle production, a cement & construction company, guided hunting/lodging, an apple orchard, golf course, fair ground, churches, restaurants, auto sales services, general shopping & services, pharmacy, and general lodging. It is positioned to accommodate future growth and stability (Meade County Economic Development Committee, Inc. , 2009).

Land area in square miles is 978.09, persons per square mile is 4.7. Median household income (2007-2011) is \$49,551 and persons living below the poverty level is 10.0% which is slightly below the state average of 12.6%.

Description of health care system:

Meade County is home to a modern hospital, Meade District Hospital part of Artesian Valley Health System that services the county and regional residents along with Lone Tree Retirement Center, a wellness center, outreach clinics, and three rural health clinics. Meade County also contains the Meade County Health Department.

Meade District Hospital is a 25 bed Critical Access Hospital (CAH) that offers the following services: Medical and Surgical care, Emergency Care, Durable Medical Equipment (DME), Breathe EZ Respiratory care, Respiratory Therapy, Endoscopy services, Radiology, Nuclear Medicine, Physical Therapy, Home Health, Swing Bed, Cardiac Rehabilitation, and Laboratory services. Outreach clinics that are offered at this facility include the addition of Cardiology, Ears, Nose and Throat, Orthopedics, and Urology. Diagnostic services include Radiology, Sonography, CT, Laboratory, Bone Densitometry, MRI, Mammography, and Nuclear Medicine.

Lone Tree Retirement Center is a 60 bed, adult, intermediate health care facility that employs over 70 people; a variety of services are offered by certified medical and support staff including: therapeutic, social, physical and spiritual needs. Experiences that are enjoyed by the mature include: general wellness, bingo, manicures, travel, walking trail, animals, Skype, music, history, poetry, art, children, family dining, a quiet neighborhood, whirlpools, gardening, local grasslands/wildlife, Olympics, coffee hour, 4-h fair, and family & community engagements. We also offer in house podiatry, dental, and eye & hearing services.

Meade County Health Department provides the following services: lab services including testing at a reduced rate for those without insurance, immunizations, Well Baby and Children's Physical, KBH physicals, Women's Health, STD testing, blood pressure checks, Childcare Registration, WIC, and foot care for Senior's at the Senior Center in Plains, Meade and Fowler, Healthy Start home visits and Breast Feeding Peer Counselor services, and mental health counseling services.

Data collection and analysis methods:

Analytical methods were applied to identify community health needs. Several methods were used; focus groups were held with groups including the Board of Directors, Meade Coalition, hospital manager's meetings, and meetings with our medical providers. Meade District Hospital worked in conjunction with the Meade County Health Department to conduct a community health assessment survey that was available both in paper and online form to gain primary data. Secondary data was utilized including demographics, health indicators, health risk factors, and access to health care services from Kansas Health Matters, Kansas Information Communities and the County Health Rankings websites. The Meade District Hospital segment of the Community Health Assessment and the Community Health Implementation Plan were conducted by the CHA Team which consisted of Michael Thomas, CEO, Kelly Thornton, Safety/HR Director, and Jennifer Godfrey, Medical Technologist.

Results:

The overall consensus gained from the community health needs assessment was as follows: Meade County citizens are in need of additional physicians in our facilities to choose from. Meade County serves 2297.9 population per physician which is high in comparison to the state of Kansas average of 1723.8 population per physician (Ratio of Population to Primary Care Physicians, 2011).

Health education is also a topic addressed by survey takers repeatedly. Health topics of interest include a wide range of areas including weight management, depression, diabetes, cardiac issues, etc. Many topics that will be addressed coincide with the need for exercise and increased activity. At current time Meade District Hospital operates a wellness center that includes a vast variety of exercise options including weights, treadmills, ellipticals, stationary bicycles, other equipment, several different classes, and scheduled activities such as 5K runs. The current enrollment status for the Wellness Center is at 130 individuals, 40 of these are Artesian Valley Health System employees who are offered a discounted rate. The CHA Team feels that these numbers are significantly low and increased awareness of what is offered may increase memberships and cause significant change in the health of the community.

Meade County Demographics 2012

(United States Census Bureau, 2013)

	Meade County	Kansas	Survey Responses
Race	%	%	%
White/non-Hispanic	81	77.5	96.7
Hispanic or Latino	15.8	11.0	3.73
Marital Status	%	%	%
Married	64.7	51.7	73.9
Single	35.3	48.3	26.1
Education	%	%	%
No High School Diploma	9.5	6.3	4.27
High School Graduates	34.6	28.4	15.24
Some College	22.7	24.0	23.78
Associate's Degree	6.3	7.4	18.9
Bachelor's Degree	15.6	19.5	28.05

Graduate Degree	7.0	10.2	9.76
Income/Year	%	%	%
>\$10,000-14,000	9.4	11.7	7.59
\$15,000-34,999	24.5	22.3	14.48
\$35,000-49,999	16.67	15.54	21.38
\$50,000-74,999	25.4	19.5	24.83
\$75,000-99,999	11.2	12.6	18.62
\$100,000 or more	12.8	18.5	13.1
Average Household Size (# of individuals)	2.5	2.6	2.2

Community Health Overview:

According to County Health Rankings & Roadmaps 2013, Meade County is the sixth healthiest county out of 103 counties in the state of Kansas in 2013. This ranking was according to the summary measures of health outcomes and health factories. Counties also receive a rank for mortality, morbidity, health behaviors, clinical care, social and economic factors, and the physical environment (University of Wisconsin-Madison School of Medicine and Public Health Department of Population Health Sciences Population Health Institute, 2013). Meade County residents expressed the need for education in the areas of morbidity/disease and mental health in their responses to the Community Health Assessment. Counseling services are available through the Meade County Health Department, but it has been determined that the availability of these services have not been well advertised thus far.

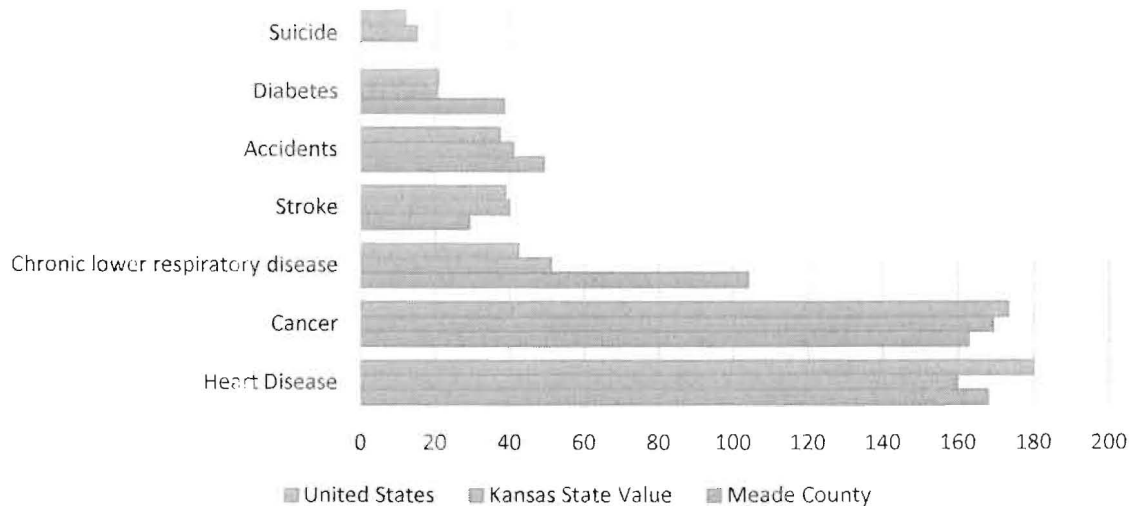
Mortality:

Kansas Leading Causes of Death, 2009

(Kansas Health Matters, 2010-2012)

Cause of Death	Number of Deaths in 2009 (State)	2009 State Death Rate (deaths per 100,000 population)	2007 State Death Rate	2009 U.S. Death Rate	2009 State Rank
1. Heart disease	5,294	163.1	178.7	180.1	33
2. Cancer	5,319	173.8	180.0	173.2	26
3. Chronic lower respiratory disease	1,580	51.0	48.8	42.3	13
4. Stroke	1,415	43.1	46.0	38.9	16
5. Accidents	1,273	43.0	41.2	37.3	21
6. Alzheimer's disease	802	23.8	25.2	23.5	30
7. Diabetes	635	20.4	22.8	20.9	27
8. Influenza and pneumonia	594	17.9	19.9	16.2	15 (tie)
9. Kidney disease	556	17.4	17.5	14.5	16 (tie)
10. Suicide	382	13.7	13.7	11.8	20

How Meade County Compares: Leading Causes of Death 2010-2012



Health Care:

The health care needs and resources for Meade County established through the CHA are:

1. Physician Recruitment
2. Health Education including a multiplicity of issues
3. Promotion of the Wellness Center

Accessibility: The ratio of uninsured to insured individuals in Meade County is 1: 3.17; Those without insurance represents 24% of the population.

Market Share: The percentage of Meade County residents discharged from Meade District Hospital in 2012 was 38.1%.

Access Barriers to healthcare: The top three responses that prevented necessary healthcare to the CHA were: My/our share of the cost (deductible/co-pay) was too high (33.33% of responses); the wait is too long (33.33%); and no health insurance (23.81%).

Satisfaction with Health Care: Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) survey is the first national, standardized, publicly reported survey of patients' perspectives of hospital care. Patients who gave their hospital a rating of 9 or 10 on a scale from 0 (lowest) to 10 (highest) for Meade District Hospital was 87% in comparison to all Kansas hospitals that report to HCAHPS at 76% and the national average of 70% (Medicare, 2012).

The Community Health Assessment asked residents: How satisfied were you or someone in your household with the services you received at Meade District Hospital/Meade Rural Health Clinics? 76.82% were satisfied with services rendered (Godfrey, Thomas, & Thornton, 2013).

Determinants of Health:

The determinants of health factors including the social environment, financial/economic factors, the individual behaviors of community members and the physical environment all influence the health of county residents.

Social environment: Meade County has a slightly above average number of individuals without high school diplomas at 9.5% of the population with the state average being 6.3%. Meade County offers alternative options for individuals with learning issues or for those who would like to continue their education in a non-traditional fashion through the Meade Community Center. Meade County has a low crime rate with only eleven incidents of domestic violence in 2012, six of which ending in arrests (Thompson, 2012). 64.7% of individuals are married, which is above the national average of 51.7%. The average number of persons per household is 2.5. The predominant religions in Meade County are Catholic, Lutheran and Mennonite denominations.

Financial/Economic Factors: The median income for Meade County residents (2007-2011) is \$49,551 which is slightly below the state level of \$50,594. Persons below poverty level, percent (2007-2011) is 10.0% which is below the state average of 12.6% and the national result of 14.3%. The unemployment rate is 3.6% in comparison to the state average at 4.4% and the national average of 7.3% (United States Census Bureau, 2013). Home ownership is at 71.5% and 28.5% of homes are renter occupied. Financial assistance for Medicaid, Child Care subsidies, Food Stamps, etc. may be applied for through West Regional Service Center in Liberal, KS. Meade County does not offer transportation services at this time.

Individual Behavior: Meade County received a ranking of 21st out of 102 counties. (Robert Wood Johnson Foundation, 2013).

<i>Health Behavior</i>	<i>Meade County</i>	<i>Kansas</i>	<i>National Benchmark</i>
<i>Adult Smoking</i>	17%	18%	13%
<i>Adult Obesity</i>	31%	30%	25%
<i>Physical inactivity</i>	25%	24%	21%
<i>Excessive drinking</i>	12%	15%	7%
<i>Sexually transmitted infections</i>	22	337	92
<i>Teen birth rate</i>	40	41	21

Physical environment: The physical environment earned a ranking of 76 out of 102 counties. The average daily measure of fine particular matter in micrograms per cubic meter in Meade County is 10.7; the drinking water is safe, 0% of the population was exposed to water exceeding a violation limit during the past year; (Robert Wood Johnson Foundation, 2013).

Community Strengths and Challenges—Public Health Issue Statements

Meade County is a thriving community with great potential in the area of public health care. Meade District Hospital is interested in the needs of the community and highly values the suggestions and opinions received as a result of the Community Health Survey and any feedback that could potentially cause positive results for its citizens and each suggestion was thoroughly considered in development of the CHA/CHIP. Turning the complexity of public health issues into a set of clear goals was developed through much thought and discussion from a group of well-rounded individuals who are active participants in the improvement of Meade County.

It is evident that Meade County is in need of more physicians to improve the overall quality of health, increase market share for Artesian Valley Health System and keep business dollars circulating in the area, and to lessen the burden load on the current providers (this would shorten wait times, redistribute call hours, increase productivity, etc.) due to general practice physician shortages, the growing trend for younger physicians to practice independent of the hospital setting and choosing specialty care, the big-city amenities, educational, and professional resources that draw many physicians away from rural areas makes it especially challenging to recruit new physicians to settle in rural communities.

Also an apparent need for the individuals of Meade County is to become more physically active on a continual basis which would improve the overall health of our community and to change the outcome of morbidity and mortality statistics due to preventative care of participating individuals. Other challenges evident from survey responses are that citizens would appreciate

education regarding issues such as mental health, nutrition and weight management, diabetes, and other health topics that would increase the quality of life and health of the community.

Prioritize:

After results from the 2013 Community Health Needs Survey were calculated, Kelly Thornton, Safety & Human Resources Manager built a slide show presentation. Kelly and Michael Thomas, CEO presented the results to various groups of individuals who are active participants in the betterment of Meade County, key stakeholders and representation of leadership of Meade District Hospital. These individuals represent broad community involvement with varying degrees of education and health care experience. Together with the CHA team they brainstormed the greatest needs with possibility of potential attainment for Meade District Hospital. Careful consideration of several factors related to each issue were discussed by hospital management, SWOT analysis were performed and priorities were established. Research and data collection followed to ensure that these priorities were in line with community health needs.

The top priorities that Meade District Hospital plans to focus in result of the 2013 CHA/CHIP are:

1. Physician recruitment
2. Health education
3. Wellness center promotion
4. Greater involvement with community groups to become more involved in community improvement

Description of Planned Actions (CHIP):

Meade District Hospital has developed a “roadmap” for improving the performance of the public health system, improving population health, and keeping community health planning visible to local decision-makers and the community. Our hospital is committed to the implementation of our established plan to meet the needs identified through the Community Health Needs Assessment (CHNA). We pride ourselves on upholding our mission statement: “AVHS exists to enhance the lives of those who entrust us with their care by providing an exceptional healthcare experience with compassion and quality while meeting the unique needs of all members of our communities”. We strive to continually meet the wide range of changing needs in our community to better serve each individual to the best of our ability. Our goal in implementation is to see measurable positive change in the areas identified through the CHA by 2016 when we conduct the next assessment.

Developed actions to address the topics recognized through the CHA are:

Physician recruitment: The goal in physician recruitment is to gain exceptional providers that would give members of our community a greater selection for meeting their medical care needs and to keep Meade County business in Meade County. An increase in primary care providers

would also lessen the responsibility of the current physician and physician's assistants in order to more efficiently fulfill their duties in providing quality care to their patients.

Michael Thomas, Meade District Hospital CEO, has positioned physician recruitment as a top priority in order to retain top quality providers who will be dedicated to our health care system, however this task has proven to be challenging. A new clinic with adequate space that accommodates the latest technology, privacy and security would ultimately improve the chances of recruiting two Family Practice physicians to the community. The CHNA indicated a desire by some to have an alternative clinic to visit. The Board of Directors are aware of this and are exploring financing options. Increased measures have been taken to accomplish this goal including contracting with the following physician recruitment agencies on a contingency basis: Kansas Recruitment Center UKSM, Opportunity Healthcare, Hayman Daugherty Associates, Summit Placement Services, Medical Search Associates, and CMDA MD & DDS Resources, Inc. Michael will continue in his efforts in providing our community with qualified, superior individuals to fill this void with the support of the board of directors and the current health care providers.

Health Education: It is evident that health care education is essential in addressing the health issues identified through the community health assessment process. In response to this, Meade District Hospital will host an educational seminar each quarter with varying topics of interest identified through the community health survey. Speakers who are well educated experts on the selected topics will be invited to speak. These events will be well publicized in local papers and on the hospital website and will be available free of charge to the residents of Meade County.

The measurement of success for this effort will be dependent upon the attendance of the sessions and by feedback from willing participants. Another measure of success will be gained from the 2016 community needs survey, education will be used as a focal point and success will be measured in regards to participant responses. It is the intention of Meade District Hospital to educate all willing citizens on significant preventative health measures to enhance the overall health of our community.

Wellness Center Promotion: Through the community health survey, Meade County residents expressed a variety of behaviors that individuals need more information about which include eating well/nutrition, exercising/fitness, and weight management. Adult obesity along with inactivity for Meade County were found to be significantly higher than the national average and consequently the leading cause of death in this community is heart disease. These topics will be addressed in Meade District Hospital's quarterly education sessions, however in addition to this the utilization of the Wellness Center was also observed. Not only is education necessary for the improvement of health, opportunity is also a factor and making options easily accessible is key.

Increasing the amount of activities offered and promoting this community entity may cause significant positive changes in the community health status. The CHA Team is communicating with the Wellness Center Directors to develop programs that will impact broad age categories and increase enrollment numbers. The Measurement of success will be measured by the change in utilization of the center, the enrollment numbers in the classes offered, and by the results on the next CHA in 2016. Meade District Hospital is dedicated to the success of the

wellness center, the improvement of the facility and the equipment it contains, and to improving upon the programs offered through the center to better meet the needs of the community.

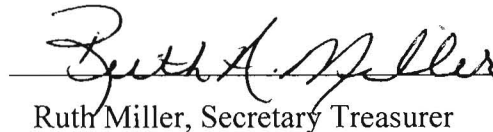
Community Involvement: The CHA committee is aware that there are several community groups in Meade County attempting to make positive changes to increase the quality of life for all residents. Health Care is a huge factor in this effort and Meade District Hospital desires to make an impact by working with these groups and aiding in their efforts. By working in collaboration with these groups, the objective is to eliminate replication of efforts and to feed into evidence based programs to make the most impact on society. An interweaving of networks has been established to make sure that each group has hospital representation acting as liaisons to meet these goals. Measurement of success will be established by attendance of all possible meetings and by providing for their needs with volunteers, goods, financial needs, educational materials, etc. at all community events as warranted. Being an established provider for community support is essential for our organization.

This Community Health Assessment and Community Health Implementation Plan is hereby approved this 17th December, 2013.



Tom Rickard, Chairman

Board of Directors



Ruth Miller, Secretary Treasurer

Board of Directors

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