



Ohio County Hospital

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2013 COMMUNITY HEALTH NEEDS ASSESSMENT AND IMPLEMENTATION PLAN

ADOPTED BY BOARD RESOLUTION ON JUNE 10, 2013

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Introduction

A Community Health Needs Assessment (CHNA) looks at the health of a community by analyzing data and collecting community input. CHNAs assist in developing, implementing, and evaluating community health programming for the overall purpose of improving the health of the community. They take into account input from persons who represent the broad interests of the community served by the hospital, including those with special knowledge of, or expertise in public health. Finally, a CHNA creates awareness of comprehensive healthcare services, promotes collaboration and partnership, and improves the communication across a health sector.

Under the Patient Protection and Affordable Care Act of 2010, tax-exempt, non-governmental hospitals must complete the following criteria in order to maintain tax exempt status:

- Conduct a Community Health Needs Assessment (CHNA) at least every three years
- Adopt an implementation strategy to meet the identified community health needs
- Make the CHNA widely available to the public.
- Report to the Internal Revenue Service by means of the 990 tax forms, detailing how it is meeting its implementation plan.
- A Green River Health Assessment Health Improvement Plan was developed for the region and each of the District's counties. This plan was reviewed with the Ohio County Health Coalition and other community partners.

In December 2012, the Ohio County Health Coalition met in a strategic planning retreat to review the three strategic initiatives obtained through the Mobilizing for Action through Planning and Partnerships (MAPP) process. The Coalition began to identify action plans that focus Coalition member's efforts. Furthermore, specific measures are being identified to track progress. The Coalition will continue to meet regularly to further develop and resolve these matters.

Ohio County Hospital used the information collected from the MAPP's survey process to determine which health needs could be most impacted by collaboration between our facility and the Ohio County Health Coalition. It was determined that the Ohio County Hospital had the necessary resources and ability to impact the following health needs: improving community lifestyle choices, increase access to healthcare, and reduce substance abuse. These key

healthcare issues aligned with the mission and priorities of Ohio County Hospital and were incorporated into the 2013 Strategic Plan.

Ohio County Hospital recognizes the selected list of health issues does not represent the entirety of health priorities and needs in our community. Ohio County Hospital will continue to actively participate in programs and efforts sponsored by GRADD Health Council and Ohio County Health Coalition to improve the health of the community. Ohio County Hospital will also continue to support the Ohio County Health Coalition's efforts by providing leadership oversight, monetary support, and attendance at monthly meetings by various Hospital personnel.

The Green River Assessment Community Plan and Ohio County Hospital's strategic implementation plan were submitted to the Hospital's trustees for approval. They were then made widely available to the community via the Hospital's website, as well as through hard copies located at the Hospital's front desk.

Organizational Description

Ohio County Hospital realized a decade long dream in 1936 with the construction of a medical clinic in Hartford under the leadership of Dr. Marion Crowder.

In 1953, Dr. Oscar Allen began an effort to acquire financing for a hospital. Three years later in 1956, a 30-bed facility opened on land donated by Leslie B. Carden, a Hartford businessman and civic leader. Since that time, the hospital has undergone several major constructions and renovation projects.

- 1966 First Emergency Room addition
- 1976 Hospital expansion, including "Rosine Wing"
- 1986 New Inpatient Wing constructed
- 1995 Doctors Building constructed
- New Lobby, Angelic Gift Shop
- Diagnostic Treatment area completed
- Rehab and Wellness Center opened
- 1998 Robert T. Johnson Emergency Care Center opened
- 2007 Converted to Critical Access Hospital status
- Established Ohio County Family Care and Ohio County Specialty Care
- 2007 Addition of MRI Suite
- 2010 Opening of QuickCare Walk-In Clinic
- 2011 Ohio County Family Care Medical Office Building Construction
- 2011 Fordsville Area Medical Clinical Medical Office Building Construction

Today, Ohio County Hospital is a Joint Commission Accredited, 25-Bed Critical Access Hospital which offers a broad range of inpatient, swing-bed, outpatient, medical, surgical, and ancillary services in an acute care facility. Another crucial part of our healthcare system is the four primary care locations of Ohio County Family Care, the Fordsville Area Medical Clinic, and Ohio County Specialty Care, which is a multi-specialty group consisting of Cardiology, ENT, Gastroenterology, General Surgery, Gynecology, and Urology.

Ohio County Hospital is a non-profit facility which has been determined by the Internal Revenue Service (the "IRS") to be a charitable organization as described in Section 501(c) (3) of the Internal Revenue Code of 1986, as amended (the "Code") and is exempt from federal income taxation by virtue of Sections 501(a) and 501(c) (3) of the Code. As a non-profit healthcare organization, Ohio County Hospital invests all profits back into hospital operations: no individual shareholder or corporation makes any profit. A local board of trustees, consisting of community members, serves without pay and provides operational oversight to the Hospital's Administration. The Hospital has

contracted with Quorum Health Resources of Nashville, Tennessee since 1984 for management consulting services.

Community Description

Service Area

Ohio County Hospital delivers comprehensive healthcare to the residents of Beaver Dam, Centertown, Cromwell, Dundee, Fordsville, Hartford, Horse Branch, McHenry, Olaton, Rockport and Rosine. While Ohio County Hospital values the patients we serve from outlying communities, for purposes of the Community Health Needs Assessment, Ohio County Hospital defines its community as the above listed cities. Historically, 94% of all Medicare inpatient admissions are generated from the Ohio County area.

[Add Map and Hospital Admission Utilization data by zip](#)

Geography

Located in the central portion of Western Kentucky, Ohio County is, in terms of land area (596 sq-miles), the 5th largest county in the state. It is traversed east to west by the Wendell Ford Parkway and north to south by the William Natcher Parkway, and the Green River comprises most of the southern and western borders.

Demographics

Total Population

	2008	2009	2010	2011	2012
Labor Market Area	352,510	355,119	363,767	366,199	368,108
Ohio County	23,679	23,534	23,851	24,034	24,075
Beaver Dam	3,133	N/A	N/A	N/A	N/A
Hartford	2,666	2,628	N/A	N/A	N/A

Source: U.S. Department of Commerce, Bureau of the Census, Annual Estimates.

	Ohio County		Labor Market Area	
	Number	Percent	Number	Percent
Under 16	5,066	21.5	74,547	21.0
16-24	2,497	10.6	48,376	13.6
25-44	5,922	25.2	88,935	25.0
45-64	6,435	27.3	94,261	26.5
65-84	3,107	13.2	42,567	12.0
85 and older	507	2.2	6,433	1.8
Median Age	N/A		N/A	

Source: U.S. Department of Commerce, Bureau of the Census.

Population by Race and Hispanic Origin, 2009

	Ohio County		Labor Market Area	
	Number	Percent	Number	Percent
White	22,999	97.7	330,630	93.1
Black	258	1.1	17,415	4.9
Am. Indian & Alaska Native	49	0.2	766	0.2
Asian	49	0.2	2,404	0.7
Native Hawaiian & other Pacific Islander	7	0.0	173	0.0
Other/Multirace	172	0.7	3,731	1.1
Hispanic Origin	518	2.2	9,140	2.6

Note: Hispanic is not a race category. A person can be white, black, etc. and be of hispanic origin.

Source: U.S. Department of Commerce, Bureau of the Census.

Population Projections

	2015	2020	2025	2030
Ohio County	24,870	25,542	26,161	26,811

Source: Kentucky State Data Center, University of Louisville.

Personal Income

	2005	2010	Pct. Change
Ohio County	\$22,571	\$28,467	26.1 %
Kentucky	\$28,486	\$32,316	13.4 %
U.S.	\$35,452	\$39,937	12.7 %
Labor Market Area Range	\$20,702- \$28,629	\$24,385- \$33,813	

Source: U.S. Department of Commerce, Bureau of Economic Analysis.

Households

	2005-2009		2009
	Number of Households	Persons Per Household	Median Household Income
Ohio County	9,057	2.59	\$37,965

Source: U.S. Department of Commerce, Bureau of the Census. (Median Household Income)

Bureau of the Census, American Community Survey 5-year estimate (Number of Households, Persons Per Household).

The Assessment Process

For the past several years, the Green River Regional Health Council (GRADD Health Council), a network of organizations and individuals committed to improving the health of the area, has worked on solutions to address a myriad of health related concerns in the region. GRADD Health Council, partially through a federally funded rural health network grant, established local health councils in each of the Region's rural counties, including Ohio County. The Ohio County Health Coalition meets regularly to focus on substance abuse, maternal and child care health, and business/industrial wellness. Ohio County Hospital has been active in this Coalition since its inception.

In 2012, The Green River District Health Department (GRDHD), a member of the GRADD HC, agreed to provide leadership to bring about a more scientific approach to assessing the community needs of each of the seven counties in the District.

Using the MAPP process, GRDHD partnered with University of Kentucky's Appalachia Public Health Training Center to perform the assessment. In Ohio County, The MAPP process included the following key steps:

- Community partners were identified from the Ohio County Health Coalition, other health care agencies, local government, schools, businesses, civic organizations, and volunteers from the general public.
- Completed a search of existing health care-related information and data from public information sources;
- The partners met in an initial public health forum designed to review key health-related statistics for the County and to complete a Strengths, Weaknesses, Opportunities and Threats (SWOT) analysis for the County;
- Completed a paper survey, distributed in local health department clinics, and an on-line survey, in order to obtain wider input from individuals into the community's health needs.
- Held a second meeting of community partners to evaluate the SWOT analysis previously completed and to consider results from the completed surveys. This forum worked to identify and group similar health related concerns for the County as follows: 1) Improve community lifestyle choices; 2) Increase health care access; and 3) Reduce substance abuse. The Ohio County Health Coalition is determined to be the organization with prime responsibility for addressing these strategic health care initiatives on an on-going basis.
- A Green River Community Health Assessment Health Improvement Plan was developed for the region and each of the District's counties and was reviewed by the Ohio County Health Coalition and other community partners.

In December 2012, the Ohio County Health Coalition met in a strategic planning retreat to review the three strategic initiatives obtained through the MAPP process. The Coalition began to identify action plans to focus coalition member's efforts. Furthermore, specific measures are being identified to track progress. The Coalition will continue to meet regularly to further develop and resolve these matters.

Ohio County Hospital used the information collected from the MAPPS survey process to determine which health needs could be impacted by collaboration between our facility and the Ohio County Health Coalition. It was determined that Ohio County Hospital had the resources and ability to impact the following health needs: improving community lifestyle choices, increase access to healthcare and reduce substance abuse. These key health-care issues aligned with the mission and priorities of Ohio County Hospital and were incorporated into the 2013 Strategic Plan.

Ohio County Hospital recognizes the selected list of health issues does not represent the entirety of health priorities and needs in our community. Ohio County Hospital will continue to actively participate in programs and efforts sponsored by GRADD Health Council and Ohio County Health Coalition to improve the health of the community. Ohio County Hospital will also continue to support the Ohio County Health Coalition efforts by providing leadership oversight, monetary support and attendance at monthly meetings by various Hospital personnel.

The Green River Health Assessment Community Plan and Ohio County Hospital's strategic implementation plan were submitted to the Hospital Trustee's for approval and then made widely available to the community via Hospital's website. Hard Copies of both documents are also available at the front desk of the hospital.

The Ohio County Community Health Partners

Audubon Area Child Care Resource & Referral

Caretenders Home Health

Green River District Health Department/Ohio County Health Center

Kentucky Cancer Program

King Drug

Multicare of Ohio County

OC Smoke Free

Ohio County Board of Health

Ohio County Family Care

Ohio County Family Wellness Center

Ohio County Fiscal Court

Ohio County Hospital

Ohio County Judge Executive

Ohio County Public Schools

Ohio County Senior Center

Ohio County Specialty Care

Owensboro Health

Christian Care Home Health

Rice's Pharmacy

Together We Care

West AHEC

Implementation Strategies For CHNA Health Needs

1. Improve Community Lifestyle Choice

Identified Concerns:

Only 41% of adults surveyed by Kentucky Health Facts reported participating in physical activity or exercise in a one month time frame. Also listed as major concern was that 30% of adults in Ohio County had BMI's higher than 30, which impacts Ohio Countians chances to develop Diabetes. Other concerns noted in CHNA were the lack of participation /community apathy towards healthy lifestyle choices and preventive screenings.

Ohio County Hospital will utilize the following services to respond to these needs:

- OCH will offer a community-wide weight loss program lead by our team of registered dieticians and physical therapists. In addition, Ohio County Hospital will partner with other Health Coalition members, such as the Ohio County Family Wellness Center, to offer additional weight-loss classes through-out the community.
- OCH will continue to develop the Hospital's Health Improvement Program, which offers access to primary care services, preventive screenings, nutritional and physical activity counseling, smoking cessation assistance, as well as subsidized memberships into local fitness facilities to the uninsured and/or under-insured members of our community.
- OCH will coordinate two 5K walk/runs for the community, as well as provide sponsorship to other walk/runs in the area.
- OCH will provide its patients and the community with education related to the health risks associated with obesity, as well as including a BMI calculator on its web-site, and it will provide BMI screenings at community health events.
- OCH will host educational activities focused on improving the health of the community such as Go Red Heart Health Lunch and Learn, Go Blue Colon Cancer Awareness events, Go Pink Breast Health Events, Longest Day of Play, and Healthy Eating Food demonstrations.
- OCH will focus on educating the community on preventive health care screenings such as Mammograms, DEXA, Colonoscopies, and PSAT, etc.
- OCH has purchased a new digital Mammography Unit, as well as digital DEXA machine, to provide state-of-the-art diagnostic testing in the area of preventive screen.
- Ohio County Hospital will also continue to support the Ohio County Health Coalition efforts by providing leadership oversight, monetary support, and attendance at monthly meetings by various Hospital personnel.

2. Increase Health Care Access

Identified Concerns:

17% of adults reported there was a time in the past year when they needed to see a doctor but did not because of the fee (Kentucky Health Facts). 19% of population age 18-64 is not covered by private or public health insurance (Kentucky Health Facts). 18% of adults do not report that there is one provider they think of as their own healthcare provider/doctor (Kentucky Health Facts). Other concerns noted in CHNA were the shortage of primary care providers and lack of mental healthcare services.

Ohio County Hospital considers this a high-priority need and will take lead role in addressing this concern for the community by utilizing the following services:

- OCH, in partnership with Quorum Health Resources, has developed a long-range medical staff development plan which has identified the immediate need to recruit an additional 4.5 primary care providers from one of the following specialties: family medicine, internal medicine, med/peds, emergency medicine, nurse practitioners, and/or physician assistant. Long range succession goals include the recruitment of a general surgeon, as well as expansion of orthopedic services.
- OCH has allocated the needed resources for recruitment and employment of additional providers.
- OCH will continue to develop the "Bring the Best Back Home" program which provides mentorships, internships, preceptorships, and clinical rotation sites for students interested in pursuing a career in healthcare to help meet the long range recruitment needs of our organization.
- OCH has invested several million dollars in construction of primary care office space for current physicians, as well as to provide expansion opportunities for additional physicians as they are recruited. All medical offices are equipped with an electronic medical record system to provide continuity of patient care between all provider offices.
- OCH will promote utilization of QuickCare Clinic instead of costly ER visits when appropriate. Staff of primary care offices will identify repeat Quick Care patients with chronic illnesses, who do not have an established medical home, and help to facilitate an appointment with an Ohio County Family Care provider.
- OCH will continue to develop the Hospital's Health Improvement Program which offers access to primary care services, preventive screenings, nutritional and physical activity counseling, smoking cessation assistance, as well as subsidized memberships into local fitness facilities to the uninsured and/or under-insured members of our community.

- OCH operates a 24-hour emergency room which provides access to physician care.
- OCH is a not for profit, 501c3 organization that treats all patients, regardless of their ability to pay.
- OCH provides an on-site Medicaid qualifying assistance for all eligible patients.
- OCH has developed a Charity Care Policy to provide financial assistance to patients who are unable to qualify for public assistance.

3. Reduce Substance Abuse

Identified Concerns:

34% of adults reported smoking on a regular basis (Kentucky Health Facts)

25% of High School students report smoking on a regular basis (Kentucky Health Facts). Ohio County ranks significantly higher in the number of Drug Arrests per 100,000 population – 1,685 verses state average of 1,116 - as reported to Kentucky State Police (Kentucky Health Facts). Other concerns noted in CHNA were abuse of prescription drugs. Group discussion from surveyed participants focused on providing support for a smoke free community-wide ordinance.

Ohio County Hospital will utilize the following services to respond to these needs:

- OCH and all associated provider offices have been designated as smoke-free facilities for patients, family, and staff.
- OCH provides the meeting place, trained facilitator, and supplies for Cooper-Clayton Smoking Cessation course offered free to community several times per year.
- OCH works in conjunction with community partners for implementation of smoke free environments throughout the community.
- OCH maintains a dialogue with local and state level officials regarding the health benefits of adopting a community-wide smoke free ordinance.
- OCH and associated provider offices follow a controlled substance prescription policy which includes routine drug testing to assure proper utilization of narcotic substances, as well as a referral system to steer patients to pain management facilities or other treatment options as deemed medically necessary.
- OCH utilizes the state KASPER report system to assist in monitoring controlled substance prescription drug use by patients.
- OCH staff provides instructions regarding prescribed medications and their proper use for all patients upon discharge from the hospital.
- OCH will continue to develop partnerships with others for treating patients with substance abuse issues.
- Ohio County Hospital will also continue to support the Ohio County Health Coalition's efforts by providing leadership oversight, monetary support, and attendance at monthly meetings by various Hospital personnel.

Conclusion

Ohio County Hospital strongly supports the Community Health Needs Assessment process and appreciates the leadership efforts of the Green River District Health Department to conduct the survey. We will continue to provide support to the Ohio County Health Coalition to ensure the continued growth of community partnerships geared towards improving the health of our citizens. The CHNA will serve as a guide for all healthcare providers and community partners to embrace one strategic plan by setting collaborative goals and objectives. The hospital has included key components of data from the CHNA in our long range strategic plan, as well as our medical staff development plan.