

Medical Center of Peach County

Navicent Health

2016 - 2018

CHNA Community Action Plan



Selected Priorities from
2015 Community Health
Needs Assessment

Introduction

The Medical Center of Peach County has served residents of Peach and the surrounding counties for 60 years and its future is brighter than ever.

Peach County Hospital opened in September 1953 as a non-profit acute-care hospital. The original building was expanded and remodeled many times before being replaced in 2013 with a new state-of-the-art facility.

The world of medicine is ever changing and through a partnership with Central Georgia Health System, The Medical Center of Peach County is poised to serve the residents of Peach and the surrounding counties in the future by developing new services, implementing new technologies and keeping abreast of the latest research to ensure you and your family have the best medical care possible. It's not just our commitment ... it's our promise.

Our new 67,500 square foot health care facility is a "right-size" hospital with the following features:

- 25 Spacious Private Rooms including four ICU Rooms
- 14 Emergency Treatment Rooms, two-trauma, four-fast track
- Extended Care Program for rehabilitation
- State-of-the-art Orthopaedic-sized Operating Room
- Two Endoscopy Suites
- 64 slice CT Machine with cardiac studies capability
- Digital Mammography for detecting breast cancer
- Bone density testing, ultrasounds and a mobile MRI
- Comfortable Sleep Study Lab
- State-of-the-art Laboratory Equipment
- IV Infusion Therapy Room
- Physical, Occupational and Speech Therapy
- Stress Test Lab
- Pulmonary Function Lab and Bronchoscopy Suite

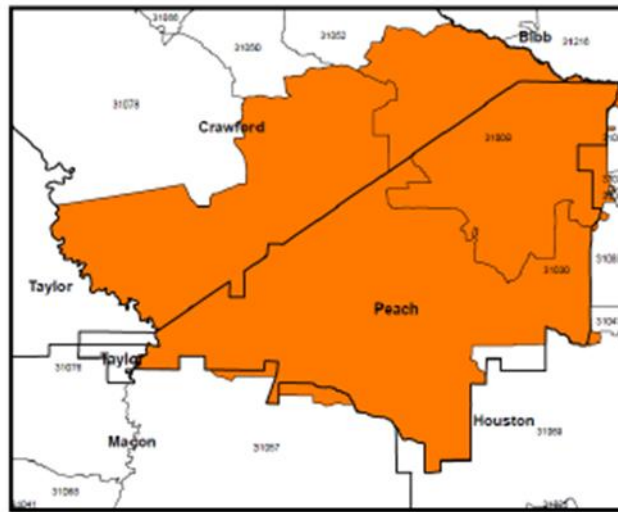
About This Assessment

This Community Health Needs Assessment (CHNA) is a systematic, data-driven approach to determining the health status, behaviors and needs of residents in Peach County, Georgia. Subsequently, this information may be used to inform decisions and guide efforts to improve community health and wellness. The 2015 CHNA is a follow-up to the MCPC's 2012 CHNA which is conducted every three years to provide information to identify issues of greatest concern to the community. Then MCPC can decide to commit resources to those areas, thereby making the greatest possible impact on community health status.

This assessment was conducted on behalf of Navicent Health by Professional Research Consultant incorporates data from both quantitative and qualitative sources. Qualitative data input includes primary research (the PRC Community Health Survey) and secondary research (vital statistics and other health-related data); these qualitative components allow for comparison to benchmark data at the state and national levels. Qualitative data input includes primary research gathered through a series of focus groups with various community stakeholders.

Community Defined for This Assessment

The study area for this survey effort is inclusive of ZIP Codes 31008 and 31030 which comprise Peach County, Georgia. This area definition is illustrated in the following map.



Community Characteristics

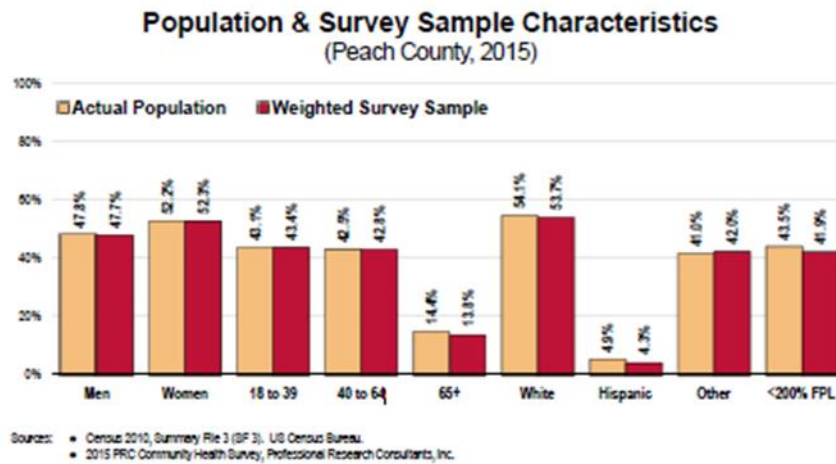
Population Characteristics

	Peach County	Georgia	United States
Total Population	27,481	9,810,417	311,536,591
Total Land Area (sq. miles)	150.23	57,498.67	3,530,997.60
Population Density	182.93	170.62	88.23
2000-2010 Population Change	17.0%	18.3%	9.7%
Urban Population	61.8%	75.1%	80.9%
Age 0-17	22.4%	25.4%	23.7%
Age 18-64	66.0%	63.5%	62.9%
Age 65+	11.6%	11.1%	13.4%
Median Age	33.6	35.6	37.3
White Alone	47.3%	60.6%	74.0%
Black Alone	46.5%	30.7%	12.6%
Some Other Race	4.4%	6.7%	10.6%
Multiple Races	1.8%	2.0%	2.8%
Hispanic or Latino	7.0%	8.9%	16.6%
2000-2010 Hispanic Population Change	89.4%	96.2%	42.7%
Linguistically Isolated Population	2.8%	3.6%	4.8%

Sources: Community Commons. Retrieved April 2015 from <http://www.cchne.org>.
 Notes: Data are derived from the US Census Bureau American Community Survey 5-year estimates (2008-2012).

Data from the US Census Bureau reveal the following statistics for our community relative to size, population, density, age, race/ethnicity and language. Keep in mind:

- A significant positive or negative shift in total population over time impacts healthcare providers and the utilization of community resources.
- Urban areas are identified using population density, count, and size thresholds. Urban areas also include territory with a high degree of impervious surface (development). Rural areas are all areas that are not urban.



- It is important to understand the age distribution of the population as different age groups have unique health needs which should be considered separately from others along the age spectrum.

Key Informant Focus Groups

As part of this Community Health Needs Assessment, three focus groups were held with local key informants on March 10 and 11, 2015, including one focusing specifically on the needs of Peach County and two focusing on more regional needs.

Participant Type	Discussion Focus	Date
Healthcare Providers/Community Leaders	Peach County Needs	3/10/2015
Healthcare Providers	Regional Needs	3/11/2015
Other Community Leaders	Regional Needs	3/11/2015

A total of 10 participants took part in these focus groups, including a physician, a public health representative, other health professionals, a social service provider, other community leaders.

Key Informant Type	Number Invited	Number Participating
Physicians	12	1
Other Health Providers	9	4
Public Health Representatives	7	1
Social Services Representatives	12	1
Other Community Leaders	32	3

A list of recommended participants for the focus groups was provided by Navicent Health. Potential participants were chosen because of their ability to identify primary concerns of the population with whom they work, as well as of the community overall. Focus group candidates were first contacted by letter to request their participation. Follow-up phone calls were then made to ascertain whether or not they would be able to attend.

Final participants included representatives of the organizations outlined below. Through this process, input was gathered from a representative of public health, as well as, several individuals whose organizations work with low-income, minority (including African American, Hispanic, and Asian residents), or other medically underserved populations (specifically, the uninsured/underinsured and non-English speakers).

Participating Organizations

- Central Georgia Tech
- City of Jeffersonville
- Community Health Works
- Free Medical Clinic, Feed Center Outreach Ministries
- Houston County Public School Health Services
- Houston Healthcare
- Medical Operations Squadron
- Monroe County Hospital
- Peach County Health Department
- Twiggs County Public Schools

Information Gaps

While this assessment is quite comprehensive, it cannot measure all possible aspects of health in the community, nor can it adequately represent all possible solutions of interest. It must be recognized that these information gaps might in some ways limit the ability to assess all of the community's health needs.

For example, certain population groups --- such as the homeless, institutionalized persons, or those who only speak a language other than English or Spanish --- are not represented in the survey data. Other population groups --- for example, pregnant women, lesbian/gay/bisexual/transgender residents, undocumented residents, and members of certain racial/ethnic or immigrant groups ___ might not be identifiable or might not be represented in numbers sufficient for independent analyses.

In terms of content, this assessment was designed to provide a comprehensive and broad picture of the health of the overall community. However, there are certainly a great number of medical conditions that are not specifically addressed.

Public Dissemination

This Community Health Needs Assessment is available to the public using the following URL –

MCPCNH will also maintain at its facilities a hardcopy of the CHNA that may be viewed by any who request it.

Significant Health Needs of the Community

The following “health priorities” represent recommended areas of intervention, based on the information gathered through the Community Health Needs Assessment and guidelines set forth in Healthy People 2020. From these data, opportunities for health exist in Peach County with regard to the following areas (see table on following page).

Areas of Opportunity Identified Through This Assessment	
Access to Health Services	<ul style="list-style-type: none"> • Primary Care Physician Ratio • Emergency Room Utilization • <i>Access to Healthcare ties as the #2 concern among focus group participants.</i>
Cancer	<ul style="list-style-type: none"> • Cancer Deaths <ul style="list-style-type: none"> ○ Including Lung Cancer, prostate Cancer, Colorectal Cancer Deaths • Cancer Incidence <ul style="list-style-type: none"> ○ Including Lung Cancer, Prostate Cancer, Female Breast Cancer, Colorectal Cancer Incidence
Chronic Kidney Disease	<ul style="list-style-type: none"> • Kidney Disease Deaths
Dementia, Including Alzheimer's Disease	<ul style="list-style-type: none"> • Alzheimer's Disease Deaths
Diabetes	<ul style="list-style-type: none"> • Diabetes Deaths • Diabetes Prevalence • <i>Diabetes tied as the #2 concern among focus group participants.</i>
Heart Disease & Stroke	<ul style="list-style-type: none"> • Heart Disease Deaths • Stroke Deaths • Stroke Prevalence • High Blood Pressure Prevalence • High Blood Cholesterol Prevalence • Overall Cardiovascular Risk • <i>Heart Disease & Stroke ranked as the #3 concern among focus group participants.</i>
HIV/AIDS	<ul style="list-style-type: none"> • HIV/AIDS Deaths
Infant Health & Family Planning	<ul style="list-style-type: none"> • Low-Weigh Births • Infant Mortality • Teen Births
Injury & Violence Prevention	<ul style="list-style-type: none"> • Unintentional Injury Deaths <ul style="list-style-type: none"> ○ Including Motor Vehicle Crash Deaths • Firearm-Related Deaths • Firearm Prevalence <ul style="list-style-type: none"> ○ Prevalence in Homes with Children ○ Firearm Storage/Safety • Violent Crime Rate • Fire Safety/Prevention
Mental Health	<ul style="list-style-type: none"> • Suicide Deaths • Persons w/Depression Seeking Help
Nutrition, Physical Activity & Weight	<ul style="list-style-type: none"> • Low Food Access • Overweight & Obesity [Adults] • Meeting Physical Activity Guidelines • Access to Recreation/Fitness Facilities • <i>Nutrition, Physical Activity & Weight ranked as the #1 concern among focus groups participants</i>
Respiratory Diseases	<ul style="list-style-type: none"> • Chronic Lower Respiratory Disease (CLRD) Deaths • Pneumonia/Influenza Deaths
Sexually Transmitted Diseases	<ul style="list-style-type: none"> • Gonorrhea Incidence • Chlamydia Incidence
Substance Abuse	<ul style="list-style-type: none"> • Cirrhosis/Liver Disease Deaths • Drug-Induced Deaths

After reviewing the Community Needs Assessment findings, the Medical Center of Center of Peach County Community Health Needs Assessment Team with input from Leadership and Community Engagement Coordinator, the governing members of The Medical Center of Peach County Boards determined the needs to be prioritized for implementation CY2016-CY2018. The following criteria were established and used in the prioritization process.

Impact/Seriousness: The degree to which the issue affects or exacerbates other quality of life and health related issues and the opportunities to improve risk factors affecting quality of life.

Collaboration: The opportunities to work and partner with other community resources addressing like or similar issues to leverage resource utilization and enhance the number of persons served.

Feasibility: The ability to reasonably impact the issue, given available resources.

Outcomes: The ability to measure impact and determine results of interventional measures.

Priority Health Issues Selected from 2015 Community Health Needs Assessment

There was a wide range of priority health issues identified from the Community Health Needs Assessment and the challenge remains in resourcing all of them. The priorities selected involve longer term interventions and support to improve the quality of life and health outcomes of persons with these needs and to address changing lifestyle behaviors for those at risk that will prevent these health problems and issues from occurring. The capability to measure the outcomes of these interventions was also a determining factor in prioritization as was the opportunity to work with other community partners also addressing these health care issues. In situations where MCPC cannot identify measurable impacts on clinical service utilization, alternative health-related measures will be determined

Priority Health Issues to be Addressed

In consideration of the top health priorities identified through the Community Health Needs Assessment process and in overall alignment with the hospitals' mission, goals and strategic priorities, it was determined that the Medical Center of Peach County would focus on developing, supporting and collaborating on strategies and initiatives to improve:

- 1) Emphasis on Healthcare Access
- 2) Emphasis on Health Promotion and Prevention
- 3) Emphasis on Nutrition, Physical Activity and Weight

The core principles for Public Health Institute's Advancing the State of the Art in the Community (ASACB) provide the framework for developing a strategy for MCPC Community Health Needs Action Plan.

Emphasis on Health Care Access

MCPC is a collaborating partner with churches, retirement centers, colleges and universities, health care facilities, primary and secondary schools, businesses, voluntary health agencies, city and county governmental entities, public health and community-based organizations continue to be central and critical to achieving the mission of Medical Center of Peach County which is to make a positive difference in the lives of our customers and in the communities we serve through the effective and efficient provision of quality health services.

The areas of opportunity identified through the Community Health Needs Assessment (CHNA) and prioritized for implementation used as one of its key criteria, collaboration-- opportunities to partner with other community resources addressing same or similar issues. Leveraging the collective resources in a community and aligning like or complimentary goals for improving the health of the community extend the breadth and depth of the services that can be delivered, the number of persons reached and outcomes realized.

The Medical Center of Peach County is an active participant and regional partner with Health Care Central Georgia dba Community Health Works (CHW). CHW is a multi-sector, non-profit organization in Central Georgia committed to improving the health of residents and bolstering the capacity of the local health care community to serve the needs of central Georgia's uninsured and medically underserved residents. CHW includes many regional partners dedicated to educating communities in this region about prevention of chronic disease and healthy lifestyle behaviors.

The Cancer Life Center works very closely with CHW, the local partner for the Georgia Cancer Coalition. In addition, CHW organized the Central Georgia Stroke Coalition in 2010 in which Navicent Health is integrally involved. The Central Georgia Stroke Coalition has representatives from thirteen counties working together to coordinate health resources and services across the stroke care continuum—from prevention to acute to rehabilitation to sub-acute care.

These are a few examples of Medical Center of Peach County Navicent Health collaborative partnerships and relationships in the community dedicated to improving the health of Peach County citizens. One on the vulnerable populations in the primary service area is our veterans. MCPC offers free screenings (glucose, lipid, and PSA screening for prostate cancer) for veterans.

However, PSA screenings are offered to other participants at a low rate at health fairs (Blue Bird, Frito Lay, etc.). Mammogram screening is another service offered to the community with "extended" hours until 11:00 p.m. EST to encourage routine checks. In October of every year a mammo-marathon event is held to encourage annual screenings. Also, a breast cancer breakfast is held in October which is free to the public.

The Goals for Health Care Access include:

1. Offer 8 health screening per year for the Veterans.

2. Offer at least 1 community event at the Medical Center of Peach County.
3. Participate with a community business partner in a health fair at least 1 per year.

Emphasis on Health Promotion and Prevention

MCPC is focused on providing services with an emphasis on health promotion, disease prevention and health protection. Health promotion is provided through health-related messages posted on our Facebook page to encourage healthy lifestyles for the entire service areas. The vulnerable populations in MCPC's PSA who cannot access health services may have a profound effect on the physical, social, and mental health.

Substance abuse has a major impact on individuals, families, and communities. The effects of substance abuse are cumulative, significantly contributing to costly social, physical, mental, and public health problems including but not limited to domestic abuse, motor vehicle accidents, sexually transmitted disease, teenage pregnancy, crime, homicide or suicide. Substance abuse in MCPC's PSA is not a new issue and has a major impact on individuals, families and the Peach County community. The focus group participants were concerned at the issues of drug prevalence and the restriction of access to prescription drugs.

Strategic activities for disease prevention focus heart disease and stroke especially for Veterans as well as the community at large. Angioscreens are offered to veterans at no cost. Because space is limited, MCPC may possibly offer screenings to other vulnerable population (uninsured, underinsured) within the primary service area (PSA) at no cost or reduced rate. For community members without a primary care physician and requires a follow-up, a referral will be made to Dr. Nayak at the Rural Health Clinic. Blood pressure screenings are offered throughout the year at various health fairs namely, Peach Health Fair, Blue Bird, Frito lay, Inc., etc., at no cost to the participants.

Injury and violence are widespread in society. Both unintentional injuries and those caused by acts of violence are among the top 15 killers for Americans of all ages. However, in the PSA for MCPC, 36.3% of homes with children and firearms/weapon(s) unlocked and loaded is significantly higher than the national average of 16.8%. MCPC has identified that the importance of gun safety is relevant to health decision making and healthy life styles.

The goals for Health Promotion and Prevention include:

1. Angioscreens offered at a reduced cash cost to community at Medical Center of Peach County at least 1 time per year.
2. Outreach to local elementary schools through a placement of books for each student that focuses on character development for people to promote self-esteem.
3. Partner with the Bryon Fire Department for the Fire Prevention fun day for children and families.

Emphasis on Nutrition, Physical Activity & Weight

MCPC has walking trails around the hospital grounds which are open to the public. Other physical activities include Peach Road Race, Ballroom dancing classes held twice a month and the concert series during the summer months. An annual health fair is conducted simultaneously with the Peach Road Race; other health-related activities include Weight Watchers meeting weekly with approximately and one movie night and one outdoor concert focusing on healthy family relationship.

The goals for Nutrition, Physical Activity and Weight include:

1. Identify community needs for physical activity & weight reduction as well as community partners.
2. Increase the percentage of adults (ages 18 to 65) meeting physical activity from 42.1% to 45% by FY 2019
3. Reduce the prevalence of obesity from 39.2% to 37 % by FY 2019.

Health Priorities Not Chosen for Action

Health Priorities Not Chosen for Action	Rationale
<i>Mental Health & Mental Disorders</i>	<i>The Medical Center believes that this priority area falls more within the purview of the county health department and other community organizations (Phoenix Behavioral Health Center, HODAC and Lake Bridge Behavioral Center.) Limited resources and lower priority excluded this as an area chosen for action.</i>
<i>Chronic Kidney Disease</i>	<i>The Medical Center feels that more pressing health needs exist in the community. Limited resources and lower priority excluded this as an area chosen for action.</i>
<i>Infant Health & Family Planning</i>	<i>The Medical Center of Peach County feels efforts already exist to provide access to maternal health services provided North Health Central Health District (NHCHD). This agency is implementing Women’s Health and Babies Can’t Wait programs as well as adolescent health programs throughout the NHCHD which Peach County is one of the counties in this district.</i>
<i>Sexually Transmitted Diseases</i>	<i>The Medical Center of Peach County believes this priority area falls more within the responsibility of the county health department. Limited resources and lower priority excluded this as an area chosen for action.</i>

Adoption of Implementation Plan

On _____(date), the Board of the Medical Center of Peach County met to discuss this Community Action Plan for addressing selected community health priorities identified through our Community Health Needs Assessment. Upon review, the Board approved this Implementation Plan and the related budget items to undertake these measures to meet specific health needs in the community.

Medical Center of Peach County CEO Approval and Adoption:

Name & Title

Date

Medical Center of Peach County Board Approval & Adoption:

Name & Title

Date