

2013 Community Health Needs Assessment



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Executive Summary

Charles Cole Memorial Hospital “Cole Memorial” is a 501 (c) 3, charitable, nonprofit healthcare organization located in Coudersport, Potter County, in north-central Pennsylvania. The hospital, designated as a Critical Access Hospital (CAH) in 2007, serves 55,000 residents in its primary and secondary service areas, encompassing Potter, Cameron, McKean, and Tioga Counties in Pennsylvania, and portions of New York's southern tier. Cole Memorial is only 1 of 13 hospitals in Pennsylvania and 1,314 nationwide certified as a CAH.

The mission of Cole Memorial is to provide excellent healthcare services, responding to the changing needs of the communities we serve. We strive to be a care system committed to you. We will partner in the pursuit of your health and wellness and earn your trust by providing an excellent experience every time.

Since its doors opened in 1967, Cole Memorial has been committed to providing quality, personalized healthcare through a comprehensive range of services, using the latest technology and treatments. Our hospital features 24-hour emergency care; 25-bed acute care facility; inpatient geriatric behavioral health; long-term care; surgical services; home health and hospice; comprehensive cancer care services; rehabilitation; and wound and sleep center service.

The 2013 Cole Memorial Community Health Needs Assessment has four objectives:

- Identify a set of priority health needs (public health and health care).
- Provide recommendations on clinical and community strategies that can be undertaken by healthcare providers, public health staff, communities, policy makers, and others to follow-up on the information provided with actions that may improve the health status of the communities we serve.
- Provide access to the CHNA data and assistance to stakeholders who are interested in using it.
- Meet the requirements for the Affordable Care Act (ACA).

The Community Health Needs Assessment (CHNA) is part of the required hospital documentation of “Community Benefit” under the Affordable Care Act (ACA). The organization must conduct a “community health needs assessment” not less frequently than every three years and adopt an implementation strategy to meet the community health needs identified through the assessment.

Specifically, the IRS requires:

- Effective on tax years beginning after March 23, 2012, each 501(c) (3) hospital facility is required to conduct a community health needs assessment at least once every three taxable years and adopt an implementation strategy to meet the community needs identified through such assessment;

- The assessment may be based on current information collected by a public health agency or non-profit organizations and may be conducted together with one or more other organizations, including related organizations;
- The assessment process must take into account input from persons who represent the broad interests of the community served by the hospital facility, including those with special knowledge or expertise of public health issues;
- The hospital must disclose in its annual information report to the IRS (Form 990 and related schedules) how it is addressing the needs identified in the assessment and, if all identified needs are not addressed, the reasons why (e.g., lack of financial or human resources);
- Each hospital facility is required to make the assessment widely available, and ideally downloadable from the hospital web site;
- Failure to complete a community health needs assessment in any applicable three-year period results in a penalty on the organization equal to \$50,000. For example, if a facility does not complete a community health needs assessment in taxable years one, two or three, it is subject to the penalty in year three. If it then fails to complete a community health needs assessment in year four, it is subject to another penalty in year four (for failing to satisfy the requirement during the three-year period beginning with taxable year two and ending with taxable year four);
- An organization that fails to disclose how it is meeting needs identified in the assessment is subject to existing incomplete return penalties.

Approach

To complete a CHNA, Cole Memorial must:

- Describe the process and methods used to conduct the assessment;
 - Sources of data; and data retrieved;
 - Analytical methods applied;
 - Information gaps impacting ability to assess the needs;
 - Identify with whom Cole Memorial collaborated.
- Describe how Cole Memorial gained input from community representatives;
 - When and how the Cole Memorial consulted with these individuals;
 - Names, titles, and organizations of these individuals; and
 - Any special knowledge or expertise in public health possessed by these individuals.
- Describe process and criteria used in prioritizing health needs;
- Describe existing resources available to meet the community health needs assessment;
- Identify programs and resources the hospital facility plans to commit to meeting each identified need and the anticipated impact of those programs and resources in the health need.

Cole Memorial takes a comprehensive approach to assess community health needs. We used the 6 step approach (Appendix D) to complete our needs assessment. We perform several data analysis, based on secondary source data; augment this with community health survey data. Since the service area does not comprise some of the entire counties we serve, we asked local residents to note if they perceived the problems, or needs, identified by secondary sources to exist in their portion of the county they live in. The secondary data used in our analysis are presented in the Appendices. Data sources used include:

- www.countyhealthrankings.com- to assess the health needs of the counties we serve to all Pennsylvania counties.
- www.census.gov- to access current population data and the latest economic indicators
- www.healthypeople.gov- to assess characteristics of certain health objectives
- www.phc4.org- to address the problem of escalating health costs, ensuring the quality of health care, and increasing access for all citizens regardless of ability to pay
- www.health.state.pa.us- to capture data that can help understand health statistics

In addition we conducted a Community Health Needs Assessment survey within the communities Cole Memorial serves for any community member to complete.

- 706 area community members completed our opportunity to provide community input. Respondents replied to the survey starting August 1, 2012 through August 17, 2012.
- The terms of gaining input specified each respondent would remain anonymous.
- The administration of an internet-based and paper survey was promoted through advertisements in local newspapers, blogs, television and was distributed to local civic and health organizations

with a request for participation. Preliminary conclusions of the survey results were presented to the CHNA steering committee, which were asked to validate prior assessments and to establish priority among various identified health needs. Members of the Community Health Needs Assessment steering committee include:

- Sarah Fry- elementary school nurse at Coudersport Area School District
 - Barb Kiel- Potter County Human Services
 - Heidi Eastman- Dickenson’s Mental Health
 - Mark Moore- Morgan AM & T
 - Lora Cope- American Cancer Society & Community Blood Bank
 - Patrice Levavasseur- Executive Director of Cole Foundation; Patient and Community Relations at Cole Memorial
 - Kari Karpinski- Director of Fund Development and Community Outreach at Cole Memorial
 - Jin Guo- medical intern at Cole Memorial
- Analyzing the information showing how the communities we serve related among its peers in terms of primary and chronic needs, access to care, wellness was augmented by the steering committee commenting whether or not they believe certain population groups (or people with certain situations) need help to improve their condition and if so can Cole Memorial do just that.

After analyzing the preceding data and information we received from the survey and secondary data, we put the information in front of our Board of Directors and Community Corporate Advisors during our Annual Meeting on October 12, 2012. They were asked to agree and disagree with the summary conclusions during some round table discussions. They also were at liberty to augment potential conclusions with additional statements.

With the prior steps identifying potential community needs, the steering committee participated in the Hanlon method activity. This is well respected prioritization method utilized by the public health community. The Hanlon Method uses a logical process to focus on the highest-priority problems. Using the baseline data collected on the community health needs assessment survey, helped the steering committee assign a score to each health problem on the basis of three (3) primary factors: *size of the problem* (scale 1 to 10), *seriousness of the problem* (scale 1 to 10), and *effectiveness of interventions* (scale of 1 to 100). See below for example:

Hypothetical Health Problem: Adult Diabetes			
Size of Problem	Seriousness of Problem	Effectiveness of Intervention	Score
0 1 2 3 4 5	0 1 2 3 4 5	0 1 2 3 4 5	8 (raw)
Weight Factor: 1 2 x 1= 2	Weight Factor: 2 4 x 2= 8	Weight Factor: 3 2 x 1= 2	12 (weighted)
		Total Potential Score:	20

After all health problems had been ranked by their composite score, the group eliminated any health need from the list that could not be addressed due to economic, social, legal or other reasons. The health needs that ultimately appeared from this prioritization process were the health problems that Cole Memorial will be addressing through meaningful interventions and available resources.

In order to address the needs identified in the Community Health Needs Assessment (CHNA), CHNA Steering Committee formed teams to create and implement strategies and programs to address these identified health needs.

Cole Memorial Board of Directors met on June 20, 2013 to review and adopt the written plan with results and recommendations that the CHNA steering committee suggested. It formed the basis for Cole Memorial's response to the community health needs.

We have established leadership accountability and an organizational structure for ongoing planning, budgeting, implementation and evaluation of community health needs assessment, which are integrated into our 2014 strategic plan under community trust and coordinated care.

Figure 1: Coordinated Care Strategic Plan

<p>Coordinated Care</p>	<p>We must create and operate effective systems of care that are responsive to the needs of patients and minimize error, duplication and fragmentation. In addition and consistent with the national health reform movement, we must turn our attention to engaging patients in their care and improving the health of those who live in our service region.</p>
<p>Goal Statement - Continue to define and pursue our vision for Coordinated Care using the NCQA ACO accreditation program as a guide and build the key components of a health system able to share provider risk with payers including</p> <ul style="list-style-type: none"> a. Effective, coordinated and safe systems of care; b. patient and community engagement in their health and wellness; and c. accurate and reliable data readily available for improved clinical decision making. 	
<p>Priority Activities:</p> <ul style="list-style-type: none"> A. CHNA: Launch and sustain initiatives designed to address the six dimensions of the Community Health Needs Assessment integrating efforts into existing work or priorities when possible. See Appendix D B. Medical Home: Be recognized by NCQA as at least a Level I patient centered medical home throughout the entire primary care network; and <ul style="list-style-type: none"> 1. Reach Level III status with NCQA in at least four clinics; and 2. Implement a program for patients with COPD, CHF, ESRD identifying candidates for a Cole Advanced Illness Management Program. 3. Align the work of primary care with community outreach engaging patients in their health and wellness. 4. Design and implement a Complex Care Management Program similar to the California Quality Collaborative. 5. Deploy industry endorsed standards of care throughout the network. 6. Adopt a professional compensation model with focus on quality metrics. <p>See Appendix K</p> C. National Initiatives: Demonstrate how Cole is actively responding to at least six of the twelve dimensions described in the AHA report entitled “Ensuring a Healthier Tomorrow” and six of the initiatives started in the Partnership for Patients program and demonstrate that these interventions are showing improvement in our performance. See Appendix B, B-1 and Appendix C. D. Measure and Report: Hit strategic milestones in the pursuit of “second curve” goals. (See Appendix A) 	

Figure 2: Community Trust Strategic Plan

Community Trust	<p>The ultimate success of the organization will be dependent on the loyalty of the region we serve. As the industry evolves in an era of significant reform, all healthcare organizations will be pressured to expand their reach and gain tighter control of their markets. Organizations that are connected with their communities, responsive to their changing needs, produce excellent patient experiences and have the trust of the region will remain vibrant and relevant.</p>
<p>Goal Statement – Prepare our communities for changes in the delivery of health care while maintaining their loyalty and trust.</p>	
<p>Priority Activities:</p> <p>A. CHNA: Communicate our progress towards improving key metrics for the six priorities identified in the community needs assessment. See Appendix D</p> <ul style="list-style-type: none"> a. Communicate the progress of the clinical and community strategy groups. b. Increase awareness about health care services and programs through a robust community outreach program which targets those priorities identified through screenings, health fairs and education. <ul style="list-style-type: none"> 1. Increase diabetes education and smoking cessation information to the community. 2. Increase free glucose screenings at community health fairs and large scale events. 3. Increase information and education on cholesterol, high blood pressure and sedentary lifestyle physical inactivity to improve heart health of community residents. 4. Increase vascular screenings to our secondary market area. c. Align MARCOM Plan Strategies to promote the six CHNA priorities educating internal/external audiences <ul style="list-style-type: none"> 1. Communicate monthly health campaigns that address the six priorities via increase usage of website, social media, e-blasts, rack cards/inserts, posters, flyers, overall media and community outreach. <p>B. Corporate Advisors: Continue to strengthen our relations with community and business leaders through our corporate advisors program with the goal of having 85 very active advisors.</p> <ul style="list-style-type: none"> a. Assess our corporate advisors strengths and gaps as it relates to talent, level of involvement, and key skills capabilities. <ul style="list-style-type: none"> 1. Replace past CBC annual survey with new on-line “survey monkey” and focus our efforts on Corporate Advisor satisfaction and engagement. 2. Conduct a targeted recruitment campaign to attract a diverse and active group of Corporate Advisors. 	

- C. **Image:** Fully deploy the new branding and image campaign with the goal of attaining a solid recommendation score of an 8 in our next community perception survey.
 - a. Develop and execute a comprehensive internal/ external MARCOM Plan that targets and promotes the top three healthcare decision factors identified in the 2012 Community Brand Awareness Survey.
 - 1. Increase community awareness about Cole’s PCP network and increase the number of active charts
 - 2. Increase awareness and the number of referrals to Specialists
 - 3. Increase awareness about key services that align with the goals of the six CHNA health priorities. (Appendix D)
 - b. Strengthen brand visibility and internal/external image with a continued focus on electronic communications by increasing the usage of social media, Intranet, e-blasts, and launch new mobile application & website with patient education, patient financial resources, and videos.
 - c. Continue building the Cole Memorial brand position as a healthcare system that provides a continuum of care via all communications and outreach efforts.
 - d. Develop and maintain a consistent brand policy and graphics standards.
 - e. Launch the use of “Cole Memorial Medical Group” to describe network of primary care offices.
- D. **Outreach:** Maintain a strong community outreach program.
 - a. Develop and execute a plan that increases and strengthens our capacity especially as it relates to population health management through speakers’ bureau, Prime Time Health in 4 Senior Centers, and civic organizations.
 - 1. Develop a managers’ “Train the Trainer” session to teach presentation skills and to better prepare our staff for the Speaker’s Bureau and events in our communities.
 - b. Assess community partnerships to identify strengths and gaps in the communities we serve as it relates to participation in civic organizations such as rotaries and chambers.
 - c. Continuing to strength our 9-Agency Wellness Committee by bringing in at least two new employer group members.
- E. **Fund Development:** Achieve the plan set out for the Cole Foundation. See Appendix E.
- F. **Measure and Report:** Consistently maintain high patient experience scores in all delivery settings and pursue adjustments as necessary. See Appendix A

Methodology

Understanding the health needs of the community allows Cole Memorial to design and implement cost-effective strategies that improve the health status of the populations we serve. A comprehensive data driven assessment process can identify priority health needs and issues related to prevention, diagnosis and treatment through quantitative and qualitative data.

This assessment is intended to provide an overview of the health and well-being status of residents in the communities we serve. There are areas where our counties compare favorably with the state and/or the national benchmark and there are health indicators where it does not. In some cases, the data tends to raise more questions than answered.

To complete this work, Cole Memorial focused on 28 zip codes in our service area. The 28 zip-codes were first identified in our 2009 Community Health Needs Assessment. With the help of a consultant, National Rural Health and our corporate advisors the zip codes were identified as the communities we serve. Corporate Advisors again validated and approved the selected zip codes with our current Community Health Needs Assessment. To help guide the process used for the assessment, a CHNA Steering Committee was convened. This committee’s role was to provide input on: (a) identification of existing data sources for the study; (b) content of the community online survey questionnaire; (c) interpretation of survey findings; (d) review of recommendations, and; (e) data dissemination and a follow-up plan.

The committee met over a period of two month to review, consider, and prioritize survey data and secondary data collected during this process. Health indicators listed below, when compared to state and federal data were identified as our top priorities needing to be addressed. The graph below provides the priority scores identified by the committee.

Health Indicator	Size	Seriousness	Effectiveness	Priority Score
Access to primary care	3	2	3	8
Decrease Incidence of Overweight and Obese residents	4	5	3	12
Diabetes	3	4	3	10
Heart Disease and Stroke				
Smoking/ Tobacco	4	4	1	8
Dental	4	3	1	9

In addition to the CHNA Steering Committee, Cole Memorial’s Advisory Committees which represented public health, government, former and present board members, foundations, pastors, school nurses, and various other organizations, provided critical input into the needs assessment, from initial concept to how the data would be shared with communities in our spring and fall meetings in 2012.

The set of measures used in this assessment was selected to reflect evolving national and state benchmarks for chronic disease management, access to primary care, dental and smoking/tobacco. Most indicators were derived from public data sources, including U.S. Census data, Healthy People 2020 and

County Health Rankings. (A complete list of data sources and years is included in Appendix E) Other indicators were derived from an online and paper survey conducted specifically for this community health needs assessment.

The Community Health Needs Assessment Survey

The online-based and paper form survey was developed by the CHNA Steering Committee in June 2012. An initial review of elements contained in prior community health needs assessment back in 2010 was used. The survey (Appendix C) was approved and programmed for data collection on August 1, 2012. The survey gathered information from Cameron, McKean, Potter and Tioga residents in the following areas:

- Health Services Access and Utilization
- Chronic Disease Management
- Youth Health & Health Care
- Primary Care
- Weight
- Smoking
- Dental Care
- Risk Factors
- Health Insurance
- Health Care Barriers
- Wellness Activities and Exercise
- Demographics

The data collection phase began on August 1, 2013 and was completed by August 17, 2013. A total of 706 community members completed the survey.

Secondary Data

The Community We Serve

Cole Memorial serves 55,000 residents in its primary and secondary service areas, encompassing Potter, Cameron, McKean, and Tioga Counties in Pennsylvania, and portions of New York's southern.

**Figure 3: Map of Primary Medical Service Area by Zip Codes (red border and numbers.)
Secondary Medical Service Area by Zip Codes (brown numbers)**

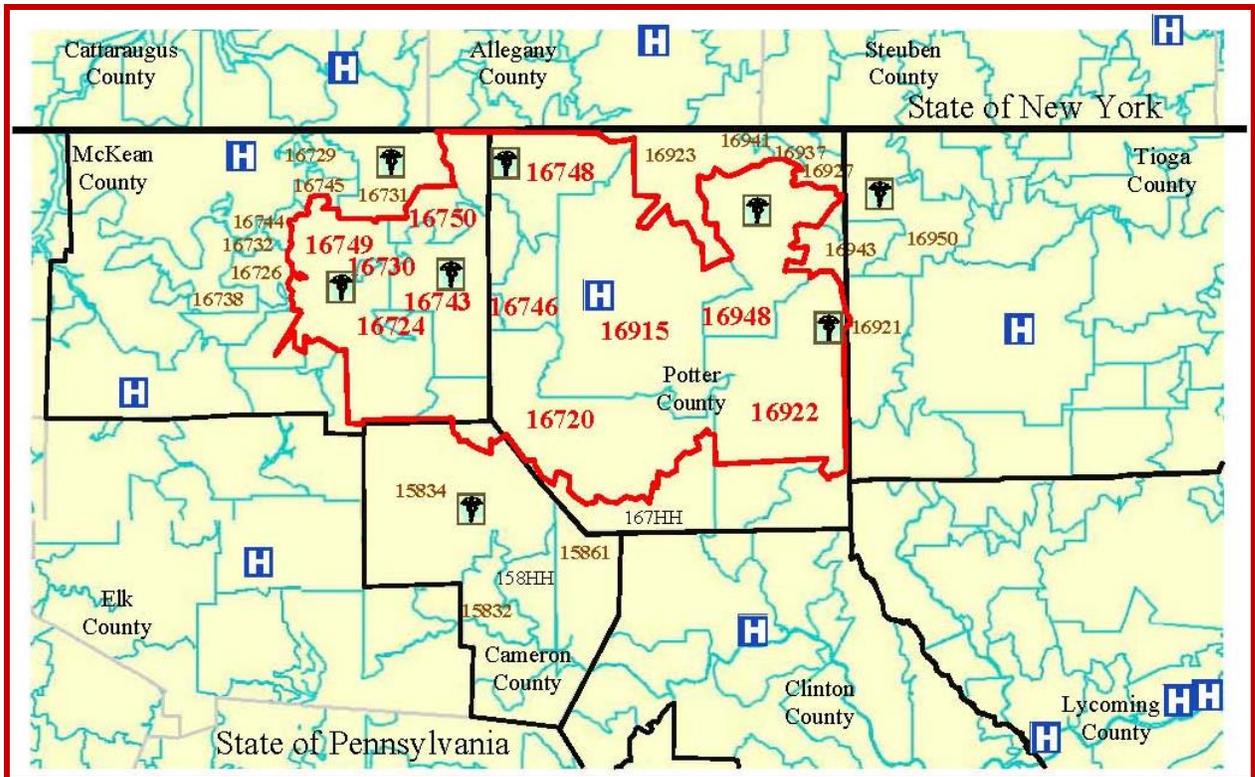


Table 1: Primary Service Area Population

ZIP CODE	TOWN	2000	2010	% CHANGE '00-'10
16720	Austin	1,380	1,392	0.87%
16724	Crosby	213	143	-32.86%
16730	East Smethport	255	121	-52.55%
16743	Port Allegany	4,384	3,967	-10.08%
16746	Roulette	1,342	1,265	-5.74%
16748	Shinglehouse	3,187	2,997	-5.96%
16749	Smethport	4,146	4,319	4.17%
16750	Turtlepoint	516	417	-19.19%
16915	Coudersport	5,987	5,929	-0.97%
16922	Galeton	2,132	2,002	-6.10%
16948	Ulysses	1,935	1,634	-15.56%

Source: US Census Bureau

Table 2: Secondary Service Area Population

ZIP CODE	TOWN	2000	2010	% CHANGE '00-'10
15832	Driftwood	447	382	-26.62%
15834	Emporium	5,323	4,533	-14.84%
15861	Sinnamahoning	160	174	8.75%
16726	Cyclone	484	542	11.98%
16729	Duke Center	984	761	-22.66%
16731	Eldred	2,956	2,818	-4.67%
16732	Gifford	426	293	-31.22%
16738	Lewis Run	2,526	2,679	6.06%
16744	Rew	294	332	12.93%
16745	Rixford	572	611	6.82%
16921	Gaines	583	475	-18.52%
16923	Genesee	1,389	1,470	5.83%
16927	Harrison Valley	729	651	-10.70%
16937	Mills	124	172	38.71%
16941	Genesee	80	69	-13.75%
16943	Sabinsville	557	562	-1.44%
16950	Westfield	2,987	3,378	13.09%

Source: US Census Bureau

Figure 4: Demographics by county

Cameron County		McKean County	
Population size	5,085	Population size	43,537
Individuals living below poverty level	13.0%	Individuals living below poverty level	17.7%
Potter County		Tioga County	
Population size	16,720	Population size	40,574
Individuals living below poverty level	14.4%	Individuals living below poverty level	15.9%

Source: US Census Bureau

Table 3: Quick Facts by County

	<i>Cameron County</i>	<i>McKean County</i>	<i>Potter County</i>	<i>Tioga County</i>
Persons under 5 years, percent, 2011	4.3%	5.40%	5.50%	5.40%
Persons under 18 years, percent, 2011	18.6%	20.90%	21.60%	20.30%
Persons 65 years and over, percent, 2011	21.5%	17.00%	19.80%	18.20%
Female persons, percent, 2011	50.9%	49.00%	49.80%	50.90%
White persons, percent, 2011	98.1%	95.80%	98.10%	97.30%
Black persons, percent, 2011	0.4%	2.60%	0.05%	0.90%
American Indian and Alaska Native persons, percent, 2011	0.3%	0.20%	0.30%	0.20%
Asian persons, percent, 2011	0.3%	0.50%	0.30%	0.50%
Persons reporting two or more races, percent, 2011	0.9%	0.90%	0.80%	1.00%
Persons of Hispanic or Latino Origin, percent, 2011	0.4%	1.80%	1.10%	1.20%
White persons not Hispanic, percent, 2011	97.7%	94.20%	97.20%	96.30%
Language other than English spoken at home, percentage 5+, 2007-2011	1.8%	2.90%	2.30%	2.20%
High school graduate or higher, percent of persons age 25+, 2007-2011	86.4%	88.80%	87.00%	87.40%
Bachelor's degree or higher, percent of persons age 25+, 2007-2011	14.0%	15.20%	12.80%	17.60%
Median household income, 2007-2011	\$40,449	\$ 40,721	\$40,000	\$42,027

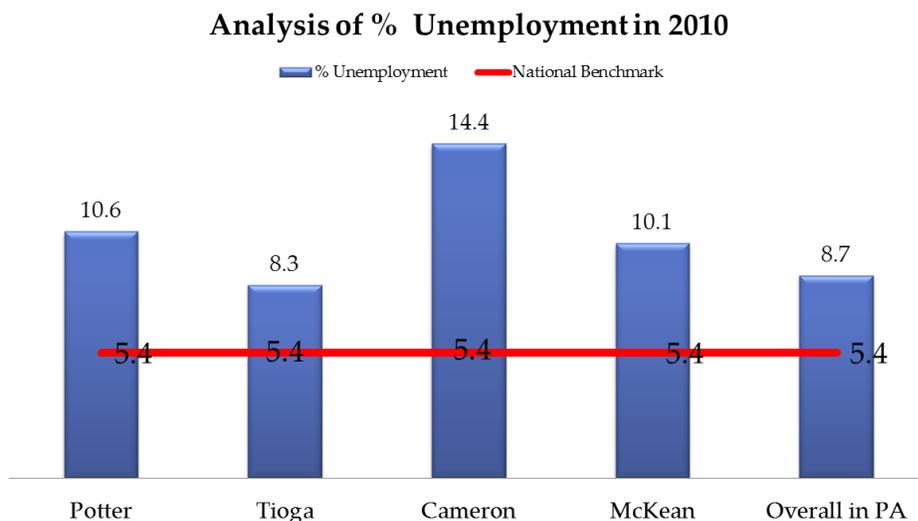
Source: US Census Bureau State & County QuickFacts

Health-Based Social and Economic Characteristics

Unemployment

In 2010, 1 in 8 residents couldn't find a job in Cameron County.

Table 4: Unemployment in 2010



Source: County Health Rankings

Table 5: Residents living in Poverty

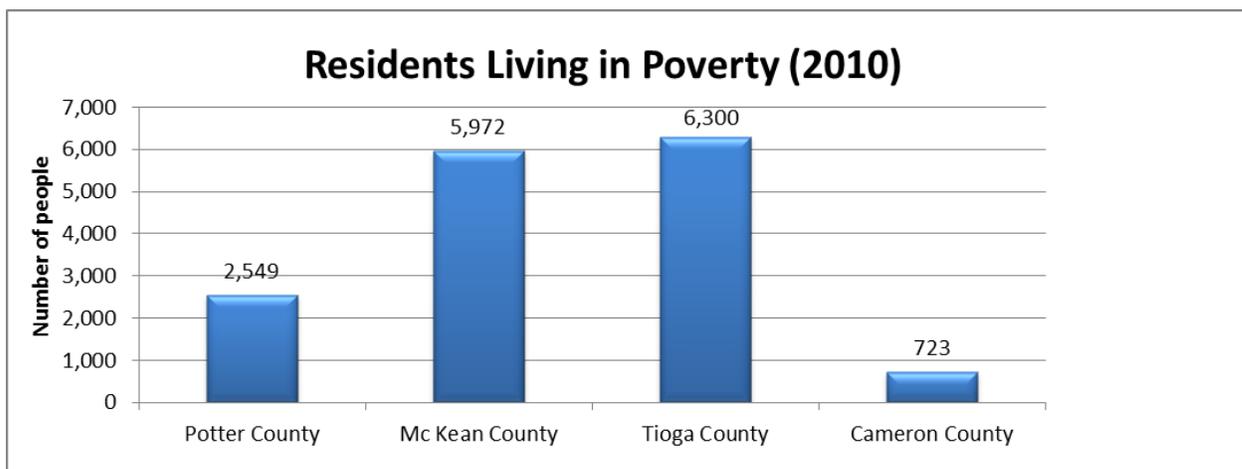


Table 6: Number of children 0-17 in poverty

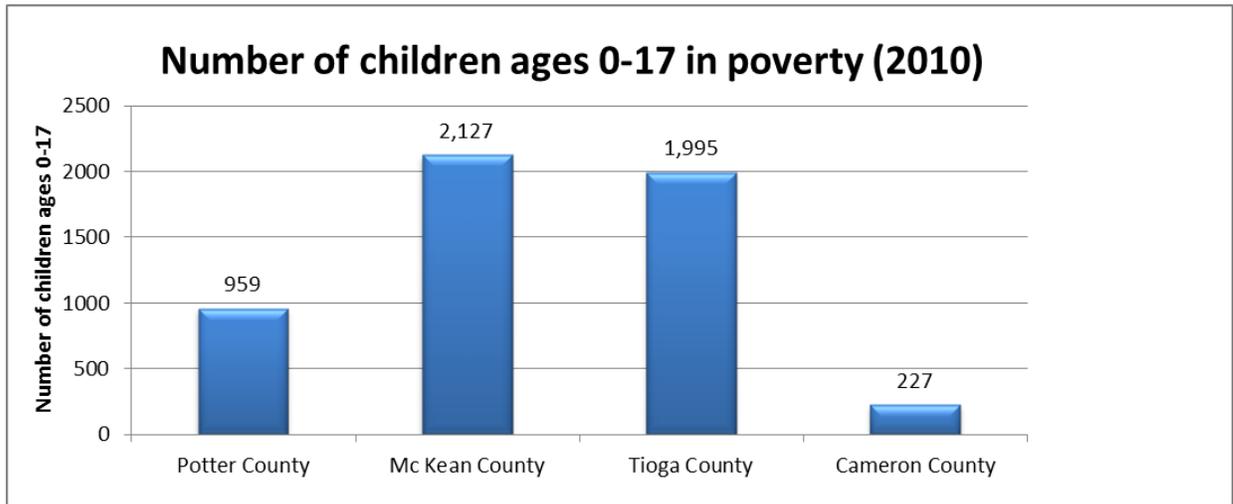
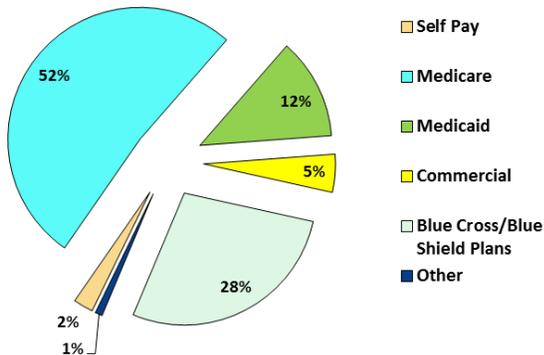
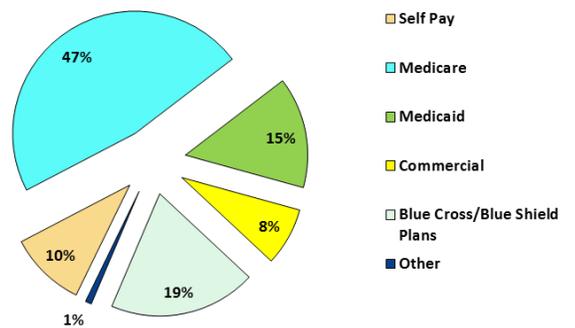


Table 7: Utilization by Insurer

Cameron County

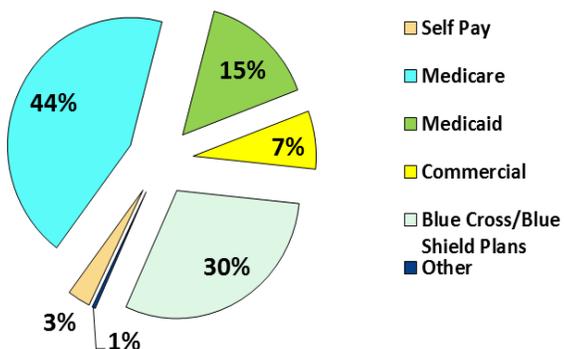


McKean County

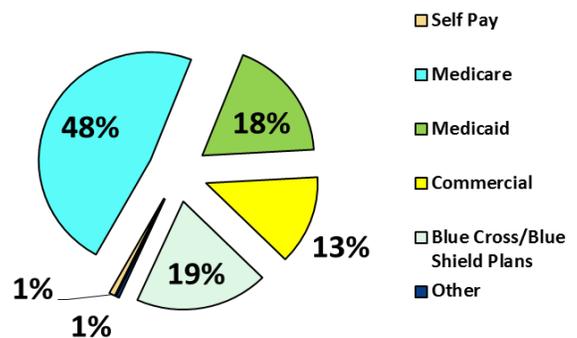


Source: County Health Rankings

Potter County



Tioga County



Prio

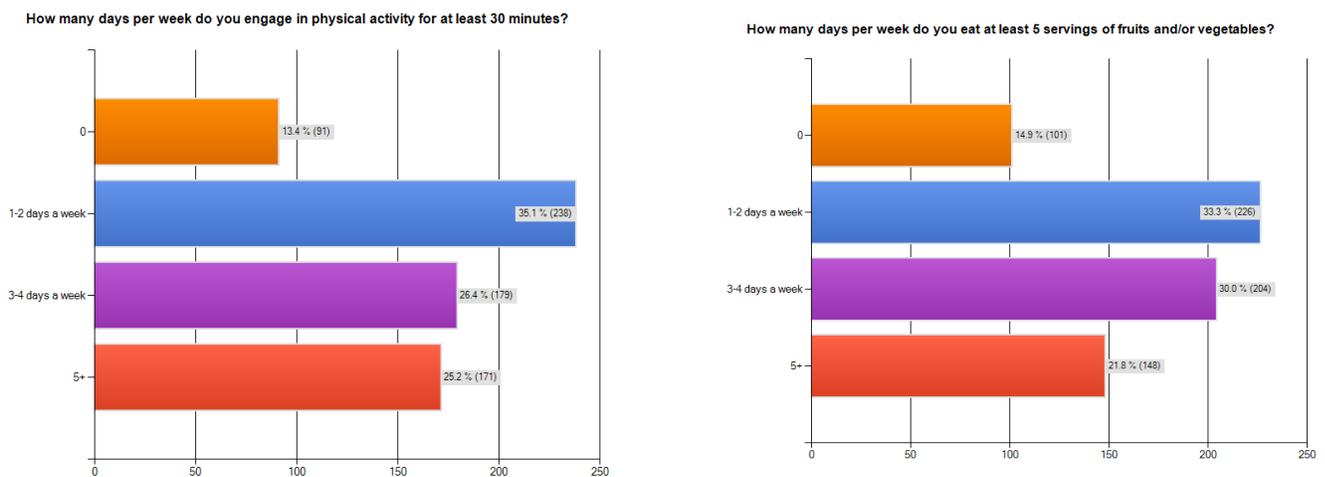
Community Health Issues

The top six health concerns conveyed by the survey respondents and secondary data of the Cole Memorial service area included obesity, access to care, diabetes, dental, smoking and heart disease. The priorities were identified after the steering committee considered all of the information gathered and scored our survey results against state and federal data.

1. Decrease incidence of obesity in the communities Cole Memorial services.

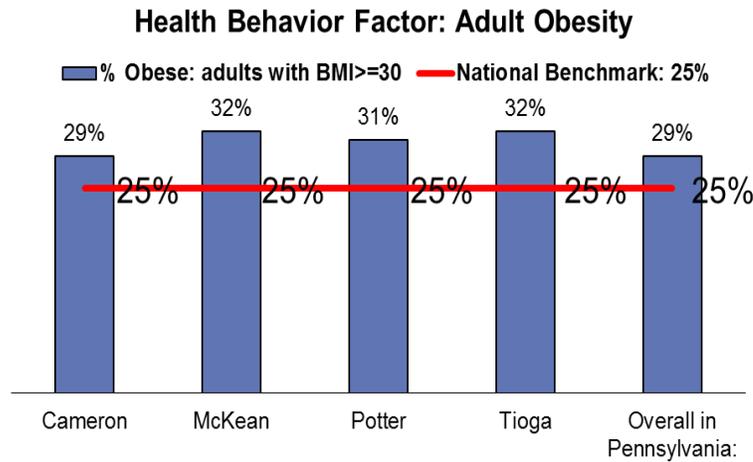
- Only 21.8% of surveyed adults reported they eat at least 5 servings of fruits and/or vegetables in a week
 - (refer to Question #48 in the Community Needs Assessment Survey)
- Only 25% of surveyed adults reported they engage in physical activity for at least 30 minutes 5 days a week
 - (refer to Question #49 in the Community Health Needs Assessment Survey)
- 36% of surveyed adults reported that exercise was moderately important to them
 - (refer to Question #50 in the Community Health Needs Assessment Survey)
- Through our 9 agency risk assessment survey, 40% of surveyed employees self-reported that weight management is an issue for them.

Table 8:



According to the CDC, more than one-third of adults are obese and no state has met the nation's Healthy People 2010 goal of lowering obesity in their state to less than 15 percent. In fact, from 2009 to 2010 the number of states in which over 30 percent of their population was obese rose from nine to 12.

Table 9:



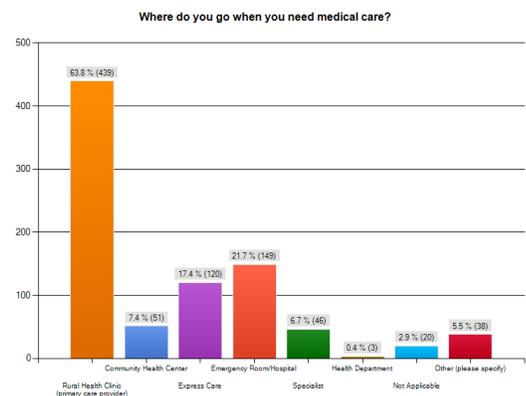
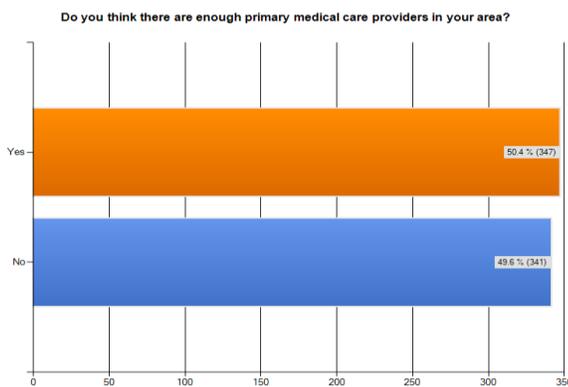
HP2010 Goal- 15%

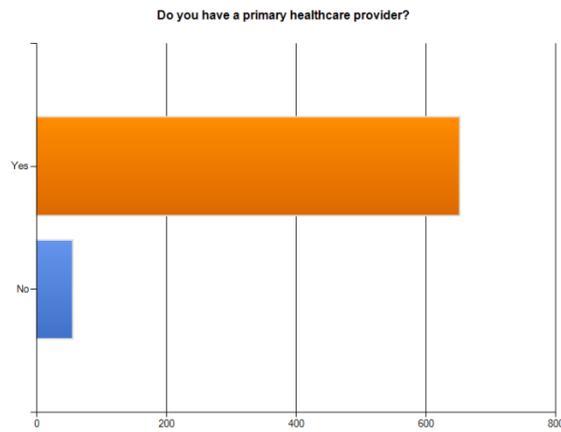
Source: County Health Rankings 2012 and Healthy People 2010

2. Increase access to and awareness of our primary care services.

- 92.2% of surveyed adults reported that they have primary healthcare provider.
 - (refer to Question #5 in the Community Health Needs Assessment Survey)
- 93% of surveyed adults reported that they are able to get an appointment with their primary healthcare provider when they need one.
 - (refer to Question #8 in the Community Health Needs Assessment Survey)
- 21.7% of surveyed adults reported that they use the Emergency Room when they need medical care while 17.4% said they use Express Care.
 - (refer to Question #9 in the Community Health Needs Assessment Survey)
- 49.6% of surveyed adults reported that there are not enough primary medical providers in their area.
 - (refer to Question #10 in the Community Health Needs Assessment Survey)

Table 10:

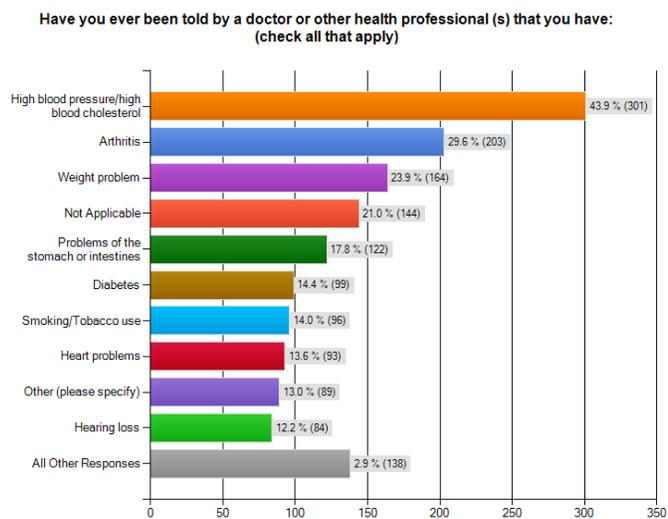




3. Decrease prevalence through prevention and education to reduce type 2 diagnosed diabetes.

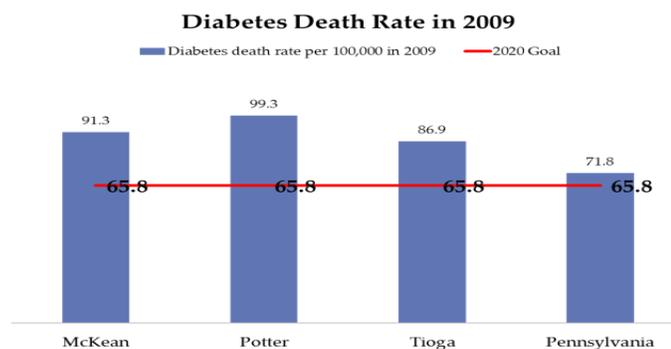
- 14.4% of surveyed adults reported they were told by a doctor or their health care professional (s) that they have diabetes.
- (refer to Question #13 in the Community Health Needs Assessment Survey)

Table 11:



According to Healthy People 2020 and County Health Rankings 2012, the diabetes death rate was high in 2009 in McKean and Potter County.

Table 12:



4. Reduce illness, disability, and death related to tobacco use and secondhand smoking.

- 28.7% of surveyed adults reported that someone in their household currently smokes cigarettes
 - (refer to Question #44 in the Community Health Needs Assessment Survey)

- 14.% of surveyed adults reported that they’ve been told by a doctor or other health professional (s) they have an issue with smoking/tobacco use
 - (refer to Question #13 in the Community Health Needs Assessment Survey)

Table 13:

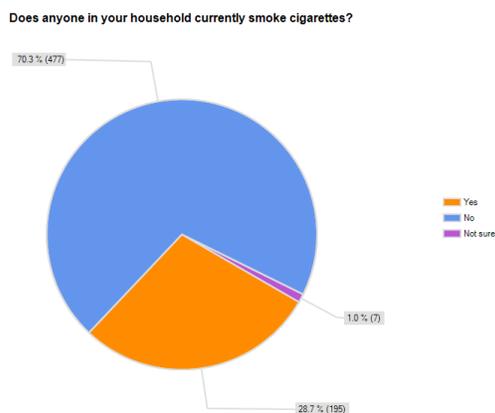
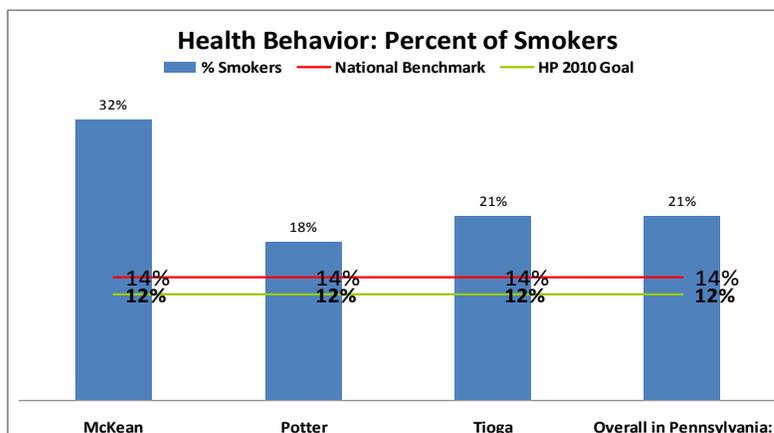


Table 14:

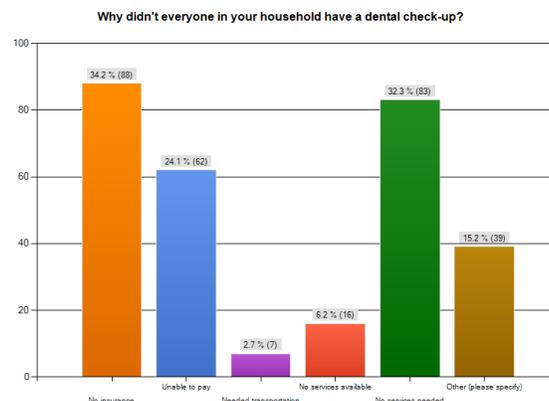
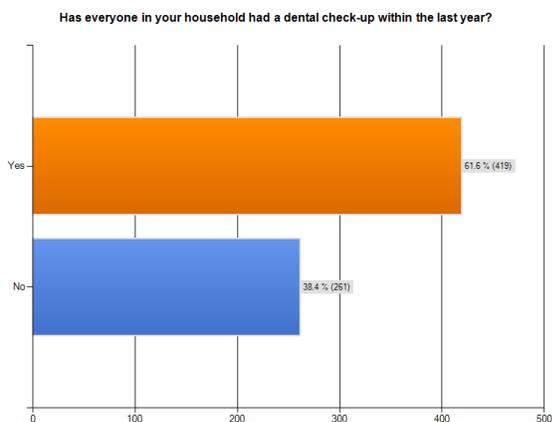


Source: County Health Rankings 2012 and Healthy People 2010

5. Reduce disparities in access to effective dental preventive and treatment services.

- 38.4% of surveyed adults reported that someone in their household hadn't had a dental check-up within the last year.
 - (refer to Question #38 in the Community Health Needs Assessment Survey)
- 34.2% of surveyed adults reported that the reason they didn't get a dental check-up is because they had no insurance
 - (refer to Question #39 in the Community Health Needs Assessment Survey)

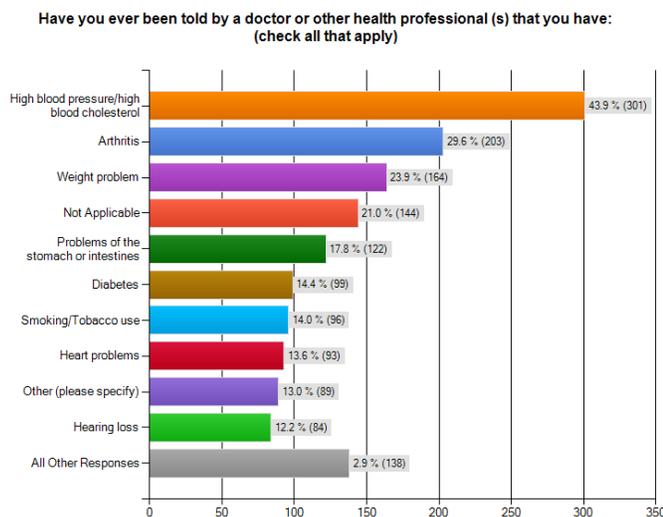
Table 15:



6. Detect, decrease, and prevent risk factors for heart disease and stroke through education and prevention.

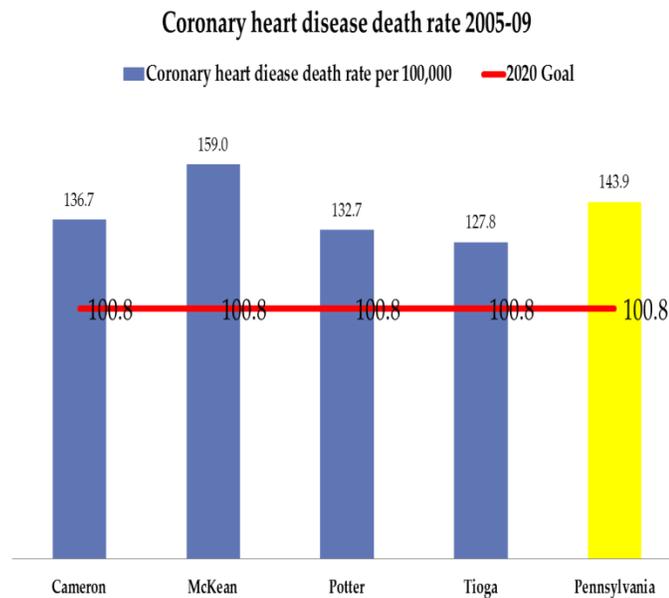
- 43.9% of surveyed adults reported they were told by a doctor or their health care professional (s) that they have high blood pressure and/or cholesterol
 - (refer to Question #13 in the Community Health Needs Assessment Survey)

Table 16:



According to Healthy People 2020 and the Pennsylvania Department of Health, heart disease is the #1 cause of death in Cameron, McKean, Potter and Tioga County.

Table 17:



Although Cole Memorial recognizes the importance of all the needs identified by the community, such transportation, we will not directly design strategies for this issue in the implementation plan. Transportation did not rank high in the needs assessment and the steering committee felt that there is not enough funding and available resources to make this a high priority at this time.

A major challenge in the CHNA process was using county data for health needs and measuring the impact that has been made in Cameron County. Since the county is so small, it was hard to get good data/statistics that proves its significances to that health need.

What is Cole Memorial doing now?

Cole Memorial has created numerous programs and services to positively impact our patients and communities we serve to better suit each individual's needs. Existing resources that are currently available to the addressed health needs are listed below.

1. Heart Disease & Stroke

- a. Cole Memorial teams up with UPMC Hamot to provide Vascular Screenings that detect peripheral artery disease (PAD), a warning sign for increase heart attack or stroke.
- b. Comprehensive Blood Analysis are being held 5 times a year partnering with 4 local rotary clubs and one library organization. The screenings include over 30 commonly requested blood tests including CBC, comprehensive, coronary risk, and liver function profiles.

2. Dental

- a. Fluoride varnish provided in our pediatric offices to our M/A patients.
- b. Mobile Dentist program being held at local schools that provide cleaning, x-rays and sealants.

3. Tobacco Use and Secondhand Smoking

- a. Identifying patients that use tobacco at office visit encounters and offering cessation options.
- b. Partnered with Clinical Outcomes Group Inc. to host 2 smoking and tobacco cessation workshops throughout the year that provides four free weeks to nicotine patches, gum, and lozenges to those who attend.

4. Diabetes

- a. Patient registry work is being done in the Primary Care Network to identify existing patients that may be overdue for care.
- b. Utilizing standards for screening and prevention which are imbedded within the Health Maintenance/Disease Management tool in the outpatient electronic medical record.
- c. Diabetic Support Group meets second Thursday of each month at Cole Memorial's main conference room.
- d. Free no-cost Diabetic Health Fair that provides diabetics with a free glucose, A1C, and cholesterol testing, osteoporosis, body fat and blood pressure screenings as well as free seasonal influenza and pneumonia vaccinations.

5. Obesity

- a. Pediatric Wellness Clinic
- b. Wellness Centers available for use to the general public in four locations.
- c. Personal Nutritional Coaching available to all Highmark members.
- d. Established a 9-agency wellness group to improve health and wellness in our communities.
- e. WebMD program was established for our Cole Memorial employees.
- f. Mariann Kahle, RD provides nutritional programs at Cole Memorial.
- g. After School Kids Program for at risk children.

6. Access to Primary Care Services

- a. Assessed primary care capacity and adjusted clinic hours to better meet patient needs.
- b. Implemented a walk-in clinic designed to meet the urgent medical needs of patients who are not able to see their regular medical provider during routine business hours.
- c. Same day appointments are now offered in the clinics.
- d. On-going marketing and outreach for physician offices & services at Cole Memorial.
- e. Emergency Department is providing educational materials to patients with no primary care provider.

Implementation Strategy

The health needs that were acknowledged by the Community Health Needs Assessment have been integrated into the design of Cole Memorial's three-year implementation plan. After reviewing current community collaborations and partnerships, and internal resources, Cole Memorial formed 3 committees to help identify its existing resources and create innovative programs both clinically and within the community over an 8 week time period. The committees were broken up into dental, smoking and chronic diseases that included: obesity, heart disease and diabetes. Members of those committees were:

- Dr. Marlene Wust-Smith- pediatric physician at Cole Memorial
- Dr. Richard Freeman- Emergency Department Physician; Director of Lock Haven PA Program
- Bonnie Kratzer- Director of Home Health and Hospice at Cole Memorial
- Kristin Kratzer- Clinical and Quality Coordinator at Cole Memorial
- Donna Farrell- Care Manager at Cole Memorial
- Jackie Plummer-Sprow- Care Manager at Cole Memorial
- Sarah Fry- elementary school nurse at Coudersport Area School District
- Denny Geitner- Executive Director of Surgical Services at Cole Memorial
- B.J. Lowther- Eastern Regional Office Manager at Cole Memorial
- Lori Gross- Central Regional Office Manager at Cole Memorial
- Sue Pascarella- Facility Manager/Western Regional Manager
- Dawn Snyder- Director of Communications at Cole Memorial
- Patrice Levavasseur- Executive Director of Cole Foundation; Patient and Community Relations at Cole Memorial
- Kari Karpinski- Director of Fund Development and Community Outreach at Cole Memorial

Over the next three years Cole Memorial is committed to:

- 1. Detect, decrease, and prevent risk factors for heart disease and stroke through education and prevention.**
 - a. Develop a community education program to increase awareness of recommendations for cholesterol screening.
 - b. Extend our Vascular Screening by UPMC Hamot to our secondary market area.
 - c. Imbed standards for screening and prevention within the Health Management tool in the outpatient electronic medical record.
- 2. Reduce disparities in access to effective dental preventive and treatment services.**
 - a. Encourage further deployment of a mobile dentist program at local schools that provide cleaning, x-rays and sealants.
 - b. Conduct feasibility study to create a dentist program to reduce disparities for dental care for underservice and underinsured residents.
 - c. Expanded education and dental health and prevention in our primary care offices.
- 3. Reduce illness, disability, and death related to tobacco use and secondhand smoking.**
 - a. Increase smoking cessation workshops to 4 times a year in our secondary market area.

- b. Organize a smoking and tobacco cessation support group at Cole Memorial.
- c. As part of our normal intake when a patient is seen in the office setting we are screening for tobacco use and using as an opportunity for counseling.

4. Decrease prevalence through prevention and education to reduce type 2 diagnosed diabetes.

- a. Continue Patient registry work that is being done in the Primary Care Network to identify existing patients that may be overdue for care.
- b. Continue to utilize standards for screening and prevention which are imbedded within the Health Maintenance/Disease Management tool in the outpatient electronic medical record.
- c. Develop diabetes education program to increase diabetes awareness.
- d. Develop rack cards for providers to hand out with information regarding diabetes.

5. Decrease incidence of obesity in the communities Cole Memorial services.

- a. Develop and provide physician offices with weight management toolkits for their patients.
- b. Implement a Health Coach program through our wellness centers.
- c. Conduct an outside family fitness day at one of our wellness centers.
- d. Continue on-going programs such as employee wellness, pediatric wellness clinic, family fitness program and personal nutritional coaching.

6. Increase access to and awareness of our primary care services.

- a. Implement a complex care management program that includes assessment of ED and Express Care utilization of current patients and those without primary care providers
- b. Assess capacity of Primary Care network providers for ability to increase patient capacity
- c. Continue building the Cole Memorial brand position as a healthcare system that provides a continuum of care via all communications and outreach efforts.
- d. Increase community awareness about Cole's PCP network and increase the number of active charts.

APPENDICES



APPENDIX A:

CHNA Committee

AGENDA

June 27, 2012

6:00 p.m.

**CCMH Main
Conference Room**

- Introductions
- Overview of the CHNA process
 - Examples of other CHNA
- Review secondary data
- Discuss strategy & approach for survey questionnaire
- Next steps
 - Meeting #2- CCMH Main Conference Room, July 11th @ 6:00 p.m.

CHNA Committee

AGENDA

July 11, 2012

5:00 p.m.

CCMH Main Conference Room

- Review notes from the first meeting
- Finalize strategy and approach for survey questionnaire
- Discuss Communication Plan for CHNA
- Next steps
 - Meeting #3- CCMH Main Conference Room, September 5th @ 5:00 p.m.
 - Execute Communication Plan with Director of Communications
 - Conduct survey questionnaire (August 1-15th)

CHNA Committee

AGENDA

September 5, 2012

5:00 p.m.

CCMH Main Conference Room

- Discuss the pros and cons of the Community Health Needs Survey
- Present & Discuss Community Health Needs survey results
- Began listing & prioritizing health issues
- Next steps:
 - Take packet home to review and analyze survey results
 - Meeting #4- Charles Cole Memorial Hospital Conference Room, September 12th @ 5:00 p.m.
 - Come to meeting prepared to discuss the level of priorities pertaining to the health issues you addressed

APPENDIX B:

Community Health Needs Assessment Survey

What is your zip code?

- | | |
|--|---|
| <input type="checkbox"/> 15832, Driftwood | <input type="checkbox"/> 16748, Shinglehouse |
| <input type="checkbox"/> 15834, Emporium | <input type="checkbox"/> 16749, Smethport |
| <input type="checkbox"/> 15861, Sinnamahoning | <input type="checkbox"/> 16750, Turtlepoint |
| <input type="checkbox"/> 16720, Austin | <input type="checkbox"/> 16915, Coudersport |
| <input type="checkbox"/> 16724, Crosby | <input type="checkbox"/> 16921, Gaines |
| <input type="checkbox"/> 16726, Cyclone | <input type="checkbox"/> 16922, Galeton |
| <input type="checkbox"/> 16729, Duke Center | <input type="checkbox"/> 16923, Genesee |
| <input type="checkbox"/> 16730, East Smethport | <input type="checkbox"/> 16927, Harrison Valley |
| <input type="checkbox"/> 16731, Eldred | <input type="checkbox"/> 16937, Mills |
| <input type="checkbox"/> 16732, Gifford | <input type="checkbox"/> 16941, Genesee |
| <input type="checkbox"/> 16738, Lewis Run | <input type="checkbox"/> 16943, Sabinsville |
| <input type="checkbox"/> 16743, Port Allegany | <input type="checkbox"/> 16948, Ulysses |
| <input type="checkbox"/> 16744, Rew | <input type="checkbox"/> 16950, Westfield |
| <input type="checkbox"/> 16745, Rixford | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> 16746, Roulette | |

What is your age?

- | | |
|--------------------------------|--------------------------------|
| <input type="checkbox"/> 18-20 | <input type="checkbox"/> 51-60 |
| <input type="checkbox"/> 21-30 | <input type="checkbox"/> 61-70 |
| <input type="checkbox"/> 31-40 | <input type="checkbox"/> 71-80 |
| <input type="checkbox"/> 41-50 | <input type="checkbox"/> 80+ |

How many people live in your household? _____

How many are children (17 and younger), adults (18+) and Seniors/ Elders (65 and older)?

- Number of
 children: _____
- Number of
 adults: _____
- Number of
 seniors/elders: _____

Do you have a primary healthcare provider?

- Yes No

In what city is your healthcare provider located?

- Bradford Port Allegany

- | | |
|--------------------------------------|---|
| <input type="checkbox"/> Buffalo, NY | <input type="checkbox"/> Rochester, NY |
| <input type="checkbox"/> Corning, NY | <input type="checkbox"/> Sayre |
| <input type="checkbox"/> Coudersport | <input type="checkbox"/> Shinglehouse |
| <input type="checkbox"/> Danville | <input type="checkbox"/> Smethport |
| <input type="checkbox"/> DuBois | <input type="checkbox"/> St. Marys |
| <input type="checkbox"/> Eldred | <input type="checkbox"/> Ulysses |
| <input type="checkbox"/> Elmira, NY | <input type="checkbox"/> Wellsboro |
| <input type="checkbox"/> Emporium | <input type="checkbox"/> Wellsville, NY |
| <input type="checkbox"/> Erie | <input type="checkbox"/> Westfield |
| <input type="checkbox"/> Galeton | <input type="checkbox"/> Williamsport |
| <input type="checkbox"/> Kane | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Olean, NY | |
| <input type="checkbox"/> Pittsburgh | |

Who is your provider? _____

Are you able to get an appointment with your primary healthcare provider when you need one?

- Yes No

What do you when you need medical care?

- | | |
|--|--|
| <input type="checkbox"/> Community Health Center | <input type="checkbox"/> Rural Health Clinic |
| <input type="checkbox"/> Health Department | <input type="checkbox"/> Specialist |
| <input type="checkbox"/> Emergency Room/Hospital | <input type="checkbox"/> Other (Please list below) |
| <input type="checkbox"/> Express Care | |

Do you think there are enough primary medical care providers in your area?

- Yes No

Do you have a chronic medical condition?

- Yes No

Have you ever been told by a doctor or other health professional(s) that you have: (check all that apply)

- | | |
|--|---|
| <input type="checkbox"/> Arthritis | <input type="checkbox"/> Uncorrectable vision problems |
| <input type="checkbox"/> Heart problems | <input type="checkbox"/> Hearing loss |
| <input type="checkbox"/> Diabetes | <input type="checkbox"/> Cancer |
| <input type="checkbox"/> High blood pressure | <input type="checkbox"/> Had a stroke |
| <input type="checkbox"/> Asthma | <input type="checkbox"/> Weight problem |
| <input type="checkbox"/> Emphysema or bronchitis | <input type="checkbox"/> Problems of the stomach or intestines |
| <input type="checkbox"/> High blood cholesterol | <input type="checkbox"/> Chronic disease(s) of the nervous system |
| <input type="checkbox"/> Alcohol/Drug use | <input type="checkbox"/> Other _____ |

- Smoking/ Tobacco use
Teen Pregnancy/ Sexually Transmitted
- Diseases
- Adult and Children Immunizations

Are you receiving routine medical care for the condition?

- Yes
- No

Has anyone in your household seen a specialist within the past year?

- Yes
- No

What type of specialist?

- | | |
|---|---|
| <input type="checkbox"/> Orthopedist | <input type="checkbox"/> Urologist |
| <input type="checkbox"/> Cardiologist | <input type="checkbox"/> Endocrinologist |
| <input type="checkbox"/> Neurologist | <input type="checkbox"/> Internist |
| <input type="checkbox"/> Oncologist | <input type="checkbox"/> Nephrologists |
| <input type="checkbox"/> OB/GYN | <input type="checkbox"/> Ophthalmologist |
| <input type="checkbox"/> Allergist | <input type="checkbox"/> Pediatrician |
| <input type="checkbox"/> Dermatologist | <input type="checkbox"/> Podiatrist |
| <input type="checkbox"/> Gastroenterologist | <input type="checkbox"/> Pulmonologist |
| <input type="checkbox"/> Otolaryngologist (ENT) | Other |
| <input type="checkbox"/> Surgeon | <input type="checkbox"/> (specify) _____ |

Where is the specialist located?

- | | |
|--------------------------------------|---|
| <input type="checkbox"/> Bradford | <input type="checkbox"/> Port Allegany |
| <input type="checkbox"/> Buffalo, NY | <input type="checkbox"/> Rochester, NY |
| <input type="checkbox"/> Corning, NY | <input type="checkbox"/> Sayre |
| <input type="checkbox"/> Coudersport | <input type="checkbox"/> Shinglehouse |
| <input type="checkbox"/> Danville | <input type="checkbox"/> Smethport |
| <input type="checkbox"/> DuBois | <input type="checkbox"/> St. Marys |
| <input type="checkbox"/> Eldred | <input type="checkbox"/> Ulysses |
| <input type="checkbox"/> Elmira, NY | <input type="checkbox"/> Wellsboro |
| <input type="checkbox"/> Emporium | <input type="checkbox"/> Wellsville, NY |
| <input type="checkbox"/> Erie | <input type="checkbox"/> Westfield |
| <input type="checkbox"/> Galeton | <input type="checkbox"/> Williamsport |
| <input type="checkbox"/> Kane | Other (specify) |
| <input type="checkbox"/> Olean, NY | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Pittsburgh | |

Did specialist(s) require additional testing such as lab work, imaging services, cardiac tests, pulmonary tests, etc.?

- Yes No

Did you have these tests performed at Charles Cole Memorial Hospital?

- Yes No

If you answered No, where did you have the tests performed?

- | | |
|---|---|
| <input type="checkbox"/> Bradford
<input type="checkbox"/> Buffalo, NY
<input type="checkbox"/> Corning, NY
<input type="checkbox"/> Coudersport
<input type="checkbox"/> Danville
<input type="checkbox"/> DuBois
<input type="checkbox"/> Eldred
<input type="checkbox"/> Elmira, NY
<input type="checkbox"/> Emporium
<input type="checkbox"/> Erie
<input type="checkbox"/> Galeton

<input type="checkbox"/> Kane
<input type="checkbox"/> Olean, NY
<input type="checkbox"/> Pittsburgh | <input type="checkbox"/> Port Allegany
<input type="checkbox"/> Rochester, NY
<input type="checkbox"/> Sayre
<input type="checkbox"/> Shinglehouse
<input type="checkbox"/> Smethport
<input type="checkbox"/> St. Marys
<input type="checkbox"/> Ulysses
<input type="checkbox"/> Wellsboro
<input type="checkbox"/> Wellsville, NY
<input type="checkbox"/> Westfield
<input type="checkbox"/> Williamsport
<input type="checkbox"/> Other(specify)
<input type="checkbox"/> _____ |
|---|---|

Why did you have the test(s) performed at that location?

- Specialist told/ asked me to have the tests at that location
 CCMH does not provide the tests
 Quality of care/ service is better
 Timeliness of getting test
 Other(**specify**) _____

In the past year were you unable to afford a prescription medication?

- Yes No

Do you and/or members of your household have medical insurance?

- Yes No

What kind of health insurance do you have? check all that apply

- | | |
|---|--|
| <input type="checkbox"/> Through work
<input type="checkbox"/> Through your spouse's work
<input type="checkbox"/> Through another household
<input type="checkbox"/> members' work
<input type="checkbox"/> Cobra
<input type="checkbox"/> Native American/ Tribal benefits
<input type="checkbox"/> No coverage of any type | <input type="checkbox"/> Self-paid, private insurance
<input type="checkbox"/> Medicare
<input type="checkbox"/> Medicaid/ Medical Assistance/ Access
<input type="checkbox"/> Military health care (Tricare/VA/Champ-VA)
<input type="checkbox"/> Other _____ |
|---|--|

Are you or anyone in your household looking for certain type of medical service that is not provided in your area? Please explain.

Have you or someone in your household received Charles Cole Memorial Hospital services, with the

exception of emergency room and routine office visits, within the last year?

- Yes No

What services, with the exception of the emergency room and routine office visits, were received at

Charles Cole Memorial Hospital?

- | | |
|---|---|
| <input type="checkbox"/> Bone density | <input type="checkbox"/> Long term care |
| <input type="checkbox"/> Cardiac rehab | <input type="checkbox"/> Mammography |
| <input type="checkbox"/> Cardiopulmonary (EKG, echocardiogram, stress test) | <input type="checkbox"/> MRI |
| <input type="checkbox"/> Chemo/radiation | <input type="checkbox"/> OB unit |
| <input type="checkbox"/> CT scan (CAT scan) | <input type="checkbox"/> Outpatient surgery |
| <input type="checkbox"/> Dietary services/Diabetic counseling | <input type="checkbox"/> Physical therapy |
| <input type="checkbox"/> Emergency Room | <input type="checkbox"/> Radiology (x-ray) |
| <input type="checkbox"/> Home health/hospice | <input type="checkbox"/> Sleep study |
| <input type="checkbox"/> Inpatient behavioral health | <input type="checkbox"/> specialty doctor |
| <input type="checkbox"/> Inpatient stay | <input type="checkbox"/> Ultrasound |
| <input type="checkbox"/> Inpatient surgery | <input type="checkbox"/> Other(specify) |
| <input type="checkbox"/> Laboratory (blood) tests | <input type="checkbox"/> _____ |

Where you satisfied or dissatisfied with the services, with the exception of emergency room and routine

office visits, you received at Charles Cole Memorial Hospital?

- Satisfied Dissatisfied

Did you receive services, with the exception of emergency room and routine office visits, elsewhere?

- Yes No

Where did you receive services, with the exception of emergency room and routine office visits?

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> Bradford | <input type="checkbox"/> Port Allegany |
| <input type="checkbox"/> Buffalo, NY | <input type="checkbox"/> Rochester, NY |
| <input type="checkbox"/> Corning, NY | <input type="checkbox"/> Sayre |
| <input type="checkbox"/> Coudersport | <input type="checkbox"/> Shinglehouse |
| <input type="checkbox"/> Danville | <input type="checkbox"/> Smethport |
| <input type="checkbox"/> DuBois | <input type="checkbox"/> St. Marys |
| <input type="checkbox"/> Eldred | <input type="checkbox"/> Ulysses |
| <input type="checkbox"/> Elmira, NY | <input type="checkbox"/> Wellsboro |

- | | |
|-------------------------------------|--|
| <input type="checkbox"/> Emporium | <input type="checkbox"/> Wellsville, NY |
| <input type="checkbox"/> Erie | <input type="checkbox"/> Westfield |
| <input type="checkbox"/> Galeton | <input type="checkbox"/> Williamsport |
| <input type="checkbox"/> Kane | <input type="checkbox"/> Other(specify) |
| <input type="checkbox"/> Olean, NY | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Pittsburgh | |

Why did you choose to go somewhere other than Charles Cole Memorial Hospital for these services?

- | | |
|---|---|
| <input type="checkbox"/> Better quality of providers | <input type="checkbox"/> Speed of getting an appointment |
| <input type="checkbox"/> Closer/Convenient location
Have used for years/Personal
relationship | <input type="checkbox"/> Approved provider for insurance/Health |
| <input type="checkbox"/> Nicer facilities | <input type="checkbox"/> benefits program |
| <input type="checkbox"/> Specialist | <input type="checkbox"/> Other(specify)_____ |

Have you or someone in your household used emergency room care?

- | | |
|--------------------------------------|--|
| <input type="checkbox"/> Bradford | <input type="checkbox"/> Port Allegany |
| <input type="checkbox"/> Buffalo, NY | <input type="checkbox"/> Rochester, NY |
| <input type="checkbox"/> Corning, NY | <input type="checkbox"/> Sayre |
| <input type="checkbox"/> Coudersport | <input type="checkbox"/> Shinglehouse |
| <input type="checkbox"/> Danville | <input type="checkbox"/> Smethport |
| <input type="checkbox"/> DuBois | <input type="checkbox"/> St. Marys |
| <input type="checkbox"/> Eldred | <input type="checkbox"/> Ulysses |
| <input type="checkbox"/> Elmira, NY | <input type="checkbox"/> Wellsboro |
| <input type="checkbox"/> Emporium | <input type="checkbox"/> Wellsville, NY |
| <input type="checkbox"/> Erie | <input type="checkbox"/> Westfield |
| <input type="checkbox"/> Galeton | <input type="checkbox"/> Williamsport |
| <input type="checkbox"/> Kane | <input type="checkbox"/> Other(specify) |
| <input type="checkbox"/> Olean, NY | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Pittsburgh | |

Why did you need emergency care?

- | | |
|---|--|
| <input type="checkbox"/> Abdominal pain | <input type="checkbox"/> Radiology (x-ray) |
| <input type="checkbox"/> Allergic reactions | <input type="checkbox"/> Respiratory distress/Breathing difficulties |
| <input type="checkbox"/> Behavioral health issues | <input type="checkbox"/> Routine illness |
| <input type="checkbox"/> Cardiac evaluation | <input type="checkbox"/> Stroke/TIA |
| <input type="checkbox"/> Dental | <input type="checkbox"/> Trauma care |
| <input type="checkbox"/> Infection | <input type="checkbox"/> Urgent care |
| <input type="checkbox"/> Laboratory | <input type="checkbox"/> Other(specify) |
| <input type="checkbox"/> Minor emergencies | <input type="checkbox"/> _____ |
| <input type="checkbox"/> MVA (motor vehicle accident) | |

Where you satisfied or dissatisfied with the emergency room care you received?

- Satisfied Dissatisfied

Have you or someone in your household had a healthcare concern/issue for which you did not seek care within the last year?

- Yes No

Why didn't you seek care?

- No insurance No services available
 Unable to pay Other(specify) _____
 Needed transportation

Has everyone in your household had a dental check-up within the last year?

- Yes No

Why didn't everyone in your household have a dental check-up?

- No insurance No services needed
 Unable to pay Other(specify) _____
 Needed transportation
 No services available

Do you have trouble accessing healthcare due to transportation issues?

- Yes No

When was your last visit to a doctor?

- Less than 6 months Over 5 years ago
 6 months to 1 year I have never seen a doctor
 2 to 5 years ago

How would you describe your general health?

- Excellent
 Good
 Fair
 Poor

How would you describe your child(rens) health?

- Excellent
 Good
 Fair
 Poor

Have you had: (check all that apply)

- General health exam IF FEMALE: PAP test
 Blood pressure check IF FEMALE: Breast exam by a healthcare provider
 Cholesterol check IF FEMALE: Breast x-ray or mammogram
 Flu shot IF AGE 65 or OLDER: osteoporosis (bone thinning) test

- Blood stool test
- Hearing test
- Eye exam
- Diabetes check
- IF AGE 65 or OLDER: Pneumonia shot
- IF AGE 50 or OLDER: rectal exam
- IF AGE 50 or OLDER: colonoscopy
- IF MALE or AGE 50 or OLDER: prostate cancer screening/ PSA

How many days per week do you engage in physical activity for at least 30 minutes?

- 0
- 1-2 days a week
- 3-4 days a week
- 5+

How many days per week do you eat at least 5 servings of fruits and/or vegetables?

- 0
- 1-2 days a week
- 3-4 days a week
- 5+



APPENDIX C:

Community Health Needs Assessment Survey Results

In what ZIP code is your home located?		
Answer Options	Response Percent	Response Count
15832, Driftwood	0.0%	0
15834, Emporium	3.3%	23
15861, Sinnamahoning	0.0%	0
16720, Austin	3.4%	24
16724, Crosby	0.6%	4
16726, Cyclone	0.0%	0
16729, Duke Center	0.1%	1
16730, East Smethport	0.0%	0
16731, Eldred	1.1%	8
16732, Gifford	0.3%	2
16738, Lewis Run	0.1%	1
16743, Port Allegany	7.4%	52
16744, Rew	0.3%	2
16745, Rixford	0.1%	1
16746, Roulette	4.2%	30
16748, Shinglehouse	11.3%	80
16749, Smethport	5.1%	36
16750, Turtlepoint	0.6%	4
16915, Coudersport	31.9%	225
16921, Gaines	1.4%	10
16922, Galeton	5.4%	38
16923, Genesee	3.8%	27
16927, Harrison Valley	1.6%	11
16937, Mills	1.0%	7
16941, Genesee	0.4%	3
16943, Sabinsville	0.1%	1
16948, Ulysses	4.4%	31
16950, Westfield	1.6%	11
Other	10.5%	74
Other (please specify)		71
	<i>answered question</i>	706
	<i>skipped question</i>	0

Which category below includes your age?		
Answer Options	Response Percent	Response Count
18-20	1.1%	8
21-30	9.2%	65
31-40	16.3%	115
41-50	18.7%	132
51-60	22.7%	160
61-70	15.6%	110
71-80	12.3%	87
80+	4.1%	29
<i>answered question</i>		706

How many children (17 and younger), adults (18+) and seniors/elders (65 and older)?		
Answer Options	Response Average	Response Count
number of children	1.46	326
number of adults	1.99	566
number of seniors/elders	1.02	288
<i>answered question</i>		706
<i>skipped question</i>		0

Do you have a primary healthcare provider?		
Answer Options	Response Percent	Response Count
Yes	92.2%	651
No	7.8%	55
<i>answered question</i>		706
<i>skipped question</i>		0

In what city is your healthcare provider located?		
Answer Options	Response Percent	Response Count
Bradford	6.4%	40
Buffalo, NY	0.5%	3
Corning, NY	0.3%	2
Coudersport	32.4%	204
Danville	0.0%	0
DuBois	0.2%	1
Eldred	0.5%	3
Elmira, NY	0.2%	1
Emporium	3.3%	21
Erie	0.0%	0
Galeton	7.5%	47

Kane	0.8%	5
Olean, NY	1.9%	12
Pittsburgh	0.5%	3
Port Allegany	7.6%	48
Rochester, NY	0.0%	0
Sayre	0.0%	0
Shinglehouse	17.3%	109
Smethport	5.1%	32
St. Marys	0.3%	2
Ulysses	3.5%	22
Wellsboro	3.0%	19
Wellsville, NY	1.4%	9
Westfield	2.5%	16
Williamsport	0.0%	0
Not Applicable	0.5%	3
Other (please specify)	4.3%	27
<i>answered question</i>		629
<i>skipped question</i>		77

Are you able to get an appointment with your primary healthcare provider when you need one?		
Answer Options	Response Percent	Response Count
Yes	93.0%	575
No	7.0%	43
<i>answered question</i>		618
<i>skipped question</i>		88

Where do you go when you need medical care?		
Answer Options	Response Percent	Response Count
Rural Health Clinic (primary care provider)	63.8%	439
Community Health Center	7.4%	51
Express Care	17.4%	120
Emergency Room/Hospital	21.7%	149
Specialist	6.7%	46
Health Department	0.4%	3
Not Applicable	2.9%	20
Other (please specify)	5.5%	38
<i>answered question</i>		688
<i>skipped question</i>		18

Do you think there are enough primary medical care providers in your area?		
Answer Options	Response Percent	Response Count
Yes	50.4%	347
No	49.6%	341
<i>answered question</i>		688
<i>skipped question</i>		18

Do you have a chronic medical condition?		
Answer Options	Response Percent	Response Count
Yes	45.3%	311
No	54.7%	376
<i>answered question</i>		687
<i>skipped question</i>		19

Are you receiving routine medical care for the condition?		
Answer Options	Response Percent	Response Count
Yes	93.5%	288
No	6.5%	20
<i>answered question</i>		308
<i>skipped question</i>		398

Have you ever been told by a doctor or other health professional (s) that you have: (check all that apply)		
Answer Options	Response Percent	Response Count
Arthritis	29.6%	203
Heart problems	13.6%	93
Diabetes	14.4%	99
Cancer	7.0%	48
High blood pressure/high blood cholesterol	43.9%	301
Alcohol abuse	1.2%	8
Drug abuse	0.4%	3
Smoking/Tobacco use	14.0%	96
Sexually Transmitted Diseases	1.2%	8
Uncorrectable vision problems	3.8%	26
Hearing loss	12.2%	84
Had a stroke	3.4%	23
Weight problem	23.9%	164
Problems of the stomach or intestines	17.8%	122
Chronic disease(s) of the nervous system (ex. Cerebral Palsy, Multiple Sclerosis, Parkinson's,	3.2%	22

Alzheimer, Huntington and Weber)		
Not Applicable	21.0%	144
Other (please specify)	13.0%	89
<i>answered question</i>		686
<i>skipped question</i>		20

Has anyone in your household seen a specialist within the past year?		
Answer Options	Response Percent	Response Count
Yes	72.3%	496
No	27.7%	190
<i>answered question</i>		686
<i>skipped question</i>		20

What type of specialist?		
Answer Options	Response Percent	Response Count
Orthopedist (bone)	23.2%	114
Cardiologist (heart)	21.8%	107
Neurologist (nervous system)	13.2%	65
Oncologist (cancer)	8.1%	40
OB/GYN	21.4%	105
Allergist	5.1%	25
Dermatologist (skin)	10.4%	51
Gastroenterologist (intestinal)	23.0%	113
Otolaryngologist (ENT-ear, nose and throat)	13.6%	67
Surgeon	18.9%	93
Urologist (urinary tracts)	9.0%	44
Endocrinologist (hormones)	5.9%	29
Internist (internal medicine)	5.5%	27
Nephrologists (kidneys)	3.3%	16
Ophthalmologist (eye)	17.5%	86
Pediatrician (children)	9.8%	48
Podiatrist (foot)	11.4%	56
Pulmonologist (lung)	4.7%	23
Other (please specify)	10.4%	51
<i>answered question</i>		491
<i>skipped question</i>		215

Where is the specialist located?		
Answer Options	Response Percent	Response Count
Bradford	13.6%	66
Buffalo, NY	5.6%	27
Corning, NY	0.4%	2
Coudersport	51.4%	250
Danville	5.3%	26
DuBois	3.1%	15
Eldred	0.6%	3
Elmira, NY	1.2%	6
Emporium	0.0%	0
Erie	9.9%	48
Galeton	0.4%	2
Kane	0.6%	3
Olean, NY	13.8%	67
Pittsburgh	6.0%	29
Port Allegany	3.9%	19
Rochester, NY	3.3%	16
Sayre	7.0%	34
Shinglehouse	1.6%	8
Smethport	0.4%	2
St. Marys	4.9%	24
Ulysses	0.4%	2
Wellsboro	5.3%	26
Wellsville, NY	3.5%	17
Westfield	0.0%	0
Williamsport	3.1%	15
Other (please specify)	10.3%	50
	<i>answered question</i>	486
	<i>skipped question</i>	220

Did specialist (s) require additional testing such as lab work, imaging services, cardiac tests, pulmonary tests, etc.?		
Answer Options	Response Percent	Response Count
Yes	84.8%	417
No	15.2%	75
	<i>answered question</i>	492
	<i>skipped question</i>	214

Did you have these tests performed at Charles Cole Memorial Hospital?		
Answer Options	Response Percent	Response Count
Yes	55.0%	229
No	45.0%	187
<i>answered question</i>		416
<i>skipped question</i>		290

Where did you have the tests performed?		
Answer Options	Response Percent	Response Count
Bradford	21.6%	40
Buffalo, NY	8.6%	16
Corning, NY	1.1%	2
Coudersport	4.9%	9
Danville	7.6%	14
DuBois	4.3%	8
Eldred	0.0%	0
Elmira, NY	1.1%	2
Emporium	1.1%	2
Erie	10.3%	19
Galeton	0.0%	0
Kane	3.8%	7
Olean, NY	18.4%	34
Pittsburgh	6.5%	12
Port Allegany	0.5%	1
Rochester, NY	2.7%	5
Sayre	9.2%	17
Shinglehouse	0.5%	1
Smethport	1.1%	2
St. Marys	6.5%	12
Ulysses	0.0%	0
Wellsboro	10.3%	19
Wellsville, NY	2.7%	5
Westfield	0.5%	1
Williamsport	2.2%	4
Other (please specify)	15.1%	28
<i>answered question</i>		185
<i>skipped question</i>		521

Why did you have the test(s) performed at that location?		
Answer Options	Response Percent	Response Count
Specialist told/ asked me to have the tests at that location	45.9%	85
CCMH does not provide the tests	3.8%	7
Quality of care/ service is better	21.1%	39
Timeliness of getting test	11.4%	21
Other (please specify)	17.8%	33
<i>answered question</i>		185
<i>skipped question</i>		521

In the past year were you unable to afford a prescription medication?		
Answer Options	Response Percent	Response Count
Yes	31.6%	216
No	68.4%	467
<i>answered question</i>		683
<i>skipped question</i>		23

Does everyone in your household currently have health insurance?		
Answer Options	Response Percent	Response Count
Yes	90.5%	618
No	9.5%	65
<i>answered question</i>		683
<i>skipped question</i>		23

What kind of health insurance do you have? (check all that apply)		
Answer Options	Response Percent	Response Count
Through work	49.5%	305
Through your spouse's work	17.9%	110
Through another household members' work	1.5%	9
Cobra	1.0%	6
Native American/ Tribal benefits	0.0%	0
No coverage of any type	0.6%	4
Self-paid, private insurance	9.1%	56
Medicare	30.7%	189
Medicaid/ Medical Assistance/ Access	12.0%	74
Military health care (Tricare/VA/Champ-VA)	3.4%	21
Other (please specify)	5.2%	32
<i>answered question</i>		616
<i>skipped question</i>		90

Have you or someone in your household received Charles Cole Memorial Hospital services, with the exception of emergency room and routine office visits, within the last year?		
Answer Options	Response Percent	Response Count
Yes	58.0%	395
No	42.0%	286
<i>answered question</i>		681
<i>skipped question</i>		25

Are you or anyone in your household looking for certain type of medical service that is not provided in your area?		
Answer Options	Response Percent	Response Count
Yes	13.2%	90
No	86.8%	591
<i>answered question</i>		681
<i>skipped question</i>		25

What services, with the exception of the emergency room and routine office visits, were received at Charles Cole Hospital?		
Answer Options	Response Percent	Response Count
Bone density	10.9%	74
Cardiac rehab	2.1%	14
Cardiopulmonary (EKG, echocardiogram, stress test)	13.1%	89
Chemo/radiation	2.3%	16
CT scan (CAT scan)	15.3%	104

Colonoscopy	17.5%	119
Dietary services/Diabetic counseling	2.3%	16
Home health/hospice	2.1%	14
Inpatient behavioral health	0.4%	3
Inpatient stay	9.3%	63
Inpatient surgery	7.5%	51
Laboratory (blood) tests	38.0%	259
Long term care	0.6%	4
Mammography	20.0%	136
MRI	13.4%	91
OB unit	3.7%	25
Outpatient surgery	14.1%	96
Physical therapy	9.8%	67
Radiology (x-ray)	18.5%	126
Sleep study	3.4%	23
specialty doctor	8.5%	58
Ultrasound	11.6%	79
Not Applicable	32.3%	220
Other (please specify)	3.5%	24
<i>answered question</i>		681
<i>skipped question</i>		25

With the exception of emergency room and routine office visits, how would you rate the services you received at Charles Cole Memorial Hospital?

Answer Options	Response Percent	Response Count
Extremely satisfied	40.0%	184
Moderately satisfied	39.8%	183
Slightly satisfied	8.0%	37
Neither satisfied nor dissatisfied	4.3%	20
Slightly dissatisfied	2.8%	13
Moderately dissatisfied	1.3%	6
Extremely dissatisfied	2.2%	10
Not Applicable	1.5%	7
<i>answered question</i>		460
<i>skipped question</i>		246

Did you receive services, with the exception of emergency room and routine office visits, elsewhere?

Answer Options	Response Percent	Response Count
Yes	43.6%	297
No	56.4%	384
<i>answered question</i>		681
<i>skipped question</i>		25

Where did you receive services, with the exception of emergency room and routine office visits?		
Answer Options	Response Percent	Response Count
Bradford	22.6%	66
Buffalo, NY	7.9%	23
Corning, NY	2.4%	7
Coudersport	8.2%	24
Danville	6.5%	19
DuBois	3.1%	9
Eldred	0.3%	1
Elmira, NY	1.0%	3
Emporium	1.0%	3
Erie	11.3%	33
Galeton	0.7%	2
Kane	3.4%	10
Olean, NY	19.5%	57
Pittsburgh	5.1%	15
Port Allegany	4.8%	14
Rochester, NY	4.8%	14
Sayre	10.6%	31
Shinglehouse	3.1%	9
Smethport	2.4%	7
St. Marys	9.2%	27
Ulysses	0.3%	1
Wellsboro	9.2%	27
Wellsville, NY	7.5%	22
Westfield	0.7%	2
Williamsport	4.1%	12
Other (please specify)	11.3%	33
	<i>answered question</i>	292
	<i>skipped question</i>	414

Why did you choose to go elsewhere other than Charles Cole Memorial Hospital for these services?		
Answer Options	Response Percent	Response Count
Better quality of providers	20.0%	59
Closer/Convenient location	22.7%	67
Have used for years/Personal relationship	11.9%	35
Nicer facilities	4.1%	12
Specialist	36.6%	108
Speed of getting an appointment	6.4%	19
Approved provider for insurance/Health	6.8%	20
Benefits program	1.0%	3
Recommended by my provider	17.6%	52
Not Applicable	7.1%	21
Other (please specify)	12.5%	37
	<i>answered question</i>	295
	<i>skipped question</i>	411

Have you or someone in your household used emergency room care within the last year?		
Answer Options	Response Percent	Response Count
Yes	50.2%	342
No	49.8%	339
<i>answered question</i>		681
<i>skipped question</i>		25

Why did you need emergency room care?		
Answer Options	Response Percent	Response Count
Abdominal pain	13.5%	45
Allergic reactions	4.8%	16
Behavioral health issues	2.1%	7
Cardiac evaluation	10.2%	34
Dental	2.4%	8
Infection	12.3%	41
Laboratory	3.0%	10
Minor emergencies	18.9%	63
MVA (motor vehicle accident)	2.1%	7
Radiology (x-ray)	5.7%	19
Respiratory distress/Breathing difficulties	9.9%	33
Routine illness	7.2%	24
Stroke/TIA	1.2%	4
Trauma care	6.6%	22
Urgent care	9.3%	31
Other (please specify)	25.5%	85
<i>answered question</i>		333
<i>skipped question</i>		373

Where did you receive your emergency room care?		
Answer Options	Response Percent	Response Count
Bradford	10.1%	34
Buffalo, NY	0.6%	2
Corning, NY	0.3%	1
Coudersport	73.1%	245
Danville	0.9%	3
DuBois	0.0%	0
Eldred	0.0%	0
Elmira, NY	0.0%	0
Emporium	0.0%	0
Erie	0.6%	2
Galeton	0.0%	0
Kane	3.0%	10
Olean, NY	6.3%	21

Pittsburgh	0.6%	2
Port Allegany	0.3%	1
Rochester, NY	0.0%	0
Sayre	0.9%	3
Shinglehouse	0.9%	3
Smethport	0.0%	0
St. Marys	2.4%	8
Ulysses	0.3%	1
Wellsboro	4.5%	15
Wellsville, NY	1.8%	6
Westfield	0.3%	1
Williamsport	0.3%	1
Other (please specify)	3.9%	13
<i>answered question</i>		335
<i>skipped question</i>		371

Overall, how would you rate with the emergency room care you received?		
Answer Options	Response Percent	Response Count
Extremely satisfied	29.0%	97
Moderately satisfied	43.4%	145
Slightly satisfied	11.1%	37
Neither satisfied nor dissatisfied	3.9%	13
Slightly dissatisfied	3.9%	13
Moderately dissatisfied	3.6%	12
Extremely dissatisfied	5.1%	17
<i>answered question</i>		334
<i>skipped question</i>		372

Have you or someone in your household had a healthcare concern/issue for which you did not seek care within the last year?		
Answer Options	Response Percent	Response Count
Yes	16.5%	112
No	83.5%	568
<i>answered question</i>		680
<i>skipped question</i>		26

Why didn't you seek care?		
Answer Options	Response Percent	Response Count
No insurance	38.8%	26
Unable to pay	44.8%	30
Needed transportation	10.4%	7
No services available	29.9%	20
Other (please specify)		44
<i>answered question</i>		67
<i>skipped question</i>		639

Has everyone in your household had a dental check-up within the last year?		
Answer Options	Response Percent	Response Count
Yes	61.6%	419
No	38.4%	261
<i>answered question</i>		680
<i>skipped question</i>		26

Why didn't everyone in your household have a dental check-up?		
Answer Options	Response Percent	Response Count
No insurance	34.2%	88
Unable to pay	24.1%	62
Needed transportation	2.7%	7
No services available	6.2%	16
No services needed	32.3%	83
Other (please specify)	15.2%	39
<i>answered question</i>		257
<i>skipped question</i>		449

Do you have trouble accessing healthcare due to transportation issues?		
Answer Options	Response Percent	Response Count
Yes	4.9%	33
No	95.1%	647
<i>answered question</i>		680
<i>skipped question</i>		26

When was your last visit to a doctor?		
Answer Options	Response Percent	Response Count
Less than 6 months	71.6%	487
6 months to 1 year	19.1%	130
2 to 5 years ago	6.9%	47
Over 5 years ago	2.1%	14
I have never seen a doctor	0.3%	2
<i>answered question</i>		680
<i>skipped question</i>		26

How would you describe your general health?		
Answer Options	Response Percent	Response Count
Excellent	15.5%	105
Good	58.2%	395
Fair	23.0%	156
Poor	3.4%	23
<i>answered question</i>		679
<i>skipped question</i>		27

How would you describe your child(rens) health?		
Answer Options	Response Percent	Response Count
Excellent	25.6%	174
Good	24.9%	169
Fair	3.2%	22
Poor	0.0%	0
Not Applicable	46.2%	314
<i>answered question</i>		679
<i>skipped question</i>		27

Does anyone in your household currently smoke cigarettes?		
Answer Options	Response Percent	Response Count
Yes	28.7%	195
No	70.3%	477
Not sure	1.0%	7
<i>answered question</i>		679
<i>skipped question</i>		27

Have you had within the last year: (check all that apply)		
Answer Options	Response Percent	Response Count
General health exam	67.5%	458
Blood pressure check	78.4%	532
Cholesterol check	52.6%	357
Flu shot	50.7%	344
Blood stool test	9.4%	64
Hearing test	13.8%	94
Eye exam	50.7%	344
Diabetes check	26.1%	177
Not Applicable	10.3%	70
<i>answered question</i>		679
<i>skipped question</i>		27

Have you received any of the following: (check all that apply)		
Answer Options	Response Percent	Response Count
Osteoporosis (bone density) test	24.7%	168
IF AGE 50 or OLDER: rectal exam	19.4%	132
IF AGE 50 or OLDER: colonoscopy	31.5%	214
IF AGE 65 or OLDER: pneumonia shot	19.4%	132
IF FEMALE: PAP test	43.3%	294
IF FEMALE: Breast exam by a healthcare provider	43.4%	295
IF FEMALE: Breast x-ray or mammogram	36.8%	250
IF MALE or AGE 50: Prostate cancer screening/ PSA	13.5%	92
Not Applicable	27.4%	186
<i>answered question</i>		679
<i>skipped question</i>		27

How many days per week do you engage in physical activity for at least 30 minutes?		
Answer Options	Response Percent	Response Count
0	13.4%	91
1-2 days a week	35.1%	238
3-4 days a week	26.4%	179
5+	25.2%	171
<i>answered question</i>		679
<i>skipped question</i>		27

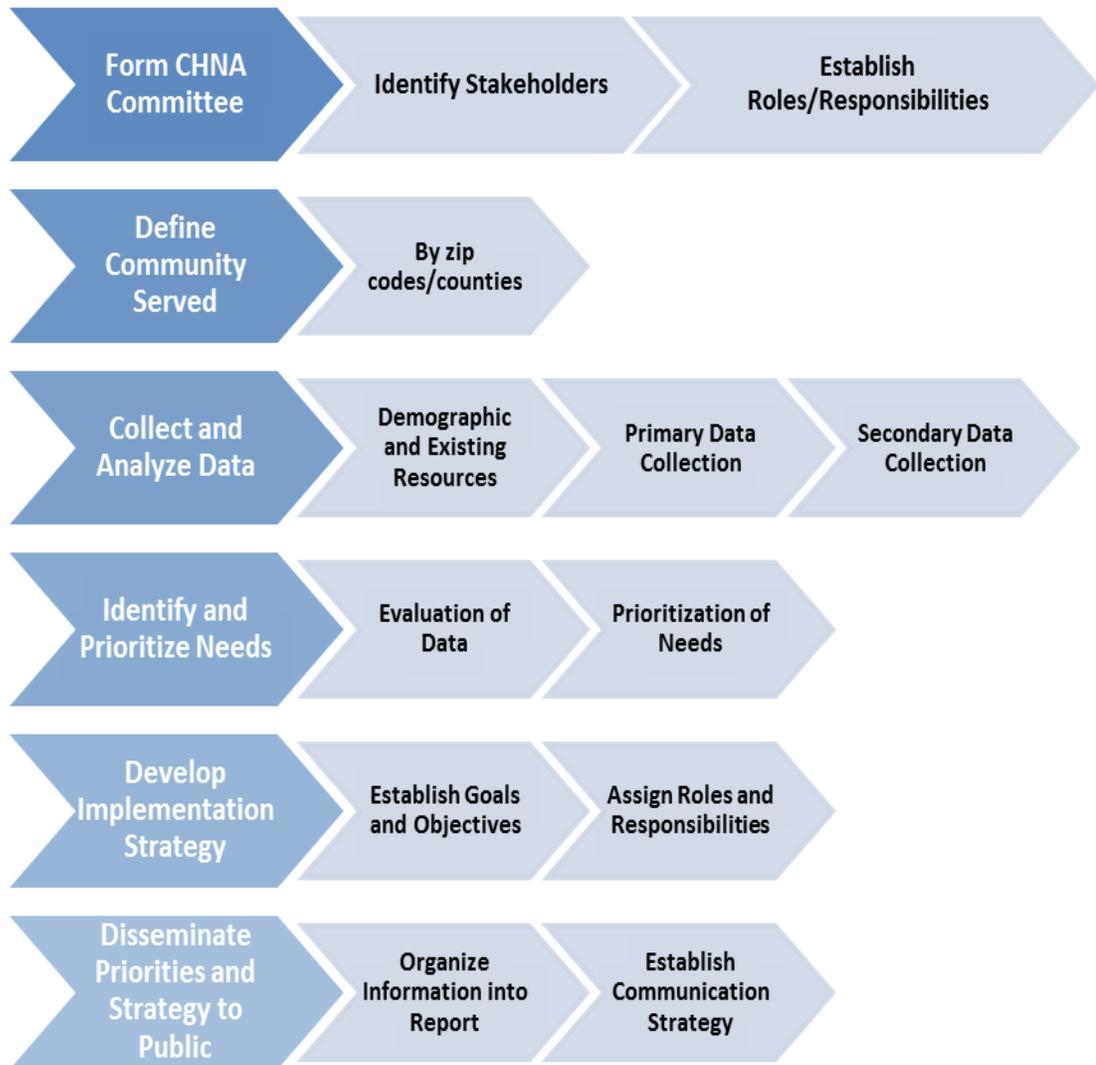
How many days per week do you eat at least 5 servings of fruits and/or vegetables?		
Answer Options	Response Percent	Response Count
0	14.9%	101
1-2 days a week	33.3%	226
3-4 days a week	30.0%	204
5+	21.8%	148
<i>answered question</i>		679
<i>skipped question</i>		27

How important is exercise to you?		
Answer Options	Response Percent	Response Count
Extremely important	15.0%	102
Very important	29.2%	198
Moderately important	36.4%	247
Slightly important	14.7%	100
Not at all important	4.7%	32
<i>answered question</i>		679
<i>skipped question</i>		27

What do you most often do for exercise?		
Answer Options	Response Percent	Response Count
Lift weights	14.0%	95
Walk	79.1%	537
Run	9.9%	67
Hike	7.2%	49
Swim	10.3%	70
Dance	4.3%	29
Aerobics	5.7%	39
Pilates	1.3%	9
Play a team sport	2.5%	17
Not Applicable	6.8%	46
Other (please specify)	21.8%	148
<i>answered question</i>		679
<i>skipped question</i>		27

APPENDIX D:

6 Step Approach Outline



APPENDIX E:

References

- I. University of Wisconsin Population Health Institute. County Health Rankings & Roadmaps 2012. <http://www.countyhealthrankings.org/michigan>
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