



Faced with a family history of cardiac disease, the Fords found an opportunity to improve their heart health through Project Fit, supported by Baptist Health Paducah.



COMMUNITY
HEALTH
NEEDS
ASSESSMENT
2018



BAPTIST HEALTH®

PADUCAH

Contents

Community Health Needs Assessment Committee.....	2
Introduction	3
Organization Description	3
Service Area	8
Mission, Vision, and Values	11
Purpose.....	11
Executive Summary.....	12
Framework	13
Profile of the Community.....	14
Demographics and Socioeconomics	14
Mortality	17
Cancer Incidence Rates.....	18
Drug Arrest Rates.....	19
Health Statistics and Rankings.....	20
Primary Data	22
Community Healthcare Resources	25
Committee Discussion.....	26
Prioritized Health Issues.....	27
LTACH Health Priority Issue.....	31
Strategic Implementation Plan	32
Communications Plan	32
Conclusions	33
Appendix A – Data Sources	34
Appendix B – 2018 Baptist Health Paducah Public Survey Instruments.....	35
Appendix C – 2015 - 2018 SIP Results.....	40
Appendix D – Baptist Health Paducah FY 2017 Community Benefit Report Summary	43
Appendix E – Index of Hospitals	43
Appendix F – Area Discharges by Service Line	46
Appendix G – Existing Services.....	47

Community Health Needs Assessment Committee

Bonnie Schrock,
Chief Operating Officer

Dona Rains
Director of Community Outreach

Mike Muscarella,
Executive Director of Ambulatory Services

Tim Marcum,
Regional Director of Planning

Michelle Hayden,
Vice President of Finance

Catherine Sivills,
Regional Marketing/PR Manager

Patrick Withrow, MD,
Outreach Director

Brittany Deppen,
Planning and Business Development Specialist

Introduction

This Community Health Needs Assessment provides the foundation for Baptist Health Paducah and other local organizations to strategically plan services and improve the health of the community we serve. This document builds on Baptist Health Paducah's second Community Health Needs Assessment, published in August 2015.

Organization Description

Baptist Health Paducah

Baptist Health Paducah is a 349-bed tertiary acute care hospital serving about 200,000 patients per year from three states. It is accredited by the Joint Commission. With more than 2,000 employees and 300 physicians, compassionate care is provided with the most innovative technology available in the following services:

- Advanced Care Planning
- Baptist Health Line – A free, 24-hour telephone hotline staffed by RNs
- Ray & Kay Eckstein Regional Cancer Care Center
 - Advanced Diagnostic and Screening Capabilities
 - Chemotherapy & Infusion
 - Lymphedema Treatment and Care
 - Medical Oncology
 - Radiation Oncology including Stereotactic Radiation Therapy (SRT)
 - Surgical Services
- Baptist Health Home Care
- Baptist Health Rehabilitation
- Baptist Health Urgent Care
- Baptist Health Wound Care including Hyperbaric Medicine
- Carson-Myre Baptist Heart Center
- Baptist Sleep Lab
- Baptist Health Occupational Health and Wellness
- Bariatric Surgery and Weight Management Services
- Center for Digestive Health
- Child Development Center
- Critical Care Unit
- Diagnostic Imaging
- Emergency Services
- Express Care Clinics at Walmart
- Infection Control Department
- Laboratory Services

- Long Term Acute Care Hospital (LTACH)
- Maternal Fetal Medicine
- Neonatal Intensive Care Unit (Level II & III)
- Neurological Services
- Outpatient Pharmacy
- Outpatient Services
- Palliative Care
- Rehabilitation Services
- Respiratory Care Services
- Surgical Services
- Women's and Children's Services

Baptist Health

Baptist Health Paducah is part of Baptist Health, a not-for-profit, 501(c)(3) healthcare corporation that owns and operates eight hospitals with 2,353 licensed beds located in Paducah, Madisonville, Louisville, La Grange, Lexington, Richmond, and Corbin in the commonwealth of Kentucky and in New Albany, Indiana. It also manages the 285-bed Hardin Memorial Hospital in Elizabethtown, Kentucky (which is expected to become part of Baptist Health in December 2018). In addition, Baptist Health Medical Group (BHMGM), a wholly owned subsidiary of Baptist Health, employs over 925 primary care physicians, specialty physicians, and mid-level providers and operates occupational health, physical therapy services, sports medicine, Express Care Clinics, hospice and home care services, and urgent care facilities. Baptist Health Home Care (BHHC) provides home health services in 38 counties in Kentucky, six in southern Indiana, and six in southern Illinois.

Baptist Health Paducah offers the region's:

- Only cancer center, the Ray & Kay Eckstein Regional Cancer Care Center.
- Only certified Advanced Primary Stroke Center by the Joint Commission.
- Only Neonatal Intensive Care Unit.
- Only Neonatal Intensive Care Transport Team.
- Only Center of Excellence in Minimally Invasive Gynecology designation.
- Only Long Term Acute Care Hospital, operated by ContinueCare.
- Only American College of Surgeons/American Society for Metabolic and Bariatric Accredited Center.
- Only Center of Excellence in Robotic Surgery and six certified robotic surgeons, using the region's first da Vinci robotic surgical system.
- Only Pathways to Excellence designation for Nursing.
- First heart center, the Carson-Myre Heart Center, and accredited chest pain center with PCI.

- Nationally recognized Baptist Health Wound Care.

Baptist Health Paducah also holds the following designations and honors since the last CHNA:

2018

- The Baptist Health Paducah bariatric program was accredited under the Metabolic and Bariatric Surgery Accreditation and Quality Improvement Program (MBSAQIP®), a joint program of the American College of Surgeons and the American Society for Metabolic and Bariatric Surgery.
- Baptist Health Paducah was named a Center of Excellence in Robotic Surgery (COERS) by the Surgical Review Corporation, becoming the first hospital in western Kentucky to receive this designation, which is based on volume, outcomes and the different types of procedures offered within a program.
- Baptist Health Wound Care was of only 16 centers nationwide to receive the President's Circle Center of Distinction award from Healogics, the nation's largest provider of advanced wound care services.
- The Ray & Kay Eckstein Regional Cancer Care Center at Baptist Health Paducah was recently awarded Paducah's first LEED Silver Building certification. The LEED (Leadership in Energy and Environmental Design) rating system, developed by the U.S. Green Building Council (USGBC), is the foremost program for the design, construction and operation of green buildings.
- The Baptist Health Paducah sleep center earned a five-year accreditation from the American Academy of Sleep Medicine.
- Baptist Health Paducah was one of only 203 hospitals nationwide to receive the NCDR® (National Cardiovascular Data Registry) ACTION Registry Platinum Performance Achievement Award.
- The John and Loree Eckstein neonatal intensive care unit (NICU) at Baptist Health Paducah received Level III approval from the state, allowing more fragile babies to receive care closer to home. Baptist Health Paducah's neonatal intensive care unit is west Kentucky's only Level III NICU.

2017

- Baptist Health Paducah was recognized by the March of Dimes and the Kentucky Hospital Association for implementing the March of Dimes "Healthy Babies are Worth the Wait®" campaign to reduce medically unnecessary (elective) inductions and Cesarean deliveries scheduled before 39 weeks of pregnancy.
- The Baptist Health Paducah stroke program received the Joint Commission's Gold Seal of Approval as an Advanced Primary Stroke Center for the fourth consecutive cycle.
- The Baptist Health Paducah stroke program joined an elite group by being honored for the second consecutive year with The Get With the Guidelines™–Stroke Gold Plus Quality Achievement Award for meeting national guidelines for stroke care, as



- outlined by the American Heart Association/American Stroke Association.
- Baptist Health Paducah and obstetrician/gynecologist Blair Tolar, MD, were reaccredited with the Center of Excellence in Minimally Invasive Gynecology (COEMIG) designation. Baptist is one of 89 hospitals worldwide to receive the prestigious designation by the American Association of Gynecologic Laparoscopists™ and the Surgical Review Corp. Dr. Tolar is among 317 COEMIG certified surgeons worldwide.
 - The chest pain center at Baptist Health Paducah was re-accredited for the fourth consecutive cycle and named a Version 5 full Chest Pain Center with Primary PCI (percutaneous coronary intervention) accreditation from the American College of Cardiology.
 - Baptist Health was one of only 193 hospitals nationwide to receive the NCDR® (National Cardiovascular Data Registry) ACTION Registry®–Get With the Guidelines™ Platinum Performance Achievement Award.
 - The Baptist Health Paducah Continuing Medical Education program for physicians was re-accredited with commendation by the Kentucky Medical Association. Baptist Health Paducah is one of only four hospitals with this designation in Kentucky.
 - The oncology program received its sixth consecutive three-year national accreditation with commendation from the American College of Surgeons Commission on Cancer. In addition, all registered nurses, both in radiation therapy and chemotherapy, are Oncology Certified Nurses (OCN), a certification of the Oncology Nursing Certification Corporation.

2016

- Baptist Health Paducah voted BEST PLACE TO WORK in *The Paducah Sun's* Readers Choice awards
- Baptist Health Paducah received Women's Choice Awards® as one of America's Best Hospitals for Cancer care, stroke and orthopedics; and one of America's 100 Best Hospitals for Patient Experience.
- Baptist Health Paducah stroke program received The Get With the Guidelines™–Stroke Gold Plus Quality Achievement Award for meeting national guidelines for stroke care, as outlined by the American Heart Association/American Stroke Association.
- Baptist Health Paducah achieved Pathway to Excellence® designation by the American Nurses Credentialing Center (ANCC).
- Baptist Health was one of only 223 hospitals nationwide to receive the NCDR® (National Cardiovascular Data Registry) ACTION Registry®–Get With the Guidelines™ Platinum Performance Achievement Award.2
- Baptist Health received the Get With The Guidelines™–Resuscitation Silver Award from the American Heart Association and American Stroke Association for implementing specific quality improvement measures to treat patients who suffer from in-hospital cardiac arrest.

Community Served

Based on the patient origin of inpatient discharges Jan. 1-Dec. 31, 2017, Baptist Health Paducah's community has been defined as Ballard, Caldwell, Carlisle, Graves, Livingston, Lyon, Marshall, and McCracken counties in Kentucky, and Massac County in Illinois. The surrounding counties in the region have a similar demographic composition as McCracken County.

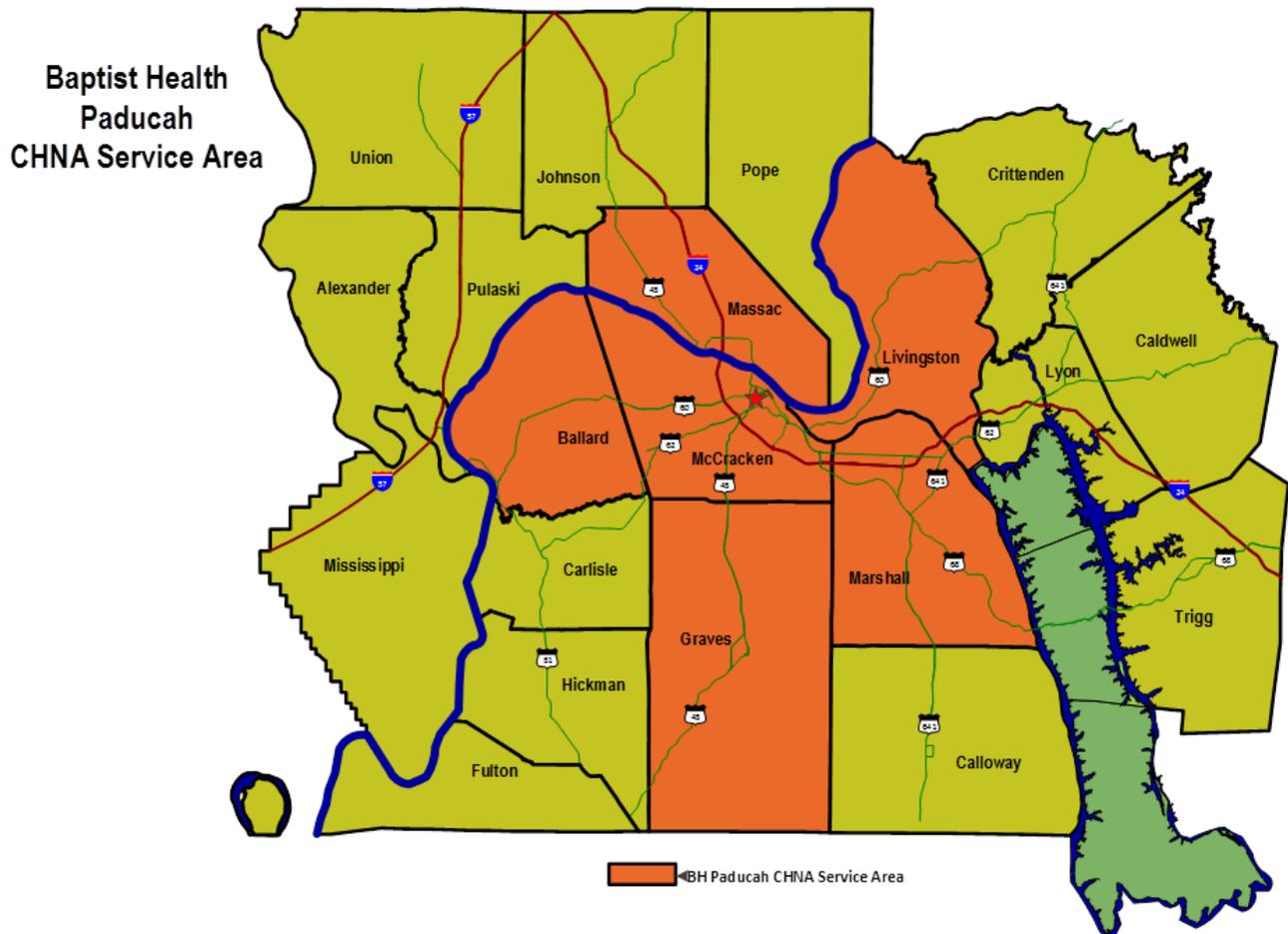
McCracken County is located in western Kentucky. The county borders the Kentucky counties of Ballard, Carlisle, Graves, Marshall, and Livingston, as well as the Illinois counties of Massac and Pulaski. It is comprised of 268 square miles, 17 of which are water; it has a population density of 263 persons per square mile.

McCracken County is a Medically Underserved Area and Primary Medical Care Health Professions Shortage Area for Census Tracts 301-306, located in the most at-risk neighborhoods in the City of Paducah. It is also a whole county Mental Health HPSA. Graves and Carlisle counties are whole-county Primary Medical Care Health Professions Shortage Areas.

Service Area

Baptist Health Paducah’s total service area includes 18 counties in three states. In 2017, 36.6 percent of Baptist Health Paducah’s acute care patients were residents of McCracken County. Baptist Health Paducah is the market share leader in McCracken County with 48.2 percent of all acute care hospital discharges. The Community Health Needs Assessment service area includes all contiguous counties that comprise 72.4 percent of Baptist Health Paducah’s inpatient discharges where the hospital received more than 20 percent market share for the area.

In addition to Baptist Health Paducah, patients in our service area have access to nine other hospitals throughout the region (Appendix E).

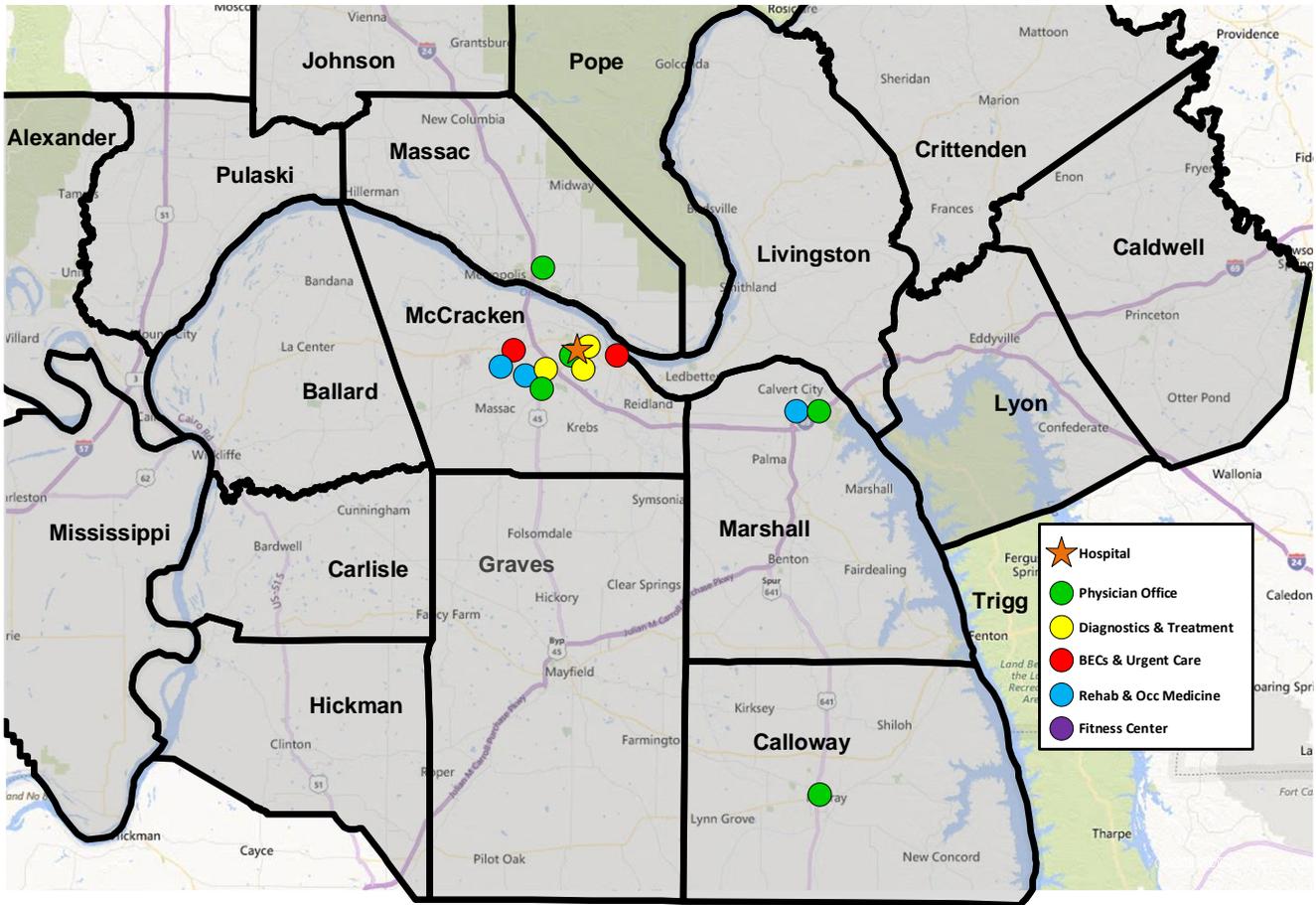


Reliance for Baptist Health Paducah, 1-1-17 to 12-31-17

County	Baptist Health Paducah	Reliance for Baptist Health Paducah	Cumulative for Baptist Health Paducah
Total Discharges	10,226		
McCracken - KY	3,739	36.6%	36.6%
Marshall - KY	1,010	9.9%	46.4%
Graves - KY	972	9.5%	55.9%
Massac - IL	888	8.7%	64.6%
Livingston - KY	443	4.3%	69.0%
Caldwell - KY	367	3.6%	72.6%
Ballard - KY	348	3.4%	76.0%
Calloway - KY	381	3.7%	79.7%
Lyon - KY	301	2.9%	82.6%
Crittenden - KY	223	2.2%	84.8%
Carlisle - KY	222	2.2%	87.0%
Johnson - IL	188	1.8%	88.8%
Fulton - KY	174	1.7%	90.5%
Obion - TN	136	1.3%	91.8%
Hickman - KY	109	1.1%	92.9%
Pope - IL	102	1.0%	93.9%
Trigg - KY	99	1.0%	94.9%
Pulaski - IL	83	0.8%	95.7%
Other	441	4.3%	100.0%

Source: KHA InfoSuite, Inpatient Acute Discharges, 1-1-17 to 12-31-17

Baptist Health Locations in Baptist Health Paducah Service Area



Mission, Vision, and Values

All Baptist Health Paducah employees are expected to help fulfill the mission, vision, and value statements adopted by the system.

Mission

Baptist Health demonstrates the love of Christ by providing and coordinating care and improving health in our communities.

Vision

Baptist Health will lead in clinical excellence, compassionate care, and growth to meet the needs of our patients.

Faith-based Values

Integrity, Respect, Compassion, Excellence, Collaboration and Joy.

Purpose

The Patient Protection and Affordable Care Act enacted March 23, 2010, added new requirements that hospital organizations must satisfy in order to be described in section 501(c)(3). Two of these requirements for hospitals are to assess the health needs of their communities and adopt implementation strategies to address identified needs.

This Community Health Needs Assessment is performed for a variety of reasons, including:

- To help meet the hospital's mission to demonstrate the love of Christ by providing and coordinating care and improving health in our communities.
- To comply with the Patient Protection and Affordable Care Act of 2010 and maintain the hospital's tax-exempt status.
- To establish community health needs for the hospital's service area to help prioritize resource allocation.
- To gather data that can be used in other efforts to obtain grants and qualify for awards and certifications.
- To determine available resources in the hospital's service area and how the hospital can coordinate activities with other agencies.
- To involve appropriate individuals and groups in the process to ensure needs are identified, efforts are not duplicated, and the correct agencies to handle specific issues are identified in the strategic implementation plan.
- To create a sustainable process for conducting a Community Health Needs Assessment that can be replicated and continued for future assessments.

Executive Summary

To identify ways Ballard, Graves, Livingston, Marshall, and McCracken counties in Kentucky and Massac County in Illinois can improve the health of the community and in response to the Affordable Care Act (ACA), Baptist Health Paducah has conducted its third Community Health Needs Assessment. Through input from groups with healthcare knowledge, surveys, and secondary research, the Community Health Needs Assessment committee has been able to find insight into the needs of the area.

The most prevalent needs identified were obesity-related issues, access to healthcare, smoking, along with diseases and cancers associated with smoking and substance abuse.

- Thirty-three point seven (33.7) percent of McCracken County residents are considered obese. The percentage ranges from a low of 29.7 percent in Livingston County to a high of 35.8 percent in Ballard County. Obesity and the many health problems and diseases associated with it have a major impact on the community.
- Access to healthcare was listed as an issue in the survey, in secondary data, and in additional sources, such as the primary care strategic plan for Baptist Health Paducah.
- Smoking in Kentucky continues to be one of the most pervasive and prevalent adverse health behaviors, yet there was no legislation on a statewide smoking ban in the last General Session of the Kentucky State Legislature; the Legislature did impose a fifty cents (50¢) per pack tax on cigarettes. Smoking contributes to numerous health issues and causes many unnecessary deaths in the service area each year. While adult smoking in the service area is below Kentucky's rate, it is 3.2 percent to 6.1 percent higher than the national rate of 15.1 percent. In April 2018, the Paducah City Commission strengthened its smoking ordinance to include all work areas and adding e-cigarettes and vaping to the list of tobacco products prohibited.
- The 2016 Kentucky State Police Annual Report ranks the service area as one of the worst for drug arrests in Kentucky. Two counties, McCracken and Graves, are in the top 75th percentile in the state.

Baptist Health Paducah will use its resources and services to best meet the needs related to the first three issues, while other area providers address substance abuse.

This assessment is provided to area leaders and the community at large on the hospital website at www.baptisthealthpaducah.com.

Framework

This is the third Community Health Needs Assessment conducted by Baptist Health Paducah. This document builds on the research and conclusions of the first and second assessments. The health priorities identified in the first assessment remain, except for long-term acute care, which the hospital has met by partnering with Continuing Care Hospitals to manage a 37-bed LTACH within Baptist Health Paducah. In addition, the service area has been expanded from one county (McCracken) in the first assessment to six counties (Ballard, Graves, Livingston, Marshall, and McCracken in Kentucky and Massac in Illinois) in this document to better identify the community Baptist Health Paducah actually serves. The groups that first cooperated to discuss the health needs of the community now meet on a regular basis to gauge the effectiveness of their activities and to plan additional steps to continue improving the health status of people in the community.

Baptist Health Paducah and the other hospitals in Baptist Health use a strategic planning model as the framework to construct this report. It is similar to the method used for the hospital's strategic plan; data is gathered about the hospital and its community, areas of opportunity and need are identified, and strategies for meeting these needs are formulated. Because the focus of this report is more external, additional efforts examined factors in the community.

The hospital's service area is based on the nature of its communities (primarily rural), using the most recent patient origin data (January to December 2017), including more than 76 percent of its discharges in the counties chosen. Further information about this area is found in the section headed Service Area, on page eight.

The Purchase Area Health Connections Coalition now meets on a regular basis. This group comprise representatives from the Purchase District Health Department, which serves Ballard, Carlisle, Fulton, Hickman, and McCracken counties in the Purchase Area Development District; the City of Paducah; UK County Extension Offices; United Way of Paducah-McCracken County; Murray Calloway County Hospital Four Rivers Behavioral Health; Murray State University; West Kentucky Community & Technical College; KentuckyCare; Purchase Area Health Education Center; Mercy Health; and Baptist Health Paducah. Bringing these groups together may help avoid duplication of efforts in data collection and resource allocation. Through these contacts and public surveys, Baptist Health Paducah collected primary data and feedback on the health issues confronting its service area.

Secondary data from demographic and socioeconomic sources, Kentucky vital statistics, disease prevalence and health indicators and statistics were collected from national, state and local sources. This data will be shared in the next section.

Finally, Baptist Health Paducah's Community Health Needs Assessment committee met to consider all the information. They discussed the data presented and created a list of the health issues identified in both primary and secondary data sources. After robust interaction, the committee prioritized the list and discussed various ways the hospital could help to meet these needs. After these were

incorporated, the CHNA was approved by the hospital and System Boards.

This document is a summary of the available information collected during the third cycle of community health needs assessments required by the IRS. It will serve as a compliance document and as a resource until the next assessment cycle. Both the process and document serve as the foundation for prioritizing the community's health needs and will aid in planning to meet those needs.

Profile of the Community

With a relatively short driving distance to larger cities such as Nashville, Memphis, Louisville, and St. Louis, McCracken County is the center of a labor market area spread over 4,396 square miles with a population of more than 250,000. The area's strongest employment is in transportation, healthcare, wholesale/retail/services and manufacturing. Local government supports strong economic development efforts.

Demographics and Socioeconomics

Demographics Expert 2.7
 2017 Demographic Snapshot
 Area: WBH Primary Service Area
 Level of Geography: ZIP Code

DEMOGRAPHIC CHARACTERISTICS					
	Selected Area		USA		
	2017	2022	2017	2022	
2010 Total Population	167,608	308,745,538			Total Male Population
2017 Total Population	165,428	325,139,271			Total Female Population
2022 Total Population	165,170	337,393,057			Females, Child Bearing Age (15-44)
% Change 2017 - 2022	-0.2%	3.8%			
Average Household Income	\$59,080	\$80,853			

POPULATION DISTRIBUTION						HOUSEHOLD INCOME DISTRIBUTION			
Age Group	Age Distribution				USA 2017	Income Distribution			
	2017	% of Total	2022	% of Total		2017 Household Income	HH Count	% of Total	% of Total
0-14	29,538	17.9%	28,672	17.4%	18.8%	<\$15K	10,762	15.5%	11.8%
15-17	6,245	3.8%	6,328	3.8%	3.9%	\$15-25K	9,656	13.9%	10.1%
18-24	13,262	8.0%	13,821	8.4%	9.8%	\$25-50K	18,514	26.6%	22.9%
25-34	18,355	11.1%	18,256	11.1%	13.4%	\$50-75K	12,231	17.6%	17.4%
35-54	41,098	24.8%	38,129	23.1%	25.7%	\$75-100K	7,168	10.3%	12.1%
55-64	23,810	14.4%	23,228	14.1%	12.9%	Over \$100K	11,185	16.1%	25.7%
65+	33,120	20.0%	36,736	22.2%	15.5%				
Total	165,428	100.0%	165,170	100.0%	100.0%	Total	69,516	100.0%	100.0%

EDUCATION LEVEL				RACE/ETHNICITY			
2017 Adult Education Level	Education Level Distribution			Race/Ethnicity Distribution			
	Pop Age 25+	% of Total	USA	2017 Pop	% of Total	USA	
Less than High School	5,969	5.1%	5.8%	White Non-Hispanic	145,538	88.0%	60.8%
Some High School	11,543	9.9%	7.7%	Black Non-Hispanic	9,953	6.0%	12.4%
High School Degree	41,370	35.5%	27.8%	Hispanic	5,291	3.2%	18.0%
Some College/Assoc. Degree	36,474	31.3%	29.1%	Asian & Pacific Is. Non-Hispanic	1,147	0.7%	5.7%
Bachelor's Degree or Greater	21,027	18.1%	29.6%	All Others	3,499	2.1%	3.2%
Total	116,383	100.0%	100.0%	Total	165,428	100.0%	100.0%

Population growth in the service area is projected to be flat; it is declining at less than 0.04 percent per year. The 65+ age group is growing at about 2 percent a year. The population of the area tends to be older, less affluent, and more homogenous racially and ethnically than the United States as a whole.

Labor Force Characteristics
 Area: BH Paducah CHNA PSA Service Area 12-13-17
 2017 ZIP Code Report
 Ranked on 2017 Total Population 16+ (Desc)

ZIP Code	ZIP City Name	County	2017 Total Population 16+		Total Labor Force		Employed in Civilian Labor Force		Employed in Armed Forces		Unemployed in Labor Force		Females in Labor Force	
			Count	%Down	Count	%Across	Count	%Across	Count	%Across	Count	%Across	Count	%Across
42003	Paducah	McCracken	23,340	16.6%	13,459	57.7%	12,486	53.5%	26	0.1%	947	4.1%	6,346	52.1%
42001	Paducah	McCracken	22,677	16.1%	12,916	57.0%	12,148	53.6%	27	0.1%	741	3.3%	6,281	51.6%
42066	Mayfield	Graves	18,253	13.0%	10,190	55.8%	9,306	51.0%	36	0.2%	848	4.6%	4,718	49.8%
42025	Benton	Marshall	15,571	11.1%	8,399	53.9%	7,693	49.4%	13	0.1%	693	4.5%	3,964	49.4%
62960	Metropolis	Massac, IL	9,128	6.5%	4,939	54.1%	4,425	48.5%	1	0.0%	513	5.6%	2,427	49.9%
42029	Calvert City	Lyon	4,865	3.5%	2,840	58.4%	2,619	53.8%	0	0.0%	221	4.5%	1,323	51.7%
42038	Eddyville	Lyon	4,668	3.3%	1,899	40.7%	1,749	37.5%	0	0.0%	150	3.2%	686	37.2%
42053	Kevil	Ballard	3,985	2.8%	2,295	57.6%	2,155	54.1%	8	0.2%	132	3.3%	1,069	53.0%
42087	Wickliffe	Ballard	2,035	1.4%	1,126	55.3%	1,070	52.6%	1	0.0%	55	2.7%	494	48.9%
42056	La Center	Ballard	1,725	1.2%	962	55.8%	890	51.6%	6	0.3%	66	3.8%	470	52.0%
42024	Barlow	Ballard	1,131	0.8%	629	55.6%	572	50.6%	2	0.2%	55	4.9%	272	47.1%
42051	Hickory	Graves	2,285	1.6%	1,390	60.8%	1,311	57.4%	0	0.0%	79	3.5%	606	52.6%
42088	Wingo	Graves	2,115	1.5%	1,201	56.8%	1,111	52.5%	0	0.0%	90	4.3%	581	53.9%
42027	Boaz	Graves	1,831	1.3%	1,102	60.2%	1,024	55.9%	0	0.0%	78	4.3%	483	52.9%
42082	Symsonia	Graves	1,606	1.1%	948	59.0%	872	54.3%	2	0.1%	74	4.6%	446	52.8%
42039	Fancy Farm	Graves	1,387	1.0%	821	59.2%	773	55.7%	1	0.1%	47	3.4%	348	50.0%
42079	Sedalia	Graves	1,032	0.7%	587	56.9%	544	52.7%	0	0.0%	43	4.2%	303	58.2%
42069	Melber	Graves	963	0.7%	586	60.9%	553	57.4%	2	0.2%	31	3.2%	252	53.4%
42040	Farmington	Graves	958	0.7%	614	64.1%	570	59.5%	3	0.3%	41	4.3%	302	62.3%
42085	Water Valley	Graves	672	0.5%	378	56.3%	348	51.8%	0	0.0%	30	4.5%	182	52.9%
62908	Belknap	Johnson	401	0.3%	226	56.4%	201	50.1%	0	0.0%	25	6.2%	97	50.3%
42045	Grand Rivers	Livingston	1,869	1.3%	999	53.5%	949	50.8%	0	0.0%	50	2.7%	484	51.0%
42081	Smithland	Livingston	1,734	1.2%	920	53.1%	858	49.5%	0	0.0%	62	3.6%	436	48.7%
42058	Ledbetter	Livingston	1,726	1.2%	922	53.4%	876	50.8%	0	0.0%	46	2.7%	452	51.0%
42078	Salem	Livingston	1,477	1.0%	751	50.8%	651	44.1%	0	0.0%	100	6.8%	301	40.0%
42028	Burna	Livingston	472	0.3%	244	51.7%	210	44.5%	0	0.0%	34	7.2%	92	39.0%
42083	Tiline	Livingston	297	0.2%	159	53.5%	151	50.8%	0	0.0%	8	2.7%	78	51.3%
42047	Hampton	Livingston	216	0.2%	111	51.4%	96	44.4%	0	0.0%	15	6.9%	43	39.1%
42055	Kuttawa	Lyon	2,287	1.6%	871	38.1%	814	35.6%	0	0.0%	57	2.5%	406	35.1%
42044	Gilbertsville	Marshall	3,097	2.2%	1,694	54.7%	1,542	49.8%	0	0.0%	152	4.9%	773	49.3%
42048	Hardin	Marshall	1,878	1.3%	999	53.2%	909	48.4%	4	0.2%	86	4.6%	461	48.8%
62910	Brookport	Massac, IL	1,872	1.3%	1,016	54.3%	889	47.5%	0	0.0%	127	6.8%	521	53.2%
42086	West Paducah	McCracken	3,242	2.3%	1,917	59.1%	1,821	56.2%	2	0.1%	94	2.9%	894	53.9%
Total			140,795	100.0%	78,110	55.5%	72,186	51.3%	134	0.1%	5,790	4.1%	36,591	50.4%

Demographics Expert 2.7
 DEMO0103.SQP
 © 2017 The Claritas Company, © 2017 Truven Health Analytics LLC
 PSA Service Area Defined: Ballard, Graves, Livingston, Lyon, Marshall, McCracken and Massac, IL

Households by Socioeconomic Characteristics
Area: BH Paducah CHNA PSA Service Area 12-13-17
2017 ZIP Code Report
Ranked on 2017 Households (Desc)

ZIP Code	ZIP City Name	2017 Total Households		2017 Median HH Income	Median Age of Total Population	Median Home Value
		Count	%Down			
42001	Paducah	12,457	17.1%	\$43,576	42.6	\$156,669
42003	Paducah	12,451	17.1%	\$38,669	41.9	\$115,951
42066	Mayfield	9,550	13.1%	\$39,565	39.3	\$94,988
42025	Benton	7,863	10.8%	\$46,701	44.8	\$110,819
62960	Metropolis	4,680	6.4%	\$46,788	44.2	\$89,286
42029	Calvert City	2,398	3.3%	\$49,197	45.2	\$109,070
42038	Eddyville	1,979	2.7%	\$46,815	46.1	\$123,173
42053	Kevil	1,966	2.7%	\$53,333	43.1	\$124,813
42086	West Paducah	1,635	2.3%	\$54,221	43.3	\$153,289
42044	Gilbertsville	1,573	2.2%	\$54,674	51.5	\$134,881
42055	Kuttawa	1,164	1.6%	\$51,818	53.8	\$142,578
42051	Hickory	1,134	1.6%	\$47,813	39.8	\$111,290
42088	Wingo	1,027	1.4%	\$47,533	41.9	\$80,139
42087	Wickliffe	1,015	1.4%	\$41,815	42.9	\$100,133
42045	Grand Rivers	988	1.4%	\$36,944	49.4	\$86,000
42048	Hardin	966	1.3%	\$39,058	44.5	\$88,878
62910	Brookport	934	1.3%	\$41,204	43.1	\$78,618
42027	Boaz	917	1.3%	\$46,272	42.0	\$116,329
42058	Ledbetter	901	1.2%	\$50,519	40.6	\$86,038
42081	Smithland	871	1.2%	\$45,580	46.0	\$86,429
42056	La Center	857	1.2%	\$36,576	44.7	\$106,757
42082	Symsonia	831	1.1%	\$49,939	44.7	\$114,435
42078	Salem	750	1.0%	\$39,804	48.5	\$79,933
42039	Fancy Farm	696	1.0%	\$49,688	39.6	\$98,226
42024	Barlow	579	0.8%	\$44,625	43.1	\$83,261
42079	Sedalia	508	0.7%	\$54,000	42.4	\$102,941
42040	Farmington	479	0.7%	\$54,167	43.2	\$116,223
42069	Melber	458	0.6%	\$49,667	41.5	\$123,469
42085	Water Valley	335	0.5%	\$32,500	43.6	\$66,250
42028	Burna	243	0.3%	\$38,167	45.9	\$74,737
62908	Belknap	201	0.3%	\$43,250	45.1	\$87,917
42083	Tiline	143	0.2%	\$41,875	46.2	\$98,500
42047	Hampton	110	0.2%	\$37,857	47.2	\$75,000
Total		72,659	100.0%	\$44,081	43.2	\$114,691

Demographics Expert 2.7

DEMO0021.SQP

© 2017 The Claritas Company, © 2017 Truven Health Analytics LLC

Mortality

The following table shows age-adjusted mortality rates by several leading causes of death in each county and in each state in the service area:

Age Adjusted Death Rates	McCracken	Marshall	Graves	Livingston	Ballard	KY	Massac, IL	USA
Total	564.8	470.9	480.4	280.7	163.7	879.3	369.7	2,814.2
Coronary Heart Disease	177.9	193.5	142.8	143.5	56.8	199.4	179.1	661.3
Cancer	109.0	85.0	90.8	61.9	58.5	192.2	53.5	627.5
COPD & Pneumonia	28.2	41.3	22.1	0.0	0.0	64.6	18.3	161.5
Accidents	*	*	*	*	*	42.6	*	119.2
Stroke	17.2	29.7	22.1	0.0	0.0	40.6	18.3	125.6
Diabetes	6.8	0.0	10.2	0.0	0.0	25.5	0.0	82.8
Suicide	17.5	17.3	12.6	0.0	0.0	15.8	0.0	50.9
Homicide	0.0	0.0	0.0	0.0	0.0	5.2	0.0	20.0
Motor Vehicle/100 K Miles	*	*	*	*	*	15.5	*	40.5
All Other Causes	208.2	104.1	179.8	75.3	48.4	277.9	100.5	924.9
	Significantly Below KY Rate							
	Significantly Above KY Rate							

Source: wonder.cdc.gov CDC Compressed Mortality for 2012-2016

* Per CDC, Data is Statistically Unreliable

These rates are age-adjusted and signify the number of people who expired per 100,000 population. The numbers in green are significantly below the Kentucky or Illinois rates, while the numbers in red are significantly higher than the Kentucky or Illinois averages. These may indicate areas that are doing better (or worse) in the care of specific conditions. Thus, the overall low death rate due to cancer in the area may show that residents are seeking and receiving care quickly for cancer-related events, or they may be doing a better job of caring for themselves, thus reducing the number of cancer-related events overall.

The data in the table is based on all deaths from the counties, Kentucky, and the U.S., from 2012 through 2016. Heart disease remains the No. 1 killer in the service area; however, the Centers for Disease Control has predicted that by 2020, the age-adjusted mortality rate for cancer will exceed that for cardiac-related deaths in more than half the counties in the U.S.

Noteworthy is the number of age-adjusted deaths due to neurological events (strokes) – lower in the service area counties than the average rate in Kentucky. This is likely to be the result of education about stroke symptoms and rapid treatment, since the lifestyle choices that often lead to stroke are still prevalent in the area. The hospital actively promotes stroke outreach, education, and screenings. Baptist Health Paducah is the region's only nationally certified stroke center, as well as the region's only functioning primary certified stroke center. It has been recognized nationally as a Target Stroke

Elite Plus Hospital, a distinguished designation that recognizes its ability to assess acute strokes very quickly and deliver clot-busting medications in an extremely timely manner. The hospital has hired a stroke coordinator. Baptist Health Paducah teaches how to recognize the symptoms of a stroke using the FAST acronym (Face, Arm, Speech, and Time) and to immediately call 9-1-1. The hospital has a Chest Pain and Stroke Hotline at 1.800.575.1911 to speak with a Baptist Health Paducah registered nurse any time, 24 hours a day, seven days a week.

Cancer Incidence Rates

Cancer incidence rates are from the Kentucky Cancer Registry and cover a five-year span from 2011 to 2015. McCracken, Marshall, and Ballard counties have higher than average incidence rates for breast cancer, while McCracken, Graves, and Marshall counties have higher than average incidence rates for skin cancer. These are two cancer sites that can be screened easily, thus the higher rates may be a function of access. On the other hand, there may actually be higher numbers of people contracting cancer in these sites due to poor health behaviors or environmental hazards.

Age Adjusted Cancer Incidence	McCracken	Graves	Marshall	Livingston	Ballard	KY
All Cancers	534.0	507.4	538.6	550.7	510.6	563.6
Prostate	96.4	80.0	84.7	160.4	90.0	108.8
Lung	78.3	77.2	84.4	106.0	92.3	93.7
Breast	85.8	74.6	109.0	74.2	83.8	80.9
Female Genitalia	46.4	52.6	47.1	12.3	21.9	63.0
Skin	48.0	50.2	52.8	38.1	34.3	42.0
Pancreas	17.5	13.9	9.1	18.5	19.3	13.4
All Other Causes	161.6	158.9	151.5	141.2	169.0	161.8
	Significantly Below KY Rates					
	Significantly Above KY Rates					

Source: KY Cancer Registry, cancer-rates.info/ky 2011-2015

Drug Arrest Rates

According to city and county law enforcement officers, 75 to 80 percent of the crime in this community is drug-related. The service area has a higher rate of arrests for illegal drugs per thousand population than Kentucky as a whole. In fact, McCracken County has an arrest rate almost than 1.6 times that of Kentucky, and the service area is at 162 percent of the Kentucky rate.

Counties	Opium, Cocaine, Their Derivatives	Marijuana	Meth	Heroin	Other Drug, Synthetic Narcotics	Total Drug Arrests	2017 Population	Arrest Rate per 1,000
McCracken	69	557	255	12	887	1,780	65,816	27.0
Marshall	5	157	108	1	381	652	30,725	21.2
Graves	51	391	275	2	843	1,562	39,330	39.7
Livingston	6	31	26	0	63	126	9,487	13.3
Ballard	3	36	4	0	34	77	5,967	12.9
Total	134	1,172	668	15	2,208	4,197	151,325	27.7
Kentucky	3,209	17,407	9,958	3,282	41,854	75,710	4,425,092	17.1
% of Kentucky	4.2%	6.7%	6.7%	0.5%	5.3%	5.5%	3.4%	

Source: 2016 KY Crime Statistics Report, Kentucky State Police

Health Statistics and Rankings

Baptist Health Paducah collected health statistics and outcome measures from a wide variety of sources. The most recent data came from the Robert Wood Johnson County Health rankings published in 2018. The tables on the following two pages show health outcomes, health behaviors, clinical care availability, socioeconomic factors and physical environment risks for each county in the service area. The numbers highlighted in green are significantly more favorable than the Kentucky average and the ones in red significantly less favorable. The rankings are based on the 120 counties in Kentucky and the 102 counties in Illinois for Massac County. Three counties score above average in Health Outcomes, while four score below their state average with Massac County having some of the worst health outcomes in Illinois. Obesity in the area is close to the Kentucky average, but that average is very high compared to other states. The Foundation for a Healthy Kentucky's 2015 report, *Place Matters: Health Disparities in the Commonwealth*, says that while this area of the state has average obesity, it has been trending upward over the last several years.

	McCracken	Marshall	Graves	Livingston	Ballard	Kentucky	Massac, IL	Illinois
Health Outcomes	51	8	29	24	53		94	
Length of Life	77	26	32	12	73		96	
Premature death	10,042	8,230	8,412	7,397	10,100	8,932	10,018	6,263
Quality of Life	27	3	34	41	40		78	
Poor or fair health	17.8%	16.4%	21.0%	18.1%	19.7%	20.9%	15.3%	15.6%
Poor physical health days	4.3	4.2	4.8	4.5	4.7	4.7	3.9	3.6
Poor mental health days	4.0	3.7	4.2	4.1	4.4	4.4	3.8	3.4
Low birthweight	8.8%	6.7%	7.4%	9.3%	8.4%	8.9%	7.9%	8.3%
Health Factors	29	7	51	53	41		87	
Health Behaviors	55	5	15	31	42		65	
Adult smoking	21.7%	18.3%	20.8%	21.2%	20.3%	25.9%	16.4%	15.1%
Adult obesity	33.7%	34.1%	30.1%	29.7%	35.8%	32.9%	30.7%	27.3%
Food environment index	6.7	8.2	7.3	8.0	8.1	7.1	7.5	8.0
Physical inactivity	28.0%	29.8%	27.2%	32.4%	31.3%	27.8%	24.9%	21.2%
Access to exercise opportunities	72.7%	59.5%	49.7%	51.6%	52.0%	69.8%	66.7%	89.4%
Excessive drinking	14.0%	12.7%	12.8%	13.4%	14.2%	16.3%	17.7%	21.2%
Alcohol-impaired driving deaths	26	20	28	56	16	28	8	34
Sexually transmitted infections	477	241	331	214	37	402	365	517
Teen births	50	44	53	52		44	51	30
Clinical Care	6	28	86	57	32		87	
Uninsured	8.6%	8.8%	12.7%	10.2%	6.9%	9.9%	9.0%	11.2%
Primary care physicians	1,107:1	2,381:1	2,351:1	2,340:1	1,510:1	1,495:1	4,968:1	1,244:1
Dentists	1,121:1	3,888:1	2,339:1	9,316:1	1,560:1	1,617:1	2,461:1	1,377:1
Mental health providers	774:1	5,184:1	1,559:1	3,105:1	520:1	564:1	527:1	576:1
Preventable hospital stays	68.6	78.35	102.28	91.36	59.8	77.02	111.83	55.8
Diabetic screening	86.5%	86.4%	85.0%	85.0%	86.6%	85.9%	86.4%	85.9%
Mammography screening	68.3%	65.8%	63.8%	60.4%	62.9%	58.9%	66.9%	64.3%

Although adult smoking was down more than three points in McCracken County from the last needs assessment, it is still very high compared to other counties; and smoking contributes to heart disease, cancer, respiratory ailments and strokes. Marshall County had some of the best rankings in the area, only scoring poorly on Obesity and in the number of providers per capita. Massac, IL, improved from the worst in the state to 94 out of 102 on Health Outcomes since the last needs assessment; it continues to rank very poorly compared to other Illinois counties on Length of Life, Quality of Life, Health Factors, and Clinical Care.

	McCracken	Marshall	Graves	Livingston	Ballard	Kentucky	Massac, IL	Illinois
Social & Economic Factors	46	9	56	66	66		90	
High school graduation	90.7%	93.0%	93.9%	97.5%	92.5%	89.2%	81.9%	85.6%
Some college	62.1%	59.0%	52.6%	37.1%	59.2%	59.4%	62.6%	67.6%
Unemployment	5.9%	5.7%	6.3%	7.4%	8.6%	5.4%	7.4%	5.9%
Children in poverty	24.6%	19.5%	27.4%	25.0%	24.3%	25.3%	26.5%	19.1%
Children in single-parent households	40.1%	29.3%	29.8%	27.2%	33.9%	34.5%	34.6%	32.4%
Violent crime	202.0	90.6	140.6	77.8	80.0	214.7	329.0	388.3
Injury deaths	92	112	85	98	51	85	97	53
Physical Environment	105	40	80	79	64		42	
Air pollution - particulate matter	10.1	10.1	10.1	10.0	10.1	10.0	10.1	10.5
Drinking water violations	Yes	No	No	No	No		No	
Severe housing problems	12.0%	10.2%	14.1%	11.8%	11.3%	14.4%	13.2%	18.5%
Driving alone to work	87.5%	85.0%	85.3%	87.5%	87.8%	82.4%	85.4%	73.4%
Long commute - driving alone	14.2%	28.5%	33.4%	41.6%	37.8%	28.6%	24.6%	40.1%
Demographics								
Population	65,018	31,101	37,421	9,316	8,054	4,425,092	14,766	12,859,995
% < 18	21.8%	20.6%	24.3%	20.6%	21.7%	22.9%	22.0%	23.0%
% 65 and over	18.7%	21.2%	17.6%	20.5%	19.9%	15.2%	20.9%	14.2%
% African American	10.7%	0.4%	4.5%	0.6%	3.3%	8.1%	5.7%	14.1%
% American Indian/Alaskan Native	0.3%	0.2%	0.4%	0.4%	0.3%	0.3%	0.4%	0.6%
% Asian	0.9%	0.4%	0.5%	0.5%	0.4%	1.4%	0.5%	5.5%
% Native Hawaiian/ Pacific Islander	0.0%	0.0%	0.1%	0.1%	0.0%	0.1%	0.0%	0.1%
% Hispanic	2.4%	1.4%	6.0%	1.5%	1.3%	3.4%	2.9%	16.9%
% Non-Hispanic White	83.6%	96.7%	87.1%	95.9%	92.8%	85.1%	88.4%	61.9%
% Female	52.0%	50.9%	51.1%	50.9%	50.2%	50.8%	52.1%	50.9%
% Rural	27.8%	85.9%	69.4%	95.4%	100.0%	41.6%	50.5%	11.5%
Health Outcomes								
% Diabetic	11.5%	11.1%	10.7%	12.3%	12.4%	12.3%	11.2%	9.1%
HIV Prevalence Rate	172.2	51.3	106.2	111	0	159.4	87.3	322.9
Infant Mortality Rate	6.4	0.0	5.6	0.0	0.0	6.8	0.0	6.7
Child Mortality Rate	69.9	74.8	51.9	0.0	0.0	58.9	82.6	51.0
Health Behaviors								
Food Insecurity	16.6%	12.7%	15.1%	14.0%	13.8%	16.8%	14.5%	12.9%
Limited access to healthy foods	7.6%	1.1%	4.5%	0.8%	1.7%	4.8%	3.9%	4.3%
Motor vehicle crash deaths	78	60	56	17	18	5,177	13	7,186
Drug overdose deaths	45	28	14	0	0	3,369	0	5,119
Social & Economic Factors								
Uninsured adults	10.1%	10.2%	15.4%	11.7%	7.4%	11.9%	11.2%	14.0%
Uninsured children	4.6%	5.1%	6.2%	5.7%	5.6%	4.5%	3.3%	3.7%
Health care costs	\$9,502	\$10,070	\$10,889	\$10,851	\$9,713	\$10,320	\$10,767	\$9,939
Median household income	\$47,184	\$49,771	\$39,515	\$44,551	\$45,074	\$45,178	\$41,548	\$59,590
Children eligible for free lunch	57.7%	50.4%	64.0%	60.7%	53.3%	56.9%	60.9%	54.1%

Source: Robert Wood Johnson, CountyHealthRankings.org 2018 County Rankings Data Collected: 12/14/17

While several of these statistics are still not at the desired level, many of them moved in the right direction since the 2015 Community Health Needs Assessment. All the Physical Environment rankings improved, including Marshall County by 35 places and Massac County by 49 places. The percentage of uninsured people decreased by about 9 points in every county, due to the Affordable Care Act, which dramatically improved this statistic.

On the down side, diabetes was higher in every case, and drug overdose deaths were up (they more than doubled in McCracken County).

Primary Data

Primary data was collected from a survey and from interaction with the other members of the Purchase Area Health Connections Coalition. Baptist Health Paducah hosted a link to the online survey on their Web site. The survey was widely publicized.

Survey

A survey of area residents, including the hospital employee base, provided primary data. Participants were asked their county of residence and age range.

The Coalition surveyed 412 service area residents (569 people took the survey, but not all were residents of the service area) from December 2017 to June 2018. The group used Survey Monkey to design the survey, collect, and analyze the data. In six to eight minutes, respondents answered 14 questions related to individual health, health issues, access to healthcare services, and challenges and risk factors. (Survey, Appendix B.)

Survey Participants

County of Residence	Number	Percentage
Ballard	58	14.1%
McCracken	354	85.9%
Total	412	100.0%

Age Range	Number	Percentage
Less than 25 years old	4	1.0%
Between 25 and 39 years old	118	28.6%
Between 40 and 54 years old	192	46.6%
Between 55 and 64 years old	74	18.0%
Between 65 and 74 years old	22	5.3%
Older than 74 years old	2	0.5%
Total	408	99.0%

Respondents within the service area were overwhelmingly in age groups who are working age adults. McCracken County residents responded more to the survey, but Ballard County had more participation per capita.

The data revealed the following positive findings:

- More than 84 percent of respondents described their overall health as very healthy or somewhat healthy.
- More than 86 percent of respondents described their mental health as very healthy or somewhat healthy.
- More than 95 percent said their community was safe.
- More than 91 percent said the community was a good one in which to raise children and more than 80 percent said it was a good one in which to grow older.

Regarding health services, challenges and risk factors, the results:

- Almost 46 percent said they did not have access to affordable healthcare.
- Almost 43 percent said they did not have access to quality healthcare.
- Almost 62 percent said they did not have access to mental healthcare.
- About 41 percent said they did not have enough healthcare options.

The top three health issues in the community were being overweight, substance abuse, and mental health problems. The entire list is below:

<u>Top Health Issues in the Community</u>			
Rank	Top Health Issues in the Community	Number	Percentage
1	Being overweight	257	62.4%
2	Substance abuse	235	57.0%
3	Mental health problems	199	48.3%
4	Cancer	139	33.7%
5	Child abuse/neglect	120	29.1%
6	Diabetes	90	21.8%
7	Heart attack/stroke	74	18.0%
8	Suicide	45	10.9%
9	Problems of aging	31	7.5%
10	Respiratory illness/asthma	31	7.5%
11	Motor vehicle crashes	11	2.7%
12	Sexually transmitted diseases	9	2.2%
13	Rape/sexual abuse	8	1.9%
14	Infectious diseases (HIV\AIDS, TB)	1	0.2%

The top three risk factors were drug abuse, lack of physical activity, and poor diet. The entire list is below:

Top Risk Behaviors in the Community

Rank	Top Health Issues in the Community	Number	Percentage
1	Drug abuse	341	82.8%
2	Lack of physical activity	184	44.7%
3	Poor diet	173	42.0%
4	Tobacco use	164	39.8%
5	Alcohol abuse	138	33.5%
6	Unsafe sex	67	16.3%
7	Racism	54	13.1%
8	Dropping out of school	46	11.2%
9	Lack of inclusiveness/diversity	37	9.0%
10	Not using safety belts/child safety seats	19	4.6%
11	Not getting shots to prevent disease	8	1.9%
12	Eating disorder	5	1.2%

Finally, the top three characteristics of a healthy community were good jobs/healthy economy, good place to raise children, and a low crime rate. The fourth was access to healthcare. The entire list is below:

Top Characteristics of a Healthy Community

Rank	Top Characteristics of a Healthy Community	Number	Percentage
1	Good jobs/healthy economy	301	73.1%
2	Good place to raise children	251	60.9%
3	Low crime rate	172	41.7%
4	Access to healthcare	148	35.9%
5	Religious or spiritual values	124	30.1%
6	Recreation opportunities (parks, trails, etc.)	111	26.9%
7	Clean environment	65	15.8%
8	Access to fresh foods	44	10.7%
9	Access to exercise opportunity	28	6.8%

Community Healthcare Resources

There are numerous healthcare resources in Baptist Health Paducah's service area, but they are not distributed evenly. Baptist Health's Planning department catalogued the various types and locations of these resources:

Hospital-specific resources

There are a number of hospitals in and near the service area. A list of these facilities is shown in Appendix E. All hospital discharges of service area residents by service line are shown in Appendix F. More than 15 percent of all discharges for the most recent year can be attributed to Cardiovascular Medicine and Cardiovascular & Thoracic Surgery. More people per capita use inpatient services than in Kentucky as a whole; there are 122.9 discharges per thousand population in the service area compared to 116.9 in Kentucky. In the U.S. in 2012, utilization averaged 106.0 discharges per thousand. High inpatient utilization in the region and in Kentucky is likely caused by poor lifestyle choices.

Other Licensed Facilities

According to the Kentucky Office of the Inspector General, there are 61 licensed facilities other than hospitals in Ballard, Graves, Livingston, Marshall, and McCracken counties. This includes adult day health, ambulatory surgery centers, community mental health centers, end stage renal disease facilities (dialysis centers), home health agencies, hospice services, limited service clinics, mental retardation and developmental disabilities group homes, mobile health services, psychiatric residential treatment facilities, rehabilitation agencies, rural health clinics, ambulatory care facilities, primary care centers, special health clinics, and special medical technology clinics.

Health Departments

There are four separate health departments located in Baptist Health Paducah's CHNA service area: Purchase District Health Department, which serves McCracken, Ballard and Carlisle counties; Graves County Health Department; Marshall County Health Department; and Pennyrite Health Department, which serves Livingston County. The Purchase Health Department was a member of the Purchase District Health Connections Coalition. These departments provide environmental, preventive, curative, and health maintenance services to area citizens by direct healthcare, health education, counseling, and enforcement of laws that protect health and the environment.

Physicians

Baptist Health is conducting a primary care strategic plan in 2018, including a physician manpower study that counts the number of physicians in its service area as defined by Stark II regulations, which is slightly different from the CHNA service area. Using physician-to-population ratios and inventories of physicians in the area, shortages are determined. This plan guides Baptist Health Paducah to recruit and/or employ primary care to the area.

Despite the number of physicians and medical facilities in the service area, there are still underserved areas. There are partial and full Health Professional Shortage Areas (HPSA) in the service area. The primary care strategy shows there are significant shortages of primary care physicians in the service area.

Committee Discussion

The Community Health Needs Assessment committee met on several occasions throughout the process, both in person and via telephone conferencing. The committee reviewed primary and secondary data. Committee members expressed their thoughts about several health concerns where Baptist Health Paducah should concentrate its resources over the next three years. Finally, team members collaborated to produce this report.

After studying the primary and secondary data, the committee discussed the issues. It became clear that other than correcting the lack of long-term acute care services in western Kentucky, the other areas of concern remained. They prioritized the issues based on their severity and on the ability of Baptist Health Paducah and its partners to help improve them.

Prioritized Health Issues

The committee's purpose was to identify health challenges and risk factors that can be modified or prevented to improve the health of our community.

The committee identified and prioritized community needs for the service area that Baptist Health Paducah can address and affect by implementing programs, education and preventive screenings. Baptist Health Paducah will not be able to address all of the identified needs of the community and will rely on other resources better positioned to address specific needs.

These are the priority issues, in descending order:

1. **Obesity prevention and illnesses related to obesity** – To increase the awareness of obesity as a health threat to service area residents and to encourage healthier living through diet, exercise and other means.

This was an identified need in the 2012 Community Health Needs Assessment and remains at the top of the list. Despite efforts by the hospital and the other members of the Purchase Area Health Connections Coalition, obesity remains a pervasive issue. The percentages of obese persons went up or stayed the same from the 2015 report until now in all except Massac County, Illinois, where it decreased by 5 percentage points to 30 percent.

The hospital is providing additional support to meet this need through its bariatric surgery and metabolic disease management program, Project Fit America and GoNoodle fitness programs in 16 area schools, and internal programs to improve employees' health. The hospital has partnered with United Way of Paducah-McCracken County, the Purchase District Health Department, the Paducah Park Services Department and Mercy Health to develop the Pat & Jim Brockenborough Rotary Health Park and to implement the CATCH (Coordinated Approach to Child Health) program in five Paducah schools with an Investing in Kentucky Futures grant from the Foundation for a Healthy Kentucky.

Obesity can cause serious health problems, including:

- Type 2 diabetes
- Heart disease
- High cholesterol
- High blood pressure
- Several forms of cancer
- Asthma
- Osteoarthritis

Failing to diminish obesity in the community will lead to higher mortality rates, increased healthcare costs and decreased quality of life for residents.

The primary survey data showed 62.4 percent of respondents believe that being overweight is the top health concern in the area. Lack of physical exercise was the No. 2 response for health risk factors that affect the community (44.7 percent) while poor diet was the third choice (42 percent). The secondary data showed similar percentages for lack of exercise (25 to 32 percent) and obesity at much higher levels (30 to 36 percent).

2. **Access to health care** – To ensure service area residents have appropriate access to health care services through primary care and specialist physician planning and office locations; ambulatory care facilities; new services; school clinics, the hospital’s call center; and education and healthcare screenings.

The ability of individuals in a community to access healthcare resources to preserve or improve health is essential. Access to healthcare has an impact on:

- Overall health status
- Prevention of disease
- Quality of life
- Life expectancy

Baptist Health Paducah is conducting a primary care strategic plan in 2018, including a physician manpower study that counts the number of physicians in its service area as defined by Stark II regulations, which is slightly different from the CHNA service area. Using physician to population ratios and inventories of physicians in the area, shortages or surpluses are determined. This plan will guide Baptist Health Paducah to recruit and/or employ primary care providers in its market.

By improving access to care, whether through increased locations, reduced cost options, expanded hours of operation, new services or innovative programs, the overall health of the community should improve. Access to care includes all potential barriers to receiving necessary healthcare services. These include financial issues, lack of knowledge, transportation difficulties, physician shortages in some areas, service distribution and scheduling issues (e.g., when physician office hours conflict with work schedules). Baptist Health Paducah has the potential to affect all these areas.

Baptist Health Paducah has also participated in early pipeline development for students to become interested in health careers:

- The hospital hosts three health occupation classes for students from several area high schools through Paducah Area Technical Center; these students can become certified nurses’ aides and explore other health careers upon graduation.
- In the 2017-2018 school year, Baptist Health Paducah sponsored the Health Care Explorers Post 2501 serving 61 high school students from 8 different schools in the region. The Explorers are introduced to health careers during each of the six monthly meetings during the school

year. West Kentucky Community and Technical Program and the Purchase Area Health Education Center work collaboratively with the hospital to make this Explorer program a success.

- The hospital sponsors a summer pre-Med Academy for college students interested in becoming physicians. They can observe physicians in the health system and attend presentations by physicians on how to apply to medical school. The academy is partially funded through a gift from the Purchase Area Health Education Center.

Over the last two Community Health Needs Assessment cycles, the hospital has been a part of a committee to developing an Occupational Therapy Master's degree at Murray State University, Paducah Campus. In June 2018, the first cohort of 21 occupational therapy students enrolled in the Class of 2020. Baptist Health Paducah will provide lab space for clinical instruction at Baptist Health Rehabilitation. The program will help provide needed occupational therapists to the region.

Begun in 2015 and expanded in 2016, Baptist Health Paducah and Four Rivers Behavioral Health collaborated to provide school clinics, currently in nine schools. The school clinics provide primary care and mental health care for students, faculty, staff, parents, and siblings of pupils. The clinics ensure delivery of care on many levels to reduce the spread of disease and to promote the mental health of persons challenged with difficult circumstances.

Baptist Health Paducah also has led a collaboration with the Purchase Area Health Connections coalition, co-chaired by Michael Muscarella, when it applied for and received a HRSA Development Grant totaling \$900,000 for three years. The grant involves the three largest hospitals in the region to reduce readmissions of patients at risk for returning to the hospital following a hospitalization. The Purchase District Health Department is the fiscal agent for the project. They have hired and trained Community Health Workers to interact with patients identified by case managers who need assistance to transition to home and remove barriers that would prevent them from remaining in the home.

- 3. Smoking & Lung Disease** – To reduce the number of smokers in the service area. This will ultimately reduce the incidence of heart disease, cancer, respiratory illnesses and stroke. Baptist Health Paducah supports a statewide smoking ban in public places.

This was an identified need in the 2012 Community Health Needs Assessment and remains the third priority. Smoking is down significantly from 2015 to 2018, with gains in every county except Graves, some as much as 8 to 10 percent. However, this is still an issue because Kentucky and, by extension, the counties in the service area have very high adult smoking rates. Kentucky has still not enacted a statewide smoking ban, but many local communities have done so, including McCracken County. The City of Paducah enacted a tougher smoking ban ordinance in April 2018 with the assistance of the McCracken County ASAP, of which the hospital is a member. The commonwealth did pass a fifty-

cents per-pack tax on cigarettes this past legislative session that went into effect July 1, 2018; while this is still a low tax compared to other states, it is a move in the right direction and should cause many smokers to quit or reduce the amount they smoke.

Baptist Health Paducah offers low-dose CT scans to detect lung cancer earlier in non-symptomatic patients to improve survivability of the disease. Anyone over 55, with a smoking history in the last 15 years, and who has smoked at least 30 packs per year is eligible for these scans.

The Respiratory Care Department has hired a Lung Navigator in June 2018 to address health issues with patients who smoke or have a history of smoking to provide early screening and detection of lung diseases. The program will augment the ability of the hospital to screen these patients earlier to treat the disease when interventions may be most efficacious.

Smoking has been known for years to cause a wide variety of diseases and death. Overall mortality among both male and female smokers in the U.S. is about three times higher than that among similar people who never smoked. Kentucky has the highest current cigarette usage among adults in the U.S. It ranks 50th in lung cancer deaths, 43rd in heart disease deaths and 43rd in life expectancy, all partially attributable to the high percentage of smokers. The CDC ranks Kentucky as having the worst smoking-attributable adult mortality and the second highest percentage of 12-17 year-old smokers in the U.S. Smoking alone kills more people each year than alcohol, AIDS, car crashes, illegal drugs, murders and suicides combined. For every person in Kentucky who dies from smoking, approximately 20 more are suffering from serious smoking-caused disease and disability, or other tobacco-caused health problems. Yet, Kentucky only spends 4.6 percent of the CDC recommendation on a tobacco control program.

On the other hand, quitting smoking reduces the risk for a heart attack after just one year; stroke risk can fall to about the same as a nonsmoker's after two to five years; risks for cancer of the mouth, throat, esophagus and bladder are cut in half after five years; and the risk for dying of lung cancer drops by half after 10 years. Although tobacco use has been declining across all demographics, it is still a major health issue, especially in Kentucky, a leading tobacco-producing state. Survey data showed that tobacco use was the fourth-ranked health risk identified by respondents as affecting the community (39.8 percent).

Reducing the number of smokers will also reduce second-hand smoke, which has been shown to cause smoking-related illnesses in people who do not smoke.

Baptist Health Paducah also has a smoking cessation program called Beat the Pack. It is a five-week smoking cessation program with peer support, information for self-help support, and medication therapy education provided by a pharmacist. Baptist Health Paducah provides this program free to anyone who enrolls.

- 4. Substance abuse prevention and treatment** – This particular issue presents a need that cannot be met by Baptist Health Paducah, but is met by services already in the community including those at Four Rivers Behavioral Health.

The use of illicit drugs or the abuse of prescription or over-the-counter medications for purposes other than those for which they are indicated, or in a manner or in quantities other than directed, is a growing problem in the service area. Substance abuse includes alcohol abuse and drug abuse; this was ranked as the second top health issue in the community in the primary survey data. Drug and alcohol abuse were identified in survey as the first and fifth top risk behaviors in the community. Baptist Health Paducah has had to increase the number of neonatal intensive care beds and to increase the severity of cases they can treat in this unit in large part because of the increase in neonatal abstinence syndrome, where infants withdraw from certain drugs they are exposed to in the womb before birth.

Four Rivers Behavioral Health is a private, not-for-profit agency providing comprehensive, integrated mental health, substance abuse and developmental disability services to promote the health and quality of life for consumers in Ballard, Calloway, Carlisle, Fulton, Graves, Hickman, Livingston, Marshall and McCracken counties. Any individual in need is eligible to receive services without regard to race, religion, disability, national origin or gender. It has locations in McCracken, Marshall and Graves counties in the service area, as well as one in Calloway County. Four Rivers provides a full range of substance abuse services for all ages, with intensive outpatient care, family therapy, residential continuing care and chemical dependency education and intervention.

In spite of not having the resources other agencies have to address substance abuse directly, Baptist Health Paducah works to meet the needs in ways that support the effort. The annual Addiction Symposium focuses on training of clinicians on the issues surrounding addiction and care. The educational program has been a catalyst to educate the region of the circumstances of addiction and the care available for those suffering from this disease. The hospital has also sponsored a high level training for physicians and other prescribers of opiates in 2017 to assist in opiate stewardship. Experts have been brought in to address questions and prescribing practices to assist these clinicians in caring for their patients. These activities have also fostered the opportunity for the hospital to sponsor a congressional town hall with Rep. James Comer on the issues surrounding addiction and opiate abuse in the commonwealth.

LTACH Health Priority Issue

One health issue was removed from the 2015 list – long-term acute care. At the time of the last Community Health Needs Assessment, there were no long-term acute care hospital (LTACH) beds in western Kentucky. Baptist Health Paducah brought in Continuing Care Hospitals to open a 37-bed LTACH within Baptist Health Paducah; that unit now has an average daily census of 18. This allows these patients to stay locally rather than transferring out-of-state or to Bowling Green or Louisville, Kentucky.

Strategic Implementation Plan

Baptist Health Paducah will develop its implementation strategy over the next several months. This document will be published and made available in the same manner as this Community Health Needs Assessment within four and a half months after the end of the hospital's fiscal year.

The 2018-2021 Strategic Implementation Plan will be inserted here when it is approved.

The committee reviewed the 2015-2017 Strategic Implementation Plan. It found the majority of goals and activities had been achieved. Those that are in areas covered by this plan will be continued and monitored.

Communications Plan

Results from the 2018 Community Health Needs Assessment will be communicated in the following methods:

- Posting the written report of the assessment on the hospital's website.
- Posting on the website of another local organization with a link to Baptist Health Paducah's assessment.
- Providing the website address where the document can be accessed through media communications.

This 2018 Community Health Needs Assessment will remain available at least until a subsequent assessment is made available. These results will be incorporated into Baptist Healthcare System's annual IRS tax form 990 submission.

Conclusions

This 2018 Community Health Needs Assessment will serve as a focal point for the efforts of Baptist Health Paducah to improve the health in its community. The list of needs was developed using a variety of sources, including primary survey data, secondary data gathered from multiple sources, and input from healthcare and other professionals in the area.

The committee determined the four areas that show the greatest need are:

1. Obesity prevention and illnesses related to obesity
2. Access to healthcare
3. Smoking and lung disease
4. Substance abuse prevention and treatment

Of these, the hospital will focus on the first three, leaving substance abuse prevention and treatment to organizations and facilities with more resources in that area. Baptist Health Paducah will continue to provide the highest quality care and commitment to improve the health of the community it serves.

Appendix A – Data Sources

Behavioral Risk Factor Surveillance System Data, 2016. www.cdc.gov/brfss

CEDIK – Community & Economic Development Initiative of Kentucky.
<http://www2.ca.uky.edu/CEDIK/CountyDataProfiles>

Centers for Disease Control and Prevention, National Center for Health Statistics, Final Natality Data, January 15, 2015. *Births: Final Data for 2013*. http://www.cdc.gov/nchs/data/nvsr/nvsr64/nvsr64_01.pdf

Dartmouth Institute for Health Policy and Clinical Practice, 2017. <http://www.dartmouthatlas.org/>

Foundation for a Healthy Kentucky, 2018.
<https://www.healthy-ky.org/res/images/resources/KHIP-obesity-FINAL.pdf>

Kentucky Health Facts, 2018. <http://www.kentuckyhealthfacts.org/>

Kentucky Hospital Association, *InfoSuite* data, Calendar Year 2017. <http://www.kyha.com/>

Kentucky Office of the Inspector General. <https://chfs.ky.gov/agencies/os/oig/dhc/Pages/default.aspx>

Kentucky State Data Center, Vital Statistics, 2012-2016. <http://ksdc.louisville.edu/>

Kentucky State Police *Annual Crime Report, 2016*. www.kentuckystatepolice.org

Impact Poverty Study Update, United Way of Paducah-McCracken County, 2018.
<http://www.unitedwaypaducah.org/impact-poverty>

National Center for Health Statistics, *Mortality in the United States – 1999-2016*. www.cdc.gov/nchs

Robert Wood Johnson Foundation and University of Wisconsin, Population Health Institute, County Health Rankings and Roadmap, 2017 data released February 2018. www.countyhealthrankings.org

Smoke-free Kentucky, 2018. <https://www.healthy-ky.org/newsroom/news-releases/article/171/coalition-for-a-smoke-free-tomorrow-statement-still-need-measures-to-reduce-smoking-tobacco-use-in-kentucky>

U.S. Department of Health and Human Services, Health Resources and Services Administration.
<http://datawarehouse.hrsa.gov>

Appendix B – 2018 Baptist Health Paducah Public Survey Instruments

The Purchase District Health Department is requesting your participation in a survey that will be used to identify problems that may be addressed through community action. Please complete the survey only once. Your opinion is very important to us and we appreciate your time.

1. What county do you live in?

- | | |
|--------------------------------|---------------------------------|
| <input type="radio"/> Hickman | <input type="radio"/> Fulton |
| <input type="radio"/> Carlisle | <input type="radio"/> McCracken |
| <input type="radio"/> Ballard | |

2. What is your age?

- | | |
|---|---|
| <input type="radio"/> Less than 25 years old | <input type="radio"/> Between 55 and 64 years old |
| <input type="radio"/> Between 25 and 39 years old | <input type="radio"/> Between 65 and 74 years old |
| <input type="radio"/> Between 40 and 54 years old | <input type="radio"/> Older than 74 years old |

3. Check what best describes who lives in your household

- | | |
|--|---|
| <input type="radio"/> No Children in the home | <input type="radio"/> Grandparents raising children |
| <input type="radio"/> Single parent raising children | <input type="radio"/> Foster parents raising children |
| <input type="radio"/> Parents raising children | |

Other (please specify)



4. Please indicate if you agree with the following statements

	Yes	No
Our community is a good place to raise children (i.e. school quality, daycare, after school programs, recreational opportunities).	<input type="radio"/>	<input type="radio"/>
Our community is a good place to grow older (i.e. elder-friendly housing and transportation, social support for the elderly).	<input type="radio"/>	<input type="radio"/>
Our community is a safe place to live and work.	<input type="radio"/>	<input type="radio"/>
Our community supports individuals and families during times of specific need.	<input type="radio"/>	<input type="radio"/>

Please provide any comments related to the statement above.

5. Please indicate if you agree with the following statements.

	Yes	No
There is enough access to affordable healthcare in our community.	<input type="radio"/>	<input type="radio"/>
There is access to quality healthcare for all residents in our community.	<input type="radio"/>	<input type="radio"/>
There are enough of options when seeking healthcare in our community.	<input type="radio"/>	<input type="radio"/>
There are enough options when seeking mental healthcare in our community.	<input type="radio"/>	<input type="radio"/>

Please provide any comments related to the statement above.



6. Do you feel that there is economic opportunity in our community? (Tip: Consider locally owned and operated businesses, jobs with career growth, job training, and higher education opportunities).

- Agree
- Disagree

7. Are you satisfied with the quality of life in your community? (Tip: Consider your health, participation in community life, economic opportunities, social opportunities, inclusiveness).

- Satisfied
- Dissatisfied

8. Do you feel you have the opportunity to help make the community a better place to live?

- Yes
- No

9. Please rate how healthy you are in the following areas:

	Very unhealthy	Somewhat unhealthy	Somewhat healthy	Very healthy
Overall Physical Health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mental Health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Dental Health	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

10. From the following list what are the THREE most important HEALTH ISSUES facing our community? Please CHECK your top three issues.

- | | |
|---|--|
| <input type="checkbox"/> Diabetes | <input type="checkbox"/> Mental Health problems |
| <input type="checkbox"/> Problems of aging | <input type="checkbox"/> Rape/sexual abuse |
| <input type="checkbox"/> Motor vehicle crashes | <input type="checkbox"/> Cancer |
| <input type="checkbox"/> Respiratory illness/ asthma | <input type="checkbox"/> Sexually Transmitted diseases |
| <input type="checkbox"/> Being overweight | <input type="checkbox"/> Suicide |
| <input type="checkbox"/> Child abuse/neglect | <input type="checkbox"/> Heart Attack/Stroke |
| <input type="checkbox"/> Infectious diseases (HIV/AIDS, TB) | <input type="checkbox"/> Substance abuse |

Other (please specify)



11. From the following list, what do you think are the **THREE** most serious **RISK BEHAVIORS** in our community. Please **CHECK** the top three behaviors.

- | | |
|--|--|
| <input type="checkbox"/> Drug abuse | <input type="checkbox"/> Not using safety belts/child safety seats |
| <input type="checkbox"/> Unsafe sex | <input type="checkbox"/> Not getting shots to prevent disease |
| <input type="checkbox"/> Dropping out of school | <input type="checkbox"/> Tobacco use |
| <input type="checkbox"/> Lack of inclusiveness/diversity | <input type="checkbox"/> Poor diet |
| <input type="checkbox"/> Alcohol abuse | <input type="checkbox"/> Racism |
| <input type="checkbox"/> Lack of physical activity | <input type="checkbox"/> Eating disorder |

Other (please specify) _____

12. In your opinion, what are the **THREE** most important **CHARACTERISTICS OF A HEALTHY COMMUNITY**. Please **CHECK** your top three characteristics.

- Good place to raise children
- Low crime rate
- Access to exercise opportunity
- Good jobs/healthy economy
- Clean environment
- Access to fresh foods
- Access to healthcare
- Religious or spiritual values
- Recreation opportunities (parks, trails, etc.)

Other (please specify) _____

13. Would you be interested in joining your county health coalition, if yes please provide the following information.

Name

Email Address

Phone Number



14. OPTIONAL: Please provide contact information to be entered for the chance to win a prize.

Name

Email Address

Phone Number

The Purchase Area Health Department thanks you for your time and interest.

Appendix C – 2015 - 2018 SIP Results

Baptist Health Paducah Strategic Implementation Plan 2015-2018

Identified Health Needs	Goals	RESULTS
<p><i>Obesity prevention and illnesses related to obesity</i></p>	<p>Increase the awareness of obesity as a health threat to service area residents</p>	<p>2015: Carson Center 1/6, 4/14 & 10/15; Heart & Heels 2/26; Health Screenings 3/1; Prayer Breakfast 5/7; Ballard School Teachers 8/12; Pilgrim’s Pride Employees 9/26; Leadership Kentucky 10/16; Tilghman’s "Girls Night Out" 10/29; HealthTalks video; Paducah Sun Interview. 2016: Kentucky Oaks Mall Health Fair 2/15; Crittenden Middle School Assembly 3/25; Chamber Breakfast 11/3; Channel 6 interview; Flourish interview. 2017: Kentucky Oaks Mall Health Fair 2/20; CME presentation to physicians 4/25; Ballard School Teachers 8/9; Health Screening at Convention Center 8/10; Firefighters Health Fair 10/20; Carson Center 3/11 & 11/13; Healthtalks interview 5/16; Lunch & Learn with cardiology office 8/28; Mercy Physician Breakfast Meet & Greet 9/21; Lunch & Learn with OB office 10/17; Murray State Dietetic Interns 10/26; radio & Paducah Sun interviews. 2018: Carson Center 1/4, 4/4/14; Martin Luther King Luncheon 1/15.</p> <p>Held Monthly Support Group Meetings on 2nd Monday at 5:30 pm in Bariatric Office Lobby. Held Daily Mall Walking 7-7:30 am during 2015 & 2016. Program discontinued during 2017 routine lack of patient participation</p> <p>Website contains Information Session and Support Group schedules and Online version of Information Session. Patient testimonies and additional information being added in 2018. Healthrisk Assessments: As assessments are completed pertaining to obesity/weight management, a response is sent to the participant with information about our program. 2017: 500+ assessment responses completed. Developed weight loss flyer for primary care offices with BMI chart and healthy eating tips.</p>

Identified Health Needs	Goals	RESULTS
<p><i>Obesity prevention and illnesses related to obesity</i></p>	<p>Encourage healthier living through diet, exercise and other means</p>	<p>Funded new schools each year with Project Fit America programs, provided by hospital grants (now up to 15 schools). Also funded 59 area elementary schools with GoNoodle video fitness program, provided by hospital (promoted the availability to area parents through chamber and MLK events).</p> <p>Supported the new Brockenborough and Rotary Health Park in an area of most the most underserved population in the City of Paducah. Baptist Health Paducah contributed leadership to support this endeavor through the Healthy Paducah Coalition. This was a community partnership with both local hospitals, the United Way, the Purchase District Health Department, the City of Paducah, The Foundation for a Healthy Kentucky, the Rotary Club of Paducah, and over 1,000 community members. BH Paducah donated \$25,000 for the helth park and provided resources to write a \$400,000 grant to the Foundation for a Healthy Kentucky's Investing in Kentucky Futures grant. The grant stimulated the Rotary Club of Paducah's invlvement in constructing the Rotary Playground with donations totaling over \$325,000 and a playground assessed at over \$800,000.</p> <p>Shared health information and tips during annual hospital tours with Leadership Paducah (about 35 adult opinion leaders) and Youth LEAD (about 35 high school juniors).</p> <p>Shared information about healthy living at numerous local events, including the annual chamber breakfast, at the mall health fair, at the Annual Day of Prayer, and at the Annual Martin Luther King Day luncheon.</p>
<p><i>Access to healthcare</i></p>	<p>Ensure service area residents have appropriate access to health care services through primary care and specialist physician planning and office locations</p> <p>Evaluate ambulatory care facilities and new service mixes to build as appropriate</p> <p>Utilize the hospital's call center to promote education and healthcare screenings</p>	<p>The hospital has numerous primary care and specialist offices in Paducah and throughout the region. The hospital is continually planning for where new services should be provided.</p> <p>Added Dr. Robert Learch to BHMG in Paducah and continue to run clinics in the outlying areas. Added Palliative Care with Dr. Learch and nurse practitioner.</p> <p>The Baptist Health Line provides 24 hour access to consumers with valuable health information to help them make appropriate healthcare decisions.</p>



Identified Health Needs	Goals	RESULTS
Smoking	<p>Reduce the number of smokers in the service area</p> <p>Reduce the incidence of heart disease, cancer, respiratory illnesses, and stroke</p> <p>Support a state-wide smoking ban in public places</p>	<p>Baptist Health Paducah also has a smoking cessation program called Beat the Pack. It is a five-week smoking cessation program with peer support, information for self-help support, and medication therapy education provided by a pharmacist. Baptist Health Paducah provides this program free to anyone who enrolls.</p> <p>Paducah City Schools updating their smoking policy to include no smoking on any school property. The updated policy will be sent from the state offices in May, reviewed by the district committee, and then approved with 2 readings by the school board in time for the beginning of classes in August 2018.</p> <p>Promoted Smoke Free Ordinance improvements that were adopted by the City of Paducah at the second reading of the improved ordinance on Tuesday, April 10, 2018.</p> <p>Participated in statewide coalition efforts to reduce smoking, including raising the cigarette tax, and implement stricter no-smoking laws for public places.</p>
Long term acute care	<p>Provide an appropriate level of care to patients in the service area needing acute inpatient medical treatment for an extended period</p> <p>Educate healthcare providers and the public about how LTACHs provide services at a lower cost and higher quality for patients with high acuity illnesses</p>	<p>From opening in June 2015 through December 2017, ContinueCARE Hospital, the long-term acute care hospital at Baptist Health Paducah, cared for 396 patients and their families, resulting in over 10,000 days of patient care. Of those patients, 38 were admitted to hospitals for specialized care, such as trauma or specialty surgery not available in our immediate community, and came to us from facilities more than one hour away. The hospital provided the appropriate level of care, so patients could be close to home and family for their extended critical recovery. In addition, hospital staff has provided ventilator and trach training at area nursing homes, as well as contributed food and money to the needy in our area.</p> <p>Provided extensive education for area physicians and the public on the reasons for LTACH care.</p>

Appendix D – Baptist Health Paducah FY 2017 Community Benefit Report Summary

Baptist Health Paducah Community Benefit Report Fiscal Year 2017 Highlights	
Unreimbursed cost of charity care	5,741,933
Unreimbursed cost of Medicaid	10,977,460
Subsidized health services	5,556,656
Health improvements and other contributions	1,657,391
Total Community Benefit	23,933,440
Unreimbursed cost of Medicare	20,756,672
Unreimbursed cost of uncollectibles	2,120,693
Total	46,810,805

Baptist Health Paducah provided over \$46.8 million in community benefits during fiscal year 2017.

Appendix E – Index of Hospitals

Kentucky

Baptist Health Paducah
Care
2501 Kentucky Avenue
Paducah, KY 42003
Phone: 270-575-2100

Facility Type: Acute Care Acute

1. Mercy Health

1530 Lone Oak Road
Paducah, KY 42003
Phone: 270-444-2444

Facility Type: Acute Care

2.29 miles from Baptist Health Paducah

2. Jackson Purchase Medical Center

1099 Medical Center Circle
Mayfield, KY 42066
Phone: 270-251-4100

Facility Type: Acute Care

24.68 miles from Baptist Health Paducah

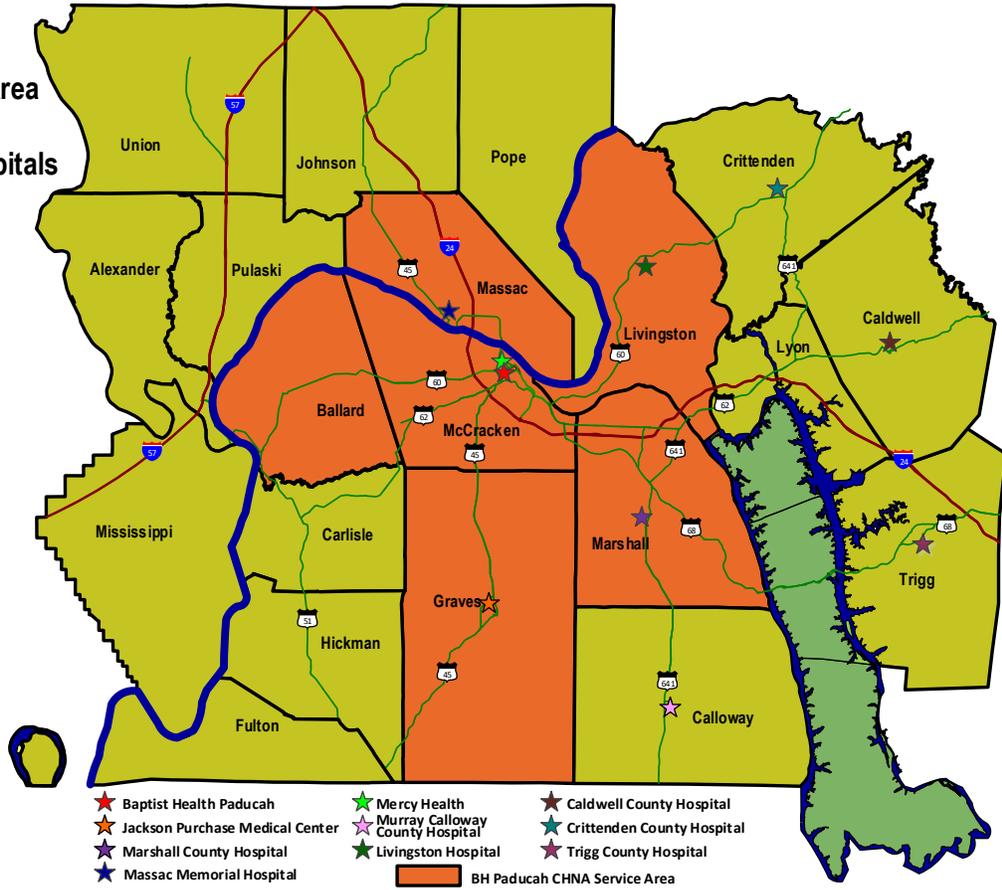
- | | |
|---|---------------------------------------|
| <p>3. Murray-Calloway County Hospital
803 Poplar Street
Murray, KY 42071
Phone: 270-762-1100</p> <p><i>50.10 miles from Baptist Health Paducah</i></p> | <p>Facility Type: Acute Care</p> |
| <p>4. Livingston Hospital & Healthcare Services
131 Hospital Drive
Salem, KY 42078
Phone: 270-988-2299</p> <p><i>35.50 miles from Baptist Health Paducah</i></p> | <p>Facility Type: Critical Access</p> |
| <p>5. Marshall County Hospital
615 Old Symsonia Road
Benton, KY 42025
Phone: 270-527-4800</p> <p><i>29.78 miles from Baptist Health Paducah</i></p> | <p>Facility Type: Critical Access</p> |
| <p>6. Crittenden County Hospital
520 West Gum Street
Marion, KY 42064
Phone: 270-965-5281</p> <p><i>45.17 miles from Baptist Health Paducah</i></p> | <p>Facility Type: Acute Care</p> |
| <p>7. Caldwell County Hospital
101 Hospital Drive
Princeton, KY 42445
Phone: 270-365-0300</p> <p><i>49.61 miles from Baptist Health Paducah</i></p> | <p>Facility Type: Critical Access</p> |
| <p>8. Trigg County Hospital
254 Main Street
Cadiz, KY 42211
Phone: 270-522-3215</p> <p><i>60.05 miles from Baptist Health Paducah</i></p> | <p>Facility Type: Critical Access</p> |

Illinois

- | | |
|--|---------------------------------------|
| <p>9. Massac Memorial Hospital
28 Chick Street
Metropolis, IL 62960
Phone: 618-524-2176</p> | <p>Facility Type: Critical Access</p> |
|--|---------------------------------------|

13.6 miles from Baptist Health Paducah

**BH Paducah
CHNA Service Area
&
Surrounding Hospitals**



Appendix F – Area Discharges by Service Line

Discharges & Inpatient Days for Calendar Year 2017

Service Line	Discharges	Inpatient Days	% of Discharges
30: MEDICINE - GENERAL	3,512	14,871	16.3%
28: MEDICINE - PULMONARY	3,395	17,560	15.7%
21: MEDICINE - CARDIOVASCULAR DISEASE	2,053	7,682	9.5%
31: OBSTETRICS DEL	1,773	4,753	8.2%
40: PSYCHIATRY	1,688	12,876	7.8%
10: SURGERY - GENERAL	1,621	10,973	7.5%
02: SURGERY - ORTHOPEDICS	1,540	5,345	7.1%
25: MEDICINE - NEPHROLOGY/UROLOGY	1,110	4,650	5.1%
23: MEDICINE - NEURO SCIENCES	1,082	5,990	5.0%
01: SURGERY - CARDIOVASCULAR & THORACIC	1,075	5,529	5.0%
33: NEONATOLOGY	565	4,489	2.6%
22: MEDICINE - ORTHOPEDICS	461	3,294	2.1%
03: SURGERY - SPINAL FUSION	458	1,216	2.1%
24: MEDICAL - ONCOLOGY	296	1,426	1.4%
04: SURGERY - NEURO SCIENCES	235	922	1.1%
41: CHEMICAL DEPENDENCY	201	1,793	0.9%
06: SURGERY - NEPHROLOGY/UROLOGY	154	563	0.7%
32: OBSTETRICS ND	143	439	0.7%
26: MEDICINE - OTOLARYNGOLOGY	64	158	0.3%
09: SURGERY - GYNECOLOGY	58	153	0.3%
05: SURGERY - ONCOLOGY	48	249	0.2%
07: SURGERY - OTOLARYNGOLOGY	15	45	0.1%
11: SURGERY - MAJOR ORGAN TRANSPLANT	10	253	0.0%
27: MEDICINE - OPHTHALMOLOGY	7	14	0.0%
08: SURGERY - OPHTHALMOLOGY	1	3	0.0%
Total	21,565	105,246	100.0%

Source: KHA InfoSuite, Inpatient, No normal newborns, Ballard, Graves, Lyon, Marshall, and McCracken, KY, & Massac, IL.

This is the equivalent of **130.4** discharges per thousand (1,000) population. Kentucky's rate was **124.2** per thousand population (the fifth highest in the U.S.) and the U.S. rate was **103.0** per thousand in 2015 (<http://apprisehealthinsights.com/public-reports/state-comparison/adjusted-admissions-per-1000/>). The higher rate could be a function of unhealthy behaviors and poor health status.

Appendix G – Existing Services

Identified Need	Existing Program to Address Need
Obesity prevention and illnesses related to obesity	<ol style="list-style-type: none"> 1. Project Fit America sponsor in 16 schools 2. GoNoodle fitness video programming in 59 schools 3. Support local high school sports programs 4. Nutritional tips provided to community groups 5. Farmers Market available to employees in hospital cafeteria 6. Free cholesterol and blood pressure screenings 7. Diabetic support group 8. Stroke support group 9. Arthritis support group 10. Pat & Jim Brockenborough Rotary Health Park sponsor 11. Hospital garden to provide fresh vegetables for employee and patient health 12. Spokes for Strokes to raise funds and awareness for stroke prevention, including bike rides up to 60 miles. 13. Sponsor for community walks (Relay for Life, Heart Walk, Kindness Walk, etc.) 14. Purchase Area Diabetes Connection expo 15. Part of eight-county regional coalition developing strategic plan to reduce childhood obesity with Health Resources and Services Administration \$100,000 grant
Access to health care	<ol style="list-style-type: none"> 1. Funding for St. Nicholas Foundation, which supports patients in FQHC Kentucky Cares 2. Baptist Express Care Clinics in Walmart (2) 3. School clinics, providing access to a nurse practitioner every school day in 9 area schools; in partnership with Four Rivers Behavioral Health for counseling services 4. Retail pharmacy on site for patients and employees 5. Your Fight Fund support for cancer patient transportation 6. Follow up for discharged patients with no physician 7. Funding support of WKCTC nursing program 8. Baptist Healthline 24/7 Nursing Line 9. Congregational Network for Healthcare screenings and education for more than 1,700 people in 65 area churches 10. Low-cost vascular screenings 11. Part of eight-county regional coalition administering \$900,000 Health Resources and Services Administration grant to reduce hospital readmissions 12. Partner with Kentucky Cancer Program and Lourdes for an annual free skin cancer screening

Identified Need	Existing Program to Address Need
	<p>13. Pipeline development</p> <ul style="list-style-type: none"> • Baptist Health Paducah offers the Health Care Explorers extracurricular program for high schoolers, monthly after-school demos offered by our team of professionals to get high schoolers interested in healthcare careers. • Baptist Health Paducah partners with neighboring high schools to provide Healthcare Occupations classes (three sessions at two hours each, every school day) on our campus to develop future workforce. • Baptist Health Paducah offers the Pre-Med Academy for college students interested in medical school or other medical graduate programs. While the hospital supports and manages this program for approximately 15 students each summer, AHEC provides support. AHEC also supports a pre-med program, Rural Summer Scholars Program, only for Murray State University students. • Baptist Health Paducah supports Murray State University’s new occupational therapy program on the MSU campus in Paducah to develop OT staff. • Through service on its board of directors, Baptist Health Paducah supports the Gatton Math and Science Academy at Western Kentucky University to develop relationships with the area’s most talented high school students to entice them to return to our workforce after their education. • Through service on the local boards for Paducah Area Chamber of Commerce and the Greater Paducah Economic Development council, the hospital supports community programs committed to workforce development, including a middle school health fair and the Kentucky Chamber Workforce Center’s Talent Pipeline Management program.
Smoking	<ol style="list-style-type: none"> 1. Freedom from Smoking, smoking cessation class offered in conjunction with the American Lung Association. 2. Plan to be Tobacco Free smoking cessation class offered in conjunction with the Kentucky Cancer Program 3. Employee assistance in smoking cessation. 4. Lung cancer screening program (screening center ACR designation) 5. Lung nodule clinic to follow up with patients who have incidental

Identified Need	Existing Program to Address Need
	<p>findings</p> <ol style="list-style-type: none"> 6. Advocate for new and stronger smoke-free legislation in Murray and Paducah, respectively 7. Assisting Paducah Public Schools in developing tobacco-free campuses
Substance abuse prevention and treatment	<ol style="list-style-type: none"> 1. Annual Addiction Symposium for physician education 2. Host of Congressional Town Hall on opioid epidemic 3. Employee Assistance Program (EAP) 4. “Immature Brain” presentations by our physicians for middle school students 5. Part of McCracken County Agency for Substance Abuse Policy