

Western Baptist Hospital
Member of Baptist Healthcare System

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2012

Community Health Needs Assessment

WESTERN BAPTIST HOSPITAL

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This Community Health Needs Assessment provides the foundation for Western Baptist Hospital and other local organizations to strategically plan services and improve the health of the community we serve.

INTRODUCTION

Western Baptist Hospital

Western Baptist Hospital is a 373-bed tertiary acute care hospital serving about 200,000 patients per year from three states. With more than 1,800 employees and 200 physicians, compassionate care is provided with the most innovative technology available in the following service areas:

- Baptist Health Line
- Baptist Heart Center
- Baptist Home Health
- Baptist Rehab Center
- Baptist Sleep Lab
- BaptistWorx™ Occupational Health and Wellness
- Cancer Care
- Center for Digestive Health
- Child Development Center
- Diagnostic Imaging
- Emergency Services
- Infection Control Department
- Laboratory Services
- Maternal Fetal Medicine & NICU
- Neurological Services
- Outpatient Services
- Rehabilitation Services
- Respiratory Care Services
- Surgical Services
- Transitional Care Unit
- Women's and Children's Services

Western Baptist is the only hospital in western Kentucky with:

- Two da Vinci robotic surgical systems
- The Joint Commission certification as an Advanced Primary Stroke Center.
- A Neonatal Intensive Care Unit
- Cycle 3 with PCI accreditation by the Society of Chest Pain Centers

Western Baptist also holds the following designations and honors:

- Commission on Cancer Outstanding Achievement Award for excellence in cancer care.
- Breast Imaging Center of Excellence by the American College of Radiology.
- Top 100 Hospitals for Patient Experience by WomenCertified®.
- Top Performer Award in Pneumonia from Centers for Medicare & Medicaid Services
- Top Improvement Award in Heart Failure and Surgical Care from Centers for Medicare & Medicaid Services

Community Served by Hospital

Based on the patient origin of discharges from Jan. 1, 2011, through Dec. 31, 2011, Western Baptist Hospital's community has been defined as McCracken County, Kentucky. The surrounding counties in the region have a similar 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 (MUA ID 07711) and Primary Medical Care Health Professions Shortage Area (HPSA ID 12199921HC) for Census Tracts 301-306. It is also a whole county Mental Health HPSA (ID 7219992110).

Process for Determining Service Area

Western Baptist's service area includes 24 counties in three states. In 2011, 41.6 percent of Western Baptist Hospital's patients were residents of McCracken County. Western Baptist is the market share leader in McCracken County with 59.9 percent of all hospital discharges.

In addition to Western Baptist, patients in our service area have access to 19 other hospitals (Area Hospitals, **Appendix A**).

Mission, Vision, Values and Strategic Plan

All Western Baptist Hospital employees are expected to help fulfill the mission, vision and value statements adopted by the hospital.

Mission

The mission of Western Baptist Hospital is to exemplify our Christian heritage of providing quality healthcare services by enhancing the health of the people and communities we serve.

Vision

The vision of Western Baptist Hospital is to be nationally recognized as the healthcare leader in western Kentucky.

Values

Western Baptist Hospital will live out its Christ-centered mission and achieve its vision with a commitment to excellence through its core values of integrity, respect, compassion, quality, service, stewardship and innovation.

Strategic Plan

Western Baptist has a three-year strategic planning cycle. Four key strategies, each with four to eight goals, have been selected as areas of focus for our hospital. An action plan of specific objectives is maintained to address responsibility and the schedule of completion.

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.

In addition to compliance with this Act, establishing the community's health needs help to prioritize resource allocation and to determine what services are currently available in our area and how we can coordinate activities with other agencies. The process of a community health needs assessment also ensures that needs are identified, efforts are not duplicated, and that the correct agencies to handle specific issues are involved in the process.

EXECUTIVE SUMMARY

To identify ways McCracken County can improve the health of its community and in response to the Affordable Care Act, Western Baptist Hospital has conducted a Community Health Needs Assessment. Through focus groups, surveys and research, we have been able to find insight into the needs of our area.

The most prevalent needs identified were obesity-related issues, access to healthcare and substance abuse.

- Thirty percent of McCracken County residents are considered obese. Obesity and the many health problems and diseases associated with it have a major impact on our community.
- More than 7 percent of our survey respondents are unable to visit a doctor when needed.
- The 2011 Kentucky State Police Annual Report ranks McCracken County eighth among all Kentucky counties in DUI arrests and seventh in drug arrests.

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

This assessment is provided to McCracken County leaders and the community at large on the hospital Web site at www.westernbaptist.com.

FRAMEWORK - STRATEGIC PLANNING MODEL

Key Stakeholders

Baptist Healthcare System

Baptist Healthcare System, Inc. ("BHS") and Baptist Healthcare Affiliates, Inc. ("BHA"), a wholly controlled affiliate of BHS, own and operate all five of the Baptist affiliated hospitals located in the Commonwealth of Kentucky. BHS and BHA own more than 1,600 licensed acute care hospital beds in Louisville, LaGrange, Lexington, Paducah and Corbin and manage the 300-bed Hardin Memorial Hospital in Elizabethtown and the 105-bed Pattie A. Clay Regional Medical Center in Richmond.

Fiscal Year 2011 Operating Statistics

Licensed beds*	2,105
Beds in operation	1,800
Patient days	446,404
Occupied beds (average daily census**)	1,223
Occupancy	67.9%
*Excludes bassinets	
**Based upon average beds in operation	
Births	11,939
Emergency room visits	260,200
Open heart surgeries	927

Patients

Inpatients	93,892
Outpatients (hospital)	1,040,277
Outpatients (physician/clinic)	792,242
TOTAL	1,926,411

Surgeries

Inpatient	28,419
Outpatient	79,490

Economic Impact

Total employees	14,705
Wages and salaries paid	\$675,533,000
Provider taxes paid	\$25,682,000
Payroll taxes paid	\$45,377,000

Western Baptist Hospital

Located in Paducah, KY, Western Baptist Hospital employs more than 1,800 individuals and serves nearly 170,000 patients annually. With key services in the areas of cancer care, surgery, diagnostic imaging and cardiovascular care, Western Baptist operates an employed physician organization, an occupational medicine center, a primary care center, an outpatient rehabilitation center and a radiation therapy center.

Fiscal Year 2011 Operating Statistics

Licensed beds	373
Beds in operation	320
Inpatients	15,819
Patient days	72,679
Average Daily Census	199
Occupancy (licensed beds)	53%
Occupancy (available beds)	76%
Births	1,385
Emergency room visits	41,535

<i>Patients</i>		<i>Surgeries</i>	
Inpatients	15,819	Inpatient	3,501
Outpatients	153,248	Outpatient	6,284
TOTAL	169,067		

<i>Economic Impact</i>	
Total employees	1,868
Wages and salaries paid	\$77,725,000
Provider taxes paid	\$4,191,000
Local taxes (withheld from employees)	\$1,500,000
FICA expense to hospital	\$5,258,000

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 healthy business climate boasts strong employment in the segments of transportation, wholesale/retail/services and manufacturing. With an emphasis on economic development and with the support of the local government, a positive impact can be seen on the health of the local community.

Process/Methodology

Assessment Tools & Process

The community health needs assessment describes both a document and a process. The elements of Western Baptist's process include:

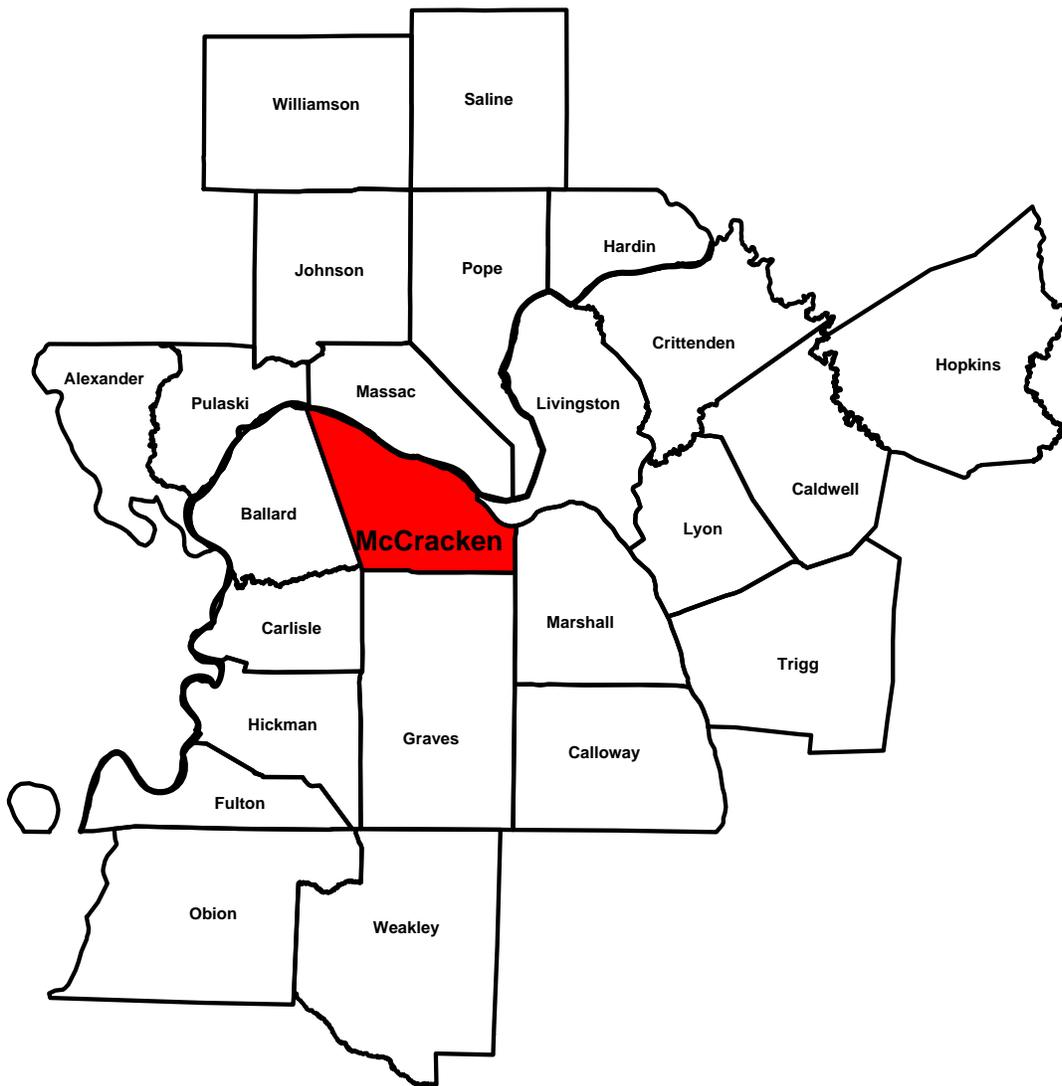
1. Collection and analysis of a large range of data, including demographic, socioeconomic and health statistics, health care resources, patient use rates and proprietary financial data.
2. Interviews with vested informants who represent broad interests of the community and people with specialized knowledge in public health.
3. A multi-factor health survey which gathered a wide range of information from a wide distribution to members of the community.

This document is a summary of the available information collected during the initial 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.

PROFILING THE COMMUNITY

Demographics

Map of McCracken County, Kentucky, and surrounding counties



Vital Statistics of McCracken County, Kentucky

	McCracken County	Kentucky
Population, 2011	65,864	4,369,356
Population, 2010	65,565	4,339,362
Population, percent change, 2010 - 2011	0.50%	0.70%
Persons under 5 years, percent, 2011	5.8	6.4
Persons under 18 years, percent, 2011	22.2	23.4
Persons 65 years and over, percent, 2011	16.9	13.5
Female persons, percent, 2011	52.10%	50.80%
White persons, percent, 2011	85.90%	88.90%
Black persons, percent 2011	11%	8%
American Indian and Alaska Native persons, percent, 2011	0.30%	0.30%
Asian persons, percent, 2011	0.90%	1.20%
High school graduates, percent of persons age 25+, 2006 - 2010	85.20%	81%
Bachelor's degree or higher, percent of persons age 25+, 2006 - 2010	21%	20.30%
Households, 2006 - 2010	27,541	1,676,708
Persons per household, 2006 - 2010	2.32	2.48
Per capita money income in past 12 months (2010 dollars)	\$24,709	\$22,515
Median household income 2006 - 2010	\$41,630	\$41,576
Persons below poverty level, percent, 2006 - 2010	15.30%	17.70%

Health statistics for McCracken County, Kentucky

McCracken County Birth Characteristics		
	<u>McCracken</u>	<u>KY</u>
Births (per 1,000 women of child-bearing age)	67.3	67.7
Teenage Births (per 1,000 women ages 15 - 19)	53	52
Preterm Births	14.60%	14.00%
Adequacy of Prenatal Care	85%	76%
Low Birthweight	9.50%	8.90%
McCracken County Disease and Death		
	<u>McCracken</u>	<u>KY</u>
Premature Death (years of potential life lost)	8,796	8,859
Heart Disease Deaths (per 100,000 population)	266.8	224
Cancer Deaths (per 100,000 population)	188	212
Stroke Deaths (per 100,000 population)	38	47
Prevalence of Diabetes	12%	10%

- The preterm birth rate in McCracken County is higher than state and national rates. Direct healthcare costs to employers for a premature baby average \$41,610, 15 times higher than \$2,830 for a healthy, full-term infant. In McCracken County, 85 percent of infants were born to women receiving adequate prenatal care.
- The rate of premature death for the county is nearly 19 percent higher than the national rate. Heart disease is the leading cause of death in McCracken County and in the Purchase Area Development District, followed by cancer.

Primary Data

Primary data was collected from a survey and a focus group.

Survey

Primary data was collected through the survey of McCracken County residents, including the hospital employee base. Participants were asked their gender, race, education and income levels.

Surveys were posted on the Western Baptist Hospital employee Intranet and supplied to county residents at health screenings and two retail locations. In addition, an electronic link to the survey was provided to the community through a news release, on the hospital Web site and through our local NBC affiliate.

We surveyed 471 McCracken residents from December 2011 to February 2012. (The general population statistics derived from the sample size provide a precision level of plus or minus 4.5 percent within a 95 percent confidence interval.) We used Survey Monkey to design the survey and collect and analyze the data. In six to eight minutes, respondents answered 30 questions related to individual health and access to care; health services, challenges and risk factors; and sources of health information. (Survey, **Appendix B**.)

We learned the following:

- Nearly 90 percent of respondents described their overall health as excellent, very good or good.
- Nearly 83 percent indicated they would find it helpful to have 24/7 free phone access to a nurse. However, more than 51 percent have not previously used Baptist Healthline, a tool that provides this very service. Those who had not used this service indicated they were unfamiliar with it.

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

- Of those who indicated joint/back pain as a health challenge, 68.1 percent indicated they were overweight or obese.
- Nearly 73 percent were unaware of any health challenges that were not met by services in our area. Obesity (8.4 percent) and mental health issues (8.2 percent) were the two challenges identified most as unmet by services in our area.

- Lack of physical activity (35.3 percent), tobacco use (24.6 percent) and poor nutrition (11.7 percent) were the most identified health risk factors affecting respondents or someone in their home.
- Nearly 56 percent described themselves as overweight or obese. Of those with children, more than 21 percent considered at least one of their children overweight or obese.
- Nearly 38 percent had not received a dental cleaning/x-rays in the past 12 months.

Focus group

Our committee hosted a community leader focus group Feb. 17, 2012, including 16 key informants representing broad interests of the community. We selected them based on their ability to understand the most prominent community health issues affecting McCracken County residents, as well as their ability to identify existing community strengths and resources. (Results, **Appendix C.**) They included political leaders and representatives of the health community, business community, nonprofit agencies and public health. Members of this group were:

- William Conyer, M.D., physician, Baptist Prime Care Center
 - Marshall Davis, owner/R.Ph., Davis Drugs
 - Barry Eadens, board member, Heartland CARES, Inc.
 - Brandi Earp, regional epidemiologist, Purchase District Health Department
 - Carol Gault, Paducah city commissioner
 - Melanie Hamilton, branch manager, Baptist Home Health
 - Brandi Harless, executive director, St. Nicholas Family Clinic
 - Doug Harnice, deputy judge-executive, McCracken County
 - Lisa Heine, marketing coordinator, United Way
 - Gayle Kaler, Paducah city commissioner
 - Marra McMillan, coordinator, BaptistWorx
 - Melody Nall, outreach coordinator, Purchase Area Health Education Center
 - Tammy Owen, Ph.D., associate vice president of academic affairs, West Kentucky Community and Technical College
 - Brian Shemwell, marketing director, Holland Medical Equipment
 - Elaine Spalding, president, Paducah Area Chamber of Commerce
 - Marchita Sutton, R.N., call center manager, Baptist Health Line
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Our community leaders provided us with the following information:

- McCracken County's significant health risk factors include obesity-related issues and access to care.
- Obesity and its co morbidities have a significant impact on the county.

Secondary data

In the second phase, we analyzed readily available data from secondary sources to identify priority areas of concern when compared to survey data. We gathered health and demographic data from various sources (Sources, **Appendix D**).

McCracken County Morbidity		
	<u>McCracken</u>	<u>KY</u>
Poor or Fair Health	21%	22%
Poor Physical Health Days (per month)	4.3	4.7
Poor Mental Health Days (per month)	3.8	4.3
McCracken County Health Indicators		
	<u>McCracken</u>	<u>KY</u>
Adult Smoking	25%	28%
Adult Obesity	30%	31%
Excessive Drinking	10%	11%
Motor Vehicle Crash Rate	18	22
Sexually Transmitted Infections	321	287
Uninsured Adults	19%	19%
Primary Care Physicians	838:01:00	922:01:00
Preventable Hospital Stays (per 1,000 Medicare enrollees)	100	105
Diabetic Screening	81%	82%
Mammography Screening	69%	62%
Children in Poverty	23%	23%
Access to Healthy Foods	75%	44%
Access to Recreational Facilities	12	8
Physical Inactivity	29%	32%
Drug Arrests (per 100,000 population)	2212	1406

- McCracken County’s health rankings were comparable to Kentucky in most categories.

- Other than preventable hospital stays, McCracken County's access to care measures are inferior to Kentucky's measures.
- The number of drug arrests in McCracken County in 2010 was 1450, up 37 percent since 2008.

Hospital-specific resources

We reviewed all hospital discharges of McCracken County residents. (Discharges, **Appendix E**.) Nearly 18 percent of all discharges for 2011 can be attributed to Cardiovascular Medicine and Cardiovascular & Thoracic Surgery.

HEALTH PRIORITY ISSUES AND STRATEGIES

Identified Needs and Priority Issues

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

We identified and prioritized community needs for McCracken County. Western Baptist Hospital can address and have an impact on certain needs by implementing programs, education and preventive screenings. Western Baptist will not be able to address all of the identified needs of the community but will rely on other resources better positioned to address specific needs.

The most prevalent needs for McCracken County are as follows:

1. Obesity prevention and illnesses related to obesity
2. Access to health care
3. Substance abuse prevention and treatment

THE PATH AHEAD: NEXT STEPS

Implementation Strategy

Western Baptist sponsors or hosts many programs to meet the most prevalent needs. (Services, **Appendix F**). We will explore other services to address:

Issue: Obesity prevention and illnesses related to obesity

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 our community will lead to higher mortality rates, increased healthcare costs and decreased quality of life for our community members.

Strategic Goal

To increase the awareness of obesity as a health threat to McCracken County residents and to encourage healthier living through diet, exercise and other means.

Outcome Objectives & Measurable Indicators

1. By December 2012, Western Baptist Hospital will consider additional on-campus Zumba classes or similarly-appropriate programs for its employees.
2. By December 2013, Western Baptist Hospital will study an employee wellness program to effectively change unhealthy behaviors and ward off illness.
3. By December 2014, Western Baptist Hospital will investigate a community wellness plan designed for individuals within the community to teach others how to lead a healthier lifestyle.

Issue: Access to health care

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

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

Strategic Goal

To ensure McCracken County residents have appropriate access to health care services.

Outcome Objectives & Measurable Indicators

1. By December 2012, Western Baptist Hospital will relocate its primary care service to the hospital campus to provide McCracken County residents an alternative to Emergency Room care.
2. By December 2013, Western Baptist Hospital will review a nurse navigator program designed to guide patients and their families through diagnosis and treatment.
3. By December 2013, Western Baptist Hospital will investigate the need for additional screenings, services and education relevant to the health of McCracken County residents.

Issue: Substance Abuse

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 McCracken County. This particular issue presents a need that cannot be met by Western Baptist Hospital, but is better met by services already in the community including those at Four Rivers Behavioral Health.

COMMUNICATION PLAN

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

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

This Community Health Needs Assessment will remain available until a subsequent assessment is made available.

Index of Hospitals

Kentucky

Western Baptist Hospital

Acute Care
2501 Kentucky Avenue
Paducah, KY 42003

Facility Type: Acute Care

Phone: 270-575-2100

Beds: 373	Admissions: 15,819	Census: 199	Outpatient Visits: 153,248
Personnel: 1,868			

1. Lourdes Hospital

1530 Lone Oak Road
Paducah, KY 42003

Facility Type: Acute Care

2.29 miles from WBH

Phone: 270-444-2444

Beds: 256	Admissions: 11,993	Outpatient Visits: 177,604
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2. Jackson Purchase Medical Center

1099 Medical Center Circle
Mayfield, KY 42066

Facility Type: Acute Care

24.68 miles from WBH

Phone: 270-251-4100

Beds: 107	Admissions: 4547	Census: 50	Outpatient Visits: 80,759
Personnel: 431			

3. Murray-Calloway County Hospital

803 Poplar Street
Murray, KY 42071

Facility Type: Acute Care

50.10 miles from WBH

Phone: 270-762-1100

Beds: 105	Admissions: 5585	Census: 89	Outpatient Visits: 39,152
Personnel: 451			

- 4. Livingston Hospital & Healthcare Services** Facility Type: Critical Access
 131 Hospital Drive
 Salem, KY 42078

35.50 miles from WBH

Phone: 270-988-2299

Beds: 25	Admissions: 1318	Census: 12	Outpatient Visits: 13,387
Personnel: 150			

- 5. Marshall County Hospital** Facility Type: Critical Access
 615 Old Symponia Road
 Benton, KY 42025

29.78 miles from WBH

Phone: 270-527-4800

Beds: 25	Admissions: 1197	Census: 16	Outpatient Visits: 28,725
Personnel: 209			

- 6. Crittenden County Hospital** Facility Type: Acute Care
 520 West Gum Street
 Marion, KY 42064

45.17 miles from WBH

Phone: 270-965-5281

Beds: 48	Admissions: 1607	Census: 15	Outpatient Visits: 12,619
Personnel: 189			

- 7. Caldwell County** Facility Type: Critical Access
 101 Hospital Drive
 Princeton, KY 42445

49.61 miles from WBH

Phone: 270-365-0300

Beds: 25	Admissions: 754	Census: 7	Outpatient Visits: 30,495
Personnel: 153			

8. Parkway Regional Hospital
 2000 Holiday Lane
 Fulton, KY 42041

Facility Type: Acute Care

47.12 miles from WBH

Phone: 270-472-2522

Beds: 70

9. Regional Medical Center of Hopkins County
 900 Hospital Drive
 Madisonville, KY 42431

Facility Type: Acute Care

87.68 miles from WBH

Phone: 270-825-5100

Beds: 202	Admissions: 10266	Census: 127	Outpatient Visits: 223,690
Personnel: 1411			

10. Trigg County Hospital
 254 Main Street
 Cadiz, KY 42211

Facility Type: Critical Access

60.05 miles from WBH

Phone: 270-522-3215

Beds: 25	Admissions: 530	Census: 8	Outpatient Visits: 30,213
Personnel: 128			

Illinois

11. Massac Memorial Hospital

Facility Type: Critical Access

28 Chick Street
Metropolis, IL 62960

13.6 miles from WBH

Phone: 618-524-2176

Beds: 19	Admissions: 923	Census: 9	Personnel: 194
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12. Heartland Regional Medical Center

Facility Type: Acute Care

3333 West DeYoung
Marion, IL 62959

57.85 miles from WBH

Phone: 618-998-7000

Beds: 92	Admissions: 7027	Census: 70	Outpatient Visits: 131,100
Personnel: 468			

13. Veterans Affairs Medical Center

Facility Type: Acute Care

2401 West Main Street
Marion, IL 62959

55.96 miles from WBH

Phone: 618-997-5311

Beds: 115

14. Herrin Hospital

Facility Type: Acute Care

201 South 14th Street
Herrin, IL 62948

60.83 miles from WBH

Phone: 618-942-2171

Beds: 94	Admissions: 4795	Census: 70	Outpatient Visits: 81,997
Personnel: 552			

15. Harrisburg Medical Center

100 Dr. Warren Tuttle Drive
Harrisburg, IL 62946

Facility Type: Acute Care

63.57 miles from WBH

Phone: 618-253-7671

Beds: 74	Admissions: 3666	Census: 41	Personnel: 416
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16. Ferrell Hospital

1201 Pine Street
Eldorado, IL 62930

Facility Type: Critical Access

71.55 miles from WBH

Phone: 618-273-3361

Beds: 25	Admissions: 968	Census: 10	Personnel: 171
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17. Hardin County General Hospital

6 Ferrell Road
Rosiclaire, IL 62982

Facility Type: Critical Access

43.40 miles from WBH

Phone: 618-285-6684

Beds: 25

Tennessee

18. Baptist Memorial Hospital

1201 Bishop Street
Union City, TN 38261

Facility Type: Acute Care

59.41 miles from WBH

Phone: 731-884-8601

Beds: 85	Admissions: 3823	Census: 34	Outpatient Visits: 46,420
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19. Volunteer Community Hospital

161 Mount Pelia Road
Martin, TN 38237

Facility Type: Acute Care

61.2 miles from WBH

Phone: 731-587-4261

Beds: 65	Admissions: 2685	Census: 23	Outpatient Visits: 25,940
Personnel: 240			

Appendix B

Following are the survey questions and collected responses from McCracken County residents.

1. How would you describe your overall health?

Excellent	12.2%
Very good	41.7%
Good	35.9%
Fair	9.2%
Poor	1.1%

2. Where do you go for routine health care?

Emergency room	.2%
Physician's office	84.4%
Local clinic	7.3%
Do not receive routine healthcare	7.1%
Other	1.1%

3. How long ago was your last physical examination?

12 months or less	78.3%
From one to two years ago	11.9%
From two to five years ago	4.3%
Longer than five years ago	5.1%
Never had a physical	.4%

4. In the past 12 months, how many times were you hospitalized?

One to two times	11.6%
Three to five times	2.6%
Six to 10 times	.2%
More than 10 times	0%
Not been hospitalized in the last 12 months	85.7%

5. Are you able to visit a doctor when needed?

Yes	92.9%
No	7.1%

6. If you answered NO to the previous question, why? Choose all that apply.

Cannot afford it/no insurance	65.0%
Do not have enough time	10.0%
No transportation	5.0%
No specialist here for my condition	0.0%
Other	25.0%

7. What type of healthcare coverage do you have? Please choose all that apply.

Medicare	17.5%
Medicaid	3.2%
Commercial health insurance	77.4%
No healthcare coverage	6.2%
Other	6.8%

8. Would you find it helpful to have 24/7 free phone access to a nurse?

Yes	82.7%
No	17.3%

9. Have you ever called the Baptist Healthline before?

Yes	48.9%
No	51.1%

10. If you answered NO to the previous question, why?

I am unfamiliar with Baptist Healthline.	20.2%
I have not needed this service.	74.2%
I had an unpleasant experience in the past.	1.2%
Other	6.7%

11. Do you ever need to seek healthcare services after normal office hours (e.g., after 4:00 pm)?

Yes	60.0%
No	40.0%

12. For what type of health services have you sought care outside of McCracken County in the past 12 months? Choose all that apply.

Bariatric weight loss	1.7%
Cancer	2.5%
Heart or stroke	2.0%
Inpatient rehab	1.0%
Mental health	1.7%
Pediatric/infant care	5.4%
Primary care	5.9%
Sleep disorders	1.0%
Have not sought care outside of this county	68.9%
Other	15.0%

13. Please select the top three health challenges you face.

Abuse (physical or sexual)	0.4%
Asthma	3.4%
Cancer	7.2%
Diabetes	11.4%
Emphysema, COPD, or other lung disease	5.6%
Heart disease or stroke	15.2%
Joint/back pain	42.2%
Mental health issues	7.0%
Obesity	24.9%
I face a health challenge no listed above	12.3%
I do not face any health challenges	24.4%
Other	16.6%

14. Of the health challenges listed below, which are NOT met by current services in our area? Choose all that apply.

Abuse (physical or sexual)	2.1%
Asthma	.5%
Cancer	1.8%
Diabetes	1.6%
Emphysema, COPD, or other lung disease	.5%
Heart disease or stroke	1.3%
Joint/back pain	2.1%
Mental health issues	8.2%
Obesity	8.4%
Not aware of any	72.9%
Other	10.3%

15. Do any of these health risk factors affect you or someone in your household? Choose all that apply.

Alcohol abuse or overuse	5.7%
Illicit drug use	0.7%
Lack of physical activity	35.3%
Poor nutrition	11.7%
Prescription drug abuse	1.5%
Sexual risk behaviors	1.0%
Tobacco use	24.6%
Not aware of any health risk factors	46.8%
Other	3.5%

16. How would you describe your weight?

Underweight	2.6%
About the right weight	42.0%
Overweight	44.6%
Obese	10.9%

17. If you are overweight or obese, what measures would you consider for weight loss?
Choose all that apply.

Diet and exercise	80.3%
Physician-supervised weight loss program	32.6%
Surgical procedures	6.2%
None. I am not interested in losing weight.	10.6%

18. Do you have any children in your household less than 18 years of age?

Yes	27.3%
No	72.7%

19. If you answered YES to the previous question, do you consider at least one of your children overweight or obese?

Yes	21.3%
No	78.7%

20. Please choose all statements below that apply to you.

I eat at least 5 servings of fruit and vegetables each day.	29.9%
I eat fast food more than once per week.	45.1%
I smoke cigarettes.	13.7%
I chew tobacco.	0.9%
I use illegal drugs.	0.2%
I abuse or overuse prescription drugs.	0.4%
I consume more than 4 alcoholic drinks (FEMALE) or More than 5 alcoholic drinks (MALE) per day.	1.3%
I use sunscreen or protective clothing before planned Time in the sun.	49.7%
I receive a flu shot each year.	68.3%
I have access to a health wellness program through My employer.	32.5%
None of the above apply to me.	1.7%

21. What is your primary source of health-related information?

Television	10.4%
Internet	28.8%
Magazine articles	6.7%
Brochures	1.3%
Healthcare providers (e.g., physicians)	46.5%
Family/friends	6.3%

22. On what person or entity do you depend MOST for your health-related information?

Government	1.1%
Local hospitals	9.2%
Physician	62.3%
Media (e.g., TV, newspaper, Internet)	22.7%
Educational institutions	4.8%

23. Which of the following preventive procedures have you had in the past 12 months?
Choose all that apply.

Mammogram (Women)	47.8%
Pap smear (Women)	50.0%
PSA/prostate cancer screening (Men)	9.1%
Flu shot	66.7%
Colon/rectal exam	22.1%
Blood pressure check	83.3%
Blood sugar check	57.6%
Skin cancer screening	20.8%
Cholesterol screening	63.4%
Vision screening	56.7%
Hearing screening	10.2%
Cardiovascular screening	11.0%
Bone density test	19.3%
Dental cleaning/x-rays	62.1%
None of the above	2.8%

24. What is your gender?

Male	19.4%
Female	80.6%

25. What is your primary county of residence?

A total of 858 respondents from 22 counties completed our survey. McCracken County residents accounted for 471 or 55.3 percent of those responses. Only those responses were considered for purposes of our community and this assessment.

26. What is your age?

Mean Age	52
Median Age	53
Age 25 and under	4.1%
Age 26 – 39	16.7%
Age 40 – 59	49.2%
Age 60 – 79	25.8%
Age 80 and older	4.1%

27. What is your race?

Hispanic	0.6%
African American	5.6%
Caucasian	90.5%
Native American	2.6%
Asian/Pacific Islander	0.4%
Other	1.1%

28. What is your current employment status?

Employed full-time	66.7%
Employed part-time	8.9%
Full-time student	0.2%
Part-time student	0.2%
Full-time homemaker	1.3%
Unemployed (seeking employment)	1.9%
Unemployed due to disability or illness	1.9%
Retired	18.8%

29. What is your household income range?

\$0 - \$24,999	16.8%
\$25,000 - \$49,000	27.6%
\$50,000 - \$74,999	18.1%
\$75,000 - \$99,000	10.6%
\$100,000 or more	17.9%
Prefer not to answer	9.1%

30. What is the highest level of education you have completed?

Some high school	2.4%
High school	11.0%
Technical school	6.2%
Some college	19.6%
Associate degree	18.7%
Bachelor degree	22.4%
Master degree	18.5%
Doctorate	1.3%

Appendix C

Focus Group Results

Our second means of collecting primary data was our Community Leader Focus Group. Following are the specific questions and recorded responses from our group's meeting in February 2012.

2012 Community Health Needs Assessment Notes from Community Leader Focus Group

What are McCracken County's greatest health needs?

- Preventative health
- Drug/RX abuse/alcohol addiction/rehab
- Obesity-related (illness, education-teach people how to eat healthily, access to healthy food costs more and people are too busy to obtain)
- Children with at-risk behaviors
- Seniors: access to healthcare; can't afford meds; transportation to healthcare; lack of support system
- Lack of dental care and its effects on health
- DME and supplies (incontinence and sleep apnea)

What are the most significant health risk factors or behaviors of our county residents?

- Public transportation to healthcare
- Preferred diet is unhealthy
- Low funding for greenway activities (bike trails, walking paths, etc.)
- Access to care; lack of knowledge of the system
- Lifestyle of children and adults
- TV marketing of food
- Portion control; plate cleaning

What are the biggest obstacles to address these factors and how do we overcome them?

- Expensive to be healthy
- Farmers' markets (food stamp access)
- Education issues—tobacco use
- Hiring a non-smoking workforce; legal issues with hiring practice
- Provide transportation
- Provide more dental services
- Motivation to keep appointments made (clinic ay not see for 1 year if no-show)
- Education and compliance issue for dental
- Businesses to provide incentives to quit smoking or lose weight

Which diseases or conditions have the most significant impact on our county?

- Cardiovascular (heart attack, stroke)
- Diabetes
- Cancer (especially lung)
- COPD, Asthma
- Substance Abuse
- Mental Health
- HIV (Heartland Cares has 400 current patients and is adding 10/mo., most with full-blown AIDS)
- RX Drug abuse
- Obesity
- Diabetes

What direct effect do these have on the population you serve?

- Cost to employers
- Ripple effect to volunteerism at N.F.P.
- Crime, violence
- Travel to other cities and states to find/hire employees
- Family issues

How do local agencies support community health needs, and where do they fall short?

- St. Nicholas—fills gap
- Need for Medicaid providers (reimbursement issues)
- Community Health Center feasibility (in progress)
- Four Rivers Behavioral Health: good job, but overwhelmed
- Family Services and Salvation Army: provide health help and pantries—good job, but donations problematic
- City/County: influx because of help provided
- Communication and education and issue; public may not have access
- United Way—Coordination and networking (where are duplications)
- County works with health dept; has a wellness program; works with surrounding counties as well
- Midwifery, breastfeeding, info on baby food (HANS program from Health Dept., WIC)
- Drug problems affect all areas
- Inpatient drug detox (alcohol, too)
- Centrepont—detox?
- Charter Behavioral System; Friedman—no inpatient detox
- Time between detox and outpatient; need to bridge gap between acute and outpatient care
- Lifeline and Ladies Living Free

Which health needs are not met in McCracken County?

- School nurses
- Health education
- Bariatric needs/care
- Neurosurgeons/trauma center
- Endocrinologist (2-1 in Paducah and 1 in Benton)
- Too many Medical Card holding patients and not enough providers

What types of healthcare providers are lacking in McCracken County?

- Neurosurgeons (low # of students/residents)
- Trauma surgeons
- Endocrinologists (adult and pediatric)
- Bariatric
- Midwives
- Primary care provider
- Public assistance: 3 companies now; not all providers accept all
- Insurance companies limit access to physicians
- Assignment of PCP—no transportation
- Electronic Health Information Exchange (need better communication between all providers)

For what services are people leaving McCracken County?

- Endocrinology
- Transplants
- Trauma
- Rheumatology
- Plastics and breast reconstruction
- Need to better communicate quality of care locally to patients

How can public health, other agencies and healthcare providers collaborate to address the challenges of chronic disease?

- Federally qualified health center (stewardship; overhead costs; resources)

Appendix D

Sources of Data

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Appendix E

McCracken County Hospital Discharges

Cases by Product Line for McCracken County				
	<i>KHA MS DRG Product Line</i>	<i>Discharges</i>	<i>Patient Days</i>	<i>% of Total</i>
01	Surgery-Cardiovascular & Thoracic	588	3,080	5.12%
02	Surgery-Orthopedics	611	2757	5.32%
03	Surgery-Spinal Fusion	125	478	1.09%
04	Surgery-Neuro Sciences	76	414	0.66%
05	Surgery-Oncology	35	147	0.30%
06	Surgery-Nephrology/Urology	70	285	0.61%
07	Surgery-Otolaryngology	20	46	0.17%
09	Surgery-Gynecology	85	230	0.74%
10	Surgery-General	708	5318	6.16%
11	Surgery-Major Organ Transplant	3	19	0.03%
	Medicine-Cardiovascular Disease	1473	5624	12.82%
21	Medicine-Orthopedic	251	1010	2.18%
22	Medicine-Neuro Sciences	705	2837	6.14%
23	Medical-Oncology	160	1033	1.39%
24	Medicine-Nephrology/Urology	512	2414	4.46%
25	Medicine-Otolaryngology	73	204	0.64%
26	Medicine-Ophthalmology	9	20	0.08%
27	Medicine-Pulmonary	1450	7279	12.62%
28	Medicine-General	2071	8460	18.02%
29	Obstetrics Del	755	2202	6.57%
30	Neonatology	255	2058	2.22%
31	Normal Newborns	513	1193	4.46%
32	Psychiatry	669	5646	5.82%
33	Chemical Dependency	70	581	0.61%
34	Rehabilitation	204	2536	1.78%

Appendix F: 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 2. Sponsor of NFL George Wilson youth camps 3. Blood Pressure 4 Kids event 4. On-campus Zumba program offered to hospital employees 5. Sponsor of Kohl's Cares Carnival of Health Program for middle schools 6. Devoted webpage at westernbaptist.com/childhoodobesity 7. Nutritional tips provided through fliers to community groups and online 8. Hospital CMO participation in statewide initiatives through KMA, Kentucky Heart Association. 9. Childhood obesity DVD made available to schools 10. Farmers Market available to employees in hospital cafeteria 11. Healthy recipes available online 12. Get Active Today news segments on TV 13. American Heart Association Start! Walking program sponsor 14. Walking trail sponsor 15. Free cholesterol and blood pressure screenings 16. Kentucky Oaks Mall Walker Club sponsor 17. Diabetic support group 18. Stroke support group 19. Arthritis support group 20. Community hip and knee screening at Baptist Rehab Center
Access to health care	<ol style="list-style-type: none"> 1. Fund St. Nicholas Clinic 2. Baptist Express Care Clinics in Walmart (2) 3. Flu shot clinic 4. Prescription program for those with inability to pay 5. Van transportation for cancer care 6. Transitional care clinic for discharged patients with no physician 7. Funding support of WKCTC Nursing Program 8. Baptistworx 9. Parish nursing program 10. Baptist Healthline 24/7 Nursing Line
Substance abuse prevention and treatment	<ol style="list-style-type: none"> 1. Annual Addiction Symposium for physician education 2. Employee Assistance Program (EAP)