Community Health Needs Assessment
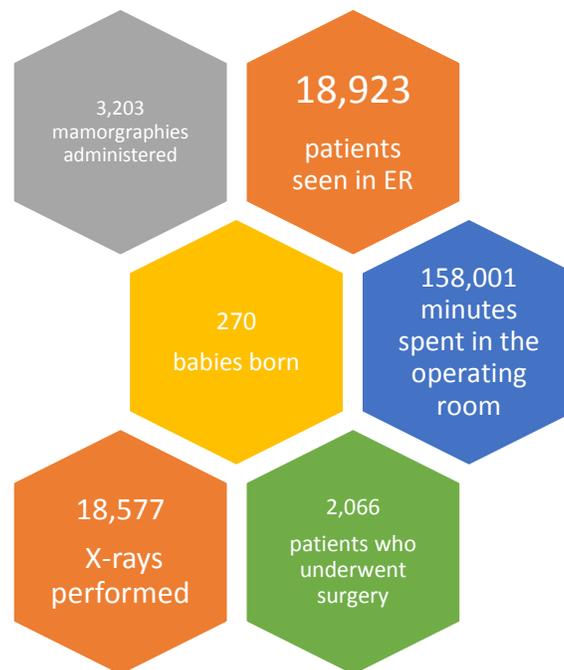# Strategic Plan 2016-2019

Contents

ABOUT MRH

Moab Regional Hospital (MRH) is an independent not-for-profit Critical Access Hospital and Level IV Trauma Center located in Moab, Utah. MRH primarily serves the residents of Grand County, Utah, and the surrounding areas. MRH also provides medical care to the nearly 2 million tourists and visitors who visit the Moab area each year.

Moab Regional Hospital provides a full range of healthcare services, including behavioral health, emergency care, family medicine, general surgical services, hospice care, imaging and radiology services, infusion services, inpatient care, laboratory services, obstetrics, orthopedics, and wound care. MRH also offers a variety of visiting specialties, including cardiology, plastic surgery, neurology, gynecology, urology, and cardiology. MRH also offers free health education classes and financial aid counseling.

As a critical access hospital, Moab Regional Hospital stabilizes patients who are experiencing emergency traumatic cases and will transport them to appropriate hospitals elsewhere. MRH works with several air transport agencies for helicopter transportation and also works closely with Grand County Emergency Medical Services for ground transports.

2014-2016 Moab Regional Hospital by the Numbers

- 3,203 mamorgraphies administered
- 18,923 patients seen in ER
- 270 babies born
- 158,001 minutes spent in the operating room
- 18,577 X-rays performed
- 2,066 patients who underwent surgery

Mission

Our dedicated team puts the patient first, delivers quality cost-effective healthcare, and promotes wellness to all we serve.

Vision

From patient care to community wellness, Moab Regional Hospital serves as your portal to health.

Values

Compassion—Honesty—Excellence

Moab Regional Hospital Patient Population

Moab Regional Hospital primarily serves the residents of Grand County, Utah. Grand County is located in rural, Southeast Utah and has an estimated population of 9,500 residents. The hospital regularly treats visitors to as well as residents of neighboring counties such as San Juan County, Emery County, and Wayne County.
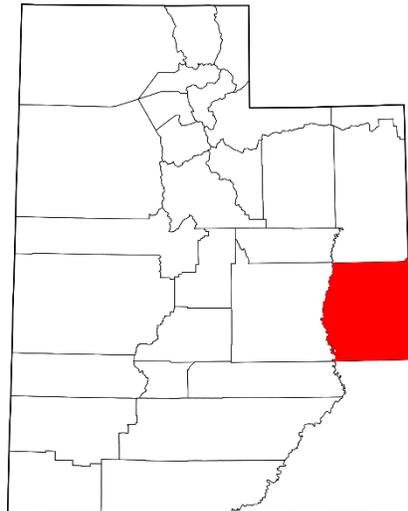
Grand County sustains a workforce population that consistently relies on seasonal and contract work in the fluctuating industries of resource extraction and recreation tourism. Therefore, many residents face consistent economic challenges and do not often receive employment benefits like health insurance. According to the US Census from 2014, the uninsured rate in Grand County of persons under the age of 65 is 18.1%, compared to the state of Utah uninsured rate of 13.1%. For patients who pay out of pocket for hospital services, there is a robust financial aid system in place.

EXPLANATION OF ASSESSMENT

Nonprofit hospitals are required to conduct a Community Health Needs Assessment (CHNA) every three years as a requirement of The Patient Protection and Affordable Care Act, signed into law in March 2010. After analyzing needs of the community, the hospital must develop an implementation strategy to address those needs.

Results from Moab Regional Hospital's CHNA have been analyzed and will be used to create an action plan for the purposes of:

- Improving overall community health

- Promoting collaboration and partnerships in the area to address top community health needs

- Improving communication across health sectors

- Creating awareness of the comprehensive, high quality health care services available locally

- Reinforcing the commitment to the people of Moab and the surrounding area that their health is the hospital's top priority

COMMUNITY HEALTH NEEDS ASSESSMENT PROCESS

Moab Regional Hospital contracted with The National Rural Health Resource Center located in Duluth, Minnesota to perform a Community Health Needs Assessment. The assessment was administered in order to enable Moab Regional Hospital to identify and understand the health needs of the community. The assessment included the development and distribution of mail surveys, focus groups, and secondary data analysis.

> Mail Survey- A survey was sent to 800 households to 6 zip codes in the service area to obtain a random, stratified sample. 180 surveys were returned at a 23% response rate with a 95% confidence interval +/- 4.91%.

> Focus Groups- 66 individuals were interviewed in 6 separate focus groups comprised of key community stakeholders such as health care providers, community leaders, seniors, young parents, and the Hispanic population.

> Secondary Data Analysis- Data was collected from the Southeastern Utah Health Department and the patient population of Moab Regional Hospital was compared to other communities throughout the state. An analysis was performed by The National Rural Health Resource Center with recommendations for action plan development and implementation.

After the Community Health Needs Assessment was administered and the data analysis was performed, The National Rural Health Resource Center presented results and recommendations to the leadership of MRH. Community health priorities for Moab Regional Hospital were selected and implementation strategies were developed.

KEY FINDINGS OF THE ASSESSMENT

The following key findings were highlighted by the Natural Rural Health Resource Center.

Special Points of Interest:

- Overall quality of services were rated as "Good"
- MRH captures the market share in hospital, primary care services, and future specialty care services
- 37% of respondents rate the community as "healthy"
- The uninsured population in Grand County is 13% higher than state and national averages
- "A community strategy is needed to educate people about what the hospital offers and how they can support continuity of care and care transitions"- focus group participant

Top Community Health Concerns:

1. Alcohol and Substance Abuse (indicated by 72% of respondents)
2. Cancer (indicated by 46% of participants)
3. Obesity (indicated by 30% of participants)
4. Mental Health Issues (indicated by 25% of participants)
5. Access to Care (indicated by 24% of participants)

Criteria for a Healthy Community:

1. Access to affordable health care (indicated by 59% of respondents)
2. Affordable Housing (indicated by 41% of respondents)
3. Good jobs/healthy economy (indicated by 40% of respondents)
4. Healthy behaviors and lifestyles (indicated by 37% of respondents)

Ideas for Improving Access to Care:

1. Removal of cost barriers
2. More primary care providers
3. More specialists
4. Outpatient services expanded hours

PRIORITY SELECTION

The Operations Council of Moab Regional Hospital, a hospital leadership group comprised of physicians, patient care directors, and hospital executives, reviewed the results of the 2016 CHNA survey and focus group data. After reviewing current resources of the hospital, activities the hospital is already doing and have the capacity to expand, and the feasibility of addressing specific health concerns, the council voted to prioritize the health concerns that the hospital would directly address in the following 3 years.

The priorities are in alignment with the hospital's mission, that our dedicated team puts the patient first, delivers quality cost-effective health care, and promotes wellness to all we serve.

Moab Regional Hospital's 3 priority health concerns are as follows:

1. Alcohol and Substance Abuse

2. Mental Health Issues

3. Access to Care

IMPLEMENTATION STRATEGIES

Priority #1: Alcohol and Substance Abuse

Goal 1: Improve Accessibility of Care

Outcome Measures:

- Increase number of medical providers with active suboxone waivers
- Increase number of patients enrolled in Addiction Medicine program

Strategies and Tactics:

- Identify potential access barriers for patients wanting to participate in the program
- Address cost barriers to patients in Addiction Medicine program
- Support and provide easy access to suboxone training for providers

Goal 2: Build Community Alignment

Outcome Measures:

- Increase number of patient referrals from community partners to Addiction Medicine program
- Increase number of programs and educational opportunities for the prevention of youth substance use

Strategies and Tactics:

- Collaborate with local substance abuse and social service agencies to increase awareness of Addiction Medicine program services
- Advocate for substance use prevention as a focal point for the Communities That Care Youth Prevention Coalition

Goal 3: Improve Care Coordination Process

Outcome Measures:

- Establish baseline Addiction Medicine program efficacy with six months' worth of data from the Addiction Medicine Patient Needs Assessment evaluation
- Implement program improvement measures based on needs assessment outcomes

Strategies and Tactics:

- Design and implement Addiction Medicine Patient Needs Assessment evaluation
- Support and increase the capacity of a Medical Assistant and LCSW to provide additional comprehensive care to Addiction Medicine program patients
- Establish robust referral resources for Addiction Medicine patients to access psycho-social supportive programs

Priority #2: Mental Health Issues

Goal 1: Improve Accessibility of Care

Outcome Measures:

- Increase the number of behavioral health providers at MRH
- Increase the number of patients utilizing mental health services in MRH facility
- Increase the number of patients who are screened using CHADIS, a behavioral health screening system for the primary care setting

Strategies and Tactics:

- Introduce CHADIS, a pre-screening behavioral health tool designed for children, to family practice providers in the Moab Regional Health Center
- Remove cost barriers to patients seeking mental health services
- Establish tele-psychiatry services with partner organization
- Expand number of behavioral health providers at Moab Regional Hospital
- Encourage and seek out psychiatry services at Moab Regional Hospital
  - Visiting psychiatrist
  - Child tele-psychiatry
  - Continue relationship with psychiatrists at University of Utah

Goal 2: Improve Care Coordination Process

Measures:

- Increase the number of referrals to a care manager from primary care providers

Strategies and Tactics:

- Hire a clinic-based social worker to serve as the patient care manager
- Establish a care management team that includes social worker, primary care providers and other clinic support staff
- Establish in-clinic referral system between social worker/care manger and primary care providers

Goal 3: Build Community Alignment

Measures:

- Increase number of public health outreach activities regarding mental health education, awareness, and services

Strategies and Tactics:

- Forster partnerships with community organizations addressing mental health issues by partnering for events, participating in advocacy efforts, and offering in-kind support

Priority #3: Access to Care

Goal 1: Improve Accessibility of Care

Measures:

- Increase available number of urgent care appointments
- Increase number of walk-in clinic appointments
- Increase number of visiting specialist appointments

Strategies and Tactics:

- Establish Urgent Care clinic
- Expand weekend clinic hours
- Increase the availability of providers who are on staff
- Partner with more visiting specialists

Goal 2: Remove Cost Barriers

Measures:

- Increase number of patients enrolled in Financial Aid program
- Increase number of low-cost or free medical screenings

Strategies and Tactics:

- Expand low-cost blood draw program
- Establish community-based health screening partnerships
    - Skin cancer screenings
    - $25 Sports Physical Clinic
- Increase awareness of the hospital's existing financial aid program
- Evaluate financial aid application process to eliminate application barriers

RESPONSE TO KEY FINDINGS IN ASSESSMENT

Moab Regional Hospital has chosen three priority areas to focus on for the next three years. However, MRH also will address other areas of concern emphasized in the CHNA. Outlined below are the areas in which MRH is looking to grow, improve, or highlight in the coming years, based on the Key Findings in the assessment.

Criteria for a Healthy Community:

Access to health care- MRH acknowledges that access to care is extremely important and complex issue within healthcare. With each health priority in the implementation plan, access is addressed.

Good jobs/healthy economy- MRH is a member of the Moab Chamber of Commerce and representatives regularly attend Chamber of Commerce meetings. If there are issues regarding businesses in Moab, MRH has relationships these businesses and would take action if deemed necessary and plausible.

Healthy behaviors and lifestyles- MRH regularly develops and coordinates free health education available to the general public, partners with community organizations that put on events advocating for, or encouraging health and wellness, and arranges an annual community health fair that features a low cost blood draw as well as multiple health care services available in the community.

Ideas for Improving Access to care:

Removal of Cost Barriers- MRH applied for a grant from the State of Utah in March of 2017 that would help to remove cost barriers for uninsured and underinsured patients seeking primary care services. Moab Regional Hospital did not receive the grant funding for 2017, however the application opened the door to possible funding and partnership in the future. MRH is continually looking for various ways to remove cost barriers patients. MRH also provides Financial Aid Counselors, a sliding fee scale, payment plans, and immediate cash pay discounts to self-pay patients utilizing hospital services.

More primary care providers- In January 2017, MRH formerly merged with formerly, Moab Family Medicine. Now, the family medicine clinic is under Moab Regional Hospital's 'Moab Regional Health Center.' 7 providers were obtained.

More specialists- MRH currently has a visiting specialist rotation that includes orthopedic surgery, neurology, plastic surgery, podiatry, cardiology, gynecology, urology, and oncology. MRH recruits for additional specialists based on community feedback.

Outpatient services expanded hours- MRH has recently expanded primary care provider hours to include Saturday appointments from 8AM-1PM. MRH is also actively exploring the feasibility of an Urgent Care Clinic.

- Serve as the lead agency and fiscal agent for the facilitation of the 'Communities that Care' Youth Prevention Coalition
- Provide space and support for the CTC Coalition Coordinator position at Moab Regional Hospital