



COMMUNITY HEALTH NEEDS ASSESSMENT

IMPLEMENTATION PLAN
2022-2025

MOAB REGIONAL HOSPITAL

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ABOUT MOAB REGIONAL HOSPITAL

Moab Regional Hospital (MRH) is a 17-bed, independent, not-for-profit, Critical Access Hospital and Level IV Trauma Center in Moab, Utah. MRH serves nearly 10,000 residents of rural southeast Utah, primarily those in Grand County and others in the neighboring counties of San Juan and Emery. MRH also provides medical care to the estimated 3 million tourists and visitors who visit the region each year.

Moab Regional Hospital provides a full range of healthcare services, including addiction medicine, 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 offers a variety of visiting specialties, including podiatry, dermatology, audiology, neurology, gynecology, oncology, pain management, and urology. MRH offers financial aid to patients with or without health insurance and provided the community with over \$3 million in uncompensated care in 2022.

As a Level IV Trauma Center, Moab Regional Hospital stabilizes patients who are experiencing high-level trauma and transports them to larger trauma facilities. MRH works with several air transport agencies for helicopter transportation and closely with Grand County Emergency Medical Services for ground transport.

Mission Statement

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

Core Values

Compassion—Honesty—Excellence

EXPLANATION OF ASSESSMENT

Nonprofit hospitals, in accordance with the Patient Protection and Affordable Care Act (ACA), are required to conduct a Community Health Needs Assessment (CHNA) every three years. They must also formulate an implementation plan to address the health needs identified through the CHNA.

Moab Regional Hospital has reviewed its CHNA results in collaboration with community leaders and is committed to developing an implementation plan with the following objectives:

- Enhancing overall community health.
- Fostering collaboration and partnerships to address primary community health needs.
- Improving communication among healthcare sectors.
- Raising awareness about the availability of high-quality local healthcare services.
- Reinforcing the hospital's commitment to prioritize the health and well-being of Moab and the surrounding area's residents.

ASSESSMENT PROCESS

Moab Regional Hospital contracted with The National Rural Health Resource Center in Duluth, Minnesota, to perform a Community Health Needs Assessment. The assessment enabled Moab Regional Hospital to identify and understand the community's health needs. The assessment included developing and distributing mail surveys, focus groups, key stakeholder interviews, and secondary data analysis.

Mail Survey.

A survey was sent to 800 households in the hospital's service area, resulting in 147 responses (an 18% response rate with a 95% confidence interval of +/- 7.91%).

Focus Groups.

Twenty-one individuals were interviewed in four separate focus groups, which included a mix of attendees representing different aspects of the community.

Key Stakeholder Interviews.

Eight key stakeholders were interviewed separately, involving a review of secondary data and approximately 45-minute interviews.

Secondary Data Analysis.

Data from the Southeastern Utah Health Department was gathered, and a comparative analysis was conducted between the patient population of Moab Regional Hospital and other communities across the state. The National Rural Health Resource Center then carried out an analysis and provided recommendations for the development and implementation of an action plan.

Following the completion of the Community Health Needs Assessment and analyzing the data, the National Rural Health Resource Center shared its findings and recommendations with MRH's leadership team. This led to the identification of community health priorities for Moab Regional Hospital, and strategies for implementation were then developed.

LIST OF SIGNIFICANT NEEDS & FINDINGS

Crucially, the CHNA report emphasized the need for community collaboration to address health needs effectively. In response, MRH intends to increase collaboration with schools, law enforcement, and various community organizations, with a focus on promoting healthy lifestyles, supporting well-being, and addressing specific health concerns identified in the CHNA.

The following is the list of significant health needs identified in the Community Health Needs Assessment report for the community served by Moab Regional Hospital.

1. Access to Mental Health Services:

The report underscores that the community's primary health concern is access to mental health services, as determined through surveys, focus groups, and input from key stakeholders.

The high suicide rate in Grand County is a major concern, attributed to factors such as substance use disorders, mental health issues, and socioeconomic challenges.

A shortage of mental health professionals is a specific issue of concern.

2. Access to Substance Use Disorder/Recovery Services:

The report underscores a significant concern regarding substance abuse and addiction, encompassing both illegal substances and prescription drugs. This concern is supported by 60% of survey respondents.

Key stakeholders and focus groups emphasize the need to tackle drug abuse and substance use disorders, with a strong focus on prevention and expanding services for affected individuals.

3. Access to Primary Care Providers and Specialists:

Although the report notes a relatively favorable physician-to-resident ratio in Grand County compared to some neighboring areas, there are lingering concerns about access to primary care and specialist services.

A specific issue highlighted is the shortage of dental providers.

4. Financial Barriers to Care:

The report highlights financial and insurance barriers that impede access to care, particularly for uninsured or underinsured individuals.

5. Healthcare Workforce Support:

The report underscores the importance of tackling housing and transportation issues for healthcare workers through collaboration involving MRH, stakeholders, and community partners. Addressing housing concerns is vital for recruiting and retaining a robust healthcare workforce, making collaboration essential to effectively overcome these challenges.

6. Preventive Healthcare and Wellness Education:

Survey participants and key stakeholders desire more education and resources on preventive healthcare and wellness.

The community suggests that the hospital should encourage healthy living, nutrition, and physical activity.

The report emphasizes the importance of community-wide educational programs that target identified health needs.

To improve community health, it is recommended to collaborate with schools, law enforcement, multicultural centers, mental health authorities, and other organizations.

7. Access to Healthcare Services for Underserved Populations:

The report emphasizes the need to enhance healthcare access, for underserved groups, which encompass those living below the poverty line, the homeless, and individuals with multiple jobs, and Latinx communities facing language and cultural barriers.

8. Support for Aging Population:

The report stresses the necessity of providing support and services for the aging population, which includes housing, home healthcare, and resources to help those who want to stay in their homes.

9. Cultural and Language Barriers:

The report points out cultural and language barriers that impact access to healthcare services and recommends addressing these barriers through trust-building, cross-cultural competency, and providing interpreters.

PRIORITY HEALTH NEEDS SELECTION

Moab Regional Hospital determined which health needs to address by evaluating their organizational capabilities, expertise, and use of existing resources and relationships. They also considered their mission, strategic plans, ongoing activities, and community input.

Identified Focus Areas:

- Access to Mental Health and Recovery Services
- Access to Primary Care Providers and Specialists
- Reduce Financial Barriers to Care
- Healthcare Workforce Support
- Preventive Health and Wellness Education

Community Collaboration:

In response to the importance of community collaboration highlighted in the CHNA report, MRH plans to enhance collaboration with schools, law enforcement, and other community organizations. This collaborative effort will specifically target the identified health needs within each focus area over the next three years.

IMPLEMENTATION PLAN

SIGNIFICANT NEED #1: ACCESS TO MENTAL HEALTH AND RECOVERY SERVICES

The report emphasizes that access to mental health services is the community's most critical health concern, based on input from surveys, focus groups, and key stakeholders.

The report also highlights a significant concern with substance abuse and addiction, covering illegal substances and prescription drugs. This concern is based on feedback from 60% of survey respondents.

Key stakeholders and focus groups stress the importance of addressing drug abuse and substance use disorders, strongly emphasizing prevention and expanding services for those affected.

The high suicide rate in Grand County is of significant concern, and the community attributes it to a mix of factors, including substance use disorders, mental health issues, and socioeconomic challenges.

The shortage of mental health professionals is highlighted as a specific issue.

Key objectives include:

- **Reduce Wait Times:** Decrease wait times for mental health and recovery providers.
- **Increase Awareness:** Enhance community members' education about the availability of mental health and recovery services.
- **Youth Education:** Partner with Grand County School District to develop educational programs focusing on youth and adolescents in schools and other community settings.
- **Reduce Stigma:** Develop initiatives and campaigns aimed at reducing the stigma associated with mental health issues.
- **Support Vulnerable Populations:** Increase support for services targeting vulnerable populations.

MRH will focus on the following strategies and programs to address access to Mental Health and Recovery Services:

- **Recruitment:** Recruit full-time psychiatrists, psychologists, and child psychiatrists to address the shortage of mental health professionals.
- **Community Partnerships:** Develop a contract with Four Corners Community Behavioral Health to partner on services and collaborate with mental health organizations and providers to expand mental health services.
- **Team Expansion:** Add a mid-level provider to work with psychiatrists for behavioral health patients and include a Mental Health Program Nurse Coordinator.
- **Community Engagement:** Provide sponsorship to community organizations working to reduce risk factors and increase protective factors in the community.
- **Tele-Mental Health Access:** Provide access to tele-mental health for all employees (TAVA).
- **Prevention Initiatives:** Participate in the Prevention Coalition to increase collaboration with community partners.
- **Emergency Department:** Maintain Case Managers in the ER to address immediate mental health and recovery needs.
- **Correctional Facility Support:** Partner with local law enforcement, including the local jail, to provide services for individuals with mental health and recovery needs.

- **Harm Reduction:** Offer Harm Reduction training and supplies to the community and community partners to address substance abuse.
- **Youth Wellbeing:** Support organizations that improve Social Determinants of Health, which indirectly impact mental health and recovery outcomes by increasing protective factors and decreasing risk factors for youth.

To address access to Mental Health and Recovery Services, MRH plans to collaborate with:

- Grand Area Mentoring
- Beacon Afterschool Program
- Moab Valley Multicultural Center
- Youth Garden Project
- School and Community Sports and Clubs
- Seekhaven
- Moab Valley Multicultural Center
- Moab Solutions
- Moab Free Health Clinic
- Chamber of Commerce
- Community Rebuilds
- Utah State University
- Grand County School District
- Grand County Jail
- Utah Support Advocates for Recovery Awareness (USARA)

SIGNIFICANT NEED #2: ACCESS TO PRIMARY CARE PROVIDERS AND SPECIALISTS

Although the report notes a relatively favorable physician-to-resident ratio in Grand County compared to some neighboring areas, there are lingering concerns about access to primary care and specialist services.

The shortage of dental providers, mental health professionals, and geriatric providers are highlighted as specific issues.

Key objectives include:

- **Community Education:** Increase education for community members regarding the availability of primary care providers and specialists.
- **Reduced Wait Times:** Decrease wait times for medical appointments and specialist consultations.

MRH will focus on the following strategies and programs to address access to primary care providers and specialists:

- **Physician Recruitment:** Focus on high-wait service lines for physician recruitment and bring in additional specialists, such as a Cardiologist, Otolaryngologist (ENT), Pediatrician, and Gerontologist, to enhance specialized care options.

- **Care Coordination:** Implement Care Coordination model in Family Medicine Clinic
- **Program Management:** Add an Out-Patient Nursing Services Program Manager and Oncology Navigator for improved care coordination and oncology support.

To address to access to primary care providers and specialists | access to specialists, MRH plans to collaborate with:

- Moab Free Health Clinic
- Regional Medical Centers in both Salt Lake City and Grand Junction

SIGNIFICANT NEED #3: REDUCE FINANCIAL BARRIERS TO CARE

The report points out financial and insurance obstacles that make it hard to get healthcare, such as high costs for people without enough insurance.

The report stresses the importance of improving healthcare access, especially for groups who often have trouble getting care, including people living in poverty, homeless individuals, those with multiple jobs, and Latinx communities facing language and cultural challenges.

Key objectives include:

- **Raise Awareness of Assistance Programs:** Increase awareness of financial assistance programs available at the hospital to help uninsured or underinsured individuals.
- **Educate About Health Insurance:** Educate residents about health insurance options and assist them in enrolling in programs like Medicaid.

MRH will focus on the following strategies and programs to address financial barriers to care:

- **Financial Navigation Services:** Employ two full-time Financial Navigators to guide individuals through financial assistance options.
- **Monthly Review Meetings:** Implement monthly financial navigation meetings to review progress and monitor the success of financial assistance programs.
- **Annual Low-Cost Blood Draw:** Offer year-round low-cost blood draw service to all community members, improving access to critical diagnostic services.
- **Annual Low-Cost Sports Physicals:** Partner with the School District to offer annual low-cost sports physicals, ensuring accessibility to essential health assessments for students.
- **Collaboration with Federally Qualified Health Centers (FQHC):** Partner with FQHCs, such as Green River Medical Clinic, to increase access to Obstetrics and General Surgery services.
- **Strengthen Relationship with Moab Free Health Clinic:** Build a stronger connection with the Moab Free Health Clinic to provide additional care options to underserved individuals.
- **Simplified Financial Aid Application:** Ensure the Financial Aid application process is more accessible and efficient for those in need.
- **Low-Cost Skin Screenings:** Offer low-cost skin screenings to detect and prevent skin-related health issues.
- **Mammography Screening Partnership:** Partner with local organizations, including the Moab Free Health Clinic, Southeast Utah Health Department, and Green River Medical Clinic, to provide low-cost mammography screenings, ensuring access to critical breast health services.

- **Insurance Enrollment Events:** Collaborate with local organizations to host insurance enrollment events, making it easier for community members to access and enroll in health insurance programs.

To address financial barriers to care, MRH plans to collaborate with:

- Department of Workforce Services
- Local Medicare Insurance Brokers
- Moab Free Health Clinic
- Green River Medical Clinic
- Southeast Utah Health Department

SIGNIFICANT NEED #4: HOUSING FOR HEALTHCARE AND OTHER ESSENTIAL WORKERS:

Concerns exist regarding the recruitment and retention of a robust healthcare workforce.

The report suggests addressing workforce challenges through increased collaboration among the hospital, agencies, faith-based groups, employers, and other resources.

Key objectives include:

- **Address Workforce Challenges:** Address the challenges related to the recruitment and retention of healthcare professionals.
- **Increase Collaboration:** Promote increased collaboration among the hospital, agencies, faith-based groups, employers, and other resources to support the healthcare workforce.

MRH will focus on the following strategies and programs to address housing for healthcare and other essential workers:

- **Property Acquisition:** Buy property for future development, potentially for housing solutions that can support healthcare and essential workers.
- **Partnerships for Housing:** Partner with community agencies to increase the availability of affordable, emergency, and transitional housing, specifically aimed at addressing the housing needs of healthcare and essential workers.

To address housing for healthcare and other essential workers, MRH plans to collaborate with:

- Grand County
- Moab City
- Moab Area Community Land Trust
- Housing Authority of Southeastern Utah
- Grand County School District
- Emergency Medical Services (EMS)
- Canyonlands Healthcare Special Service District
- Local Nonprofit Organizations

SIGNIFICANT NEED #5: PREVENTIVE HEALTH AND WELLNESS EDUCATION:

Survey respondents and key stakeholders desire for more education and resources related to preventive healthcare and wellness.

The community recommends that the hospital promote healthy living, healthy eating, and physical activity.

The report underscores the need for community-wide educational programs addressing identified health needs.

Collaboration with schools, law enforcement, and other organizations is recommended to enhance community health.

Key objectives include:

- **Increase Knowledge and Skills for Healthy Lifestyles:** Enhance the community's knowledge and skills to promote healthy living and preventive healthcare.
- **Create and Implement Health Education Programs:** Develop programs on relevant topics, including mental health, substance abuse prevention, and healthy living.
- **Collaboration for Community Health:** Collaborate with schools, local agencies, faith-based organizations, and other community partners to deliver health education and resources directly to the community.
- **Promote Physical Activity:** Encourage physical activity through community events and fitness challenges.

MRH will focus on the following strategies and programs to address Preventative Health and Wellness Education:

- **Offer Educational Opportunities:** Provide free educational opportunities on prevention and wellness through initiatives like "Dinner with a Doc" and Facebook Live presentations.
- **Address Specific Health Topics:** Focus on specific health topics, including fluoridation, senior/aging issues, nutrition, and prevention topics, to meet community needs.

To address Preventative Health and Wellness Education, MRH plans to collaborate with:

- Southeast Utah Health Department
- Grand County School District
- Moab City
- Grand County
- Moab Free Health Clinic
- Chamber of Commerce
- Local businesses

ISSUES NOT BEING ADDRESSED

While not currently prioritized, Moab Regional Hospital acknowledges additional health needs identified through the CHNA process. These include Access to Healthcare Services for Underserved Populations, Support for Aging Populations, and addressing Cultural and Language Barriers to Healthcare. Despite current limitations in resources and capacity, the hospital remains committed to providing programs and initiatives to address these needs, including a robust financial aid program, collaborative relationships with community organization, and support for organizations that improve social determinants of health.

NEXT STEPS

Moab Regional Hospital, a vital healthcare provider in an underserved rural area, is deeply committed to positively impacting our community. Over the next three years, we will regularly review our progress on the key objectives in the Implementation Plan to confirm our commitment to enhancing community health. We will work closely with community partners to improve existing services and, when needed, initiate new programs to better the health of our community.