



MOAB REGIONAL HOSPITAL

COMMUNITY HEALTH NEEDS ASSESSMENT



IMPLEMENTATION STRATEGY

2025 - 2028

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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 over 11,000 residents of rural southeast Utah, primarily those in Grand County and others in the neighboring counties of San Juan and Emery. MRH also provides care to an estimated 3 million tourists and visitors annually.

Moab Regional Hospital provides a full range of healthcare services, including addiction medicine, behavioral health, emergency care, family medicine, general surgery, hospice, imaging and radiology, infusion, inpatient care, laboratory work, obstetrics, orthopedics, and wound care. The hospital also hosts visiting specialists in podiatry, dermatology, neurology, gynecology, oncology, pain management, and urology. MRH offers financial aid to patients with or without health insurance and provided over \$4 million in uncompensated care in 2024.

As a Level IV Trauma Center, MRH stabilizes patients experiencing high-level trauma and coordinates transport to larger facilities via helicopter and ground transport provided by Grand County Emergency Medical Services.

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

Under the Affordable Care Act (ACA), nonprofit hospitals must complete a Community Health Needs Assessment (CHNA) every three years and create an Implementation Strategy to address the most important local health needs.

Moab Regional Hospital engaged Cycle of Business to conduct the CHNA, which identified key health needs through:

- **Community Survey:** Over 500 residents responded, providing insight on local health priorities, service gaps, and where care is sought outside the county.
- **Community Representatives:** Stakeholders representing youth, older adults, Indigenous communities, and other groups reviewed results and discussed opportunities.
- **Secondary Data Analysis:** Public health data from IBIS (Indicator-Based Information System for Public Health), census data, and the CDC (Centers for Disease Control and Prevention) State Cancer Profiles validated local trends and informed planning.

Findings were reviewed by MRH's Senior Leadership Team, and the final CHNA was approved by the MRH Board of Directors. Goals identified guide the Implementation Strategy for improving community health over the next three years.

LIST OF SIGNIFICANT NEEDS & FINDINGS

The 2025 Community Health Needs Assessment (CHNA) identified key health needs for the community served by Moab Regional Hospital. Survey results, input from community representatives, and public health data highlight opportunities for MRH to strengthen services, expand access, and collaborate with partners to improve community health and well-being.

1. Mental & Behavioral Health

- Suicide rates exceed national averages.
- Limited access to mental health providers and substance use treatment.
- Prevention programs and expanded treatment options are needed.
- Telehealth is widely supported (over 85% of survey participants), presenting an opportunity to expand access.

2. Access to Primary & Specialty Care

- While physician-to-resident ratios are favorable compared to neighboring areas, shortages persist in dental, mental health, and geriatric providers.
- High-demand specialties (Dermatology, ENT, Imaging, Ophthalmology, Mental Health) are often accessed outside the community.
- Residents expressed need for urgent care, walk-in appointments, and chronic disease management.

3. Senior Care

- The aging population needs long-term care, in-home services, transportation, caregiver support, adult day programs, and mental health resources.

4. Workforce & Community Trust

- Maintaining a skilled workforce is critical. Recruitment and retention are affected by housing, transportation, and professional support.
- Community trust in MRH is strong, providing a foundation for engagement.

5. Awareness & Utilization of Existing Services

- Many services (Dermatology, Mental Health, Women's Health) are underutilized due to low awareness.

6. Preventive Health & Community Education

- Residents seek more education on preventive care, wellness, nutrition, and physical activity.

7. Equitable Care for Underserved Populations

- Barriers persist for residents living below the poverty line, the homeless, those working multiple jobs, and Latinx populations facing language and cultural challenges.

PRIORITY HEALTH NEEDS SELECTION

Moab Regional Hospital selected which health needs to focus on by evaluating organizational capabilities, expertise, and available resources, while considering mission, strategic plans, ongoing activities, and community input.

Identified Focus Areas:

- Mental & Behavioral Health
- Access to Primary & Specialty Care
- Senior Care
- Workforce & Community Trust

Community Collaboration:

To address these priorities, MRH will strengthen partnerships with schools, law enforcement, and other community organizations. Collaborative efforts will target the identified focus areas over the next three years.

IMPLEMENTATION STRATEGY

SIGNIFICANT NEED #1: MENTAL & BEHAVIORAL HEALTH

Community input highlights a strong need for more mental health and substance use services, crisis support, and better care coordination. Access is limited due to provider shortages, service gaps, and stigma—especially for youth, working adults, and high-risk populations.

MRH will focus on **improving access, expanding treatment options, and strengthening care coordination** for mental health and substance use. To do this, MRH plans to conduct a focused community assessment, create programs designed for local residents, and keep behavioral health a top organizational priority.

Telehealth is widely supported by residents—over 85% said they favor virtual care in surveys—making it a key strategy to reach populations who are hard to access.

Key objectives include:

- **Conduct a Behavioral Health Needs Assessment:** Complete a focused assessment to identify service gaps, community needs, and opportunities for better integration and coordination. Findings will guide program development, resource allocation, and partnerships.
- **Expand Outpatient & Substance Use Programs:** Develop intensive outpatient programs (IOP) and broaden treatment options for adolescents and adults.
- **Increase Access to Behavioral Health Providers:** Recruit clinicians to address coverage gaps across primary care, urgent care, and specialty settings.
- **Maintain Behavioral Health as a Community Priority:** Support mental health and substance use treatment through advocacy, funding, education, and stigma-reduction.

MRH will focus on the following strategies and programs to address Mental & Behavioral Health needs:

- **Launch a Behavioral Health Needs Assessment** collecting input from patients, providers, and community partners, and analyzing service gaps.
- **Use Assessment Findings to Guide Planning** for program development, partnerships, and resource allocation.
- **Develop Intensive Outpatient Programs (IOP)** for adolescents and adults.
- **Expand Substance Use Treatment Options** including counseling, medication-assisted treatment (MAT), recovery support, and referral pathways.
- **Recruit Behavioral Health Clinicians** to fill identified gaps in coverage.
- **Strengthen Care Coordination** among MRH departments, schools, community nonprofits, and regional providers.
- **Promote Stigma Reduction and Community Education** to increase awareness and acceptance of behavioral health services.
- **Leverage Telehealth** to expand access, particularly for rural and hard-to-reach populations. This approach aims to reduce travel burdens and increase timely access to behavioral health care.
- **Seek Funding and Build Partnerships** to support and expand mental and behavioral health programs.
- **Provide Onsite Fellowship Opportunities** in addiction medicine through the University of Utah Fellowship Program.

To address Mental & Behavioral Health needs, MRH plans to collaborate with:

- Moab Regional Recovery Center
- Moab Free Health Clinic
- Green River Medical Clinic
- Southeast Utah Health Department
- School-based behavioral health programs (Grand County School District)
- Local therapists, counselors, and peer support organizations
- Community nonprofits and advocacy groups
- Grand Area Mentoring
- Beacon Afterschool Program
- Moab Valley Multicultural Center
- Seekhaven
- Moab Solutions
- Grand County Jail
- Utah Support Advocates for Recovery Awareness (USARA)
- University of Utah

SIGNIFICANT NEED #2: ACCESS TO PRIMARY & SPECIALTY CARE

Residents need better access to primary care, specialty services, dental care, and coordinated follow-up—especially as the community grows and relies on visiting specialists and regional partners. While physician-to-resident ratios in Grand County are relatively favorable compared to neighboring areas, shortages persist in dental, mental health, and geriatric providers.

MRH will focus on strengthening continuity of care, expanding specialty access, and reducing barriers for rural patients. Efforts include care coordination improvements, provider recruitment, telehealth expansion, and partnerships that bring services closer to home. Community education and awareness about available providers will also support better access.

Key objectives include:

- **Improve Transitions of Care:** Strengthen coordination between Urgent Care and Family Medicine to ensure patients receive reliable follow-up and seamless continuity.
- **Expand Specialty Access:** Prioritize Dermatology, Women’s Health, Cardiology, and Oncology through visiting specialists, regional partnerships, or co-located clinics.
- **Increase Dental Care Access:** Collaborate with community organizations and regional providers to expand dental services for families and seniors.
- **Leverage Telehealth:** Use virtual care to connect patients to hard-to-reach specialties, reducing travel time and improving access for remote areas.
- **Reduce Wait Times:** Decrease appointment and specialty consultation delays.
- **Enhance Community Education:** Increase awareness of available primary care and specialty providers. Enhancing community awareness of available providers aims to reduce service gaps and keep care local.

MRH will focus on the following strategies and programs to improve Access to Primary & Specialty Care:

- **Recruit Physicians and Specialists** for high-need service lines, including cardiology, ENT, pediatrics, geriatrics, and other identified specialties.
- **Implement Care Coordination Models** in Family Medicine and Urgent Care, including shared referral processes and follow-up workflows.
- **Add Key Roles**, including an Oncology Navigator, to strengthen care coordination and patient support.
- **Standardize Specialty Clinic Scheduling** to maximize access to visiting specialists and reduce wait times.
- **Pilot Dental Access Initiatives** including mobile clinics, pop-up visits, or partner-hosted preventive care days.
- **Expand Telehealth Capacity** with tele-consult rooms, tele-specialty pathways, and staff training on workflows.
- **Develop Regional Partnerships** with specialty providers for women's health, oncology, cardiology, and behavioral health.

To improve Access to Primary & Specialty Care, MRH plans to collaborate with:

- Moab Free Health Clinic
- Green River Medical Clinic
- Southeast Utah Health Department
- Regional medical centers in Salt Lake City and Grand Junction
- Dental clinics and mobile dental providers

SIGNIFICANT NEED #3: SENIOR CARE

Moab's growing senior population needs stronger long-term care options, in-home support, transportation, and mental health resources.

Our work in this area focuses on improving access to services, supporting caregivers, and promoting senior wellness. Key strategies include building coordinated care models, expanding in-home and transitional care services, and strengthening community outreach. These initiatives are expected to improve seniors' independence, reduce hospital readmissions, and enhance overall quality of life.

Key objectives include:

- **Build a Coordinated "Medical Home" for Seniors:** Integrate medical, behavioral, and social supports to help seniors age in place with dignity and independence.
- **Strengthen Skilled Bed and Transitional Care:** Expand therapy services (physical, occupational, and speech) to support recovery, improve function, and reduce hospital readmissions.
- **Enhance Geriatric Specialty Services:** Evaluate options to recruit or contract with a geriatrician to support seniors with complex health needs.

MRH will focus on the following strategies and programs to improve Senior Care:

- **Develop a Senior Care Coordination Team** to guide care across clinics, behavioral health, and community partners.
- **Implement Shared Care Plans** linking primary care, behavioral health, and social services.
- **Pilot Home-Visit and Telehealth Check-Ins** for seniors at highest risk of decline or isolation.
- **Expand Therapy Staffing** including physical, occupational, and speech therapy.
- **Pilot 7-Day Therapy Coverage** to support faster recovery and smoother transitions.
- **Strengthen Discharge Planning** by offering caregiver education and training.
- **Conduct a Geriatric Care Needs Analysis** to identify service gaps and opportunities.
- **Explore Tele-Geriatrics Partnerships** to increase access to specialty care.
- **Develop a Recruitment and Sustainability Plan** for future geriatric providers.

To improve Senior Care, MRH plans to collaborate with:

- Moab Free Health Clinic
- Green River Medical Clinic
- Southeast Utah Health Department
- Grand County Senior Center
- Emergency Medical Services (EMS)
- Canyonlands Care Center
- Community Nursing Services
- Moab Senior Alliance (aka Moab Senior Games)
- Local nonprofit organizations

SIGNIFICANT NEED #4: WORKFORCE & COMMUNITY TRUST

Recruitment and retention of a skilled healthcare workforce remain a priority, with challenges tied to housing affordability, professional support, and workforce development. At the same time, community trust in MRH is strong, providing a foundation for engagement and collaboration.

MRH will focus on addressing workforce challenges, building a culturally competent team, and strengthening community partnerships to support healthcare delivery. Strategies include housing initiatives, professional development, and community outreach that foster trust and inclusivity. Providing affordable housing and professional development opportunities is expected to strengthen workforce stability and maintain high-quality care for the community

Key objectives include:

- **Address Workforce Challenges:** Improve recruitment and retention of healthcare professionals by addressing housing, professional support, and workplace culture.
- **Increase Collaboration:** Promote partnerships among MRH, local agencies, faith-based groups, employers, and other community resources to strengthen workforce support.
- **Develop a Culturally Competent Workforce:** Recruit, retain, and train staff in cultural humility, trauma-informed care, and equity best practices.
- **Build Community Trust:** Expand engagement with underserved and Indigenous communities through outreach, listening sessions, and tailored education initiatives.

MRH will focus on the following strategies and programs to strengthen Workforce & Community Trust:

- **Advance Housing Solutions** on MRH's 22-acre campus to provide affordable, emergency, and transitional housing for healthcare and essential workers.
- **Partner with Local Agencies** including land trusts, housing authorities, and nonprofits to increase housing availability for the workforce.
- **Develop Professional Support Programs** such as mentorship, continuing education, and wellness initiatives to improve recruitment and retention.
- **Implement Cultural Competency Training** across all staff, focusing on trauma-informed care, equity, and cultural humility.
- **Expand Community Outreach and Engagement** through listening sessions, outreach clinics, and targeted health education for underserved and Indigenous communities.
- **Leverage Strategic Partnerships** to support workforce needs, including local government, school districts, EMS, and community organizations.
- **Maintain Funding for Employee Mental Health Programs** to ensure ongoing access to counseling, wellness, and support services.

To strengthen Workforce & Community Trust, 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
- Tava Health – Telehealth Mental Health Network
- Local Nonprofit Organizations

ISSUES NOT BEING ADDRESSED

While not currently prioritized for focused implementation, Moab Regional Hospital acknowledges several additional health needs identified through the CHNA process. These include preventive health programs, nutrition and physical activity initiatives, environmental health concerns, and other emerging health trends. MRH will continue to monitor these areas and consider opportunities to address them in the future as resources, community partnerships, and organizational capacity allow.

NEXT STEPS

Moab Regional Hospital, a critical healthcare provider in an underserved rural region, remains deeply committed to improving the health and well-being of our community. Over the next three years, MRH will regularly review progress on the key objectives outlined in the Implementation Strategy to ensure accountability and continuous improvement. We will collaborate closely with community partners to enhance existing services, address emerging needs, and develop new programs as necessary to meet the evolving health needs of our residents.