St. Bernards Five Rivers Medical Center Community Health Needs Assessment 2019





Introduction	1
About Community Health Needs Assessments	1
Acknowledgments	2
Summary of Community Health Needs Assessment Process	2
Community Served by the Medical Center	3
Defined Community	3
Community Characteristics	3
Community Population and Demographics	3
Socioeconomic Characteristics of the Community	4
Health Status of the Community	6
Health Outcomes and Factors	7
Health Care Resources	10
Hospitals and Health Centers	10
Medical Center Market Share	11
Other Health Care Facilities and Providers	12
Key Interviewees	12
Methodology	12
Key Interview Results	13
Evaluation of Response to 2016 CHNA	13
Identification and Prioritization of Health Needs	14
Appendices	
Key Interview Protocol	A
Sources	B



Introduction

Five Rivers Medical Center, Inc. d/b/a St. Bernards Five Rivers Medical Center (the Medical Center) is a not-for-profit organization located in Pocahontas, Arkansas. The Medical Center provides a wide range of services, including a 24-hour emergency department. The Medical Center is proud to provide excellent patient care, up-to-date technology, and a friendly, pleasant atmosphere to the community it serves.

About Community Health Needs Assessments

As a result of the *Patient Protection and Affordable Care Act*, tax-exempt hospitals are required to assess the health needs of their communities and adopt implementation strategies to address significant identified needs. Compliance with section 501(r) of the Internal Revenue Code (IRC) requires that a tax-exempt hospital facility:

- Conduct a community health needs assessment every three years.
- Adopt an implementation strategy to meet the significant community health needs identified through the assessment.
- In each subsequent assessment, evaluate the impact of previous implementation strategies on identified needs.

The community health needs assessment must take into account input from persons who represent the broad interest of the community served by the hospital facility, including those with special knowledge of or expertise in public health and those representing low-income, minority or medically underserved populations within the community. The hospital facility must make the community health needs assessment widely available to the public.

This community health needs assessment is intended to document the Medical Center's compliance with IRC Section 501(r). Health needs of the community have been identified and prioritized so the Medical Center may adopt an implementation strategy to address specific needs of the community.

The process involved:

- A comprehensive evaluation of the implementation strategy that was developed as a result of the initial community health needs assessment conducted in 2016.
- Collection and analysis of a large range of data, including demographic, socioeconomic and health statistics, health care resources and patient use rates.
- Interviews with key individuals who represent a) broad interests of the community, b) populations of need and c) persons with specialized knowledge in public health.

This document is a summary of all the available evidence collected during the community health needs assessments required by the IRS during tax year 2019. It will serve as a compliance document, an assessment of the impact of the previous implementation strategy, and as a resource until the next assessment cycle.



Acknowledgments

The community health needs assessment research team would like to thank all those who contributed to the community health assessment described herein. We are grateful for the many key interviewees who gave their time and expertise to inform both the direction and outcomes of the study. We greatly appreciate the contribution of their stories.

Summary of Community Health Needs Assessment Process

The purpose of community health needs assessment is to identify and understand the unique health needs of the community served by the individual hospitals and to document compliance with new federal regulations pursuant to the *Patient Protection and Affordable Care Act*.

The Medical Center engaged **BKD**, **LLP** to conduct a formal community health needs assessment. **BKD**, **LLP** is one of the largest CPA and advisory firms in the United States, with approximately 2,700 partners and employees in 40 offices across 18 states. BKD serves more than 4,000 healthcare entities across the country. The community health needs assessment was conducted from June 2019 through August 2019.

Based on current literature and other guidance from the U.S. Treasury Department and the IRS, the following steps were conducted as part of the Medical Center's community health needs assessment:

- An evaluation of the impact of action taken to address the significant health needs identified in the 2016 community health needs assessment was completed to understand the effectiveness of the Medical Center's current strategies and programs. This evaluation is included in the Evaluation of Response to 2016 CHNA portion of this report.
- Population demographics and socioeconomic characteristics of the community were gathered and reported utilizing various third parties. The health status of the community was then assessed. Information on the leading causes of death and morbidity information was analyzed in conjunction with health outcomes and factors reported for the community by CountyHealthrankings.org. Health factors with significant opportunity for improvement were noted.
- An inventory of health care facilities and resources was prepared and evaluated for unmet needs.
- Community input was provided through interviews of 4 stakeholders, including those with special knowledge of or expertise in public health, as well as those representing medically underserved, low-income or minority populations. Results and findings are described in the Key Interviewees portion of this report.
- Information gathered in the steps above was analyzed and reviewed to identify health issues of uninsured persons, low-income persons and minority groups and the community as a whole. Health needs were then prioritized taking into account the perceived degree of influence the Medical Center has to impact the need and the health needs impact on overall health for the community. Information gaps identified during the prioritization process have been reported.



Community Served by the Medical Center

The Medical Center is located in Pocahontas, Arkansas, in Randolph County. Pocahontas is approximately 40 miles north of Jonesboro, Arkansas, the closest metropolitan area.

Defined Community

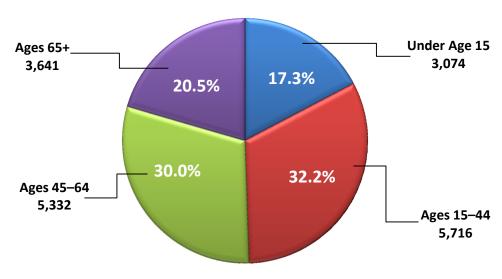
A community is defined as the geographic area from which a significant number of the patients utilizing hospital services reside. There have not been significant changes to the population or healthcare environment in the area since the last needs assessment was conducted in 2016. Therefore, the Medical Center's management believes that the Medical Center Community has remained unchanged. This report will include data from Randolph County.

Community Characteristics

Community Population and Demographics

The community served by the Medical Center is a primarily rural area in northeast Arkansas. According to 2018 projections based on the most recent U.S. Census Bureau estimates, about 18,000 people live in Randolph County.

Community Population by Age Group

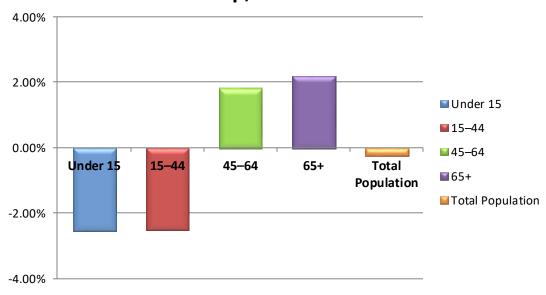


A major distinguishing feature of the Medical Center's community is the age breakdown of this population. The chart shows the breakdown of the community's population by age group. During that same time period, the percentage of the community population over age 45 is expected to increase nearly 2%, as shown on the following chart. This age group uses more health services than any other, so the Medical Center should prepare for increased patient volume in the near future.



Additionally, the percentage of the community aged 44 and below is expected to shrink over the next two years, which could contribute to difficulties in recruiting enough care providers to manage the aging population.

Projected Change in Population by Age Group, 2018–2020



Socioeconomic Characteristics of the Community

The socioeconomic characteristics of a geographic area influence the way residents access health care services and perceive the need for health care services. Factors such as educational attainment, poverty levels, unemployment rates and insurance coverage levels contribute significantly to the health status of the community.

Socioeconomically, the community served by the Medical Center is similar to many other parts of rural Arkansas. About 14% of the population age 25 and older has obtained a bachelor's degree or higher, compared to about 31% of the U.S., while about 18% of the population age 25 and older does not have a high school diploma, compared to about 13% in the country as a whole. Lower levels of education have been linked to negative health outcomes, so the educational attainment of the community is relevant to the consideration of the health needs of the community.

The income levels of individuals within the community also have a significant effect on their ability to access health services. The median household income in the Medical Center's community is \$35,930, compared to \$43,813 for the state of Arkansas and \$57,652 for the United States.

0 80000

Randolph (\$35,930.00)

Arkansas (\$43,813.00)

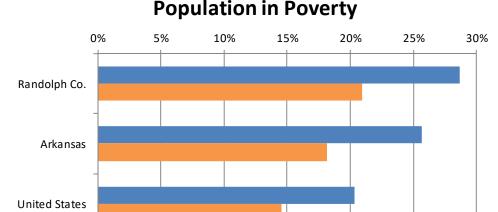
United (\$57,652.00)

Source: CARES Engagement Network

Median Household Income



Lower than average median household income suggests that many members of the community may have difficulty obtaining health care, especially preventative care. The following chart shows the percentage of the communities' population living below the federal poverty line, with the percentage of children under age 18 shown separately. The specific health needs of low-income members of the community should be considered carefully throughout the preparation of this assessment.

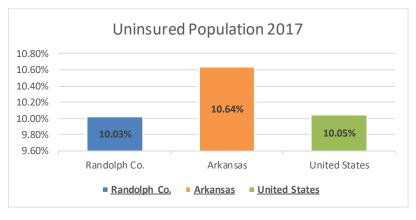


Source: CARES Engagement Network

■ % Population in Poverty

% Children in Poverty

Some socioeconomic measures in the community have improved significantly since the publication of the 2016 community health needs assessment. One such measure is the percentage of the community that is without health insurance coverage. Effective January 1, 2014, the *Patient Protection and Affordable Care Act* expanded health coverage for many Americans. Arkansas expanded Medicaid eligibility and created a program that allows federal expansion funds to instead be used to subsidize premiums for private commercial insurance policies for low-income Arkansans. This program has had a significant effect on the patient mix of the Medical Center. In 2013, before this program went in to effect, 15% of the Medical Center's patient encounters were uninsured, while in 2019, that number dropped to only 10%, representing a 33% decrease in uninsured patient encounters at the Medical Center. Due to political uncertainty, the long- term impact of this growth in insurance coverage on health needs cannot be assured.



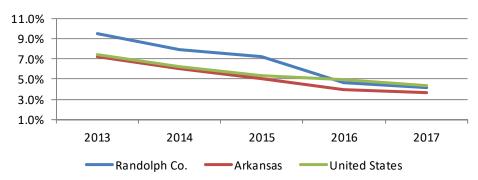
Source: CARES Engagement Network

Another socioeconomic measure that has been improving steadily over the past several years is the unemployment rate.



The following chart shows that the unemployment rate of the community has been decreasing over the past four years, along with those of the state of Arkansas and the United States. As the economy improves and more people find employment, the socioeconomic status of the community should be strengthened, and access to health care will be improved.

Unemployment Rates, 2013–2017



Health Status of the Community

This section of the assessment reviews the health status of Randolph County residents. As in the previous section, comparisons are provided with the state of Arkansas and the United States as a whole. This indepth assessment of the mortality and morbidity data, health outcomes, health factors and mental health indicators of the county residents that make up the community will enable the Medical Center to identify and prioritize health issues related to the health status of its community's residents.

Good health can be defined as a state of physical, mental and social well-being, rather than the absence of disease or infirmity.

According to Healthy People 2020, the national health objectives released by the U.S. Department of Health and Human Services, individual health is closely linked to community health. Community health, which includes both the physical and social environment in which individuals live, work and play, is profoundly affected by the collective behaviors, attitudes and beliefs of everyone who lives in the community. Healthy people are among a community's most essential resources.

Numerous factors have a significant impact on an individual's health status: lifestyle and behavior, human biology, environmental and socioeconomic conditions, as well as access to adequate and appropriate health care and medical services.

Studies by the American Society of Internal Medicine conclude that up to 70% of an individual's health status is directly attributable to personal lifestyle decisions and attitudes. Persons who do not smoke, who drink in moderation (if at all), use automobile seat belts (car seats for infants and small children), maintain a nutritious low-fat, high-fiber diet, reduce excess stress in daily living and exercise regularly have a significantly greater potential of avoiding debilitating diseases, infirmities and premature death.

The interrelationship among lifestyle/behavior, personal health attitudes and poor health status is gaining recognition and acceptance by both the general public and health care providers. Some examples of lifestyle/behavior and related health care problems include the following:



Lifestyle	Impact on Health	
Smoking	Lung cancer Cardiovascular disease Emphysema Chronic bronchitis	
Alcohol/drug abuse	Cirrhosis of liver Motor vehicle crashes Unintentional injuries Malnutrition Suicide Homicide Mental illness	
Poor nutrition	Obesity Digestive disease Depression	
Lack of exercise	Obesity Cardiovascular disease Depression	
Overstressed	Mental illness Alcohol/drug abuse Cardiovascular disease	
Driving at excessive speeds	Trauma Motor Vehicle Crashes	

Health Outcomes and Factors

An analysis of various health outcomes and factors for a particular community can, if improved, help make that community a healthier place to live, learn, work and play. A better understanding of the factors that affect the health of the community will assist with how to improve the community's habits, culture and environment. This portion of the community health needs assessment utilizes information from County Health Rankings, a key component of the Mobilizing Action toward Community Health (MATCH) project, a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute.

The County Health Rankings model is grounded in the belief that programs and policies implemented at the local, state and federal levels have an impact on the variety of factors that, in turn, determine the health outcomes for communities across the nation.

The model provides a ranking method that ranks all 50 states and the counties within each state, based on the measurement of two types of health outcomes for each county: how long people live (mortality) and how healthy people feel (morbidity). These outcomes are the result of a collection of health factors and are influenced by programs and policies at the local, state and federal levels.



Counties in each of the 50 states are ranked according to summaries of a variety of health measures. Those having high ranks, *e.g.*, 1 or 2, are considered to be the "healthiest." Counties are ranked relative to the health of the 75 counties in Arkansas on the following summary measures:

- Health Outcomes—rankings are based on an equal weighting of one length of life measure and four quality of life measures.
- Health Factors—rankings are based on weighted scores of four types of factors:
 - o Health behaviors (nine measures)
 - Clinical care (seven measures)
 - Social and economic (nine measures)
 - Physical environment (four measures)

A more detailed discussion about the ranking system, data sources and measures, data quality and calculating scores and ranks can be found at the website for County Health Rankings (www.countyhealthrankings.org).

As part of the analysis of the needs assessment for the community, the relative health status of the community will be compared to the state of Arkansas as well as to a national benchmark. A better understanding of the factors that affect the health of the community will assist with how to improve the community's habits, culture and environment.

The following table summarizes the 2019 health outcomes and factors for the community. Each measure is described, and measures where the community underperforms the state are highlighted in red.

Health Outcome/Factor	Randolph County Metric Rank Arkansas		National	
Health Outcome/Tactor			Arkansas	Benchmark
Health Outcomes		51		
Length of Life		68		
Premature death – Years of potential life lost before age 75 per				
100,000 population (age-adjusted)	12,700		9,500	5,400
Quality of Life		15		
Poor or fair health – Percent of adults reporting fair or poor health				
(age-adjusted)	21%		24%	12%
Poor physical health days – Average number of physically				
unhealthy days reported in past 30 days (age-adjusted)	4.8		5.0	3.0
Poor mental health days – Average number of mentally unhealthy				
days reported in past 30 days (age-adjusted)	4.9		5.2	3.1
Low birthweight – Percent of live births with low birthweight (<2,500	•	•		
grams)	7%		9%	6%



	Randolph County			National
Health Outcome/Factor	Metric	Rank	Arkansas	Benchmark
Health Factors		29		
Health Behaviors		37		
Adult smoking – Percent of adults who are current smokers	20%	<u> </u>	24%	14%
Adult obesity – Percent of adults (age 20 and older) that reports a	2070		2-170	1470
BMI greater than or equal to 30 kg/m2	36%		35%	26%
Food environment index – Index of factors that contribute to a	0070		0070	2070
healthy food environment, 0 (worst) to 10 (best)	6.5		5.4	8.7
Physical inactivity – Percent of adults age 20 and over reporting no	0.0		0.7	0.7
leisure-time physical activity	38%		31%	19%
Access to exercise opportunities – Percent population with	30 70		0170	1370
adequate access to locations for physical activity	42%		65%	91%
Excessive drinking – Percent of adults that report binge or heavy	42 /0		0370	3170
Idrinking	14%		16%	13%
Alcohol-impaired driving deaths – Percent of driving deaths with	33%		26%	13%
Sexually transmitted infections – Number of newly diagnosed	309.1		562.0	152.8
Teen birth rate – Number of births per 1,000 female population ages				4.4
15-19	52		41	14
Clinical Care		27		
Uninsured – Percent of population under age 65 without health				
insurance	9%		9%	6%
Primary care physicians – Ratio of population to primary care				
physicians	1,740:1		1,500:1	1,050:1
Dentists – Ratio of population to dentists	2,190:1		2,180:1	1,260:1
Mental health providers – Ratio of population to mental health				
providers	1,350:1		460:1	310:1
Preventable hospital stays – Rate of hospital stays for ambulatory-				
care sensitive conditions per 100,000 Medicare enrollees				
	4,656		5,075	2,765
Mammography screening – Percent of female Medicare enrollees				
age 65-74 that received an annual mammography screening				
	29%		35%	49%
Flu vaccinations – Percent of fee-for-service Medicare enrollees	39%		44%	52%
Social and Economic Factors		25		
High school graduation – Percent of ninth grade cohort that				
graduates in 4 years	93%		88%	96%
Some college – Percent of adults ages 25–44 years with some post-	65%		57%	73%
Unemployment - Percent of population ages 16 and older	0070		0.70	. 070
unemployed but seeking work	4.2%		3.7%	2.9%
unomprojed bat eserting from	7.2 70		0.1 70	2.070
Children in poverty – Percent of children under age 18 in poverty	27%		23%	11%
Income inequality – Ratio of household income at the 80th	21 70		2070	1170
percentile to income at the 20th percentile	4.8		4.8	3.7
Children in single-parent households – Percent of children that	4.0		4.0	5.7
live in a household headed by a single parent	44%		36%	20%
Social associations - Number of membership associations per	→→ /0		30 /0	20 /0
10,000 population	9.7		12.1	21.9
Violent crime – Number of reported violent crime offenses per	3.1		14.1	21.3
100,000 population	295		516	63
	290		310	03
Injury deaths – Number of deaths due to injury per 100,000 population	00		81	57
population	88		01	57



Health Outcome/Factor	Health Outcome (Factor Randolph C		County	
ricaltii Guttoille/i attoi	Metric	Rank	Arkansas	Benchmark
Physical Environment		62		
Air pollution-particulate matter days – Average daily density of				
fine particulate matter in micrograms per cubic meter (PM2.5)	10.2		10.0	6.1
Severe housing problems - Percent of households with at least 1				
of 4 housing problems: overcrowding, high housing costs, lack of				
kitchen facilities, or lack of plumbing facilities	14%		15%	9%
Driving alone to work - Percent of the workforce that drives alone				
to work	83%		83%	72%
Long commute driving alone - Among workers who commute in				
their car alone, the percentage that commute more than 30 minutes				
	36%		26%	15%

Health Care Resources

The availability of health resources is a critical component to the health of a community's residents and a measure of the soundness of the area's health care delivery system. An adequate number of health care facilities and health care providers is vital for sustaining a community's health status. Fewer health care facilities and health care providers can impact the timely delivery of services. A limited supply of health resources, especially providers, results in the limited capacity of the health care delivery system to absorb charity and indigent care, as there are fewer providers upon which to distribute the burden of indigent care. This section will address the availability of health care resources to the residents of the community.

Hospitals and Health Centers

The Medical Center has 32 beds and is the only acute care hospital in Randolph County. There are several other hospitals that receive a significant share of the community's patients.

The chart below summarizes hospital services within 60 miles of the Medical Center, as well as more information about each hospital, including its location in relation to Five Rivers Medical Center.

Summary of Area Hospitals

		Facility	Miles from	Bed	Annual
		Туре	FRMC	Size	Discharges
St. Bernards Five Rivers Medical Center	2801 Medical Center Dr., Pocahontas, AR	Short-term acute care	-	32	1,012
Lawrence Memorial Hospital	1309 W. Main St., Walnut Ridge, AR	Critical access	17	25	196
St. Bernards Medical Center	225 E. Jackson Ave., Jonesboro, AR	Short-term acute care	42	329	16,929
Arkansas Methodist Medical Center	900 W. Kings Hwy, Paragould, AR	Short-term acute care	42	114	3,929
HealthSouth Rehabilitation Hospital	1201 Fleming Ave., Jonesboro, AR	Rehabilitation	43	80	1,690
NEA Baptist Memorial Hospital	4800 E. JOHNSON AVENUE	Short-term acute care	58	180	10,705
Source: Costreportdata.com					

Lawrence Memorial Hospital – Located in Walnut Ridge, Arkansas, Lawrence Memorial is approximately 17 miles from Five Rivers Medical Center. It is a critical access hospital offering inpatient and outpatient services.

St. Bernard's Regional Medical Center – Located in Jonesboro, Arkansas, St. Bernards is approximately 42 miles from Five Rivers Medical Center. It is a large hospital offering a full range of inpatient and outpatient services.



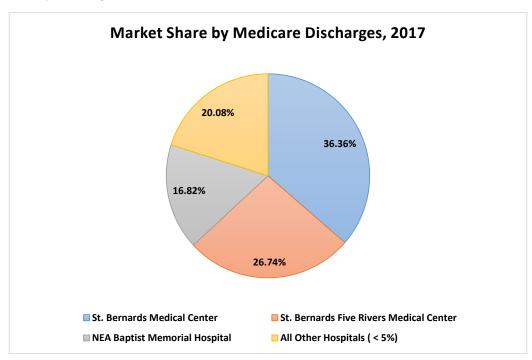
Arkansas Methodist Medical Center – Located in Paragould, Arkansas, Arkansas Methodist is approximately 42 miles from Pocahontas. It is a large hospital offering a full range of inpatient and outpatient services.

HealthSouth Rehabilitation – Located in Jonesboro, Arkansas, HealthSouth is approximately 43 miles from Five Rivers Medical Center. It offers both facility-based and home-based post-acute services.

NEA Baptist Memorial Hospital – Located in Jonesboro, Arkansas, NEA Baptist is approximately 45 miles from Five Rivers Medical Center. It is a large hospital offering a full range of inpatient and outpatient services.

Medical Center Market Share

The market share of a hospital relative to that of its competitors may be based largely on services required by patients and the availability of those services at each facility. For this study, the market share of the Medical Center was considered based on the type of services required by those patients in the community. The ability to attain a certain relative market share (percentage) of the community varies based on a number of factors, including the services provided, geographical location and accessibility of each competing facility. The chart below presents the relative market share of each hospital that had discharges of residents from the community. This table presents an analysis of data for the most currently available year, showing the percentage of total Medicare discharges from each hospital. This information provides an idea of summary market share as well as the outmigration of patients from the community. For 2017, the Medical Center maintained approximately 27% of all discharges from the community, with St. Bernard's Medical Center capturing about 36% and NEA Baptist Memorial Health capturing around 17%. The remaining 20% of discharges is made up of numerous hospitals, each with less than 5% of the total community discharges.



Because Arkansas law prohibits the Arkansas Department of Health from providing hospital-specific discharge information, the data in the chart above was estimated based on Medicare discharges by zip code and hospital, which is available from the Centers for Medicare & Medicaid Services.



Other Health Care Facilities and Providers

Besides the Medical Center, community residents benefit from many other health care resources:

Pocahontas Medical Clinic – Located in Pocahontas, Arkansas, the Pocahontas Medical Clinic provides primary care and specialty services, including general surgery, hospitalist medicine, pediatric care, orthopedics, neurology, nephrology and cardio thoracic surgery.

Area Nursing Homes – There are three nursing homes in the community with a total of 297 beds. They provide residential, medical and rehabilitative services to the elderly and disabled in the community.

County Health Units – Randolph County's health unit exists to promote and protect the public's health. The local health units provide services including family planning, prenatal care, immunizations, communicable disease follow-up, sexually transmitted disease testing, tuberculosis testing and treatment, breast care and cervical cytology follow-up, environmental services, home health and personal care services.

Corning Area Healthcare, Inc. (CAHI) – With clinics in Corning, Pocahontas and Walnut Ridge, Arkansas, CAHI provides a wide range of primary services, employing physicians, family nurse practitioners, social workers and nurses. CAHI is open to all residents, regardless of insurance status, and reduced-cost care is offered based on patients' ability to pay.

Key Interviewees

Surveys taken by key interviewees (community stakeholders that represent the broad interest of the community with knowledge of or expertise in public health) is a technique employed to assess public perceptions of the county's health status and unmet needs. These surveys are intended to ascertain opinions among individuals likely to be knowledgeable about the community and influential over the opinions of others about health concerns in the community. Key interviewees included individuals who are knowledgeable about populations within the community whose health and quality of life may not be as good as others, such as representatives of organizations serving the ethnic minorities, or the elderly.

Methodology

Surveys with key interviewees were conducted in February through June of 2019. Interviewees were asked a series of question that included their opinions in public health, and were evaluated with replies to the county in which they reside, and how many years they have worked in their current position.

All interviews were conducted by Medical Center personnel using a standard questionnaire. A copy of the interview instrument is included in the appendices. A summary of the interviewees' opinions is reported without judging the truthfulness or accuracy of their remarks. Community leaders provided comments on the following issues:

- Health and quality of life for residents of the community
- Barriers to improving health and quality of life for residents of the community
- Opinions regarding the important health issues that affect community residents and the types of services that are important for addressing these issues
- Delineation of the most important health care issues or services discussed and actions necessary for addressing those issues



Interview data was initially recorded in narrative form. Interviewees were assured that personal identifiers such as name or organizational affiliations would not be connected in any way to the information presented in this report.

This technique does not provide a quantitative analysis of the leaders' opinions, but reveals community input for some of the factors affecting the views and sentiments about overall health and quality of life within the community.

Key Interview Results

As stated earlier, the interview questions for each key interviewee were identical. The questions on the interview instrument are grouped into four major categories for discussion:

- 1. General opinions regarding health and quality of life in the community
- 2. Underserved population and communities of need
- 3. Barriers
- 4. Most important health and quality of life issues

While many issues were raised during the interviews, a few items stood out as being particularly important. These issues are summarized below.

- The interviewees were not optimistic about the health status of the community. All interviewees felt that quality of life in the community had either declined or stayed the same over the last three years.
- Affordable health care is a major barrier to improving the health of the community.
- The major contributing factors to poor health in the community noted by the key interviewees were cancer, diabetes and tobacco use.

Evaluation of Response to 2016 CHNA

The Medical Center prepared an implementation strategy in response to the needs identified in its December 2016 needs assessment. A listing of those needs, along with the steps taken by the Medical Center to address them, is below.

Diabetes

- o The Medical Center implemented a specialty department within the Rural Health Clinic for diabetic patients which will be the only program in our county.
- The Medical Center provided quality comprehensive diabetes self-management, education and training to all participants of the diabetes program.
- The Medical Center empowered the patients to better manage their disease to avoid the complications of diabetes and achieve optimal health status.
- o The Medical Center utilized existing health fairs and community programs to identify diabetic patients who will be likely candidates for the diabetic program.



• Health Education

The Medical Center participated in community health fairs at Black River Technical College and Williams Baptist College to communicate injury and illness prevention and the promotion of good health. The Medical Center actively engaged the community in new services available using newspaper, television, radio and social media to promote health and wellness programs available to them.

Because population health data takes time to become publicly available, it is difficult to quantitatively assess the impact of actions taken by the Medical Center in response to the previous needs assessment. However, there are indications that the Medical Center's efforts are having a positive effect on the health of the community. For example, the number of uninsured patient encounters at the Medical Center dropped 33% as discussed on Page 5 of this needs assessment. The Medical Center believes that as it continues to work to meet the health needs of the community, further gains will be made in these and other areas where a need has been identified.

Identification and Prioritization of Health Needs

Based on a review of the data gathered during this assessment, including leading causes of death, rankings of health outcomes and factors as well as surveys and interviews, a few health needs were identified. These needs were prioritized and evaluated to determine which were significant to the community. The criteria included the numbers of persons affected, the seriousness of the issue, whether the health need particularly affected persons living in poverty or members of an underserved population, and availability of community resources to address the need.

As a result, the following significant needs were identified:

- 1. Diabetes
- 2. Cancer
- Tobacco Use

The Medical Center will develop an updated implementation strategy to address the needs identified during the community health needs assessment. This assessment will be made publicly available on the Medical Center's website. Public comments on this assessment may be directed to the Medical Center's management at 2801 Medical Center Drive, Pocahontas, Arkansas 72455.



APPENDICES



KEY INTERVIEW PROTOCOL



Page 1: Community Needs Assessment

Q1: Contact Information
Name
Company
Address
City/Town
Zip/Postal Code
Email Address
Phone Number
Q2: Which county do you live in?
Q3: How many years have you worked in your current position?
Q4: On a scale of 1 to 10, with 1 being lowest and 10 being highest, how would you rate health and quality of life in your area?
Q5: In your opinion, has health and quality of life changed over the past few years?
Q6: Based on your answer in question 5, what are your reasons for choosing that answer?
Q7: What other factors have contributed to the improvement, staying the same, or decline of the health and quality of life in your county?
QB: Are there people or groups of people in your county whose health and quality of life may not be as good as others? Please select from the options below.
Q9: Based on your answer in question B, what are the reasons you feel their health and quality of life has been affected?
Q10: In your opinion, what are the most critical health and quality of life issues in your county?
Q11: Based on your answers in question 10, what needs to be done to address these issues?
Q12: Is there anyone else that you would recommend that we interview?



SOURCES



Sources

Total Population by County and Development District Projections. http://iea.ualr.edu/GregProjectionV2010/Total_POP_summary.xls>.

U.S. Census Bureau. American Community Survey. 2009-13. Source geography: Tract

U.S. Department of Labor: Bureau of Labor Statistics. 2015-September. Source geography: County

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