

Newman Memorial Hospital Community Health Needs Assessment Summary and Implementation Strategy



Oklahoma Office of Rural Health

OSU Center for Rural Health

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Introduction

New requirements for nonprofit, 501 (c)(3), hospitals were enacted under the Patient Protection and Affordable Care Act (ACA), passed on March 23, 2010. One of the most significant of the new requirements is the Community Health Needs Assessment (CHNA) that must be conducted during taxable years after March 23, 2012 and submitted with IRS form 990. A CHNA must then be completed every three years following.

While the requirements are fairly new, the IRS has made strides in defining hospitals that must complete the CHNA as well as details of what is expected in the CHNA report to be submitted. At this time the only entities that must complete the CHNA are hospital organizations defined as:

- An organization that operates a State-licensed hospital facility
- Any other organization that the Secretary determines has the provision of hospital care as its principal function or purpose constituting the basis for its exemption under section 501 (c)(3).

The general goal behind the requirement is to gather community input that leads to recommendations on how the local hospital can better meet and serve residents' needs. The community input is typically derived from a community survey and a series of open meetings. Local health data are presented. Community members then identify and prioritize their top health needs.

After listening to community input, the hospital defines an implementation strategy for their specific facility. The implementation strategy is a written plan that addresses each of the health needs identified in the community meetings. To meet Treasury and IRS guidelines an implementation strategy must:

- Describe how the hospital facility plans to meet the health need, or
- Identify the health need as one the hospital facility does not intend to meet and explain why the hospital facility does not intend to meet the health need¹

After the needs are identified that the hospital can address, the implementation strategy must take into account specific programs, resources, and priorities for that particular facility. This can include existing programs, new programs, or intended collaboration with governmental, nonprofit, or other health care entities within the community.²

¹ Internal Revenue Service. 2011. Notice and Requests for Comments Regarding the Community Health Needs Assessment Requirements for Tax-Exempt Hospitals. Internal Revenue Bulletin: 2011-30.

² Ibid

The facility must make the recommendations and implementation strategy widely available to community members. The facility must adopt the implementation strategy in that same taxable year.

Oklahoma Office of Rural Health Partnership

The Oklahoma Office of Rural Health makes this program available to all rural facilities in Oklahoma free of charge. The Oklahoma Office of Rural Health works closely with the hospital and community members to develop an economic impact of the local health sector, develop and analyze a local health services survey, and gather and analyze local health data. The resource team also includes comments received regarding the most recent CHNA, when received by the facility. The community meetings are facilitated by a resource team that includes Corie Kaiser and Lara Brooks of the Oklahoma Office of Rural Health.

After the meetings conclude, the resource team assists the hospital in developing their implementation strategy. After implementation, the resource team will assist in evaluation of the strategies implemented and provide continued assistance with data and resources.

This document discusses the steps taken to conduct a CHNA for Newman Memorial Hospital in 2019. It begins with a description of the hospital's medical service area, including a demographic analysis, and then summarizes each meeting that took place during the CHNA process. The report concludes by listing the recommendations that came out of the process and presenting the hospital's implementation strategy and marketing plan.

The Community Health Needs Assessment report and implementation plan were both presented and approved by the governing board on December 16, 2019.

Previous Community Health Needs Assessment- Priorities, Implementation, and Evaluation

Newman Memorial Hospital worked with the Oklahoma Office of Rural Health to complete a CHNA during 2016. The following identifies each priority, implementation taken, and an evaluation or impact of the implementation.

In 2016, community members present were really focused on the importance of health information and education. This was discussed at great length. Therefore, the sole priority was to identify outlets and topics to distribute. This was achieved through the creation and development of local partnerships with the schools, civic organizations, and senior centers. The following table outlines the activities that have taken place since the completion of the 2016 CHNA through August 2019.

Activity	Year(s) Completed	Impact/Attendees
Community Liaison for Ellis County Health Coalition	2016, 2017, 2018, 2019	n/a
Flu Shot Clinic: Gage, Fargo, Arnett Sr. Centers and at hospital for local seniors and at local businesses	2016, 2017, 2018 (will complete in 2019)	375
Health and Resources Fair	2019	126
Monthly Lunch n' Learns	2018, 2019	527
Monthly Hospital Update	2017, 2018, 2019	897
Blood Drives	2016, 2017, 2018, 2019	551
Community Education: BLS, Healthy Heart Special Promotion, Breast Cancer Awareness, Proper Hydration, Suicide Prevention (Question, Persuade and Refer), Childbirth education, LockBox Program	2017, 2018	296
Host Community Meetings: Chamber of Commerce (including coffees), Ministerial Alliance, Ellis County Health Coalition	2018	132
Educational Pieces for Newspaper	2016, 2017, 2018, 2019	n/a
Prepare Meals and Coordinate Delivery for Meals on Wheels (5 days/week) and assist with donations	2016, 2017, 2018, 2019	14 (ongoing)
Meals on Wheels Volunteer Luncheon	2017	25
Breast Cancer Awareness (including news articles in 5 area newspapers), Social medial posts, self-pay mammogram special with extended hours, presentation at Methodist Church's Coffee and Conversations	2016, 2017, 2018, 2019	
Civic Partnerships: Main St. Trick or Treat, Provide speakers for monthly meetings, Chamber Christmas Parade, Provide Flag Service in Shattuck for Labor Day, Methodist Church's Fall Festival, Sponsorship and volunteered for Shattuck Senior Center Art Exhibit Fundraiser	2016, 2017, 2018, 2019	793
Increase access: Opened urgent care	2016	
Assisting Families in need through fundraisers, Presents and Christmas dinner for two families in need, Easter baskets for at-risk children, Donated 12 filled backpacks	2016, 2017, 2018, 2019	16 families

Activity	Year(s) Completed	Impact/Attendees
Hosted Newman Memorial Hospital Careers Fair for Juniors and Seniors at Gage, Fargo, Shattuck, Arnett, and Higgins Schools	2016	125
Community Appreciation Day (Weekly Free Lunch for Community)	2016, 2017, 2018	10 Avg. Weekly
Partnered with Oklahoma Project Woman for Mammogram Vouchers	2019	Ongoing
School Partnerships: Sponsored Box Tops Contest and provided pizza party for winners, Shattuck Sports & Benevolence Project (educational speakers for student athletes and work day at tennis courts) Shattuck after prom party (sponsor), Lice treatment and free lice checks in the ER, Partnership for Autism Awareness & Safety Program	2017, 2018, 2019	182
Walk This Weigh Luncheon, Presentations about program to civic organizations, Host contest	2017, 2018	251
Radio spots (Breast cancer screening,	2018	n/a
Information Table (Red Barn Expo, Ellis County Fair), Distribute WICK brochures at school enrollments in Ellis County	2017, 2018	382
Heart Healthy Promotions: Participated in National Wear Red Facebook Contest, Presentations at civic organizations, Special promotion on CT Calcium Scores, AFIB Screenings & Lipid Profile	2016, 2017, 2018, 2019	279
Hosted MS Awareness Walk	2017	63
Launched RU OK Calls (Check in calls 5 days/week to elderly and/or disabled individuals who live alone)	2017	2-5 on list (ongoing)
LockBox Program: Sponsor and assist, and provide education	2018	Ongoing
Open House for Surgery	2017	65
Hospital representative on Chamber of Commerce Board	2017, 2018, 2019	n/a

Lunch n' Learn topics include: chronic pain management, Opportunities, Inc. (Overview and services), stroke education, anesthetic medicine, discover new resources with Area Agency on Aging, anti-inflammatory protocol, know your VA benefits, Medicare: know your coverage, know your plan, perspectives from a local optometrist, the aging swallow, the journey of grief, living with Alzheimer's, navigating healthcare decisions for the final lap, future technology in dentistry today, medication safety, navigating allergies in OK, cholesterol, age related eye issues, prepare and proactive: a community approach to safety, nutritional management of diabetes, breast cancer awareness, domestic violence, hear better, live better, hypertension, and hospice 101. These topics are delivered on a monthly basis from an expert in each field.

Hospital updates are provided also on a monthly basis from a representative from the hospital. The outlets for these updates are at the Arnett, Gage, and Shattuck Senior Centers, the Shattuck and Arnett Chamber of Commerce, Ministerial Alliance, Church Coffee and Conversations, the Auxiliary group, and Gage Rotary Club.

The hospital also placed educational pieces in the newspaper starting in 2016. Items covered in 2016 include diabetic friendly recipes and staying healthy during the holidays. The 2017 pieces expanded to: Multiple Sclerosis Awareness, Healthy Heart x3, National Colorectal Cancer Awareness, Importance of Exercise, National Health Information Management week, National Lab Professionals week, National Nurses Week, Monthly Lunch and Learn Programs (May through December), Hypertension, Surgery Open House, Men's Health Month, RU OK Calls Program/Expansion, Back to school health, National Immunization Awareness x3, Walk this Weigh, Breast Cancer Awareness, Physical Therapy, Diabetes, national Rural Health Day, Self Defense, cold and flu season.

In 2018, articles in the area newspapers covered: Healthy Heart Month, detecting atrial fibrillation, cholesterol, allergies, importance of BLS, medication safety, RU OK calls, safety in severe weather, how to protect your skin in winter, importance of proper sleep x 2, hospital events and services. Further, to date in 2019, the following educational pieces have been featured: Healthy Heart articles, sleep & heart health, nutrition, Melanoma month, stroke prevention, Men's Health month, hospital events & services.

Newman Memorial Hospital Medical Services Area Demographics

Figure 1 displays the Newman Memorial Hospital medical services area. Newman Memorial Hospital and all area hospitals are delineated in the figure. The surrounding hospitals are identified in the table below by county along with their respective bed count.

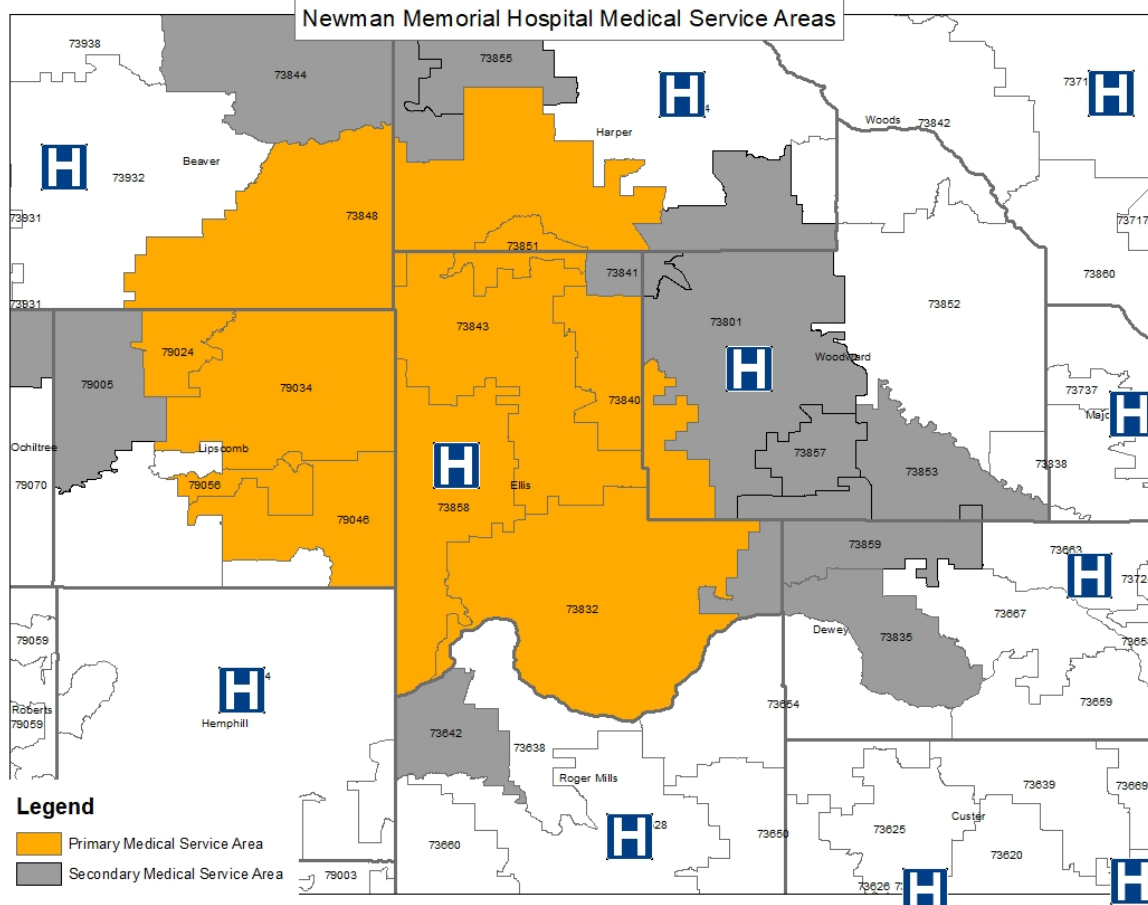


Figure 1. Newman Memorial Hospital Medical Service Areas

City	County	Hospital	No. of Beds
Beaver	Beaver	Beaver County Memorial Hospital	24
Clinton	Custer	AllianceHealth Clinton	56
Weatherford	Custer	Weatherford Regional Hospital	25
Seiling	Dewey	Seiling Community Hospital	18
Shattuck	Ellis	Newman Memorial Hospital	25
Buffalo	Harper	Harper County Community Hospital	25
Fairview	Major	Fairview Regional Medical Center	25
Cheyenne	Roger Mills	Roger Mills Memorial Hospital	15
Woodward	Woodward	AllianceHealth Woodward	87
Alva	Woods	Share Memorial Hospital	25
Canadian	Hemphill, TX	Hemphill County Hospital	26
Perryton	Ochiltree, TX	Ochiltree General Hospital	n/a

As delineated in Figure 1, the primary medical service area of Newman Memorial Hospital includes the zip code areas of Shattuck, May, Fargo, Gage, Arnett, Laverne, Follett, TX, Higgins, TX, Lipscomb, TX, Darrouzett, TX. The primary medical service area experienced a population increase of 7.5 percent from the 2000 Census to the 2010 Census (Table 1). This same service area experienced another increase in population of 6.9 percent from the 2010 Census to the latest available, 2013-2017, American Community Survey.

The secondary medical services area is comprised of the zip code areas Rosston, Fort Supply, Vici, Sharon, Woodward, and Booker, TX, Gate, Mutual, Camargo, and Durham. The secondary medical service area experienced an increase in population of 9.7 percent from 2000 to 2010 followed by another population decrease of 0.8 percent from 2010 to the 2013-2017 American Community Survey.

Table 1. Population of the Newman Memorial Hospital Medical Service Areas

Population by Zip Code	2000 Population	2010 Population	2013-2017 Population	% Change 2000-2010	% Change 2010-13-17
<i>Primary Medical Service Area</i>					
73858 Shattuck	1,618	1,666	1,555	3.0%	-6.7%
73851 May	78	80	136	2.6%	70.0%
73840 Fargo	670	691	765	3.1%	10.7%
73843 Gage	906	883	848	-2.5%	-4.0%
73832 Arnett	998	929	1,060	-6.9%	14.1%
73848 Laverne	1,616	2,156	2,366	33.4%	9.7%
79034 Follett, TX	577	637	634	10.4%	-0.5%
79046 Higgins, TX	580	489	636	-15.7%	30.1%
79056 Lipscomb, TX	46	63	84	37.0%	33.3%
79024 Darrouzett, TX	349	405	470	16.0%	16.0%
Total	7,438	7,999	8,554	7.5%	6.9%
<i>Secondary Medical Service Area</i>					
73855 Rosston	186	106	93	-43.0%	-12.3%
73841 Fort Supply	967	1,482	1,330	53.3%	-10.3%
73859 Vici	1,295	1,459	1,356	12.7%	-7.1%
73857 Sharon	503	623	635	23.9%	1.9%
73801 Woodward	14,327	15,228	15,289	6.3%	0.4%
79005 Booker, TX	1,528	1,735	1,653	13.5%	-4.7%
73844 Gate	312	269	225	-13.8%	-16.4%
73853 Mutual	353	379	681	7.4%	79.7%
73835 Camargo	204	309	199	51.5%	-35.6%
73642 Durham	185	187	135	1.1%	-27.8%
Total	19,860	21,777	21,596	9.7%	-0.8%

SOURCE: Population data from the U.S. Bureau of Census, Decennial Census 2000, 2010 and American Community Survey 2013-2017 (June 2019)

Table 2 displays the current existing medical services in the primary service area of the Newman Memorial Hospital medical services area. Most of these services would be expected in a service area of Shattuck's size: two physician offices and clinics, one dental office, one optometry office, one pharmacy, one nursing home, one EMS provider, and one physical therapy provider. The hospital provides swing bed, physical therapy, laboratory, radiology (CT and

MRI), telemedicine services, and 24 hour hospitalist coverage. A complete list of hospital services and community involvement activities can be found in Appendix A.

Table 2. Existing Medical Services in Newman Memorial Hospital Medical Services Area

Count	Service
1	Hospital: Newman Memorial Hospital
2	Physician offices/Clinics
1	Dental office
1	Optometry office
1	Nursing home
1	Physical therapy provider
1	EMS provider
1	Pharmacy

In addition to examining the total population trends of the medical service areas, it is important to understand the demographics of those populations. Table 3 displays trends in age groups for the primary and secondary medical service areas as well as Ellis County in comparison to the state of Oklahoma. Overall, the over 65 age group accounts for a larger share of the population for both medical service areas and Ellis County according to the latest, 2013-2017 American Community Survey. This cohort accounted for 14.7 percent of the total population at the state level. In terms of the medical service areas, this age group accounted for 18.1 percent of the primary medical service area, 14.5 percent of the secondary medical service area, and 20.9 percent of the population of Ellis County. The 45-64 age group accounts for the largest share of the population in the primary (25.7%) service area and Ellis County (28.1%). This population group accounts for 25.6 percent of the 45-64 year range in the secondary medical service area (following the age group of 25-44 with 26.5% of the population). This is compared to the state share of 24.7 percent of the total population.

Table 3. Percent of Total Population by Age Group for Newman Memorial Hospital Medical Service Areas, Ellis County and Oklahoma

Age Groups	Primary Medical Service Area	Secondary Medical Service Area	Ellis County	Oklahoma
2010 Census				
0-14	20.4%	20.9%	20.5%	20.7%
15-19	6.2%	6.0%	6.1%	7.1%
20-24	3.6%	6.2%	3.3%	7.2%
25-44	22.0%	27.0%	21.9%	25.8%
45-64	28.9%	25.6%	29.1%	25.7%
65+	<u>18.8%</u>	<u>14.2%</u>	<u>19.1%</u>	<u>13.5%</u>
Totals	100.0%	100.0%	100.0%	100.0%
Total Population	7,999	21,777	4,151	3,751,351
13-17 ACS				
0-14	22.0%	21.0%	19.8%	20.5%
15-19	7.2%	6.2%	5.4%	6.7%
20-24	4.6%	6.2%	5.4%	7.2%
25-44	22.3%	26.5%	20.3%	26.1%
45-64	25.7%	25.6%	28.1%	24.7%
65+	<u>18.1%</u>	<u>14.5%</u>	<u>20.9%</u>	<u>14.7%</u>
Totals	100.0%	100.0%	100.0%	100.0%
Total Population	8,554	21,596	4,102	3,896,251

SOURCE: U.S. Census Bureau, Decennial Census data for 2010 and American Community Survey data for 2013-2017 (www.census.gov [July 2019]).

Changes in racial and ethnic groups can impact the delivery of healthcare services, largely due to language barriers and dramatically different prevalence rates for specific diseases, such as diabetes. A noticeable trend in Oklahoma is the growth in the Hispanic origin population. In 2010, those of Hispanic origin accounted for 8.9 percent of the total state population. The latest American Community Survey data of 2013-2017 suggest that this population group has experienced an increase to 10.1 percent of the total population. This trend

is evident in Ellis County and both medical service areas. The share of the population identified as of Hispanic Origin accounted for 13.6 percent of the primary medical service area's population in 2011-2017 and 15.1 percent of the secondary medical service area during the same time period. The Hispanic Origin population accounted for 10.1 percent of the total population from 2013-2017 in Ellis County.

Table 4. Percent of Total Population by Race and Ethnicity for Newman Memorial Hospital Medical Service Areas, Ellis County and Oklahoma

Race/Ethnic Groups	Primary Medical Service Area	Secondary Medical Service Area	Ellis County	Oklahoma
2010 Census				
White	91.7%	86.3%	94.4%	72.2%
Black	0.2%	1.6%	0.3%	7.4%
Native American ¹	1.3%	2.6%	1.6%	8.6%
Other ²	4.8%	6.8%	2.1%	5.9%
Two or more Races ³	1.9%	2.8%	1.6%	5.9%
Hispanic Origin ⁴	10.0%	13.7%	6.0%	8.9%
Total Population	7,999	21,777	4,151	3,751,351
13-17 ACS				
White	91.7%	88.5%	92.1%	72.6%
Black	0.1%	0.8%	0.0%	7.3%
Native American ¹	1.3%	1.1%	1.9%	7.4%
Other ²	2.8%	4.1%	1.9%	4.9%
Two or more Races ³	4.1%	5.5%	4.1%	7.8%
Hispanic Origin ⁴	<u>13.6%</u>	<u>15.1%</u>	<u>7.3%</u>	<u>10.1%</u>
Total Population	8,554	21,596	4,102	3,896,251

SOURCE: U.S. Census Bureau, Decennial Census data for 2010 and American Community Survey data for 2013-2017 (www.census.gov [July 2019]).

Summary of Community Meetings

Newman Memorial Hospital hosted three community meetings between September 4, 2019 and September 25, 2019. The Oklahoma Office of Rural Health facilitated these meetings. Summaries of the information presented at each meeting are included below in chronological order.

Community members in attendance at these meetings included:

- Newman Memorial Hospital representatives
- Shattuck Public Schools representatives
- Shattuck Chamber of Commerce
- Hospital board member
- Retired community members
- Local domestic violence representative
- Local EMS

Average attendance at the community meetings was 17-20 community members. Community members were invited and encouraged to attend the local meetings through email invitations, notices on the Newman Memorial Hospital Facebook page and website, the Newman Healthcare Associates Facebook page, text messages, community marketing visits, partner emails through the Shattuck Chamber of Commerce and an invitation was placed and published in the local newspaper. A significant effort was placed on reaching out to those who work with or represent racially diverse and low-income populations. Ellis County does not have a local health department.

Economic Impact and Community Health Needs Assessment Overview, September 4, 2019

A meeting was held to discuss the economic impact of the health sector and explain the process and need for the Community Health Needs Assessment. The economic impact of the health sector was reviewed at this meeting (and is summarized below).

Table 5 below summarizes the overall economic impact of the health sector on the Ellis County, Oklahoma economy. Local providers were asked to share their employment levels and of those employees how many were physicians/optometrists/dentists/pharmacists/etc. When available, payroll information was also collected from the establishments. When payroll information was not available, payroll was estimated using state level averages from the Bureau of Labor Statistics.

The health sector in the Newman Memorial Hospital medical service area employs 142 FTE individuals. After applying a county-specific employment multiplier to each respective sector, there is a total employment impact of 198 FTE employees. The same methodology is applied to income. The local health sector has a direct income impact of over \$7.7 million. When the appropriate income multiplier is applied, the total income impact is over \$9.3 million.

The last two columns examine the impact this has on the retail sector of the local community. Recent data suggest that just 29.5% of personal income in Oklahoma will be spent on taxable goods and services locally. Therefore, if we just examine the impact made on retail from those employed in the health sector, this would account for over \$3 million spent locally, generating \$27,640 on a 1% tax. A copy of the meeting materials that were distributed can be found in Appendix C.

At the conclusion of the meeting, community members were asked to identify their top health concerns based on the demographic information presented and their local expertise. The following concerns were identified:

- Education with local schools on health/sex education
 - Outreach for confidential ways for students to seek help/self-care due to lack of parent involvement
 - Utilize extension office for possible collaboration with resources available
 - Expand geriatric services
- Pain management
- Drugs and alcohol abuse with teenage population and lack of facilities/services available locally for under 18 population
- More info on vaping risks
- Behavioral/mental health overall
- Care for local veterans

Table 5. Newman Memorial Hospital Medical Service Area Health Sector Impact on Employment and Income, and Retail Sales and Sales Tax

Health Sectors	Employment			Income			Retail	1 Cent
	Direct	Multiplier	Impact	Direct	Multiplier	Impact	Sales	Sales Tax
Hospitals	52	1.62	84	\$3,314,119	1.25	\$4,127,066	\$1,217,484	\$12,175
Physicians, Dentists & Other Medical Professionals	24	1.32	32	\$1,908,736	1.17	\$2,242,385	\$661,504	\$6,615
Other Medical & Health Services, Nursing Homes, and Pharmacies	66	1.25	83	\$2,509,300	1.20	\$2,999,927	\$884,979	\$8,850
Total	142		198	\$7,732,155		\$9,369,379	\$2,763,967	\$27,640

SOURCE: 2017 IMPLAN database, Minnesota IMPLAN Group, Inc.; Local data for employment, employee compensation and proprietor's income; income estimated based on state average incomes if local data not available; employment data from local survey.

* Based on the ratio between Oklahoma taxable sales and income (29.5%) – from 2017 Sales Tax Data and 2016 Personal Income Estimates from the Bureau of Economic Analysis.

Health Data, September 11, 2019

A community meeting was held September 11, 2019, to examine various sources of local health data. Various sources of health data were examined including data from the County Health Rankings and Roadmaps Program through the University of Wisconsin Population Health Institute, and the Robert Wood Johnson Foundation. The County Health Rankings program evaluates and ranks counties based on two distinct areas: Health Factors and Health Outcomes. Along with these two areas counties receive an overall rank within their state; therefore 1=best and 77=worst.

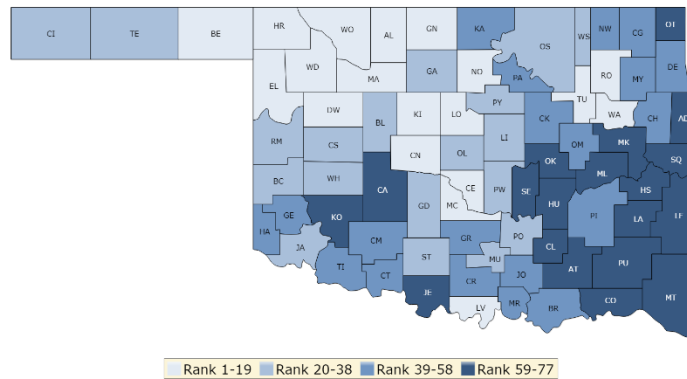
Health factors, considered tomorrow's health, are comprised of health behaviors (rank: 17), clinical care (rank: 17), social and economic factors (rank: 15), and physical environment (rank: 2). Ellis County's overall health factors rank is 5. Areas of concern include Ellis County's smoking rate, adult obesity rate, the food environment index, the uninsured rate, and the rate of mammography screenings and flu vaccinations among Medicare enrollees. All health factors variables are presented in Table 6 along with Ellis County specific data, the top U.S. performers, and the state average. The yellow highlighted categories are the areas identified by the County Health Rankings and Roadmaps as areas to explore (generally where Ellis County ranks very poorly compared to the national benchmark). The green highlighted areas are identified as areas of strength where Ellis County performs well compared to other counties.

Table 6. Health Factors (Overall Rank 5)

Category (Rank)	Ellis County	Error Margin	Top U.S. Performers	Oklahoma
Health Behaviors (17)				
Adult Smoking	16%	15-17%	14%	20%
Adult Obesity	34%	26-41%	26%	33%
Food Environment Index	4.9		8.7	5.7
Physical Inactivity	29%	21-36%	19%	28%
Access to Exercise Opportunities	39%		91%	72%
Excessive Drinking	12%	12-13%	13%	13%
Alcohol-Impaired Driving Deaths	25%	10-42%	13%	27%
Sexually Transmitted Infections	165		153	548
Teen Births	36	25-50	14	39
Clinical Care (17)				
Uninsured	15%	13-17%	6%	16%
Primary Care Physicians	1,360:1		1,050:1	1,590:1
Dentists	990:1		1,260:1	1,660:1
Mental Health Providers			310:1	260:1
Preventable Hospital Stays	4,5017		2,765	4,862
Mammography Screening	26%		49%	36%
Flu Vaccinations	38%		52%	46%
Social & Economic Factors (15)				
High School Graduation			95%	83%
Some College	60%	50-71%	73%	60%
Unemployment	3.3%		2.9%	4.3%
Children in Poverty	20%	14-26%	11%	21%
Income Inequality	4.9	3.9-6.0	3.7	4.6
Children in Single-Parent Household	34%	24-44%	20%	34%
Social Associations	34.3		21.9	11.5
Violent Crime Rate	155		63	428
Injury Deaths	141	94-202	57	93
Physical Environment (2)				
Air-Pollution- Particulate Matter	7.2		6.1	9.4
Drinking Water Violations	No			
Severe Housing Problems	9%	6-12%	9%	14%
Driving Alone to Work	78%	72-85%	72%	83%
Long Commute- Driving Alone	23%	18-29%	15%	26%

Source: County Health Rankings & Roadmaps; University of Wisconsin Population Health Institute; Robert Wood Johnson Foundation

The following figure depicts each county’s rank by shade. Ellis County’s ranking comparable to all surrounding counties.



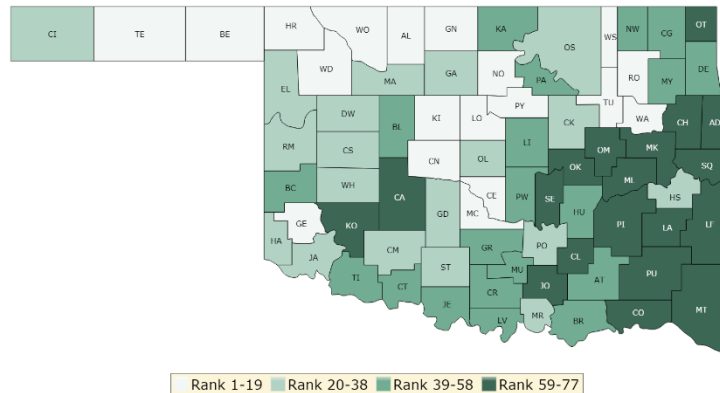
In terms of health outcomes, considered, today’s health, Ellis County’s ranking is 25th in the state. Health outcomes are comprised of two areas: length of life and quality of life. The variables for each of these sections are presented in Table 7.

Table 7. Health Outcomes (Overall Rank 25)

Category (Rank)	Ellis County	Error Margin	Top U.S. Performers	Oklahoma
Length of Life (44)				
Premature Death	10,900	8,600-13,500	5,400	9,300
Quality of Life (4)				
Poor or Fair Health	17%	17-18%	12%	20%
Poor Physical Health Days	4.2	4.0-4.4	3.0	4.5
Poor Mental Health Days	4.4	4.2-4.6	3.1	4.5
Low Birth Weight	6%		6%	8%

Source: County Health Rankings & Roadmaps; University of Wisconsin Population Health Institute; Robert Wood Johnson Foundation

The following figure shows county health outcomes rankings by shades. In terms of health outcomes, Ellis County is comparable to Roger Mills and Dewey Counties and is less favorable than the other surrounding counties. All meeting materials distributed at this meeting can be found in Appendix D.



At the conclusion of the meeting, community members were once asked to identify what health concerns stand out in the data the presented and their local expertise. The health concerns identified include:

- Additional services: Geriatrician (2), pain management
- Care for local veterans/VA services (2)
- Mental and Behavioral health (5)- increase in services, including telepsych
- Nutrition education- healthy eating (2)- Offer specials for personalized nutrition plans from nutritionist- partner with gym to get a discount for personalized training, partner with grocery store for promotions, highlight items already offered
- Seat belt use and car seat use among children- Education of how to properly buckle children into car seats and promote car seat checks

Also, several areas of pride and good activities were mentioned:

- Several specialists coming into town regularly with plans to build on these offerings
- Safety has improved for oilfield and truck driving
- Car accident deaths can sometimes be attributed to one event for smaller populated counties
- There is a local walking trail, but it is underutilized in community- possibly highlight the availability

Community Survey Methodology and Results, September 4, 2019- September 25, 2019

A survey was designed to gauge hospital usage, satisfaction, and community health needs. The survey was available in both paper and web format. The survey link was posted in the newspaper, hospital’s website, Facebook page, the Newman Healthcare Associates Facebook page and emailed from the hospital and Chamber of Commerce to each respective contact list. Hard copies were provided at the registration desk, available during outreach activities such as

Hospital Auxiliary meetings, and Lunch and Learns. The survey was also distributed at the Ellis County Food Bank and area senior centers.

Surveys were also distributed at the first community meeting on September 4, 2019. Community members in attendance also received a follow-up email with a PDF copy of the survey and the electronic survey link. A copy of the survey form and results can be found in Appendix E. Community members were asked to return their completed surveys to Newman Memorial Hospital.

The survey ran from September 4, 2019 to September 18, 2019. A total of 211 surveys from the Newman Memorial Hospital medical service area were completed. Of the surveys returned, 133 were electronic responses, and 78 were hard copy surveys. The survey results were presented at the September 25, 2019, community meeting.

Table 8 below shows the survey respondent representation by zip code. The largest share of respondents was from the Shattuck (73858) zip code with 153 responses or 72.5 percent of the total. Gage followed with 17 responses, and Arnett and Woodward each had 8 responses.

Table 8. Zip Code of Residence

Response Category	No.	%
73858- Shattuck	153	72.5%
73843- Gage	17	8.1%
73832-Arnett	8	3.8%
73801- Woodward	8	3.8%
79034- Follett, TX	6	2.8%
73848- Laverne	6	2.8%
73840- Fargo	4	1.9%
79046- Higgins, TX	2	0.9%
92227- Brawley, CA	1	0.5%
76049- Granbury, TX	1	0.5%
73851- May	1	0.5%
73834- Buffalo	1	0.5%
72120- Sherwood, AR	1	0.5%
No response	2	0.9%
Total	211	100.0%

The survey focused on several health topics of interest to the community. Highlights of the results include:

Primary Care Physician Visits

- 76.3% of respondents had used a primary care physician in the Shattuck service area during the past 24 months
- 95.6% of those responded being satisfied
- Only 50 respondents or 23.7% believe there are enough primary care physicians practicing in Shattuck
- 80.1% responded they were able to get an appointment, within 48 hours, with their primary care physician when they needed one
- When asked what type of medical provider survey respondents use for routine care, 170 respondents selected primary care physician. Nurse practitioner or physician assistant followed with 51 responses

Specialist Visits

Summary highlights include:

- 66.8% of all respondents report some specialist visit in past 24 months
- Most common specialty visited are displayed in Table 9
- Only 11.4% of specialist visits occurred in Shattuck

Table 9. Type of Specialist Visits

Type of Specialist	No.	Percent
<i>Top 5 Responses</i>		
Cardiologist <i>(12 visits in Shattuck)</i>	44	21.9%
Orthopedist/Orthopedic Surg. <i>(0 visits in Shattuck)</i>	26	12.9%
Dermatologist <i>(7 visits in Shattuck)</i>	19	9.5%
Urologist <i>(3 visits in Shattuck)</i>	14	7.0%
Neurologist <i>(0 visits in Shattuck)</i>	13	6.5%
All others <i>(1 visit in Shattuck)</i>	<u>85</u>	<u>42.3%</u>
Total	<u>201</u>	<u>100.0%</u>

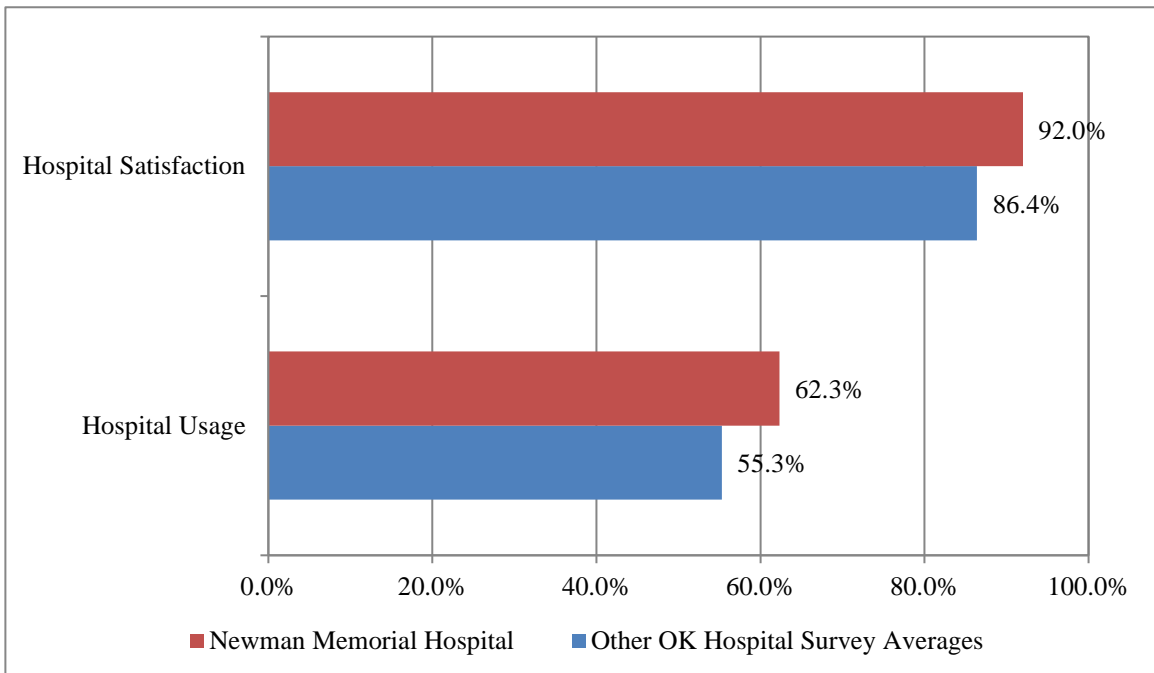
Some respondents answered more than once.

Hospital Usage and Satisfaction

Survey highlights include:

- 62.3% of survey respondents that have used hospital services in the past 24 months used services at Newman Memorial Hospital
 - o AllianceHealth Woodward (12.6%) and Mercy Hospital Oklahoma City (3.4%) followed
 - o The most common response for using a hospital other than Newman Memorial Hospital was availability of specialty care (including surgery, pediatric behavioral psychology, neurology, OB, and orthopedic Surgery), (46.4%) followed by physician referral (33.0%)
 - o The usage rate of 62.3% was higher than the state average of 55.3% for usage of other rural Oklahoma hospitals surveyed
- 92.0% of survey respondents were satisfied with the services received at Newman Memorial Hospital
 - o This is above the state average for other hospitals (86.4%)
- Most common services used at Newman Memorial Hospital:
 - o Laboratory (23.9%)
 - o Physician services (23.6%)
 - o Diagnostic imaging (21.2%)

Figure 2. Summary of Hospital Usage and Satisfaction Rates



Local Healthcare Concerns and Additional Services

Survey respondents were asked what concerns them most about healthcare in their community. The most common response was accessing specialty services (14.5%), heart disease (13.3%), and Cancers (10.6%). Table 10 displays all responses and the frequencies.

Table 10. What concerns you most about health in the Shattuck area?

	No.	%
Accessing specialty services	101	14.5%
Heart disease	93	13.3%
Cancers	74	10.6%
Diabetes	67	9.6%
Accessing primary care	64	9.2%
Obesity	58	8.3%
Mental health	56	8.0%
Substance abuse	50	7.2%
Motor vehicle crashes	35	5.0%
Dental	33	4.7%
Suicide	16	2.3%
Teen pregnancy	11	1.6%
Pain management	2	0.3%
Lack of OB care	2	0.3%
Quality of care	1	0.1%
Pediatric	1	0.1%
No wellness providers who utilize plant based products	1	0.1%
Complete emergency care	1	0.1%
Geriatric care	1	0.1%
Insurance coverage/Proper coding	1	0.1%
Wound care	1	0.1%
No response	29	4.2%
Total	698	100.0%

Survey respondents also had the opportunity to identify what additional health and wellness services they would like to see offered in the Shattuck community. The most common response was collectively specialists with 76 responses or 30.0 percent of the total. More primary care physicians/Male primary care providers (7.9%). Table 11 displays the full listing of responses.

Table 11. Additional Health and Wellness Services Survey Respondents Would Like to See Offered in the Shattuck Area

Response Category	No.	%
Specialists: OB/GYN (14); Orthopedist (13); Specialists in general (8); Dermatologist (7); Cardiologist (6); Pain Management (6); Otolaryngologist (6); Geriatrician (4); Rheumatologist (2); Endocrinologist (2); Psychiatry/Psychologist (2); Surgeon (2); Pulmonologist (1); Neurologist (1); Pediatrician (1); Oncologist (1)	76	30.0%
More primary care physicians/Male primary care providers	20	7.9%
Don't know	17	6.7%
Mental health/Counseling	12	4.7%
Surgery	9	3.6%
Labor and delivery	8	3.2%
Urgent care	6	2.4%
Chiropractor	3	1.2%
Veterans' Care	3	1.2%
Anything/All of the above/Other/More options	4	1.6%
Nutrition education/Nutritionist	3	1.2%
Improved billing	2	0.8%
Weight loss/Weight loss specialist	2	0.8%
Dentist	1	0.4%
Cancer treatment	1	0.4%
ADHD Specialty	1	0.4%
Advanced Eye Care	1	0.4%
Follow up birthing education to help families	1	0.4%
Exercise/Fitness program	1	0.4%
Free or low cost immunization clinics	1	0.4%
Home Health	1	0.4%
Lab that will send out daily	1	0.4%
Keep hospital and clinic open	1	0.4%
County Health Department	1	0.4%
Infusion	1	0.4%
Diagnostics	1	0.4%
Preventative Care	1	0.4%
Stem cell therapy	1	0.4%
More help overall	1	0.4%
No response	72	28.5%
Total	253	100.0%

Primary Care Physician Demand Analysis, September 25, 2019

A demand analysis of primary care physicians was completed for the zip codes that comprise the Shattuck primary and secondary medical services areas. This analysis examined average primary care physician visit rates by gender and by age groups. Once age- and gender-specific coefficients were applied, total primary care physician visit numbers were calculated by service area. Table 12 displays potential primary care physician rates by shares of service area. For example, if 90% of residents in the primary medical services area and 10% of residents in the secondary medical services area utilize services of primary care physicians in the Shattuck medical services area, a total of 16,985 annual visits would occur. This would suggest that the Shattuck medical services area would need 4.1 FTE primary care physicians to meet the needs of their existing population. Table 12 displays the estimated number of visits by share of medical services area.

Table 12. Primary Care Physician Office Visits Given Usage by Local Residents in the Shattuck, Oklahoma Medical Service Area

		Usage by Residents of Primary Service Area						
		70%	75%	80%	85%	90%	95%	100%
Usage by Residents of Secondary Service Area	5%	12,149	12,881	13,612	14,343	15,075	15,806	16,538
	10%	14,060	14,791	15,522	16,254	16,985	17,717	18,448
	15%	15,970	16,701	17,433	18,164	18,896	19,627	20,358
	20%	17,881	18,612	19,343	20,075	20,806	21,537	22,269
	25%	19,791	20,522	21,254	21,985	22,716	23,448	24,179
	30%	21,701	22,433	23,164	23,895	24,627	25,358	26,089
	35%	23,612	24,343	25,074	25,806	26,537	27,268	28,000
	40%	25,522	26,253	26,985	27,716	28,447	29,179	29,910
	45%	27,432	28,164	28,895	29,627	30,358	31,089	31,821
	50%	29,343	30,074	30,806	31,537	32,268	33,000	33,731

If 90% primary medical service area and 10 to 15% secondary medical service area, then the usage would be: 16,985 to 18,896 total primary care physician office visits in the Shattuck area for an estimated 4.1 to 4.5 total Primary Care Physicians.

(Based on 83.7 average weekly primary care physician visits with a 50 week year)

At the conclusion of the meeting, community members were asked to prioritize the health concerns previously mentioned during the community meetings. The following are the priorities identified by the community members present:

- More care coverage: VA Care and access to more specialists

- More availability of specialists- twice per month rather than once per month. Podiatry is a large area of need. It may not be available in Woodward anymore. ENT would also be beneficial for the local population.
- Expand education outreach to youth and families- Getting into the schools, birthing education, diabetic education- prevention, nutrition and exercise- need for health and sex education for those just coming out of high school. Make sure students are prepared to make positive decisions once on their own. (nutrition, financial, sex, drug, consent)

Community Health Needs Implementation Strategy

The following lists the concerns along with steps the hospital and community plan to take to remedy the situation.

- Expand education outreach to youth and families- Getting into the schools, birthing education, diabetic education- prevention, nutrition and exercise- need for health and sex education for those just coming out of high school. Make sure students are prepared to make positive decisions once on their own. (nutrition, financial, sex, drug, consent)
 - The hospital currently provides educational outreach in the form of public service announcements in the newspaper regarding prevalent health conditions along with where to access resources and services. Some of the topics to date include: diabetic education, breast cancer awareness, and heart healthy topics. Expert input is obtained from local nursing staff and the dietician. The hospital plans to continue and grow this outreach. To expand these offerings, the hospital will add educational topics to target issues and needs faced by families and youth in the Newman Memorial Hospital medical service area.
 - Youth education- The hospital will also reach out to partner with the local elementary, middle and high schools in an effort to gain insight into the unmet needs in terms of health and overall wellbeing education.
 - Birth education- The hospital is partnering with a local certified birth education instructor to start providing birth and infant care classes at the hospital for expecting parents. The educational content will be derived from a focus group of local young mothers with children to determine the greatest education and outreach needs are along with how to best support these families. Broad topics already include family, pediatric and family-planning services available locally.
 - The expected outcome of the enhanced education outreach is increased knowledge of existing resources, improved health, and improved quality of life.
- More care coverage: VA Care and access to more specialists
 - The hospital will submit applications to become a designated facility through Humana and Triwest.

- The hospital will also identify the appropriate VA contacts to aid in identifying the process and steps necessary to maximize access to primary care and ancillary services for local veterans to utilize their VA benefits.
- Further, the hospital will market and work diligently to create awareness of avenues of care for veterans to receive locally.
- The expected outcome is an increased access to care and resources for local veterans in the medical service area.

The hospital will make the Community Health Needs Assessment Summary and Implementation Strategy Plan available upon request at Newman Memorial Hospital, and a copy will be available to be downloaded from the hospital's website (www.newmanmemorialhospital.org) and the hospital's Facebook page. This document will also be available on the OSU Center for Rural Health blog site: (<http://osururalhealth.blogspot.com/p/chna.html>)

Appendix A- Hospital Services/Community Benefits

Newman Memorial Hospital Hospital Services and Community Benefits



Inpatient Services:

Acute inpatient stays
Acute inpatient observation
Swing Bed
Physical therapy
Laboratory
Radiology
 CT
 MRI

EKG
Echocardiography
Dietary
Chaplain service
24 hour hospitalist coverage

Outpatient Services:

Primary Care Physician Services
Lactation Consultations
Laboratory
Surgery

Registered Dietitian

 Nutrition Counselling
 Weight loss consultations
 Diabetes Education

WIC Office

Immunizations Clinic
DOT Physicals
DOT and non-DOT urine collection and
Breath Alcohol Testing
Social Security Disability Exams

Community Activities:

Meals on Wheels – meal prep & volunteer/driver coordination
RU OK Calls – check in calls 5 days a week to elderly &/or disabled
Host Chamber General Assembly Lunches
Host Ellis County Health Coalition Meetings
Host Ministerial Alliance Meetings
Christmas parade

Colonoscopy
Endoscopy
General Surgery
Ophthalmology
Radiology
 64 slice CT
 MRI
 Accredited mammography
WIC/Immunization clinic
Physical therapy
Emergency services (24 hour availability)
Cardiopulmonary
 Ventricular support
 EKG
 Echocardiography
 Stress testing
 Holter monitoring
 CT Calcium Scores

Corporate Health Services

 Mask Fit Tests
 TB tests
 Immunizations
 Fitness Exams
 Drug and Alcohol Testing

Clinics:

Dermatology, Cardiology, and Urology
clinic

County wide sports physicals
 Coat Drive in partnership with NWDCS
 Community Blood drives
 flu shot clinics (each Senior Citizen Center in our county, 1-2 in facility, local businesses, County employees)
 Healthy Heart Month Awareness Campaign (Healthy Heart Specials, community speaking engagements, related Lunch and Learns, educational press releases/FB posts, letters to Dr. Kassabian's patients per physician request)
 Breast Cancer awareness month activities (special self-pay pricing, participation in Oklahoma Project Woman, extended hours events to improve access, press releases, educational Posters, postcard mailouts)
 Monthly physician schedule posted around the facility
 Monthly Lunch & Learns to promote health, wellness & safety in our community
 Host Health Careers Fair
 Host Health and Resource Fair
 Community Liaison representing NMH in the Ellis County Health Coalition
 Community Liaison serving on Shattuck Chamber of Commerce Board of Directors
 Facebook posts:
 Breast cancer facts
 Heart disease facts
 Hand washing facts
 Organ donation
 Nutrition facts
 Advertising various specialty clinics
 Advertising mammograms specials
 Announcing various hospital achievements and milestones
 Cold and flu season tips
 Winterize your skin tips
 Monthly Lunch & Learn Information
 Advertising Healthy Heart Specials
 Importance of Well-child visits
 Proper rest schedules for school age children
 Health & Resources Fair Info
 Community Blood Drives
 Epilepsy Awareness Day
 National Healthy Weight Week
 National Wear Red Day- heart disease prevention
 National Doctors Day
 Hospital Week
 Nurse's Week
 Volunteer Appreciation Week
 Kiwanis membership (Arnett)
 Shattuck Chamber of Commerce membership
 Laverne Chamber of Commerce membership
 Rotary membership (Gage)
 Health Related Articles written for local newspapers

Community Coffees- attended by a hospital liaison
Host Community Coffees- 2/year
Walk this Weigh fundraiser for Meals on Wheels
Main Street Trick or Treat/Facebook Costume Contest
Community Visits/Speaking Engagements – Shattuck Chamber of Commerce, Laverne Chamber of Commerce, Shattuck Senior Citizens Center, Gage Senior Citizens Center, Fargo Senior Citizens Center, Laverne Lions Club, Gage Rotary, Shattuck City Council, Ministerial Alliance, Calico Club (Ellis County Extension Club)
Community Posting of Flyers & Marketables
Sponsor & Volunteer Senior Center Art Exhibit Fundraiser
Volunteer Flag Service in Shattuck (Labor Day, Fourth of July)

Internal Hospital Activities:

Hospital website/social media
Hospital Wide Emails engaging employees in hospital and community events, recognizing department/employees
High Plains Technology Practical Nursing student rotations
Employee Birthday Recognition Cards/Free Lunch Vouchers
Departmental Recognition Days/Weeks
Christmas luncheon
Thanksgiving employee and family luncheon
Volunteer appreciation luncheon
Volunteer Christmas luncheon
Hospital week picnic/activities/employee gifts
Nurse's Week Activities/Displays/gifts
Biggest Loser Contest to promote healthy weight & exercise

Advertisement:

Phonebooks- Fiest/Yellow book, Pioneer Telephone
Newspaper ads
Radio ads- various departments, games of the week sponsorship
Social Media
Posting of Flyers
Speaking at Community Events
Hospital Display boards

Governance- Board of Directors, Authority Board, Strategic Planning Committee, Managers' weekly Monday Meetings

Appendix B Community Meeting Attendees

Newman Memorial Hospital Community Health Needs Assessment

Meeting 1: Economic Impact and Demographic Data

4-Sep-19

Name	Title	Organization
Dorothy Mercer	Community Member	
Ashley Byers	Lab Tech	Newman Memorial Hospital
L.R. Burgtorf	IT	Newman Memorial Hospital
Joey Burgtorf	Marketing	Newman Memorial Hospital
Lynda Allen	Accounting	Newman Memorial Hospital
Toni Mingus	Materials Manager	Newman Memorial Hospital
Kellie Rosas	Dietary/Housekeeping	Newman Memorial Hospital
Katie Meininger	Housekeeping	Newman Memorial Hospital
Megan Morland	RN	Newman Memorial Hospital
Mayra Estrada	LPN	Newman Memorial Hospital
Shane Clem	Facility Director	Newman Memorial Hospital
Brittany Rash	Controller	Newman Memorial Hospital
DeLyn Cummings	Business Office/HIM	Newman Memorial Hospital
Cheri Gossett	Business Office	Newman Memorial Hospital
Glenna Catoe	Advocate	NWDCS, Inc
Brandy Giroux	Advocate	NWDCS, Inc
Rhonda Hayes	Admin Asst./HR	Newman Memorial Hospital
Jennifer Hill	Quality Manager	Newman Memorial Hospital
Mary Barnett	Volunteer	Newman Memorial Hospital

**Newman Memorial Hospital Community Health Needs Assessment
Meeting 2: Health Indicators and Outcomes**

11-Sep-19

Name	Title	Organization
Dorothy Mercer	Community Member	
Ashley Byers	Lab Tech	Newman Memorial Hospital
L.R. Burgtorf	IT	Newman Memorial Hospital
Joey Burgtorf	Marketing	Newman Memorial Hospital
Shane Clem	Facility Director	Newman Memorial Hospital
Brittany Rash	Controller	Newman Memorial Hospital
Justin Longhofer	Admin/Director	Ellis County EMS
Lana Burgtorf		
Bob Burgtorf	Authority Board. Sec.	
Cheri Gossett	Business Office	Newman Memorial Hospital
Toni Mingus	Materials Manager	Newman Memorial Hospital
Lynda Allen	Accounting	Newman Memorial Hospital
Ed Majors	CEO	Newman Memorial Hospital
Paula Wilkerson	Clinic Office Manager	Newman Memorial Hospital
Neysa Anderson		
Gina Huenergardt	Counselor	Shattuck High School
Tyson Bullard	Superintendent	Shattuck Public Schools
McKenzie Pshigoda	Chamber Director/Gymnastics Dance Owner	Chamber and All Stars Gym
LeTamra Nichols	Chamber Sec/ Business Owner	Diesel Dr.
Jean Bartow	RN-CNO	Newman Memorial Hospital

**Newman Memorial Hospital Community Health Needs Assessment
Meeting 2: Survey Results, Primary Care Physician Demand Analysis and Health Concern
Prioritization**

25-Sep-19

Name	Title	Organization
Shirley Lorenz	Volunteer	Food Bank
Mary Barnett	Volunteer	Newman Memorial Hospital
Glenna Catoe	Advocate	NWDCS, Inc
Lynda Allen	Accounting	Newman Memorial Hospital
Margaret Wiederstein	Business Office	Newman Memorial Hospital
Ashley Byers	Lab Tech	Newman Memorial Hospital
Cheri Gossett	Business Office	Newman Memorial Hospital
L.R. Burgtorf	IT	Newman Memorial Hospital
Joey Burgtorf	Marketing	Newman Memorial Hospital
Shane Clem	Facility Director	Newman Memorial Hospital
Mayra Estrada	LPN	Newman Memorial Hospital
Rhonda Hayes	Admin Asst./HR	Newman Memorial Hospital
Jean Bartow	RN-CNO	Newman Memorial Hospital
McKenzie Pshigoda	Chamber Director/Gymnastics Dance Owner	Chamber and All Stars Gym
LeTamra Nichols	Chamber Sec/ Business Owner	Diesel Dr.
Justin Longhofe	Director	Ellis County EMS
Ed Majors	CEO	Newman Memorial Hospital

Appendix C- Meeting 1 Materials, September 4, 2019

The Economic and Demographic Analysis of the Newman Memorial Hospital Medical Service Area

As part of the Community Health Needs Assessment

Economic Data

2017 Per Capita Income ¹	\$48,799 (5th highest in state)
Employment (July 2019, preliminary) ²	2,105 (-2.5% from 2018)
Unemployment (July 2019, preliminary) ²	55 (18.8% from 2018)
Unemployment rate (July 2019, preliminary) ²	2.6% (12th lowest in state)
2017 Poverty rate ³	13.5% (15th lowest in state)
2017 Child poverty rate ³	19.6% (21st lowest in state)
2017 Transfer Payments ¹	\$31,678,000 (16.4% of total personal income, 10th lowest in state)
2017 Medical Benefits as a share of Transfer Payments ¹	37.9% (9th lowest in state)

¹Bureau of Economic Analysis, Regional Data, 2019, ²Bureau of Labor Statistics 2017-2018, ³U.S. Census Bureau, Small Area Income and Poverty, 2019

Education Data

At Least High School Diploma ¹	87.7% (24th highest in state)
Some College ¹	50.4% (27th highest in state)
At Least Bachelor's Degree ¹	21.6% (24th highest in state)
2015-2016 Free and Reduced Lunch Eligible ²	59.1% (21st lowest in state)

¹U.S. Census Bureau, American Community Survey, 2013-2017, ²National Center for Education Statistics, 2015-2016.

Payer Source Data

2017 Uninsured Rate (under 65) ¹	19.3% (44th lowest in state)
2017 Uninsured Rate (under 19) ¹	13.7% (72nd lowest in state)
2016 Medicare share of total population ²	19.2% (41st lowest in state)
2018 Medicaid share of total population ³	19.0% (13th lowest in state)

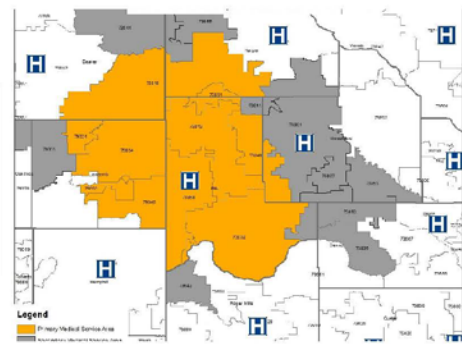
¹ U.S. Census Bureau, Small Area Health Insurance Estimates, 2015, ² Centers for Medicare & Medicaid Services, Medicare Aged and Disabled by State and County, 2016

³ Oklahoma Health Care Authority, Total Enrollment by County, 2018

Population (2013-2017)

Ellis County	4,102 (-1.2% from 2010)
Primary Medical Service Area	8,554 (6.9% from 2010)
Secondary Medical Service Area	21,596 (-0.8% from 2010)
Oklahoma	3,896,251 (3.9% from 2010)

U.S. Census Bureau, 2013-2017 American Community Survey 2010 Decennial Census



**Percent of Total Population by Age Group for the Newman Memorial Hospital Medical Service Areas,
Ellis County and Oklahoma**

Age Groups	Primary Medical Service Area	Secondary Medical Service Area	Ellis County	Oklahoma
13-17 ACS				
0-14	22.0%	21.0%	19.8%	20.5%
15-19	7.2%	6.2%	5.4%	6.7%
20-24	4.6%	6.2%	5.4%	7.2%
25-44	22.3%	26.5%	20.3%	26.1%
45-64	25.7%	25.6%	28.1%	24.7%
65+	<u>18.1%</u>	<u>14.5%</u>	<u>20.9%</u>	<u>14.7%</u>
Totals	100.0%	100.0%	100.0%	100.0%
Total Population	8,554	21,596	4,102	3,896,251

SOURCE: U.S. Census Bureau, 2013-2017 American Community Survey

Percent of Total Population by Race and Ethnicity for Newman Memorial Hospital Medical Service Areas, Ellis County and Oklahoma

Race/Ethnic Groups	Primary Medical Service Area	Secondary Medical Service Area	Ellis County	Oklahoma
13-17 ACS				
White	91.7%	88.5%	92.1%	72.6%
Black	0.1%	0.8%	0.0%	7.3%
Native American ¹	1.3%	1.1%	1.9%	7.4%
Other ²	2.8%	4.1%	1.9%	4.9%
Two or more Races ³	4.1%	5.5%	4.1%	7.8%
Hispanic Origin ⁴	<u>13.6%</u>	<u>15.1%</u>	<u>7.3%</u>	<u>10.1%</u>
Total Population	8,554	21,596	4,102	3,896,251

SOURCE: U.S. Census Bureau, 2013-2017 American Community Survey

For additional information, please contact:
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 Corie Kaiser, Director, corie.kaiser@okstate.edu
 Oklahoma Office of Rural Health

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Newman Memorial Hospital Economic Impact



Healthcare, especially a hospital, plays a vital role in local economies.

Newman Memorial Hospital, including the clinic, **directly** employs **52** people with an annual payroll of over **\$3.3 million** including benefits

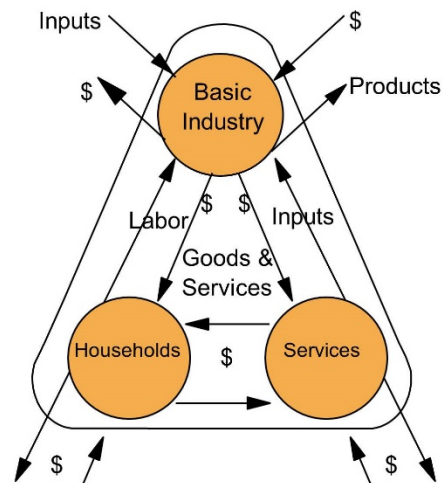
- These employees and income create an additional **32** jobs and over **\$800,000** in income as they interact with other sectors of the local economy
- **Total impacts= 84 jobs and over \$4.1 million**
- Other segments of the healthcare sector (Doctors, Nursing Homes, Pharmacies, EMS, etc.) provide another **90 jobs** and an additional **\$4.4 million** in wages
- Their interactions and transactions within the local economy including the hospital's impact create:
- **Total health sector impacts= 198 jobs and \$9.37 million**
- Over **\$2.7 million** in retail sales generated from income received by healthcare sector employees

Healthcare and Your Local Economy:

- Attracts retirees and families
- Appeals to businesses looking to establish and/or relocate
- High-quality healthcare services and infrastructure foster community development
- Positive impact on retail sales of local economy

Consider what could be lost without the hospital:

- Pharmacies
- Physicians/Specialists
- Potential Retail Sales



Source: Doeksen, G.A., T. Johnson, and C. Willoughby. 1997. Measuring the Economic Importance of the Health Sector on a Local Economy: A Brief Literature Review and Procedures to Measure Local Impacts

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CENTER FOR HEALTH SCIENCES
OKLAHOMA STATE UNIVERSITY

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Appendix D- Meeting 2 Materials, September 11, 2019

Health Indicators and Outcomes for Ellis County As part of the Community Health Needs Assessment

Table 1. Health Factors (Overall Rank 5)

Category (Rank)	Ellis County	Error Margin	Top U.S. Performers	Oklahoma
Health Behaviors (17)				
Adult Smoking	16%	15-17%	14%	20%
Adult Obesity	34%	26-41%	26%	33%
Food Environment Index	4.9		8.7	5.7
Physical Inactivity	29%	21-36%	19%	28%
Access to Exercise Opportunities	39%		91%	72%
Excessive Drinking	12%	12-13%	13%	13%
Alcohol-Impaired Driving Deaths	25%	10-42%	13%	27%
Sexually Transmitted Infections	165		153	548
Teen Births	36	25-50	14	39
Clinical Care (17)				
Uninsured	15%	13-17%	6%	16%
Primary Care Physicians	1,360:1		1,050:1	1,590:1
Dentists	990:1		1,260:1	1,660:1
Mental Health Providers			310:1	260:1
Preventable Hospital Stays	4,5017		2,765	4,862
Mammography Screening	26%		49%	36%
Flu Vaccinations	38%		52%	46%
Social & Economic Factors (15)				
High School Graduation			95%	83%
Some College	60%	50-71%	73%	60%
Unemployment	3.3%		2.9%	4.3%
Children in Poverty	20%	14-26%	11%	21%
Income Inequality	4.9	3.9-6.0	3.7	4.6
Children in Single-Parent Household	34%	24-44%	20%	34%
Social Associations	34.3		21.9	11.5
Violent Crime Rate	155		63	428
Injury Deaths	141	94-202	57	93
Physical Environment (2)				
Air-Pollution- Particulate Matter	7.2		6.1	9.4
Drinking Water Violations	No			
Severe Housing Problems	9%	6-12%	9%	14%
Driving Alone to Work	78%	72-85%	72%	83%
Long Commute- Driving Alone	23%	18-29%	15%	26%

Source: County Health Rankings & Roadmaps; University of Wisconsin Population Health Institute; Robert Wood Johnson Foundation



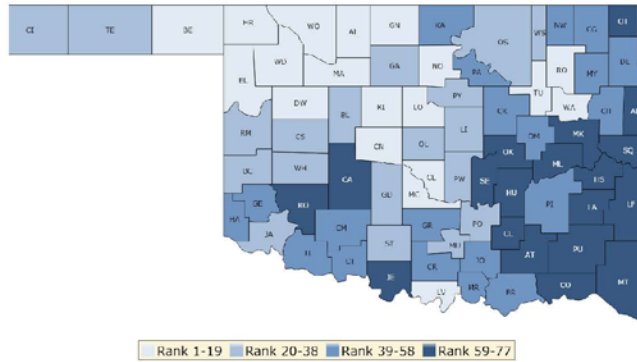
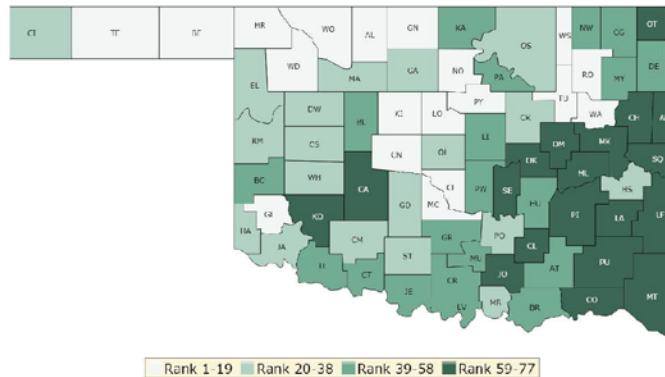


Table 2. Health Outcomes (Overall Rank 25)

Category (Rank)	Ellis County	Error Margin	Top U.S. Performers	Oklahoma
Length of Life (44)				
Premature Death	10,900	8,600-13,500	5,400	9,300
Quality of Life (4)				
Poor or Fair Health	17%	17-18%	12%	20%
Poor Physical Health Days	4.2	4.0-4.4	3.0	4.5
Poor Mental Health Days	4.4	4.2-4.6	3.1	4.5
Low Birth Weight	6%		6%	8%

Source: County Health Rankings & Roadmaps; University of Wisconsin Population Health Institute; Robert Wood Johnson Foundation



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Appendix E- Survey Form and Meeting 3 Materials, September 25, 2019

Newman Memorial Hospital Local Health Services Survey

Please return completed survey by September 18, 2019



The zip code of my residence is: _____

What is your current age: _____ What is your gender: _____

1. Has your household used the services of a hospital in the past 24 months?
 Yes (*Go to Q2*) No (*Skip to Q7*) Don't know (*Skip to Q7*)
2. At which hospital(s) were services received? (*please check/list all that apply*)
 Newman Memorial Hospital (*Skip to Q4*) Other (*Please specify Hospital and City, then go to Q3*)

- If you responded in Q2 that your household received care at a hospital other than Newman Memorial Hospital,
3. why did you or your family member choose that hospital? (*Please answer then skip to Q7*)
 Physician referral Quality of care/Lack of confidence
 Closer, more convenient location Availability of specialty care
 Insurance reasons Other (*Please list below*)

- If you responded in Q2 that your household received care at Newman Memorial Hospital, what hospital service(s) were used?
4. Diagnostic imaging (X-ray, CT, Ultrasound) Hospital Inpatient
 Laboratory Skilled nursing (swing bed)
 Outpatient infusion/Shots Emergency room (ER)
 Physician services Urgent care
 Physical or speech therapy Other (*Please list below*)

5. How satisfied was your household with the services you received at Newman Memorial Hospital?
 Satisfied Dissatisfied Don't know
6. Has your household been to a specialist in the past 24 months?
 Yes No (*Skip to Q10*) Don't know (*Skip to Q10*)

What type of specialist has your household been to in the past 24 months and in which city were they located?

7.

Type of Specialist	City

8. Did the specialist request further testing, laboratory work and/or x-rays?
 Yes No Don't know
9. If yes, in which city were the tests or laboratory work performed?

Continue on reverse side...

10. What kind of medical provider do you use for routine care *(Please select all that apply)* ?
- | | |
|---|--|
| <input type="checkbox"/> Primary Care physician | <input type="checkbox"/> Mid-Level Clinic (Nurse Practitioner or PA) |
| <input type="checkbox"/> Tribal Health Center | <input type="checkbox"/> Emergency Room/Hospital |
| <input type="checkbox"/> Income Based Health Center | <input type="checkbox"/> Specialist |
| <input type="checkbox"/> Urgent care/Walk in clinic | <input type="checkbox"/> Other <i>(Please list below)</i> |
| <input type="checkbox"/> Health Department | |
-
11. Has your household been to a primary care (family) doctor in the Shattuck area?
- | | | |
|---|--|--|
| <input type="checkbox"/> Yes <i>(Go to Q12)</i> | <input type="checkbox"/> No <i>(Skip to Q13)</i> | <input type="checkbox"/> Don't know <i>(Skip to Q13)</i> |
|---|--|--|
12. How satisfied was your household with the quality of care received in the Shattuck area?
- | | | |
|------------------------------------|---------------------------------------|-------------------------------------|
| <input type="checkbox"/> Satisfied | <input type="checkbox"/> Dissatisfied | <input type="checkbox"/> Don't know |
|------------------------------------|---------------------------------------|-------------------------------------|
13. Do you think there are enough primary care (family) doctors practicing in the Shattuck area?
- | | | |
|------------------------------|-----------------------------|-------------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Don't know |
|------------------------------|-----------------------------|-------------------------------------|
14. Are you able to get an appointment, within 48 hours, with your primary care (family) doctor when you need one?
- | | | |
|------------------------------|-----------------------------|-------------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Don't know |
|------------------------------|-----------------------------|-------------------------------------|
15. Have you used the services of a walk-in, urgent care or after hours clinic in the past 24 months?
- | | | |
|------------------------------|-----------------------------|-------------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Don't know |
|------------------------------|-----------------------------|-------------------------------------|
16. Would you utilize a walk in and/or after hours clinic if offered in Shattuck?
- | | | |
|------------------------------|-----------------------------|-------------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Don't know |
|------------------------------|-----------------------------|-------------------------------------|
17. What concerns you most about health in the Shattuck area *(Please select all that apply)* ?
- | | |
|---|---|
| <input type="checkbox"/> Heart disease | <input type="checkbox"/> Substance abuse |
| <input type="checkbox"/> Cancers | <input type="checkbox"/> Obesity |
| <input type="checkbox"/> Diabetes | <input type="checkbox"/> Accessing primary care |
| <input type="checkbox"/> Dental | <input type="checkbox"/> Accessing specialty services |
| <input type="checkbox"/> Teen Pregnancy | <input type="checkbox"/> Motor vehicle crashes |
| <input type="checkbox"/> Suicide | <input type="checkbox"/> Other |
| <input type="checkbox"/> Mental health | |
-
18. What additional health and wellness services would you like to see offered in the Shattuck area?
-

- Over the past 24 months, has your household received immunizations, WIC, or any public health related services through Newman Memorial Hospital?
- 19.
- | | | |
|------------------------------|-----------------------------|-------------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Don't know |
|------------------------------|-----------------------------|-------------------------------------|

- Would you consider utilizing telemedicine services, live face to face visit with a physician through a secure internet connection, for your healthcare needs?
- 20.
- | | | |
|------------------------------|-----------------------------|-------------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Don't know |
|------------------------------|-----------------------------|-------------------------------------|

21. How would you prefer to be notified of community events? *(Please select all that apply)*
- | | | |
|------------------------------------|----------------------------------|---------------------------------------|
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> Email | <input type="checkbox"/> Social Media |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Website | |

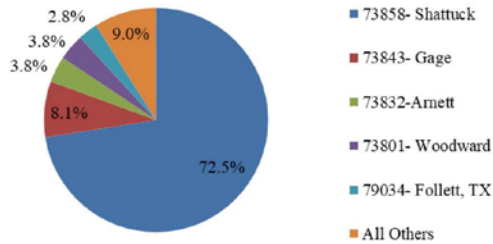
Please mail completed survey to:
 Newman Memorial Hospital
 905 S Main St.
 Shattuck, OK 73858

Or, return to hospital administration

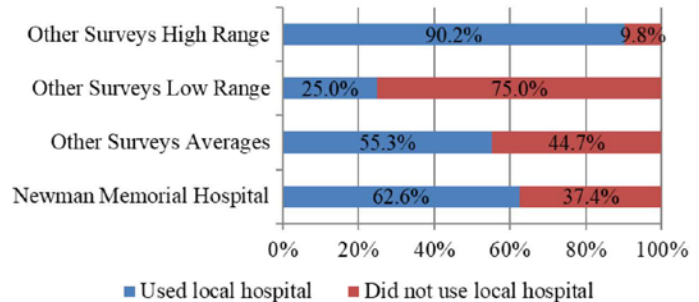
Newman Memorial Hospital Community Survey Results

As part of the Community Health Needs Assessment

Zip Code of Residence, Top 5 Responses

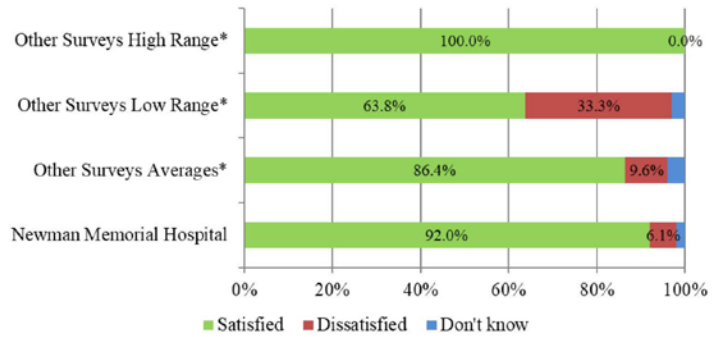


Hospital Utilization Comparison

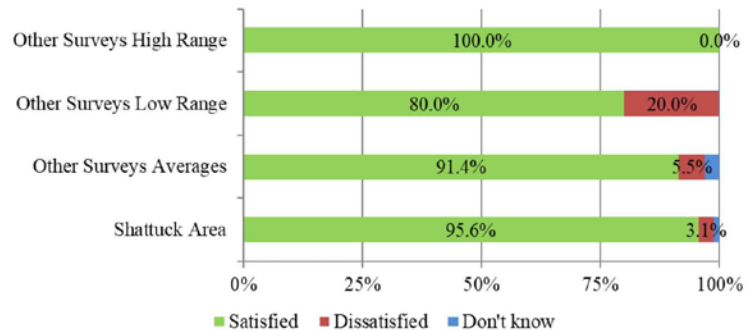


Type of Specialist Visits		
Specialist	No.	Percent
Top 5 Responses		
Cardiologist (12 visits in Shattuck)	44	21.9%
Orthopedist/Ortho Surg. (0 visits in Shattuck)	26	12.9%
Dermatologist (7 visits in Shattuck)	19	9.5%
Urologist (3 visits in Shattuck)	14	7.0%
Neurologist (0 visits in Shattuck)	13	6.5%
All others (1 visit in Shattuck)	85	42.3%
Total	201	100.0%

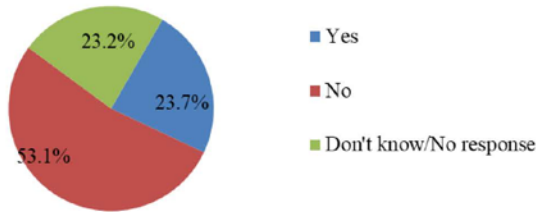
Satisfaction with Newman Memorial Hospital



Satisfaction with Shattuck Area Primary Care Provider



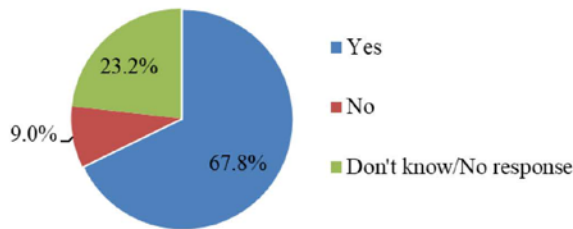
Do you think there are enough primary care doctors practicing in the Shattuck area?



Are you able to get an appointment, within 48 hours, with your primary care doctor when needed?

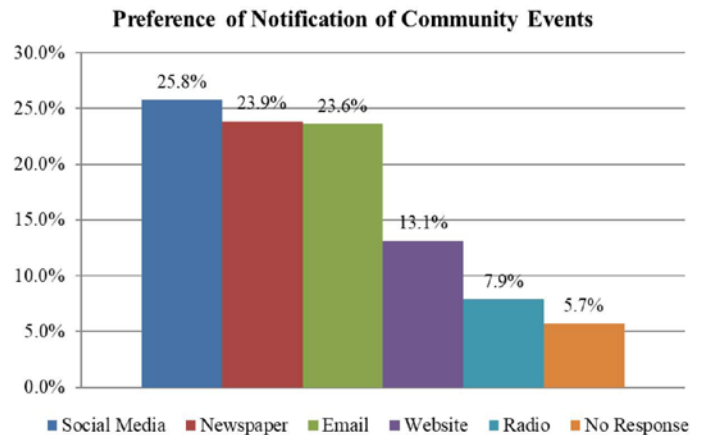


Would you utilize a walk in and/or after hours clinic if offered in Shattuck?



Concern	No.	Percent
Accessing specialty services	101	14.5%
Heart disease	93	13.3%
Cancers	74	10.6%
All others	430	61.6%
Total	698	100.0%

Services	No.	Percent
Specialists: OB/GYN (14); Orthopedist (13); Specialists in general (8); Dermatologist (7); Cardiologist (6); Pain Management (6); Otolaryngologist (6); Geriatrician (4); Rheumatologist (2); Endocrinologist (2); Psychiatry/Psychologist (2); Surgeon (2); Pulmonologist (1); Neurologist (1); Pediatrician (1); Oncologist (1)	76	30.0%
More primary care physicians/Male primary care providers	20	7.9%
Don't know	17	6.7%
All others	140	55.3%
Total	253	100.0%



For additional information, please contact
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Primary Care Physician Demand Analysis for the Shattuck Medical Service Area

As part of the Community Health Needs Assessment

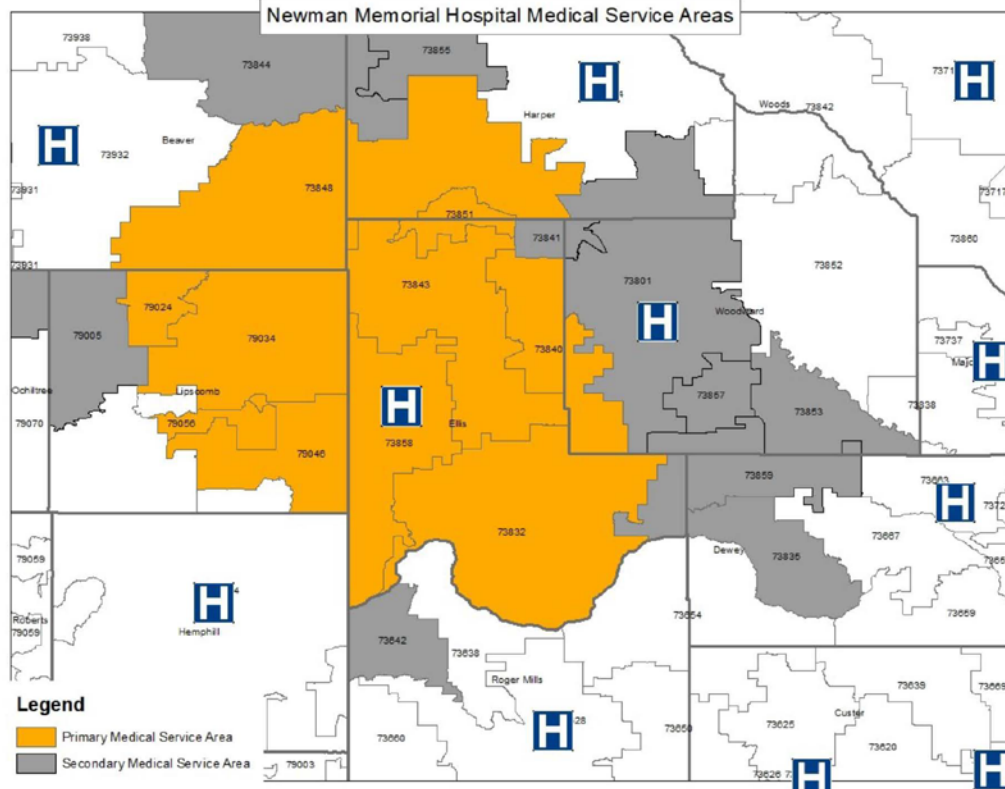


Table 2a. Annual Primary Care Physician Office Visits Generated in the Shattuck, Oklahoma, Medical Service Areas

PRIMARY MEDICAL SERVICE AREA							
Age	Male			Female			Total Visits
	13-17 Population	Visit Rate ^[3]	Visits	13-17 Population	Visit Rate ^[3]	Visits	
Under 15	992	2.0	1,984	890	2.1	1,869	3,853
15-24	544	2.4	1,306	466	1.2	559	1,865
25-44	992	3.0	2,976	919	1.3	1,195	4,171
45-64	1,165	4.2	4,893	1,034	3.1	3,205	8,098
65-74	384	6.1	2,342	412	5.6	2,307	4,650
75+	286	7.4	2,116	470	8.0	3,760	5,876
Total	4,363		15,617	4,191		12,896	28,513

Primary Medical Service Area - Local Primary Care Physician office visits per year: 14,627



Table 2b. Annual Primary Care Physician Office Visits Generated in the Shattuck, Oklahoma, Medical Service Areas

SECONDARY MEDICAL SERVICE AREA							
Age	Male			Female			Total Visits
	13-17 Population	Visit Rate ^[3]	Visits	13-17 Population	Visit Rate ^[3]	Visits	
Under 15	2,292	2.0	4,584	2,234	2.1	4,691	9,275
15-24	1,381	2.4	3,314	1,303	1.9	2,476	5,790
25-44	3,334	3.0	10,002	2,399	2.9	6,957	16,959
45-64	2,941	4.2	12,352	2,578	3.8	9,796	22,149
65-74	835	6.1	5,094	841	6.0	5,046	10,140
75+	568	7.4	4,203	890	6.7	5,963	10,166
Total	11,351		39,549	10,245		34,930	74,479

Secondary Medical Service Area - Local Primary Care Physician office visits per year: 38,208

Source: U. S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center of Health Statistics, "National Ambulatory Medical Care Survey: 2015 Summary.

Table 3. Primary Care Physician Office Visits Given Usage by Local Residents in the Shattuck, Oklahoma Medical Service Area

		Usage by Residents of Primary Service Area						
		70%	75%	80%	85%	90%	95%	100%
Usage by Residents of Secondary Service Area	5%	12,149	12,881	13,612	14,343	15,075	15,806	16,538
	10%	14,060	14,791	15,522	16,254	16,985	17,717	18,448
	15%	15,970	16,701	17,433	18,164	18,896	19,627	20,358
	20%	17,881	18,612	19,343	20,075	20,806	21,537	22,269
	25%	19,791	20,522	21,254	21,985	22,716	23,448	24,179
	30%	21,701	22,433	23,164	23,895	24,627	25,358	26,089
	35%	23,612	24,343	25,074	25,806	26,537	27,268	28,000
	40%	25,522	26,253	26,985	27,716	28,447	29,179	29,910
	45%	27,432	28,164	28,895	29,627	30,358	31,089	31,821
	50%	29,343	30,074	30,806	31,537	32,268	33,000	33,731

If 90% primary medical service area and 10 to 15% secondary medical service area, then the usage would be: 16,985 to 18,896 total primary care physician office visits in the Shattuck area for an estimated 4.1 to 4.5 total Primary Care Physicians.

(Based on 83.7 average weekly primary care physician visits with a 50 week year)

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