

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 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 2022. It begins with a description of the hospital's steps to addressing priorities identified during the 2019 CHNA along with the impacts, followed by a description of the medical service area, including a demographic analysis, and then summarizes the community 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 and implementation strategy was presented and approved by the governing board on November 21, 2022.

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

Newman Memorial Hospital worked with the Oklahoma Office of Rural Health in 2019 to complete their third Community Health Needs Assessment. During that time, health concerns were identified by community members and then prioritized by community members in focus group-style meetings. The following identifies each priority, implementation taken, and an evaluation or impact of the implementation.

It must be noted that the Covid-19 pandemic greatly impacted the implementation of some of the priorities and outreach opportunities during 2020 to present.

- Area of concern: 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)

Activity	Year(s) Completed	Impact/Attendees
Lunch and Learns: Topics Include: Adult immunizations; Keeping our seniors healthy; ESS our new partners in emergency medicine; Good hearted woman; Hospice 101; Nutrition across the ages; Senior Life Solutions; What it means to be a hospice volunteer; Annual wellness visits and you; How to improve strength and balance in the New Year; Technology and the fight against heart disease	2019, 2020, 2021 2022	111
Birth education class with lactation consultation (3 offerings)	2019, 2020	14
Partner with OK Project Woman to provide free mammograms to uninsured women	2019	n/a
Mobile Flu shot clinics for community and local businesses	2019, 2020, 2021	(7 clinics in 2019; 6 clinics in 2020, 122 vaccines; 5 clinics, 88 vaccines in 2021)
Breast Cancer Awareness Month: 2 Educational articles in local newspaper; 2 extended ours events for mammograms to increase access; 2 levels of reduced cost mammograms available for uninsured (free if below poverty level, \$95 for self pay)	2019, 2020, 2021	n/a
Speaker at Coffee and Conversation: Breast Cancer Awareness; Hospital update	2019, 2020	10
Hosted Chamber of Commerce General Assembly Meeting (2 times)	2019	47
Hosted Ellis County Health Coalition Meeting (8 times)	2019, 2020, 2021, 2022	60
Speaker at Gage Rotary: Breast Cancer Awareness; Hospital update; Healthy heart month	2019, 2020, 2021, 2022	39
Business Trick or Treat Night and Costume Contest	2019, 2020	220
Speaker at Laverne Chamber of Commerce (5 times)	2019, 2020, 2021, 2022	82

Activity	Year(s) Completed	Impact/Attendees
Hosted Community Blood Drive	2019, 2020, 2021, 2022	512
Red Barn Expo: Information provided on diabetes, blood pressure checks, blood sugar checks	2019	100
1 on 1 Medicare enrollment assistance	2019, 2020	58
Physician spoke with Shattuck, Arnett and Fargo FFA: Blue Coat to White Coat Program	2020	120
When You Heart's On the Line- Community Health Presentation	2020	30
Cardiac Clinical Special – special pricing on CT Calcium scores, Lipid Profiles and EKG/AFib screening	2020, 2021, 2022	260
Partnered with Arnett Schools to host Senior Healthcare Mentor Day- Paired Seniors interested in medical careers with appropriate staff members	2020	5
Town Hall in Arnett to discuss state of hospital and have Q&A with community and hospital leadership	2020	18
Published 5 total Covid educational articles in newspaper	2020	
Social Media posts sharing current CDC information	2020	
Social media and newspaper articles during hospital week; How to enjoy the 4 th of July safely; Don't forget immunizations on your back-to-school list; How to stay safe when spending time outdoors this summer; Take action now to slow the pandemic (Covid education); National colorectal cancer awareness; Keep safety in mind while enjoying your summer; Eating right for life stages; Men's health awareness month; 5 steps to cleaner hands; OK Hospital Association concerns about ER testing demand; Healthy heart: A gift from the heart; How to be safe on the ice; Pet safety; How to protect your home against mosquitos; Getting enough sleep for the school year; Planning healthy snacks for back to school	2020, 2021, 2022	n/a
Met with school office employees for each district in county to secure WIC brochure placement for enrollment	2020	n/a
Community BLS/CPR class	2020	n/a
Email to school leaders: FDA hand sanitizer list	2020	n/a

Activity	Year(s) Completed	Impact/Attendees
Met with FUMC Mother's Group: How to use MD Save; Goals for maintaining a healthy heart	2020, 2021	18
Provided information regarding annual wellness exams to Shattuck Elementary to go home in student folders	2020	>100
Speaker at Arnett Kiwanis for Breast Cancer Awareness; Healthy heart month (3)	2020, 2021, 2022	44
Presentation on hand hygiene at Shattuck Elementary	2020	>100
Community reception for hospital CEO candidate (2 offerings)	2021	80
Organized and hosted community drive-thru Covid testing (included Shattuck, Arnett and Fargo-Gage schools)	2020, 2022	104
Met with Laverne School Superintendent to establish liaison contact	2020	n/a
Hospital rep and CEO tour High Plains Tech Center to discuss partnership opportunities	2021	n/a
Provided hospital update at Shattuck Chamber of Commerce General Assembly (12 times)	2021, 2022	30 attendees
Contacted superintendents of Shattuck, Arnett and Fargo-Gage Schools to share information about extended hours mammograms to share with faculty and staff	2021	n/a
Senior mental health presentation at Gage Rotary; Shattuck Senior Center; Workforce OK; Parkview Pointe; Auxiliary meeting; Woodward Senior Center	2022	85
Hospital cafeteria open to the public and serving Sunday lunches	2022	n/a
Health and Wellness Scholarship to Graduating Senior from Shattuck High School	2022	1

- Area of concern: More care coverage: VA Care and access to more specialists
 - Newman Memorial Hospital was awarded a Community Care Network contract by the Department of Veterans Affairs (VA)
 - The hospital has promoted this widely. For example, a representative shared information about this program at the Laverne Chamber of Commerce meeting in

June 2020 (20 people attended), and this was also shared again widely in March 2022.

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.

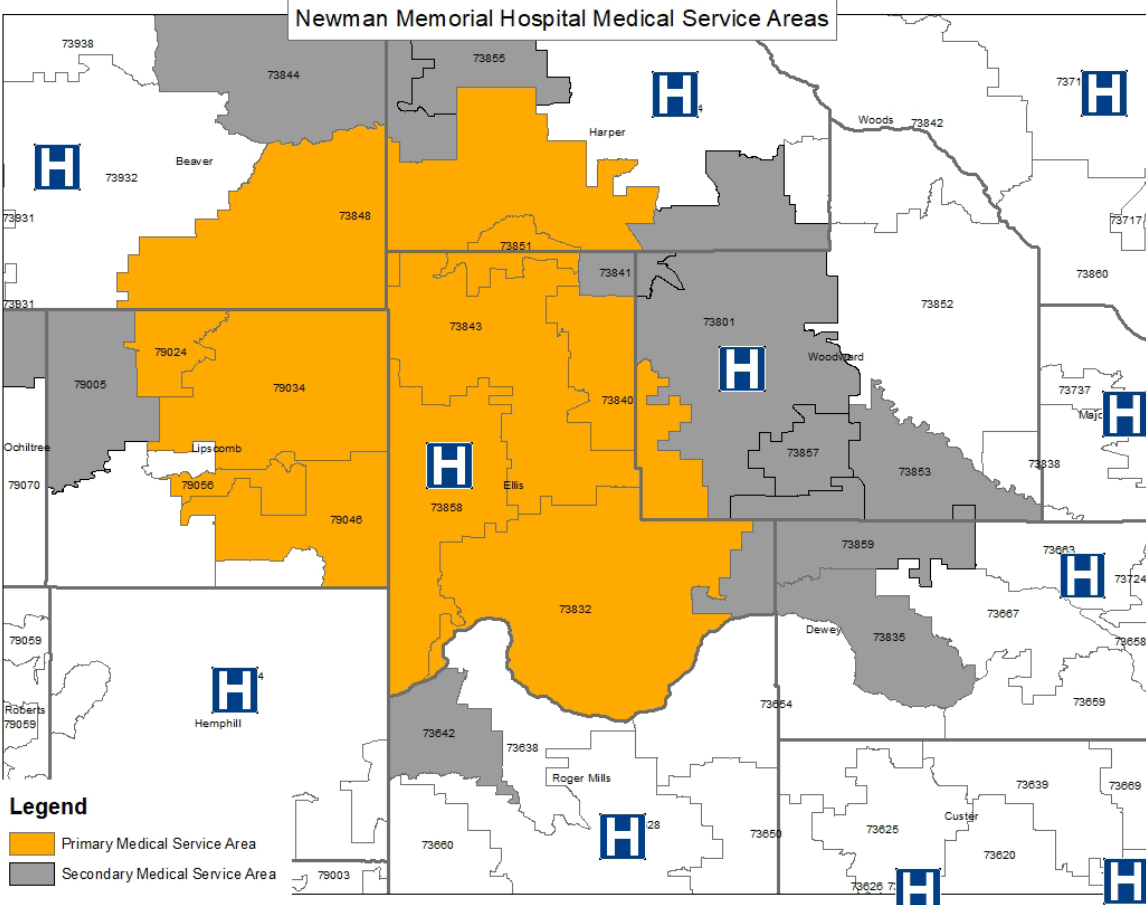


Figure 1. Newman Memorial Hospital Medical Service Areas

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 a decrease in population of 1.3 percent from the 2010 Census to the latest available, 2016-2020, 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 a population decrease of 1.2 percent from 2010 to the 2016-2020 American Community Survey.

Table 1. Population of Newman Memorial Hospital Medical Service Areas

Population by Zip Code	2000 Population	2010 Population	2016-2020 Population	% Change 2000-2010	% Change 2010-16-20
<i>Primary Medical Service Area</i>					
73858 Shattuck	1,618	1,666	1,766	3.0%	6.0%
73851 May	78	80	134	2.6%	67.5%
73840 Fargo	670	691	632	3.1%	-8.5%
73843 Gage	906	883	732	-2.5%	-17.1%
73832 Arnett	998	929	975	-6.9%	5.0%
73848 Laverne	1,616	2,156	1,946	33.4%	-9.7%
79034 Follett, TX	577	637	501	10.4%	-21.4%
79046 Higgins, TX	580	489	757	-15.7%	54.8%
79056 Lipscomb, TX	46	63	60	37.0%	-4.8%
79024 Darrouzett, TX	349	405	393	16.0%	-3.0%
Total	7,438	7,999	7,896	7.5%	-1.3%
<i>Secondary Medical Service Area</i>					
73855 Rosston	186	106	116	-43.0%	9.4%
73841 Fort Supply	967	1,482	1,311	53.3%	-11.5%
73859 Vici	1,295	1,459	1,311	12.7%	-10.1%
73857 Sharon	503	623	855	23.9%	37.2%
73801 Woodward	14,327	15,228	15,285	6.3%	0.4%
79005 Booker, TX	1,528	1,735	1,610	13.5%	-7.2%
73844 Gate	312	269	269	-13.8%	0.0%
73853 Mutual	353	379	437	7.4%	15.3%
73835 Camargo	204	309	233	51.5%	-24.6%
73642 Durham	185	187	96	1.1%	-48.7%
Total	19,860	21,777	21,523	9.7%	-1.2%

SOURCE: Population data from the U.S. Bureau of Census, Decennial Census 2000, 2010 and 2016-2020 American Community Survey (June 2022)

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

pharmacy, one nursing home, one EMS provider, and one physical therapy provider. The hospital provides swing bed, physical therapy, laboratory, radiology (CT, MRI, Ultrasound), telemedicine services, surgery, and specialist clinics. 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	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 has experienced an increase in population across all geographies from the 2010 Census to the latest, 2016-2020 American Community Survey. This cohort accounted for 15.7 percent of the total population at the state level. In terms of the medical service areas, this age group accounted for 19.9 percent of the primary medical service area, 15.9 percent of the secondary medical service area, and 23.1 percent of the population of Ellis County. The 45-64 age group accounts for the largest share of the population in the primary service area (24.3%) and Ellis County (25.9%). This is compared to the state share of 24.2 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
2016-2020 ACS				
0-14	20.2%	20.0%	18.8%	20.2%
15-19	7.9%	6.2%	7.2%	6.7%
20-24	4.0%	5.7%	3.6%	7.0%
25-44	23.6%	28.2%	21.4%	26.3%
45-64	24.3%	24.0%	25.9%	24.2%
65+	<u>19.9%</u>	<u>15.9%</u>	<u>23.1%</u>	<u>15.7%</u>
Totals	100.0%	100.0%	100.0%	100.0%
Total Population	7,896	21,523	3,936	3,949,342

SOURCE: U.S. Census Bureau, Decennial Census data for 2010 and 2016-2020 American Community Survey (www.census.gov [June 2022]).

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 2016-2020 suggest that this population group has experienced an increase to 10.9 percent of the total population. This trend is somewhat evident in Ellis County and both medical service areas. This cohort accounted for 11.2 percent of the population in the primary medical service area, 15.9 percent in the secondary, and 7.3 percent of the population 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
2016-2020 ACS				
White	88.9%	86.4%	90.9%	71.1%
Black	0.7%	1.4%	0.3%	7.3%
Native American ¹	1.5%	2.3%	1.9%	7.7%
Other ²	4.7%	5.1%	1.6%	5.2%
Two or more Races ³	4.3%	4.8%	4.7%	8.7%
Hispanic Origin ⁴	<u>11.2%</u>	<u>15.9%</u>	<u>7.3%</u>	<u>10.9%</u>
Total Population	7,896	21,523	3,936	3,949,342

SOURCE: U.S. Census Bureau, Decennial Census data for 2010 and 2016-2020 American Community Survey (www.census.gov [June 2022]).

Summary of Community Input for CHNA

Community input was gathered through a single community meeting. The meeting was held on September 6, 2022. All stakeholders received all of the typical primary and secondary data prior to their respective meetings. The meeting presentations and handouts can be found in Appendices C-E. The Oklahoma Office of Rural Health facilitated the gathering of the secondary data, the completion of the survey, and the community meeting. Data summaries are provided in the following sections.

Community members who were included to provide input:

- Newman Memorial Hospital representatives
- NWDCS, Inc.
- Retired individuals
- Ebenezer Baptist Church
- Senior Center
- Arnett Schools
- Shattuck Schools
- Shattuck Chamber of Commerce
- WIOA

Community members were invited to participate broadly via articles in the county newspaper, Facebook posts on Newman Memorial Hospital and Newman Healthcare Associate's pages. Flyers were distributed at the Gage Rotary meeting, Shattuck Senior Center. Email invitations were broadly distributed via the Chamber of Commerce's email distribution list, the hospital's marketing email list of greater than 200 individuals and all hospital employees. Individual, personal invitations were made to Senior Center representatives, Superintendents, principals, counselors and school administrative assistants from Shattuck, Arnette, and Gage-Fargo Public Schools, the Safety Coordinator for Ellis County, Ellis County Emergency Management, the local ministerial alliance, the local newspaper owner, Ellis County Commissions, Ellis County EMS Director/Coordinator, and the Shattuck Chamber of Commerce Board of Directors. Therefore, a significant effort was placed on including representatives from the public health sector and those who serve the underserved, low-income or racially diverse populations to gain their perspective of needs in the community.

Economic Conditions of Ellis County and Economic Impact of Health Sector

Economic indicators for Ellis County in comparison to Oklahoma and the United States are outlined in Table 5. Ellis County tends to lag Oklahoma and the United States in many of the economic variables. In terms of per capita income, or the total income divided by the population, Ellis County is more favorable than Oklahoma and slightly less favorable than the nation. Oklahoma as a state tends to lag the national average. In terms of employment and unemployment, there were many changes during 2020 and 2021. The 2021 annual

unemployment rate for Ellis County was 2.8 percent. This rate is lower than the state (3.8%) and the national (5.3%) rates. All of these rates are non-seasonally adjusted. The most recent monthly estimates show Ellis County to be lower than 2021 with a 2.7 percent rate. This is also lower than the state (3.5%) and slightly lower than the national (3.8%) rate. The share of individuals captured below the poverty threshold for income and household size is calculated by the U.S. Census Bureau. In 2020, the poverty rate for all ages in Ellis County was 11.2 percent. This is lower than the state and national rates. The share of children, or those under the age of 18, followed a similar trend of being lower than the state and equal to the national rate. All economic indicators can be found in Table 5.

Table 5. Economic Indicators for Ellis County, the State of Oklahoma and the Nation

Indicator	County	State	U.S.
Total Personal Income (2020)	\$212,917,000	\$198,552,111,000	\$19,607,447,000,000
Per Capita Income (2020)	\$55,592	\$49,878	\$59,510
Employment (2021)	2,043	1,783,080	152,581,000
Unemployment (2021)	59	711,154	8,623,000
Unemployment Rate (2021)	2.8%	3.8%	5.3%
Employment (June 2022)*	2,015	1,814,068	158,678,000
Unemployment (June 2022)*	55	65,849	6,334,000
Unemployment Rate (June 2022)*	2.7%	3.5%	3.8%
Percentage of People in Poverty (2020)	11.2%	14.3%	11.9%
Percentage of Under 18 in Poverty (2020)	15.7%	18.6%	15.7%
Transfer Dollars (2020)	\$46,390,000	\$46,240,575,000	\$4,241,091,000,000
Transfer Dollars as Percentage of Total Personal Income (2020)	21.8%	23.3%	21.6%
Medical Benefits as a share of Transfer Payments (2020)	32.2%	32.2%	35.5%

*County and state estimates are considered preliminary

SOURCES: 2020 Bureau of Labor Statistics; 2020 Bureau of Economic Analysis; 2020 U.S. Census Bureau.

Table 6 displays various education variables for Ellis County. The first three lines are education attainment percentages for the population aged 25 years and greater. In Ellis County, 85.8 percent of the population has at least their high school diploma, 51.4 percent has at least some college, and 20.1 percent of the population has at least a bachelor’s degree. The far-right handed column provides a ranking within the state based on the highest, or most favorable percentages. The free and reduced lunch rate is the share of children in Ellis County who are enrolled in public school and eligible for free and reduced lunches. Ellis County’s rate is 50.1 percent. This is lower than the state average of 53.2 percent. This is the 11th lowest rate in the state.

Table 6. Education Data for Ellis County and the State of Oklahoma

Indicator	County	State	Ellis County Ranking
At Least High School Diploma	85.8%	88.4%	43rd Highest
Some College	51.4%	57.1%	25th Highest
At Least Bachelor's Degree	20.1%	25.9%	30th Highest
Free and Reduced Lunch Rate	50.1%	53.2%	11th Lowest

Sources: U.S. Census Bureau, American Community Survey, 2016-2020, National Center for Education Statistics 2018-2019.

Table 7 includes payer source data for Ellis County residents in comparison to the state. A ranking is also provided with the lowest percentages as the more favorable ranking. In 2019, 18.2 percent of individuals under the age of 65 were categorized as uninsured. This is higher than the state rate of 16.8 percent. In terms of children, or those under the age of 19, this rate was 13.2 percent. This was also higher than the state rate of 8.6 percent. In 2019, 24.1 percent of the population had Medicare as a payer for healthcare. This includes Medicare parts A, B and Advantage. In terms of Medicaid, 21 percent of the population in Ellis County had Medicaid as a payer source. The Medicare and Medicaid data were gathered from different sources, and duplicates have not been removed.

Table 7. Payer Source Data for Ellis County and the State of Oklahoma

Indicator	County	State	Ellis County Ranking
2019 Uninsured rate (under 65)	18.2%	16.8%	35th Lowest
2019 Uninsured rate (under 19)	13.2%	8.6%	71st Lowest
2019 Medicare share of total population	24.1%	18.7%	67th Lowest
2020 Medicaid share of total population	21.0%	26.0%	16th Lowest

Sources: U.S. Census Bureau Small Area Health Insurance Estimates, 2019; Centers for Medicare and Medicaid Services, Medicare Part A and B Recipients by State and County, 2019; Oklahoma Health Care Authority, Total Enrollment by County, 2020

Table 8 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 161 FTE individuals. After applying a county-specific employment multiplier to each respective sector, there is a total employment impact of 239 FTE employees. The same methodology is applied to income. The local health sector has a direct income impact of over \$7.9 million. When the appropriate income multiplier is applied, the total income impact is over \$9.8 million. The last two columns examine the impact this has on the retail sector of the local community. Recent data suggest that just 23.6% 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 \$2.3 million spent locally, generating \$23,343 on a 1% tax. A copy of the meeting materials that were distributed can be found in Appendix C.

Table 8. 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	79	1.69	134	\$3,531,175	1.38	\$4,880,836	\$1,151,877	\$11,519
Physicians, Dentists & Other Medical Professionals, Other Medical & Health Services, Nursing Homes, and Pharmacies	82	1.29	105	\$4,428,073	1.13	\$5,010,425	\$1,182,460	\$11,825
Total	161		239	\$7,959,248		\$9,891,261	\$2,334,338	\$23,343

SOURCE: 2020 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 (23.6%) – from 2021 Sales Tax Data and 2020 Personal Income Estimates from the Bureau of Economic Analysis.

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: 48), clinical care (rank: 30), social and economic factors (rank: 12), and physical environment (rank: 2). Ellis County's overall health factors rank is 18. This suggests, in general, the health status of Ellis County residents is somewhat comparable to that of neighboring counties. Areas of concern include Ellis County's smoking rate, obesity rate, physical inactivity rate, alcohol-impaired driving deaths, uninsured rate, and mammography screening rate of Medicare beneficiaries are all less desirable than the top U.S. performers. All health factors variables are presented in Table 9 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 poorly compared to the national benchmark). The green highlighted areas are identified by County Health Rankings and Roadmaps as areas of strength for Ellis County.

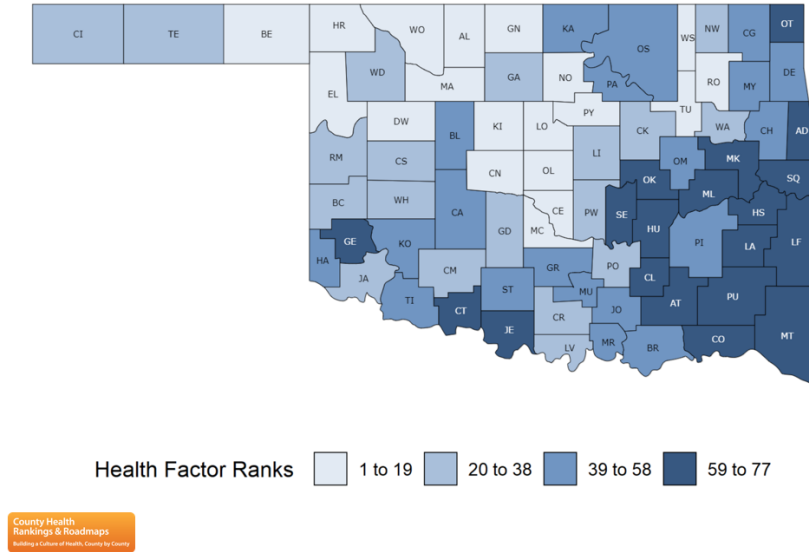
Table 9. Health Factors (Overall Rank 18)

Category (Rank)	Ellis County	Error Margin	Top U.S. Performers	Oklahoma
Health Behaviors (48)				
Adult Smoking	21%	18-24%	15%	19%
Adult Obesity	37%	35-38%	30%	37%
Food Environment Index	6.7		8.8	5.8
Physical Inactivity	36%	32-39%	23%	33%
Access to Exercise Opportunities	36%		86%	65%
Excessive Drinking	15%	14-16%	15%	14%
Alcohol-Impaired Driving Deaths	60%	38-75%	10%	27%
Sexually Transmitted Infections	156		162	594
Teen Births	33	22-47	11	31
Clinical Care (30)				
Uninsured	18%	16-20%	6%	17%
Primary Care Physicians	1,930:1		1,010:1	1,630:1
Dentists	960:1		1,210:1	1,600:1
Mental Health Providers			250:1	240:1
Preventable Hospital Stays	4,112		2,233	4,346
Mammography Screening	24%		52%	40%
Flu Vaccinations	51%		55%	47%
Social & Economic Factors (12)				
High School Graduation	86%	82-89%	94%	89%
Some College	62%	51-73%	74%	60%
Unemployment	5%		4%	6%
Children in Poverty	16%	9-22%	9%	19%
Income Inequality	5.1	4.2-5.9	3.7	4.6
Children in Single-Parent Household	18%	10-25%	14%	26%
Social Associations	36.3		18.1	11.3
Violent Crime Rate	155		63	428
Injury Deaths	122	78-181	61	95
Physical Environment (2)				
Air-Pollution- Particulate Matter	7.3		5.9	9.5
Drinking Water Violations	No			
Severe Housing Problems	9%	6-12%	9%	14%
Driving Alone to Work	73%	68-78%	72%	82%
Long Commute- Driving Alone	28%	21-35%	16%	27%

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 rank is more favorable than Woodward and Roger Mills Counties and is comparable to Harper, Beaver, and Dewey Counties

2022 Health Factors – Oklahoma



In terms of health outcomes, considered, today’s health, Ellis County’s ranking is 22nd 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 10.

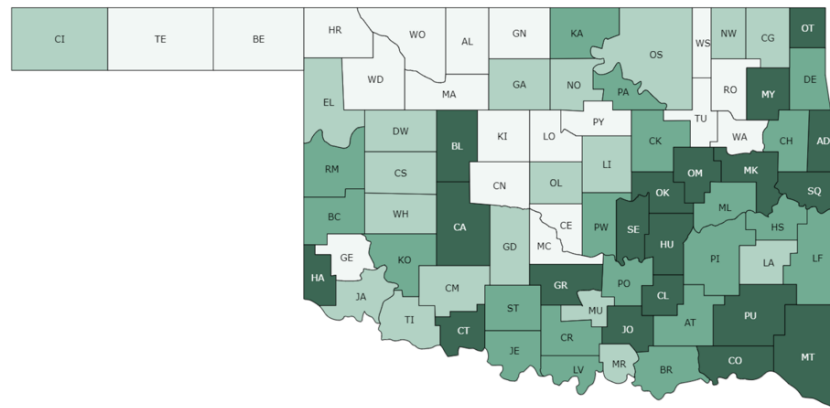
Table 10. Health Outcomes (Overall Rank 22)

Category (Rank)	Ellis County	Error Margin	Top U.S. Performers	Oklahoma
Length of Life (38)				
Premature Death	10,600	7,000-15,400	5,600	9,400
Quality of Life (14)				
Poor or Fair Health	21%	19-24%	15%	21%
Poor Physical Health Days	4.5	4.3-4.8	3.4	4.6
Poor Mental Health Days	5	4.7-5.3	4	5
Low Birth Weight	6%	4-9%	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. Ellis County's rank is more favorable than Roger Mills County and less favorable than Beaver, Harper, and Woodward Counties. Ellis County's rank is comparable to Dewey County.

2022 Health Outcomes – Oklahoma



Health Outcome Ranks 1 to 19 20 to 38 39 to 58 59 to 77



Community Survey Methodology and Results

A survey was designed to gauge hospital usage, satisfaction, and community health needs. The Survey Monkey link was emailed to all hospital employees, the hospital's marketing event's email distribution list of greater than 200 community members, posted 4 times on the hospital and clinic's Facebook pages. The Shattuck Chamber of Commerce also emailed out the link to their email list and posted it on their social media. There were two newspaper articles that included the survey link along with pick up options for the hard copy of the survey. Hard copies of the survey were available at hospital registration, the hospital's gift shop, clinic, registration, Shattuck City Hall, SNB Bank in Shattuck, Farmers and Merchants Bank of Arnett, the Ellis County Courthouse in Arnette, Gage Town Hall, Rita's Quick Stop in Gage, Fargo Town Hall and Oklahoma State Bank in Fargo. 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 May 25, 2022 to August 12, 2022. A total of 146 surveys from the Newman Memorial Hospital medical service area were completed. Of the surveys returned, 66 were completed via Survey Monkey.

Table 11 below shows the survey respondent representation by zip code. The largest share of respondents was from the Shattuck (73858) zip code with 76 responses or 52.1 percent of the total. Gage (73848) followed with 22 responses, and Woodward (73081) and Laverne (73848) both had 11 responses.

Table 11. Zip Code of Residence

Response Category	No.	%
73858- Shattuck	76	52.1%
73843- Gage	22	15.1%
73081- Woodward	11	7.5%
73848- Laverne	11	7.5%
73832- Arnett	8	5.5%
79034- Follett, TX	4	2.7%
73932- Beaver	2	1.4%
73840- Fargo	2	1.4%
73851- May	2	1.4%
73834- Buffalo	1	0.7%
73642- Durham	1	0.7%
72761- Siloam Springs, AR	1	0.7%
79014- Canadian, TX	1	0.7%
79024- Darrouzett, TX	1	0.7%
73857- Sharon	1	0.7%
73859- Vici	1	0.7%
No response	1	0.7%
Total	146	100.0%

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

Primary Care Physician Visits

- 79.5% of respondents had used a primary care physician in Ellis County in the past 24 months
- 95.7% of those responded being satisfied

- Only 34 respondents or 23.3% of the survey respondents believe there are enough primary care physicians practicing in Shattuck
- 76% responded they were able to get an appointment with their primary care physician when they needed one
- 32.2% of respondents indicated that they have used the services of an urgent care in the past 12 months
- 64.4% responded that they would utilize urgent care or after hours services offered in Ellis County

Specialist Visits

Summary highlights include:

- 62.3% of all respondents report some specialist visit in past 24 months
- Most common specialty visited are displayed in Table 12
- Ten visits occurred in Shattuck

Table 12. Type of Specialist Visits

Type of Specialist	No.	Percent
<i>Top 5 Responses</i>		
Cardiologist. <i>(4 visits in Shattuck)</i>	35	23.5%
Orthopedist/Ortho Surg. <i>(0 visits in Shattuck)</i>	18	12.1%
Dermatologist <i>(4 visits in Shattuck)</i>	11	7.4%
Rheumatologist <i>(0 visits in Shattuck)</i>	10	6.7%
Neurologist/Neurosurg. <i>(0 visits in Shattuck)</i>	10	6.7%
All others <i>(2 visits in Shattuck)</i>	<u>65</u>	<u>43.6</u>
Total	<u>149</u>	<u>100.0%</u>

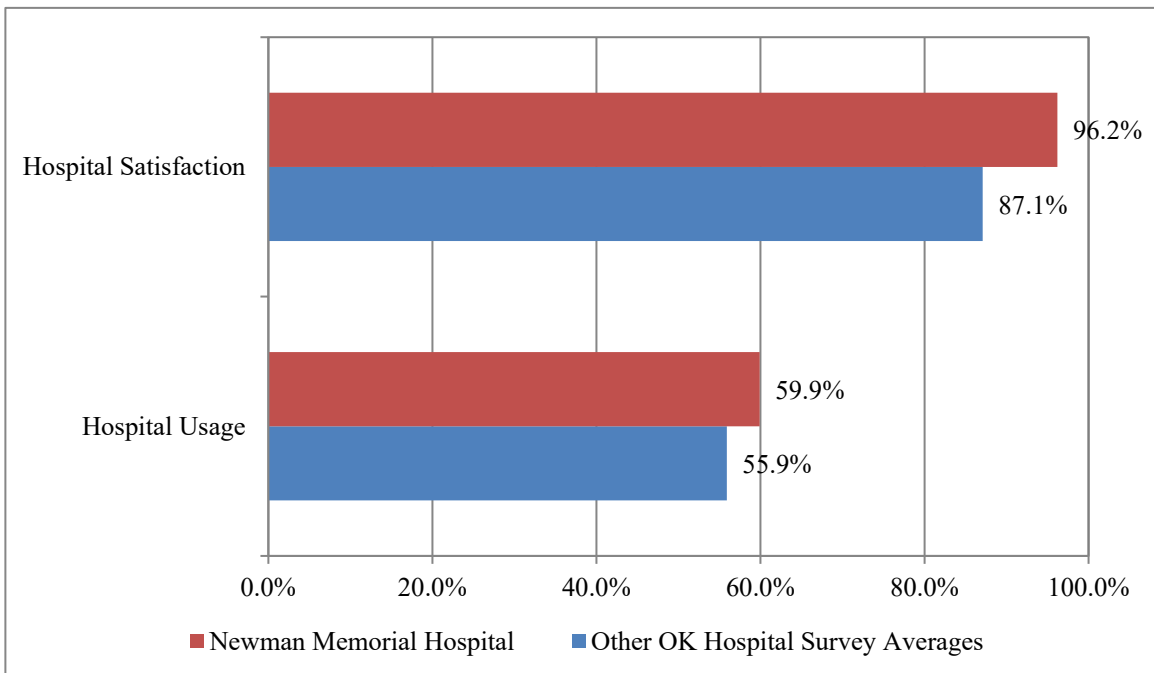
Some respondents answered more than once.

Hospital Usage and Satisfaction

Survey highlights include:

- 58.8% of survey respondents that have used hospital services in the past 24 months used services at Newman Memorial Hospital
 - o AllianceHealth Woodward (10.7%) and Oklahoma Heart 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 and labor and delivery) (34.9%) and physician referral (34.9%)
 - o The usage rate of 58.8% was higher than the state average of 55.9% for usage of other rural Oklahoma hospitals surveyed
- 96.2% of survey respondents were satisfied with the services received at Newman Memorial Hospital
 - o This is lower than the state average for other hospitals (87.1%)
- Most common services used at Newman Memorial Hospital:
 - o Diagnostic Imaging (X-ray, CT, Ultrasound, MRI) (25.4%)
 - o Laboratory (24.4%)
 - o Physician services (19.3%)

Figure 2. Summary of Hospital Usage and Satisfaction Rates



Local Healthcare Concerns and Additional Services

Survey respondents were asked what concerns them most about health in their community. The most common response was accessing specialty services (14.2%) followed by heart disease (12.8%), mental health (11.1%), and cancers (11.1%). Table 13 displays all responses and the frequencies.

Table 13. Top Health Concerns in the Shattuck Area

	No.	%
Accessing specialty services	60	14.2%
Heart disease	54	12.8%
Mental health	47	11.1%
Cancers	47	11.1%
Diabetes	37	8.7%
Obesity	36	8.5%
Accessing primary care	29	6.9%
Substance abuse	26	6.1%
Dental	20	4.7%
Motor vehicle crashes	18	4.3%
Suicide	12	2.8%
Specialists/Specialty services: Gastroenterology (1); Pain Management (1); Dermatology (1); Pulmonology	4	0.9%
Teen pregnancy	4	0.9%
Tests available locally	1	0.2%
All	1	0.2%
Vision	1	0.2%
No response	26	6.1%
Total	423	100.0%

Survey respondents also had the opportunity to identify what additional health and wellness services they would like to see offered in their community. The most common response was specialists with a collective response of 31.5 percent. Don't know/no additional services followed with 8.9 percent, and mental health/inpatient mental health/counseling/psychiatric services/substance abuse services/teen mental health followed with 7.1 percent of the total. Table 14 displays the full listing of responses.

Table 14. Additional Health and Wellness Services Survey Respondents Would Like to See Offered in Shattuck

Response Category	No.	%
Specialists: Orthopedist (11); Dermatologist (8); OB/GYN (8); Pain management (4); Otolaryngologist (4); Specialists in general (3); Cardiologist (2); Pulmonologist (2); Surgeons (2); Urologist (1); Psychologist (1); Interventional Radiologist (1); Pediatrician (1); Pediatric Specialties (1); Endocrinologist (1); Ophthalmologist (1); Hematologist (1); Neurologist	53	31.5%
Don't know/No additional services	15	8.9%
Mental health/Inpatient mental health/Counseling/Psychiatric services/Substance abuse services/Teen mental health	12	7.1%
Primary care providers/More providers/Primary care for children	7	4.2%
Urgent care/After hours care	4	2.4%
Surgical services	3	1.8%
Labor and delivery	2	1.2%
Dental/Soonercare dentist	2	1.2%
Vision	1	0.6%
Pediatric and geriatric services	1	0.6%
Geriatric diabetic clinic/specialist	1	0.6%
Audiologist services/Hearing loss services	1	0.6%
Dialysis	1	0.6%
Weight loss clinic	1	0.6%
No response	64	38.1%
Total	168	100.0%

Community Health Needs- Identification of Priorities

To gather community input, a single community meeting was held. Local community members had the option to attend an in-person meeting hosted at Newman Memorial Hospital. This meeting was held on September 6, 2022. The OK Office of Rural Health presented and facilitated the meeting. A complete listing of individuals who participated is included in Appendix B.

During the community meeting process, participants were asked the following three questions:

- What are the top health needs of the patients/clients I serve?
- What are the top health needs of the greater community (outside of the hospital or clinic setting)?
- What am I most proud of in Shattuck and Ellis County?

The concerns listed were:

- Lack of response to the survey-
- Mental health and substance abuse among younger population
- Transportation for elderly (price of gas on fixed incomes, maybe shouldn't be driving)
 - Ellis County transportation services
- Lifeflight charges- how do those who do not have insurance/coverage pay for those services
 - Generally ambulances can make the transfers at the hospital; however, during Covid air evac was utilized more often than usual.
- DHS, family services health department services- services are not available in Ellis County- Sayre is where they are referred
 - The needs are seen in schools, but the resources and trainings are tight.
 - For serious needs (well checks) law enforcement is the first call
- Obesity and physical inactivity
 - Promoting more participation (walk this way, looking for more innovative ways to be involved)
- Availability of specialists- attracting to rural areas- transportation burdens
- Alcohol driving deaths (surprised by data)
- Google and self medication
 - Fentanyl coming into community
 - Self medicating and then coming in the ED

Shattuck and Ellis County do have many strengths. Some of the sources of pride noted by community members include:

- Legacy of Newman Memorial Hospital and it is still alive (2)
 - Community members do not hear negative things about the hospital
- Engaged county for the greater good
- Quality of providers and facility
- Good food/cafeteria
- The hospital works great with the schools (physical therapy, etc.)
- Know we still have access and quality access
- Pride in the facility and so much has been added to serve the residents
- Community support (show up at the hospital and support a sales tax for the hospital)

Community Health Needs Assessment- Implementation Strategy

Newman Memorial Hospital Administration utilized these responses to generate the list of priorities based on the frequencies of responses, potential impact the hospital can have on these items, and the opportunity to collaborate with existing organizations and providers in the community. The following items were identified as priorities:

- Expand education outreach to the community regarding health and wellness topics specifically targeting issues of obesity and physical inactivity
 - The hospital will provide educational outreach in the form of public service announcements in the newspaper and via social media regarding healthy eating, safe weight loss and increasing activity levels
 - The hospital will lead this initiative by example by creating opportunities for its employees to combat obesity and inactivity through Healthy Employee Initiatives
 - The hospital will sponsor and/or host opportunities for the community to actively participate in programs targeting activity and healthy weight maintenance through Lunch and Learn programs and community activities.
 - The expected outcome of the enhanced education outreach is increased knowledge of existing resources, improved health and improved quality of life
- Increasing availability of specialists- This priority was heavily mentioned in the survey.
 - The hospital is planning to add two physicians in 2023 who are dual certified in family practice and OB/GYN
 - A surgeon will be joining the specialty clinic soon to do outpatient gynecological surgeries
 - Otolaryngologist services will also be added to the current telehealth options. The hospital is also actively exploring additional services to offer via telehealth.

Community Health Needs Assessment Marketing Plan

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 (<https://newmanmemorialhospital.org/>). 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 observation
Swing Bed
Physical therapy
Occupational Therapy (swing bed)
Speech-Language Pathology (swing bed)
Respiratory Therapy
 EKG
 Breathing Treatments
 Ventilator Management
 Bipap/Cpap management
Registered Dietitian
Laboratory
Radiology
 CT
 MRI
 Diagnostic radiology
 Ultrasound
Pharmacy
Dietary
Chaplain service
24-hour hospitalist coverage

Outpatient Services:

Primary Care Physician Services
 Family Medicine
 VA CCN Services
 DOT Physicals
Senior Life Solutions- mental health
 services for Senior Citizens
Laboratory
Corporate Health Services
 DOT & non-DOT urine collection
 DOT & non-DOT breath alcohol
 Respirator fit tests
 Pre-employment fitness test (PT)
 Pre-employment physicals
 (physician)
 Pulmonary Function Testing
 Chest X-rays

Surgery
 Colonoscopy
 Endoscopy
 General Surgery
 Ophthalmology
Telemedicine
 Pulmonology
 Endocrinology
Radiology
 64 slice CT
 MRI
 Diagnostic Radiology
 Accredited mammography
 Ultrasound
Out-patient Infusions
WIC/Immunization clinic
Physical therapy
Emergency services (24 hour availability)
Cardiopulmonary
 Ventilator support
 EKG
 Stress testing
 Holter monitoring
 Pulmonary Function Test
 Fit Testing (Industrial)

Clinics:

Cardiology clinic
Urology clinic
Ophthalmology Clinic
Registered Dietitian
 Diabetes Education
 Weight Loss
 Prescribed Diet Management

Community Activities:

Meals on Wheels
Christmas parade
County wide sports physicals
Blood drives
flu shot clinics
Breast Cancer awareness month activities (press releases, educational posters)
Monthly physician schedule posted around the facility
National Wear Red Day- heart disease prevention
National Doctors Day
Hospital Week
Volunteer Appreciation Week
Kiwanis membership (Arnett)
Shattuck Chamber of Commerce membership
Rotary membership (Gage)
Community Coffees- attended weekly by a hospital liaison
Host Community Coffees- 2/year
Chamber Membership – Shattuck and Laverne

Internal Hospital Activities:

Hospital website/social media
High Plains Technology Practical Nursing student rotations
Medical Student rural rotation preceptorship program
Cinco de Mayo lunch
Christmas party
Thanksgiving employee and family luncheon
Volunteer Christmas luncheon
Hospital week picnic
Advertisement:
 Phonebooks- Fiest/Yellow book, Pioneer Telephone
 Newspaper ads
 Radio ads- various departments, games of the week sponsorship
 Flyers- blood drives, flu shots, etc.
Governance- Board of Directors, Authority Board, Strategic Planning Committee, Managers' Monthly Meetings, Administrative Team Weekly Meetings

Appendix B Community Input Participants

Shattuck Community Health Needs Assessment Community Input Meeting

6-Sep-22

Name	Organization
Shirley Lorenz	
Vickie Garrison	NMH Auxiliary
Jean Foreman	
Glenna Catoe	NWDC, Inc.
Edie Patrick, RN	Newman Memorial Hospital
Kelsy Kornele	QIOA
Van Hunt	Senior Citizen Center
Jim Schoenhala	
Curtis Arne	Ebenezer Baptist Church
Alison Kincannon	Arnett School
Bryan Shoaf	Shattuck Schools
Tyson Bullard	Shattuck Schools
Gina Huenergardt	Shattuck Schools
Dorothy Mercer	
McKenzie Pshigoda	Shattuck Chamber of Commerce
Joey Burgtorf	Newman Memorial Hospital
Stace Holland	Newman Memorial Hospital
Lacy Harmon	Newman Memorial Hospital

Appendix C- Economic Impact

Newman Memorial Hospital Economic Impact



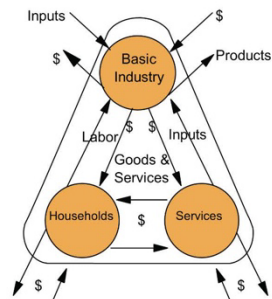
Healthcare, especially a hospital, plays a vital role in local economies.

Newman Memorial Hospital, including the Rural Health Clinic, **directly** employs 79 individuals with an annual payroll of over **\$3.5 million** including benefits

- These employees and income create an additional 55 jobs and over \$1.3 million in income as they interact with other sectors of the local economy
- **Total impacts= 134 jobs and over \$4.8 million**
- Other segments of the healthcare sector (Pharmacies, EMS, etc.) provide another 82 **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= 239 jobs and \$9.9 million**
 - Over **\$2.3 million** in retail sales generated from the presence of the health sector

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



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

Consider what could be lost without the hospital:

- Pharmacies
- Other Healthcare Providers and Services
- Physicians/Specialists
- Potential Retail Sales

For additional information, please contact:

Lara Brooks, Rural Health Analyst, lara.brooks@okstate.edu

Corie Kaiser, Director, corie.kaiser@okstate.edu

Oklahoma Office of Rural Health

Phone: 405.945.8609



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This project is/was supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number U2WRH133319 and title: Medicare Rural Hospital Flexibility Grant Program for \$673,496, 0% financed with nongovernmental sources. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.

Multipliers were derived from IMPLAN 2020, sales tax data were derived from County FY2021 Oklahoma Tax Commission data, and 2020 personal income estimates from Bureau of Economic Analysis.

Appendix D- Ellis County Health Indicators and Outcomes

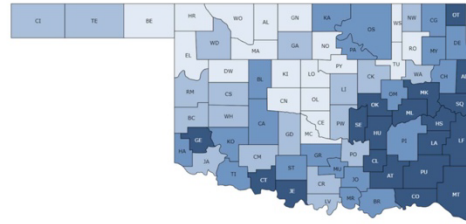
Health Indicators and Outcomes for Ellis County As part of the Community Health Needs Assessment

Table 1. Health Factors (Overall Rank 18)

Category (Rank)	Ellis County	Error Margin	Top U.S. Performers	Oklahoma
Health Behaviors (48)				
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Uninsured	18%	16-20%	6%	17%
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High School Graduation	86%	82-89%	94%	89%
Some College	62%	51-73%	74%	60%
Unemployment	5%		4%	6%
Children in Poverty	16%	9-22%	9%	19%
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Source: County Health Rankings & Roadmaps; University of Wisconsin Population Health Institute; Robert Wood Johnson Foundation

2022 Health Factors – Oklahoma



Health Factor Ranks 1 to 19 20 to 38 39 to 58 59 to 77

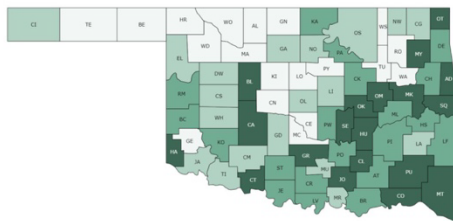
County Health Rankings & Roadmaps

Table 2. Health Outcomes (Overall Rank 22)

Category (Rank)	Ellis County	Error Margin	Top U.S. Performers	Oklahoma
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Poor Mental Health Days	5	4.7-5.3	4	5
Low Birth Weight	6%	4-9%	6%	8%

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

2022 Health Outcomes – Oklahoma



Health Outcome Ranks 1 to 19 20 to 38 39 to 58 59 to 77

County Health Rankings & Roadmaps

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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Appendix E- Survey Form and Survey Results

Newman Memorial Hospital Local Health Services Survey

Please return completed survey by August 12, 2022

The zip code of my residence is: _____

What is your current age: _____

- 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*)
- 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, why did you or your family member choose that hospital? (*Please answer then skip to Q6*)
- 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?
- Diagnostic imaging (X-ray, MRI, CT, Ultrasound) Hospital Inpatient
 Laboratory Skilled nursing (swing bed)
 Outpatient infusion/Shots Emergency room (ER)
 Physician services Respiratory Therapy/Pulmonary Function Test
 Physical, speech, or occupational therapy Other (*Please list below*)

- How satisfied was your household with the services you received at Newman Memorial Hospital?
 Satisfied Dissatisfied Don't know
- 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?

- | Type of Specialist | City |
|--------------------|------|
| | |
| | |
| | |

- Did the specialist request further testing, laboratory work and/or x-rays?
 Yes No Don't know
- 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?

- Yes *(Go to Q12)* No *(Skip to Q13)* Don't know *(Skip to Q13)*

12. How satisfied was your household with the quality of care received in the Shattuck area?

- Satisfied Dissatisfied Don't know

13. Do you think there are enough primary care (family) doctors practicing in the Shattuck area?

- Yes No Don't know

14. Are you able to get an appointment, within 48 hours, with your primary care (family) doctor when you need one?

- Yes No Don't know

15. Have you used the services of a walk-in, urgent care or after hours clinic in the past 24 months?

- Yes No Don't know

16. Would you utilize a walk in and/or after hours clinic if offered in Ellis County?

- Yes No 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?

19. Has your household used telemedicine services, a visit either by telephone or video with your provider, in the past year?

- Yes No *(Skip to Q21)* Don't know *(Skip to Q21)*

20. How satisfied was your household with the quality of care received via telemedicine?

- Satisfied Dissatisfied Don't know

21. What telemedicine services would you utilize if offered through Newman Memorial Hospital?

22. 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

Newman Memorial Hospital Survey Results

Corie Kaiser, Director
Lara Brooks, Rural Health Analyst

Oklahoma Office of Rural Health



CENTER FOR
RURAL HEALTH
OSU Center for Health Sciences

Photo Courtesy of David Waters

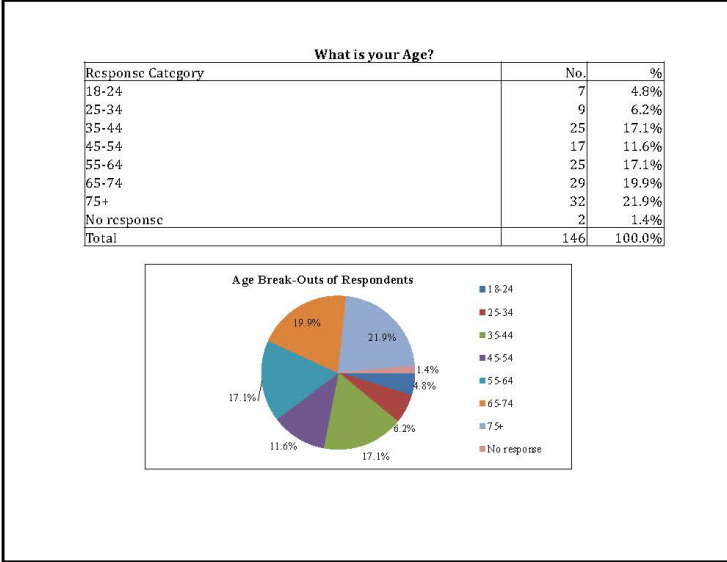
OSU Center for Rural Health • Tulsa, Oklahoma • @osururalhealth • <http://ruralhealth.okstate.edu>

1

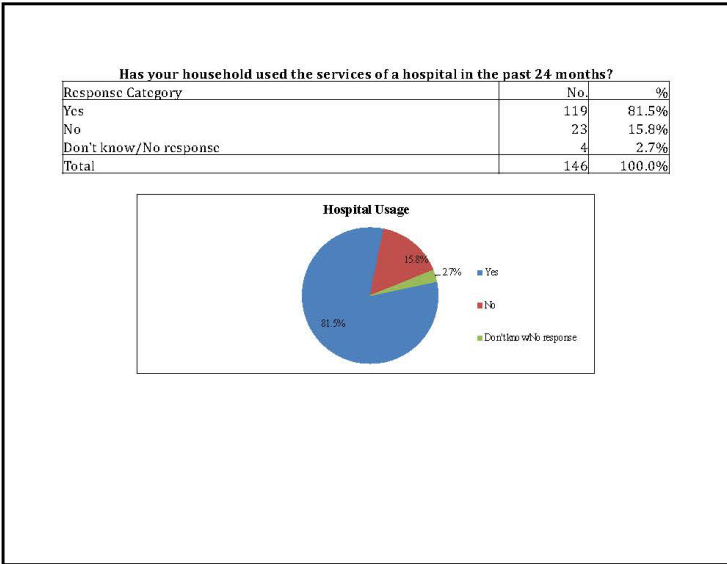
Zip Code of Residence		
Response Category	No.	%
73858- Shattuck	76	52.1%
73843- Gage	22	15.1%
73081- Woodward	11	7.5%
73848- Laverne	11	7.5%
73832- Arnett	8	5.5%
79034- Follett, TX	4	2.7%
73932- Beaver	2	1.4%
73840- Fargo	2	1.4%
73851- May	2	1.4%
73834- Buffalo	1	0.7%
73642- Durham	1	0.7%
72761- Siloam Springs, AR	1	0.7%
79014- Canadian, TX	1	0.7%
79024- Darrrouzett, TX	1	0.7%
73857- Sharon	1	0.7%
73859- Vici	1	0.7%
No response	1	0.7%
Total	146	100.0%

*211 Responses in 2019

2



3

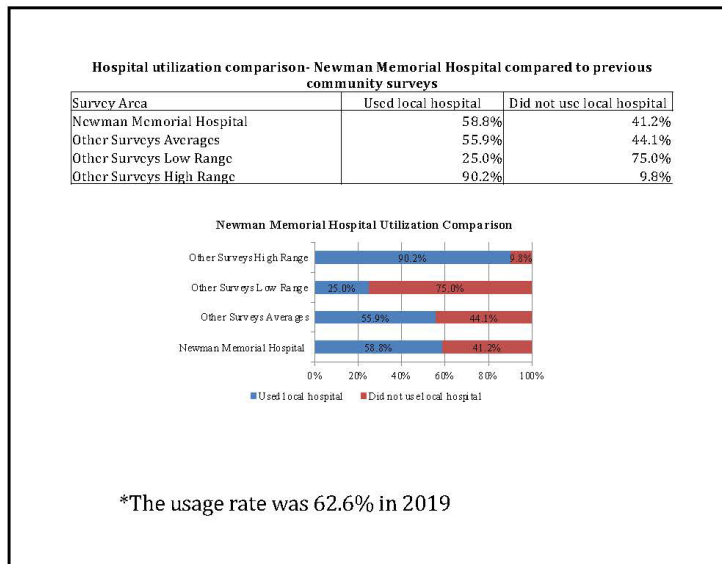


4

Where did you receive hospital services?		
Response Category	No.	%
Newman Memorial Hospital, Shattuck	104	58.8%
AllianceHealth Woodward	19	10.7%
Oklahoma Heart Hospital, Oklahoma City	6	3.4%
Great Plains Regional Medical Center, Elk City	5	2.8%
INTEGRIS Canadian Valley Yukon	4	2.3%
SSM Health St. Anthony Hospital, Oklahoma City	4	2.3%
St. Mary's Regional Medical Center, Enid	3	1.7%
VA Amarillo Health Care, Amarillo, TX	3	1.7%
Harper County Community Hospital, Buffalo	2	1.1%
McBride Orthopedic Hospital, Oklahoma City	2	1.1%
Mercy Hospital, Oklahoma City	2	1.1%
WeightWise Bariatric Program, Edmond	2	1.1%
Northwest Texas Healthcare System, Amarillo, TX	2	1.1%
INTEGRIS Bass Baptist Hospital, Enid	2	1.1%
Beaver County Memorial Hospital, Beaver	1	0.6%
Hemphill County Hospital, Canadian, TX	1	0.6%
AllianceHealth Clinton	1	0.6%
Weatherford Regional Hospital, Weatherford	1	0.6%
INTEGRIS Southwest Medical Center, Oklahoma City	1	0.6%
Lakeside Women's Hospital, Oklahoma City	1	0.6%
Oklahoma Spine Hospital, Oklahoma City	1	0.6%
Oklahoma Sports Science & Orthopedics, Oklahoma City	1	0.6%
OU Medical Center, Oklahoma City	1	0.6%
Siloam Springs Regional Hospital, Siloam Springs, AR	1	0.6%
Southwest Medical Center, Liberal, KS	1	0.6%
Summit Medical Center Edmond	1	0.6%
The Heart Hospital of Northwest Texas, Amarillo, TX	1	0.6%
Stillwater Family Care, Stillwater	1	0.6%
North May VA Clinic, Oklahoma City	1	0.6%
No Name, Edmond	1	0.6%
No Response	1	0.6%
Total*	177	100.0%

*Some respondents answered more than once. Average hospitals visited per respondent = 1.48

5



6

If you responded in question 2 that your household received care at a hospital other than Newman Memorial Hospital, why did you or your family member choose that hospital?

Response Category	No.	%
Availability of specialty care (Including surgery, labor and delivery)	30	34.9%
Physician referral	30	34.9%
Closer, more convenient location	7	8.1%
Insurance reasons/VA services	5	5.8%
Quality of care/Lack of confidence	4	4.7%
Where my doctor works	4	4.7%
Emergency care	2	2.3%
Where patient worked	1	1.2%
Appointment availability	1	1.2%
No specific reason	2	2.3%
Total*	86	100.0%

7

What hospital services were used at Newman Memorial Hospital?

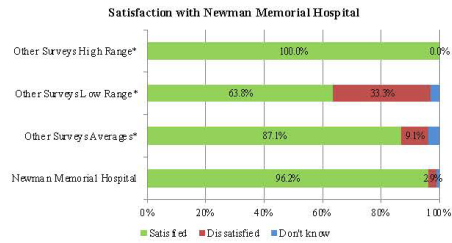
Response Category	No.	%
Diagnostic imaging (X-ray, CT, Ultrasound, MRI)	75	25.4%
Laboratory	72	24.4%
Physician services	57	19.3%
Emergency room (ER)	51	17.3%
Outpatient services	14	4.7%
Hospital inpatient	10	3.4%
Physical, speech, or occupational therapy	7	2.4%
Surgical/Colonoscopy	2	0.7%
Mammogram	2	0.7%
Respiratory therapy/Pulmonary function test	1	0.3%
Skilled nursing/Swing Bed	1	0.3%
School physicals for teens	1	0.3%
EKG	1	0.3%
Dermatology	1	0.3%
Total*	295	100.0%

*Some respondents selected more than one category. Average number of services used per respondent = 2.84

8

How satisfied were you or someone in your household with the services you received at Newman Memorial Hospital?

Survey Area	Satisfied	Dissatisfied	Don't know
Newman Memorial Hospital	96.2%	2.9%	0.9%
Other Surveys Averages*	87.1%	9.1%	3.8%
Other Surveys Low Range*	63.8%	33.3%	2.9%
Other Surveys High Range*	100.0%	0.0%	0.0%

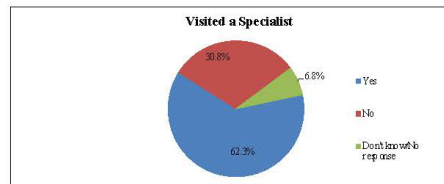


*Hospital satisfaction rate= 92% in 2019

9

Has your household been to a specialist in the past 24 months?

Response Category	No.	%
Yes	91	62.3%
No	45	30.8%
Don't know/No response	10	6.8%
Total	146	100.0%



10

What type of specialist has your household been to and in which city did you receive that care?			
Type of Specialist	City	No.	%
Cardiologist	Oklahoma City (17); No location (8); Woodward (4); Elk City (1); Shattuck (4); Amarillo, TX (1)	35	23.5%
Orthopedist/Ortho Surg	Oklahoma City (9); No location (4); Edmond (1); Enid (1); Elk City (1); Woodward (1); Liberal, KS (1)	18	12.1%
Dermatologist	Shattuck (4); Oklahoma City (3); No location (2); Seiling (1); Norman (1)	11	7.4%
Rheumatologist	Oklahoma City (4); Enid (3); No location (2); Edmond (1)	10	6.7%
Otolaryngologist	Enid (4); Oklahoma City (2); Yukon (1); Woodward (1); No location (1)	9	6.0%
Neurologist/Neurosurg.	Oklahoma City (3); No location (2); Enid (1); Elk City (1); Edmond (1); Amarillo, TX (1)	10	6.7%
Pulmonologist	Enid (3); Oklahoma City (1); Tulsa (1); Woodward (1); Amarillo, TX (1); No location (1)	8	5.4%
Oncologist	Oklahoma City (6); Tulsa (1); Houston, TX (1)	8	5.4%
OB/GYN	Oklahoma City (4); Yukon (2); Woodward (1); Clinton (1)	8	5.4%
Urologist	No location (3); Oklahoma City (2); Shattuck (1); Norman (1)	7	4.7%
Surgeon	Woodward (2); Enid (1); Elk City (1); No location (1)	5	3.4%
Podiatrist	Enid (2); Clinton (1)	3	2.0%
Pain Management	Elk City (1); Oklahoma City (1); Woodward (1)	3	2.0%
Ophthalmologist	No location (1); Shattuck (1)	2	1.3%
Retinologist	Edmond (1); Oklahoma City (1)	2	1.3%
Endocrinologist	Edmond (1); Oklahoma City (1)	2	1.3%
Gastroenterologist	Oklahoma City (1)	1	0.7%
Bariatric Surgeon	Edmond (1)	1	0.7%
Chiropractor	Woodward (1)	1	0.7%
Colonoscopy	Woodward (1)	1	0.7%
Hematologist	Oklahoma City (1)	1	0.7%
Nephrologist	No location (1)	1	0.7%
Physical therapy	Woodward (1)	1	0.7%
Pediatric Orthopedist	Oklahoma City (1)	1	0.7%
Total*		145	100.0%

*Some respondents answered more than once. 91 respondents had seen a specialist. Those 91 respondents reported visiting an average of 1.64 specialists.

*Top 3 Specialists in 2019: Cardiologist (44); Orthopedist/Ortho Surg (26); Dermatologist (19)

11

Did the specialist request further testing, laboratory work and/or x-rays?		
Response Category	No.	%
Yes	69	75.8%
No	19	20.9%
Don't know/No response	3	3.3%
Total	91	100.0%

If yes, in which city were the tests or laboratory work performed?		
Response Category	No.	%
Oklahoma City	31	32.6%
Shattuck	30	31.6%
Woodward	11	11.6%
Enid	8	8.4%
Amarillo, TX	4	4.2%
Yukon	2	2.1%
Elk City	1	1.1%
Clinton	1	1.1%
Edmond	1	1.1%
Norman	1	1.1%
Tulsa	1	1.1%
Weatherford	1	1.1%
Liberal, KS	1	1.1%
Don't know	2	2.1%
Total*	95	100.0%

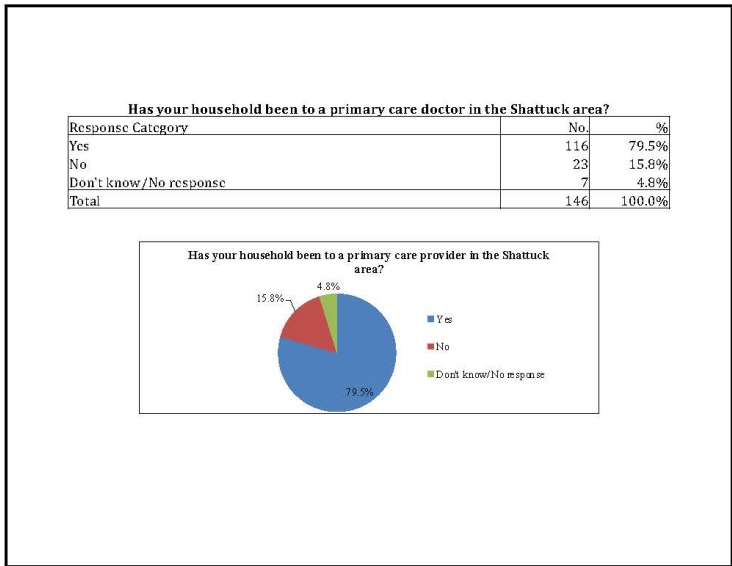
*Some respondents answered more than once. Average responses equal 1.04

12

What type of medical provider do you use for routine care?

Response Category	No.	%
Primary care physician	121	64.4%
Mid-level clinic (Nurse practitioner or PA)	30	16.0%
Specialist	14	7.4%
Urgent care/Walk in clinic	9	4.8%
Emergency room/Hospital	7	3.7%
Health department	3	1.6%
VA	1	0.5%
No response	3	1.6%
Total	188	100.0%

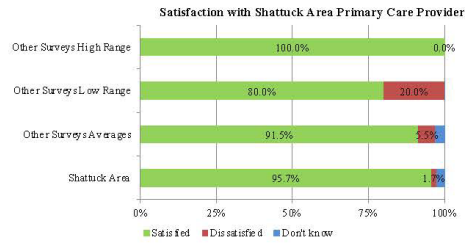
13



14

How satisfied were you or someone in your household with the quality of care received in the Shattuck area?

Response Category	Satisfied	Dissatisfied	Don't know
Shattuck Area	95.7%	1.7%	2.6%
Other Surveys Averages	91.5%	5.5%	3.0%
Other Surveys Low Range	80.0%	20.0%	0.6%
Other Surveys High Range	100.0%	0.0%	0.0%



*Primary Care satisfaction rate= 95.6% in 2018

15

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

Response Category	No.	%
Yes	34	23.3%
No	68	46.6%
Don't know/No response	44	30.1%
Total	146	100.0%

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

Response Category	No.	%
Yes	111	76.0%
No	13	8.9%
Don't know/No response	22	15.1%
Total	146	100.0%

16

Have you used the services of a walk-in, urgent care or after hours clinic in the past 24 months?

Response Category	No.	%
Yes	47	32.2%
No	86	58.9%
Don't know/No response	13	8.9%
Total	146	100.0%

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

Response Category	No.	%
Yes	94	64.4%
No	15	10.3%
Don't know/No response	37	25.3%
Total	146	100.0%

17

What concerns you most about health in the Shattuck area?

	No.	%
Accessing specialty services	60	14.2%
Heart disease	54	12.8%
Mental health	47	11.1%
Cancers	47	11.1%
Diabetes	37	8.7%
Obesity	36	8.5%
Accessing primary care	29	6.9%
Substance abuse	26	6.1%
Dental	20	4.7%
Motor vehicle crashes	18	4.3%
Suicide	12	2.8%
Specialists/Specialty services: Gastroenterology (1); Pain Management (1); Dermatology (1); Pulmonology	4	0.9%
Teen pregnancy	4	0.9%
Tests available locally	1	0.2%
All	1	0.2%
Vision	1	0.2%
No response	26	6.1%
Total	423	100.0%

18

What additional health and wellness services would you like to see offered in the Shattuck area?

Response Category	No.	%
Specialists: Orthopedist (11); Dermatologist (8); OB/GYN (8); Pain management (4); Otolaryngologist (4); Specialists in general (3); Cardiologist (2); Pulmonologist (2); Surgeons (2); Urologist (1); Psychologist (1); Interventional Radiologist (1); Pediatrician (1); Pediatric Specialties (1); Endocrinologist (1); Ophthalmologist (1); Hematologist (1); Neurologist	53	31.5%
Don't know/No additional services	15	8.9%
Mental health/Inpatient mental health/Counseling/Psychiatric services/Substance abuse services/Teen mental health	12	7.1%
Primary care providers/More providers/Primary care for children	7	4.2%
Urgent care/After hours care	4	2.4%
Surgical services	3	1.8%
Labor and delivery	2	1.2%
Dental/Soonercare dentist	2	1.2%
Vision	1	0.6%
Pediatric and geriatric services	1	0.6%
Geriatric diabetic clinic/specialist	1	0.6%
Audiologist services/Hearing loss services	1	0.6%
Dialysis	1	0.6%
Weight loss clinic	1	0.6%
No response	64	38.1%
Total	168	100.0%

19

Has your household used telemedicine services, a visit either by telephone or video with your provider, in the past year?

Response Category	No.	%
Yes	33	22.6%
No	97	66.4%
Don't know/No response	16	11.0%
Total	146	100.0%

How satisfied was your household with the quality of care received via telemedicine?

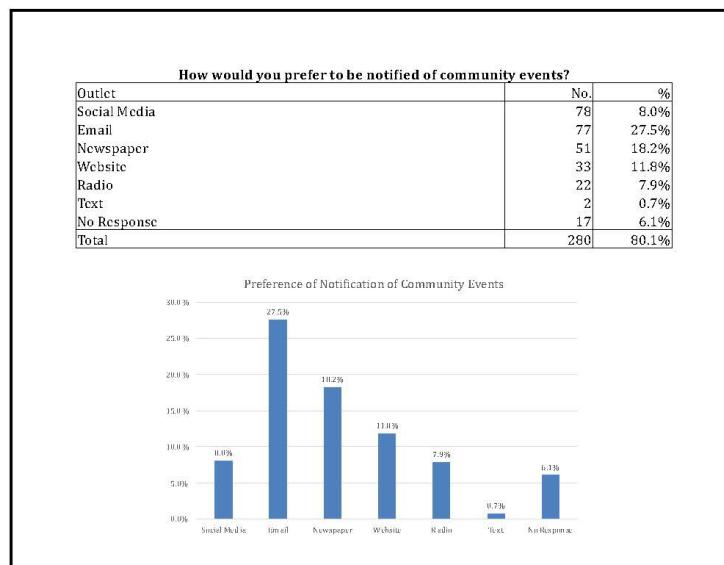
Response Category	No.	%
Satisfied	31	93.9%
Dissatisfied	0	0.0%
Don't know/No response	2	6.1%
Total	33	100.0%

20

What telemedicine services would you utilize if offered through Newman Memorial Hospital?

Response Category	No.	%
No services/Don't know	25	15.9%
Would not utilize/Do not have capabilities to connect/Prefer in person	6	3.8%
Any/All/Whatever is available	5	3.2%
Quick care/Walk in type visits/General health questions	5	3.2%
Primary care	4	2.5%
Counseling/Psychiatry	4	2.5%
Check ups/Follow ups/Medication renewals	4	2.5%
Rheumatologist	3	1.9%
Cardiology	3	1.9%
Pain management	2	1.3%
Otolaryngologist	2	1.3%
Depends what's available/Have used before and had no problems	2	1.3%
Dermatologist	1	0.6%
Neurologist	1	0.6%
Pulmonologist	1	0.6%
Orthopedist	1	0.6%
Education of symptoms and diagnosis for illness requiring medication	1	0.6%
No responses	87	55.4%
Total	157	100.0%

21



22