

COMMUNITY HEALTH NEEDS ASSESSMENT



June 2018/2019

Punxsutawney Area Hospital

The Patient Protection and Affordable Care Act (PPACA) of 2010 mandated new IRS requirements for hospitals to conduct a Community Health Needs Assessment (CHNA) and adopt an Implementation Plan, both of which must be reported in the Schedule H990. The provisions took effect in a hospital's taxable year beginning after March 23, 2012. In compliance with these requirements, Punxsutawney Area Hospital has actively created a fully compliant Community Health Needs Assessment product and process- Approved by the hospital's board of directors for adoption June, 2018.

Community Health Needs Assessment

PUNXSUTAWNEY AREA HOSPITAL

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Community Health Needs Assessment

PUNXSUTAWNEY AREA HOSPITAL

EXECUTIVE SUMMARY (ONE PAGE)

In late 2017, Punxsutawney Area Hospital (PAH) began the planning process to complete a Community Health Needs Assessment (CHNA) for initiation in conjunction with the hospital's budget year beginning July 1, 2018. In the 3 county region (Jefferson/Indiana/Clearfield), there is a well-established tradition of healthcare organizations, providers, community partners and individuals committed to meeting local health needs. The region is home to several respected hospitals. Punxsutawney Area Hospital has a CMS 4 star rating (4 out of 5-Jan 2018) which validates the organizations commitment to excellence. Even with the current economic challenges and healthcare's changing landscape, the Pennsylvania Mountains Health Care Network hospitals (IRMC, Clarion, and Punxsutawney) are committed to serving patients in the region and are using sound available data to guide the planning processes. In addition to data collection and research, the PAH CHNA team conducted a comprehensive online survey to assess the needs of the community and identify health priorities at the local level

Health Priorities Identified Through the CHNA Process

The following goals were identified through the CHNA process to be addressed in the next 3 years. They are included in the Implementation Strategy document with detail to include accountabilities and links to national initiatives.

Goal 1. Reduce obesity in the community through an increase in physical activity and other wellness/prevention strategies.

Goal 2. Improve preventative care/screenings and educate the community regarding infectious and chronic disease to impact population health

Goal 3 Increase awareness and prevention of Cardiovascular Disease (heart disease, cholesterol, etc.)

Goal 4. Position the hospital and community to respond to the National Opioid Crisis by using evidence based practices and research while partnering to ensure efficacy.

Goal 5. Explore tele health to improve access to care issues for rural residents

THE COMMUNITY HEALTH NEEDS ASSESSMENT PROCESS

Community engagement is the process of working collaboratively with and through groups of people affiliated by geographic proximity, special interest or similar situations to address issues affecting their well-being. It is a powerful vehicle for bringing about environmental, cultural, health and behavioral changes that will improve the quality of life of the community. It often involves partnerships and coalitions that help mobilize resources and influence systems, change relationships among partners, and serve as catalysts for changing policies, programs and practices.

Punxsutawney Area Hospital engaged a consulting firm for their previous Community Health Needs Assessment (CHNA). This product is an expansion of that effort. Changing the health of a community is a long term process. Using multiple data sources (national state and local), the hospital is looking to utilize the resources available and research conducted at the national level to impact change. Specifically both the Healthy People 2020 Imperatives and the Pennsylvania Department of Health County Profiles were used as a foundation for this process.

The 2018 CHNA process was initiated in the fall of 2017. Punxsutawney Area Hospital works in collaboration with its affiliation partners: Indiana Regional Medical Center and Clarion Hospital to view population health with a more regional focus. This document is specific to Punxsutawney Area Hospital, but all 3 hospitals collaborated to share data, resources and expertise.

Planning Team

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Hospital Description

Punxsutawney Area Hospital is a 49 bed rural hospital located in southern Jefferson County, Pennsylvania. The primary service area of the hospital includes a 5 mile geographic circle and serves a population of 15,000 (primary) and 44,000 (secondary) in 3 counties: (Jefferson/Clearfield/Indiana).

As a community health resource operating for the public benefit, the mission of the Punxsutawney Area Hospital is to provide high quality, cost effective, primary healthcare and coordinate care for patients requiring secondary and tertiary services.

The following zip codes are part of Punxsutawney Area Hospital's primary and secondary service areas

15711 Anita	15715 Big Run
15730 Coolspring	15733 DeLancey
15744 Hamilton	15751 Juneau
15758 Marchand	15764 Oliveburg
15767 Punxsutawney	15771 Rochester Mills
15772 Rossiter	15776 Sprankle Mills
15780 Valier	15781 Walston
15863 Stump Creek	15866 Troutville
15721 Burnside	15741 Gipsy
15742 Glen Campbell	15746 Hillsdale
15759 Marion Center	15763 North Point
15770 Ringgold	15778 Timblin
15784 Worthville	15847 Knoxdale
15851 Reynoldsville	15865 Sykesville
15866 Troutville	16222 Dayton
16256 Smicksburg	

Population Health Defined

Population health has been defined as the health outcomes of a group of individuals, including the distribution of such outcomes within the group. It is an approach to health that aims to improve the health of an entire human population. With the hospital's collaboration with Rotary and the annual community blood screening program, a foundation for population health has been established. In addition working with the hospital's medical staff and the Federally Qualified Health Center, next steps will allow us to move toward realization of established population health goals working in conjunction with new and existing partners.

DATA COLLECTION AND ANALYSES: NATIONAL, STATE AND LOCAL

The 2018 Community Health Needs Assessment for Punxsutawney Area Hospital and the 3 county area was built on input from people representing the broad and local community, as well as low income, minority and other medically underserved populations. This input was solicited throughout 2017/2018 and was gathered and considered in multiple ways.

The hospital had a CHNA planning group with a special focus on reviewing data and looking at underserved populations within the hospital and community service area. The Committee met in both 2017 and 2018 and created an online survey to determine, assess and validate the priority issues. The committee's role was to guide the assessment process and select the priority issues of the hospital's defined service area. Specific committee functions include:

1. Review of all primary and secondary data prioritization of key issues identified in the assessment

2. Selection of priority issues to be addressed by the hospital
3. Participation in the community stakeholder surveys
4. Development of the implementation strategies to address the priority issues identified in the assessment

National Data: Robert Wood Johnson, 2018 County Health Rankings for the 67 Ranked Counties in Pennsylvania

The county health rankings- rank the overall health of every county in all 50 states. The 50 state reports help public health and community leaders, policy makers, consumers and others to see how healthy their county is, compare it with theirs within their state and find ways to improve the health of their community. The Robert Wood Johnson Foundation County Health Rankings and Roadmaps product, ranked the 3 county regions as follows (based on the 67 counties in Pennsylvania) :

County	Health Outcomes	Health Factors
Jefferson	52	49
Indiana	46	64
Clearfield	36	48

*Detail in Appendix

National Data: Healthy People 2020 and 2030

The leading Health Indicators from Healthy People 2020 are high priority health issues in the US that serve as measures of the Nation’s health. They include:

- Access to health Services
- Clinical Preventive Services
- Environmental Quality Injury and Violence
- Mather, Infant and Child Health
- Mental Health
- Nutrition, Physical Activity and Obesity
- Oral Health Reproductive and Sexual Health Social Determinants
- Substance Abuse
- Tobacco

These issues have been a guiding structure to the organizations CHNA process. The PAH CHNA team designee participated in the Secretary’s Advisory Committee on National Health Promotion and Disease Prevention Objectives for 2030 held in May 2018.

National Data: CMS Rural Health Strategy

To inform the development of a strategic plan to improve healthcare in rural America, the Centers for Medicare and Medicaid Services (CMS) Rural Health Council sought input of the challenges and local

solutions associated with providing high quality health care in rural communities through a series of listening sessions with rural stakeholders and consumers. The result has led to the identification and resolution of several specific health care provider issues, better understanding of the impact of CMS policies on providers and a rural health strategy that focuses on five objectives:

1. Apply a rural lens to CMS programs and policies
2. Improve access to care through provider engagement and support
3. Advance tele health and telemedicine
4. Empower patients in rural communities to make decisions about their healthcare
5. Leverage partnerships to achieve the goals of the CMS Rural Health Strategy

The strategy supports CMS' overall effort to reduce provider burden, and aligns with other CMS priorities, such as improving quality of care and tackling the opioid epidemic. Through the implementation of the CMS Rural Health Strategy and continued stakeholder engagement, we will aim to promote policies that help make health care in rural America Accessible, affordable and accountable. PAH through this CHNA process is in full support of the CMS Rural Health Strategy and above objectives (see appendix for document)

State Data: Pennsylvania Department Of Health County Health Profiles

The County Health Profiles are a series of 67 individual data listings-one for each Pennsylvania county. Numerous statistics are shown for various health related subject areas including:

Population

Births

Deaths Cancer

Diseases

Adult behavioral Health risk factors

Hospitalizations

Health facility statistics

OF NOTE: Jefferson County Lyme's Disease rates were reported at 422.1 incidences per 100,000 compared to the Pennsylvania average of 73.9

Local Data: Community Survey

Who better to assess the need of the community than the communities in the region. For this reason the Healthy People 2020 priority areas were part of the survey to community residents. As such, the PAH CHNA is looking at comprehensive data on the national state and local levels. Local Data: The Pennsylvania Department of Health reports there is a shortage of health related and other statistics available below the county level (municipality, zip code, census tract, etc.) This is due to several factors:

Lack of current and detailed population data for those geographies to compute specific rates and other statistics. Sample databases (used for state, county or national data) usually do not have large

enough sample sizes to provide reliable statistics for smaller geographies smaller numbers of events for those geographies that tend to be much more unreliable for analysis and rate calculation Local state and national laws/regulations that do not allow the release of any potentially identifiable data; And some databases do not collect or code information below the state or county level.

The community survey was presented to the medical staff of Punxsutawney Area Hospital (listing available on the hospital's website). Additionally, the survey document was provided to a select listing of business and community health representatives the Punxsutawney Area Hospital. The online survey used by the team was sent out through multiple channels including input from the local Chamber of Commerce- health providers in the region and the community at large. Results were tabulated using 'survey monkey' to ensure a sound, confidential process. Summary document is provided as part of this CHNA (see appendix)

Multi County Assessment

The multi county assessment that covered Jefferson Indiana and Clearfield counties was done in collaboration with the Pennsylvania Mountains Care Network partners of Indiana Regional Medical Center and Clarion Hospitals. Each hospital completed an independent assessment, but the goals were discussed and shared at the leadership level to validate shared objectives and consider future quality and operational initiatives for PMCN

County Level Concerns

The Pennsylvania Department of Health County Profiles were used to establish a data based decision process for establishing priorities. The CHNA committee discussed and deliberated as a group to review each county profile and establish top priorities based on the following questions:

How acute is the need

What is the trend- Is it getting worse

Does the hospital provide services that relate to the priority

Is someone else or multiple groups in the community already working on this issue

If the hospital were to address this issue, are there opportunities to work with community partners

PMCN partners

Pennsylvania Mountain Care Network is a collaborative affiliation between 3 hospitals: Punxsutawney Area Hospital, Clarion Hospital and Indiana Regional Medical Center. The 3 hospitals have been working collaboratively with the CHNA process and will be embracing some shared goals as part of the overall process. Building on past successes, the organizations are committed to looking beyond the traditional hospital walls to impact community health. Recognizing the unique needs of rural residents, the 3 hospitals together can assess and impact a 6 county combined service area.

Population Health

Population Health is defined as the health outcomes of a group of individuals including the distribution of such outcomes within the group. These groups are often geographic populations such as

nations or communities, but can also be other groups such as employees, ethnic groups, disabled persons, prisoners, or any other defined group. More than a buzz word, this CHNA is looking to tackle the issue of 'creating a healthier community' by dedicating resources to improve the health of the geographic region of Jefferson/Indiana/Clearfield counties.

Health Status and Health Care Access of Farm and Rural Populations. *How Does the lack of health care access affect population health and patient well being in a community?* 2017.

(https://www.ers.usda.gov/webdocs/publications/44424/9371_eib57_1.pdf) states that 'both farm and rural populations lower access to health care along the dimensions of affordability, proximity and quality, compared with their non farm and urban counterparts.' Nonmetropolitan households are more likely to report that the cost of healthcare limits their ability to receive medical care. In more remote counties, patients have to travel long distances for specialized treatment. These patients may substitute local primary care providers for specialists or they may decide to postpone or forego care from a specialist due to the burdens of cost and long travel times. This supports the need for tele health and tele medicine.

According to the 2014 report Access to Rural Health Care- A Literature Review and New Synthesis barriers to healthcare result in unmet healthcare needs including lack of preventive and screening services, treatment of illness and preventing patients from needing costly hospital care. A vital rural community is dependent of the health of its population. Access to medical care does not guarantee good health; however, access to healthcare is critical for populations wellbeing and optimal health.

Building on established successes

Each year, for more than 25 years, the hospital and the medical staff of the hospital have joined the Punxsutawney Rotary Club in a collaborative effort to conduct a comprehensive blood screening program in the community – held annually in the spring of each year. What makes this collaborative project unique is the size and scope of the project. **The event screens 10-15% of the total adult population annually.** This platform is a natural step into population health. To capitalize on this initiative which connects physician practices/hospital and community identified strategies will help to create measurable success with creating a local data based population health/wellness culture.

Previous CHNAs - Learning from the Past

As Punxsutawney Area Hospital enters into a 3rd cycle of CHNAs, the hospital has learned a lot including:

The value of data and evidence based strategies

The value of learning from others

The value of collaborative partners to share the work

The value of connections to the Pennsylvania Department of Health

The value of 'knowing the nuance of the region'. Not all rural communities are alike

The value of reaching out to traditional and non-traditional sources

The value of quantifiable goals and accountabilities

The National Overdose and Opioid Crisis

The National Institutes of Health reports: Everyday more than 115 people in the United States die after overdosing on opioids. The misuse of and addiction to opioids- including prescription pain relievers, heroin and synthetic opioids such as fentanyl- is a serious national crisis that affects public health as well as social and economic welfare. The Centers for Disease Control and Prevention estimates that the total 'economic burden' of prescription opioid misuse alone in the United States is \$78.5 billion a year, including the costs of healthcare, lost productivity, addiction treatment and criminal justice involvement. The CHNA survey would validate the need to address this crisis in the region.

In January 2018 Gov. Tom Wolf declared the heroin and opioid crisis a statewide disaster emergency. Since then, his administration launched the opioid Data Dashboard to provide statistics to the public. According to the Dashboard, at least 10 Pennsylvanians die every day from a drug overdose, with more than 3500 overdose deaths in Pennsylvania in 2015 alone. The dashboard reports successful naloxone reversals performed and reported by police from November 2014- December 2017 in Jefferson County at 12, Indiana 38 and Clearfield 21. The Appalachian Regional Commission reports Residents of the Appalachian region are 55% more likely to die from a drug overdose than residents of the rest of the U.S.

The CHNA survey process identified this area as an area of need- and as such a health priority goal was established (see Goals).

Using Technology to Improve Access

According to CMS (Medicare/Medicaid) Tele health has been identified as a promising solution to meet some of the needs of rural and underserved areas that lack sufficient health care services, including specialty care, and has been shown to improve access to needed care, increase the quality of care, and reduce costs by reducing readmissions and unnecessary emergency department visits. Tele health is an initiative identified by PMCN (the hospitals affiliation partners) as being an area of need and opportunity in 2018/2019.

A need for specialty care was identified as part of the CHNA survey process. As such, a goal was created to address this shared need between CMS and the people in the region.

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Community Health Needs Assessment

Goal 3 Increase awareness and prevention of Cardiovascular Disease (heart disease, cholesterol, etc.)

Goal 4. Position the hospital and community to respond to the National Opioid Crisis by using evidence based practices and research and partnering to ensure efficacy.

Goal 5. Explore tele health to improve access to care issues for rural residents

A written copy of this document can be provided by contacting

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The online documents are downloadable, for assistance call the contact information above.

Punxsutawney Area Hospital Implementation Strategy and Community Benefit Plan Approved by the Punxsutawney Area Hospital Board of Directors

Completed for FY 2018 2019+

Summary

In the spring of 2018 a joint Community Health Needs Assessment (CHNA) led by Punxsutawney Area Hospital was conducted for the approximately 50,000 residents in the 3 county service area of Clearfield, Jefferson and Indiana counties. There are several area hospitals in the region and Punxsutawney Area Hospital collaborated with Indiana Regional Medical Center and Clarion Hospital as part of the overall process. Previous CHNAs were done working directly together. This 2018 process was completed independently, with discussions and planning sessions with the 3 hospitals to link the initiatives and strategies.

Punxsutawney Area Hospital is 49 bed rural, not for profit, community hospital recognized as a regional resource for primary health care. From helping to bring new life into our world to employing state of the art technology to save lives, Punxsutawney Area Hospital has been helping patients and their families for over a century.

To live up to its mission: "Providing excellent primary care to the people in the region," Punxsutawney Area Hospital offers a wide variety of services. From maternity services through critical care and diagnostic testing, Punxsutawney Area Hospital has the dedicated professionals, advanced technology and convenient facilities and practices to meet the complex health needs of our region. As the 2nd largest employer in the region, the hospital is recognized not only as the leader in the delivery of health care services, but a significant part of the community's infrastructure. With over 350 employees, we reach beyond the walls of the traditional campus location to be a regional leader for health education, illness prevention and in the promotion of wellness.

This Implementation Strategy and Community Benefit Plan report summarizes how Punxsutawney Area Hospital will develop, conduct and sustain community benefit programs that 1. Address prioritized health needs from previously conducted planning initiatives 2. Respond to other identified community health needs. This is the Implementation plan for FY 2018-2019. Execution will occur in FY 2018/19- FY 2019/2020.

Target Areas and Populations

Given the multi faceted health needs of our communities we have selected a 3 county target area for our implementation strategy. The prevalence of poor health factors and poor health outcomes compounded by challenging social determinants of health impacting community residents are less than ideal throughout the counties total geographic area.

How the Implementation Strategy and Community Benefit Plan were Developed including How priorities were Established.

Punxsutawney Area Hospital identified community health needs through a collaborative process with PMCN (Pennsylvania Mountain Health Care Network) hospitals. Building on past initiatives, the 2018 process included a comprehensive survey process, a PAH CHNA team prioritization exercise to determine priorities and assessment of past successes and failures.

As the CHNA leveraged and utilized the hospital's planning staff, a multi-part process was employed to develop this implementation strategy and community benefit plan, including

Quantitative data review and analysis

Literature reviews completed to identify State and National benchmarks and evidence based strategies that relate to the indicators/metrics measured through the quantitative data sources and Qualitative data provided through the survey process and dialogues with community and healthcare leaders in the region. The CHNAs utilization of multiple types of research allowed for data collection across a broad range of indicators relating to overall population health, social determinants of health including geographic location differences in health outcomes and the needs of disadvantaged populations including uninsured persons, low income persons and minority groups within the region.

In addition to the assessment Punxsutawney Area Hospitals CNHA team also reviewed its existing community benefit activities- both internally and in conjunction with it's PMCN partners to assess whether these services were providing value consistent with the needs of the community and its residents. Specifically, these activities considered key health factors and outcomes resultant from associated demographic, social and economic impacts, the physical environment, healthcare access and resource coordination and behavioral trends. Basically connecting the regions needs to that of the state and nation. With Healthy People a 2020 and the CMS Strategy connected to the Pennsylvania Department of Health Priorities, this CHNA is connected to evidence and data based priorities.

Major Health Needs

The CHNA team evaluated data and to prioritize the major issues impacting the community we serve. Criteria included the number of persons affected by the various factors analyzed, the seriousness of the issues (as determined by surveys and data available) whether the health needs particularly affected persons living in poverty or reflected other disparities, and availability of community resources to address the needs. This process identified the following priorities for the community:

Goal 1. Reduce obesity in the community through an increase in physical activity and other wellness/prevention strategies.

Goal 2. Improve preventative care/screenings and educate the community regarding infectious and chronic disease to impact population health

Goal 3 Increase awareness and prevention of Cardiovascular Disease (heart disease, cholesterol, etc.)

Goal 4. Position the hospital and community to respond to the National Opioid Crisis by using evidence based practices and research and partnering to ensure efficacy.

Goal 5. Explore tele health to improve access to care issues for rural residents

Description of what Punxsutawney Area Hospital will do to address community Needs: Action Plans

Punxsutawney Area Hospital has worked in partnership with PMCN and other stakeholders (as detailed) to develop the following Action Plans to address our community's needs. The overall goal of the these action plans, which are described below is to improve the overall health factors and behaviors of residents in the region, leading to improvements in resident health outcomes.

APPENDIX

- ✚ CMS RURAL HEALTH STRATEGY
- ✚ ROBERT WOOD JOHNSON COUNTY HEALTH RANKINGS AND ROADMAPS
- ✚ STANFORD SCHOOL OF MEDICINE HEALTH DISPARITIES AND BARRIERS TO HEALTHCARE
- ✚ PUNXSUTAWNEY AREA HOSPITAL COMMUNITY HEALTH SURVEY RESULTS
- ✚ HEALTHY PEOPLE 2020 OBJECTIVES
- ✚ 50 STATE TELEMEDICINE ANALYSIS
- ✚ PENNSYLVANIA DEPARTMENT OF HEALTH COUNTY PROFILES- JEFFERSON, CLEARFIELD, INDIANA COUNTIES
- ✚ APPALACIAN REGIONAL COMMISSION- DRUG OVERDOSE DEATHS IN APPALACIA BY COUNTY CLEARFIELD/INDIANA/JEFFERSON