

**Ashtabula County Medical Center  
Community Health Needs Assessment  
Implementation Strategy**

**Adopted by  
ACMC Healthcare System  
Board of Trustees  
September 25, 2013**

**Ashtabula County  
Medical Center**  
ACMC Healthcare System

An affiliate of



This document describes how Ashtabula County Medical Center (ACMC) intends to address the needs found in the Community Health Needs Assessment (CHNA) published by ACMC on September 20, 2013.

The implementation strategy outlined will be initiated for calendar (tax) years 2014, 2015 and 2016.

The CHNA was conducted by ACMC to gain a better and more complete understanding of the health needs of its service area and in accordance with guidance issued by the Internal Revenue Service pursuant to the Patient Protection and Affordable Care Act of 2010, specifically Notice 2011-52.

The implementation strategy address specific community health needs describe in the CHNA that ACMC is able to meet in whole, in part, or in collaboration with other community organizations. ACMC recognizes that the CHNA and subsequent implementation strategy are required to meet current government regulations.

Ashtabula County Medical Center reserves the right to amend the implementation strategy as needed. For example, it may become evident that certain needs are more pronounced and require enhancements to the now-planned strategic initiatives. At some point during the years 2014 through 2016, other organizations in Ashtabula County may decide to address health needs identified in the CHNA, indicating that ACMC should re-focus its efforts and amend its strategy to concentrate on other health issues indentified in the CHNA.

Contained in this document is the following information:

- A. ACMC mission statement
- B. Definition of the community served by ACMC
- C. Selection and prioritization of community health needs
- D. Health needs that will be addressed by ACMC
- E. Implementation strategy to address the identified health needs
- F. Health needs that will not be addressed by ACMC
- G. Role of ACMC in a healthy community

### **A. APMC mission statement**

Ashtabula County Medical Center is a private, not-for-profit, community-oriented medical center that provides the best possible medical care through all phases of life to those seeking help. The Ashtabula County Medical Center team is committed to preserving the human rights and dignity of those who receive our care and those who provide it.

Ashtabula County Medical Center is a 249-licensed bed acute care hospital providing care to the residents of the largest geographic county in the State of Ohio. APMC is guided by the principals of honesty, compassion and respect. We are committed to being the provider and employer of choice in Ashtabula County by aligning our organizational strategy with the five pillars of excellence: Service, Quality, People, Financial and Growth.

### **B. Definition of the community served by APMC**

APMC's community includes Ashtabula County, the cities of Ashtabula, Conneaut and Geneva, and various townships and villages including Jefferson, Kingsville, North Kingsville, Austinburg, Pierpont, Andover, Orwell, and Rock Creek.

Ashtabula County is comprised of 14 zip codes: 44003, 44004/5, 44010, 44030, 44032, 44041, 44047, 44048/68, 44076, 44082, 44084, 44085, 44093, and 44099.



According to 2012 population statistics, there are 101,637 residents in Ashtabula County. The community was defined based on the geographic origins of APMC's inpatients. In 2012, 95 percent of APMC's inpatients and 93.9 percent of Emergency Department visits originated from these 14 zip codes.

Statistical information about ACMC's community includes:

- The community's population experienced a 1.2% decline between 2000 and 2010, and is expected to experience an additional one percent decline by the end of 2017. However, the number of older adults (defined as 65 years of age and older) is higher in the community (16%) compared to the state (13.8%) and the nation (12.9%).
- The racial diversity in the community is less than statewide and nationally. Community residents are primarily White (92.4%).
- The median household income is lower in the community than in Ohio and the United States. Projections to 2017 show that the community will continue to be below state and national income levels.
- More people in the community received food stamps/SNAP benefits in the past 12 months (17.7%) compared to the state (13.9%) and the nation (11.7%).
- Six percent of Ashtabula County households receive supplemental security income, compared to 4.8% throughout Ohio and 4.7% nationwide. However, the average amount of SSI received in Ashtabula County compared to the state or nation.
- Across all age categories, poverty levels in the community exceed state and national statistics. Nearly 14% of all families, roughly 53% of single-mother households with children, approximately 25% of children under age 18 and 11.3% of the senior population in Ashtabula County live in poverty.
- The unemployment rate at the end of January 2013 was 11.4% in the community, compared to 8.4% in the state and 8.5% in the United States.

Additional information regarding community demographics is included in the CHNA report.

### **C. Selection and prioritization of community health needs**

The ACMC 2013 CHNA identified numerous health and access issues. A committee comprised of ACMC leadership met to review the CHNA findings, determine the needs that would be addressed and develop the implementation strategy to address those needs.

The committee includes:

- President and Chief Executive Officer
- Chief Nursing Officer
- Chief Financial Officer
- Vice President, Medical Operations
- Vice President, Quality and Operations
- Vice President, Network Development and Administration
- Vice President, Business Development

### **D. Health needs that will be addressed by ACMC**

ACMC will attempt to address the following community health needs.

Access to Healthcare

- Availability of Primary Care and Specialty Physicians
- Lack of transportation to physician offices and hospital
- High rate of uninsured and underinsured

#### Chronic Disease

- High incidence of heart disease
- High incidence of cancer
- High incidence of diabetes

#### Maternal and Child Health

- Low rate of prenatal care in the first trimester
- High incidence of births to mothers who smoke
- High teen birth rate

#### Health Behaviors

- High rates of obesity
- Lower than average participation in physical activity
- High incidence of tobacco use

### **E. Implementation strategy to address the identified health needs**

Ashtabula County Medical Center has a 109-year history of providing significant amounts of community benefit to the communities it serves. ACMC will continue this commitment by allocating appropriate human and financial resources to meet those needs through the implementation of the following strategy beginning in 2014 and continuing through 2016.

#### New or Expanded Strategic Initiatives

1. Improve access to care, including both primary and specialty care by:
  - a. Continuing to recruit primary care (family medicine, internal medicine, pediatrics, obstetrics & gynecology) physicians to the community and placing offices in shortage areas.
  - b. Continuing to recruit specialty physicians to the community to ensure community residents do not have to leave the community to receive care from a specialist.
  - c. Continuing to collaborate with Cleveland Clinic to provide specialty clinics for services not available in the community.
  - d. Continuing to provide the ACMC Health Express free shuttle service.
  - e. Exploring collaboration opportunities with Ashtabula County Department of Job and Family Services to use the Ashtabula County Transit System (ACTS) for medical appointments.
  - f. Collaborating with Ashtabula County Department of Job and Family Services to develop and implement a plan to accommodate the increase in Medicaid recipients in mid-2014.
  - g. Continuing to offer Financial Counseling services to assist residents in qualifying for public assistance and ACMC's charity care program.
2. Decrease the prevalence of diet and exercise-related issues, including high rates of obesity by:
  - a. Collaborating with schools to offer after-school programming to include nutrition education and physical activity.
  - b. Continuing to participate in community-based programs (including Longest Day of Play, Partnership for a Revolution) with a focus on healthy lifestyle habits.
  - c. Continuing to offer healthy food options in the ACMC cafeteria and vending machines.

- d. Continuing to offer community memberships at the ACMC-owned fitness facility, including exploring a plan to open the facility free of charge on a limited basis.
  - e. Continuing to offer exercise classes for children (Kid Fit, ZumbaKids, Zumbatomic, Mommy and Me) at the ACMC-owned fitness facility.
  - f. Continuing to publish diet and nutrition-focused educational articles in the media and in ACMC-produced publications.
  - g. Implementing an incentive program for ACMC employees to receive discount/rebate on health insurance premiums for attaining specified health metrics, and continuing the Shape Up and Go program for employees.
3. Improve the effectiveness of health education initiatives that emphasize the ramifications of high-risk health behaviors by:
    - a. Launching promotion campaigns to teach children and adults the risks associated with smoking, drinking, and obesity.
  4. Decrease the incidence of women not receiving first trimester pre-natal care and the incidence of smoking in pregnant women by:
    - a. Collaborating with high school guidance counselors and nurses to provide education regarding the importance of pre-natal care.
    - b. Providing a free pregnancy test through Split Flow in the ACMC Emergency Department, with referral and appointment scheduling for OB/GYN follow up.
    - c. Collaborating with Ashtabula Department of Job and Family Services and social service agencies (Catholic Charities, United Way) in providing education to clients.
    - d. Offering a series of smoking cessation classes geared specifically to pregnant women.
    - e. Providing free nicotine replacement patches to pregnant women under the care of an ACMC physician.
  5. Improve health outcomes, specifically morbidity and mortality rates, for heart disease and cancer by:
    - a. Continuing to maintain certifications in stroke, heart failure and chest pain.
    - b. Exploring expanding access to cardiologist office visits by placing a physician in satellite offices in various parts of the community.
    - c. Continuing to operate the community's only diagnostic cardiac catheterization laboratory.
    - d. Recruiting a third invasive cardiologist to reduce wait time for initial physician appointment.
    - e. Expanding heart care specialty services to include a monthly electrophysiology specialty clinic.
    - f. Collaborating with high schools to offer screening programs for high school athletes to identify hypertrophic cardiomyopathy.
    - g. Continuing staff training in the use of advanced technology, including CT, MRI and PET CT, for early diagnosis of early-stage heart disease and cancer.
    - h. Continuing to offer annual women's heart health and women's cancer awareness luncheons with a focus on prevention and treatment topics.
    - i. Exploring transportation collaborations with American Cancer Society to assist community in traveling to radiation oncology appointments.
    - j. Exploring collaboration with Cleveland Clinic to enroll community residents in clinical cancer trials.
    - k. Exploring opportunities to offer additional free screenings, including hemocult and colonoscopy.

### Ongoing Strategic Initiatives

The addition of the new or expanded strategic initiatives to address community health needs will not diminish ACMC's commitment to its current community benefit programs. These current programs include:

- A. Continue to offer diabetes education classes and support groups.
- B. Continue to provide language support services to non-English speaking patients to ensure effective communication and appropriateness of care.
- C. Continue to support a tobacco-free environment through ACMC's Smoke Free Campus, hiring policies, and smoking cessation programs.
- D. Continue to provide inpatient and outpatient mental health services, as well as an intensive outpatient psychiatry program.
- E. Continue to provide free health screenings and referral for treatment.
- F. Continue to provide financial counselor services to assist patients in qualifying for medical assistance.
- G. Continue to offer a charity care program.

### Planned Collaborations

ACMC's strategy will be implemented, as appropriate, with community partners including, but not limited to:

- Faith-based organizations
- Community-based (non-profit) organizations
- Ashtabula County Department of Job and Family Services
- Ashtabula County Department of Health
- WIC
- Catholic Charities
- Salvation Army
- Ashtabula County Commissioners
- Cleveland Clinic
- Kent State University at Ashtabula
- School Districts in Ashtabula County (specifically Ashtabula Area City Schools, Buckeye, Jefferson, Conneaut and Geneva)

### **F. Health needs that will not be addressed by ACMC**

Ashtabula County Medical Center cannot address all of the health needs present in the community. To ensure ACMC remains financially viable and in a position to enhance current services, develop new services and continue to provide a wide range of community benefits, the hospital's implementation strategy focus on the priorities outlined earlier in this document and will not address the following needs:

**Dental Health:** As an acute care hospital, ACMC does not have the expertise to address basic dental health.

**Accidents/Unintentional Injuries:** This community health issue is beyond the scope of ACMC, and is being addressed by others.

**Births to Unwed Mothers:** This community health issue is beyond the scope of ACMC, and is being addressed by faith-based and social service agencies.

Alcohol Abuse/Excessive Binge Drinking: This issue is beyond the scope of ACMC and is being addressed by others.

Suicide: This community health issue is being addressed by others, including the Ashtabula County Department of Health and a task force formed following the completion of the County's Community Needs Assessment.

Access to Healthy Foods: Other than what is offered inside the walls of our facility, this issue is beyond the scope of the hospital and the hospital does not have sufficient resources to make a meaningful impact.

### **G. Role of ACMC in a healthy community**

The health of a community affects every resident who lives there. ACMC is committed to providing the highest quality of care to members of our community.

The Ashtabula County Medical Center Community Health Needs Assessment and the Implementation Strategy can be found on the ACMC website at [www.acmchealth.org](http://www.acmchealth.org).

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