

COMMUNITY HEALTH NEEDS ASSESSMENT REPORT 2013



MARCUS DALY MEMORIAL HOSPITAL

LETTER TO THE RESIDENTS OF RAVALLI COUNTY

For nearly 90 years, Ravalli County residents have looked to Marcus Daly Memorial Hospital to meet their personal and family health care needs. During this time, Marcus Daly Memorial Hospital has expanded its clinical and diagnostic services and added new members to the Medical Staff, as well as increased the number of sites for access to care, keeping up with the needs of the population. Marcus Daly Memorial Hospital has long realized that the full measure of accountability to the county we serve is to provide quality, accessible, personalized health care and to assist the public in improving and maintaining their health.

During the past year, Marcus Daly Memorial Hospital has been reviewing information and data about the health of our county. Information was collected by the Montana State University Office of Rural Health using the national Rural Health Resource Center survey, and meetings of focus groups and hospital leadership. The overall health of Ravalli County residents is equal to those in the surrounding counties; however several areas in need of improvement were identified. The Hospital Board has looked at those needs and determined what the hospital's role should be in meeting them.

The Office of Rural Health prepared a Community Health Summary Report, included in the body of this Report, addresses the common themes from the focus groups, community health services development process, and survey results.

This report outlines the community needs originally identified through the survey. Each of the needs was assigned as high, medium, or low priority. The top six priorities that Marcus Daly Memorial Hospital will be concentrating on in the next three years are:

- Number of Primary Care Providers
- Quality of Care
- Physician Specialists
- Alcohol Abuse/Substance Abuse
- Overweight/Obese Rates
- Cancer Care

This report is intended to give Marcus Daly Memorial Hospital, our Medical Staff, and our communities a baseline of county health indicators that will serve to evaluate current activities and programs and to chart future community health.

Sincerely,



JOHN M. BARTOS, CEO

Community Health Services

Development

HAMILTON, MONTANA — NOVEMBER 2012

MARCUS DALY MEMORIAL HOSPITAL

SPECIAL POINTS OF INTEREST:

- Top rated health services offered at Marcus Daly Memorial Hospital were:
 - Laboratory
 - Imaging Services
 - Physical Therapy
- Most utilized preventative services in the past year:
 - Routine health checkup
 - Routine blood pressure check
 - Cholesterol Check
- Overall quality of care at Marcus Daly Memorial Hospital was rated excellent to good with a 3.3 out of 4.0
- 57.3% of respondents indicated that good jobs and healthy community are most important for a healthy community
- 61.8% of respondents indicated that local health care services are very important to the economic well-being of the community.

Community Health Services Development Process

Marcus Daly Memorial Hospital participated in the Community Health Services Development (CHSD) project administrated by the Montana Office of Rural Health and the National Rural Health Resource Center (NRHRC) in Duluth, Minnesota and funded through the Montana Health Research and Education Foundation Flex Grant.

The Community Health Services Development project is a process created 20 years ago with the University of Washington. This process helps communities understand what health services they need and to engage the community in strengthening the healthcare system. To date, over 40 communities in Montana have used the CHSD process over the past 20 years. Montana communities involved in this process for 2012 are: Hamilton, Scobey, Ronan, Livingston, Big Sandy, Wolf Point, Poplar, Columbus, Glendive, Anaconda, Round Up, and Lewistown.

CHSD Philosophy:

- Health care is a local affair.
- Health care delivered in rural communities is affordable, high quality and necessary to the good health of the entire community.
- Citizens of rural communities/counties should take responsibility for the *health of the community*.
- Effective problem-solving by communities is the most important factor in the survival of rural health services.

Common Themes— From the Focus Groups

- “The hospital is a part of a lot of community events, sponsorship, etc. and really shows they are trying to support the community at large.”
- “They are fantastic, prompt, courteous service, they tell you what is going on and how long it may or may not be.”
- “Extremely lucky and blessed that we have a great hospital here [in Hamilton] that improves and expands the valley so we don’t have to travel to Missoula [for healthcare].”
- “People at the hospital are kind, generous, quick, and helpful. You always know someone when you go in [to Marcus Daly].”

Survey Results

The survey was sent to a random sample of 800 households in Ravalli County during the month of August.

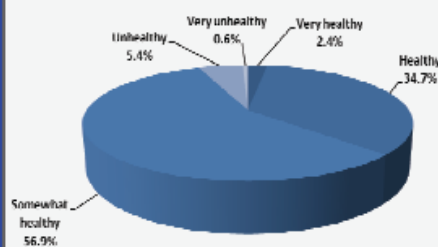
178 surveys were returned for a 24% response rate thus results are representative of the community surveyed.

Survey demographics were as follows:

- 59% of respondents were from Hamilton, 14.6% were from Corvallis and 7.9% were from Darby.
- 55.6% Female; 38.2% Male; 6.2% no response
- 22.4% of respondents were between the ages of 66-75; 21.3% between 56-65; and 19% between 46-55
- 63.5% of respondents learn about local health services via "Word of Mouth"
- 44.4% of respondents reported they or a member of their household did not get (or delayed) needed medical services
- Hospitals used most often in last 3 years were Marcus Daly Memorial Hospital (63.3%), St. Patrick Hospital (21.1%) and Community Hospital (12.5%)
- Most utilized primary care providers were located in Hamilton (54.4%), Missoula (10.8%) or Stevensville (6%)
- The majority of participants utilized specialty services in Missoula (58.8%) or Hamilton (50.7%)

Healthy Communities...

Rating of "Healthy" Community



56.9% of respondents feel the Hamilton area is a "Somewhat healthy" place to live, 34.7% feel the community is "Healthy" and 5.4% feel the community is an "Unhealthy" place to live.

Top 3 Components for a Healthy Community:

1. Good Jobs & Healthy Economy
2. Access to healthcare & other services
3. Healthy behaviors and lifestyles



Ravalli County's Top 3's

Top 3 Community Health Concerns:

1. Alcohol/Substance Abuse 66.3%
2. Overweight/Obesity 39.9%
3. Cancer 37.6%

Top 3 Most Utilized Community Health Resources

(besides MDMH services)

1. Pharmacy 88.2%
2. Dentist 74.2%
3. Health Club 24.7%

Top 3 Ways to Improve Community's Access to Health Care:

1. Awareness of Services 36.5%
2. Improved Quality of care 31.5%
3. Greater Health Education Services 30.9%



NATIONAL RURAL HEALTH RESOURCE CENTER

COMMUNITY HEALTH SERVICES DEVELOPMENT

COMMUNITY NEEDS

The Community Survey and focus group data identified community needs and health issues. The Hospital Board acknowledged the needs and issues identified and determined to plan to address them. Knowing that the Hospital cannot meet every need, the Board, with the assistance of the senior management, set criteria to identify and prioritize what the Hospital could reasonably do. The criteria used for the ranking were:

- Resources are available within the hospital to address the priority
- Actions or interventions that would likely succeed in improvement
- Actions or interventions that would align with the mission and vision statements of the hospital

Needs	Priority		
	High	Moderate	Low
Access To Care			
Improved General Awareness of Service	√		
Improved Quality of Care	√		
Greater Health Education Services	√		
More Specialists		√	
More Primary Care Providers	√		
Health Concerns			
Alcohol Abuse/Substance Abuse	√		
Overweight/Obesity	√		
Cancer	√		
Heart Disease	√		
Healthy Community			
Access to Health Care and Other Services	√		
Healthy Behaviors and Lifestyles		√	
Mental Health			
Suicide Rate	√		

ACCESS TO CARE

Respondents were asked to indicate what they felt would improve their community's access to health care. Thirty-seven percent of respondents (n=65) reported that "Improved general awareness of services" would make the greatest improvement. Thirty-two percent of respondents (n=56) indicated they would like "Improved quality of care" and 30.9% indicated "Greater health education services" (n=55). Twenty-nine percent of respondents (n=51) said the valley needs more specialists; twenty-eight percent (n=49) stated that more Family Practice Physicians are needed.

What is Marcus Daly Memorial Hospital doing?

- Recruiting Primary Care Physicians to Ravalli County – Recruited two physicians, established a Hospitalist Program, and recruited *three* mid-level practitioners in the past two years
- Quality of Care – Hospital Board, Medical Staff, and Hospital Staff all work daily to improve the delivery of care and to provide the value the patient expects
- Health Education Services – Hospital has expanded educational programs Women's Heart Health Event, osteoporosis seminar, diabetes seminar, annual cholesterol screening
- General Awareness of Services – Hospital publishes a quarterly newsletter with information on present and new services; a Ravalli County Fair Booth is manned with Hospital employees promoting health and informing the public
- Specialists – Recruitment of a Neurosurgeon and establishment of a Neurosurgery Center was accomplished this year; *recruitment of a mid-level for the Center is occurring as well as* recruitment for a second Orthopedic Surgeon

PLAN FOR FUTURE STRATEGIES THE NEXT THREE YEARS

Primary Care Providers to Meet the County's Needs:

- Recruitment of Family Practice Physicians
- Recruitment of Primary Care Mid-Level Providers
- Development of a primary care clinic in Darby
- Site for Family Practice Residency Program to facilitate recruitment from Program

Quality of Care:

- Hire RN Case Managers to become patient liaisons and to educate and monitor specific patients with chronic diseases and/or newly diagnosed acute medical problems
- Implement a patient portal to improve patient access to the electronic medical record
- Continue the Culture of Excellence in provision of high quality of care to our patients and their family members

Health Education/Awareness of Services:

- Hospital will conduct a Health Fair semi-annually, featuring the hospital's services and a specific screening service for that year
- Will provide 2-3 health related seminars per year to help the County residents improve their health
- HealthLines, the hospital's quarterly newsletter, will feature a hospital service or provider each publication

Physician Specialists:

- Recruitment of an Orthopedic Surgeon, an ENT Surgeon, and a non-invasive Cardiologist will be occurring

HEALTH CONCERNS FOR THE COMMUNITY

Alcohol Abuse/Substance Abuse

Respondents were asked what they felt the three most serious health concerns were in their community. The number one health concern identified by respondents was “Alcohol abuse/substance abuse” at 66.3% (n=118). “Overweight/obesity” was also a high priority at 39.9% (n=71) and “Cancer” 37.6% (n=67).

Over the past several years there has been an increased use of opiate-based prescription drugs such as Oxycodone and Vicodin. Each week on the news, we hear reports of arrests by local law enforcement for incidents that are drug and alcohol related. The impact of alcohol and drug abuse is also being seen in the Hospital Emergency Room.

What is Marcus Daly Memorial Hospital doing?

- Working with local Primary Care Physicians and Pain Clinic providers, referring these patients for appropriate care
- Donated land to the County for construction of West House, crisis stabilization facility
- Western Montana Mental Health Center provides services to the Hospital when referrals are made to them
- Patients admitted to the Hospital are referred to the appropriate provider when the patient is medically stable.

PLAN FOR FUTURE STRATEGIES THE NEXT THREE YEARS

- Develop a program to educate the public regarding tobacco, focusing on health issues, secondary smoke, and chewing tobacco use
- Develop a consortium of shareholders to address ongoing drug and alcohol issues; consortium to include school districts, law enforcement and elected County officials
- Consortium to develop a plan to educate the public on how to recognize individuals who have drug and/or alcohol issues and steps to refer such individuals to appropriate providers
- Provide an educational series on side effects resulting from drug and alcohol abuse and the prevention of alcohol and drug abuse
- Provide educational “brown bag” seminars by the Marcus Daly Memorial Hospital staff on intervention and referral for all alcohol abuse and chemical abuse

Decrease Incidence of Overweight and Obese Residents

The increasing rate of overweight and obesity threatens the health of children, youth, and adults, seriously placing them at greater risk for development and early onset of chronic diseases and health problems.

What is Marcus Daly Memorial Hospital Doing?

- Provides Dietitian consultation services to patients free of charge
- Provides health initiatives for Marcus Daly Memorial Hospital employees

PLAN FOR FUTURE STRATEGIES THE NEXT THREE YEARS

- Expand Dietitian hours to a full time position and provide additional office visit consultations for both inpatients and outpatients
- Provide physician offices with weight management toolkits
- Establish a weight loss task force
- Increase healthy options in the hospital's vending and food services
- Partner with four grocery stores to have a Dietitian available to help shoppers make healthier choices, which would include tours
- Partner with elementary schools to develop wellness committees for student health improvement activities

Cancer Care

Patients requiring cancer care can access the hospital through our Primary Care Physicians, Physician Specialists, and diagnostic services. Our expert team of physicians, surgeons, nurses, therapists, technical and support staff work together every day to meet the needs of our patients and their families.

What is Marcus Daly Memorial Hospital Doing?

- In the month of October for the past several years the communities in Ravalli County participate in Cancer Awareness month – this year it was *Gone Pink*. Last year (*Sprinkle Pink*), the residents of Ravalli County donated over \$40,000 to the mammography fund at the hospital. The hospital then matched the \$40,000 to provide \$80,000 for patients who could not afford a screening mammogram and, if necessary, diagnostic studies.
- Marcus Daly Memorial Hospital was one of the first hospitals to have state-of-the-art digital mammography. The past two years, a new 4D ultrasound state-of-the-art unit was purchased to enhance the mammography center
- Weekly oncology services are provided here at Marcus Daly Memorial Hospital

PLAN FOR FUTURE STRATEGIES THE NEXT THREE YEARS

- Continue partnering with the residents of Ravalli County in the month of October for Pink Awareness – matching the donations to provide free mammography studies for those ladies who cannot afford the studies
- Work with the Oncologist Physicians to expand the oncology clinics from once a week to several times a week
- Develop a consortium of shareholders to look at the top ten diagnoses relating to cancer, from that list identify the two diagnoses for the basis of providing educational programs to the residents of Ravalli County; consortium to include physicians, Public Health Department, Hospital staff, and other individuals invited by the consortium

GOING FORWARD

The next three years, Marcus Daly Memorial Hospital will work to set in motion strategies that will impact the needs and health issues identified in this report. The goals are targeted at making healthier communities, expanding clinical and community based services, and empowering people to make healthy choices.

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