

Our Community. Our Priority.



Table of Contents

About Us – 4

Objectives of This CHNA - 5

Data Used – 6

The Community Served – 7

Key Demographic Findings and Statistics – 8

Strategies and Actions Taken Since the 2018 CHNA – 13

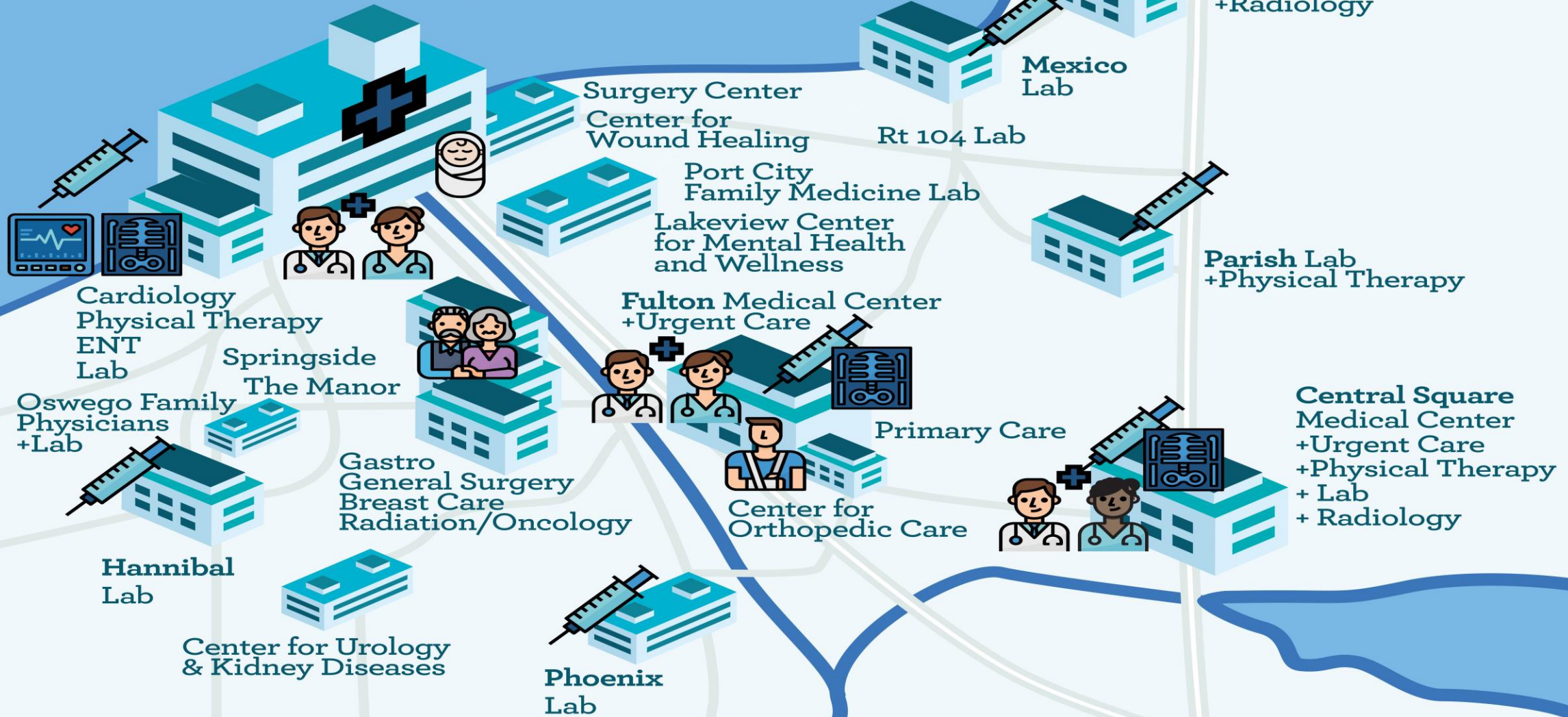
Survey Results – 17

Implementation Strategies – 29

Improving the Health of the Community –33

Oswego Health Board Adoption - 35

Oswego Hospital



About Us

The mission of Oswego Health is to provide accessible, quality care and improve the health of residents throughout Oswego County.

As a nonprofit healthcare system that was established in 1881, Oswego Health is proud to continue to be one of Oswego County's largest employers. More than 1,200 employees spread throughout its 17 locations, work for the Oswego Health system, which includes the 164-bed community hospital, a 32-bed psychiatric acute-care facility with multiple outpatient behavioral health service locations, The Manor at Seneca Hill, a 120-bed skilled nursing facility, and Springside at Seneca Hill, an independent retirement community.

The health system also operates Oswego Health Home Care, the only hospital-based certified home healthcare agency in the county as well as two outpatient centers. The Fulton Medical Center offers urgent care, lab, medical imaging, physical therapy, and occupational health services; and the Central Square Medical Center offers urgent care, lab, medical imaging, and physical therapy services.

In addition, Oswego Health includes the Oswego Health captive professional corporation, Physician Care P.C., providing physician services in orthopedics, cardiology, ENT, urology, gastroenterology, breast care, audiology, general surgery, bariatrics, and primary care.

Objectives of CHNA

To identify the community served by Oswego Health

Provide a demographic profile of the community served

Describe the healthcare needs of the community

Outline strategies and actions taken since the last CHNA was conducted in 2018

Provide survey results from a broad range of residents through an online survey and interviews with key community members

With the provided information, outline an implementation strategy for continued work on the identified health priorities

Data Used

In developing this Community Health Needs Assessment (CHNA) Oswego Health utilized data from the New York State Prevention Agenda Dashboard, conducted a survey of the community, and held In-Depth Interviews (IDI) with key community members.

This CHNA fulfills the requirements of statutes put in place by the Patient Protection and Affordable Care Act (PPACA) that requires non-profit hospitals to conduct CHNAs every three years to remain in compliance.

The Community Served

Oswego Health is the healthcare leader in Oswego County, providing care to the majority of its nearly 120,000 residents. Within the boundaries of Oswego County are the cities of Fulton and Oswego, as well as several towns and villages, including Central Square, Mexico, Parish and Phoenix.

The specific zip codes in **Oswego Health's Primary Service Area** include:

- **13036**, Central Square
- **13069**, Fulton
- **13074**, Hannibal
- **13114**, Mexico
- **13126**, Oswego
- **13131**, Parish
- **13135**, Phoenix
- **13142**, Pulaski

Secondary Service Area:

- **13044**, Constantia
- **13156**, Sterling
- **13076**, Hastings
- **13111**, West Monroe

Key Demographic Findings & Statistics



Oswego County's total population is 117,124 and has experienced a 4.1% reduction since 2010.

The population is:

- 50% Male, 50% Female
- 95.9% White, 1.2% Black, 0.7% Asian
- 14.6%: 55-64 years of age; 13.72%: 45-54; 12.17%: 25-34; 10.83%: 35-44
- Median household income: \$55,967
- Average family size: 2.46
- Families living below poverty: 15.6%
- Families living below poverty with children: 3,037 or 10%

Highest grade achieved by residents:

- High school graduate: 37.46%
- Bachelor's Degree: 11.09%

Other statistics:

- Current unemployment rate: 6.1% (down from 9.3% reported in 2018)
- Approximately 93.6% of Oswego County's population has some form of insurance coverage (private or governmentally sponsored), which is similar when compared to the 2018 CHNA report.

It should note that the NYS and US values used to compare against Oswego County's health data are the statewide and national values for an indicator.

Key Demographic Findings & Statistics *(cont.)*



At Oswego Health we are proud of our mission to provide high-quality comprehensive and compassionate healthcare services to meet the needs of our community.

We recognize that there are times when patients in need of care will have difficulty paying for the services provided. Financial assistance is available to all those who cannot afford to pay their healthcare bills.

In 2020 we had 18,268 visits from patients that were uninsured, which is a 63.5% increase compared to 2019. In 2020, Oswego Health had 497 patients take advantage of the Financial Assistance Program.

In addition, Oswego Health's Care Management Team is available to assist Medicaid recipients free of charge to help meet their healthcare and socioeconomic needs. Individuals must have two or more chronic conditions or one severe and persistent mental illness to qualify for assistance.

Health Factors of Concern

- The prevalence of high cholesterol is 34.8%. In 2017 when it was last reported it was 29.4% (NYS is 34.5%; US 36.3%).
- The prevalence of high blood pressure was 30.3% in 2020. The rate last reported in 2014 was 27.4% (NYS is 27.3%; US 30.9%).
- The age-adjusted rate of adults who binge drink is 26.1% (NYS is 17.5%; US 16%; NYS Prevention Agenda 16.4%).
- Age adjusted poor mental health days in 2018 was 13.43, mostly unchanged from last report (NYS is 11.1%; Prevention Agenda 10.1%).
- The age-adjusted rate for adults who are obese is 44%. The rate was 34% in 2018 and at that time it was the highest among the six Central New York counties. (NYS is 24.6%; US 29.6%); Prevention Agenda 23%).

Health Factors That Have Improved

- Oswego County's Health Behaviors ranking for 2020 is 55/62 counties, improved from 60 at time of the last CHNA.
- The rate of elementary students who are obese is 22.17%. This rate has improved from 38% in 2018 (NYS is 17.3%).
- The rate of smoking in 2020 was 22% a decrease from 26% in 2018 (NYS is 15%; US 18.1%).
- In a related statistics, the rate of adults with an income of less than \$25,000 who smoke is 36.4% which has decreased from the last report in 2018 (NYS is 20.4%; Prevention Agenda 15.3%).
- Age-adjusted death rate due to influenza/pneumonia is 17.3/100,000, down from 23.5 in 2014 (NYS is 19.3%; US 14.6%)
- The county's age adjusted suicide death rate is 14.3/100,000, a decrease from 15.4 previously reported (NYS is 8.2; US 13.2; Prevention Agenda 7.0).

Health Factors That Have Improved *(cont.)*

- The overdose death rate involving any opioids, age adjusted per 100,000 is 13.6 which is lower than the NYS average of 15.0 and the Prevention Agenda goal of 14.3.
- ED admissions due to opioids in 2020 was 77.2/100,000, down from 200.6 in 2018. This shows significant improvement.
- A percentage of adults who participate in leisure time activities is 74.8% (NYS is 76.2%; PA is 77.4%).
- Oswego County's Clinical Care Ranking was 36 in 2021, which is an improvement from 26 in 2018. *This ranking is based on a summary composite score calculated from the following measures: uninsured, primary care physicians, mental health providers, dentists, preventable hospital stays, flu vaccinations, and mammography screening.*
- Age-adjusted death rate due to cerebrovascular disease (stroke) is 61.4/100,000. This is down from 62 in 2018.
- Infants who exclusively breastfeed in the hospital was 57.6% in 2020. In 2015 the rate was 50.6% (NYS is 47.1%; Prevention Agenda 51.7%).

Management of Chronic Health Conditions

Strategies outlined in Oswego Health's 2018 CHNA Implementation Plan and Resulting Achievement

Objective 1: *Implement a Chronic Disease Self-Management (CDSM) Program, in partnership with the Oswego County Health Department.*

Goal: By December 31, 2021, increase by at least 5% the number of adults with arthritis, asthma, cardiovascular disease, or diabetes who have completed a CDSM program.

Strategy: In its efforts to reduce the incidence of diabetes, heart failure and COPD, Oswego Health will continue to partner with the Oswego County Health Department to offer Chronic Disease Self-Management (CDSM) classes. These healthcare partners utilize the CDSM program developed by Stanford University's Patient Education Research Center to achieve this goal.

Oswego Health employees trained in the program will offer at least two CDSM classes each year of the plan. The health system will target those individuals in rural areas and senior citizens, the county's most fragile groups from a health status standpoint. The anticipated results include empowering community members to improve their own health by providing them with education and tools to reduce the hospital admission rates for those enrolled in the program.

Measurements of Effectiveness

- Staff will routinely track and evaluate the health status of participants.
- Measure the number of active sites providing CDSM programs in Oswego County.
- Measure the number of enrolled adults who have successfully completed the CDSM program.

Management of Chronic Health Conditions

Strategies & achievements outlined from Oswego Health's 2018 CHNA Implementation

Chronic Disease Self-Management			
Number of offered classes	2018	2019	2020
	2	0	0
DSMP Diabetes Self-Management			
Number of offered classes	2018	2019	2020
	19	8	0
National Diabetes Prevention Program			
Number of offered classes	2018	2019	2020
	6	0	0

Challenges impacting this achievement:

In 2018 the Quality and Technical Assistance Center disbanded entirely, thus all reporting data was no longer accessible by Oswego Health as far as class attendance. In addition, due to the COVID-19 pandemic, classes were cancelled, specifically the National Diabetes Prevention Program as that is a year-long commitment.

Promote Mental Health & Prevent Substance Abuse

Strategies & achievements outlined from Oswego Health's 2018 CHNA Implementation

Objective 1: *Reduce the occurrence of suicide in Oswego County among both adults and youth.*

Goal: **By December 31, 2021,** reduce the age-adjusted suicide mortality rate by 10%.

Strategy: To reduce suicide rates, Oswego Health has implemented the Columbia-Suicide Severity Rating Scale (C-SSRS), an evidence-based practice, developed by Columbia University Medical Center. The C-SSRS is a screening tool which has demonstrated the ability to predict suicide attempts in suicidal and non-suicidal individuals. The C-SSRS has been implemented through the Oswego Health system, including the outpatient behavioral health clinics, inpatient unit, Assertive Community Treatment (ACT) Team and in the hospital's emergency department.

Measurements of Effectiveness

- Monitor the number of locations using C-SSRS
- Solicit input from staff on C-SSRS program effectiveness.

Objective 2: *Increase suicide prevention activities and mental health services among youth in Oswego County.*

Promote Mental Health & Prevent Substance Abuse

Strategies & achievements outlined from Oswego Health's 2018 CHNA Implementation

Achievements Since 2018 Report:

- Oswego Health is using the C-SSRS tool on all patients including those who seek behavioral health services programming, including the Assertive Community Treatment or ACT program, Family Services, Child and Family Services, and School-Based Services.
- Staff members using the C-SSRS tool report that it assists them in identifying patients at high-risk for suicide who are then placed on a high-risk log and are followed more closely.
- Oswego Health is working with other community health partners and local EMS to monitor and share data on suicide attempts and prevention efforts.
- Oswego Health is among the Oswego County Suicide Prevention Coalition partners that has identified groups at higher risk for suicide or suicide attempts. The Coalition has targeted adolescents, males, ages 45 to 65 and the elderly as more at risk for suicide than other groups. In addition, the Coalition developed a work plan describing the risk factors, as well as the available community resources and services. Working with area school districts, the Coalition has further developed a curriculum for students who have been screened and found to be at risk for suicide. These students are then offering counseling and therapy.
- The Coalition maintains an active website and Facebook account that not only bring awareness to the issue locally, but also provides suicide education and resources.
- In recent years, several educational sessions have been held to train professionals in suicide awareness and prevention skills.
- Oswego Health continues to maintain its School-Based Clinics in Hannibal, Fulton and Oswego City School Districts.

Challenges impacting this achievement:

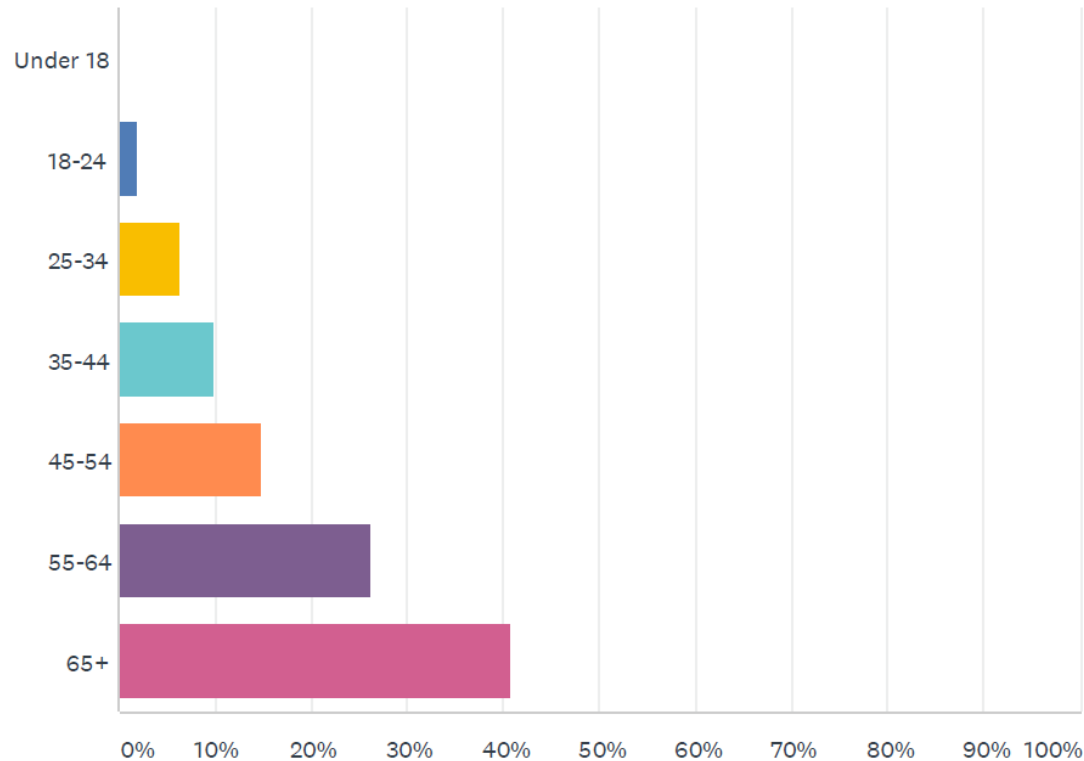
Data collection has been challenging at times.

Identifying The Community's Perception & Needs

To identify the perception of current healthcare services and needs of Oswego County residents, a community-targeted online survey and In-Depth Individual (IDI) surveys were conducted from key stakeholders, with cross-representation from townships and business sectors, between September 8th-September 24th, 2021.

As a result, a total of *1,330* online survey responses were analyzed in addition to feedback from *15* IDIs.

Respondent Demographics



Majority of respondents (65%) were over the age of 55.

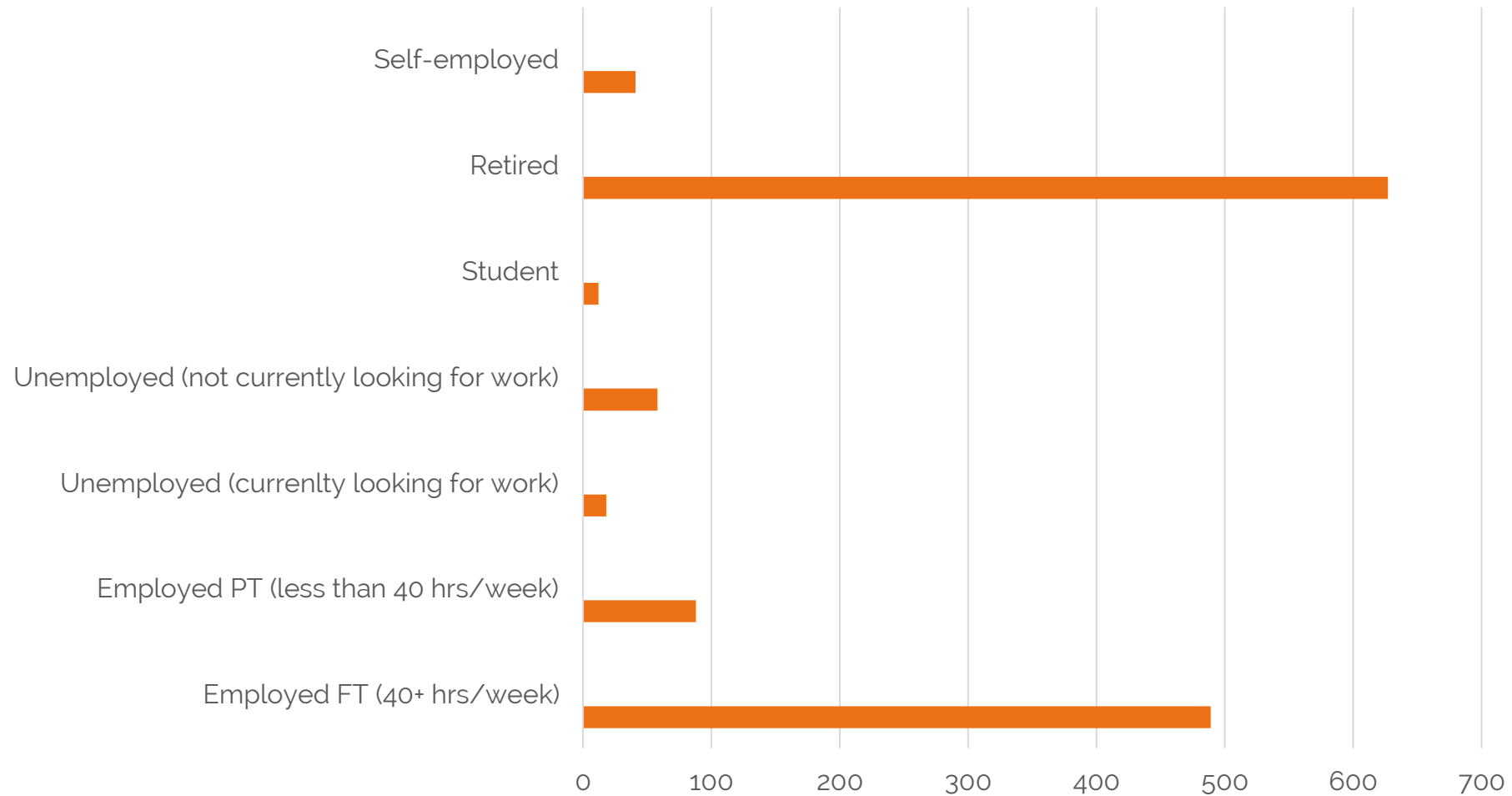
- 67% of respondents were female.
- 98% were White or Caucasian
- 0.5% were Black or African American
- 0.5% were Hispanic or Latino
- 0.5% Asian or Asian American
- 0.5% were American Indian or Alaska Native



Primary Residency

80% of respondents have lived in
Oswego County for 15+ years.

13126	Oswego	38%
13069	Fulton	18%
13114	Mexico	6%
13074	Hannibal	4%
13142	Pulaski	4%
13036	Central Square	3%
13167	West Monroe	2%
13135	Phoenix	2%
13156	Sterling	2%
13131	Parish	2%
13111	Martville	1%
13132	Penneville	1%
13044	Constantia	1%
13027	Baldwinsville	1%
13042	Cleveland	1%
13028	Bernhards Bay	1%



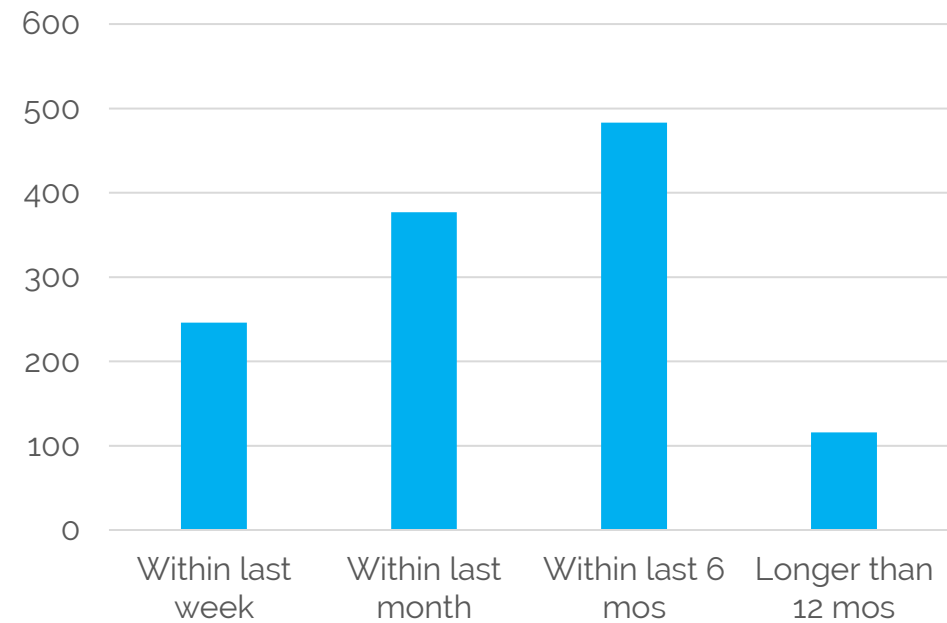
Employment Status

Close to half (47%) of respondents are retired and 36% are employed full-time.

Most Recent Healthcare Experience



Hospital, primary care provider, urgent care or specialist visit



92% of respondents indicated they've seen their primary care provider in the past 12 months

Reputation

86%

ARE AWARE OF
OSWEGO HEALTH
SERVICES

63%

RATE HEALTHCARE
SERVICES IN THE
AREA AS GOOD OR
EXCELLENT

4 out of 5

RECOMMEND LOCAL
HEALTHCARE SERVICES TO
A FRIEND OR RELATIVE





Preferred Area Hospital

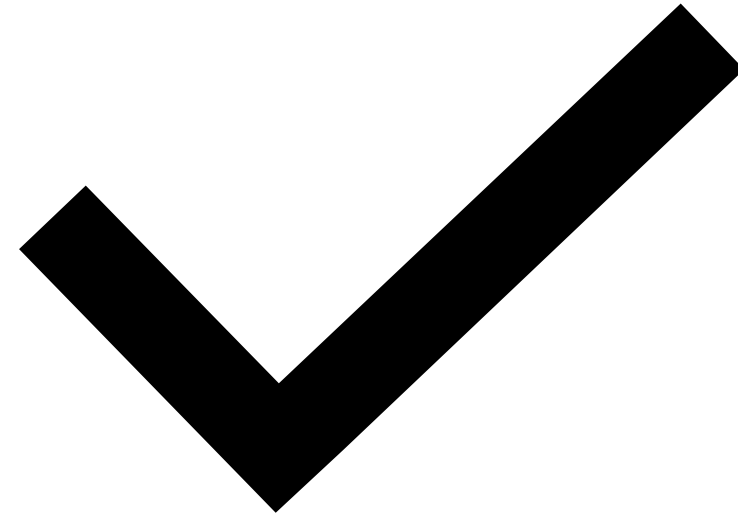
27% of respondents indicated if they had a choice, they would prefer to be admitted to **Oswego Hospital**.

- 26% preferred Upstate or University Hospital
- 20% preferred St. Joseph's Hospital Health Center
- 13% preferred Crouse Hospital



**Location or proximity
from home**

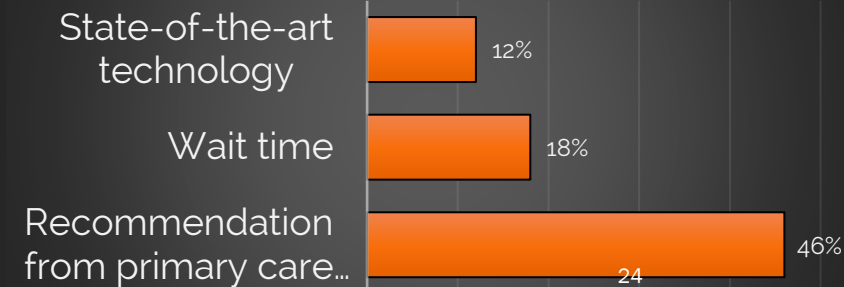
56%



**Reputation of
providers & facility**

50%

What's Most Important



Access to Local Care

TOP 10 HEALTH SERVICES NEEDED



50%

Primary Care



47%

Adult Mental Health



39%

Adolescent Mental Health



38%

Dermatology



33%

Addiction/Drug Abuse Counseling



33%

Cardiology



32%

Cancer Care



30%

OBGYN



30%

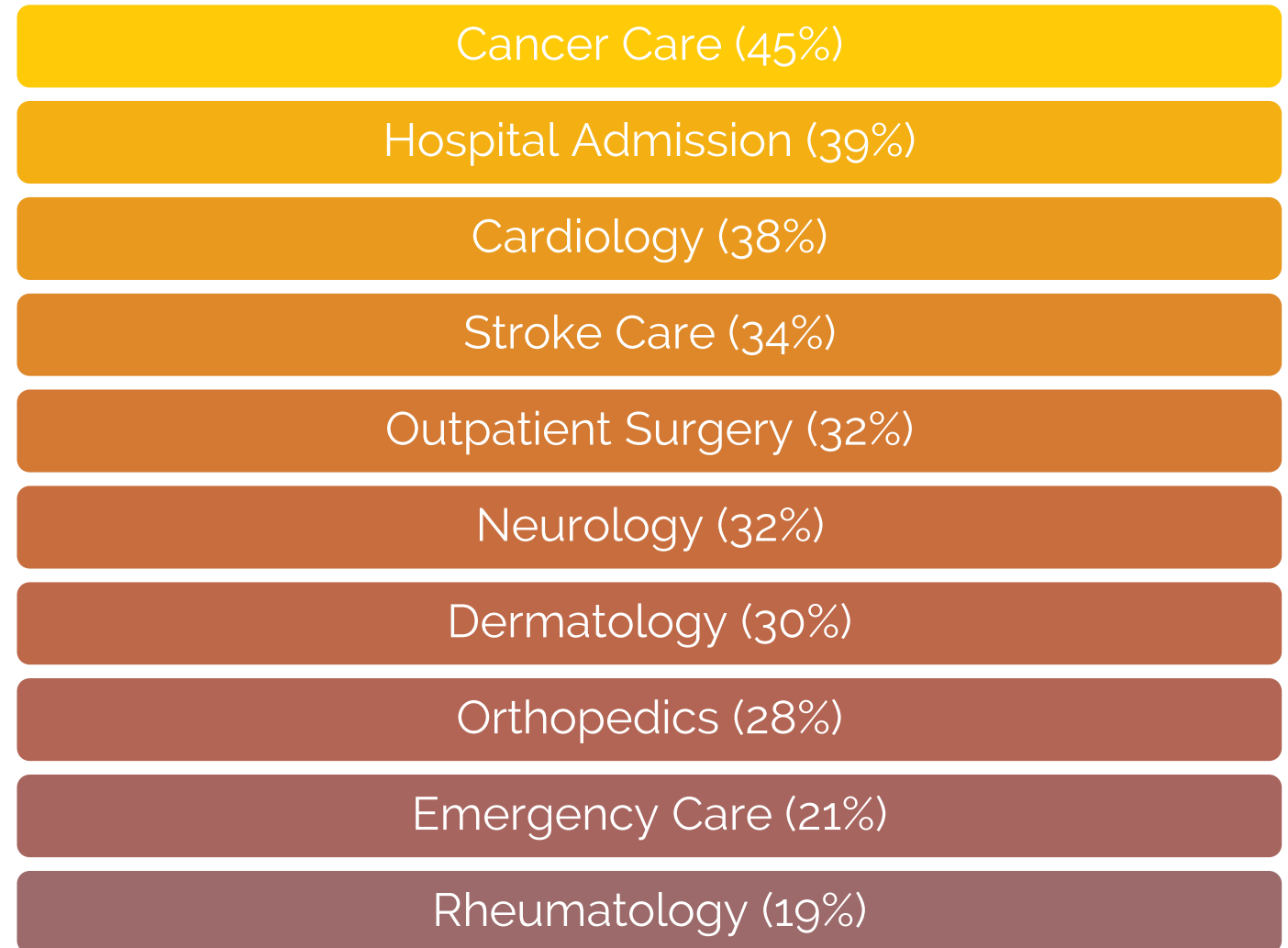
Neurology



29%

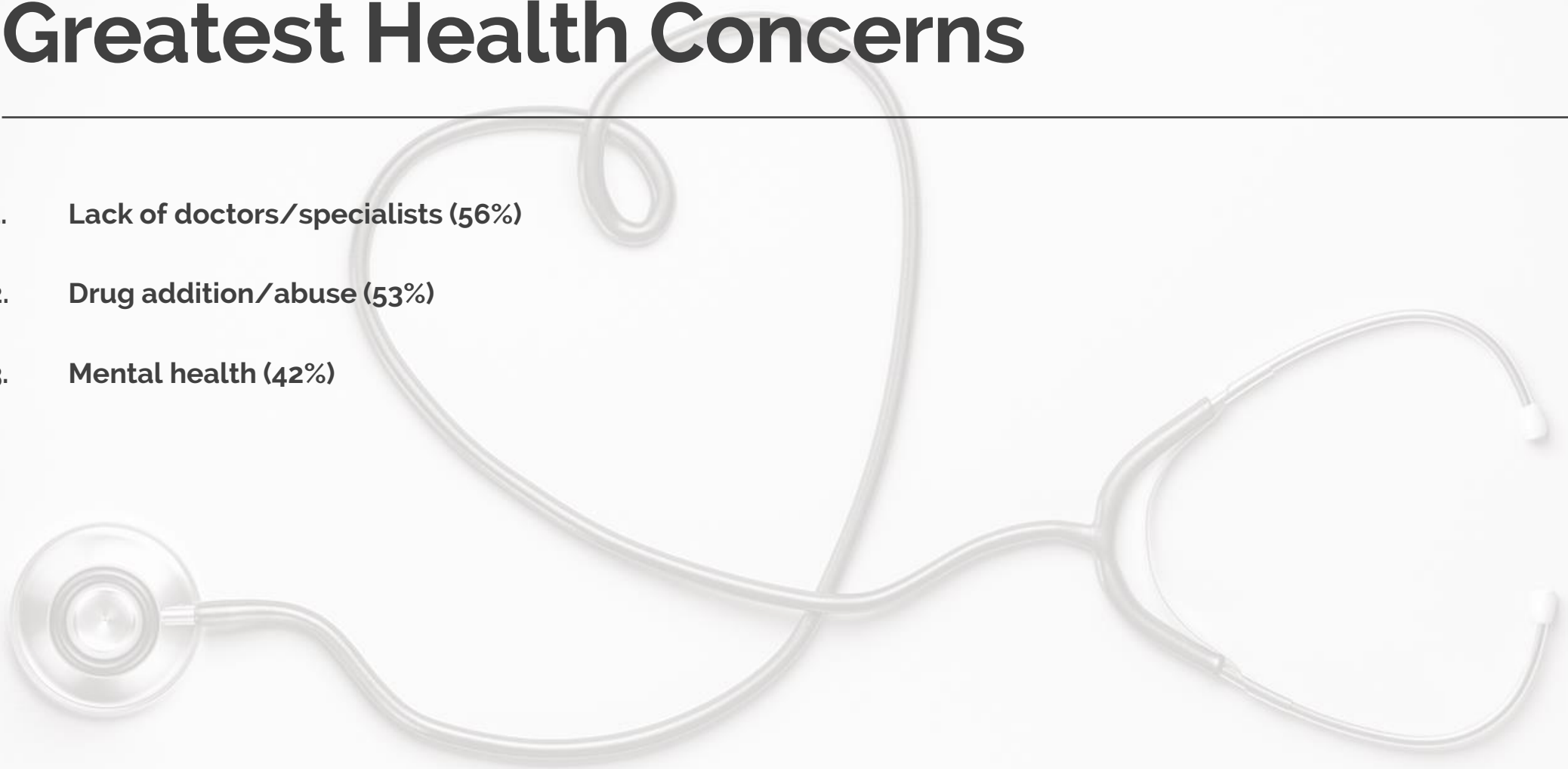
Stroke Care

Oswego County Residents Travel Outside the Area for...



Greatest Health Concerns

1. **Lack of doctors/specialists (56%)**
2. **Drug addition/abuse (53%)**
3. **Mental health (42%)**



Key Takeaways From IDI Interviews

- Majority of respondents indicated they feel the reputation of Oswego Health has improved significantly over the years.
- If patient had a choice on which hospital they needed to be admitted to, several respondents indicated it would depend upon the medical reason/problem. Several respondents indicated that for more "serious" issues they would be **willing to travel far** or prefer to seek the most **reputable place** for their care. i.e. St. Joseph's for heart care.
- "Right at Home" tagline only speaks to convenience and location, and only is relevant to Oswego residents as other parts of the county, access to care is not convenient. Focus needs to be more on expertise, quality and competency of providers. **Reputation is critical when making healthcare decisions.** Perception as a small community hospital is that we are too small; Onondaga County being larger is more advanced and can provide that higher level of care; we can't afford top providers or technology.
- Culture of the organization is vital to marketing.
Engaged employees = satisfied patients.
- We need to spotlight our providers more as people trust people, not brands.

Implementation Strategies

Oswego Health intends to continue to collaborate with its community partners to optimize healthcare delivery for Oswego County residents. Implementing effective goals and strategies to address the needs identified in the CHNA is a top priority for the organization.

Primary research (key stakeholders IDIs) identify the need to recruit more primary providers in the community to better provide preventive care management, increase mental health services offered throughout the community and to further promote local stroke care resources and collaborations. Data from Health eConnections and NYS Department of Health also supports the continued support of these three objectives.

The needs identified for this implementation plan are also consistent with Oswego Health's Community Service updated plan developed and submitted to the New York State Department of Health in December 2019. **The needs identified in the CHNA, to be addressed by Oswego Health in this implementation plan are:**

- 1. Focused recruitment effort with improved access to primary care**
- 2. Increase mental health services offered throughout the community**
- 3. Educate community on local resources available for stroke care**

Improve Access to Primary Care

Objective: Oswego Health will work with community providers and assist with recruitment of more primary care providers to the community.

Goal: By December 31, 2024, Oswego Health will expand access to care in both Oswego and Fulton and have recruited 4 providers.

Strategies:

- Oswego Health will roll out a recruitment assistance program that provides assistance to private practices to help meet the demands of the community.
- Oswego Health will deploy a communication strategy throughout the community that stresses the critical importance of having a primary care provider as it relates to preventative care and ultimate financial savings.

Measurement of Effectiveness:

- Increase number of Oswego County residents receiving care at an Oswego Health primary care location by 10% by 2024, thus ultimately reducing noncritical emergency department visits and urgent care visits.
- Increased preventative care utilization.



Increase Utilization of Mental Health Services



Objective: Oswego Health will work with community providers and affiliated organizations to increase mental health services offered throughout the community.

Goal 1: Increase annual outpatient visits to Lakeview Center for Mental Health and Wellness.

Goal 2: By December 31, 2024, Oswego Health will build the framework for an Adolescent Assertive Community Treatment (ACT) Team.

Strategy:

- Oswego Health employees are part of the Oswego County Suicide Prevention Coalition, which also includes many community healthcare partners. The Coalition is actively working on programs and tools that reduce the county suicide rate. The Coalition has developed two subcommittees; one that has targeted youth and students, with the second focusing on the remainder of the community, including veterans, elderly and the community in general. Among the goals of the coalition is to promote suicide awareness and prevention through the schools, community events, trainings, etc.

Improve Access to Local Stroke Care

Objective: Oswego Health will work with community providers and affiliated organizations to increase awareness of local services available for stroke care throughout the community.

Goal: By December 31, 2024, Oswego Health's will launch a public awareness campaign for EMS, primary care providers and the community.

Strategy:

- Through a joint marketing agreement with Upstate, Oswego Health will promote the Telestroke services available.



Improving the Health of the Community

At Oswego Health, safety is our priority, and we recognize and can appreciate everyone's concerns today when it comes to healthcare. We pride ourselves on the standards and expectations that define Oswego Health.

- Oswego Health was among the Top 5% in the nation for providing excellence in patient safety by preventing infections, medical errors and other preventable complications 2016-2020.
- The Center for Weight Loss & Surgery at Oswego Health achieved accreditation from the Metabolic and Bariatric Surgery Accreditation and Quality Improvement Program®.
- The Manor at Seneca Hill has earned a 5-star quality rating and 5-star rating overall from CMS. This rating is based upon numerous care metrics that include staffing, inspections and quality.
- In 2020, the Center for Wound Healing at Oswego Health scored in the top 10% of eligible Healogics® Wound Care Centers® on the Clinical Excellence measure, which is the Comprehensive Healing Rate weighted by wound mix.



**Top 5% in the nation
for patient safety!**



Five-Star Quality Rated
by Centers for Medicare and Medicaid Services



An Investment in Care

Since its last submitted CHNA report, Oswego Health has implemented several new services to promote the health of community members:

- The Center for Orthopedic Care at the Fulton Medical Center opened, enabling area residents to receive high quality orthopedic care and services locally.
- Through the NYS Department of Environmental Conservation's pharmaceutical take-back program, the hospital installed a secure medication collection box, where community members can place their unwanted and unused medications.
- Construction was finalized on the new Lakeview Center for Mental Health and Wellness, which features 32 inpatient beds. Also, to assist those that utilize these services become healthier overall, primary care services are available onsite.
- By early 2022, the third and fourth floors of Oswego Hospital will be completely renovated. Once complete, there will be 41 private rooms and 4 semi-private rooms.



Oswego Health Board Adoption

By resolution of the Board of Directors of Oswego Health on this date, this Community Needs Assessment and Implementation Strategy was adopted by the Hospital and will serve as a guiding tool over the next three years to meet the needs of the community for whom it serves.



Victoria Furlong
Secretary, Board of Directors
December 14, 2021