



REPORT TO THE COMMUNITY

2015



Unity Health - Harris Medical Center



Unity Health - Specialty Care





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REPORT TO THE COMMUNITY 2015

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Unity Health - White County Medical Center



LETTER FROM THE PRESIDENT

RAY MONTGOMERY

President/CEO
Unity Health



Unity Health is grateful to be a part of a wonderful community. Our hospital network and associates strive to provide excellent, compassionate care to the communities we serve including Cleburne, Craighead, Independence, Lonoke, Jackson, Prairie, White and Woodruff counties.

Unity Health along with the Advanced Care Hospital of White County, was charged with learning more about specific health needs in the communities we serve. To that end, our organizations formed a team to research how to best meet the needs of our communities. Defining those objectives will help us ensure healthcare for future generations.

Collaboration led to conducting comprehensive research for this Community Health Needs Assessment to ensure that we gathered a true understanding of the health needs

in our area. The following report explains the research and findings in greater detail.

Also, I am glad to share with you that our hospital's Board of Directors has already taken a significant step toward addressing the health needs in our community. In the coming months and years, our hospital's community outreach associates will focus on meeting the needs of our community in the areas of primary care, preventative health and wellness, behavioral health, chronic disease management and physician resident training to guarantee future healthcare in Arkansas.

We look forward to serving you.

Yours in good health,



OUR MISSION

To improve the quality of health and well-being for the communities we serve through compassionate care.

OUR VALUES

KINDNESS
EXCELLENCE
EXPERTISE
STEWARDSHIP

OUR HONORS

- > 2014 CAUTI Reduction Award, AFMC
- > Arkansas Excellence Award, SBIEC
- > #1 in Patient Safety & Overall Medical Care, CareChex
- > Inpatient Quality Incentive Program Award, Arkansas Medicaid
- > Outstanding Performance Award, Arkansas Worker's Compensation Commission
- > HomeCare Elite Top 500 Home Health Agencies, National Association of HomeCare
- > 2014 iVantage Health Strong Top Hospital
- > 2014 Community Value Top 100 Leadership Award Winner, Cleverly & Associates
- > 2014 Arkansas Hospital Association Diamond Awards

THE MISSION OF ADVANCED CARE HOSPITAL

Advanced Care Hospital of White County associates and partners, through a spirit of servanthood, are committed to the continuous improvement of quality patient care, the provision of highly satisfied patient care at reasonable prices, the maintenance of an adequate margin for reinvestment in new technology, facility improvements, human resources, and a leadership role for positive change in the healthcare environment.



DEAR COMMUNITY MEMBERS,

TERRI PARSONS

Administrator
Advanced Care Hospital
of White County

The Advanced Care Hospital of White County was established in 2007 to meet a need in the community. Located on Unity Health's Specialty Care campus, our hospital is certified as a long-term acute care facility that cares for patients who no longer need care in an Intensive Care Unit setting, yet are still too sick to return home with home-health care or to a nursing home.

As a non-profit hospital, we are committed to adding value to the community; therefore, our community benefit efforts are more than financial assistance. Our endeavors led us to take a measured approach to identify and discuss ways to meet the ever-changing healthcare needs in our service area.

Community health is our priority. As you read through the following information, you will see that our efforts have involved collaborative partnerships, which are the key to the growth and success of future wellness initiatives.

The hope for healthier lives in our community depends on all of us working together to ensure the best possible results for generations to come.

Sincerely,





As the leading healthcare provider in a six-county area, Unity Health associates strive to improve the quality of health and well-being for the communities it serves through compassionate care. Unity Health is the largest employer in an eight-county area with more than 2,000 associates; the area includes Cleburne, Jackson, Lonoke, Prairie, White and Woodruff counties. The Searcy facility has a combined total of 438 beds and a medical staff of more than 150 physicians that specialize in various areas of healthcare.

Additionally, the Advanced Care Hospital of White County, a 27-bed long-term acute care facility, operates on Unity Health's Specialty Care Campus. The Advanced Care Hospital of White County primarily serves Cleburne, Craighead, Jackson, Lonoke, Prairie, White and Woodruff counties; however, it also serves the remaining Arkansas counties, as it is one of only eight long-term acute care hospitals in the state.

Unity Health offers a wide range of healthcare services to the region, including:

- > 24-hour Emergency Care at a Level III Trauma Center, as well as AR SAVES (Arkansas Stroke Assistance through Virtual Emergency Support), which provides immediate care for stroke victims.
- > Cardiac Intervention
- > Clarity Health and Wellness (behavioral health services clinic)
- > Courage (adolescent psychiatric care)
- > Compass (adult psychiatric care)
- > Clearview (senior psychiatric care)
- > Comprehensive Cancer Care at Unity Health Oncology Clinic inside the Cancer Center of Excellence
- > Critical Care
- > Diabetes Education Program, certified by the American Diabetes Association
- > Durable Medical Equipment
- > eICU® care services
- > Home Health, named a Top 500 Agency by HomeCare Elite
- > Inpatient Hospice
- > Inpatient Rehabilitation
- > Imaging Center (64-slice CT, cath lab, Open MRI, ultrasound)
- > New Life Center
- > Outpatient Rehabilitative Services
- > Prime Times, a program for seniors age 50 and older
- > Sleep Center, accredited by the American Academy of Sleep Medicine
- > Sports Medicine
- > Surgical Services, including one of the most advanced robotic da Vinci® Surgical Systems in Arkansas
- > Wound Care Center





**The Berenstain Bears
Storybook Treasury**

Berenstain Bears
is perfect for
up and reading.
Brother, Sister,
meet a new pet,
house of cleaning up,
a trip, explore the seashore,
school. There are stories for everyone to love in this keepake
books.

This collection includes:



**The Berenstain Bears
Storybook Treasury**



By Stan & Jan Berenstain
with Mike Berenstain



Unity Health has a family of physician clinics throughout Searcy including: Unity Health -- After Hours Clinic; Unity Health -- Cardiology Clinic; Unity Health -- Clarity Health and Wellness; Unity Health -- Family Practice Associates; Unity Health -- McAfee Medical Clinic; Unity Health -- Oncology Clinic; Unity Health -- Orthopaedic and Spine Center; Unity Health -- Searcy Medical Center; Unity Health -- Searcy Medical Center, West; and Unity Health -- Westside Family Medical Clinic/

\$33,225,537

Financial Assistance & Means-Tested Government Programs

Unpaid cost of public programs for low-income persons.

\$28,643,115

SUBSIDIZED HEALTH SERVICES

Clinical programs that are provided despite a financial loss, but the service meets an identified community need and if no longer offered would be unavailable or fall to the responsibility of the government or other non-profit organization.

\$1,009,522

Community Health Improvement Services & Community Benefit Operations

Costs associated with staff and community health needs and/or assets assessment, as well as other costs associated with community benefit strategy and operations.

\$218,050

Health Professions Education

Cost of teaching students, physicians, nurses and other health professionals who are not on the medical staff or employed by WCMC or the Advanced Care Hospital of White County.

\$678,848

Community Building Activities & Operations

Cost of programs that improve the physical environment, promote economic development and support health advocacy and coalition efforts.

\$131,826

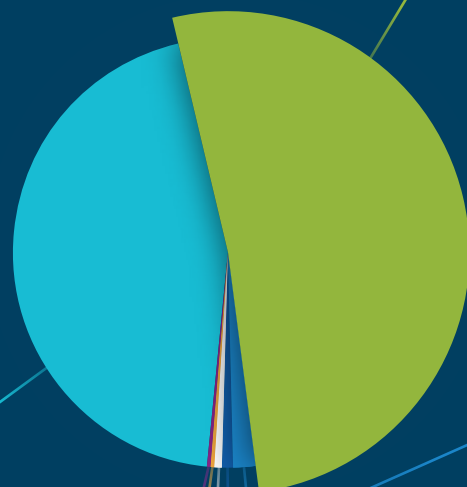
Research

The study and/or data collection of health indicators to generate increased general knowledge made available to the public.

\$278,935

Financial & In-kind Contributions

Funds and in-kind services donated to individuals not affiliated with the organization or to community groups and other non-profit organizations.



OUR INVOLVEMENT

Unity Health and the Advanced Care Hospital of White County have always worked to provide health benefits to the community through education and health screenings, classes and support groups, and other health and wellness-related events and programs. Many of the programs Unity Health already offers were created as a response to previous community surveys, which include:



- > A Day of Caring
- > AARP Drive Smart Course
- > American Red Cross Blood Drive
- > Breast Cancer Awareness Luncheon
- > Breast-feeding Class
- > Chambers of Commerce
- > Childbirth Class, also available in Spanish
- > Diabetes Self-Management Education Class
- > Diabetes Support Group
- > Get Down Downtown
- > Heart-to-Heart
- > Infant CPR and Safety Class
- > Insulin Pump Support Group
- > KC Koala Healthy Presentations
- > Ladies' Night Out, Searcy and Cabot
- > Look Good ... Feel Better
- > Prenatal Yoga
- > Prime Times, program tailored for adults 50 and older
- > Race for the Cure, Searcy Team
- > Red Ribbon Week, Drug-free Campaign
- > Senior Expo
- > Searcy Optimist Club Pee-Wee Football League
- > Searcy Girls' Softball League
- > Sibling Class
- > Spinal Cord Injury Support Group
- > Sports Physicals for local athletes
- > Teen Mothers-to-be Class
- > Tours of Unity Health for school groups
- > Trick-or-Treat on the Square
- > United Way Luncheon
- > Unity Health Auxiliary Community Education on organ donation through ARORA
- > Unity Health Home Health Agency Health Fairs
- > White County Fair Booth and Senior's Day at the Fair

Under the Patient Protection and Affordable Care Act of 2010, the Internal Revenue Service (Form 990, Schedule H) has requested that non-profit hospitals conduct a comprehensive Community Health Needs Assessment to identify additional health needs in the community and suggest ways that Unity Health and the Advanced Care Hospital of White County can potentially meet those needs.





COMMUNITY SPONSORSHIPS



This list represents organizations, throughout the community, that Unity Health gave either unrestricted sponsorships or donations, in the 2015 fiscal year, to benefit the community in the areas of health and well-being, community building and safety:

- > American Cancer Society
- > Bald Knob Chamber of Commerce
- > Bald Knob Public Schools
- > Beebe Public Schools
- > Bison Boosters
- > CASA of White County
- > Children's Safety Center
- > Dr. Robert E. Elliott Foundation
- > Friends for Life
- > Harding University Athletics
- > Jacob's Place Homeless | Mission
- > Junior Auxiliary of Searcy, programs that benefit local children
- > Main Street Searcy
- > Manna 5K
- > Pangburn Public Schools
- > Relay for Life (Beebe and Searcy)
- > Searcy Civitan Club
- > Searcy High School Safe Prom
- > Searcy Regional Chamber of Commerce
- > Searcy Sharks Swim Team
- > Searcy Youth Soccer Association
- > Susan G. Komen Race for the Cure
- > White County Domestic Violence Prevention
- > White County Fair Association
- > W.I.S.E. Coalition





OUR COMMUNITY

Unity Health and the Advanced Care Hospital of White County serve the North-Central Arkansas region of the state that encompasses Cleburne, Jackson, Lonoke, Prairie, White and Woodruff counties. The majority of the area is made up of rural farmland with agriculture as the primary economic base of the region, while tourism is the largest industry in Cleburne County.

Craighead County: 102,518



White County: 78,592



Lonoke County: 71,557



Independence County: 36,959



Cleburne County: 25,634



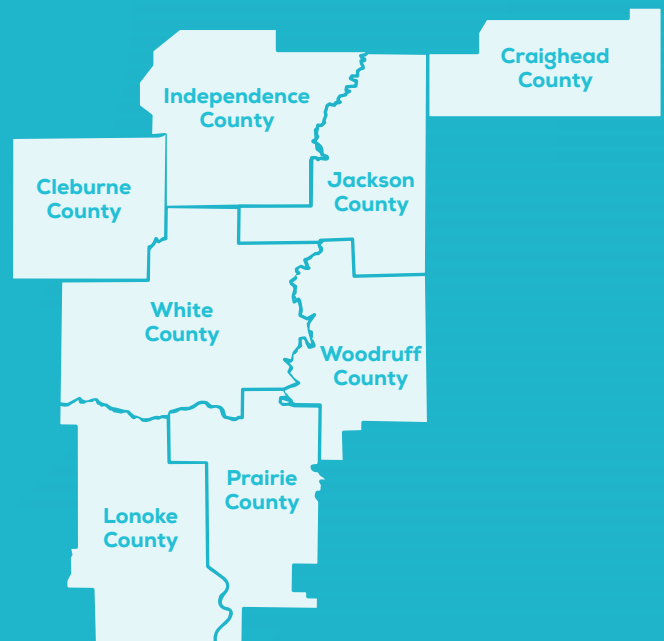
Jackson County: 17,534



Prairie County: 8,304



Woodruff County: 6,910



*Population based on 2014 estimate date from the U.S. Census Bureau.

GRADUATE MEDICAL EDUCATION PROGRAM >

The continual mission of Unity Health is to ensure healthcare in Arkansas, not only for today's patients, but for future generations as well. In response to the need of access to physicians, Unity Health established a Graduate Medical Education Program in July 2015. Serving as the graduate phase of medical training, the program offers three years of intensive, hands-on osteopathic medicine training within both hospital and clinic environments training doctors to work in family medicine, internal medicine and psychiatry.

In 2007 the American Association of Medical Colleges put forth a statement that the number of medical students needed to increase by 30 percent to meet healthcare needs. In addition, statistics show that physician residents practice generally within an hour of where they trained in residency. Unity Health's GME program will increase psychiatrists and internal medicine physicians going into practice in the state of Arkansas by 50 percent.

The program will help prepare residents to practice as osteopathic physicians. Physicians who practice and are trained in osteopathic medicine, also known as D.O.s, focus on a holistic view of medicine based on the philosophy that all bodily systems are connected and related to each other. Osteopathic medicine concentrates on the patient's health as a whole to diagnose rather than treating the symptoms alone. Great emphasis is also placed on preventing disease.



IDENTIFYING OUR COMMUNITY'S NEEDS



Unity Health and the Advanced Care Hospital of White County assembled a team of associates to conduct a Community Health Needs Assessment during the 2014 fiscal year. This Community Outreach Team explored the best ways to gather information on the six-county region to gain a true understanding of the residents' health needs.

The Outreach Team identified the most comprehensive body of quantitative research available through the University of Arkansas for Medical Sciences (UAMS). UAMS and its associated organizations gather health information from each county in the state on a quarterly basis as a part of the Public Health in Arkansas' Communities Search (PHACS).

PHACS data are collected as a joint project of the Arkansas Center for Health Disparities and the Arkansas Center for Clinical and Translational Research. Additional support is given by the Arkansas Prevention Research Center, the UAMS Translational Research Institute and the Arkansas Minority Health Commission. (Reports are available online at <http://www.uams.edu/phacs>).

For the purpose of the Community Health Needs Assessment, the Outreach Team compiled PHACS County Profile Reports for Cleburne, Jackson, Lonoke, Prairie, White and Woodruff counties. In addition to each county's demographic information, health information regarding important health needs was reported in the areas:

1. SOCIAL ENVIRONMENT FACTORS:

Education, Income, Employment

2. ACCESS TO HEALTHCARE:

Number of Doctors, Hospitals and Dentists per County

3. BEHAVIORAL RISKS:

Smoking, Drinking, Drug Use

4. PREVENTATIVE CARE AND SCREENINGS:

Healthy Eating, Exercise, Women's and Children's Health

5. HEALTH OUTCOMES AND MORTALITY:

Prevalence of Heart Disease, Diabetes, Cancer

The Outreach Team analyzed the results of the reports on a county-by-county basis and determined that the most effective way to assess the needs of the hospital's overall community was to identify the top three needs in the five areas listed below for each county.





CLEBURNE COUNTY



TOP FIVE HEALTH CONCERNS/ NEEDS IDENTIFIED:

1. Elderly Person with Medicare
2. Alcohol use by Adults (Binge Drinking)
3. Weight (Overweight, Obese)
4. Vaccinations
[Elderly (Pneumonia & Flu), Children, HIV]
5. Housing Costs

OTHER ISSUES INCLUDE:

- > No Personal Doctors
- > No Health Insurance
- > Adult Smokers
- > Alcohol & Tobacco by Youth
- > Lung Cancer
- > Coronary Heart Disease
- > Adult Exercise
- > Screenings [Male (PSA & Colorectal), Female (PAP & Mammogram)]
- > Family Values (Foster Care, Child Abuse, Grandparents as Primary Caregivers)

PROGRAMS/SERVICES AVAILABLE:

- > ABC Program
- > Breakin' Bread Soup Kitchen
- > CAPCA Headstart
- > Christian Health Ministries
- > Cleburne Aquatic Center
- > Cleburne Community Center
- > Cleburne County Cares
- > Cleburne County Health Department
- > Community School
- > Counselors available at churches
- > Counselors in public school districts
- > Friends for Life (confidential pregnancy counseling)
- > Human Services Office
- > Margie's Haven House (for women and children)
- > Opal's House (help for single moms)
- > Waychoff Senior Center



JACKSON COUNTY



TOP FIVE HEALTH CONCERNS/ NEEDS IDENTIFIED:

1. No Health Insurance
2. Adult Exercise
3. Disease & Mortality
4. Children's Vaccinations
5. Education

OTHER ISSUES INCLUDE:

- > No Personal Doctors
- > Number of Dentists
- > Adult's Consumption of Fruits & Vegetables
- > Tobacco, Alcohol & Drug Use by Minors
- > Weight (Overweight, Obese)
- > Birth Rate
- > Screenings [Male (PSA & Colorectal), Female (PAP & Mammogram)]
- > Poverty
- > Income

PROGRAMS/SERVICES AVAILABLE:

- > ARcare Clinic
- > Church groups and affiliated food banks
- > Civic organizations
- > Every Child Is Ours
- > Health Department Unit
- > Jackson County Health Coalition
- > School backpack program
- > Senior Centers and Senior Meals On Wheels
- > White River Women's Shelter





LONOKE COUNTY

TOP FIVE HEALTH CONCERNS/ NEEDS IDENTIFIED:

1. No Health Insurance
2. Tobacco & Alcohol by Adults (Binge Drinking)
3. Poor Physical Health (Diabetes, Arthritis, Cholesterol)
4. Vaccinations [Elderly (Pneumonia & Flu), Children, HIV]
5. Family Values (Foster Care, Child Abuse, Grandparents as Primary Caregivers)

OTHER ISSUES INCLUDE:

- > No Personal Doctors
- > Elderly Person with Medicare
- > Tobacco, Alcohol & Drug Use by Minors
- > Adult Wellness (Consumption of Fruits & Vegetables,
- > Traffic Fatalities due to Drugs & Alcohol
- > Breast Cancer
- > Adult Exercise
- > Screenings [Male (PSA & Colorectal), Female (PAP & Mammogram)]
- > Housing Costs
- > Poverty (Children, Food Stamps)

PROGRAMS/SERVICES AVAILABLE:

- > ADHS (Vision/Hearing)
- > Adult Education Center of Lonoke/Prairie Counties
- > ARCare Medical Assistance
- > Area Agency on the Aging
- > Arkansas Rice Depot
- > Brownsville Baptist Church (Food Pantries/ Free Meals)
- > Cabot Public Housing Agency
- > Central Arkansas Development Council
- > Cooperative Extension Office
- > Department of Human Services
- > Family Resources of Lonoke (feeds families)
- > Grand Prairie Gardens (low-income and senior housing)
- > Health Department
- > Lion's Club (Vision/Hearing)
- > Literacy Council
- > Lonoke County Cares (Food Pantries Free Meals)
- > Lonoke County Christian Clinic (Medical Assistance)
- > Lonoke County Christian Dental Clinic
- > Open Arms Homeless Shelter
- > Senior Centers
- > White River Women's Shelter



PRAIRIE COUNTY



TOP FIVE HEALTH CONCERNS/ NEEDS IDENTIFIED:

1. Number of Dentists
2. Consumption of Fruits & Vegetables
3. Premature Deaths
4. Vaccinations [Elderly (Pneumonia)]
5. Education Levels

OTHER ISSUES INCLUDE:

- > Limited Health Facilities (Hospitals & Physicians)
- > No Health Insurance
- > Tobacco, Alcohol & Drug Use by Minors
- > Adults Binge Drinking
- > Weight [Adults (Obesity), Students (% at a Healthy Weight)]
- > Breast Cancer
- > Adult Exercise
- > Prenatal Care
- > Childcare Capacities of Licensed Facilities
- > Poverty (Children, Food Stamps)

PROGRAMS/SERVICES AVAILABLE:

- > ADHS (Visually Impaired and Hearing Impaired)
- > Area Agency on the Aging
- > Arkansas Works (Employment and Training resources)
- > Church groups
- > Clinic providers
- > Cooperative Extension Office
- > Department of Human Services
- > Des Arc Housing Authority (Low Income and Senior Housing)
- > Health insurance for children
- > Lion's Club (Vision Assistance)
- > Local food bank
- > Lonoke/Prairie County Adult Education
- > P.C. HealthUnit
- > Project Mountain Senior Center
- > Senior meals
- > Senior transportation





WHITE COUNTY



TOP FIVE HEALTH CONCERNS/ NEEDS IDENTIFIED:

1. No Personal Doctors
2. Adult Wellness (Consumption of Fruits & Vegetables, Exercise)
3. Weight (Overweight, Obese)
4. Vaccinations [Elderly (Pneumonia & Flu), Children, HIV]
5. Family Values (Foster Care, Child Abuse, Grandparents as Primary Caregivers)

OTHER ISSUES INCLUDE:

- > No Health Insurance
- > Medicaid Eligible
- > Tobacco, Alcohol & Drug Use by Minors
- > Adult Tobacco & Alcohol Use
- > Poor Physical Health (Diabetes, Arthritis, Cholesterol)
- > Cancer (Breast, Lung, Bronchus, Prostate)
- > Adult Exercise
- > Screenings [Male (PSA & Colorectal), Female (PAP & Mammogram)]
- > Housing Costs
- > Poverty (Children, Food Stamps)

PROGRAMS/SERVICES AVAILABLE:

- > CAPCA Headstart
- > Christian Health Ministries
- > Church groups
- > Civic organizations
- > Department of Human Services
- > Food pantries
- > Friends For Life
- > Good Samaritan of White County
- > His House
- > LIHEAP (energy and low income heating assistance)
- > Lion's Club
- > Medical Clinics
- > Rice Depot
- > Riverview School District after-school program
- > Senior Centers
- > UAMS Medication Assistance Program
- > W.I.S.E Coalition
- > White River Area Agency on Aging



WOODRUFF COUNTY



TOP FIVE HEALTH CONCERNS/ NEEDS IDENTIFIED:

1. No Personal Doctors
2. Tobacco, Alcohol & Drug use by Minors
3. Weight, All Ages (Obese & Overweight)
4. Vaccinations [Elderly (Pneumonia & Flu), Children, HIV]
5. Low Education Rates

OTHER ISSUES INCLUDE:

- > Number of Dentists
- > Medicaid Eligible
- > Adult Exercise
- > Consumption of Fruits & Vegetables
- > Poor Mental Health & Diseases (Cholesterol, Colon & Rectum Cancer, Prostate)
- > Short Life Expectancy & High Mortality Rates
- > Screenings [Male (PSA & Colorectal), Female (PAP & Mammogram)]
- > Unemployment Rate
- > Poverty (Children, Food Stamps)

PROGRAMS/SERVICES AVAILABLE:

- > 5210 Program (assists with obesity management)
- > ARcare clinic provides disease management and case managers
- > County Department of Human Services
- > County Lion's Club (vision services assistance)
- > Crowley's Ridge Development Council (offer utility assistance with LIHEAP program, maintains county food pantry and necessity closet)
- > Department of Health- Augusta
- > Housing Authority (offers low income housing)
- > John Davis Manor (senior housing assistance)
- > Margaret Fowler Manor (senior housing assistance)
- > McCrory Church Alliance (provide outreach center thrift store and Christmas food boxes)
- > UAMS medication assistance program
- > White River Area Agency on Aging
- > Woodruff County Senior Center



OUR FINDINGS



The Outreach Team analyzed the findings and prioritized the health needs in order of importance based on the PHACS results and committee responses. Results were also considered based on how the indicators aligned with the hospital's mission and vision. The Outreach Team identified the three primary categories of need and assigned the most prevalent health indicators as follows:

1. ACCESS TO PRIMARY CARE

- > High number of adults with no personal doctor
- > High number of adults with no health insurance

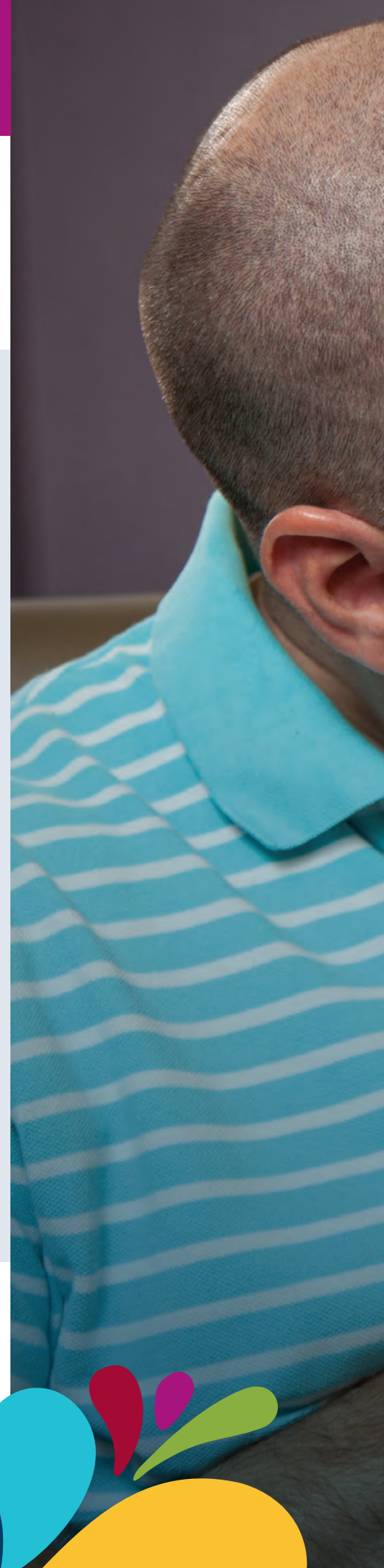
2. PREVENTATIVE HEALTH & WELLNESS

- > Low number of adults meeting minimum to moderate physical activity recommendation
- > High number of adults who consume less fruits and vegetables than recommended
- > High number of adults who report being overweight/obese
- > High number of adults who report poor mental or physical health
- > High number of women who do not get regular pap exams
- > High number of men who do not get regular prostate cancer screenings
- > High number of adults who report binge drinking
- > High number of adults who report using tobacco by 12th grade
- > High percentage of traffic fatalities related to drugs or alcohol
- > High percentage of youth who used tobacco recently
- > High number of children in foster care
- > High number of unsubstantiated child abuse reports
- > High number of youth who report using any drug by 12th grade
- > High number of youth who report using alcohol by 12th grade
- > High percentage of elderly without a pneumonia shot
- > Low number of women with early prenatal care
- > High percentage of children lacking age-appropriate vaccinations
- > High number of grandparents who are primary caregivers

3. CHRONIC DISEASE MANAGEMENT

- > High number of adults with coronary heart disease
- > High number of adults with high blood cholesterol
- > High number of adults with hypertension (high blood pressure)
- > High number of adults with lung cancer
- > High number of women with breast cancer
- > High number of men with prostate cancer
- > High number of adults with arthritis
- > High number of adults with colon and rectum cancer*

Each category and corresponding list of health indicators (listed above) was then submitted to three internal committees of Unity Health and Advanced Care Hospital of White County associates with expertise in each of the three areas. These internal committees discussed how the hospital is already working to meet the needs of the community and suggested ideas on how to meet the health needs defined in the research.





RESULTS OF CHNA SURVEY

		52 Surveys	37 surveys	15 Surveys
		Cleburne	Jackson	Lonoke
Which of the groups have the greatest healthcare needs not met?	1 (Highest)	Senior	Senior	Senior
	2	Children	Teens	Children
	3	Families	Children	Adults
	4	Adults	Adults	Minorities
	5	Teens	Families	Families
	6 (Lowest)	Minorities	Minorities	Teens

Which of the group's health needs are not met?	Children	Access	Preventative	Preventative
	Teens	Preventative	Preventative	Preventative
	Adults	Preventative	Chronic	Preventative
	SR	Chronic	Chronic	Chronic
	Families	Preventative	Access	Preventative
	Minorities	Access	Access	Preventative

What is each group's greatest specific need?	Children	Vaccinations	Available Doctors	Exercise/ Healthy Living
	Comments	Lack of Pediatricians	N/A	N/A
	Teens	Drug, Alcohol & Tobacco	Drug, Alcohol & Tobacco	Drug, Alcohol & Tobacco
	Comments	Responsible Parents	N/A	N/A
	Adults	Insurance	Insurance	Medication Cost
	Comments	N/A	N/A	N/A
	SR	Medication Cost	Medication Cost	Medication Cost
	Comments	N/A	N/A	N/A
	Families	Insurance	Medication Cost	Medication Cost
	Comments	N/A	N/A	N/A
	Minorities	Insurance	Insurance	Medication Cost
	Comments	Language Barrier	Language Barrier	N/A

Organizations that you are involved in that address a community need.	Church	39%	33%	80%
	Civic	6%	21%	0%
	Community	25%	33%	7%
	School	25%	12%	0%
	Not Involved	47%	39%	20%

Do people have to travel outside of their community to get their healthcare needs met?	Hospital Services	Yes (54%)	Yes (63%)	No (93%)
	Primary Care Physicians	No (82%)	No (62%)	No (60%)
	Specialty Care Services	Yes (84%)	Yes (94%)	Yes (87%)



13 Surveys	30 Surveys	63 Surveys	210 Surveys
Prairie	Woodruff	White	Combined
Senior	Senior	Senior	Senior
Adults	Families	Children	Children
Minorities	Teens	Families	Families
Teens	Children	Teens	Teens
Families	Adults	Adults	Minorities
Children	Minorities	Minorities	Adults

Preventative	Preventative	Preventative	Preventative
Preventative	Preventative	Preventative	Preventative
Preventative	Preventative	Preventative	Preventative
Chronic	Chronic	Chronic	Chronic
Access	Access	Preventative	Preventative
Access	Preventative	Preventative	Access

Exercise/ Healthy Living	Available Doctors	Screenings	Exercise/ Healthy Living
N/A	N/A	Transportation	N/A
Drug, Alcohol & Tobacco	Exercise/ Healthy Living	Drug, Alcohol & Tobacco	Drug, Alcohol & Tobacco
N/A	N/A	N/A	N/A
Screenings	Screenings	Insurance	Insurance
N/A	N/A	All of the Above	N/A
Medication Cost	Medication Cost	Medication Cost	Medication Cost
N/A	N/A	All of the Above	N/A
Screenings	Insurance	Exercise/ Healthy Living	Insurance
N/A	N/A	All of the Above	N/A
Medication Cost	Insurance	Insurance	Insurance
N/A	N/A	All of the Above	N/A

92%	50%	55%	51%
23%	15%	7%	12%
46%	23%	27%	29%
8%	11%	18%	16%
8%	39%	31%	34%

Yes (100%)	Yes (100%)	Yes (54%)	Yes (65%)
Yes (100%)	Tie (50%)	No (67%)	No (64%)
Yes (100%)	Yes (100%)	Yes (67%)	Yes (82%)



RESULTS OF CHNA SURVEY (CONT'D)

		Cleburne	Jackson	Lonoke
What general healthcare needs are NOT met in your community?	Lack of Hospitals	33%	13%	43%
	Lack of Doctors	39%	53%	21%
	Lack of Clinics	17%	28%	21%
	Lack of Healthy Foods	30%	28%	79%
	Mental Health Services	37%	22%	71%
	Drug & Alcohol Prevention	63%	56%	64%
	Preventative Screenings	22%	31%	71%
	Vaccinations	2%	0%	14%
	Exercise Resources	13%	50%	21%
	Other	Lack of Specialist	Rural poverty areas need more attention	N/A
	Has Unity Health had a positive impact on your community?	Yes	78%	94%
No		22%	6%	36%
What would you add to your community?	Bike/ Walking Trail	38%	74%	53%
	Exercise Classes	21%	54%	33%
	Farmer's market	63%	26%	40%
	Healthy Cooking Classes	67%	63%	66%
	Parks	10%	37%	26%
Any other comments/ concerns?		Doing a good job; More Senior screenings; Public health screenings; Free services for the elderly	Continue the health screenings; Unity has been positive for our community	Baptist is closer; More clinics open after 5 p.m.



Prairie	Woodruff	White	Combined
23%	82%	19%	31%
15%	68%	27%	38%
100%	14%	13%	23%
53%	29%	38%	36%
15%	50%	45%	39%
38%	46%	45%	52%
77%	50%	36%	38%
8%	0%	11%	5%
31%	32%	41%	33%
N/A	No full-time Doctors in clinics; Cost of healthy food	Lack of Specialist	N/A

77%	92%	86%	85%
23%	8%	14%	15%

69%	21%	41%	47%
62%	24%	52%	40%
85%	59%	56%	52%
62%	52%	58%	60%
8%	38%	35%	29%

Could be more involved; More clinics; Only way we know you are in our county is Healthworks nurse doing Blood Pressure	Always helped my family; More health screenings	Attitude in ER; Attitude towards patients without insurance; Could be much more thorough	
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PROGRAM GROWTH TABLE



Community Activity	Baseline (Previous 3-year average)	Stretch Goal (fy 2015-2017)	Growth
Alcohol, Drug, and Tobacco Prevention	3 Events	5 Events	5%
BMI Testing (Schools)	7,395 Students Tested	7,765 Students Tested	5%
Community Activities	6,000 Community Members Served	6,600 Community Members Served	10%
CPR/First Aid/AED	480 Class Participants	528 Class Participants	10%
Dr./Clinic Resource Booklets	3,000 Booklets Given Out	3,600 Booklets Given Out	20%
Flu Shots	2,310 Flu Shots	2,425 Flu Shots	5%
Industry Blood Pressures	4,950 Blood Pressure Exams	5,445 Blood Pressure Exams	10%
Insurance Sign-Up Events	9 Events Held	12 Events Held	30%
Prescription Drug Flyer	3,000 Flyers Given Out	3,600 Flyers Given Out	20%
Readmission Calls	Program Starting FY 2015	750 Readmission Calls Made	
School Nurse Day	3 Events	5 Events	5%
Scoliosis Screens (Schools)	1,500 Students Screened	1,950 Students Screened	30%
Senior Blood Pressures	600 Senior Blood Pressure Exams	630 Senior Blood Pressure Exams	5%
Senior Presentations	12 Presentations	18 Presentations	50%
Smoking Cessation	Program Starting FY 2015	10 Participants	
Vision/Hearing (Schools)	6,300 Students Tested	6,615 Students Tested	5%
Wellness Coaching	2,325 Appointments	2%	2%

OUR RESOURCES



Health resources the Outreach Team identified in the community include:

ARKANSAS DEPARTMENT OF HEALTH

- > Cleburne County Health Unit
- > Jackson County Health Unit
- > Lonoke County Health Unit
- > Prairie County Health Unit
- > White County Health Unit
- > Woodruff County Health Unit

ARKANSAS DEPARTMENT OF HUMAN SERVICES

- > Cleburne County DHS Office
- > Jackson County DHS Office

- > Lonoke County DHS Office
- > Prairie County DHS Office
- > White County DHS Office
- > Woodruff County DHS Office
- > American Cancer Society
- > American Red Cross
- > ARcare
- > CASA (Court Appointed Special Advocates) of White County
- > Christian Health Ministries
- > Friends for Life
- > Parents of Special Kids, Searcy
- > Searcy Children's Home, Inc.
- > United Way of White County
- > White County Aging Program
- > White County Children's Safety Center
- > White River Area Agency on Aging





Unity Health, in collaboration with the Advanced Care Hospital of White County, conducted a Community Health Needs Assessment during the 2014 - 2015 fiscal year, as established by the federal government in the Patient Protection and Affordable Care Act of 2010.

The Community Health Needs Assessment incorporated data from the University of Arkansas for Medical Sciences (UAMS), as well as in person and digital survey responses in Cleburne, Jackson, Lonoke, Prairie, White and Woodruff counties. UAMS and its associated organizations gather health information from each county in the state on a quarterly basis as a part of the Public Health in Arkansas' Communities Search (PHACS).

The Outreach Team, comprised of representatives of Unity Health and the Advanced Care Hospital of White County, analyzed the findings and prioritized the health needs in order of importance based on the PHACS results and committee responses. Based on the research conducted

by the Outreach Team, the internal committees made the following recommendations on how to address health indicators identified in the research under the categories of:

- 1. Access to Healthcare;**
- 2. Preventative Health & Wellness;**
- and, **3. Chronic Disease Management.**

For the health needs identified, action items were suggested by the respective committee members and anticipated impact is outlined for each item.

Furthermore, to address the health need of the Unity Health and Advanced Care Hospital of White County community, the hospital's Board of Directors and Administrative team has decided to refocus an existing hospital program.

With the decrease of area businesses and industries and increase in healthcare needs of residents throughout the Unity Health and ACHWC community, the Unity Health Board of Directors has given Healthworks a new mission:

to improve the quality of health and well-being for the communities it serves by offering residents easier access to healthcare; preventative health and wellness and screenings and education on effectively and successfully managing chronic diseases.

The following action items, which were suggested by each committee, were approved by the Unity Health Board of Directors as potential objectives Unity Health may pursue in meeting health needs in the community. While this list contains a springboard of ideas, it will function as a living document, as it will be assessed and modified on an ongoing basis.



OUR IMPLEMENTATION STRATEGY



ACCESS TO PRIMARY CARE

1

A. NEED IDENTIFIED: HIGH NUMBER OF ADULTS WITH NO PERSONAL DOCTOR

Action Items #1

- › Create awareness of clinics and physicians within the community
- › Focus on densely populated areas including White, Cleburne, and Jackson counties
- › Encourage patients to seek care in the most appropriate setting

Anticipated Impact: More community members will have better access to primary care physicians and receive care right away, instead of waiting until the health issue becomes an urgent situation and more expensive medical attention is needed.

B. NEED IDENTIFIED: HIGH NUMBER OF ADULTS WITH NO HEALTH INSURANCE

Action Item #2

- › Organize community insurance sign-up events throughout the counties
- › Create awareness of insurance options available

Anticipated Impact: People will receive needed financial help through insurance instead of having to pay full out-of-pocket expenses for healthcare services.

PREVENTATIVE HEALTH & WELLNESS

2

A. NEEDS IDENTIFIED:

- > Low number of adults meeting minimum to moderate physical activity recommendation
- > High number of adults who consume less fruits and vegetables than recommended
- > High number of adults who report being overweight/obese
- > High number of adults who report poor mental or physical health
- > High number of women who do not get regular pap exams
- > High number of men who do not get regular prostate screenings
- > High percentage of elderly without a pneumonia shot
- > High percentage of children lacking age-appropriate vaccinations
- > Low number of women with early prenatal care

Action Item #1

Create wellness packages for community members by developing partnerships with local businesses to provide healthcare related services to community members at a discounted rate

Anticipated Impact: By offering community members health and wellness services and benefits at a discounted rate, participation could potentially be high and a large number of people could adopt a healthier lifestyle.

Action Item #2

Partner with local businesses and organizations to offer healthy cooking classes

Anticipated Impact: By demonstrating healthy cooking techniques and introducing community members to healthier options, more people could learn how to incorporate healthy cooking into their lives.

Action Item #3

Organize community wellness fairs by partnering with churches, senior centers, retirement facilities, businesses, schools, and local state and government offices to foster community interaction

Anticipated Impact: Offering free services at well-attended events, more people could receive needed healthcare services.

Action Item #4

Create awareness of the serious danger to the elderly who don't get their pneumonia shot

Anticipated Impact: If more elderly community members were aware of the danger of getting pneumonia, a larger percentage of elderly would get a pneumonia shot.

Action Item #5

Create awareness and educate our communities on what vaccinations are recommended for each age

Anticipated Impact: If parents in our communities were better educated on the dangers of not getting their child vaccinated, there would be a greater percentage of children with age-appropriate vaccinations.

Action Item #6

Raise awareness to our communities about the importance of early prenatal care

Anticipated Impact: More women will seek prenatal care in the first trimester, which will lead to healthier mothers and babies.





2

B. NEEDS IDENTIFIED:

- > High number of adults who report binge drinking
- > High number of adults who report using tobacco by 12th grade
- > High percentage of traffic fatalities related to drugs or alcohol
- > High percentage of youth who recently used tobacco
- > High number of youth who report using any drug by 12th grade
- > High number of youth who report using alcohol by 12th grade

Action Item #1

Offer onsite education and/or assistance with education at schools on the topic of tobacco and alcohol use

Anticipated Impact: Impressionable minds remember unusual and striking information that is presented in atypical settings with strong presentation material.

Action Item #2

Provide community resource advancement assistance by organizing community meetings that include charitable organizations, government agencies and similar organizations to give them an opportunity to share and learn about populations that are "at risk"

Anticipated Impact: Supporting local organizations that focus on serving others within the community could potentially broaden the effectiveness of the organization, thereby touching more lives, encouraging more people to participate and building greater awareness.

Action Item #3

Partner with pharmacies and home health agencies to tackle prescription drug abuse by developing information they can use to educate patients upon receiving prescription drugs at the pharmacies. Also, encourage discussions with patients during home health and doctor's visits on the impact prescription drugs have on the patients physically and mentally compared to illegal drugs and alcohol.

Anticipated Impact: Targeted programs have, historically, significantly raised awareness in drug and alcohol abuse and resulted in a decline among the targeted populations.

C. NEEDS IDENTIFIED:

- > High number of children in foster care
- > High number of unsubstantiated child abuse reports
- > High number of grandparents who are primary caregivers

Action Item #1

Partner with foster care and child abuse community groups

Anticipated Impact: By offering needed support to existing groups in the community, a larger population can be served.



CHRONIC DISEASE MANAGEMENT

3

A. NEEDS IDENTIFIED:

- > High number of adults with coronary heart disease
- > High number of adults with high blood cholesterol
- > High number of adults with hypertension (high blood pressure)
- > High number of adults with lung cancer
- > High number of women with breast cancer
- > High number of men with prostate cancer
- > High number of adults with arthritis

Action Item #1

Send hospital experts to speak at community groups in the geographic areas

Anticipated Impact: Educate and empower individuals on how to take care of themselves and their disease to have the best quality of life possible.

Action item #2

Increase distribution of *Wellness Today* magazine and include more educational stories regarding heart disease, high cholesterol, high blood pressure, cancers and arthritis

Anticipated Impact: *Wellness Today* magazine is sent to residents in Cleburne, Jackson, Prairie, Lonoke, White and

Woodruff counties; therefore, broadening the number of homes is delivered to would expand the audience of those educated about different disease processes.

Action Item #3

Establish internet support groups

Anticipated Impact: By providing a way for people with similar disease processes to interact with one another, they become better educated about their disease and learn what methods are most effective to take care of themselves by taking charge of their health.

Action Item #4

Discuss effectively managing diseases at Senior Expo and similar events/programs

Anticipated Impact: Educate and empower seniors on how to take care of themselves and their disease to have the best quality of life possible.

Action Item #5

Offer smoking cessation programs

Anticipated Impact: Increase awareness among community members regarding the potential dangers of smoking and decrease the likelihood of more people developing lung cancer.



ADVANCED CARE HOSPITAL OF WHITE COUNTY IMPLEMENTATION STRATEGY



The Advanced Care Hospital of White County collaborated with Unity Health to assist in conducting a Community Health Needs Assessment during the 2014 - 2015 fiscal year as established by the federal government in the Patient Protection and Affordable Care Act of 2010.

The Community Health Needs Assessment incorporated data from the University of Arkansas for Medical Sciences (UAMS), as well as in-person and digital survey responses in Cleburne, Jackson, Lonoke, Prairie, White and Woodruff counties. UAMS and its associated organizations gather health information from each county in the state on a quarterly basis as part of the Public Health in Arkansas' Communities Search (PHACS). The Outreach Team, comprised of representatives of the Advanced Care Hospital of White County and Unity Health, analyzed the findings and prioritized the health needs in order of importance based on the PHACS results and committee responses.

Based on the research conducted by the Outreach Team, the internal committees made the following recommendations on how to address health indicators identified in the research under the categories of,

1. [Access to Healthcare](#);
2. [Preventative Health & Wellness](#); and,
3. [Chronic Disease Management](#).

For the health needs identified, action items were suggested by the representative committee members and the anticipated impact is outlined for each item.

The Advanced Care Hospital of White County Board of Directors and Administration has chosen to financially support meeting the following health needs which Unity Health will pursue the primary leadership role in addressing. The health needs include the following:

Access To Primary Care

- > High number of adults with no personal doctor
- > High number of adults with no health insurance

Preventative Health & Wellness

- > Low number of adults meeting minimum to moderate physical activity recommendation
- > High number of adults who consume less fruits and vegetables than recommended
- > High number of adults who report being overweight/obese
- > High number of adults who report poor mental or physical health
- > High number of women who do not get regular pap exams
- > High number of men who do not get regular prostate screenings
- > High percentage of elderly without a pneumonia shot
- > High percentage of children lacking age-appropriate vaccinations
- > Low number of women with early prenatal care
- > High number of adults who report binge drinking
- > High number of adults who report using tobacco by 12th grade

- > High percentage of traffic fatalities related to drugs or alcohol
- > High percentage of youth who used tobacco recently
- > High number of youth who report using any drug by 12th grade
- > High number of youth who report using alcohol by 12th grade
- > High number of children in foster care
- > High number of unsubstantiated child abuse reports
- > High number of grandparents who are primary caregivers

Chronic Disease Management

- > High number of adults with coronary heart disease
- > High number of adults with high blood cholesterol
- > High number of adults with hypertension (high blood pressure)
- > High number of adults with lung cancer
- > High number of women with breast cancer
- > High number of men with prostate cancer
- > High number of adults with arthritis



Unity
HEALTH
BREND A
MT (AMT)
LABORATORY/BLINDU PAGE





For more information, please contact
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Unity Health | (501) 268-6121
Advanced Care Hospital of White County | (501) 278-3156

 [Unity-Health.org](https://www.unity-health.org)





Health Centered

 [Unity-Health.org](https://www.unity-health.org)