



June 28, 2013

COMMUNITY HEALTH NEEDS ASSESSMENT

Addendum

The following information supports the published and distributed CHNA for Peterson Regional Medical Center as featured on the hospital website at www.petersonrhc.com.

Item 1: **Describe the community served** – Peterson Regional Medical Center serves a broad geographic area, colloquially known as the Hill Country of Texas. The area established as our “primary service area” is constituted by the zip codes from which 75% of hospital discharges are drawn. Our secondary service areas include the extended trade area of Kerrville, Texas (located 60 miles NW of San Antonio) incorporating parts of Kerr, Bandera, Medina, Edwards, Real, Kimble, Kendall, Mason, and Gillespie counties or a population of 187,293 in 9,950 square miles. (See attached MAP)

Item 2: **Description of processes and methods of conducting assessment/identification of contracted organization/names and titles and description of those consulted or participated.** Peterson Regional Medical Center was notified in the Spring of 2012 of a new requirement by the IRS. Starting now, all not-for-profit hospitals would be required to conduct a community health needs assessment every three years. To maintain tax-exempt status, hospitals must demonstrate and quantify the value of the benefits they provide to their community. A properly conducted CHNA helps to identify and prioritize health needs. Peterson jumped right in the first month of the new fiscal year and in July, hired Stratason, L.L.C., a Nashville company, to assist us with this four-month/five stage process. Stratason staff working with Peterson included Diana Dalton, Vice President Sales, Tod Fetherling, Founder/Chairman, and Lee Ann Lambdin, VP Strategic Planning. (615) 955-0085. www.Stratason.com.

The timeline was as follows:

- July – Frequent phone conferences and meetings with Stratason to collect data for Market Brief in Stage 1
- August – Site visit by Stratason and collaboration with state, regional, county, and city health/government/school resources for data collection for elements required in Stage 2. (Page 11 of the published reports lists the organizations who assisted Peterson with information.) On August 16th and 17th local interviews were conducted at the hospital to seek input from numerous local leaders and residents about various aspects of their local healthcare delivery system and what changes they would like to see or identify as an unmet health need. The list of questions asked by Stratason and the participants are attached. (Item A)

- September – Stratasan continue Stage 2 requirements with data collection, demographic comparisons, and health statistics gathered at the local, regional and state level from numerous organizations and agencies and began to compile the results of leadership interviews and other discussions with community members and organizations in the area.
- October 4th - In October, Peterson organized and hosted Stage 4 , the Community Summit at Schreiner University in Kerrville, TX. The ½ day event included over 50 community leaders and citizens. (Item B-Letter to Participants.)

Item 3: **Description of existing health care facilities and other resources within the community available to meet the needs identified.** Pages 7-10 of the published report listed on our website at www.petersonrmc.com lists the other healthcare organizations or community organizations that will help us meet the needs identified in the assessment. Each of the six unmet health needs have goals and actions and at the bottom of each section are the parties Peterson will partner with and hold responsible for meeting the needs identified.

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Community Health Analysis - Interviews

In Stage 2, community health analysis, interviews are conducted with members of the community to assist in determining the health status issues of the community as well as assessing the potential for sustainability of the health improvement projects.

Discussion Questions

1. How would you describe the health of the community as a whole?
2. What do you think are the most important health issues facing the residents of Kerr County today?
3. What organizations, if any, are responsible for improving the health status of the community?
4. Does your organization have any wellness/fitness programs? Do they include any type of incentives?
5. What thoughts do you have about how to collaborate in the Kerr County Area to have the biggest impact on the health of the community? What is a project where the community came together successfully?
6. What are the barriers to getting the community to work together?
7. What is the political landscape that we should be aware of?
8. Are there any informal power brokers who really make things happen here locally?
9. We are having a community summit. Would you be interested in participating?
10. Where do people shop?

People Interviewed – 16 Total

<u>Interviewed</u>	<u>Title</u>		
		Gene Allen	City of Kerrville Councilman
Dr. Sam Junkin	President PRMC Board of Directors	Dr. Dan Troxell	Superintendent Kerrville ISD
Todd Parton	Kerrville City Manager	Vicki Leblieu	Texas Department of Health
Mark Cowden	Security State Bank & Trust	Jennifer Correa-Knoulton	Wesley Nurse
Jack Pratt	City of Kerrville Mayor	Tina Woods	Dietert Center
Dr. Tim Summerlin	President Schreiner University	Mark Armstrong	PRMC Board of Directors
Pat Tinley	Kerr County Judge	Rusty Hierholzer	Sheriff Kerr County
Tammy Prout	Hill Country Community Journal	Clifton Fifer	Retired school teacher, entertainer
Kenneth Early	President, Rotary		

Summarized Answers

1. **How would you describe the community as a whole's health?**
 - Pretty good, better among the wealthier population
 - Barbell/hourglass population- active retirees, working poor, poor and very little middle class
 - Seniors are healthy
 - Young children – economic issues; 60% of school students on free or reduced lunch program eating the minimum required lunches. There is a backpack program to send food home for the weekends.

- Pretty healthy
- Older age group – fairly good health
- Older age group – average at best
- Relatively good
- Good in general – healthcare is excellent
- Active retirees, lots of exercise, but worries about lower economic group
- Above average

2. What do you think are the most important health issues facing the residents of Kerr County today? (in general order of numbers of mentions)

- Obesity – children and adults I I I I I I I I I I
- Nutrition & exercise, inactivity , school diets, more opportunities for free exercise I I I I I
- Not enough primary care providers – very difficult to get into primary care physicians, not accepting new Medicare patients, physician retention I I I I
- Diabetes I I I I – type 2
- Heart disease I I I I
- Cancer I I I
- Access to health insurance/uninsured I I I
- Substance abuse – alcohol I I I, methamphetamine, Heroin and LSD up in last few years
- Teen pregnancy I I
- Mental health I I, particularly uninsured mentally ill
- Dental care for children and adults I I
- Lack of health insurance and use ED as primary care I I
- High blood pressure – particularly Hispanic and African American community
- Cholesterol
- Allergies – Cedar tree pollen creates respiratory issues
- Smoking
- Addiction
- There are many addiction treatment centers in the area. When people are discharged, they stay in the area and some get in trouble again.
- Availability and Affordability
- Affordable healthcare – 1 clinic to take care of low income, lots of poverty
- Women’s health under Medicaid - physicians do not accept. Nowhere to get pap smears or birth control locally.
- Need more pediatricians and cardiologists
- Old wastewater systems
- Children’s issues – social offerings are limited
- Economics – Lower income groups working two jobs to make ends meet and health isn’t a priority, not enough food for kids, Deer slaughters given to kids for food
- Growing percentage of low income children – serious health needs in the community

- Low income children can't afford to be in sports (even when assistance is available, the parents think they can't afford it)
- Sexually transmitted diseases are a major problem
- Finding new ways to support the patient experience – nurse navigators
- Transportation – so many seniors can't drive and lack social interaction and rides to doctors' appointments
- Need an inpatient hospice program
- Affordable health services for self-employed or small employers with high deductible health plans; such as lab tests, scans, etc.
- Education about health care and health reform; no one knows what is happening
- Expensive nursing homes

Ideas/other comments:

- Could partner with the Cailloux Foundation and/or the Peterson Brothers Foundation to support some of the health improvement initiatives
- Need community gardens
- The county is not bike friendly
- Volunteers to help patients understand healthcare and get patients to their destinations
- A small group of people have lots of issues

3. What organizations, if any, are responsible for improving the health status of the community?

- Individuals, personal responsibility III
- Organizations can help and encourage
- It takes the entire community to improve
- All are, city/county
- City, County – directly financially responsible
- State, DHS
- Food bank
- Employers
- Schools
- Families
- Churches
- Raphael Clinic
- Dietert Center
- Most initiatives come from non-profits. The City and County do not have funds

4. Does your organization have any wellness/fitness programs? Do they include any type of incentives?

- Schreiner University has a wellness program and a clinic on campus
- The bank has an on-line program where they track exercise and receive coupons

- There are lots of exercise facilities in Kerrville including the Kroc Center for lower income, but it is \$37 per month which is too much for most low income families
- The County health insurance benefit incentivizes wellness
- Starkey Elementary has a walking program before and after school for students and parents
- Head start for 3-4 year olds has a full-time nurse
- Physical Education is mandated for elementary and middle school and 1 ½ years in high school
- No fryers in school cafeterias, limited sugar, salt, pepper, very bland food
- Health classes – ½ year in High school, 1 year in middle school and through PE in elementary
- The Sheriff's Department has its own fitness center, weight loss challenges, participants pool their money and the winner received \$500. The program was opened up to the County employees.

5. What thoughts do you have about how to collaborate in the Kerr County Area to have the biggest impact on the health of the community? What is a project where the community came together successfully?

- It will take a Peterson Regional presence to make collaboration work
- There is a group of people in town who are anti-progress and oppose many projects
- Ensure all the proper parties are involved: City, county, schools
- The relationship between the City and county is improving
- The cities priorities are: 1) water, 2) economic development and 3) health
- Everyone supports the hospital and healthcare is an important issue so collaboration shouldn't be a problem
- There are issues, but in the end, we get things done working together

6. What are the barriers/political issues to getting the community to work together?

- There is some normal friction between the city and the county, primarily over monetary resources
- All the non-profits carries their own torch, the groups support each other, but each has its own initiative and don't collaborate or work together, turf wars
- There are 242 not-for-profit organizations in Kerr County and they are not organized, aligned and not getting a lot done
- City proper, Extra territory jurisdiction (ETJ), then the county
- A business plan was performed for the airport by a consultant. The report said the city and county are like the Hatfield's and McCoy's
- It is difficult for the hospital to find partners in the City and County because busy and no money
- There has been tension between the Peterson Regional Emergency Department and Mental Health/Mental Retardation and the destination for patients
- Having enough money to deal with all the issues

7. Are there any informal power brokers who really make things happen here locally?

- If these issues are a recognized priority with a mission statement, and needs assessment, they key people will be involved
- Create achievable benchmarks and ongoing evaluation
- The Positively Kerrville (a.k.a. The Grape Juice Gang) group of young business people – Kenneth Early, Scott Rein, Greg Richards, Kyle Bond, Denny Foster

8. We are having a community summit. Would you be interested in participating?

- Everyone was interested in participating
- Jennifer Correa-Knoulton, Wesley Nurse will be out of town, but is interested in the data and the report

9. Where do people shop?

- Get most of what they need locally, but purchase specialty items in San Antonio

10. Where do people go for their healthcare? If San Antonio or elsewhere, Why?

- Hill Country in Fredricksburg
- Methodist in San Antonio
- University in San Antonio
- Christus Santa Rosa in San Antonio
- MD Anderson in Houston
- Specialty care travel elsewhere
- The lack of primary care access is driving people to Fredericksburg
- It is perceived that Hill Country is significantly cheaper than PRMC, reason why people go there. PRMC extremely expensive.
- Hill Country has been successful recruiting new physicians so more access
- Lose a lot to Fredericksburg – they have great customer service, introduce themselves, greet people with a smile, not snappy

Additional information for Peterson Regional Medical Center uncovered in the interviews:

- Schreiner University is in the second year of a BS in nursing program and is looking to allied health and nursing to grow
- The community is blessed to have the hospital, such a nice hospital
- There is a well-respected endocrinologist in Bandera many people go see
- PRMC is a great hospital
- Major goal for the health department is maternal child health. They also focus on communicable disease monitoring, immunizations, STD testing and treatment, education as needed.
- The Dietert Center is taking over Club Ed from the school system. Club Ed is a program for adult education such as end of life preparations,

Suggestions to Invite to the Summit:

Christian Assistance Ministry (CAM) – Bill Blackburn

Partners in Ministry – Jeff Anderson, Executive

BCFS – support youth after release for child protective services

Estella Avery – instrumental in starting nursing program at Schreiner University

Alan Hill – Vietnam Veterans Association

Leadership Kerr County – starts in September

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We Value Your Ideas and Input

In August, Peterson Regional Medical Center (PRMC) initiated a Community Health Needs Assessment (CHNA) with the assistance of the consulting firm, Stratasan, as required for not-for-profit hospitals as part of health care reform legislation. The goal of the assignment was to unveil the unmet healthcare needs of our county and better identify public health needs, goals, objectives, and priorities in order to improve and promote the health of our community members.

The results from data collected through previous local, state and federal public health organizations and from recent community interviews have been tabulated and the information is critical to all organizations that feel they have a stake in the future of this community. The results are surprising!

On behalf of PRMC, we would like to invite you to this final Summit to be held:

Thursday, Oct. 4th

Schreiner University Cailloux Campus Activity Center - Ballroom

7:30AM – Noon

We don't know the results, they will be unveiled at this event, but we do know YOU have a critical standing in the opinions and results and ultimate actions. Following the results portion of the Summit, our consultants will lead all members through small group discussions in order to offer ideas and solutions to the majority of unmet health needs identified. Your input and ideas will help us create a roadmap to health for the people of Kerr County.

PLEASE JOIN US IN THE HEALTHCARE SUMMIT OF THE YEAR!

If you are unable to attend, please send a representative from your organization. Space is limited so please RSVP to Lisa Winters, PRMC Marketing, 258-7628 or email

lwinters@petersonrhc.com.

Sincerely,

Lisa Winters

Director of Marketing/Community Relations

Peterson Regional Medical Center