



St. Claire Regional Medical Center

Community Health Needs Assessment

2016-2019

Approved by SCR Board of Directors

May 25, 2016

Amazing. Medicine. Close to Home.
www.st-claire.org

Introduction

As a committed community resource in northeastern Kentucky, St. Claire Regional Medical Center is **dedicated to our mission to proclaim God's goodness through a healing ministry to the people of eastern Kentucky**. Our mission remains the same after five decades of care, and we are driven to improve the lives of the people in the region. We constantly strive to reach this goal by making healthcare more accessible and convenient, while providing critical services. The creation of family medicine clinics in five surrounding rural counties, and the addition of women's imaging services serve as evidence of our growth. We have also broken ground for a new \$26 million, 81,000-square-foot medical services pavilion, which should be completed by the end of 2017.

Our mission and values have been enhanced through community benefit programs, and those activities have centered on education, collaboration and improving the health and well-being of the communities that we serve. The education and development of health professionals has been one of our primary focus areas for community benefit, because we believe that their training is vital to improving community health. Another target area is our engagement in community support and partnerships. This engagement is realized through participation in health fairs and screenings, providing support groups, as well as coalition building initiatives.

A leading example of our focus on coalition building efforts is through the creation of the Gateway Wellness Coalition (GWC). **This coalition was formed in 2011 by leaders at St. Claire Regional Medical Center (SCR), Morehead State University (MSU) and the Gateway District Health Department (GDHD) to conduct regular community health needs assessments in four of the Gateway area counties (Bath, Menifee, Morgan and Rowan) and to identify and implement strategies and programs to address the most significant needs identified in those assessments.**

Our coalition leaders utilized the Mobilizing for Action through Planning and Partnerships (MAPP) assessment tool to guide us through the initial Community Health Needs Assessment process (CHNA). The MAPP toolkit provided our coalition with a framework for assembling organizations, groups and other key stakeholders that comprise the local public health system (*See Appendix E*) to create and implement a community health improvement plan that targets services and education programs.

This comprehensive process proved critical for our leaders, and the data-driven evidence it produced increased our understanding of the complex healthcare needs and concerns of our communities. It also provided our leadership with the knowledge necessary to implement successful strategies to address the identified needs. Beyond increasing our own understanding and knowledge of the issues, the community needs assessment has strengthened community partnerships with many organizations.

Often times, the importance of collaboration and coalition-building can be overlooked. But this process has fostered better communication and relationships in our communities. In accordance with the Internal Revenue Code (IRC) requirements set forth in the Patient Protection and Affordable Care Act (ACA), the assessment process must be conducted every three years. From the genesis of the Gateway Wellness Coalition, our leaders' vision has been that our assessments will be ongoing, and we will constantly engage in data renewal and strive for improvement. The consensus has been that it is more effective, efficient and productive to base the updated assessment on the GWC's ongoing, collaborative work and data analysis, rather than starting again from "square one". Most of all, this ongoing process is intricately linked with the SCR mission that has guided us for the past 50 years.

Our Values

Dignity – We treat each person with courtesy and respect

Compassion – We serve with heartfelt care and concern

Excellence – We provide care with sensitivity and professionalism

Commitment – We are dedicated to quality, integrity, and responsible use of our resources

Collaboration – We cultivate a spirit of cooperation and teamwork

Philosophy

The philosophy of St. Claire Regional Medical Center, which flows from the conviction that God is the giver of life, is expressed through the hearts and hands of those who minister at St. Claire Regional Medical Center.

We believe that life is a sacred gift from God.

Every facet of human life from conception to natural death is to be valued. Quality service and loving care are provided in support of life and death.

We believe that the needs of the whole person, physical, spiritual and psychosocial, are to be responded to according to professional standards and justice.

Quality services are rendered in a professional, compassionate manner with respect for the dignity of all. Sensitivity and support for the total needs of the person are integral parts of the system of care. Support for the poor and disadvantaged is pursued in all aspects of the operation of the Medical Center.

We believe that the task entrusted to us brings responsibilities to share and develop.

Technological resources and knowledge are applied and shared to promote health. Opportunities for growth through education and research are promoted. Personal and technological resources are used in an efficient manner for the benefit of all.

Defining the Community Served

St. Claire Regional Medical Center's service region is comprised of 11 counties. The Gateway Area Development District includes the majority of SCR's primary service counties (approximately 75 percent of SCR's patient population), including Rowan County, where SCR is located. These are also the counties served by the Gateway District Health Department. For these reasons, the Gateway Wellness Coalition has decided to focus its assessment efforts on the Gateway ADD counties of Bath, Menifee, Morgan and Rowan.

Input Representing the Broad Interests of the Community

Gateway Wellness Coalition Local Public Health System Partners

St. Claire Regional Medical Center
Morehead State University
Gateway District Health Department
Gateway Area Development District
Elected Officials
Bath County School District
Menifee County School District
Rowan County School District
Kentucky Department of Education
Northeast Kentucky Area Health Education Center
University of Kentucky
UK Extension Service
Maysville Community and Technical College
Morehead-Rowan County Chamber of Commerce
Morehead-Rowan County Economic Development Council
Physicians
Pharmacists
Optometrists
Dentists
Kentucky Cancer Program
Local Farmers Markets
Pathways Community Mental Health Center
Gateway Community Action
Sustainable Morehead
Veterans Clinic
The People's Clinic - Free Clinic
New Hope Free Clinic
Passport Health Plan
Aetna
Project Worth
Northeast Kentucky Rural Health Information Organization
Morehead Police Department
Emergency Medical Services
Faith-Based Organizations
Employers
Urban Planners
Parks and Recreation
U.S. Forest Service
Morehead Fire/Rescue
County Level Steering Committees

Collaboration - Strategic Planning

Founding Stakeholders

St. Claire Regional Medical Center

St. Claire Regional Medical Center is a medical hub serving 11 counties located in the northeastern Kentucky city of Morehead. Founded on July 1, 1963, St. Claire Medical Center was created through the efforts of many people in the community, led by Dr. Louise Caudill.

- The largest rural hospital in northeastern Kentucky
- 159-bed regional referral center
- Sponsored by the Sisters of Notre Dame in Covington, Kentucky
- Over 100 physicians and surgeons representing 31 medical and surgical specialties
- More than 1,200 employees
- Second-largest employer in the region.
- An established training site for the University of Kentucky College of Medicine's physician residency programs
- 11-county service region serving over 160,000 in Bath, Carter, Elliott, Fleming, Lewis, Magoffin, Menifee, Montgomery, Morgan, Rowan and Wolfe counties
- Reaching our communities with five family medicine clinics located in Frenchburg, Morehead, Olive Hill, Owingsville, and Sandy Hook

In addition to providing services at the Medical Center's main campus in Morehead, St. Claire Regional's operations consist of a St. Claire Regional Outpatient Center, Cave Run Surgical Specialists, Morehead Medical Specialists, five comprehensive family medicine clinics, a regional telemedicine system, and an eight-county home care service region comprised of home health, hospice & palliative care, and home medical equipment. Additionally, St. Claire Regional partners with the University of Kentucky Medical Center to offer services through the Kentucky Clinic Morehead Cancer Treatment Center, and the UK Women's Center. St. Claire Regional also serves as a home for the University of Kentucky's Rural Physician Leadership Program, a unique program designed to train the next generation of medical students for the region. Last year, St. Claire Regional provided care for the region with nearly half a million patient encounters, and reported net revenues in excess of \$130 million.

SCR Representatives on the Gateway Wellness Coalition Executive Committee:

- Mark J. Neff, President/CEO
- Tom Lewis, St. Claire Foundation Executive Director
- Regina Thompson, Director of Volunteer Services
- Valerie Campbell, Director of Marketing and Public Relations
- Matt Watts, Business Analyst, St. Claire Medical Group
- David Gross, Northeast Area Health Education Center Director
- Charlotte Walker, Director of Clinic Operations, Family Medicine

Gateway District Health Department

The Gateway District Health Department exists to protect people's health and well-being. Through its programs and services, the GDHD seeks to prevent injury and illness, promote good health practices, keep the environment safe and clean, and help area residents enjoy a long, high quality, and healthy life. The GDHD offers a number of important public health services at each of its health center locations in Bath, Menifee, Morgan and Rowan Counties.

Services for Infant and Children's Services include:

Physicals and Development Assessments (no sports physicals)
Women, Infants, and Children Nutrition Services (WIC)
Healthy Start
Immunization
Fluoride
Lead Screening
Infectious Disease
School Health Units

In terms of Adult Services, the GDHD's offerings include:

Family planning
First steps
Cancer screening
Screening mammography referral
Breast cancer program
Diabetes services
Physical activity program
Prenatal services
Preconceptional risk assessment
Counseling, preparedness planning and readiness assessment
Tobacco Education Programs
Immunization
Health Education

Members who serve on the Gateway Wellness Coalition Executive Committee:

- Sharon Auclerc, APRN, Director of Nursing
- Sandy Ellington, Registered Dietician (retired)

Morehead State University

Morehead State University has been an active partner with the Gateway Wellness Coalition, particularly through the auspices of the Center for Regional Engagement (CRE). The center sees itself as a threshold into the institution for external agencies (i.e. individual residents, nonprofit, governmental, quasi-governmental agencies, and private industry) to collaborate and partner with MSU. At the same time, we see ourselves as an informational portal for our internal constituents (i.e. students, faculty, and staff) to identify regional needs and provide services, resources and partner with external agencies to help improve the quality of life throughout MSU's service region related to community building, economic/entrepreneurial development, education, and health and wellness.

- 141 undergraduate degree programs
- 71 graduate degree programs
- Master's degree for physician assistants, social workers, and a cooperative doctoral program, in partnership with the University of Kentucky
- Doctoral degree in Education
- SACS accredited
- Center for Health Education and Research
- Recognized by US News and World Report as one of the top public universities in the South in the 2012 edition of "America's Best Colleges"
- Driven by their goal to become the number one public university in the South

Members who serve on the Gateway Wellness Coalition Executive Committee:

- J. Marshall, Ed.D. Executive Director for MSU's Center for Regional Engagement
- Louise Cooper, Coordinator of Service Learning, MSU's Center for Regional Engagement
- Lucy Mays, DNP, APRN, FNP-BC, CNE, Coordinator of ADNPs
- Timothy Thornberry, Ph.D., Assistant Professor of Psychology and Licensed Psychologist

(See Appendix C for a complete list of Gateway Wellness Coalition Executive Committee members)

Executive Summary

Requirements for the Community Health Needs Assessment

The assessment must:

- Take into account input from persons who represent the broad interests of the community served by the hospital, including those with special knowledge of, or expertise in public health
- Be made widely available to the public
- Be completed every three years with the first being completed no later than fiscal year 2012

The assessment may:

- Be based on information collected by other organizations, such as public health agencies or nonprofit organizations
- Be conducted in collaboration with other organizations, including related organizations, other hospitals, and state and local agencies, such as public health departments

*Source: Kentucky Hospital Association, Community Health Needs Assessment Toolkit

To address the provisions set forth in the Affordable Care Act (ACA), St. Claire Regional Medical Center conducted a Community Health Needs Assessment.

Our process:

Rather than starting from “square one” and repeating/duplicating work that was done over the past few years, SCR and Gateway Wellness Coalition leaders/participants determined that it would be more efficient and beneficial to build on the solid foundation already laid by the GWC, which has included ongoing assessment of community health needs and relevant data review/analysis. The GWC structure – including an Executive Committee, county-level steering committees and health concern-specific subcommittees – has bolstered existing partnerships and been a strong impetus for new ones to efficiently meet the needs and requirements of the assessment process on an ongoing basis. (*See Appendix C*)

GWC leaders have produced an updated Community Health Status Report for the GWC region and each of the counties, providing a snapshot of what our communities look like. (*See Appendix A*)

During the initial CHNA process, the Gateway Wellness Coalition’s committees and subcommittees conducted county-level quality of life surveys and detailed health assessments – utilizing the Mobilizing for Action through Planning and Partnerships (MAPP) assessment tool – compiled and reviewed data reports, and then identified crucial health needs and established goals and implementation strategies to address the most important health issues for each of the counties.

Since completion of the initial process, the various GWC committees and subcommittees have remained active in their efforts to continuously assess the community health status and needs, to implement strategies to address those needs and to consider new strategies.

In terms of availability, access and quality, these areas were identified by the community as critically important:

- Community Obesity with Emphasis on Childhood Obesity
- Access to Quality Health/Dental Care, Particularly for those in Poverty and the Uninsured
- Drug Addiction/Prescription Drug Abuse/Teen Drug Abuse
- Enhanced Walkability/Transportation Primarily in Remote Areas
- Tobacco Use and Cessation
- Elder Care Services

Based on ongoing data analyses, community-level assessments (with significant and diverse community representation on various committees and subcommittees), available resources and the effectiveness of GWC initiatives already in place, the GWC and SCR have identified the following community health needs as critical focus areas over the next three years:

- Community Nutrition, Recreation and Physical Activity, with Emphasis on Childhood Obesity
- Access to Quality Health/Dental Care, Particularly for those in Poverty and the Uninsured
- Tobacco Use and Smoking Cessation
- Drug Addiction/Prescription Drug Abuse

Improved health literacy will also be a point of emphasis over the next three years.

The Community Health Needs Assessment will be shared with as many members of the community as possible. Findings will be shared with key stakeholders, including our GWC committees, Chambers of Commerce, various business leaders, and civic groups. The CHNA report will be available on the hospital website (st-claire.org) and paper copies will be offered at each of the following locations: SCR Marketing/PR, the St. Claire Foundation and SCR Administration. In addition, links to the Community Wellness Assessment survey will be maintained, and can be found on the website.

Assessing the Community's Health Needs

To better understand the health needs and concerns of our communities, the collection of primary and secondary data was essential to our process. After forming the Gateway Wellness Coalition, we conducted quality of life surveys and then county-level health assessments utilizing the Mobilizing for Action through Planning and Partnerships (MAPP) assessment tool. The MAPP tool provided the framework for assembling organizations, groups and individuals that comprise the local public health system to create and implement a community health improvement plan that targets services and education programs. We also consulted the Catholic Health Association's (CHA) *Assessing and Addressing Community Health Needs* workbook as a guide for the methods that we implemented.

Another crucial element in conducting our Community Health Needs Assessment was to identify secondary information/data sources relevant to the health needs of each of the four Gateway Wellness

Coalition's designated target counties. After identifying the secondary data, our team of researchers created a customized core indicator list representative of: demographic and socioeconomic statuses, health resources availability, health outcomes, and health rankings for the four counties. The core indicator list aligned with the Catholic Health Association's recommendations found in their workbook, *Assessing and Addressing Community Health Needs*. The final data reports included secondary data collected from the following sources:

Appalachian Regional Commission
Bureau of Labor Statistics
Bureau of Economic Analysis
CDC - National Center for Health Statistics
Community & Economic Development Initiative of Kentucky (CEDIK)
Countyhealthrankings.org
Kentucky Institute of Medicine- The Health of Kentucky: A County Assessment
Kids Count Data Center
St. Claire Regional Medical Staff Development Plan
U.S. Census Bureau - American Community Survey
U.S. Census Bureau
U.S. Department of Health and Human Services Community Health Status Indicators Report

Our coalition formed a data collection and analysis subcommittee, which created county-specific data reports, providing a critical snapshot of the communities under study. This format has since been well received, and we have enthusiastically maintained that model and have attempted to keep the data up to date over time and in the development of this updated CHNA in particular. The vast majority of the data included in the updated CHNA was generated using the Community Commons CHNA Toolkit (assessment.communitycommons.org/CHNA/About). (*See Appendix A*)

Part of the original data collection process included the creation of a Community Wellness Assessment Survey (*See Appendix B*) to sample large numbers of community constituents. This survey featured two parts, community need and quality of life. The community need portion focused on the three most critical health problems - as well as availability, access, and quality considerations - and three areas most crucial to making the community healthier. The quality of life section asked respondents to rate their community on a scale of one to five, including questions like "Is there economic opportunity in your county?"

This survey is an efficient and effective assessment instrument, providing firsthand knowledge of our communities from key stakeholders and other community members. The survey remains readily available on St. Claire Regional Medical Center's website.

The results of those initial MAPP assessments and the collection and review of information/data from secondary sources laid the groundwork for our initial comprehensive Community Health Needs Assessment and set a course that we have continued to follow over the ensuing three-plus years in our efforts to continually assess and address community health needs.

Additional Steps

The Gateway Wellness Coalition Executive Committee, county-level steering committees and health need-specific subcommittees have remained active since their formation and continue to serve as “focus groups” to address critical health issues and identify common community themes and strengths (*See Appendix C*). Each of these groups is vital to the ongoing efforts of the Community Health Needs assessment process.

An indication of the positive impact that the GWC’s assessment, collaboration, capacity-building and strategic implementation work has already had are the honors the coalition has received. (*See Appendix H*) In August 2014, the GWC received a Health Impact Award for Regional Service from the Shaping Our Appalachian Region (SOAR) organization, spearheaded by U.S. Rep. Harold “Hal” Rogers. In 2015, the GWC received the annual Community Partners Award from the Morehead-Rowan County Chamber of Commerce, Inc.



**St. Claire Regional
Medical Center**

Health Needs and Implementation Strategies

Amazing. Medicine. Close to Home.
www.st-claire.org

Prioritizing Health Needs and Implementation Strategies

Since their formation, the county-level steering committees and the health concern-specific subcommittees for the Gateway Wellness Coalition have been active and have regularly monitored and evaluated the most critical areas of concern, largely supported by data and committee/subcommittee member input. These committees and subcommittees are comprised of diverse groups of individuals, representing a cross-section of the community's public health network.

Based on this ongoing work and data analyses, the GWC has identified the following as the most critical health issues and areas of concern to be addressed over the next three years and perhaps beyond:

- Community Nutrition, Recreation and Physical Activity, with Emphasis on Childhood Obesity
- Access to Quality Health/Dental Care, Particularly for those in Poverty and the Uninsured
- Tobacco Use and Smoking Cessation
- Drug Addiction/Prescription Drug Abuse

Other areas of concern identified in Gateway Wellness Coalition activities include:

- Health Literacy
- Cancer and Its Causation
- Diabetes
- Heart Disease and Stroke
- Family Counseling Services

Below is a summary of strategies already in place or recommended to address the primary health issues in each county, with the hope that additional funding (grants, corporate and civic group donations, combining of existing resources, etc.) can be secured to effectively implement and sustain these strategies.

Rowan County

Addressing the obesity problem in Rowan County has been identified as a high priority by the Gateway Wellness Coalition. Thirty-one percent of Rowan County's adult population is considered obese, according to the Community Health Status Indicators Report. The GWC will seek to raise obesity awareness through community events, as well as participate and encourage partnerships with the schools. It is critical that fitness programs and school-based obesity prevention interventions are maintained for childhood obesity rates to fall.

The Robert Wood Johnson Foundation Health Group has commented on the decline of childhood obesity in some cities, and those that have experienced measurable decreases have credited an emphasis on “multiple, comprehensive programs that target both schools and communities.”

Priority: Childhood and Community Obesity

Emphasis: Access to Healthy Foods, Exercise and Education on Healthy Lifestyle

Implementation Strategies:

- (1) Awareness and community events. One ongoing GWC strategy is our Pediatric Obesity Initiative. This initiative was launched in April 2016 with a one-day conference on pediatric obesity. (*See Appendix G*) The conference was intended for medical providers, social workers, dietitians and others who work with obese children and their families. A variety of speakers covered a broad range of issues related to the scope, assessment and management of pediatric obesity. The conference was offered at no cost to its approximately 50 attendees, thanks to a grant from the Sisters of Notre Dame, Covington, KY Province. The intention is to use the conference as a springboard to continue working with providers to improve care for pediatric obesity, with the possibility of establishing an interdisciplinary pediatric obesity clinic.
- (2) Morehead was successful in seeking designation as a Kentucky Trail Town for hiking, biking and horseback riding, with support from the GWC. GWC will continue to support efforts to promote that Trail Town designation and encourage related recreational activity.
- (3) School-based obesity prevention interventions that seek to increase physical activity and improve nutrition before, during, and after school. Programs combine educational, behavioral, environmental, and other components such as health and nutrition education classes, encourage enhanced physical education and activities, increase availability and promotion of healthy food options, and family education and involvement. Specific components vary by program. One example of an ongoing GWC-initiated collaborative initiative is the “GoNoodle Plus” Program. (*See Appendix G*) GoNoodle helps teachers channel classroom energy with short interactive “brain breaks”, desk-side activities that help kids achieve more by keeping them engaged and motivated throughout the day. The GWC, SCR and Passport Health Plan have partnered to provide GoNoodle Plus in every school in the SCR service region at no cost to the schools. As of completion of this assessment, 43 percent of the eligible teachers in the SCR service region were active GoNoodle users, with more than 7,100 students participating in GoNoodle activities. The GoNoodle Plus Project was honored at the November 2015 inaugural kyhealthnow School Health Program in Lexington. The award was in recognition of our efforts to make schools healthier places. Another ongoing GWC strategy is the “Walking 4 Wellness” Program, which encourages fourth-grade students to be physically active by logging how far they walk. The project has existed for three years and has evolved into a partnership with students in the University of Kentucky College of Medicine Rural Physician Leadership Program, based in Morehead.
- (4) Fitness programs in community settings, which could be offered in a variety of community settings including wellness, fitness, community, and senior centers. Program offerings vary by location, but often include exercise classes such as aerobic dance classes, Zumba, Pilates, and Tai Chi. In April 2016, Morehead State University employees started a “Step Challenge”

- program, during which MSU faculty and staff competed against their counterparts at Eastern Kentucky University to see which group could finish with more steps over a five-week span. Similar competitions will be planned in the future.
- (5) The GWC is exploring the concept of a “Farmacy Program” in which medical providers would have the option of prescribing fresh produce for patients who could then purchase the produce using a token or voucher program at local farmers markets.

Priority: Access to Health/Dental Care

Emphasis: Those in Poverty and the Uninsured

Implementation Strategies:

- (1) St. Claire Regional opened a new Dental Clinic in Morehead in 2013 in response to the need for more dental services in the community.
- (2) Expand the University of Kentucky College of Medicine Rural Physician Leadership Program in Morehead- Rural training tracks and programs focus medical school training and learning experiences on the skills necessary to practice medicine in rural communities. These initiatives often recruit students from rural backgrounds and students who have expressed an interest in practicing medicine in small towns and rural locations upon completion of their medical training. The RPLP program has been highly successful, and plans have been announced to expand that program, as much as tripling enrollment in the near future.
- (3) The Gateway District Health Department received a grant to provide dental varnishing for students in grades 1-5. The GDHD hopes to secure grant funding to continue this initiative.
- (4) Financial incentives such as payments, vouchers, and prize drawings can be used to encourage patients to undergo preventive care such as screenings, vaccinations and other brief interventions. Personal incentive programs are usually offered through the public sector and typically offer incentives to low-income individuals.
- (5) More strategies will be identified and implemented after the impact of the ACA on healthcare access and affordability becomes clearer.

Priority: Drug Addiction/Prescription Drug Abuse

Emphasis: Drug addiction and prescription drug abuse among teens and adults

Implementation Strategies:

- (1) With the loss of funding for the Rowan UNITE program – which was the community’s most high-profile drug prevention organization and a GWC ally – the GWC will explore new strategies pertaining to drug abuse awareness, prevention and treatment.
- (2) Pursue greater collaboration with Pathways and the Morehead Inspiration Center, a Kentucky Department of Corrections residential substance abuse recovery center.
- (3) Educate physicians and other medical providers about warning signs of prescription drug use and appropriate ways to address it when identified.
- (4) Facilitate support groups such as AA, NA and ALANON.

Priority: Tobacco Usage

Emphasis: Cessation programs

Implementation Strategies:

- (1) Over the past year, the GWC Tobacco Subcommittee has consistently met on a monthly basis to discuss ways to address tobacco issues Coalition-wide. The subcommittee has conducted a survey about smoking cessation programs offered by institutions in the region, as well as about opinions regarding electronic cigarettes and the effectiveness of smoke-free policies. Data were collected from each health department, all high schools and middle schools and from two acute-care hospitals. The survey results are being analyzed.
- (2) The GWC is exploring a collaboration with the University of Kentucky College of Nursing to develop an online smoking cessation specialist training program that would, in part, be conducted via St. Claire Telemedicine resources.
- (3) Adopt and work toward the American Heart Association's goal of reducing tobacco use by 20 percent by the year 2020.
- (4) SCR and the Gateway District Health Department partner to provide smoking cessation classes at little or no cost (depending on available grant funds) to interested residents.
- (5) The Tobacco Subcommittee is compiling resources to make an effective appeal to county and city government officials on the issue of smoke-free ordinances. The city of Morehead has already adopted such an ordinance. However, we anticipate this being a prolonged endeavor with other city councils and fiscal courts. But we are committed to addressing possible concerns that might be raised.
- (6) SCR's Director of Marketing/PR has been appointed to the Kentucky Health Collaborative's Smoking Cessation/Tobacco-Free Work Group.
- (7) Curtail all sources of involuntary exposure to environmental tobacco smoke.

Bath County

Priority: Childhood and Community Obesity

Emphasis: Access to Healthy Foods, Exercise and Education on Healthy Lifestyle

Implementation Strategies:

- (1) Awareness and community events. The GWC has been very active with booths at a number of community and school events in Bath County over the past two years and intends to continue to be active. The GWC Pediatric Obesity Initiative referenced in the Rowan County strategy section is also being extended to providers – and by extension, the patients and families whom they serve – in Bath County.
- (2) Support Morehead's ongoing designation as a Kentucky Trail Town for hiking, biking and horseback riding.
- (3) School-based obesity prevention interventions seek to increase physical activity and improve nutrition before, during, and after school. Programs combine educational, behavioral,

environmental, and other components such as health and nutrition education classes, enhanced physical education and activities, promotion of healthy food options, and family education and involvement. Specific components vary by program. Nutrition classes have been presented by the Bath County Extension Service and the district Food Service Department to students in Bath County Schools. The GoNoodle Plus Project referenced in the Rowan County strategy section is also available in Bath County. (*See Appendix G*) In fact, two of the top six schools by physical activity breaks played region-wide are in Bath County. And GWC members are promoting GoNoodle to families, grandparents, day care centers and churches to get children more active throughout Bath County.

- (4) GWC representatives are participating on the Bath County School District Wellness Committee, which sets district-wide wellness policies for students and faculty.
- (5) The GWC aided in the establishment of a walking club for Bath County High School students and faculty.
- (6) Fitness programs in community settings – Fitness programs can be offered in a variety of community settings including community wellness, fitness, community, and senior centers. Program offerings vary by location, but often include exercise classes such as spinning/indoor cycling, aerobic dance classes, Zumba, Pilates, and Tai Chi.
- (7) The GWC is exploring the concept of a “Farmacy Program” in which medical providers would have the option of prescribing fresh produce for patients who could then purchase the produce using a token or voucher program at local farmers markets.

Priority: Access to Health/Dental Care

Emphasis: Those in Poverty and the Uninsured

Implementation Strategies:

- (1) Strengthen ties with and support of the New Hope Clinic, a respected provider of free care for the uninsured and underinsured in Bath County.
- (2) Expand the University of Kentucky College of Medicine Rural Physician Leadership Program in Morehead – Rural training tracks and programs focus medical school training and learning experiences on the skills necessary to practice medicine in rural communities. These initiatives often recruit students from rural backgrounds and students who have expressed an interest in practicing medicine in small towns and rural locations upon completion of their medical training. The RPLP program has been highly successful, and plans have been announced to expand that program, as much as tripling enrollment in the near future.
- (3) The GWC has promoted a program to increase the number of individuals who are screened for colon cancer using FIT (fecal immunochemical test) kits and via a community education program on colon cancer symptoms. Participants could tour a 33-foot inflatable colon with a healthcare professional to learn more about colon health.
- (4) The Gateway District Health Department received a grant to provide dental varnishing for students in grades 1-5. The GDHD hopes to secure grant funding to continue this initiative.
- (5) Establish and promote a GWC social media presence for regional health events and screenings.

- (6) Financial incentives such as payments, vouchers, and prize drawings can be used to encourage patients to undergo preventive care such as screenings, vaccinations, and other brief interventions. Personal incentive programs are usually offered through the public sector and typically offer incentives to low income individuals.

Priority: Tobacco Usage

Emphasis: Cessation Programs

Implementation Strategies:

- (1) Over the past year, the GWC Tobacco Subcommittee has consistently met on a monthly basis to discuss ways to address tobacco issues Coalition-wide. The subcommittee has conducted a survey about smoking cessation programs offered by institutions in the region, as well as about opinions regarding electronic cigarettes and the effectiveness of smoke-free policies. Data were collected from each health department, all high schools and middle schools and from two acute-care hospitals. The survey results are being analyzed.
- (2) The GWC is exploring a collaboration with the University of Kentucky College of Nursing to develop an online smoking cessation specialist training program that would, in part, be conducted via St. Claire Telemedicine resources.
- (3) Adopt and work toward the American Heart Association's goal of reducing tobacco use by 20 percent by the year 2020.
- (4) SCR and the Gateway District Health Department partner to provide smoking cessation classes at little or no cost (depending on available grant funds) to interested residents.
- (5) The Tobacco Subcommittee is compiling resources to make an effective appeal to county and city government officials on the issue of smoke-free ordinances. The city of Morehead has already adopted such an ordinance. However, we anticipate this being a prolonged endeavor with other city councils and fiscal courts. But we are committed to addressing possible concerns that might be raised.
- (6) SCR's Director of Marketing/PR has been appointed to the Kentucky Health Collaborative's Smoking Cessation/Tobacco-Free Work Group.
- (7) Curtail all sources of involuntary exposure to environmental tobacco smoke.

Priority: Drug Addiction/Prescription Drug Abuse

Emphasis: Drug addiction and prescription drug abuse among teens and adults

Implementation Strategies:

- (1) With the loss of funding for the Rowan UNITE program – which was the community's most high-profile drug prevention organization and a GWC ally – the GWC will explore new strategies pertaining to drug abuse awareness, prevention and treatment.
- (2) Pursue greater collaboration with Pathways and the Morehead Inspiration Center, a Kentucky Department of Corrections residential substance abuse recovery center.

- (3) Educate physicians and other medical providers about warning signs of prescription drug use and appropriate ways to address it when identified.
- (4) Facilitate support groups such as AA, NA and ALANON.

Menifee County

Priority: Access to Health/Dental Care

Emphasis: Those in Poverty and the Uninsured

Implementation Strategies:

- (1) St. Claire Regional has reinstated a Dental Residency Program in collaboration with the University of Kentucky College of Dentistry, with the dental resident based at SCR's dental clinic in Frenchburg.
- (2) Have worked with Menifee County High School students to develop posters and other materials regarding dental health, which were used at various school and community events. The GWC will continue this relationship with MCHS students to promote dental health.
- (3) Continue to provide educational booths/materials at community meetings and events on topics like dental health and diabetes.
- (4) The Gateway District Health Department received a grant to provide dental varnishing for students in grades 1-5. The GDHD hopes to secure grant funding to continue this initiative.
- (5) Expand the University of Kentucky College of Medicine Rural Physician Leadership Program in Morehead – Rural training tracks and programs focus medical school training and learning experiences on the skills necessary to practice medicine in rural communities. These initiatives often recruit students from rural backgrounds and students who have expressed an interest in practicing medicine in small towns and rural locations upon completion of their medical training. The RPLP program has been highly successful, and plans have been announced to expand that program, as much as tripling enrollment in the near future.
- (6) Explore and expand available transportation services (public or otherwise) to serve residents of remote areas to increase access to medical services.
- (7) Financial incentives such as payments, vouchers, and prize drawings can be used to encourage patients to undergo preventive care such as screenings, vaccinations, and other brief interventions. Personal incentive programs are usually offered through the public sector and typically offer incentives to low income individuals.

Priority: Tobacco Usage

Emphasis: Cessation Programs

Implementation Strategies:

- (1) Curtailing tobacco use has and continues to be a major GWC focus in Menifee County. The Coalition assisted in developing a Tobacco-Free Policy for Menifee County High School. The

- policy has been approved by the Menifee County School Board and takes effect on July 1, 2016. GWC representatives have also attended numerous Frenchburg City Council meetings and organized a public forum to discuss a possible smoke-free city ordinance. The GWC has also secured a series of mini-grants from the University of Kentucky's Center for Clinical and Translational Sciences (CCTS) to fund anti-smoking initiatives. With the aid of one mini-grant, Morehead State University student nurses worked with Menifee County High School students to develop a display regarding the effects of secondhand smoke. The display has been used at numerous events. MCHS students also developed anti-smoking community educational materials, as well as public service announcements regarding secondhand smoke that have aired on the local television station. The group also worked with the local newspaper on multiple articles about the effects of secondhand smoke in Menifee County.
- (2) Over the past year, the GWC Tobacco Subcommittee has consistently met on a monthly basis to discuss ways to address tobacco issues Coalition-wide. The subcommittee has conducted a survey about smoking cessation programs offered by institutions in the region, as well as about opinions regarding electronic cigarettes and the effectiveness of smoke-free policies. Data were collected from each health department, all high schools and middle schools and from two acute-care hospitals. The survey results are being analyzed.
 - (3) The GWC is exploring a collaboration with the University of Kentucky College of Nursing to develop an online smoking cessation specialist training program that would, in part, be conducted via St. Claire Telemedicine resources.
 - (4) SCR's Director of Marketing/PR has been appointed to the Kentucky Health Collaborative's Smoking Cessation/Tobacco-Free Work Group.
 - (5) Adopt and work toward the American Heart Association's goal of reducing tobacco use by 20 percent by the year 2020.
 - (6) SCR and the Gateway District Health Department to partner to provide smoking cessation classes at little or no cost (depending on available grant funds) to interested residents.
 - (7) Curtail all sources of involuntary exposure to environmental tobacco smoke.

Priority: Childhood and Community Obesity

Emphasis: Access to Healthy Foods, Exercise and Education on Healthy Lifestyle

Implementation Strategies:

- (1) Awareness and community events.
- (2) School-based obesity prevention interventions that seek to increase physical activity and improve nutrition before, during, and after school. Programs combine educational, behavioral, environmental, and other components such as health and nutrition education classes, encourage enhanced physical education and activities, increase availability/promotion of healthy food options, and family education and involvement. Specific components vary by program. The GoNoodle Plus Project referenced in the Rowan County strategy section is also available in Menifee County. (*See Appendix G*)
- (3) Fitness programs in community settings – Fitness programs can be offered in a variety of community settings including community wellness, fitness, community, and senior centers.

- Explore funding for a walking park at the fitness center to connect the areas of low income housing, and the local medical center to the fitness center. Improve walking trails at Broke Leg Falls County Park.
- (4) The GWC is exploring the concept of a “Farmacy Program” in which medical providers would have the option of prescribing fresh produce for patients who could then purchase the produce using a token or voucher program at local farmers markets.

Morgan County

Morgan County – as a member of the Gateway Area Development District, the Gateway District Health Department service area, and St. Claire Regional Medical Center’s primary service region – was identified for inclusion in the initial Gateway Wellness Coalition Community Health Needs Assessment. After the assessment process was initiated, it was learned that the Appalachian Regional Healthcare (ARH) organization, which operates Morgan County ARH Hospital, had already begun undertaking a system-wide Community Health Needs Assessment in each of its 10 hospital communities. The data reflected in its reports were collected from surveys and focus groups conducted in each of ARH’s local communities.

GWC representatives then consulted with administrators at Morgan County ARH. It was determined that it was appropriate for Morgan County ARH’s CHNA to guide any collaborative approaches to addressing health concerns in that community, and the Coalition would stand ready to partner with Morgan County ARH in addressing needs/priorities and implementing strategies identified in the ARH assessment. The Morgan County hospital also agreed to share data and other findings from its assessment with the GWC as that information became available. The intent is to maintain that approach as we move forward.

Explanation of Needs Not Addressed

Throughout this comprehensive process, many health needs were identified, but some have not been addressed in this specific plan. Several Gateway Wellness Coalition meetings have focused on the needs that were already being addressed in different ways. One of the most critical areas of need is care for the uninsured/underinsured, as St. Claire Regional Medical Center provides care and services for uninsured and Medicaid patients. SCR routinely treats patients who receive Medicaid benefits, and SCR’s Fiscal 2015 reimbursement fell \$1.1 million short of the actual cost of care for Medicaid patients. While SCR’s traditional charity care costs have decreased significantly since the Affordable Care Act took effect, uncompensated care, which totaled \$3.2 million (at cost) in Fiscal 2015, was the cost of SCR services to individuals who were unable or unwilling to pay and did not officially meet guidelines for traditional charity care. Thus, more funding, expertise and access are necessary to ensure that the substantial impact that SCR has on the uninsured/underinsured population in its primary service area is sustainable for years to come, particularly given the requirements and impact of the Affordable Care Act.

Since our founding in 1963, St. Claire Regional Medical Center has continually sought to expand our reach in the region. Evidence of this outreach and growth includes the complete transformation of our family medicine clinic in Morehead, as we have tripled our exam room space over the past eight years. Additionally, SCR has expanded into the region, operating several primary care and family clinics in five service area counties. Our first primary care clinic opened in 1973 in Menifee County, while our second opened three years later in Bath County. Other primary care/family medicine clinics followed in Rowan, Carter and Elliott counties. In 2010, St. Claire Regional Medical Center and the University of Kentucky forged a Comprehensive Stroke Affiliation, which enhanced patient services for the region.

Evidence of our efforts to address an anticipated need for more primary care physicians and specialists in the region is a unique joint initiative – featuring a regional university (Morehead State University), a land grant university (the University of Kentucky), and a private nonprofit hospital (St. Claire Regional Medical Center) – that led to the creation of the Center for Health, Education and Research (CHER) in Morehead to train the next generation of medical students and healthcare professionals for the region. This facility provides exceptional training opportunities for the state’s top-ranked nursing program at Morehead State University. Additionally, the facility serves as a regional campus for the University of Kentucky College of Medicine’s Rural Physician Leadership Program. It is also a training ground for the family practice residency programs for SCR and UK.

We also recently broke ground for a new \$28 million, 81,000-square-foot medical services pavilion, which should be completed by the end of 2017.

Approval/Adoption of Implementation Strategy

St. Claire Regional Medical Center’s Board of Directors approves the Community Health Needs Assessment and Implementation Strategy that has been developed by the Gateway Wellness Coalition’s Executive and Steering Committees to address the needs/priorities identified (*See Appendix F*).

Robert G. Stevens, Chair, SCR Board of Directors

Date

Mark J. Neff, SCR President/CEO

Date

Tom Lewis, Chair, Gateway Wellness Coalition Executive Committee

Date