

Uintah Basin Healthcare

Community Health Needs Assessment
Survey Findings & Goals

Introduction

- The Affordable Care Act requires that hospital organizations must complete a **Community Health Needs Assessment** (CHNA) every 3 years to maintain 501(c)(3) status.
- Report findings may be used to
 - Promote collaboration and partnerships within the community or region to address key issues
 - Support community-based strategic planning
 - Write grants to support the community's engagement with local healthcare services
 - Educate groups about emerging issues and community priorities
 - Support community advocacy or policy development

Survey Demographics

- The table below shows the place of residence of 2017 survey respondents. The data from 2014 was very similar. **(N=136)**

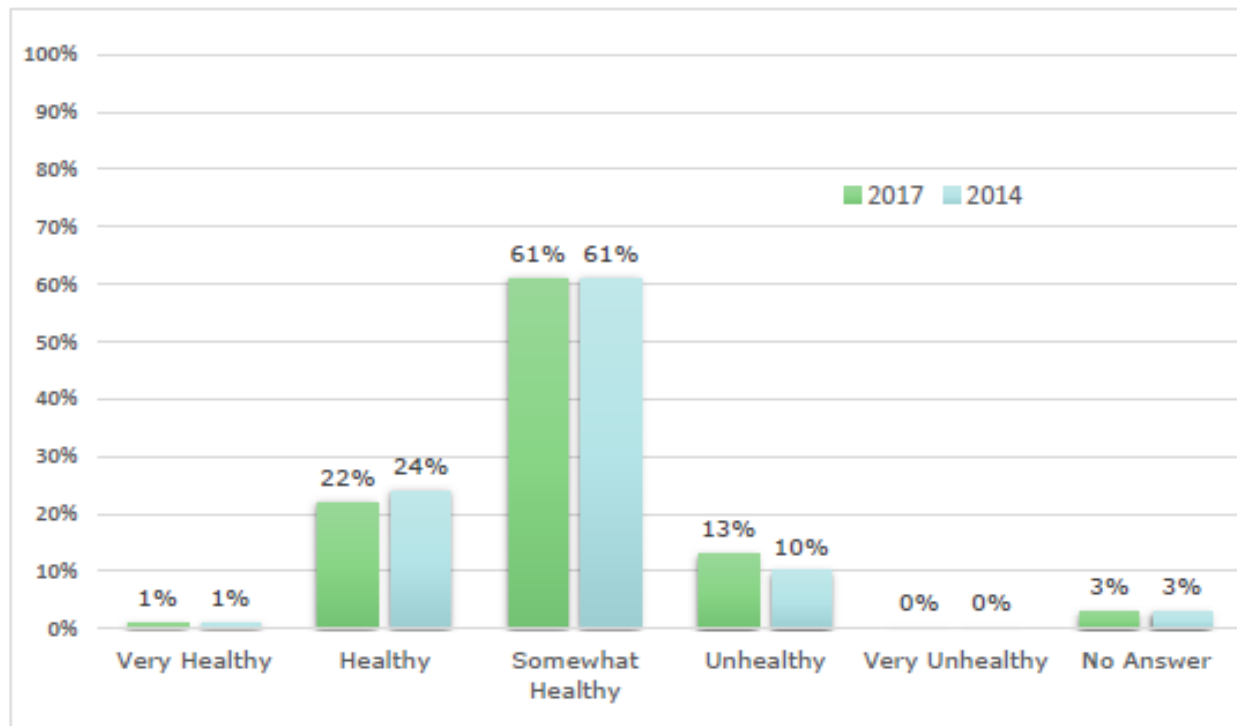
Place of Residence	n=	Percent
84066 Roosevelt	56	41%
84078-79 Naples/Vernal	15	11%
84021 Duchesne/Bridgeland	12	9%
84052 Myton	10	7%
84053 Neola	8	6%
84085 Whiterocks	6	4%
No Answer	5	4%
84026 Fort Duchesne	5	4%
84072 Tabiona	4	3%
84007 Bluebell	3	2%
84027 Fruitland	3	2%
84001 Altamont	2	1%
84002 Altonah	2	1%
84035 Jensen	2	1%
84063 Randlett	2	1%
84051 Mountain Home	1	1%

800 residents were selected randomly from PrimeNet Data Source.

- 2017 response rate = 18%.
- 2014 Response rate = 19%.

Perception of Community Health

Perception of Community Health						
Survey Year	No Answer	Very Healthy	Healthy	Somewhat Healthy	Unhealthy	Very Unhealthy
2017 (N=136)	3% n=4	1% n=2	22% n=30	61% n=83	13% n=17	0% n=0
2014 (N=140)	3% n=4	1% n=2	24% n=34	61% n=86	10% n=14	0% n=0



61% view our community as "somewhat healthy".

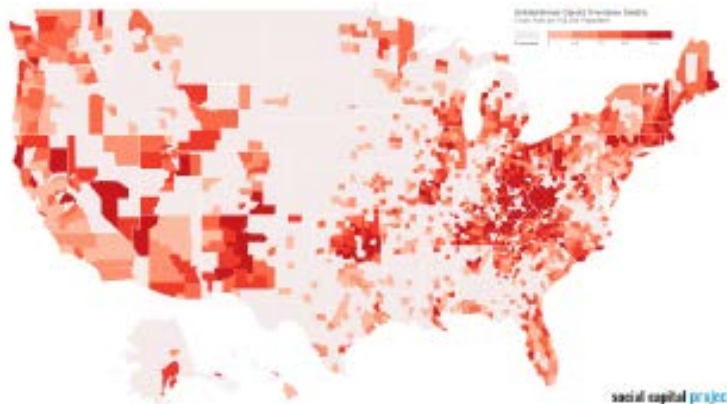
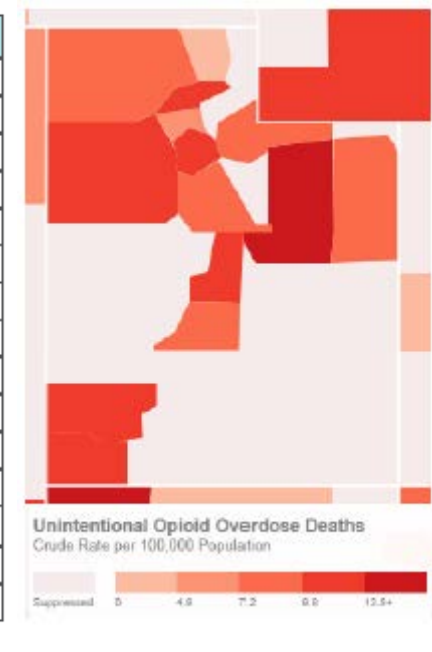
There is no change since the 2014 survey.

Top Health Concerns

- In 2014, 49% of survey respondents cited "Adult Obesity" as the top concern.
- 2017 data shows a 13% increase in the concern of Drug Use, with 55% of respondents.
 - Respondents were asked to select three that apply, so totals do not equal 100%. (n=135)

2014 Top Health Concerns $\geq 10\%$	2014
Adult obesity	49%
Drug use	42%
Diabetes	31%
Alcohol abuse	28%
Cancer	27%
Poor nutrition	25%
Tobacco use/smoking	19%
Lack of exercise	17%
Heart disease	14%
Mental health issues	13%
Childhood obesity	10%

2017 Top Health Concerns	n=	2017
Drug Use	74	55%
Diabetes	52	39%
Alcohol Abuse	49	36%
Cancer	43	32%
Adult Obesity	40	30%
Mental Health Issues	31	23%
Depression	26	19%
Tobacco Use/Smoking	23	17%
Heart Disease	23	17%
Childhood Obesity	18	13%
Lack of Sleep	11	8%
Child Abuse/Neglect	11	8%
Domestic Violence	7	5%
Stroke	4	3%
Other	3	2%



Utah had the 4th highest rate of drug overdose death in the U.S. in 2012-2014 and the 7th highest rate in 2013-2015. (Source: Rate of Drug Poisoning Deaths per 100,000 Population by County, Utah 2002-2014 (age-adjusted); (CDC and UTDOH, 2016)

Ideas to Improve Access to Healthcare

- More Physician Specialists and Primary Care was among the top 3.
- “Prompt Pay Discounts” was a new answer option in 2017, but it appears to be one of the top ideas to improve access.
- The ideas of “Transportation Assistance” and “Telemedicine” have both increased since 2014.

Method to Improve Access	n=	2017	2014
More Physician Specialists	67	53%	60%
Prompt Pay Discounts	52	41%	n/a
More Primary Care Physicians	51	40%	41%
Greater Health Education Services	47	37%	37%
Transportation Assistance	28	22%	13%
Charity Care	26	21%	n/a
Telemedicine	18	14%	4%
Other	12	10%	8%
Interpreter Services/Cultural Sensitivity	8	6%	2%

Respondents were asked to select all that apply so percentages do not total 100%. (n=126)

Most Utilized Healthcare Organization

- In 2017, 69% of respondents cited UBMC as the most utilized healthcare organization. (N=136)

Medical Care Location	n=	2017
Uintah Basin Healthcare/UBMC	94	69%
No Answer	8	6%
Basin Clinic (Vernal)	8	6%
Other	8	6%
Ashley Regional Medical Center	7	5%
VA	4	3%
University of Utah	4	3%
Intermountain Healthcare	3	2%

Open-Ended Questions

- **Suggestions to Meet Health Needs**
 - The most cited suggestions were more affordable care (n=8), additional physician specialists (n=8), health education classes (n=9), and improved billing processes (n=6).
- **Additional Healthcare Services Requested**
 - The most frequently requested specialists are Cardiologist (n=16), Oncologist (n=10), mental health services (n=8), and Urologist (n=5).

Reasons for Selecting Healthcare Organization

- Location is the most popular reason for selecting a healthcare organization, but a positive patient experience is also very important. **(n=131)**
 - Respondents were asked to select three that apply, so totals do not equal 100%.

Reason for Selecting Healthcare Organization	n=	2017
Location	93	71%
Positive Patient Experience	66	50%
Trust in Provider	59	45%
Cost of Care	31	24%
Required by Insurance Plan	22	17%
Invested in Community	21	16%
Organization's Reputation for Quality	16	12%
Recommended by Family or Friends	15	11%
Pleasant Office	11	8%
Locally Owned Organization	11	8%
Other	9	7%
Efficient Billing Process	8	6%
Technology Driven	7	5%
VA/Military Requirement	2	2%

- Per [Hospital Compare](#) patient survey results, 72% of patients gave UBHC a rating of 9 or 10 on a scale from 0 (lowest) to 10 (highest), which is close to the national average of 73%. Nearly 70% of patients say they would "definitely recommend the hospital".

Delayed Healthcare Services

- The concerns about cost of care have dropped 14% since 2014. “Poor Insurance Coverage” and “No Insurance” numbers are nearly half of what they were in 2014. The percentage of respondents who have delayed care because it was “Too Long to Wait for an Appointment” has remained at 41% (25% is the average). However, the concern of “Could Not Get an Appointment” is now 10% lower than in 2014. (n=119)

Reason to Delay	n=	2017	2014
It Cost Too Much	56	47%	61%
Too Long to Wait for an Appointment	49	41%	41%
Poor Patient Experience in the Past	27	23%	n/a
Prior Billing Frustrations	27	23%	n/a
Could Not Get an Appointment	20	17%	27%
Could Not Get Off Work	20	17%	5%
Poor Insurance Coverage	18	15%	29%
Didn't Trust Provider	18	15%	n/a
Unsure If Services Were Available	17	14%	10%
No Insurance	15	13%	24%
Too Nervous or Afraid	15	13%	10%
Other	10	8%	12%
It Was Too Far to Go	9	8%	7%
Didn't Know Where to Go	7	6%	2%
Transportation Issues	5	4%	5%
No Online Scheduling	3	3%	n/a
No One to Care for My Children	2	2%	5%
Language Barrier	0	0%	0%

Mode of Marketing/PR

- Survey findings indicate that our community still responds to traditional methods of advertising such as newspaper and radio. However, digital methods (website/social media) are on the rise. As always, consumers trust recommendations from their friends and family over all forms of advertising.

Mode of Marketing	n=	2017
Word of Mouth/Reputation	78	60%
Newspaper	44	34%
Internet (Website/Social Media)	38	29%
Radio	37	28%
Healthcare Provider	32	25%
Phone Directories	29	22%
Billboards/Signage	21	16%
Mailings	19	15%
Church	9	7%
Events/Presentations	7	5%
Other	7	5%
Public Health	5	4%

Post-Survey Steps

- It is recommended the hospital increase efforts on role modeling prevention and wellness.
- We realize that even small efforts with our own staff of 700+ community members can create a trickle effect. We will also expand collaborative community partnerships to improve overall coordination of care for patients and our community as a whole.
- Each department manager at Uintah Basin Healthcare submitted a goal to address a top health concern.

Community Health Concern Goals

#1 Drug Use

- **UBMC Laboratory Services** is working collaboratively with ARUP Laboratories and CernerHealth to decrease the wait time for urine toxicology screens requested by physicians.
- **UBMC Emergency Department** will provide resources for drug abuse education during the UBMC Hospital Showcase in May 2018.
- **UBMC Inpatient Pharmacy** is actively working to reduce the amount of opioid narcotic medication use in the community by creating protocols for pain control (especially post-operatively) that encourage and emphasize non-opioid analgesia and reduced reliance on IV opioids. Recently, the department has drastically reduced the amount of post-op narcotic use by discouraging standard PCA orders and asking providers to use single-dose, administered narcotics.
- **UBH Nursing Administration/Clinical Education** will be “taking UBMC to the community” through mobile education and monitoring via the UBH education van, and is working toward creating a partnership with Northeastern Counseling Center for community drug abuse education.
- **The Clinic at UBH** is developing an Interventional Pain Management and Substance Abuse program.

Community Health Concern Goals

#1 Drug Use *(continued)*

- **UBMC Surgery Department** will better educate patients on the dangers of narcotics after surgery, as well as consider implementing a program for sending home pulse oximetry equipment home with higher-risk patients (patients with sleep apnea or low oxygenation concerns who are also being discharged with post-op narcotics).
- **UBH Information Technology** will encourage the use of Utah's Controlled Substance Database Program (CSD) as a resource that assists prescribing practitioners and pharmacists in providing efficient care for their patients' and customers' usage of controlled substances. The CSD collects data on the dispensing of Schedule II-V drugs from all retail, institutional, and outpatient hospital pharmacies, and in-state/out-of-state mail order pharmacies. The data is disseminated to authorized individuals and used to identify potential cases of drug over-utilization, misuse, and over-prescribing of controlled substances throughout the state.
- **UBMC Pharmacy (Outpatient)** will continue to counsel patients and prescribers concerning the risks and appropriate use of narcotics, offer to dispense naloxone to patients at risk of overdose under the Utah protocol, and display educational posters provided by the State of Utah to bring awareness to the types of opiates and the dangers of their use.

Community Health Concern Goals

#2 Diabetes

- **UBH Diabetes Self-Management Education & Training Program** will strive to increase the DSME/T participation percentage to at least 12% of the Uintah Basin diabetes population by 12/31/18 (from 8.787% as of 12/31/17) with continual growth over the next three years for this CHNA cycle.
- **UBH Home Care Services** will partner with UBH Certified Diabetes Educator and Duchesne County School District to train staff and implement the American Diabetes Association's "Safe at School" program within all Duchesne County schools. This program educates teachers and staff on recognizing diabetic emergencies, general diabetes awareness and assisting diabetic students.
- **UBMC Labor & Delivery** is working with the UBH Certified Diabetes Educator to educate diabetic OB patients, providers and staff, and is considering implementation of monthly classes.
- **UBMC Inpatient Pharmacy** hopes to reduce negative health impacts of diabetes by working with a team of clinical pharmacists to optimize diabetic patients' medical therapy. Steps include interviewing/confirming with outside pharmacy records for newly admitted patients to assess shortcomings of the patient's current therapy, participating with the medical team daily to discuss and plan optimized therapy during the inpatient stay and post-discharge, and referring patients who can benefit to our newly created Diabetes Education Clinic.
- **UBH Infusion Services** will direct diabetic patients to the UBH Certified Diabetes Educator as needed to improve patient care, as well as offer educational materials to all Infusion Services patients.

Community Health Concern Goals

#2 Diabetes (*continued*)

- **UBH Villa Rehabilitation** staff will increase dietary knowledge and understanding for diabetic patients by educating each patient in the rehab program of the risks of their continued non-compliance, eating habits, etc.
- **UBMC Emergency Medical Services (EMS)** will continue to expand their presence at community events (UBIC and Duchesne County Fair), offering free blood glucose checks and educational materials on diabetes.
- **UBH Dietary Services** is implementing a Healthy Eating program that includes a tip posted weekly in the Skyview Café and monthly in the UBH employee newsletter, as well as a “Buy 10 Get 1 Free” punch card program for healthy eating (smoothies, veggies/fruits, etc.).
- **UBH Dialysis** will encourage patients to get an AVF/AVG placed and matured so the Tunneled Dialysis Cath can be removed, thus removing an access for IV drug use and increasing patient comfort.

Community Health Concern Goals

#3 Alcohol Abuse

- **UBH Marketing/PR** will identify opportunities to educate the community (specifically creating a program to target Jr High / High School aged demographics) on the effects of and ways to prevent alcohol abuse.
- **UBH Marketing/PR** will identify any local support groups for those who suffer from alcoholism to help promote resources for recovery.

Community Health Concern Goals

#4 Cancer

- **UBH Marketing/PR** plans to grow the community-wide “Let’s Talk” cancer support group with monthly meetings for those who have lost a loved one to cancer, who are survivors, or who are caregivers. This also includes promoting the UBH Cancer Closet with support materials, bras, wigs, etc. for patients and developing printed materials to distribute to providers for cancer awareness and resources.
- **UBH Marketing/PR** submitted an article in the local “Healthy Living” publication about the importance of mammograms (February 2018) and will run its annual breast cancer campaign each October.
- **UBH Employee Health** will provide incentive programs for Employee Wellness, as well as annual screening mammograms and PSAs at no charge for current employees.

Community Health Concern Goals

#5 Adult Obesity

- **UBH Dietary Services** will encourage a healthy lifestyle for employees by adding a walking program (3,000-10,000 steps a day = entries for prize drawings).
- **UBH Health Information Management** is implementing interdepartmental walking program and healthy eating challenges to encourage their staff to combat/prevent Adult Obesity.
- **UBH Marketing/PR** participates in community Passport to Summer Fun programs, which encourage physical activity throughout the Uintah Basin.
- **UBH Physical & Occupational Therapy** is developing a Health and Wellness class to raise community awareness of healthy living and opportunities within our community to become active – not only promoting the UBH PT Gym, but other local fitness centers, aquatic center, activities, etc.
- **UBH Patient Financial Services** is implementing a departmental walking program (15 minutes 5 times per week), to ensure all staff members are getting away from their desks each day. The department will also facilitate team member health tips during monthly department meetings.
- **UBH Materials Management** is implementing a departmental weekly health tip and recipe share program, and a walking competition by tracking miles to promote healthy living.

Community Health Concern Goals

#6 Mental Health Issues

- **UBH Marketing/PR** is currently developing the “Caring for Coy” program to increase emotional support for families (to complement “Brody’s Fund” which provides financial support for families who experience infant loss). Elements of the program include the “Caring for Coy” Support Group with monthly meetings, working with community volunteers to create infant loss and burial kits, and the first annual 5K, which is scheduled for 5/12/18 to raise community awareness of the program.
- **UBH Marketing/PR** will sponsor school programs for character education and suicide awareness and look for opportunities to promote tips through social media to support similar efforts.
- **UBH Employee Health** offers a comprehensive Employee Assistance Program for employees and their dependents who are struggling and need professional guidance or assistance for mental health conditions.
- **UBH Construction** is working to build a healing environment in patient care rooms including Med-Surg, OB and Villa rehabilitation. Soothing colors and a home-like environment will contribute to improved mental health.

Community Health Concern Goals

#7 Depression

- **UBH Health Information Management** is encouraging positive mental health by implementing an interdepartmental walking program, which will help employees relieve stress and depression.
- **UBH Employee Health** offers assistance for employees and their dependents who are struggling with depression.
- **UBMC Labor & Delivery** will coordinate with the UBH Marketing/PR department to encourage parents who experience infant loss to attend monthly “Caring for Coy” Support Group meetings. In addition, a post-partum depression monthly group will be developed to educate and support new mothers.
- **UBH Engineering** plans to research, recommend, and install lighting systems that align automatically with the human circadian rhythm to help patients/residents sleep better, feel happier, and heal faster. The department will also help promote similar systems that may be available for home use.

Community Health Concern Goals

#8 Tobacco Use/Smoking

- **UBMC Radiology** is partnering with providers and Tri-County Health Department to educate patients on low-dose lung cancer screening CT. The department has established participation in the National Lung Cancer Screening Database and has internal protocols and workflows in place.
- **UBH Marketing/PR** will participate in opportunities to provide community education and raise awareness of the dangers of tobacco use (including vaping), and will support cessation campaigns initiated by other departments.
- **UBH Employee Health** promotes a smoking cessation program in cooperation with Tri-County Health Department and SelectHealth.
- **UBMC Respiratory** provides Pulmonary Function Testing for ED and Clinic patients presenting with breathing difficulty. Protocols will be developed for specifically addressing COPD patients with a history of smoking, with instruction and information on tobacco cessation. The program is currently in development and will be implemented in early 2018.

Community Health Concern Goals

#9 Heart Disease

- **UBH Employee Health** continues to develop and promote Employee Wellness activities that encourage physical activity and healthy lifestyle choices. Annual cholesterol screenings are provided at no charge for current employees, promoting the importance of preventative health.
- **UBMC Emergency Medical Services (EMS)** offers CPR and First Aid classes to the public, as well as free blood pressure checks and educational materials for prevention of Heart Disease through their presence at community events (UBIC and Duchesne County Fair).

Community Health Concern Goals

#10 Childhood Obesity

- **UBH Marketing/PR** participates in community Passport to Summer Fun programs, which encourage physical activity throughout the Uintah Basin. The department will also look for opportunities to support youth activity, fighting childhood obesity. (FY 2016-17 youth activity donations = \$25k+, continue to focus on this goal.)

Community Health Concern Goals

#11 Lack of Sleep

- **UBH Sleep Center** has expanded their sleep lab from 2 rooms to 4 rooms to be able to diagnose more patients in need of intervention to improve sleep habits and quality of life.
- **UBH Home Care Services (Durable Medical Equipment)** will continue to monitor appropriate/positive compliance through correct CPAP/BiPAP mask selection, reducing the number of ill-fitting, uncomfortable mask returns.
- **UBH Home Care Services (Durable Medical Equipment)** is building awareness and treating OSA (Obstructive Sleep Apnea) by educating and partnering with all dental groups in the local area.
- **UBH Engineering** plans to research, recommend, and install lighting systems that align automatically with the human circadian rhythm to help patients/residents sleep better, feel happier, and heal faster. The department will also help promote similar systems that may be available for home use.

Community Health Concern Goals

#12 Child Abuse/Neglect

- **UBH Environmental Services** is raising awareness of child abuse and neglect, by providing departmental staff training to recognize and report concerns accordingly. As a department that is present in every party of the facility, 24 hours per day, the staff will become more aware of their surroundings so they can be attentive to the signs. The staff will also be educated about abuse/neglect being bi-products of drug use, alcohol abuse and mental health issues.
- **UBH Marketing/PR** will share child abuse / neglect articles on UBH social media to raise awareness (in addition to weekly health tips focusing on rotating health subjects).

Community Health Concern Goals

#13 Domestic Violence

- **UBH Marketing/PR** will share domestic abuse articles on UBH social media to raise awareness (in addition to weekly health tips focusing on rotating health subjects).

Community Health Concern Goals

#14 Stroke

- **UBH Marketing/PR** is producing a “When to Call an Ambulance” video specifically addressing heart disease & stroke symptoms, which will be available on the Ubh.org website and on UBH social media.
- **UBMC ER** will continue to grow the UBH telestroke program to recognize, diagnose and start appropriate treatment of acute stroke, as well as to transport patients to definitive care in the shortest possible time to reduce mortality, morbidity and loss of productivity.

Community Health Concern Goals

#15 Other

- **UBMC Med Surg** is raising awareness and providing education about Advance Directives and End of Life Care. Printed materials will be created on the natural process of dying and advance directives, which will address patients and families, helping them to understand what is expected and how to care for their loved ones. Educating the community will begin during Hospital Week in 2018. End of Life training will also be provided for Med Surg nursing staff, in order to help them educate families on how to care for a loved one during their last days.
- **UBH Information Technology** will facilitate and promote the further adoption of the UBH Patient Portal. This allows patients to be engaged in their care by having direct access to test results, counseling with providers and patient education.
- **UBH Nursing Administration** will work with the UBH Patient and Family Advisory Committee to gather input regarding patient care, new services and health concerns within our community.
- **UBH Marketing/PR** is researching the possibility of creating a Community Health Coalition to offer more health fairs or class opportunities. The Coalition would include key organizations in the community, including Tri-County Health, Ute Tribe, Northeastern Counseling Center, UBAOG, home health agencies, ARMC, etc.
- **UBH Marketing/PR** is researching the possibility of offering a cultural training session for providers and staff. This training will help UBH employees become aware of specific needs of our diverse community, in regard to healthcare needs, personal interaction and cultural sensitivity.

Follow-Up

- On 3/19/18, we met with our *Key Informants, to review survey findings and expand community goals.
- Together, we decided to develop a Health & Human Services Committee which will meet monthly at Uintah Basin Healthcare. We will come together to review our community's perception of top health concerns and collaborate to identify opportunities to address our top priorities together.
- Goals are monitored and tracked over a 3-year process.

The intent of reporting our findings and goals is not just to share information, but to stimulate action. Together, we can make a difference.

**Key Informants are individuals representing local health and human services areas or individuals in leadership positions that are committed to improving the overall well-being and health of our communities.*