



2016 - 2019

Community Health Needs Assessment



Floyd Memorial
Hospital and Health Services

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About Floyd Memorial Hospital and Health Services

Floyd Memorial Hospital and Health Services, a 236-bed, acute care facility, is a leading healthcare provider in Southern Indiana. Floyd Memorial owns and operates Floyd Memorial Hospital and Floyd Memorial Medical Group.

Floyd Memorial provides convenient and comprehensive healthcare for its community. Floyd Memorial's strong dedication to providing the latest technology and innovative approaches to the practice of medicine means Floyd Memorial provides access to advanced care that rivals big-city hospitals — when and where patients need it most. Floyd Memorial is committed to the community — and the personalized, compassionate care provided by its staff demonstrates its commitment to care for the people in the community.

Floyd Memorial has a number of strong acute care service lines including the Floyd Memorial Heart and Vascular Center, the Floyd Memorial Cancer Center of Indiana, Floyd Memorial Orthopedic Services and the Floyd Memorial Joslin Diabetes Center. In addition, Floyd Memorial has invested in services along the continuum of care with post-acute service lines including an ownership of Southern Indiana Rehab Hospital, two skilled nursing facilities and Floyd Memorial Home Healthcare.

Floyd Memorial is also affiliated with Kleinert Kutz Surgery Center, a free-standing center offering expert care in hand, musculoskeletal, orthopedics as well as plastic and reconstructive cosmetic surgeries, and Priority Radiology, a free-standing diagnostic imaging center.

The Floyd Memorial Cancer Center of Indiana breast program is the only program in Southern Indiana to be accredited by the National Accreditation Program for Breast Centers (NAPBC), and Floyd Memorial is the winner the of the 2014 Healthy Communities Achievement Award for demonstrating how data can be effective in driving strategic vision, identifying at-risk populations, prioritizing local health needs, building effective partnerships and strategically targeting resources where they can have greatest impact within the community.

Overview of Community Needs Assessment Report

The purpose of Floyd Memorial's community health needs assessment is to involve the community in gaining local perspectives on the health needs in Floyd County. With the knowledge gained during the health assessment, we can identify current health problems and develop a plan that Floyd Memorial Hospital and Health Services and other community partners can use to improve the overall health of the residents we serve.

The following information was gathered in a community-based needs assessment conducted in Floyd County, Indiana during 2015.

Methods Used to Gather Information

Methods used to collect data included written surveys, online surveys and focus groups. Secondary information is gathered via our Healthier Community Initiative platform located on the Floyd Memorial Foundation website.



Participation

Eight focus groups were held in the community. The focus groups included the tobacco cessation and prevention coalition, nutrition coalition, physical activity coalition, Hope Southern Indiana, nursing and social services at Floyd Memorial Hospital and New Albany Housing Authority sites, including Mark Elrod towers and Riverview towers. Nearly 100 community leaders and residents participated.

Of the surveys that were distributed in the community, we received 48 completed surveys.

Key Findings

Top problems related to health identified by this needs assessment are as follows:

- Diet (how to eat and cook healthy)
- Heart disease and diabetes
- Transportation (especially related to receiving medical care due to lack of transportation)
- Drug use
- HIV
- Obesity
- Mental health disorders

Additional needs identified are as follows:

- Physical activity
- Smoking
- Cancer
- Homelessness
- Knowledge of resources
- Child abuse/neglect
- Lack of money/planning assistance



Key Findings as Compared to HCI Platform

- Lung cancer, lung/bronchus cancer incidence
- Adults who smoke
- Adults with diabetes
- Death rate due to flu/pneumonia
- Chronic lower respiratory diseases, COPD in Medicare population
- Babies with low birth weight, preterm births
- Cancer in Medicare population
- Coronary heart disease
- Rheumatoid arthritis/osteoarthritis in Medicare population
- Low income preschool obesity
- Adults overweight/obese
- Fast food restaurant density
- Depression in the Medicare population
- Death from Alzheimer's
- Alzheimer's and dementia in the Medicare population

Additional needs identified: children with out insurance, breast cancer incidence, colon cancer screening, oral/pharynx cancer, adult fruit/vegetable consumption, regular physical activity, atrial fibrillation of Medicare population, life expectancy of males and females, poor physical health days, general health assessment: poor/fair, high BP and high cholesterol, ischemic heart disease of the Medicare population, 65+ flu vaccine, 65+ pneumonia vaccine, chlamydia incidence, gonorrhea incidence, babies with very low birth weight, infant mortality rate, controlled substances dispensed, death rate due to suicide, poor mental health days, adults who visit a dentist, adults with no tooth extractions, chronic kidney disease of the Medicare population, osteoporosis of the Medicare population and adults with asthma.

Coalitions to Address Needs Assessment Findings

Nutrition coalition (increase consumption of fruits/vegetables in Floyd County)

Tactics:

- Promote 5-a-day message to encourage the consumption of at least five fruits and vegetables/day, including monthly messaging of a fruit or vegetable
- Diet (how to eat and cook healthy): hold monthly cooking demonstrations to focus on the 5-a-day messaging
- Monthly 5-a-day tasting in Floyd Memorial cafeteria (done in conjunction with Floyd Memorial Associate's CARE for You Wellness committee)
- 1,000 tomato plant project: giveaway of tomato plants to encourage consumption and growth of own produce

- Farmer's Market at Floyd Memorial Tuesdays during the summer season
 - SNAP certified

High risk needs directly addressed:

- Diet: how to eat and cook healthy
- Adult fruit/vegetable consumption

High risk needs indirectly addressed:

- Heart disease and diabetes
- Obesity
- Low income preschool obesity

Other needs addressed:

- Adults overweight/obese
- High cholesterol
- Life expectancy males and females



Physical activity coalition (increase physical activity by 10 minutes at a time)

Tactics:

- Promote Give Me 10 (GM10) messaging to encourage physical activity
- Monthly "Fitness Fun Facts" to inspire ways to gain physical activity each month
- Coordinate and plan Family Fitness Fun Day each September that is attended by hundreds of children and families in the community
- Wound Center research study
- GM 10 videos on WCSI site

High risk needs directly addressed:

- Regular physical activity

High risk needs indirectly addressed:

- Heart disease
- Diabetes, rheumatoid/osteoarthritis with the Medicare population

Other needs addressed:

- Poor physical health days
- General health assessment: poor/fair
- Life expectancy males and females
- Osteoporosis: Medicare population

Tobacco cessation and prevention coalition

Tactics:

- EMR quit line integration
- Red Ribbon week art contest
- Student Health 101
- Smoking cessation classes
- Partner with lung navigator with lung cancer screenings

High risk needs directly addressed:

- Lung cancer
- Lung/bronchus cancer incidence
- Adults who smoke

High risk needs indirectly addressed:

- Chronic lower respiratory diseases
- COPD in Medicare population
- Oral/pharynx cancer

Other needs addressed:

- Life expectancy males and females



Additional Plans to Address Needs Assessment Findings

Screenings

- **Heart and Stroke monthly screening focusing on heart disease, diabetes, stroke, hypertension**
 - High risk needs directly addressed:
 - Heart disease
 - Diabetes
 - Obesity
 - Adults who smoke
 - Other needs addressed:
 - Life expectancy males and females
 - Ischemic heart disease: Medicare population
 - Atrial Fibrillation: Medicare population
 - High blood pressure
 - High cholesterol
- **Peripheral Arterial Disease Screening**
 - High risk needs directly addressed:
 - High blood pressure
 - High risk needs indirectly addressed:
 - Heart disease
 - Other needs addressed:
 - Life expectancy males and females
- **YMCA monthly screenings**
 - High risk needs directly addressed:
 - Heart disease
 - Colon cancer screening
 - Diet
 - Mental health disorders
 - High risk needs indirectly addressed:
 - Obesity
 - High blood pressure
 - Heart disease
 - Other needs addressed:
 - Life expectancy males and females
 - High blood pressure
- **Blood Pressure kiosk at Floyd Memorial Hospital**
 - High risk needs directly addressed:
 - High blood pressure
 - High risk needs indirectly addressed:
 - Heart disease
 - Other needs addressed:
 - Life expectancy males and females



Other strategies

- Transportation
 - Transportation related to receiving medical care due to lack of transportation
 - We are working with a group putting together a Southern Indiana transportation alternatives workshop
- Drug use
 - Working with Our Place on future possibilities
- Human Immunodeficiency Virus (HIV)
 - Floyd County Health Department has started performing free HIV tests one day a week
- Cancer (lung, breast, colon, skin)
 - Lung, breast navigators
 - Promote lung cancer screening
 - 80% by 2018 program
 - Colon cancer prevention class
 - Distribution of Fit Kits to area high need clients
 - Mailing of results to patient/physicians, follow up with those with positive results
 - Smoking cessation classes
 - Skin cancer screenings two times a year
- Homelessness
 - Possibly join Southern Indiana coalition to focus on these efforts identified via the IUS study
- Knowledge of resources
 - Look into developing a resource guide
- Lack of money/planning assistance
 - Look into those who serve these populations in the community to ensure these classes are being held
- Death rate due to flu/pneumonia and low incidence of flu/pneumonia vaccine in Medicare population
 - Possibly look into a program focusing on vaccines, especially for this population (this was done in the past with a grant)
 - Continue giving flu vaccines to low income/homeless population at St. Mark's health fair
 - Flu vaccines available at Family Fitness Day for those who qualify
 - Talk with Life Span for partnership opportunities
- Babies with low birth weight, preterm births, infant mortality
 - Possibly looking into program to encourage new mothers/pregnant women to stop smoking through the tobacco coalition/Floyd County coordinator
- Mental health disorders, depression: Medicare population
 - Speaking engagement at IUS about chronic care
 - Promote Mental Health Series at IUS
- Children with insurance
 - Continue to sign up those in need for Marketplace/HIP 2.0 upon registration
 - Hold sessions to sign up those in need
 - Look into having enrollment at St. Mark's event again



Other needs with no identified course of action

- Fast food restaurant density
- Death from Alzheimer's
- Alzheimer's and dementia in the Medicare population
- Chronic kidney disease in the Medicare population
- Adults with asthma
- Chlamydia and gonorrhea incidences
- Controlled substances dispensed
- Adults who visit a dentist
- Adults with no tooth extractions

Communities Served By Floyd Memorial

Floyd Memorial Hospital and Health Services is a regional hospital, serving a seven county region, which includes Floyd, Clark, Crawford, Harrison, Orange, Scott and Washington Counties. Although, our primary and secondary service areas are broken down by zip codes within those counties, one-third of the patients we serve come directly from Floyd County. Based on this demographic information, for purposes of community benefit, Floyd Memorial Hospital and Health Services has identified Floyd County as our community.

County Code	County Name	Zip Code	City	% of Patients	Primary	Secondary
10	Clark	47106	Borden	1.6	x	
10	Clark	47111	Charlestown	2.9	x	
10	Clark	47126	Henryville	0.9		x
10	Clark	47129	Clarksville	4.7	x	
10	Clark	47130	Jeffersonville	5.4	x	
10	Clark	47143	Memphis	0.8		x
10	Clark	47172	Sellersburg	3.5	x	
13	Crawford	47118	English	0.8		x
13	Crawford	47140	Marengo	0.9		x
13	Crawford	47145	Milltown	0.6		x
22	Floyd	47119	Floyds Knobs	4.5	x	
22	Floyd	47122	Georgetown	4.3	x	
22	Floyd	47124	Greenville	1.6	x	
22	Floyd	47136	Lanesville	1.9	x	
22	Floyd	47150	New Albany	33.3	x	
31	Harrison	47112	Corydon	5.1	x	
31	Harrison	47115	Depauw	0.8		x
31	Harrison	47117	Elizabeth	1.8	x	
31	Harrison	47135	Laconia	0.4		x
31	Harrison	47161	New Salisbury	1.4	x	
31	Harrison	47164	Palmyra	1.8	x	
31	Harrison	47166	Ramsey	0.4		x
59	Orange	47125	Hardinsburg	0.8		x
59	Orange	47454	Paoli	0.9		x
72	Scott	47102	Austin	0.8		x
72	Scott	47170	Scottsburg	1.7	x	
88	Washington	47108	Campbellsburg	0.6		x
88	Washington	47120	Fredericksburg	0.5		x
88	Washington	47165	Pekin	2.4	x	
88	Washington	47167	Salem	5.4	x	



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Demographics Expert 2.7
2015 Demographic Snapshot
Area: Floyd County
Level of Geography: ZIP Code

DEMOGRAPHIC CHARACTERISTICS

	Selected Area	USA		2015	2020	% Change
2010 Total Population	77,038	308,745,538	Total Male Population	38,651	39,916	3.3%
2015 Total Population	79,483	319,459,991	Total Female Population	40,832	42,170	3.3%
2020 Total Population	82,086	330,689,365	Females, Child Bearing Age (15-44)	15,099	15,378	1.8%
% Change 2015 - 2020	3.3%	3.5%				
Average Household Income	\$67,982	\$74,165				

POPULATION DISTRIBUTION

Age Group	Age Distribution				USA 2015 % of Total
	2015	% of Total	2020	% of Total	
0-14	14,559	18.3%	14,170	17.3%	19.1%
15-17	3,272	4.1%	3,325	4.1%	4.0%
18-24	7,214	9.1%	7,525	9.2%	9.9%
25-34	9,618	12.1%	10,088	12.3%	13.3%
35-54	21,695	27.3%	20,492	25.0%	26.3%
55-64	11,237	14.1%	11,946	14.6%	12.7%
65+	11,888	15.0%	14,540	17.7%	14.7%
Total	79,483	100.0%	82,086	100.0%	100.0%

HOUSEHOLD INCOME DISTRIBUTION

2015 Household Income	Income Distribution			USA % of Total
	HH Count	% of Total		
<\$15K	3,898	12.3%		12.7%
\$15-25K	3,687	11.6%		10.8%
\$25-50K	7,258	22.9%		23.9%
\$50-75K	6,900	21.8%		17.8%
\$75-100K	4,047	12.8%		12.0%
Over \$100K	5,902	18.6%		22.8%
Total	31,692	100.0%		100.0%

EDUCATION LEVEL

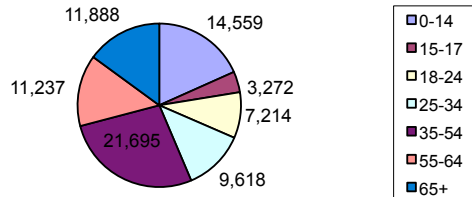
2015 Adult Education Level	Education Level Distribution			USA % of Total
	Pop Age 25+	% of Total		
Less than High School	1,541	2.8%		5.9%
Some High School	4,698	8.6%		8.0%
High School Degree	19,086	35.1%		28.1%
Some College/Assoc. Degree	16,853	31.0%		29.1%
Bachelor's Degree or Greater	12,260	22.5%		28.9%
Total	54,438	100.0%		100.0%

RACE/ETHNICITY

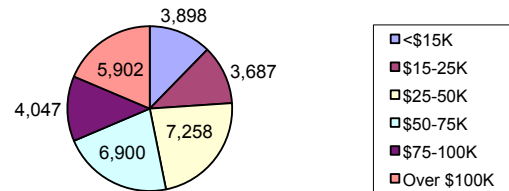
Race/Ethnicity	Race/Ethnicity Distribution			USA % of Total
	2015 Pop	% of Total		
White Non-Hispanic	70,618	88.8%		61.8%
Black Non-Hispanic	3,762	4.7%		12.3%
Hispanic	2,509	3.2%		17.6%
Asian & Pacific Is. Non-Hispanic	780	1.0%		5.3%
All Others	1,814	2.3%		3.1%
Total	79,483	100.0%		100.0%

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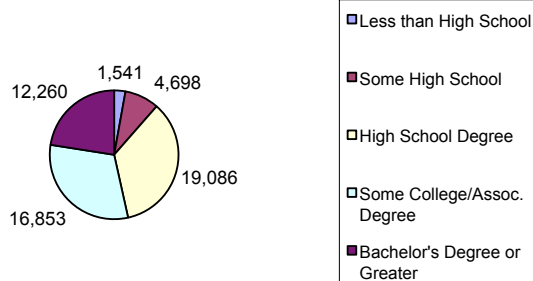
Population Distribution by Age Group



Current Households by Income Group



Population Age 25+ by Education Level



Population Distribution by Race/Ethnicity

