

Community Health Needs Assessment

2012 - 2015



Floyd Memorial Hospital
and Health Services

Introduction

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.

Floyd Memorial began this journey in 2011 by engaging Healthier Communities Institute to coordinate a Community Health Network Area (CHNA) Report. The hospital then collected primary data from the residents and community leaders in 2012. The information collected has allowed Floyd Memorial to create an action plan with measurable goals that the hospital can work towards.

About Floyd Memorial Hospital and Health Services

Floyd Memorial Hospital and Health Services is a 236-bed, acute care regional healthcare provider for the Kentuckiana area. The hospital offers a full continuum of care from inpatient care to rehab services to home healthcare. Services include cardiac surgery, thoracic and vascular services, orthopedics, spine care, wound care, pain management, a sleep disorders center, women's services including obstetrics, cancer care, diabetic treatment and weight management services.

Floyd Memorial is also affiliated with Kleinert Kutz Surgery Center, a free-standing center offering expert care in hand and microsurgery, as well as plastic and reconstructive cosmetic surgeries; Southern Indiana Rehab Hospital and Priority Radiology.

For the second year running, Floyd Memorial has been recognized by U.S. News Media and World Report as a Best Regional Hospital for the Louisville Metro area – the only Southern Indiana hospital to make the list.

Floyd Memorial continues to see strong financial performance, increased market share (currently at 35.1 percent) and growing volumes in most service lines. However, Kentucky hospitals' inpatient volumes from Floyd's primary service area continue to decline, suggesting that the hospital is doing a good job of providing the services necessary to keep patients in Indiana.

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	

Community Population and Demographics

Demographics Expert 2.7
 2013 Demographic Snapshot
 Area: Floyd County
 Level of Geography: ZIP Code

DEMOGRAPHIC CHARACTERISTICS

	Selected Area		USA		2013	2018	% Change
	Area						
2010 Total Population	76,965		308,745,538	Total Male Population	37,763	38,386	1.6%
2013 Total Population	77,729		314,861,807	Total Female Population	39,966	40,625	1.6%
2018 Total Population	79,011		325,322,277	Females, Child Bearing Age (15-44)	14,853	14,703	-1.0%
% Change 2013 - 2018	1.6%		3.3%				
Average Household Income	\$58,625		\$69,637				

POPULATION DISTRIBUTION

Age Group	Age Distribution				
	2013	% of Total	2018	% of Total	USA 2013 % of Total
0-14	14,896	19.2%	14,680	18.6%	19.6%
15-17	3,288	4.2%	3,127	4.0%	4.1%
18-24	7,154	9.2%	7,342	9.3%	10.0%
25-34	9,205	11.8%	9,591	12.1%	13.1%
35-54	21,612	27.8%	19,834	25.1%	26.9%
55-64	10,560	13.6%	11,424	14.5%	12.4%
65+	11,014	14.2%	13,013	16.5%	13.9%
Total	77,729	100.0%	79,011	100.0%	100.0%

HOUSEHOLD INCOME DISTRIBUTION

2013 Household Income	Income Distribution		
	HH Count	% of Total	USA % of Total
<\$15K	4,180	14.8%	14.9%
\$15-25K	1,238	4.4%	4.7%
\$25-50K	8,913	31.5%	27.3%
\$50-75K	6,014	21.3%	19.5%
\$75-100K	3,573	12.6%	12.6%
Over \$100K	4,359	15.4%	21.0%
Total	28,277	100.0%	100.0%

EDUCATION LEVEL

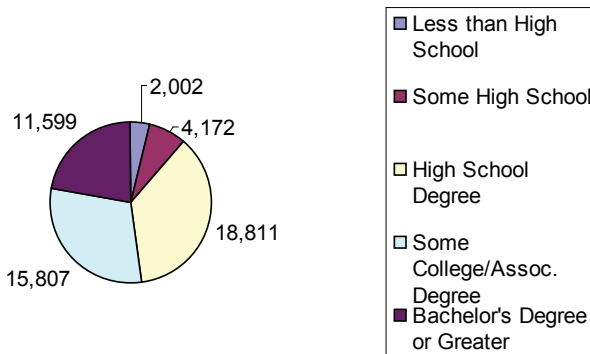
2013 Adult Education Level	Education Level Distribution			
	Pop Age 25+	% of Total	USA % of Total	USA % of Total
Less than High School	2,002	3.8%	6.2%	6.2%
Some High School	4,172	8.0%	8.4%	8.4%
High School Degree	18,811	35.9%	28.4%	28.4%
Some College/Assoc. Degree	15,807	30.2%	28.9%	28.9%
Bachelor's Degree or Greater	11,599	22.1%	28.1%	28.1%
Total	52,391	100.0%	100.0%	100.0%

RACE/ETHNICITY

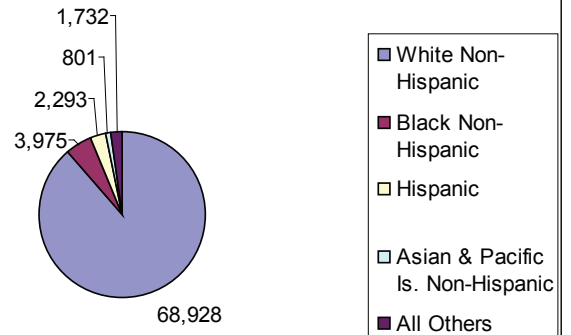
Race/Ethnicity	Race/Ethnicity Distribution		
	2013 Pop	% of Total	USA % of Total
White Non-Hispanic	68,928	88.7%	62.3%
Black Non-Hispanic	3,975	5.1%	12.3%
Hispanic	2,293	2.9%	17.3%
Asian & Pacific Is. Non-Hispanic	801	1.0%	5.1%
All Others	1,732	2.2%	2.9%
Total	77,729	100.0%	100.0%

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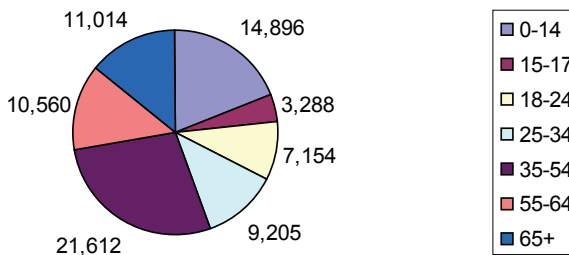
Population Age 25+ by Education Level



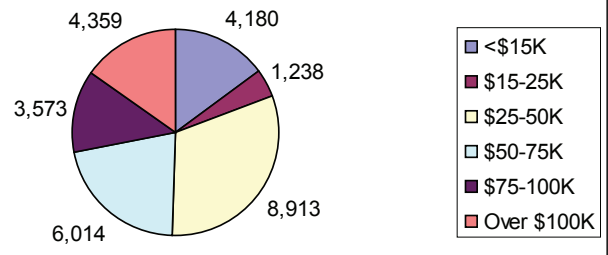
Population Distribution by Race/Ethnicity



Population Distribution by Age Group



Current Households by Income Group



Executive Summary

Floyd Memorial Hospital and Health Services recently embarked on a community health needs assessment in order to identify areas in which Floyd Memorial, along with community partners, can make a positive impact in the overall health of the community, which is defined as Floyd County.

Floyd Memorial hired Healthier Communities Institute to coordinate a Community Health Network Area (CHNA) Report. This report is a compilation of health and quality of life indicators for Floyd County. This is quantitative secondary data based on what has already been reported by various agencies. Unfortunately, we were not surprised to see that for Floyd County cancers, heart disease, obesity and smoking are a growing problem.

Community Input

All Floyd County residents were invited to participate in a health needs assessment survey for Floyd Memorial's qualitative primary data collection. Information was distributed through HealthScope, Floyd Memorial's community newsletter, which goes out to all homes in Floyd County, a press release was issued, and paper surveys were distributed at the Floyd County Health Department, the Housing Authority and the Interfaith Council. This survey was conducted over a one month period to collect the perceived needs from community's residents. During that period, 285 Floyd County residents went online to view the survey, 106 residents at least started the survey and 64 residents completed the full survey. Floyd County residents said that a clean, safe environment was most important to them. Affordable and available health care was second. Good schools and safe neighborhoods closely followed.

In addition, a focus group consisting of leaders who represent the broad interest of the community was formed. Participants in the focus group included:

1. YMCA of Southern Indiana
2. LifeSpan
3. Floyd County Health Department
4. Home Health Representative
5. New Albany/Floyd County School System
6. New Albany Housing Authority
7. Pharmacist from Precision Compounding
8. City of New Albany Mayor's Office

Executive Summary

Nearly one-third of respondents of the community survey had a household income of \$40,000 or less and another one-third had a household income above \$80,000, and all agree (including the focus group) that poverty is an issue in Floyd County. The survey also revealed that 60 percent of respondents consider the "community" to be somewhat healthy, while the remaining believes that the community is even less healthy than that. Interestingly there was a disconnect between the community respondents and the focus group as it relates to transportation. The focus group considered transportation to be a major issue, while the community respondents did not.

Priorities

As we look at all data sources to see where the biggest need exists we find that Floyd county, in comparison to other Indiana counties, is performing relatively well in the socio-economic areas. However, we find from all data sources that many of the areas of greatest need exist under health related issues.

Those health priorities that were discovered were found to be consistent among all data sources (community survey, focus groups and CHNA data). Priorities include adult and childhood obesity, heart disease and stroke, cancers, diabetes, high blood pressure, pneumonia incidence, abuse/neglect and mental health. Other areas of concern include: the health behaviors ranking, morbidity, physical environment, incidence of Chlamydia, babies with very low birth weight, incidence of suicide, respiratory issues, incidence of smoking, households with public assistance, fast food and grocery store density, single parent households and workers who travel alone to work.

After doing a deep dive into the data and we found several correlating indicators across health priorities. Examples of what we found include:

- The incidence of Lung Cancer is an indicator for all other forms of cancer (breast, colorectal and prostate). It also has direct correlation with fruit and vegetable consumption, physical activity (PA) and smoking.
- Smoking correlates with lung cancer, pre-term and low birth weight babies and heart disease.
- Our data also showed that for many of the cancers the prevention screening tools available were in fact being utilized by Floyd County residents adding credibility to the indicators listed above.
- Physical activity correlates with obesity, stroke, cancers and mental health.
- Heart disease correlates with stroke, obesity, high blood pressure and high cholesterol.

Executive Summary

By looking at these correlations, one could determine that if the incidence of smoking decreased, physical activity and fruit and vegetable consumption increased, we would see decreasing incidences of cancers, heart disease, obesity, high blood pressure and high cholesterol. And at the same time would have a positive impact on the mental health of our community and the very low birth weight babies.

Action Plan

In response to these identified priorities Floyd Memorial has developed an action plan to focus our resources, including both time and money, on addressing:

- Smoking Cessation
- Proper Nutrition; i.e. education in the schools, addressing food deserts, etc.
- Increased Physical Activity

All of these action items are to be addressed with both children and adults to teach them healthier lifestyle choices that are easily accessible across all socio-economic levels for improved health outcomes.

The areas in which Floyd Memorial have chosen not to target because we do not believe the hospital has adequate resources to address are physical environment, incidence of Chlamydia, households with public assistance, fast food and grocery store density, single parent households and workers who travel alone to work.

Strategy

Based upon the identified priorities, the following goals for Floyd Memorial Hospital and Health Services' Healthy Community Initiative has been established:

- Identify community partners by the end 2012
- Form coalitions to address smoking cessation, proper nutrition and the importance of physical activity.
- Begin implementing programs with our community partners in 2013 and assess yearly.
- Look for opportunities to give grant money to organizations whose focus is aligned with the identified priorities.

Executive Summary

The Goals for 2013-2014 include:

- Physical Activity - implement the "Give me 10" program
 1. Enroll at least 10 businesses
 2. Reach at least 1,000 individuals
- Smoking Cessation
 1. Identify 100 percent of inpatients at Floyd Memorial who are tobacco users and refer 100 percent of those with a desire to quit to the Indiana Tobacco Coalition.
- Nutrition
 1. Implement the "5 a day" campaign for improved consumption of fruits and vegetables.
 2. Coordinate efforts for improved nutritional offerings for the Blessings in a Backpack.