

Community Health Needs Assessment – ProMedica Bay Park Hospital

Mission Statement

ProMedica’s mission is to improve your health and well-being.

Hospital Service Area

The ProMedica Bay Park Hospital service area includes Lucas, Wood, Sandusky and Ottawa Counties, located in the northwestern region of the Ohio. The total population for these four counties is estimated at 667,256. Within these counties, Bay Park’s service areas are comprised of specific zip codes. For the zip-code specific service areas, the estimated population is 142,794. This population is expected to decrease by 1.4% to an estimated 140,825 by 2014.

County	Total Population	Service Population
Lucas	440,456	73,072
Wood	125,340	33,622
Sandusky	60,637	7,786
Ottawa	40,823	28,314
Total	667,256	142,794

County	City	ZIP Code	Total Population
Lucas	Oregon	43618	3,337
Lucas	Oregon	43616	16,272
Lucas	Toledo	43611	19,751
Lucas	Toledo	43605	28,435
Ottawa	Curtice	43412	5,277
Ottawa	Graytown	43432	1,340
Ottawa	Martin	43445	1,826
Ottawa	Elmore	43416	3,092
Ottawa	Oak Harbor	43449	8,804
Ottawa	Genoa	43430	4,836
Ottawa	Port Clinton	43452	13,724
Sandusky	Woodville	43469	3,178
Sandusky	Gibsonburg	43431	4,608
Wood	Pemberville	43450	4,027
Wood	Luckey	43443	1,742
Wood	Millbury	43447	3,558
Wood	Northwood	43619	7,673
Wood	Walbridge	43465	5,100
Wood	Rossford	43460	6,214

Bay Park also serves the rural counties of Crawford, Erie, and Huron on a more limited basis.

Participants and Hospital Role

In the process of meeting the needs of our diverse community and in keeping with our strategic plan, Bay Park exchanged data and information with local Departments of Health in all of the counties in the service area. Bay Park also collaborated with the Hospital Council of Northwest Ohio to analyze data. Bay Park staff members have continuous contact with community stakeholders, agencies, and business leaders throughout the year. Readily available data, information gathered from public health department, and the knowledge base from established relationships was utilized for this assessment. The attendance of staff on the various committees as well as community activities and health fairs contribute to the public notification process.

For the calendar and fiscal year of 2011, Bay Park staff is scheduled to participate in 64 different health screenings in the Bay Park service area. As of June 15, 2011, 33 of those screenings are complete. These events provide screenings for stroke, cardiovascular disease, obesity, and several kinds of cancer; breast, cervical, ovarian, and prostate. Some screenings are offered at the hospital for the general public, but others take place at locations that specifically benefit a particular population, community or group. The screenings typically also include informational booths and educational opportunities for other diseases and health conditions specific to the population or community group being served at the time. The following organizations partner with the hospital for these screenings:

- Northwest Ohio Cardiology
- The Assenmacher Orthopaedics, Inc.
- Oregon Senior Center
- Rossford Business Association
- The Toledo Zoo
- BP-Husky Oil Refinery, Oregon, Ohio
- Point Place Business Association Trade Fair
- Lucas County Farm Bureau
- American Cancer Society
- Owens Community College

Bay Park staff has also been active with the following organizations by serving as board members and volunteers:

- WSOS Community Action
- Transitional Housing Case Management
- United Way and member agencies
- Ottawa County Health and Social Concerns Board
- YMCA
- Area Office on Aging
- East Toledo Family Center
- Oregon Senior Center
- Magruder Hospital
- Farm Bureau
- The Pharmacy Counter
- Ohio State University Extension Office
- Susan G. Komen Foundation
- Breast and Cervical Cancer Project
- Oregon Schools Foundation
- Rossford Business Association
- American Cancer Society
- American Heart Association
- The Boys and Girls Club of Toledo
- Kidney Foundation of Northwest Ohio

ProMedica Bay Park Hospital also operates a public website to alert the public of upcoming events and health screenings:

<http://www.promedica.org/default.aspx?PageID=651>

Identification of Public Health Priorities

The five priority areas identified in the hospital's most recent community health needs assessment include cardiovascular disease, cancer, stroke, obesity, and transportation and access to care. The priority areas were established through consensus and discussion among hospital administration and input from community partners and our Board of Trustees. Cardiovascular disease, diabetes, stroke, lung disease, accidents and cancer continue to be the leading causes of death nationwide, statewide, and throughout the Bay Park service area.

Age Adjusted Death Rates 2008

	National	Ohio	Lucas	Wood	Ottawa	Sandusky
Heart Disease	200.2	216.5	248.3	235.2	229.2	200.9
Cancer	180.7	197.5	207.3	193	210.9	205.6
Stroke	43.6	45.7	47	45.4	42.1	49
Lung	40.5	50.2	57.9	44.7	53.3	51.2
Accidents	39.8	39.1	40.5	30.7	44.3	49.7
Diabetes	23.3	29.6	38.8	31.9	29.9	37.9

Age Adjusted Death Rates 2010

	U.S.	Ohio	Lucas	Wood	Ottawa	Sandusky
Heart Disease	179.8	209	243.7	224.2	228.2	187.4
Cancer	173.6	195.9	200.5	179.8	208.6	195.4
Lung	42.2	50.5	60.4	41.8	50.1	49.4
Stroke	38.9	44.1	47.5	43.5	38.3*	50.4
Accidents	37	40.6	42	36	35.4	56.5
Alzheimer	23.4	28.6	29.9	27.8	42.3	34.3
Diabetes	20.9	28.6	36.1	30.2	34	37.9

*indicates statistically significant change from 2008 data

Although rates for some counties appear to be higher or lower than state or nationally reported age adjusted death rates, there is no statistically significant difference among county data. There is also no statistically significant change in death rates for most diseases from 2008 to 2010. The only exception is stroke in Ottawa County, which decreased from 42.1 per 100,000 deaths in 2008 to 38.3 in 2010. Another notable difference is that Alzheimer's disease in 2010 became a leading cause of death across the service area compared to 2008 data. In 2010, compared to national data, Lucas County had statistically significantly higher age adjusted death rates in cancer, lung, and diabetes, and higher in heart disease compared to Ohio. In Ottawa County, there was a statistically significant difference in heart disease, cancer, lung, and diabetes compared to national data. In Sandusky County, more people on average died in accidents compared to state and national data.

The burden of chronic disease is not the only issue in the Bay Park service area. Lack of public transportation and poverty barriers continue to limit access to care. This disparity is present in both rural and urban zip codes of the service area. Access to dental care was also identified by several public health departments as a health disparity, especially in more rural areas of the county service area.

Plan of Action

Cardiovascular Disease and Stroke

While there are sufficient community resources to provide treatment for patients who currently have been diagnosed with CV and stroke, there are not sufficient resources focused on prevention of cardio vascular disease. Bay Park is currently pursuing accreditation as a Primary Stroke Center through The Joint Commission. As mentioned previously, Bay Park participates in several health fairs and screenings throughout the service area. At most health fairs and screenings participants are given the opportunity to have a blood pressure reading. In future health fairs and screenings there will be a renewed focus on what participants should understand about blood pressure and its link to cardiovascular disease and stroke. Bay Park also has a portable vascular screening device that can be utilized at most health fairs and screenings. The Sono-Site device is used to diagnose carotid disease, aortic aneurysm, and peripheral vascular disease. Appropriate marketing around the use of this diagnostic tool can increase participation of individuals in high risk categories that might otherwise not have the opportunity to receive an appropriate diagnosis. There will be renewed focus on early prevention of stroke through prevention and early detection and those participants identified as high risk will receive more specific referral information.

Cancer

Deaths caused by cancer in the Bay Park service area reflect state and national trends.

Age Adjusted Death Rates for Cancer 2010

	U.S.	Ohio	Lucas	Wood	Ottawa	Sandusky
Cervix	2.5	1.3	1.3	2.2	4.2	1.9
Breast	13.2	14.8	15.7	12.8	15.8	17.5
Colon	17.2	19	20.9	19.1	25	20.6

Women's service providers in the Bay Park community frequently provide educational information regarding breast and cervical cancer. This effort will continue to increase due to grant funding provided by the Susan G. Komen Foundation to provide Journey to Healing workshops that are expected to reach more than 400 breast cancer survivors. Women's services will also continue to provide screening opportunities for women in the Bay Park service areas. While these efforts have proven to be successful, organizers of the Bay Park health fairs and screenings recognize a gap in education about colon cancer. This gap is evident in reported cancer screening rates in 2008, in which screening rates for the Bay Park service area are significantly lower than state and national screening rates.

Cancer Screening Rates

	U.S.	Ohio	Lucas	Wood	Ottawa	Sandusky
Breast	76.0%	75.8%	75.8%	75.3%	75.4%	75.4%
Cervical	82.8%	82.7%	82.5%	81.5%	79.4%	80.0%
Colorectal	61.8%	60.8%	44.7%	39.5%	39.8%	39.8%

While breast cancer rates for the Bay Park county service area are lower than national and state rates, colon cancer rates are higher. There will be a renewed focus in seeking opportunities to provide information about colon cancer prevention at all health fairs and screenings. This approach could cost very little yet be very effective.

Obesity

Obesity contributes to higher rates of diabetes, cardiovascular disease, stroke and even elevated rates of some types of cancer. Obese patients tend to have significant co-morbidities which make appropriate and effective treatment problematic and costly. ProMedica has system-wide programs that all hospitals participate in to battle obesity. For example, Fields of Green is a group of educational programs that focuses on childhood obesity. Bay Park has taken several of these programs into local school systems and the local YMCA. Bay Park provides body mass index (BMI) screenings at most health fairs in order to educate adults about the risks associated with being overweight or obese.

It is important that our mission to improve the health and well-being of our communities be extended to include the ProMedica workforce. In order to help Bay Park employees stay healthy and fit, the management team has made great effort to create a healthy working environment. Workout facilities and attractive outdoor walking trails are available to staff and have contributed to the American Hospital Association FIT Friendly Gold Level workplace designation. Space is provided for weekly Weight Watcher's meetings and employees are encouraged to participate in local walking and running events that benefit local charities. Bay Park employees participate in healthy recipe contests and healthy cooking demonstrations. Healthier food choice options are delineated in the cafeteria for staff, patients, and visitors. Healthier healthcare workers provide better care.

Transportation and Access to Care

Poverty barriers and lack of public transportation continue to be problematic for certain populations within the hospital's service area. This disparity is present in both urban and rural areas. There are currently no Bay Park resources or funding available to provide transportation to patients who face this challenge. However, there are several agencies within the service area that have programs that address this particular issue. While Bay Park Hospital cannot provide funding, it can play a role by educating clinical staff on the transportation programs that are available to patients. Further, it should prove beneficial to gather appropriate information regarding these programs into an easily accessible brochure, pamphlet, or fact sheet that can assist patients find the best services to fit their needs.

Hospital Successes

Expansion of Apnea Link Free Screening

The Bay Park Center for Sleep Disorders provides a free service to patients who may or may not be in need of a sleep study. The Apnea Link device is taken home by the patient and worn by the patient while he/she sleeps. The patient returns the device to the Bay Park Center for Sleep Disorders, where the data gathered by the device can help determine whether or not the patient needs a sleep study. Sleep studies can be both expensive and inconvenient for patients, but the Apnea Link is free, convenient, and does not require a physician referral or written order. The information gained from the Apnea Link screening provides the patient and the primary care physician to determine if referral to a specialist is necessary. The Bay Park Center for Sleep Disorders hopes to expand the program and improve access to this useful diagnostic tool. This expansion complements Bay Park's strategic plan to address leading causes of death, as sleep apnea can be associated with obesity, heart disease, diabetes, and lung disease.

Expansion of Free Screenings at Health Fairs

Bay Park has a very successful screening and education outreach program. In the past year, hundreds of patients have received free screenings for skin, breast, and cervical cancer and education regarding risk factors for breast, colorectal, prostate, skin, and cervical cancer. As discussed previously, Bay Park is currently utilizing a grant from the Susan G. Komen foundation to expand access to free breast cancer screenings.

InTouch System

InTouch telecommunication system is a teleconferencing system that connects patients in rural areas with physicians who are in another location. This system specifically allows video consultations between patients from the Port Clinton imaging services and radiologists at the Toledo Hospital Breast Care Center. This real time conversation between patient and radiologist allows instant feedback, advice and consolation to the patient for next steps and peace of mind. The convenience improves access to care and improves compliance for follow-up consultations.

Nutritious Delicious Criteria in the Bay Café

Bay Park's cafeteria meets the ProMedica guidelines for nutrition by offering healthy options that fit specific criteria. These guidelines were created by registered dietitians within ProMedica Health System and are endorsed by the ProMedica Employee Wellness Council. The guidelines identify foods that help control intake of total fat, saturated fat, cholesterol, and added sugar, while increasing fiber intake. Additionally, these choices do not have any trans fatty acids added during processing or preparation. These guidelines are used to identify Nutritious & Delicious options for cafeteria dining, vending and catering. Options that meet these guidelines are identified with the Nutritious & Delicious green apple symbol.

Dissemination of the Report to the Public

ProMedica Bay Park Hospital distributes the community health needs assessment through the website: <http://www.promedica.org/default.aspx?PageID=651> . Additional county data may be found at http://www.hcno.org/health_assess.htm In addition the hospital develops newsletters and media to keep the community informed of hospital events, screenings, and other educational opportunities.

Changes Impacting Community Health, Provision of Charity Care, and Access to Services

Bay Park provided a significant amount of charity care to the community during 2010; of which \$948,333 represent the cost of uncompensated amounts for treatment to those patients who did not have the financial resources to pay for hospital services. Charity care represents the cost to provide service and does not include the costs for accounts written off to bad debt for patients who do not pay their bills.

Financial Aid Program

ProMedica Bay Park has worked on multiple programs and processes to assist the uninsured over the past year. In an effort to better meet the needs of the community, a review of the financial aid program and uncompensated care was undertaken. Bay Park increased the threshold for uncompensated care eligibility to 500% of the current year Federal Poverty Guidelines. The plan allows for improved access to facilitated enrollment programs through increased collaboration with service agencies. In addition, the hospital employs a Financial Counselor to assist uninsured individuals with program options that may provide better health coverage. The hospital continues the prompt pay discount program to offer higher discounted percentages for those individuals uninsured or ineligible for other financial assistance programs.