

**ProMedica Defiance Regional Hospital
2011 Community Health Needs Assessment**

Prepared: May 2011

Introduction

This plan represents ProMedica Defiance Regional Hospital’s (PDRH) conclusions and responses based on a review of the community health needs. It was prepared by Gary M. Cates, PDRH President, and questions regarding the plan can be directed to him at (419) 783-4493 or via email at gary.cates@promedica.org.

1. Mission Statement

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

2. Hospital Service Area

PDRH’s primary service area includes the county of Defiance, with an estimated population of 38,637. The hospital also services the counties of Henry, Williams, and Paulding, located in the northwestern region of Ohio. The total population of this combined area is estimated at 122,732. The actual population continues to decrease.

Each of the four counties in the service area is served by at least one primary hospital located in that county. *(See table 2.1 below)*

Table 2.1 Hospitals Serving Counties in the Service Area	
County	Hospital and City
Defiance County	ProMedica Defiance Regional Hospital, Defiance
	Mercy Hospital of Defiance, Defiance
	Community Memorial Hospital, Hicksville
Henry County	Henry County Hospital, Napoleon
Paulding County	Paulding County Hospital, Paulding
Williams County	Community Health and Wellness Centers, Bryan
	Community Health and Wellness Center, Montpelier

Because of the presence of other hospital entities in each of the four counties, PDRH focuses most of its community health efforts within the Defiance County area – leaving the individual community efforts within the other three counties to the hospitals located in each. However, PDRH also will partner with some of

these entities to address issues in Defiance County and/or the greater four-county service area.

In addition to the local hospitals in the four-county area, patients from this service area also receive hospital-based inpatient and outpatient services at hospitals located outside the four counties. *(See table 2.2 below)*

Hospital	Location
Community Health and Wellness Centers	Archbold, OH
Fulton County Hospital	Wauseon, OH
The Toledo Hospital	Toledo, OH
Flower Hospital	Sylvania, OH
St. Luke's Hospital	Maumee, OH
St. Vincent Mercy Hospital	Toledo, OH
Van Wert County Hospital	Van Wert, OH
Lima Memorial Hospital	Lima, OH
St. Rita's Hospital	Lima, OH
University of Toledo Medical Center	Toledo, OH
Wood County Hospital	Bowling Green, OH
Out-of-state Hospitals (Indiana)	Fort Wayne, IN

For purposes of this plan, the main focus will be on the primary service area of Defiance County, however, health statistics and factors for all four counties were reviewed and used in completing the community health assessment.

PDRH has worked to actively recruit primary care physicians and specialists to meet the growing needs of the community we serve. Since January 2010, the hospital has recruited physicians in the following areas: Family Practice, Anesthesia, and Obstetrics & Gynecology. Additionally, an Orthopedic Physician Assistant and a Certified Nurse Practitioner were recruited. PDRH also actively works to recruit specialists to provide services in a visiting physician clinic. Recent additions to the clinic include: Rheumatology, Nephrology, Pain & Fibromyalgia, and ENT.

3. Participants and Hospital Role

In the process of meeting the needs of our diverse community and in keeping with our strategic plan, PDRH participates in meetings with local Departments of Health in Defiance County, as well as community stakeholders, business leaders and planning groups, to conduct our community health assessment. In an effort to bring local initiatives together, the Defiance County Department of Health coordinates a periodic Health Needs Assessment. The most recent report was conducted for the 2008-2009 time period. PDRH is a partner in this process and

helped underwrite the financial costs to conduct the research and produce the report. (Note: The Defiance County Health Needs Assessment 2008-2009 was commissioned by Defiance County Health Partners and was managed by the Healthy Communities Foundation of the Hospital Council of Northwest Ohio. More information about the study can be obtained by contacting Kimberly Moss, Health Commissioner, Defiance County General Health District, 1300 E. Second Street, Suite 100, Defiance OH 43512, 419-784-3818. Unless otherwise noted, health data in this plan are from this report.)

PDRH works in coordination with local health agencies, such as the Defiance County Health Department, other health institutions and providers, and PDRH staff to assist in addressing the health needs identified in the Health Needs Assessment. PDRH remains active in other community health assessment and improvement activities, including the Live Smart, A Healthier Defiance County initiative conducted in partnership with the Defiance YMCA, participating in the annual health fair conducted at the Northtowne Mall in Defiance, working with the Defiance County Health Department and Defiance County United Way and its associated programs and agencies, and conducting health fairs and screenings at local businesses, churches and large employers. Hospital staff members from a variety of departments attend meetings held with the coalitions and partners in an effort to expand education and resources for groups while focusing on the priority areas identified. The attendance of staff on the various community-based committees, as well as participation in community activities and health fairs, contribute to the public notification process. PDRH also operates a public website to alert the public of upcoming events and health screenings: www.promedica.org/defiance.

4. Identification of Public Health Priorities

The six leading causes of death in the four-county area are the same, although the ranking of each cause varies by county. Those six leading causes of death are:

- heart disease,
- cancer,
- stroke,
- lung,
- accidents, and
- diabetes.

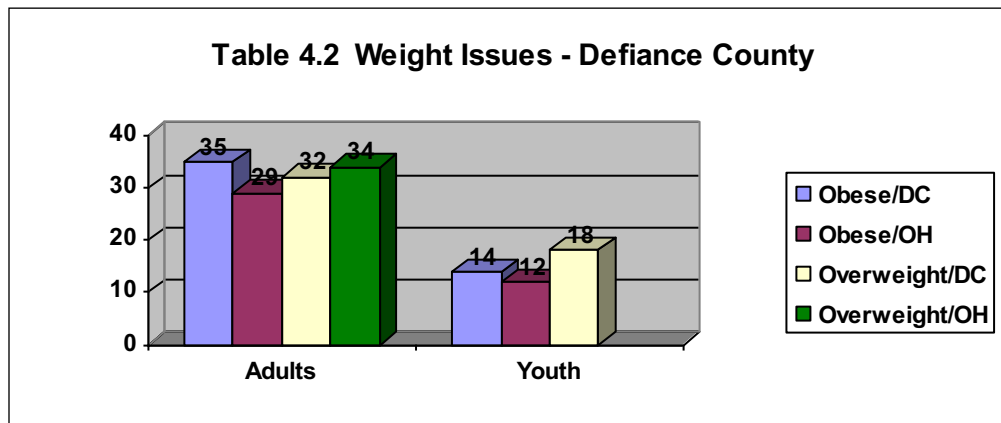
Specific to Defiance County, the leading causes of death, age-adjusted and listed by deaths per 100,000 population, are:

Table 4.1 Defiance County Leading Causes of Death <i>(per 100,000 population, updated 2009)</i>	
Cause	Death Rate
Heart Disease	189.8
Cancer	184.2
Stroke	56.6
Accidents	54.1

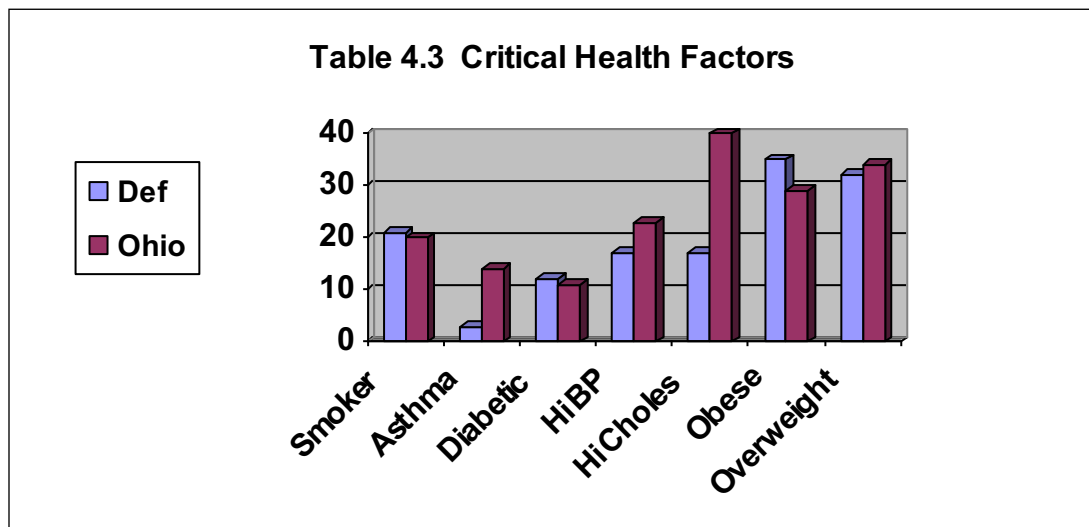
Lung	48.1
Diabetes	27.5

Within the cancer category, the leading cause of cancer-related mortality in Defiance County is colon, followed by breast and cervix.

Also within Defiance County the adult and youth population obesity rates are over the respective state averages. When combined, the obese and overweight rates, equates to 64.5% of the adult population having some form of weight issues; while the combined rate for youth is 32%. In 2012, PDRH will be introducing Healthy Kid Conversation maps in the Defiance area elementary schools. Table 4.2 shows the obesity and overweight rates for Defiance County. Where available, state averages for the same data have been inserted for comparison.



In terms of critical health factors, the percentage of Defiance County Adults within specific health risk categories ranges from a low end of less-than-5% (Asthma) to a high of 35% (obese). The factors are depicted, in percentages, in Table 4.3 below:



Additional key findings from the Defiance County Health Assessment include:

- According to the results of survey taken in conjunction with the Health Assessment, 50% of adults were engaging in physical activity for at least 30 minutes three or more days per week. Over one-quarter (28%) of adults were not participating in any physical activity in the past week. The Centers for Disease Control recommend that adults participate in moderate exercise for at least 150 minutes per week or vigorous exercise for 75 minutes per week.
- Some 12% of Defiance County adults are without healthcare insurance. Those most likely to be without insurance are adults under the age of 30 and those with income levels under \$25,000 per year. In the age bracket of 20 to 24, only 63% report having some form of healthcare coverage.
- In terms of adult women in Defiance County, 3% have experienced a heart attack, 3% have suffered a stroke, 17% have high blood pressure, 17% have high cholesterol and 20% were identified as smokers.
- About 35% of all adult women in the county have had a mammogram in the past year, with the percentage going up to about 55% for those women 40 and older.
- In terms of adult men in Defiance County, 6% have experienced a heart attack, 1% have suffered a stroke, 19% have high blood pressure, 20% have high cholesterol and 21% were identified as smokers.
- About 21% of all adult men in the county have had a PSA test done in the past year, with the percentage going up to about 47% for those men 50 and older. Additionally, about 24% of all adult men had a digital rectal exam in the past year, with the percentage going up to about 32% for those men 50 and older.

The six priority areas identified in the hospital's most recent community health needs assessment include:

- Access to care for the uninsured
- Increased access to, and use of, mammograms
- Community education about heart symptoms
- Improving health and diet
- Community education about children's safety
- Adult Falls

These six hospital priority areas are in good keeping with the health gaps identified by the county. The Defiance County Health Commissioner has identified the top three health issues to be: obesity, cancer and heart disease. She also has labeled two areas as key gaps: local access and use of care, and an anticipated higher rate of uninsured individuals.

The six hospital priority areas were established through consensus and discussion among hospital administration and input from community partners through our Board of Directors. Related goals include:

- Addressing the hospital's policy for charity care and discounting to assure it's relevance to the ongoing economic conditions.
- Forming a community coalition to investigate providing free primary care.
- Working with local groups to increase breast cancer awareness and the importance of having annual mammograms.
- Providing discount mammograms in conjunction with local groups and the hospital's Foundation.
- Continuing certification as a Chest Pain Center, including accomplishing related community education requirements.
- Working with local initiatives, such as Live Smart, to raise awareness about the need for better diet and increased physical activity.
- Sponsoring events that incorporate children's safety education, such as the bi-annual Kid's Bike Safety Day and annual Boo Town event.
- Nursing units implementation of an hourly rounding program to reduce call light use and falls.

5. Update on the Plan of Action

ProMedica Defiance Regional Hospital has been successful in a number of areas. The following examples cite work accomplished in 2010, as well as events and activities planned for 2011.

A. Improving access to care for the uninsured

The hospital continues to offer care to individuals regardless of the ability to pay. In 2010, PDRH reviewed its charity and discounting policies and adjusted the associated levels – ie the percentage of the federal poverty level tied to each tier of discount, including free care. PDRH employs a financial advocate who works with patients needing economic assistance.

Additionally, PDRH has been a leading partner in an effort to create a county-wide free primary care clinic. In February of 2010, the hospital partnered with other health providers in Defiance County to host a one-day free clinic held in conjunction with the annual health fair. Out of that one-day experience, PDRH moved ahead with partnering with Defiance College and Defiance Clinic/Mercy Hospital to establish a work team to create an ongoing free clinic. Operation plans for the monthly clinic have been completed and it is set to launch in September 2011.

B. Increased access to, and use of, mammograms

PDRH continues to partner with the local Zonta Club to promote breast cancer awareness, and to sponsor a reduced fee mammogram program. In 2010 – and planned again for October 2011 – the hospital and Zonta Club combined forces to sponsor a breast cancer awareness event. The two organizations also sponsored a 5K walk and run to raise funds for the discount mammogram program (capped out of pocket fees at \$25).

The hospital also has undertaken the creation of a patient coordinator, or navigator, in the past year to help expedite follow-up breast diagnostics and to work with patients who receive unfavorable results. The program has proven to be a great asset in relieving women's fears about having mammograms, as well as assisting with education and care coordination when masses are found.

C. Community education about heart symptoms

PDRH continues its commitment to being a certified Chest Pain Center – which assures its response to patients presenting with heart-related symptoms, as well as undertaking appropriate preventative and community education endeavors. The hospital received its re-accreditation in 2011, with surveyors citing PDRH's community education program as a best practice. In particular, the surveyors were extremely impressed with the hospital's public advertisements instructing people how to respond to the various signs/symptoms associated with heart attacks. Additionally, the hospital continues to make its cardiologist available for public speaking engagements. Working with Defiance Clinic and Defiance County Health Department, PDRH hosted a Heart Symposium.

D. Improving health and diet

Recognizing the importance of improved diet and increased physical activity, the hospital has undertaken a number of initiatives.

1. Being a main sponsor of the Live Smart, A Healthier Defiance County program. The hospital has lent its President, Dietician and Communications Specialist to the effort. Live Smart has undertaken a multi-phased approach to the issues of access to healthier foods at home, school and the work place, and to reinforcing public policy and initiatives which will lead to increased physical activity throughout the community. A community health summit,

sponsored by Live Smart, was held on May 12, 2011 with a number of PDRH representatives participating.

2. Knowing that a healthy diet starts with actually having food, PDRH and its parent organization (ProMedica) have stepped out in terms of helping create a Back Pack Buddy program in the county schools (Defiance and Hicksville). Funded through a \$100,000 ProMedica advocacy grant, a community coalition was formed and now provides food for the weekend to more than 400 local children whose families qualify for the federal free or reduced fee lunch program. Menus for the weekend program were developed by a registered dietitian.
3. Recognizing the need for increased physical activity, PDRH has agreed to undertake increased involvement in “wellness” related activities – such as sponsoring a local triathlon, hosting a state-wide bicycle racing event, sponsoring the local bicycle club, promoting walking through the American Heart Association, and purchasing 50% membership discounts to the YMCA for its employees.
4. Knowing that leading by example is the best way to effect change, PDRH also has undertaken steps to improve its own food offerings. Improvements in the dietary function include focusing on providing healthier fares and eliminating the use of deep frying.

E. Community education about children’s safety

As a Level III Trauma Center, PDRH is committed to undertaking education to help reduce the risk of accidents to the population. In particular, the hospital has focused a large portion of these efforts on children’s safety.

PDRH has joined forces with the local radio station to sponsor an annual “Boo Town” event held at the Halloween time. This family-centered event includes a segment of education about children’s safety. Themes have included fire safety, bike safety, walking safety, etc. Additionally, the hospital has planned a children’s safety day event for May 2011. This event will include opportunities to learn safe bicycle riding, helmet safety, bicycle inspections, fire safety, proper baby and child seat safety, etc.

F. Adult Falls

From 2004-2006 there were 3 deaths due to unintentional fatal falls. Efforts continue to reduce the number of adult falls. In the past, community seminars given by Orthopedic Surgeon, Dr. Stan Dacjzak have been offered. Safety alerts from the Safety Committee are periodically sent to employees as a reminder to use proper walking techniques in slippery conditions. Bed alarms as well as implementation of an hourly rounding program are in effect. The Pharmacy department is also involved with fall risk medication assessment.

6. Dissemination of the Report to the Public

ProMedica Defiance Regional Hospital distributes the community health needs assessment through the website: www.promedica.org/defiance. Additional county data may be found at http://www.hcno.org/health_access.htm. In addition, the hospital develops newsletters and media to keep the community informed of hospital events and screening opportunities.

7. Attachments

- Resource Guide for Defiance County Residents
- Key Indicators and Available Programs in Defiance