

2011 Community Health Needs Assessment

ProMedica Flower Hospital

Prepared: June 2011

Introduction

This plan represents ProMedica Flower Hospital's (PFH) conclusions and responses based on a review of the community health needs.

- 1. Mission Statement:** ProMedica's Mission is to improve your health and well-being.
- 2. Hospital Service Area:**

The hospital service area includes Lucas, Wood and Fulton, County(s), located in the northwestern region of the Ohio. The total population is estimated at 631,275. The Hospital also serves Lenawee and Monroe County(s), located in southeastern region of Michigan with a total population of 253,750. ProMedica Flower Hospital is one of nine acute care hospital serving the Toledo metro area and one of 13 acute care hospitals serving the five county service area. (See table 2.1 below) For purposes of this plan, the health statistics and factors for all five counties were reviewed and used in completing this community health assessment. Because of the presence of other hospital entities in each of the five counties, PFH focuses most if its community health efforts within the Lucas County Area- leaving the individual community efforts within the other four counties to the hospitals located in each. However, PFH also will engage with some of these entities to address issues in our service area.

ProMedica Flower Hospital	Sylvania, OH (Lucas)
ProMedica Toledo Hospital	Toledo, OH (Lucas)
ProMedica St. Luke's Hospital	Maumee, OH (Lucas)
ProMedica Bay Park Hospital	Oregon, OH (Lucas)
ProMedica Bixby Hospital	Lenawee, MI (Lenawee)
ProMedica Herrick Hospital	Lenawee, MI (Lenawee)
Mercy Memorial Hospital	Monroe, MI (Monroe)
Fulton County Hospital	Wauseon, OH (Fulton)
St. Vincent Mercy Hospital	Toledo, OH (Lucas)
St. Anne's Hospital	Toledo, OH (Lucas)
University of Toledo Medical College	Toledo, OH (Lucas)
Wood County Hospital	Bowling Green, OH (Wood)
St. Charles Hospital	Oregon, OH (Lucas)

3. Participants and Hospital role:

In the process of meeting the needs of our diverse community and in keeping with our strategic plan, PFH, through the ProMedica Corporate Community Relations Dept., participated in county health assessment meetings coordinated by the Hospital Council of Northwest Ohio and other

community stakeholders, business leaders and planning groups. In addition, PFH shared information from ProMedica hospitals, in the north region, for Lenawee and Monroe Counties to further support this formal community health assessment. In an effort to coordinate improvements in local health initiatives together, many counties are utilizing a community-wide strategic planning process for improving public health. The most recent Northwest Ohio Regional Community Health Assessment report was updated December 2010. The assessment of the Lucas County Health Survey data compiled by the Hospital Council of Northwest Ohio, revealed no statistical difference between PFH’s service area by zip code data and county, state, or national metrics.

PFH leaders/staff from a variety of departments attend meetings with the various health coalitions in an effort to expand education and resources for groups while also focusing on its identified health priority areas. The participation of staff on various committees as well as community activities and health fairs contribute to the public notification process. PFH also operates a public website to inform the public about our community health and wellness programs, classes and services. <http://www.promedica.org/default.aspx?PageID=679>

4. Identification of Public Health Priorities:

The seven leading causes of death in PFH’s five county service area are the same, although the ranking of each cause varies by county. (see table 4.1) Those seven leading causes of death are: Heart disease, Cancer, Stroke, Lung, Accidents, Diabetes, and Alzheimer.

Specific to PFH’s service area, the leading causes of death, age-adjusted and listed by deaths per 100,000 population (updated June 8, 2011) are:

Table 4.1 2010 leading causes

	U.S.	Ohio	Lucas	Wood	Fulton	Monroe	Lenawee
Heart Disease	179.8	209	243.7	224.2	195.4	204.5	208.3
Cancer	173.6	195.9	200.5	179.8	184.1	193.5	181.6
Lung	42.2	50.5	60.4	41.8	33.8	40.8	57.8**
Stroke	38.9	44.1	47.5	43.5	46.1*	43.3*	44.3
Accidents	37	40.6	42	36	47.9	35.7	27.7
Alzheimer	23.4	28.6	29.9	27.8	33.4	17.7	34.8
Diabetes	20.9	28.6	36.1	30.2	42.6	34.4	29.4

*indicates statistically significant change (lower) from 2008 data

**indicates statistically significant change (higher) from 2008 data

indicates statistically significant (higher) than state/national 2010 data

indicates statistically significant (higher) than national 2010 data only

indicates statistically significant (lower) than state 2010 data only

indicates statistically significant (lower) than state but (higher) than national 2010 data

While mortality rates in many of the counties in PFH’s primary service area, are higher than state or national rates for the top seven leading causes of death, only two are statistically significantly higher than both the state and national rates. (Diabetes- Fulton and Monroe Co.) In addition, seven are statistically significantly higher than national rates only. When comparing between 2008 and 2010 data, only lung deaths showed a statistically significant increase in Lenawee county while there was a statistically significant decrease in stroke deaths in both Fulton and Monroe counties.

Within the cancer category, the leading cause of cancer-related mortality in the PFH service area is colon, followed by breast and cervix. ProMedica's Cancer Institute is located on the campus of PFH. Because of this, many of the top priorities identified from the community needs assessment, focus on cancer. In addition, PFH and ProMedica as a whole continues to develop patient-centered, integrated service lines including cancer, cardiovascular, orthopedics, and neurology, to assure that care is coordinated across the spectrum thereby meeting the needs of the communities we serve.

The ProMedica Cancer Institute recently completed a community assessment for Oncology Specific Data in June of 2011. This report specifically identified that in 2010 there were 2383 new cancer cases seen in the ProMedica Toledo Metro Area which include ProMedica Toledo Hospital, ProMedica Flower Hospital and ProMedica Toledo Children's Hospital. This report showed that the ProMedica incidence for breast, prostate, GYN and melanoma are higher than both state and national data, while lung cancer ProMedica incidence is lower, and colorectal and malignant hematology ProMedica incidence is similar. Higher incidence rates are most likely attributed to diagnostic, treatment and other state of the art technologies available in the ProMedica such as breast MRI, tomotherapy and stereotactic radiosurgery as well as specialty physicians who are board certified in surgical oncology and gynecologic oncology.

Obesity rates for adults for all five of PFH's service area are lower or equivalent to state and national rates, but overweight rates are higher than state and national rates.

Top Priority Areas

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

- Expand access to the ProMedica Cancer Institute to enable more community members to conveniently access cancer treatment options... as based on feedback... data
- Increase early disease detection screenings and education for colon, breast and cervical cancers
- Investigate ability to offer free or low cost screening or preventive activities for lung cancer, GYN malignancies and colorectal cancer.
- Evaluate potential gap in specialty GYN oncology surgeon coverage due to the potential retirement.
- Evaluate development of a community stroke education program. Evaluate potential gap in the African American community population working with Lucas Co. Minority Health Commission.

These priority areas are aligned with addressing the health gaps identified in PFH service area and were established through consensus and discussion among hospital leaders, administration and input from community partners through our Board of Directors. Goals include:

- * Expand ancillary services to enhance access for Oncology services (Levis and Monroe sites)
- * Increase utilization of evidence-based protocols related to cancer
- * Develop a Survivorship Program for cancer patients
- * Improve access to cancer screening services (eg. free colorectal screening kits)

- * Improve access to primary and specialty care services (where and why?) to address underserved areas ...
- * Work with ProMedica Total Wellness Department to provide health risk appraisals, health clinics, education, fitness activities and resources and referrals as needed.
- * Increase the number of community stroke education presentations
- * Improve electronic health systems see number (4 under plan of action)

Other initiatives that address the top mortalities include:

1. Continued support of three certified diabetes education program sites in the Toledo metro area, in an effort to make these programs accessible to wide geographic areas of the city, and also offer free, weekly diabetes education at affiliated Pharmacy Counter locations. Both vascular and wound care programs have been established to manage patients with diabetes who have related diagnoses requiring this level of care. Free blood sugar screenings are provided at health fairs throughout the community to assist with the early identification of diabetes, as well.
2. Continue to support the establishment of a Heart and Vascular Institute at the ProMedica Toledo Hospital which will coordinate all related care and education for patients to provide the most effective and efficient tertiary cardiac care. Work with ProMedica Total Wellness Department to provide cardiovascular screenings in underserved areas of our population.
3. Continue to support the establishment of an orthopedic hospital to coordinate all related care and education for patients to provide the most effective and efficient orthopedic care. Evaluate the need/benefit for an osteoporosis clinic for reducing the number of secondary fractures in the fragility fracture population.
4. Continue to support the Alzheimer treatment provided by the Goerlich Center located on the PFH campus.
5. Continue to support the tobacco cessation programs including the ProMedica Tobacco Treatment Centers. Also support the pulmonary rehab programs and services to benefit patients with mild to severe or chronic pulmonary disorders (classified as Lung Disease, one of our leading causes of death).

Other key initiative that have been identified as ongoing priorities for PFH and ProMedica as a whole, are related to access to healthcare for the uninsured (CareNet), obesity related programs (Healthy Kids Conversation Maps)- as these issues effect the overall health of individuals, including contributing to the top diseases related to mortality. See additional details below and for more information on CareNet, please call 419-842-0800. For more information about the map program, go to www.promedica.org/??

5. Update on the Plan of Action:

To best meet the needs of our patients and other community stakeholders, ProMedica Flower Hospital has been successful in a number of areas. The following examples cite work primarily accomplished in 2010 or in process or planned for 2011.

- 1) A review of public health data for PFH's five county area indicates specific areas of continued concentration for community health, including continued focus on mammography, pap smears and colonoscopy cancer screenings.

The ProMedica Cancer Institute recently completed a community assessment for Oncology Specific Data in June of 2011 as described above.

As a part of the coordination of cancer care, ProMedica has established a network of mammography sites that provide digital screening mammography to not only ensure the best image available but to utilize resources more efficiently. Additionally, diagnostic mammography procedures are performed at the ProMedica Toledo Hospital (PTH) Breast Care Center where the specially trained breast radiologist are maintained at one central location.

Site specific services offered for various cancers such as breast, prostate, lung, GYN, and colorectal include multidisciplinary teams, weekly/monthly cancer conferences, interventional radiology services, radiofrequency ablation, stereotactic radiosurgery, outpatient medical oncology units at PTH and PFH for chemotherapy infusions and (HDR) High Dose Radiation brachytherapy at PFH.

In addition, planned is a new endobronchial ultrasound system coming in late 2011 for enhanced biopsy and clinical staging opportunities as well as Y90 radioembolization procedure to be available July 2011 for treatment of hepatic lesions. Also planned for third quarter 2011, is the availability of “state of the art” molecular breast imaging for enhancement of our breast cancer treatment options.

2) ProMedica Flower Hospital recently met the requirements of The Joint Commission, a national accrediting body for hospitals, and successfully became a Certified Stroke Center in 2010. On-gong measures required as part of the accreditation process and the Ohio Coverdell Stroke Registry ensure continued best practice for treating stroke patients and benefiting the communities we serve. PFH continues to assess community stroke education needs and is evaluating any special needs in the African American community to promote increased awareness.

3) Physician shortages and challenges create barriers to accessing specialty care providers. ProMedica Flower Hospital working with Promedica Physician Group has a physician manpower plan designed to identify and meet community needs. This plan specifically identified shortages in ENT, Psychiatry and Internal Medicine. In recognizing the insufficient specialty care capacity, the Hospital recruited one internal medicine physician and one ENT physician in 2010 and one psychiatrist who will begin in July of 2011.

4) ProMedica Flower Hospital, is connecting community physicians with a new electronic health system. This new system allows for a secure electronic service for exchanging health information among the hospital and physicians. This plan improves healthcare delivery and promotes quality care.

6. Dissemination of the Report to the Public:

ProMedica Flower Hospital distributes the community health needs assessment through the website: www.promedica.org/flower. 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 and screenings. PFH also operates a public website to inform the public about our community health and wellness programs, classes and services. <http://www.promedica.org/default.aspx?PageID=679>

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

In recognition of the need for primary care services to meet the needs of our community, the hospital acquired additional physician practices, recruited new physicians and expanded current practices. As a result, the community has the opportunity to access care even if uninsured or underinsured. PFH has worked with the ProMedica Physician Group (PPG) and other Promedica Metro Toledo hospitals to recruit 25 specialists in 2010, many of which have directly benefited the patients served by ProMedica Flower Hospital. These specialties include additional cardiology, emergency medicine, hematology oncology, ENT and psychiatry, among others. In 2011, over 18 additional physicians were hired as part of PPG to provide services in the Toledo Metro area which will also benefit our communities served.

As one of two ProMedica hospitals in Lucas County, PFH supports the CareNet program to provide free care to the uninsured and underinsured in the county. CareNet was originally initiated by the Mayor of the City of Toledo and created in 2003 through a partnership with the City of Toledo, ProMedica and other hospitals. CareNet has now grown to include additional collaboration with the Academy of Medicine of Toledo and Lucas County, the Toledo-Lucas County Health Department, Neighborhood Health Association (FQHC), the Lucas County Commissioners, The United Way of Greater Toledo, and other service providers and volunteer physicians in our community. Comprised of 15 primary care sites, 8 hospitals, 150 volunteer specialists and free TARTA bus transportation, CareNet has served 14,000 low income uninsured residents and currently has about 5,000 active members. Since 2003, members have utilized their CareNet card to access over 155,000 services including primary, emergency, outpatient, inpatient and specialty care; as well as city bus transportation. In 2007 alone, the healthcare provided to CareNet members was valued at \$15.5 million based on Medicaid reimbursement rates. In 2010, ProMedica physicians and facilities provided 22% of the total care to CareNet members, with the Toledo-Lucas Health Department providing 18%, the Neighborhood Health Association providing 49% and other service providers providing 11% of the total care. For more information about CareNet, please call 419-842-0800.

Total Charity Care provided to the community by PFH in 2010 was... or total community benefit provided by PFH in 2010 was...

8. Financial Aid Program:

ProMedica Flower Hospital offers multiple programs and has processes in place to assist uninsured patients (Care Net, Indigent Patient Prescription Assistance, HCAP, ProMedica Financial Assistance Program, etc.). In an effort to meet the needs of the community, Flower Hospital offers financial assistance to uninsured patients whose income is from 0-500% of the current year Federal Poverty Guidelines. The program allows for improved access to 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 health insurance coverage such as Medicaid, Victims of Crime, COBRA, etc. The hospital also offers a prompt pay discount program for uninsured individuals whose income is above 500% of the current year Federal Poverty Guidelines or ineligible for other financial assistance programs.