

# Trinity Hospital Twin City

## Community Health Needs Assessment: Strategic Implementation Plan

*Finalized on March 11, 2014*

*Approved by Trinity Hospital Twin City Board of Trustees on March 31, 2014*



**TRINITY  
HOSPITAL  
TWIN CITY**

*Ministry of Sylvania Franciscan Health  
Sponsored by The Sisters of St. Francis  
of Sylvania Ohio*

## **Introduction**

Trinity Hospital Twin City completed a 2013 Community Health Needs Assessment to understand the health issues in the hospital's service area. The Center for Marketing and Opinion Research conducted the needs assessment, which included a random sample telephone survey of 400 residents, secondary data analysis, and a focus group of community leaders with public health experience. Ohio University's Voinovich School of Leadership and Public Affairs assisted hospital leaders and key staff in reviewing the prioritized issues and developing this three-year Community Benefit Implementation Plan based on guidance from the Catholic Health Association of the United States in April 2013.

Three priority health issues surfaced with the needs assessment, along with eight sub-issues. The hospital plans to work on addressing all of the issues identified over the three year time-period of 2014 to 2016. A list of the issues is below.

### **Issue 1: Access to Health Care: Primary Care Doctors and Specialists**

- 1.1: Healthcare Access
- 1.2: Health Insurance
- 1.3: Primary Care Physicians
- 1.4: Specialists

### **Issue 2: High Prevalence of Risky Behavior**

- 2.1: State of Mind
- 2.2: Obesity and Exercise
- 2.3: Tobacco Use
- 2.4: General Health

### **Issue 3: Cancer Care and Treatment**

In reviewing the issues from the needs assessment, two additional concerns emerged that the hospital will work to address under one or more of the categories above. These include mental health and oral health.

## **Issue 1: Access to Health Care: Primary Care Doctors and Specialists**

Inadequate access to healthcare has been linked to poorer health outcomes and complications from untreated conditions and greater reliance on emergency departments for urgent health care needs. The majority of the hospital's service area has been designated a primary care Health Professional Shortage Area and/or a Medically Underserved Area for primary care.

Prioritized Issue: A large portion of county residents do not have health insurance and lack access to basic healthcare services as well as specialist services.

### **Programs/Actions:**

#### 1.1: Healthcare Access

Actions the hospital plans to take to increase health care access include the following:

- Continue providing access to local services through a sound fiscal management approach. This management approach includes things such as
  - Offering free and discounted care for those who qualify.
  - Offering payment plans to reduce the burden for families.
- Increase awareness of financial assistance programs.
  - Provide a more coordinated effort in regards to financial counseling services for Trinity Medical Group patients.
- Increase local access and availability of primary care and specialists (also see 1.3 and 1.4 below).
- Monitor the quality of providers and use of services, including exploring the use of various models of care such as centers of excellence, disease management, continuous quality improvement, and patient centered medical homes.
- Continue building a disease management infrastructure within the hospital and group physician practice to help improve patient outcomes.
  - Utilize diabetes wellness programming to help diabetics better manage the disease.
- Research ways to help patients become informed about transportation options that are available in the area, including through the local senior center. Also consider offering tele-health services to help address transportation issues (also see 1.4 below).
- Expand the reach of the Social Services Department by educating on local resources for patients
- Implement the Patient Centered Medical Home Model in at least one physician practice.

## 1.2: Health Insurance

Actions the hospital plans to take to increase access to health insurance include the following:

- Be a resource for information about the new Affordable Care Act's mandated Healthcare Marketplace.
- Educate the community on being a Marketplace-designated organization that has certified application counselors.

## 1.3: Primary Care Physicians

Actions the hospital plans to take to increase access and availability of primary care physicians include the following:

- Promote the recent addition of new primary care providers, which include two new physicians and one nurse practitioner.
- Develop a three year strategic plan for physician recruitment and physician practice locations.
- Apply for rural health clinic status for established physician practices that qualify for said program. Identify new locations for additional rural health clinics.
- Determine scope of services and location of Newcomerstown clinic.

## 1.4: Specialists

Actions the hospital plans to take to increase access and availability of specialists include the following:

- Explore recruiting specialists in a variety of areas, such as endocrinology, general surgery, nephrology, oncology/hematology, oral surgery/dentistry, orthopedics, pain management, and psychiatry.
- Evaluate the specialty clinic's new layout and additional space on third floor for new specialty service offerings.
- Consider improving access to specialists through alternative delivery methods, such as tele-health. Explore options for specialties such as stroke and psychiatry.
- Monitor the availability of specialists for timely access for acute care needs and new patient appointments.
- Explore working with oral health providers to provide dental surgical procedures at the hospital.

### **Other Resources and Community Partners:**

- Hospital sponsor, Sisters of St. Francis of Sylvania, Ohio

- Sylvania Franciscan Health System
- Trinity Health System
- Ohio Department of Health
- County health departments
- Hospital medical staff
- HARCATUS

**Anticipated Impact:**

The hospital remains open despite the current challenging economic times, especially as a small rural hospital. Long-term, the hospital hopes to increase the local access to primary care providers and specialists; increase the variety of specialists that are available and accessible locally; and ensure access and availability to high quality providers and services. Ultimately, the hospital wants better health outcomes for residents and their families, including less reliance on the emergency department for basic medical care.

**Issue 2: High Prevalence of Risky Behavior**

Obesity and tobacco use are both linked to higher rates of diabetes, heart disease, stroke, certain cancers, and chronic respiratory conditions. Addressing these risk factors could significantly improve health outcomes for area residents.

Prioritized Issue: Residents of the hospital’s service area have a high prevalence of “risky” behavior such as tobacco use, obesity and lack of exercise. The needs assessment also found that residents need assistance with making healthier choices.

**Programs/Actions:**

2.1: State of Mind

Actions the hospital plans to take to help residents shift to a healthier mindset include the following:

- Continue programs such as Fit for Life that encourages residents to live healthier lives through behavior and lifestyle changes (see 2.2).
- Use the hospital as a healthy bully pulpit that promotes health and healthier choices. For example,
  - Consider partnering with local groups such as the Chamber of Commerce’s campaign to “Empower, Promote, and Build” a healthier community.

2.2: Obesity and Exercise

Actions the hospital plans to take to address obesity and increase access to physical activity include the following:

- Increase access to health and wellness programs that address obesity, diet, exercise, and other lifestyle issues.
  - Continue to offer the Fit for Life wellness program for the community. Explore ways to expand the program for low-income and other target groups.
  - Sustain Fit for Life program beyond grant funding.
  - Begin offering educational programming that targets adults with diabetes and those at risk of getting the disease.
  - Establish a certified diabetes program and expand the number of certified diabetes educators.
  - Collaborate with others to work towards adding more safe walking paths and ways to be physically active (e.g., walking clubs) within the service area.

### 2.3: Tobacco Use

Actions the hospital plans to take to reduce tobacco use include the following:

- Develop a tobacco cessation program and become a resource for the community.
- Continue programs such as Fit for Life and the new diabetes program, which encourage participants to quit all forms of tobacco (see 2.2).

### 2.4: General Health

Actions the hospital plans to take to improve general health include the following:

- Consider offering support groups and hospital endorsed forums/seminars to allow patients to access credible, but less formal support. Measure attendance at education offerings to ensure the programming is being scheduled at convenient times of the day and/or week.
- Offer regular health screens and health fairs at local senior centers, grocery stores, schools, and investigate new screening locations.
- Explore the possibility of expanded service offerings in newly available space located on the hospital's third floor.
- Support local Alcohol, Drug Addiction, & Mental Health Services (ADAMHS) board efforts to address mental health and substance abuse issues.

#### **Other Resources and Community Partners:**

- Dennison Rotary, along with local grocery stores, senior centers and schools
- Local agencies who provide tobacco cessation and prevention classes
- HealthyTusc
- Local Chambers of Commerce
- ADAMHS Board

#### **Anticipated Impact:**

Long-term, the hospital hopes to: increase access to wellness programs that address lifestyle issues; explore pain management care; and increase support for those with mental health issues. Ultimately, the hospital wants better health outcomes for residents and their families.

### **Issue 3: Cancer Care and Treatment**

Cancer is the second most common cause of death in the area. In addition to healthy lifestyle choices, early detection is key to preventing deaths from some of the leading forms of cancer.

Prioritized Issue: Community residents also identified cancer care and prevention as a need in the community to be addressed.

#### **Programs/Actions:**

Actions the hospital plans to take to address cancer care and treatment include the following:

- Promote the benefits of prevention and early detection.
- Improve internal processes to increase screening compliance within the Trinity Medical Group.
- Explore partnerships with nearby organizations that provide cancer care and treatment to find ways to improve access to care for patients. Consider recruitment of an oncologist/hematologist.
- Research options for providing palliative care.

#### **Other Resources and Community Partners:**

- Trinity Health System
- University of Pittsburgh Medical Center
- Cancer treatment providers (e.g., cancer center affiliation)
- Hospice providers
- American Cancer Society
- Area retailers who provide cancer care products and support

#### **Anticipated Impact:**

Long-term, the hospital hopes to increase local access to cancer treatment and also increase awareness about prevention and early detection. Ultimately, the hospital wants better health outcomes for residents and their families.

**Monitoring and Evaluation:**

At the hospital, the Community Outreach Department has the primary responsibility for monitoring and tracking the Implementation Plan. The Community Outreach Department will create a community impact team of front-line hospital staff members who will meet at least twice a year to review progress on this plan. The senior management team and Board of Directors will be kept informed about progress and issues that may arise. Periodic reports will be made available through the hospital's website at [www.trinitytwincity.org](http://www.trinitytwincity.org).