

Purcell Municipal Community Health Needs Assessment Summary and Implementation Strategy



Oklahoma Office of Rural Health

OSU Center for Rural Health

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Table of Contents

Introduction..... 1

 Oklahoma Office of Rural Health Partnership..... 2

Previous Community Health Needs Assessment- Priorities, Implementation, and Evaluation 2

Purcell Municipal Hospital Medical Services Area Demographics..... 5

 Figure 1. Purcell Municipal Hospital Medical Service Areas..... 5

 Table 1. Population of Purcell Municipal Hospital Medical Service Area 6

 Table 2. Existing Medical Services in Purcell Municipal Hospital Medical Services Area 7

 Table 3. Percent of Total Population by Age Group for the Purcell Municipal Hospital Medical Service Areas, McClain County and Oklahoma 8

 Table 4. Percent of Total Population by Race and Ethnicity for Purcell Municipal Hospital Medical Service Areas, McClain County and Oklahoma 9

Summary of Community Meetings..... 10

 Economic Impact and Community Health Needs Assessment Overview, April 5, 2016 10

 Table 5. Purcell Municipal Hospital Medical Service Area Health Sector Impact on Employment and Income, and Retail Sales and Sales Tax..... 12

 Health Data, April 12, 2016..... 13

 Table 6. Health Factors (Overall Rank 5) 14

 Table 7. Health Outcomes (Overall Rank 13)..... 15

 Community Survey Methodology and Results, April 5, 2016- April 26, 2016 17

 Table 8. Zip Code of Residence..... 18

 Table 9. Type of Specialist Visits 19

 Figure 2. Summary of Hospital Usage and Satisfaction Rates 20

 Table 10. Top Health Care Concerns in the Purcell Area..... 21

 Table 11. Additional Services Survey Respondents Would Like to See Offered at Purcell Municipal Hospital..... 22

 Primary Care Physician Demand Analysis, April 26, 2016..... 22

 Table 12. Primary Care Physician Office Visits Given Usage by Local Residents in the Purcell, Oklahoma Medical Service Area 23

Community Health Needs Implementation Strategy 23

Community Health Needs Assessment Marketing Plan 25

Appendix A- Hospital Services/Community Benefits	26
Appendix B Community Meeting Attendees.....	28
Appendix C- Meeting 1 Materials, April 5, 2016	30
Appendix D- Meeting 2 Materials, April 12, 2016.....	33
Appendix E- Survey Form and Meeting 3 Materials, April 26, 2016.....	36

Introduction

New requirements for nonprofit, 501 (c)(3), hospitals were enacted under the Patient Protection and Affordable Care Act (ACA), passed on March 23, 2010. One of the most significant of the new requirements is the Community Health Needs Assessment (CHNA) that must be conducted during taxable years after March 23, 2012 and submitted with IRS form 990. A CHNA must then be completed every three years following.

While the requirements are fairly new, the IRS has made strides in defining hospitals that must complete the CHNA as well as details of what is expected in the CHNA report to be submitted. At this time the only entities that must complete the CHNA are hospital organizations defined as:

- An organization that operates a State-licensed hospital facility
- Any other organization that the Secretary determines has the provision of hospital care as its principal function or purpose constituting the basis for its exemption under section 501 (c)(3).

The general goal behind the requirement is to gather community input that leads to recommendations on how the local hospital can better meet and serve residents' needs. The community input is typically derived from a community survey and a series of open meetings. Local health data are presented. Community members then identify and prioritize their top health needs.

After listening to community input, the hospital defines an implementation strategy for their specific facility. The implementation strategy is a written plan that addresses each of the health needs identified in the community meetings. To meet Treasury and IRS guidelines an implementation strategy must:

- Describe how the hospital facility plans to meet the health need, or
- Identify the health need as one the hospital facility does not intend to meet and explain why the hospital facility does not intend to meet the health need¹

After the needs are identified that the hospital can address, the implementation strategy must take into account specific programs, resources, and priorities for that particular facility. This can include existing programs, new programs, or intended collaboration with governmental, nonprofit, or other health care entities within the community.²

¹ Internal Revenue Service. 2011. Notice and Requests for Comments Regarding the Community Health Needs Assessment Requirements for Tax-Exempt Hospitals. Internal Revenue Bulletin: 2011-30.

² Ibid

The facility must make the recommendations and implementation strategy widely available to community members. The facility must adopt the implementation strategy in that same taxable year.

Oklahoma Office of Rural Health Partnership

The Oklahoma Office of Rural Health makes this program available to all rural facilities in Oklahoma free of charge. The Oklahoma Office of Rural Health works closely with the hospital and community members to develop an economic impact of the local health sector, develop and analyze a local health services survey, and gather and analyze local health data. The community meetings are facilitated by a resource team that includes Corie Kasier and Lara Brooks of the Oklahoma Office of Rural Health.

After the meetings conclude, the resource team assists the hospital in developing their implementation strategy. After implementation, the resource team will assist in evaluation of the strategies implemented and provide continued assistance with data and resources.

This document discusses the steps taken to conduct a CHNA for Purcell Municipal Hospital in 2016. It begins with a description of the hospital's medical service area, including a demographic analysis, and then summarizes each meeting that took place during the CHNA process. The report concludes by listing the recommendations that came out of the process and presenting the hospital's implementation strategy and marketing plan.

Previous Community Health Needs Assessment- Priorities, Implementation, and Evaluation

Purcell Municipal Hospital worked with the Oklahoma Office of Rural Health and Oklahoma Cooperative Extension Service to complete a CHNA during 2013. The following identifies each priority, implementation taken, and an evaluation or impact of the implementation.

Priority: Weight loss

Service Implemented/Partnerships: Walking trail at the hospital

Purcell Municipal Hospital installed a walking trail inside the hospital facility in February 2015. This fitness opportunity is available to all community members. The funding for the trail was provided solely by the hospital. Therefore, an approximation of the number of those who have benefited cannot be determined.

Priority: Smoking

Service Implemented/Partnerships: Tobacco Cessation

Tobacco cessation is offered throughout the hospital (with use of a TSET grant). Tobacco cessation has been offered to 271 patients. The hospital also maintains a tobacco free status for the entire campus which benefits, employees, patients, and visitors.

Priority: Cancer Care

Service Implemented/Partnerships: Breast Cancer Awareness Campaign

Purcell Municipal Hospital conducted a Breast Cancer Awareness Campaign during the month of October in 2014 and 2015. During this time, community members were encouraged to come to the hospital to get a mammogram. Those who did were entered in a drawing for a gift basket. Community members were made aware of these offerings through notification of the campaign through the local newspaper. During these two offerings, a total of 143 patients benefited.

Priority: Community Health

Service Implemented/Partnerships: Community Education

Purcell Municipal Hospital has provided community educational opportunities covering the following topics: stroke awareness (35 attendees), COPD (6 attendees), and diabetes education (2 attendees). Approximately 43 benefited from educational sessions.

The hospital also hosted three annual health fairs (Purcell City Employee Health Fair with 37 flu shots provided; Purcell School Health Fair, and Newcastle Community Health Fair). The hospital has provided basic diabetes screenings to 17 individuals.

Priority: Higher Rate of Low Birth Weight

Since the last CHNA, the hospital no longer provides OB services. Therefore, prenatal classes have also ended. As mentioned previously, the hospital does provide tobacco cessation which can positively impact pregnancies in the medical service area.

Awareness of Community Outreach

A question was included on the community survey (complete methodology detailed on page 17) to gauge survey respondents' awareness of current community programs offered by the hospital. Thirty individuals or 21.1 percent of the total indicated they were aware of community programs. Survey respondents were then asked to list which programs they knew. Diabetic education/Diabetic support was the most common response with sixteen responses. The table below outlines all programs listed by the survey respondents.

Please list community programs:

Response Category	No.	%
Diabetic education/Diabetic support	16	36.4%
Physicals: Businesses, teachers, students	6	13.6%
After hours clinic/Urgent care	4	9.1%
Tai Chi	3	6.8%
Patient education/Educational opportunities	3	6.8%
Stroke education	2	4.5%
CPR education	2	4.5%
Clinic at First Baptist	2	4.5%
Fitness	1	2.3%
Smoking cessation	1	2.3%
Wellness program	1	2.3%
Partner with local Career Tech for student programs	1	2.3%
Partner with OHAI for health related programs	1	2.3%
Flu vaccine offered to city employees	1	2.3%
Total	44	100.0%

Purcell Municipal Hospital Medical Services Area Demographics

Figure 1 displays the Purcell Municipal Hospital medical services area. Purcell Municipal Hospital and all area hospitals are delineated in the figure. The surrounding hospitals are identified in the table below by county along with their respective bed count.

Figure 1. Purcell Municipal Hospital Medical Service Areas

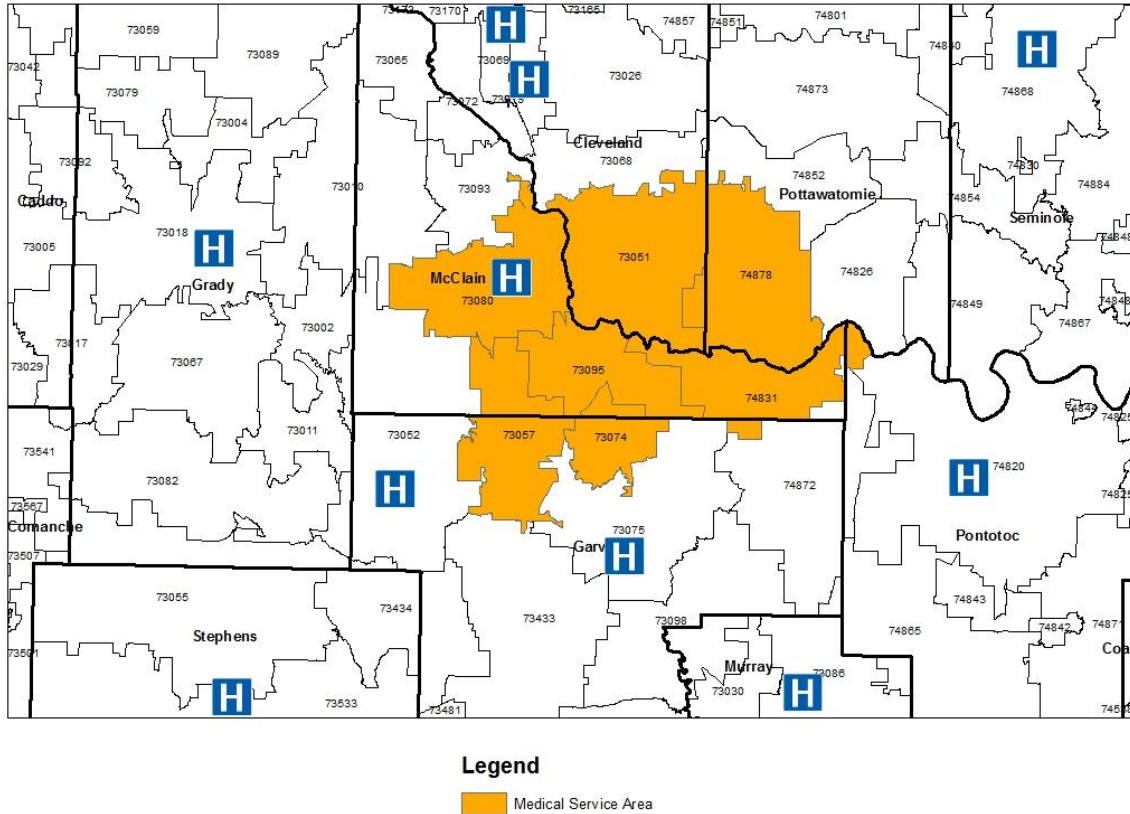


Figure 1. Purcell Municipal Hospital Medical Service Areas

City	County	Hospital	No. of Beds
Norman	Cleveland	Norman Regional Health System- Norman	495
Norman	Cleveland	Norman Specialty Hospital	50
Lindsay	Garvin	Lindsay Municipal Hospital	26
Pauls Valley	Garvin	Pauls Valley General Hospital	64
Chickasha	Grady	Grady Memorial Hospital	99
Purcell	McClain	Purcell Municipal Hospital	39
Sulphur	Murray	Arbuckle Memorial Hospital	25
Ada	Pontotoc	Valley View Regional Hospital	156
Seminole	Seminole	INTEGRIS Seminole Medical Center	32
Duncan	Stephens	Duncan Regional Hospital	145

As delineated in Figure 1, the medical service area of Purcell Municipal Hospital includes the zip code areas of Purcell, Lexington, Maysville, Paoli, Wayne, Byars, and Wanette. The primary medical service area experienced a population increase of 9.9 percent from the 2000 Census to the 2010 Census (Table 1). This same service area experienced another increase in population of 1.1 percent from the 2010 Census to the latest available, 2010-2014, American Community Survey.

Table 1. Population of Purcell Municipal Hospital Medical Service Area

Population by Zip Code	2000 Population	2010 Population	2010-2014 Population	% Change 2000-2010	% Change 2010-10-14
<i>Medical Service Area</i>					
73051 Lexington	9,092	10,264	10,167	12.9%	-0.9%
73057 Maysville	2,584	2,384	2,382	-7.7%	-0.1%
73074 Paoli	1,102	1,190	1,121	8.0%	-5.8%
73080 Purcell	8,086	9,276	9,614	14.7%	3.6%
73095 Wayne	1,836	1,895	2,140	3.2%	12.9%
74831 Byars	868	923	744	6.3%	-19.4%
74878 Wanette	<u>1,456</u>	<u>1,565</u>	<u>1,621</u>	<u>7.5%</u>	<u>3.6%</u>
Total	25,024	27,497	27,789	9.9%	1.1%

SOURCE: Population data from the U.S. Bureau of Census, Decennial Census 2000, 2010 and American Community Survey 2010-2014(March 2016)

Table 2 displays the current existing medical services in the primary service area of the Purcell Municipal Hospital medical services area. Most of these services would be expected in a service area of Purcell’s size: four physician offices, two dental offices, one optometry office, one chiropractic office, one nursing home, two home health providers, one EMS provider, three rehabilitation and physical therapy providers, a county health department, three mental health and counseling providers, one community health provider, and one pharmacy. Purcell Municipal Hospital is a 39 bed facility located in McClain County. The hospital provides emergency room services, radiology (CT, Ultrasound, X-ray, Nuclear Medicine, Fluoroscopy, Bone Density), walk-in/after hours care, primary stroke care, Advanced Cardiac Life Support and Pediatric Advanced Life Support. A complete list of hospital services and community involvement activities can be found in Appendix A.

Table 2. Existing Medical Services in Purcell Municipal Hospital Medical Services Area

Count	Service
1	Hospital: Purcell Municipal Hospital
5	Physician offices and clinics
5	Dental offices
2	Optometry offices
1	Chiropractic office
4	Nursing homes
1	Assisted living facility
4	Home health providers
1	EMS provider
1	County Health Department: McClain County
1	Mental health and counseling provider
1	Outpatient rehabilitation provider
1	DME provider
6	Pharmacies

In addition to examining the total population trends of the medical service areas, it is important to understand the demographics of those populations. Table 3 displays trends in age groups for the primary and secondary medical service area as well as McClain County in comparison to the state of Oklahoma. Overall, the over 65 age group has experienced an increase in population across all geographies from the 2010 Census to the latest, 2010-2014 American Community Survey. This cohort accounted for 14 percent of the total population at the state level. In terms of the medical service area, this age group accounted for 14.4 percent of the population and 13.9 percent of the population of McClain County. The 45-64 age group accounts for the largest share of the population in the medical service area (27.2%) and McClain County (27.2%). This is compared to the state share of 25.4 percent of the total population.

Table 3. Percent of Total Population by Age Group for the Purcell Municipal Hospital Medical Service Areas, McClain County and Oklahoma

Age Groups	Medical Service Area	McClain County	Oklahoma
2010 Census			
0-14	19.0%	22.2%	20.7%
15-19	6.7%	6.8%	7.1%
20-24	5.6%	4.6%	7.2%
25-44	27.5%	25.6%	25.8%
45-64	27.5%	27.5%	25.7%
65+	<u>13.7%</u>	<u>13.2%</u>	<u>13.5%</u>
Totals	100.0%	100.0%	100.0%
Total Population	27,497	34,506	3,751,351
10-14 ACS			
0-14	17.8%	21.9%	20.6%
15-19	7.0%	7.0%	6.8%
20-24	6.5%	5.5%	7.4%
25-44	27.1%	24.6%	25.8%
45-64	27.2%	27.2%	25.4%
65+	<u>14.4%</u>	<u>13.9%</u>	<u>14.0%</u>
Totals	100.0%	100.0%	100.0%
Total Population	27,789	35,860	3,818,851

SOURCE: U.S. Census Bureau, Decennial Census data for 2010 and American Community Survey data for 2010-2014 (www.census.gov [March 2016]).

Changes in racial and ethnic groups can impact the delivery of healthcare services, largely due to language barriers and dramatically different prevalence rates for specific diseases, such as diabetes. A noticeable trend in Oklahoma is the growth in the Hispanic origin population. In 2010, those of Hispanic origin accounted for 8.9 percent of the total state population. The latest American Community Survey data of 2010-2014 suggest that this population group has experienced an increase to 9.4 percent of the total population. This trend is

evident in McClain County and the medical service area. The share of the population identified as of Hispanic Origin accounted for 7.9 percent of the medical service area’s population in 2010-2014 and 7.3 percent of the population in McClain County during the same time period.

Table 4. Percent of Total Population by Race and Ethnicity for Purcell Municipal Hospital Medical Service Areas, McClain County and Oklahoma

Race/Ethnic Groups	Medical Service Area	McClain County	Oklahoma
2010 Census			
White	80.3%	84.5%	72.2%
Black	3.3%	0.7%	7.4%
Native American ¹	7.4%	6.4%	8.6%
Other ²	3.6%	3.1%	5.9%
Two or more Races ³	5.3%	5.3%	5.9%
Hispanic Origin ⁴	7.4%	6.3%	8.9%
Total Population	27,497	34,506	3,751,351
10-14 ACS			
White	82.0%	84.1%	73.3%
Black	2.1%	0.9%	7.3%
Native American ¹	5.6%	5.4%	7.2%
Other ²	2.7%	3.7%	4.5%
Two or more Races ³	7.6%	5.8%	7.8%
Hispanic Origin ⁴	7.9%	7.3%	9.4%
Total Population	27,789	35,860	3,818,851

SOURCE: U.S. Census Bureau, Decennial Census data for 2010 and American Community Survey data for 2010-2014 (www.census.gov [March 2016]).

¹ Native American includes American Indians and Alaska Natives.

² Other is defined as Asian Americans, Native Hawaiians, Pacific Islanders and all others.

³ Two or more races indicate a person is included in more than one race group.

⁴ Hispanic population is not a race group but rather a description of ethnic origin; Hispanics are included in the five race groups.

Summary of Community Meetings

Purcell Municipal Hospital hosted four community meetings between April 5, 2016 and May 3, 2016. The Oklahoma Office of Rural Health facilitated these meetings. Summaries of the information presented at each meeting are included below in chronological order.

Community members in attendance at these meetings included:

- Purcell Municipal Hospital representatives
- Purcell Public Schools
- Dental provider
- DHS representative
- Financial advisor
- Purcell Municipal Hospital board member
- McClain County Extension

Average attendance at the community meetings was 11-14 community members. Community members invited to participate received a mailed invitation with follow up phone calls and emails as reminders of subsequent community meetings. The hospital made significant efforts to reach a diverse and representative population of the medical service area and patients served including low income and racially diverse populations. Representatives from the public health sector were invited to attend to provide insight into what they see from a public health and underserved population perspective of community needs. A representative from the Department of Human Services was present at every community meeting to provide insight of healthcare struggles faced by clientele.

Economic Impact and Community Health Needs Assessment Overview, April 5, 2016

A meeting was held to discuss the economic impact of the health sector and explain the process and need for the Community Health Needs Assessment. The economic impact of the health sector was reviewed at this meeting (and is summarized below).

Table 5 below summarizes the overall economic impact of the health sector on the McClain County, Oklahoma economy. A form requesting information was sent to all health care providers in the medical service area. Local providers were asked to share their employment levels and of those employees how many were physicians/optometrists/dentists/pharmacists/etc. When available, payroll information was also collected from the establishments. When payroll information was not available, payroll was estimated using state level averages from the Bureau of Labor Statistics.

The health sector in the Purcell Municipal Hospital medical service area employs 633 FTE individuals. After applying a county-specific employment multiplier to each respective sector, there is a total employment impact of 781 FTE employees. The same methodology is applied to income. The local health sector has a direct income impact of over \$32.3 million.

When the appropriate income multiplier is applied, the total income impact is over \$37.8 million. The last two columns examine the impact this has on the retail sector of the local community. Recent data suggest that just 26% of personal income in McClain County will be spent on taxable goods and services locally. Therefore, if we just examine the impact made on retail from those employed in the health sector, this would account for over \$9.8 million spent locally, generating \$98,289 on a 1% tax. A copy of the meeting materials that were distributed can be found in Appendix C.

At the conclusion of the meeting, community members were asked to identify their top health concerns based on the demographic information presented and their local expertise. The following concerns were identified:

- 25% cuts on Medicaid on local healthcare sector
- City revenue is down, offers free electric to hospital, absorbed by residents
- Road conditions between Purcell and Norman
- Doctors leaving community within 2-3 years; rapport with established patients; large student loan debt

Table 5. Purcell Municipal Hospital Medical Service Area Health Sector Impact on Employment and Income, and Retail Sales and Sales Tax

Health Sectors	Employment			Income			Retail	1 Cent
	Direct	Multiplier	Impact	Direct	Multiplier	Impact	Sales	Sales Tax
Hospitals	108	1.36	147	\$6,717,564	1.23	\$8,295,600	\$2,156,856	\$21,569
Physicians, Dentists, & Other Medical Professionals	69	1.28	88	\$4,966,273	1.16	\$5,751,926	\$1,495,501	\$14,955
Nursing Homes & Home Health	364	1.18	430	\$15,505,463	1.14	\$17,640,423	\$4,586,510	\$45,865
Other Medical & Health Services	54	1.27	68	\$2,637,336	1.18	\$3,111,223	\$808,918	\$8,089
Pharmacies	<u>38</u>	1.24	47	<u>\$2,544,612</u>	1.18	<u>\$3,004,449</u>	<u>\$781,157</u>	<u>\$7,812</u>
Total	633		781	\$32,371,248		\$37,803,621	\$9,828,941	\$98,289

SOURCE: 2014 IMPLAN database, Minnesota IMPLAN Group, Inc.; Local data for employment, employee compensation and proprietor's income; income estimated based on state average incomes if local data not available

* Based on the ratio between McClain County taxable sales and income (26.0%) – from 2014 Sales Tax Data and 2014 Personal Income Estimates from the Bureau of Economic Analysis.

Health Data, April 12, 2016

A community meeting was held April 12, 2016, to examine various sources of local health data. Various sources of health data were examined including data from the County Health Rankings and Roadmaps Program through the University of Wisconsin Population Health Institute, and the Robert Wood Johnson Foundation and the 2014 Oklahoma State of the State's Health Report compiled by the Oklahoma State Department of Health. The County Health Rankings program evaluates and ranks counties based on two distinct areas: Health Factors and Health Outcomes. Along with these two areas counties receive an overall rank within their state; therefore 1=best and 77=worst.

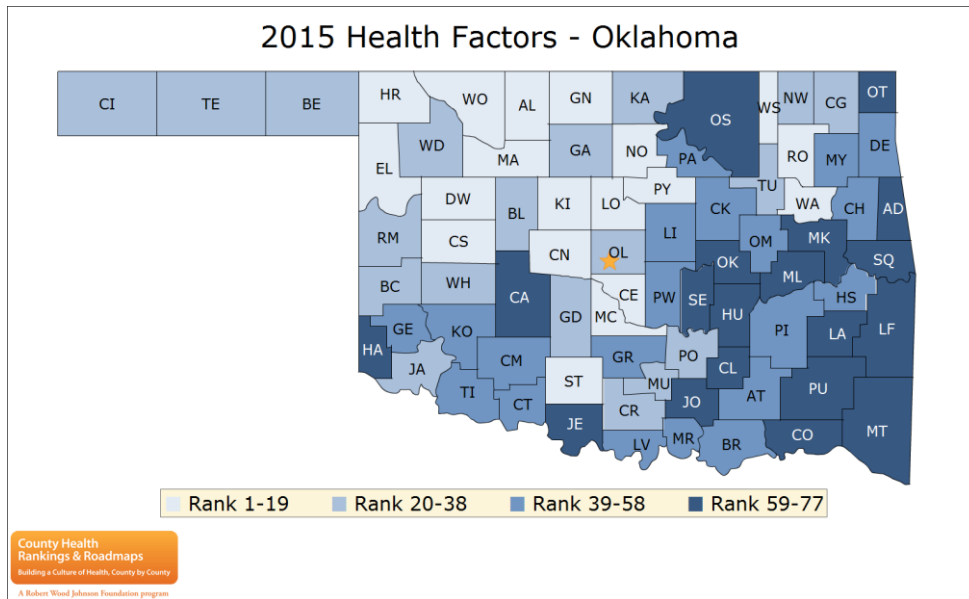
Health factors, considered tomorrow's health, are comprised of health behaviors (rank: 1), clinical care (rank: 32), social and economic factors (rank: 4), and physical environment (rank: 65). McClain County's overall health factors rank is 5. Areas of concern include McClain County's smoking rate, adult obesity rate, uninsured rate, preventable hospital stays and the mammography screening rate of Medicare recipients are all less desirable than the top U.S. performers. All health factors variables are presented in Table 6 along with McClain County specific data, the top U.S. performers, and the state average. The bold italicized categories are the areas identified by the County Health Rankings and Roadmaps as areas to explore (generally where McClain County ranks very poorly compared to the national benchmark).

Table 6. Health Factors (Overall Rank 5)

Category (Rank)	McClain County	Error Margin	Top U.S. Performers	Oklahoma
Health Behaviors (1)				
<i>Adult Smoking</i>	17%	16-17%	14%	20%
<i>Adult Obesity</i>	30%	26-35%	25%	32%
Food Environment Index	7.9		8.3	6.6
Physical Inactivity	28%	23-33%	20%	31%
Access to Exercise Opportunities	57%		91%	69%
Excessive Drinking	14%	13-14%	12%	13%
Alcohol-Impaired Driving Deaths	26%	19-33%	14%	31%
Sexually Transmitted Infections	286		134	479
Teen Birth Rate	38	33042	19	52
Clinical Care (32)				
<i>Uninsured</i>	20%	18-21%	11%	21%
Primary Care Physicians	2,280:1		1,040:1	1,560:1
Dentists	3,730:1		1,340:1	1,760:1
Mental Health Providers	960:1		370:1	270:1
<i>Preventable Hospital Stays</i>	73	63-84	38	63
Diabetic Screening	79%	70-89%	90%	78%
<i>Mammography Screening</i>	50%	42-59%	71%	55%
Social & Economic Factors (4)				
High School Graduation	90%		93%	85%
Some College	63%	57-68%	72%	59%
Unemployment	3.7%		3.5%	4.5%
Children in Poverty	14%	10-18%	13%	22%
Income Inequality	4.3	3.8-4.7	3.7	4.6
Children in Single-Parent Household	24%	19-29%	21%	34%
Social Associations	13.4		22.1	11.7
Violent Crime Rate	162		59	468
Injury Deaths	79	68-91	51	88
Physical Environment (65)				
Air-Pollution- Particulate Matter	10.1		9.5	10.3
Drinking Water Violations	Yes		No	
Severe Housing Problems	12%	10-15%	9%	14%
Driving Alone to Work	85%	82-87%	71%	82%
Long Commute- Driving Alone	44%	40-48%	15%	25%

Source: County Health Rankings & Roadmaps; University of Wisconsin Population Health Institute; Robert Wood Johnson Foundation

The following figure depicts each county’s rank by shade. McClain County’s health factors rank is comparable to Cleveland County’s and is more favorable than all of the other surrounding counties.



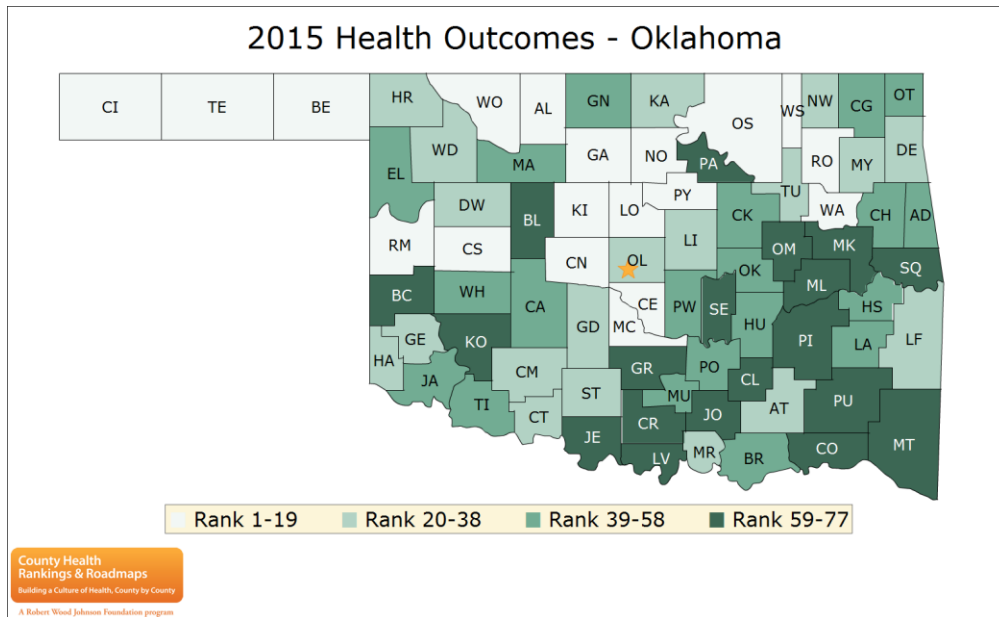
In terms of health outcomes, considered, today’s health, McClain County’s ranking is 13th in the state. Health outcomes are comprised of two areas: length of life and quality of life. The variables for each of these sections are presented in Table 7.

Table 7. Health Outcomes (Overall Rank 13)

Category (Rank)	McClain County	Error Margin	Top U.S. Performers	Oklahoma
Length of Life (15)				
Premature Death	8,300	7,200-9,400	5,200	9,200
Quality of Life (8)				
Poor or Fair Health	16%	15-16%	12%	19%
Poor Physical Health Days	3.8	3.7-4.0	2.9	4.3
Poor Mental Health Days	3.9	3.7-4.0	2.8	4.2
Low Birth Weight	8%	7-9%	6%	8%

Source: County Health Rankings & Roadmaps; University of Wisconsin Population Health Institute; Robert Wood Johnson Foundation

The following figure shows county health outcomes rankings by shades. McClain County's ranking is again comparable to Cleveland County's rank and is more favorable than all of the other surrounding counties. All meeting materials distributed at this meeting can be found in Appendix D.



At the conclusion of the meeting, community members were once asked to identify what health concerns stand out in the data the presented and their local expertise. The health concerns identified include:

- Adequate access to fruits and veggies- expense
- Mental Health- behavioral health counselors available but no psychologist or psychiatrist available in area
 - Local police department does a lot of transfers
 - No homeless shelters available in the area
- Health education
- Obesity- not a lot of options for nutrition education/referrals in community
 - Diabetes education offered once a month at hospital
 - Contact Ext. for FES educator
 - Increase students with diabetes especially those of Hispanic origin; language barriers in turn increases healthcare costs
 - **City partnership with a health community initiative- offering healthy alternatives at local restaurants

Community Survey Methodology and Results, April 5, 2016- April 26, 2016

A survey was designed to gauge hospital usage, satisfaction, and community health needs. The survey was available in both paper and web format. Surveys were distributed at local schools and within the hospital. Surveys were also distributed at the first community meeting on April 5, 2016. Community members in attendance also received a follow-up email with a PDF copy of the survey and the electronic survey link. A copy of the survey form and results can be found in Appendix E. Community members were asked to return their completed surveys to Purcell Municipal Hospital.

The survey ran from April 5, 2016 to April 19, 2016. A total of 142 surveys from the Purcell Municipal Hospital medical service area were completed. Of the surveys returned, 5 were electronic responses, and 137 were hard copy surveys. The survey results were presented at the April 26, 2016, community meeting.

Table 8 below shows the survey respondent representation by zip code. The largest share of respondents was from the Purcell (73080) zip code with 80 responses or 56.3 percent of the total. Lexington followed with 10 responses, and Noble had 8 responses.

Table 8. Zip Code of Residence

Response Category	No.	%
73080- Purcell	80	56.3%
73051- Lexington	10	7.0%
73068- Noble	8	5.6%
73095- Wayne	7	4.9%
73010- Blanchard	6	4.2%
73093- Washington	4	2.8%
73075- Pauls Valley	4	2.8%
73433- Elmore City	3	2.1%
74878- Wanette	2	1.4%
73170- Oklahoma City	2	1.4%
73052- Lindsay	2	1.4%
73072- Norman	2	1.4%
73057- Maysville	2	1.4%
73098- Wynnewood	1	0.7%
73118- Oklahoma City	1	0.7%
73071- Norman	1	0.7%
74865- Roff	1	0.7%
74825- Allen	1	0.7%
73065- Newcastle	1	0.7%
73074- Paoli	1	0.7%
No response	3	2.1%
Total	142	100.0%

The survey focused on several health topics of interest to the community. Highlights of the results include:

Primary Care Physician Visits

- 74.6% of respondents had used a primary care physician in the Purcell service area during the past 24 months
- 97.2% of those responded being satisfied
- Only 37 respondents or 26.1% believe there are enough primary care physicians practicing in Purcell
- 71.1% of the respondents would consider seeing a midlevel provider for their healthcare needs
- 73.9% responded they were able to get an appointment, within 48 hours, with their primary care physician when they needed one

Specialist Visits

Summary highlights include:

- 62.7% of all respondents report some specialist visit in past 24 months
- Most common specialty visited are displayed in Table 9
- Only 11.6% of specialist visits occurred in Purcell

Table 9. Type of Specialist Visits

Type of Specialist	No.	Percent
<i>Top 5 Responses</i>		
Orthopedist/Orthopedic Surg. <i>(4 visits in Purcell)</i>	36	26.1%
Cardiologist <i>(4 visits in Purcell)</i>	18	13.0%
OB/GYN <i>(0 visits in Purcell)</i>	14	10.1%
Gastroenterologist <i>(3 visits in Purcell)</i>	11	8.0%
Dermatologist <i>(0 visits in Purcell)</i>	10	7.2%
All others <i>(5 visits in Purcell)</i>	<u>41</u>	<u>29.7%</u>
Total	<u>138</u>	<u>100.0%</u>

Some respondents answered more than once.

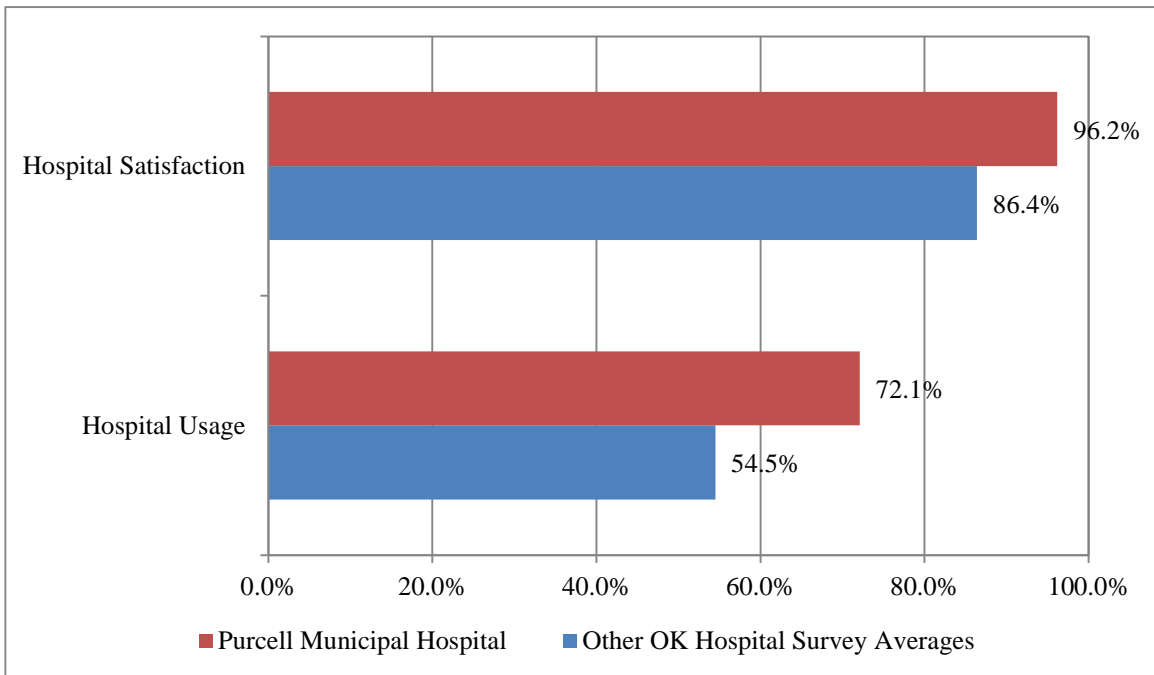
Hospital Usage and Satisfaction

Survey highlights include:

- 72.1% of survey respondents that have used hospital services in the past 24 months used services at Purcell Municipal Hospital
 - o Norman Regional Health System (6.8%), St. Anthony Hospital (2.7%), and Chickasaw Nation Medical Center, Ada (2.0%) followed
 - o The most common response for using a hospital other than Purcell Municipal Hospital was availability of specialty care, including surgery (38.9%) followed by physician referral (27.8%)
 - o The usage rate of 72.1% was higher than the state average of 54.5% for usage of other rural Oklahoma hospitals surveyed

- 96.2% of survey respondents were satisfied with the services received at Purcell Municipal Hospital
 - o This is near the state average for other hospitals (86.4%)
- Most common services used at Purcell Municipal Hospital:
 - o Laboratory (30.9%)
 - o Physician services (23.5%)
 - o Diagnostic imaging (23.2%)

Figure 2. Summary of Hospital Usage and Satisfaction Rates



Local Healthcare Concerns and Additional Services

Survey respondents were asked what concerns them most about healthcare in their community. The most common response was Losing the hospital/Financial situation of hospital/Losing health services (30.5%) followed by Lack of physicians/Difficult to see provider/Keeping providers (11.9%). Table 10 displays all responses and the frequencies.

Table 10. Top Health Care Concerns in the Purcell Area

Response Category	No.	%
Losing the hospital/Financial situation of hospital/Losing health services/Community support of hospital	46	30.5%
Lack of physicians/Difficult to see provider/Keeping providers	18	11.9%
Emergency care/Quality of care in the ER	8	5.3%
No Concerns/ Receive good care/Don't Know	8	5.3%
Availability of services	5	3.3%
Lack of specialists/Pediatric care/OB/GYN	3	2.0%
Lack of services	2	1.3%
Reimbursements/New Healthcare law impacts	2	1.3%
Need for urgent care/After hours care	1	0.7%
Mental health	1	0.7%
Decreasing outpatient services	1	0.7%
Lack of new technology	1	0.7%
Life-saving services	1	0.7%
Quality of care	1	0.7%
Options for low-income and uninsured	1	0.7%
Losing services for elderly	1	0.7%
Cleanliness of hospital	1	0.7%
No response	50	33.1%
Total	151	100.0%

Survey respondents also had the opportunity to identify what additional services they would like to see offered at Purcell Municipal Hospital. The most common response was specialists including OB/GYN, specialists in general, Pediatrician, Dermatologist, Pulmonologist, Gerontologist, and Vascular Surgeon (collectively, 11.2%). No additional services/satisfied with what is available/don't know (7.2%) followed. Table 11 displays the full listing of responses.

Table 11. Additional Services Survey Respondents Would Like to See Offered at Purcell Municipal Hospital

Response Category	No.	%
Specialists: OB/GYN (5); Specialists in general (5); Pediatrician (3); Dermatologist (1); Pulmonologist (1); Gerontologist (1); Vascular Surgeon (1)	17	11.2%
No additional services/Satisfied with what is available/Don't know	11	7.2%
More surgical options/Outpatient surgery	4	2.6%
More family practice/More physicians	3	2.0%
Anything to alleviate travel/Keep hospital profitable	2	1.3%
Health education offered to public in the evenings	2	1.3%
Mammography	2	1.3%
Women's Health	1	0.7%
Urgent care/Night and weekend care	1	0.7%
Improved radiology technology	1	0.7%
Birthing services	1	0.7%
Mental health	1	0.7%
Fitness program	1	0.7%
Services for diabetes	1	0.7%
Services for autism	1	0.7%
MRI	1	0.7%
No response	102	67.1%
Total	152	100.0%

Primary Care Physician Demand Analysis, April 26, 2016

A demand analysis of primary care physicians was completed for the zip codes that comprise the Purcell primary and secondary medical services areas. This analysis examined average primary care physician visit rates by gender and by age groups. Once age- and gender-specific coefficients were applied, total primary care physician visit numbers were calculated by service area. Table 12 displays potential primary care physician rates by shares of service area. For example, if 90% of residents in the medical area utilize services of primary care physicians in the Purcell medical services area, a total of 40,537 annual visits would occur. This would suggest that the Purcell medical services area would need 9.7 FTE primary care physicians to meet the needs of their existing population. Table 12 displays the estimated number of visits by share of medical services area.

Table 12. Primary Care Physician Office Visits Given Usage by Local Residents in the Purcell, Oklahoma Medical Service Area

Usage by Residents of Primary Service Area

70%	75%	80%	85%	90%	95%	100%
31,529	33,781	36,033	38,285	40,537	42,789	45,041

If 90% to 95% of the medical service area utilized local primary care services, then the usage would be: 40,537 to 42,789 total primary care physician office visits in the Purcell area for an estimated 9.7 to 10.2 Total Primary Care Physicians.
 (Based on 83.7 average weekly primary care physician visits with a 50 week year)

At the conclusion of the meeting, community members were once again asked what stood out to them from the survey results and physician demand analysis as health concerns.

- Health education
 - How to help young families incorporate healthy meals into their lifestyle and afford these options
 - FCS- nutrition education- youth cooking classes in summer, in June partnering with group in Newcastle, senior health conference
 - Can offer dining with diabetes, weekly arthritis class
- Obesity- not a lot of options for nutrition education/referrals in community
 - Diabetes education offered once a month at hospital
 - Increase students with diabetes especially those of Hispanic origin; language barriers in turn increases healthcare costs

Community Health Needs Implementation Strategy

During the May 3, 2016, meeting, hospital representatives and community members discussed how these concerns can be addressed. The following lists the concerns along with steps the hospital and community plan to take to remedy the situation.

- Health education, eating healthy, and lowering the outcome of obesity- This priority was mentioned at each of the previous community meetings. Providers in the community noted the struggles to find services and education to help their patients. The needs for health education, healthy eating, and the obesity rate were all well documented in the health indicators and outcomes.
 - In terms of current programs, the Chickasaw Nation Nutrition Center in Purcell has healthy cooking classes available along with informational materials. The Nutrition Center also provided lunch for youth during the summer of 2015. The

summer feeding program was available at the local library and public park. The McClain County Health Department also has health education available to youth. The hospital provides diabetes education at no cost once per month. The public library also provides diabetic education and nutrition education. There is also a local farmer's market in the community.

- Community members mentioned partnering with the city to move the location of the current farmer's market to the downtown area, the hospital's parking lot, or at local businesses to increase visibility and attract more patrons. Community members also noted the need for gathering existing resources to distribute to patients and a broader cross section of community groups. It was mentioned that the Chamber of Commerce could be a place to start to gather the information, and distribution to patients through providers and to parents at the school through enrollment packets.
- It was also noted that an increase in collaboration is needed to get the word out and positively reach the largest share of patients and residents. It was also noted that McClain County has a Healthy Living Grant in place that is working on many of these topics.
- Mental Health and Behavioral Health- This priority was also mentioned at multiple community meetings. Providers noted seeing a large share of patients either struggling or have struggled with substance abuse. Hospital and city representation noted patients arriving at the emergency department needing services and relying on the local police department to make transfers (when beds can be found).
 - Existing services include a counseling center located in Purcell that is available to the community. There is currently not a psychiatrist or psychologist available. There have been talks of adding medication management for youth via telemedicine, but that is currently not available. McClain County Youth and Family Services is also currently available in the community. There is a local narcotics anonymous group that meets and another group centered on substance abuse that meets at a local church.
 - The community members present would like to see more providers available in the community. The hospital noted the need for telehealth (i.e. telepsychiatry) to help with patients. The Oklahoma Office of Rural Health will put the hospital in touch with the OSU Telehealth group and the Oklahoma State Department of Mental Health and Substance Abuse Services.
- Community members were concerned about the state budget cuts pending and the impact these proposed cuts could have on mental health, DHS and other service providers in the state. Community members voiced concerns of the proposed Medicaid reduced

reimbursements to providers. There is a sales tax vote for August of 2016 for a city sales tax to assist the hospital. Other concerns that face community members include road conditions between Purcell and Norman which can impact access to care.

Community Health Needs Assessment Marketing Plan

The hospital will make the Community Health Needs Assessment Summary and Implementation Strategy Plan available upon request at Purcell Municipal Hospital, and a copy will be available to be downloaded from the hospital's website (www.purcellhospital.com). This document will also be available on the OSU Center for Rural Health blog site: (<http://osururalhealth.blogspot.com/p/chna.html>).

Appendix A- Hospital Services/Community Benefits

Purcell Municipal Hospital Services and Community Benefits

Hospital Services:

Emergency Room
Primary stroke center
Advanced Cardiac Life Support (ACLS)
certified
Pediatric Advanced Life Support (PALS)
certified
Surgery (Outpatient and inpatient)
 General
 Endoscopy
 Ophthalmology
 ENT
 Pain Management
Respiratory therapy
Oxygen therapy
Aerosol therapy
Aerosol oxygen tents
Patient education
Chest physiotherapy
Pulse oximetry
Patient critical care
Pediatric care
Cardiac resuscitation
Electrocardiograms (12 lead ECG or EKG)



Cardiac stress tests or exercise tolerance
tests
Pulmonary function tests
Walk-in/After hours clinic
24 hour and 48 hour holter monitor tests
Radiology (including X-ray)
 CT
 Ultrasound
 Nuclear Medicine
 Fluoroscopy
 Diagnostic Radiography Services
 Bone density testing
Laboratory services
Swingbed
Specialty Clinic Services:
 Cardiology
 Pain Management
 ENT
 General Surgery
 Nephrology
 Urology
 Gastroenterology
 Orthopedics

Community Services

Free medical Clinic

Heartland Community Health Fair

Purcell Employee Health Fair

Reality Check- MATC, MATC LPN orientation

Tobacco Free McClain County

Sponsor local 5K

Sponsor Relay for Life

McClain County Extension Service board meeting

Medical Surgical Consortium

Regional Planning Group (RPMG)

Free Diabetic Education

Appendix B Community Meeting Attendees

Purcell Municipal Hospital Community Health Needs Assessment Meeting 1: Process Overview and Economic Impact Presentation

5-Apr-16

Name	Organization
Brad Butts	HealthBack
Heather Marston	HealthBack
Traci Allen	OKDHS McClain County
Beth Herron	Purcell Municipal Hospital
Kem Scully	Purcell Municipal Hospital
Kathy Wollenberg	McClain Bank
Kay Jones	Sunset Estates
Jesse Bain	Edward Jones Investments
Dale Bunn	City
Courtney Casey	Purcell Municipal Hospital
Tonya Shandy	Purcell Municipal Hospital
Glenn A. Mead	Glenn A. Mead DDS
Jennifer Warren	Purcell Municipal Hospital

Purcell Municipal Hospital Community Health Needs Assessment Meeting 2: Health Indicators and Outcomes Presentation

12-Apr-16

Name	Organization
Jesse Bain	Edward Jones Investments
Traci Allen	OKDHS McClain County
Melissa Madden	Purcell Schools
Kem Scully	Purcell Municipal Hospital
Beth Herron	Purcell Municipal Hospital
Kathy Wollenberg	McClain Bank
Sharon Matheny	Barrett Trailers
Tonya Shandy	Purcell Municipal Hospital
Courtney Casey	Purcell Municipal Hospital
Erin Dum	Purcell Municipal Hospital
Glenn A. Mead	Glenn A. Mead DDS
Jennifer Warren	Purcell Municipal Hospital

**Purcell Municipal Hospital Community Health Needs Assessment
 Meeting 3: Survey Results Presentation and Primary Care Physician Demand Analysis
 26-Apr-16**

Name	Organization
Traci Allen	OKDHS McClain County
Melissa Madden	Purcell Schools
Kathy Wollenberg	McClain Bank
Erin Dum	Purcell Municipal Hospital
Courtney Casey	Purcell Municipal Hospital
Glenn A. Mead	Glenn A. Mead DDS
David Shirley	Purcell Municipal Hospital Board
Mickey Simpson	OSU Extension
Kem Scully	Purcell Municipal Hospital
Beth Herron	Purcell Municipal Hospital
Jennifer Warren	Purcell Municipal Hospital

**Purcell Municipal Hospital Community Health Needs Assessment
 Meeting 4: Health Concern Prioritization and Implementation Discussion
 3-May-16**

Name	Organization
Traci Allen	OKDHS McClain County
David Shirley	Purcell Municipal Hospital Board
Kathy Wollenberg	McClain Bank
Dale Bunn	City of Purcell
Jesse Bain	Edward Jones Investments
Melissa Madden	Purcell Schools
Tonya Shandy	Purcell Municipal Hospital
Mickey Simpson	OSU Extension
Erin Dum	Purcell Municipal Hospital
Courtney Casey	Purcell Municipal Hospital
Glenn A. Mead	Glenn A. Mead DDS
Kem Scully	Purcell Municipal Hospital
Beth Herron	Purcell Municipal Hospital
Jennifer Warren	Purcell Municipal Hospital

Appendix C- Meeting 1 Materials, April 5, 2016

The Economic and Demographic Analysis of the Purcell Municipal Hospital Medical Service Area

As part of the Community Health Needs Assessment

Economic Data

2014 Per Capita Income ¹	\$40,912 (28th highest in state)
Employment (January 2016, preliminary) ²	18,217 (6.3% from 2014)
Unemployment (January 2016, preliminary) ²	697 (5.6% from 2014)
Unemployment rate (January 2016, preliminary) ²	3.7% (17th lowest in state)
2014 Poverty rate ³	10.2% (5th lowest in state)
2014 Child poverty rate ³	13.9% (4th lowest in state)
2014 Transfer Payments ¹	\$277,738,000 (18.2% of total personal income, 26th lowest in state)
2014 Medical Benefits as a share of Transfer Payments ¹	37.3% (9th lowest in state)

¹Bureau of Economic Analysis, Regional Data, 2014, ²Bureau of Labor Statistics 2014-2015, ³U.S. Census Bureau, Small Area Income and Poverty, 2014

Education Data

At Least High School Diploma ¹	87.3% (17th highest in state)
Some College ¹	52.6% (19th highest in state)
At Least Bachelor's Degree ¹	21.5% (16th highest in state)
2012-2013 Free and Reduced Lunch Eligible ²	43.7% (2nd lowest in state)

¹U.S. Census Bureau, American Community Survey, 2010-2014, ²National Center for Education Statistics, 2013-2014 (Data available for only 70 counties in OK).

Payer Source Data

2013 Uninsured Rate (under 65) ¹	19.6% (17th lowest in state)
2013 Uninsured Rate (under 19) ¹	12.3% (44th lowest in state)
2013 Medicare share of total population ²	17.8% (24th lowest in state)
2015 Medicaid share of total population ³	21.0% (18th lowest in state)

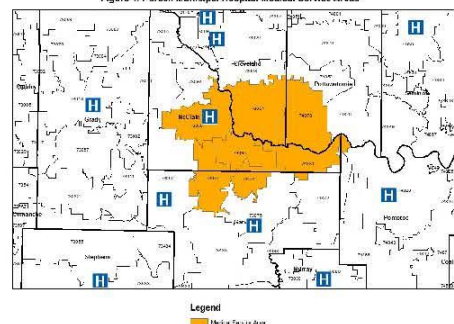
¹U.S. Census Bureau, Small Area Health Insurance Estimates, 2012, ²Centers for Medicare & Medicaid Services, Medicare Aged and Disabled by State and County, 2012, ³Oklahoma Health Care Authority, Total Enrollment by County, 2015

Population (2010-2014)

McClain County	35,860 (3.9% from 2010)
Medical Service Area	27,789 (1.1% from 2010)
Oklahoma	3,818,851 (1.8% from 2010)

U.S. Census Bureau, 2010-2014 American Community Survey 2010 Decennial Census

Figure 1. Purcell Municipal Hospital Medical Service Areas



**Percent of Total Population by Age Group for Purcell Municipal Hospital Medical Service Areas,
McClain County and Oklahoma**

Age Groups	Primary Medical Service Area	McClain County	Oklahoma
10-14 ACS			
0-14	17.8%	21.9%	20.6%
15-19	7.0%	7.0%	6.8%
20-24	6.5%	5.5%	7.4%
25-44	27.1%	24.6%	25.8%
45-64	27.2%	27.2%	25.4%
65+	14.4%	13.9%	14.0%
Totals	100.0%	100.0%	100.0%
Total Population	27,789	35,860	3,818,851

SOURCE: U.S. Census Bureau, 2010-2014 American Community Survey

**Percent of Total Population by Race and Ethnicity for Purcell Municipal Hospital Medical Service
Areas, McClain County and Oklahoma**

Race/Ethnic Groups	Primary Medical Service Area	McClain County	Oklahoma
10-14 ACS			
White	82.0%	84.1%	73.3%
Black	2.1%	0.9%	7.3%
Native American ¹	5.6%	5.4%	7.2%
Other ²	2.7%	3.7%	4.5%
Two or more Races ³	7.6%	5.8%	7.8%
Hispanic Origin ⁴	7.9%	7.3%	9.4%
Total Population	27,789	35,860	3,818,851

SOURCE: U.S. Census Bureau, 2010-2014 American Community Survey

For additional information, please contact:
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 Phone: 405.840.6500



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Purcell Municipal Hospital Economic Impact

Healthcare, especially a hospital, plays a vital role in local economies.

Purcell Municipal Hospital **directly** employs **108** people (including the clinic) with an annual payroll of over **\$6.7 million** including benefits

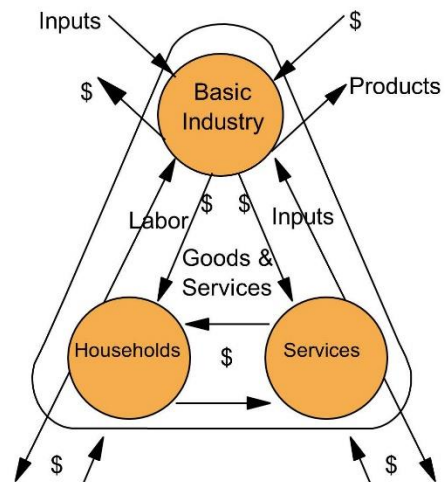
- These employees and income create an additional **39 jobs** and **\$1.5 million** in income as they interact with other sectors of the local economy
- **Total impacts= 147 jobs and over \$8.2 million**
- Other segments of the healthcare sector (Doctors, Nurses, Pharmacies, etc.) provide another **525 jobs** and an additional **\$25.6 million** in wages
- Their interactions and transactions within the local economy create:
- **Total health sector impacts= 781 jobs and \$37.8 million (Including the hospital)**
- Over **\$9.8 million** in retail sales generated from the presence of the health sector

Healthcare and Your Local Economy:

- Attracts retirees and families
- Appeals to businesses looking to establish and/or relocate
- High-quality healthcare services and infrastructure foster community development
- Positive impact on retail sales of local economy

Consider what could be lost without the hospital:

- Pharmacies
- Physicians/Specialists
- Potential Retail Sales



Source: Doeksen, G.A., T. Johnson, and C. Willoughby. 1997. Measuring the Economic Importance of the Health Sector on a Local Economy: A Brief Literature Review and Procedures to Measure Local Impacts

For additional information, please contact:

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**Health Indicators and Outcomes for the Purcell Municipal Hospital
Medical Service Area**

As part of the Community Health Needs Assessment

Table 1. Health Factors (Overall Rank 5)

Category (Rank)	McClain County	Error Margin	Top U.S. Performers	Oklahoma
Health Behaviors (1)				
<i>Adult Smoking</i>	17%	16-17%	14%	20%
<i>Adult Obesity</i>	30%	26-35%	25%	32%
Food Environment Index	7.9		8.3	6.6
Physical Inactivity	28%	23-33%	20%	31%
Access to Exercise Opportunities	57%		91%	69%
Excessive Drinking	14%	13-14%	12%	13%
Alcohol-Impaired Driving Deaths	26%	19-33%	14%	31%
Sexually Transmitted Infections	286		134	479
Teen Birth Rate	38	33-42	19	52
Clinical Care (32)				
<i>Uninsured</i>	20%	18-21%	11%	21%
Primary Care Physicians	2,280:1		1,040:1	1,560:1
Dentists	3,730:1		1,340:1	1,760:1
Mental Health Providers	960:1		370:1	270:1
<i>Preventable Hospital Stays</i>	73	63-84	38	63
Diabetic Screening	79%	70-89%	90%	78%
<i>Mammography Screening</i>	50%	42-59%	71%	55%
Social & Economic Factors (4)				
High School Graduation	90%		93%	85%
Some College	63%	57-68%	72%	59%
Unemployment	3.7%		3.5%	4.5%
Children in Poverty	14%	10-18%	13%	22%
Income Inequality	4.3	3.8-4.7	3.7	4.6
Children in Single-Parent Household	24%	19-29%	21%	34%
Social Associations	13.4		22.1	11.7
Violent Crime Rate	162		59	468
Injury Deaths	79	68-91	51	88
Physical Environment (65)				
Air-Pollution- Particulate Matter	10.1		9.5	10.3
Drinking Water Violations	Yes		No	
Severe Housing Problems	12%	10-15%	9%	14%
Driving Alone to Work	85%	82-87%	71%	82%
Long Commute- Driving Alone	44%	40-48%	15%	25%

Source: County Health Rankings & Roadmaps; University of Wisconsin Population Health Institute; Robert Wood Johnson Foundation

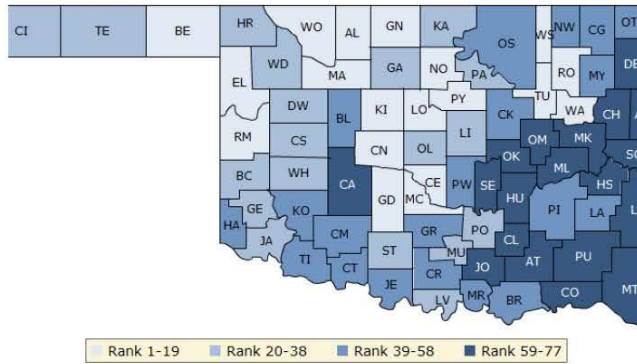
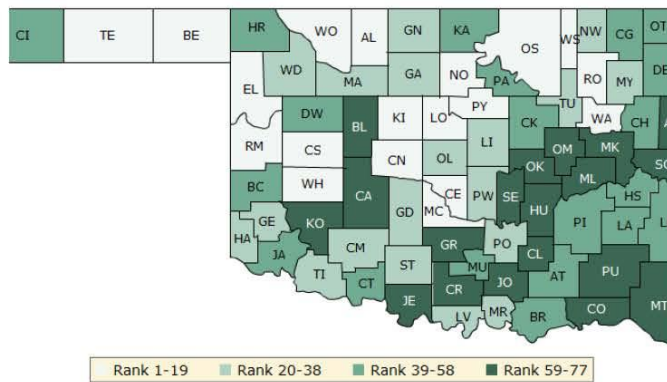


Table 2. Health Outcomes (Overall Rank 13)

Category (Rank)	McClain County	Error Margin	Top U.S. Performers	Oklahoma
Length of Life (15)				
Premature Death	8,300	7,200-9,400	5,200	9,200
Quality of Life (8)				
Poor or Fair Health	16%	15-16%	12%	19%
Poor Physical Health Days	3.8	3.7-4.0	2.9	4.3
Poor Mental Health Days	3.9	3.7-4.0	2.8	4.2
Low Birth Weight	8%	7-9%	6%	8%

Source: County Health Rankings & Roadmaps; University of Wisconsin Population Health Institute; Robert Wood Johnson Foundation



For additional information, please contact
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MCCLAIN COUNTY

Mortality and Leading Causes of Death

- McClain County ranked 38th in the state for its total mortality rate (age-adjusted) and 53rd for its rate of infant deaths.
- McClain County ranked 5th in the state for the rate of deaths attributed to Alzheimer's disease.
- The rate of deaths due to chronic lower respiratory disease was nearly double the national rate.
- The leading causes of death in McClain County were heart disease, cancer and chronic lower respiratory disease.

Disease Rates

- McClain County ranked as the 70th highest in the state for cancer incidence.

Risk Factors, Behaviors and Socioeconomic Factors

- At 77%, McClain County had the 3rd best rate of mothers receiving early prenatal care in the state.
- McClain County had the 8th lowest teen birth rate, which was 30% lower than the state rate.
- 1 in 7 people in McClain County lived in poverty (14%).
- Approximately 1 in 6 adults reported 3+ days of limited activity in the past month (18%).
- Nearly 1 in 4 adults reported 4+ days of poor physical health (23%) and 4+ days of poor mental health (24%) in the previous month.

Changes from Previous Year

- The infant mortality rate worsened 24% from the previous year.
- The rate of deaths due to cancer improved 16%.
- The rate of deaths attributed to suicide more than doubled.
- The rate of uninsured adults improved 20%.
- The percentage of the population living in poverty increased 40%.
- The low birth weight rate improved by 14%.

	PREVIOUS	CURRENT	GRADE
MORTALITY			
INFANT (RATE PER 1,000)	8.7	10.8	F
TOTAL (RATE PER 100,000)	941.0	921.2	F
LEADING CAUSES OF DEATH (RATE PER 100,000)			
HEART DISEASE	265.3	232.7	F
MALIGNANT NEOPLASM (CANCER)	211.5	177.0	C
CEREBROVASCULAR DISEASE (STROKE)	65.3	54.7	F
CHRONIC LOWER RESPIRATORY DISEASE	68.0	78.0	F
UNINTENTIONAL INJURY	55.6	58.4	F
DIABETES	18.3	23.0	D
INFLUENZA/PNEUMONIA	25.8	21.0	F
ALZHEIMER'S DISEASE	20.6	16.5	B
NEPHRITIS (KIDNEY DISEASE)	9.0	12.5	B
SUICIDES	6.8	16.6	D
DISEASE RATES			
DIABETES PREVALENCE	10.7%	11.0%	D
CURRENT ASTHMA PREVALENCE	7.9%	8.4%	C
CANCER INCIDENCE (RATE PER 100,000)	556.1	533.6	F
RISK FACTORS & BEHAVIORS			
MINIMAL FRUIT CONSUMPTION	NA	51.9%	F
MINIMAL VEGETABLE CONSUMPTION	NA	26.2%	D
NO PHYSICAL ACTIVITY	31.1%	28.2%	D
CURRENT SMOKING PREVALENCE	23.8%	21.1%	C
OBESITY	31.7%	32.8%	F
IMMUNIZATIONS < 3 YEARS	70.7%	74.8%	B
SENIORS INFLUENZA VACCINATION	64.6%	70.1%	A
SENIORS PNEUMONIA VACCINATION	73.5%	75.9%	A
LIMITED ACTIVITY DAYS	16.3%	17.6%	C
POOR MENTAL HEALTH DAYS	25.6%	24.0%	C
POOR PHYSICAL HEALTH DAYS	22.2%	22.8%	C
GOOD OR BETTER HEALTH RATING	81.4%	82.5%	C
TEEN FERTILITY (RATE PER 1,000)	16.4	16.1	C
FIRST TRIMESTER PRENATAL CARE	70.2%	77.0%	B
LOW BIRTH WEIGHT	8.6%	7.4%	B
ADULT DENTAL VISITS	59.7%	61.5%	D
USUAL SOURCE OF CARE	78.8%	79.0%	C
OCCUPATIONAL FATALITIES (RATE PER 100,000 WORKERS)	5.0	*	
PREVENTABLE HOSPITALIZATIONS (RATE PER 100,000)	2102.6	1835.7	D
SOCIOECONOMIC FACTORS			
NO INSURANCE COVERAGE	19.2%	15.4%	C
POVERTY	10.0%	14.0%	B

* Denotes <5 events in mortality fields and <5 or <50 in the sample population for BRFSS data, which result in unstable rates.

Appendix E- Survey Form and Meeting 3 Materials, April 26, 2016

Purcell Municipal Hospital Local Health Services Survey

Please return completed survey by April 19, 2016



The zip code of my residence is: _____

What is your current age: _____ What is your gender: _____

1. Has your household used the services of a hospital in the past 24 months?
 - Yes (Go to Q2)
 - No (Skip to Q7)
 - Don't know (Skip to Q7)
2. At which hospital(s) were services received? *(please check/list all that apply)*
 - Purcell Municipal Hospital (Skip to Q4)
 - Other (Please specify Hospital and City, then go to Q3)

If you responded in Q2 that your household received care at a hospital other than Purcell Municipal Hospital,

3. why did you or your family member choose that hospital? *(Please answer then skip to Q7)*
 - Physician referral
 - Closer, more convenient location
 - Insurance reasons
 - Quality of care/Lack of confidence
 - Availability of specialty care
 - Other (Please list below)

If you responded in Q2 that your household received care at Purcell Municipal Hospital, what hospital service(s)

4. were used?
 - Diagnostic imaging (X-ray, CT, Ultrasound)
 - Laboratory
 - Outpatient infusion/Shots
 - Physician services
 - Physical or speech therapy
 - Hospital Inpatient
 - Skilled nursing (swing bed)
 - Emergency room (ER)
 - Other (Please list below)

5. How satisfied was your household with the services you received at Purcell Municipal Hospital?
 - Satisfied
 - Dissatisfied
 - Don't know

6. Why were you satisfied/dissatisfied with services received at Purcell Municipal Hospital?

7. Has your household been to a specialist in the past 24 months?
 - Yes
 - No (Skip to Q11)
 - Don't know (Skip to Q11)

What type of specialist has your household been to in the past 24 months and in which city were they located?

Type of Specialist	City

9. Did the specialist request further testing, laboratory work and/or x-rays?
 - Yes
 - No
 - Don't know

10. If yes, in which city were the tests or laboratory work performed?



Continue on



11. Do you use a primary care (family doctor) for most of your routine health care?
 Yes (*Skip to Q13*) No (*Go to Q12*) Don't know (*Skip to Q13*)

12. If no, then what kind of medical provider do you use for routine care?
 Tribal Health Center Emergency Room/Hospital
 Income Based Health Center Specialist
 Mid-Level Clinic (Nurse Practitioner or PA) Other (*Please list below*)
 Health Department

13. Has your household been to a primary care (family) doctor in the Purcell area?
 Yes (*Go to Q14*) No (*Skip to Q16*) Don't know (*Skip to Q16*)

14. How satisfied was your household with the quality of care received in the Purcell area?
 Satisfied Dissatisfied Don't know

15. Why were you satisfied/dissatisfied with the care received in the Purcell area?

16. Do you think there are enough primary care (family) doctors practicing in the Purcell area?
 Yes No Don't know

17. Would you consider seeing a midlevel provider (nurse practitioner or PA) for your routine healthcare needs?
 Yes No Don't know

18. Are you able to get an appointment, within 48 hours, with your primary care (family) doctor when you need one?
 Yes No Don't know

19. What concerns you most about health care in the Purcell area?

20. What other services would you like to see offered at Purcell Municipal Hospital?

21. Are you aware of any community programs offered by the hospital?
 Yes No Don't know

Please list the community program(s)

22. How are you currently informed of community events? (*Please check all that apply with the outlet*)

<u>Outlet</u>	<u>Source</u>
<input type="checkbox"/> Newspaper	_____
<input type="checkbox"/> Radio	_____
<input type="checkbox"/> Email	_____
<input type="checkbox"/> Website	_____
<input type="checkbox"/> Social Media (Facebook and Twitter)	_____
<input type="checkbox"/> Other	_____

23. How would you prefer to be notified of community events?
(*Please rank your choices with 1=most preferred and 5=least preferred*)

_____ Newspaper	_____ Email	_____ Social Media
_____ Radio	_____ Website	

Please mail completed survey to:
Purcell Municipal Hospital
P.O. Box 511
Purcell, OK 73080

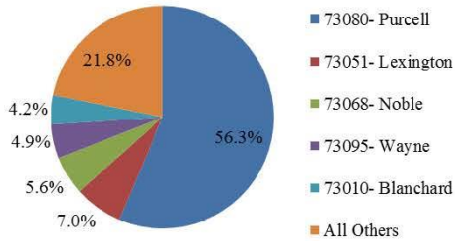
Or, return to hospital administration



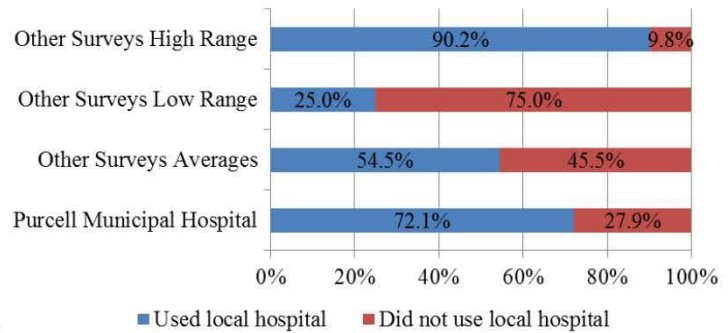
Purcell Municipal Hospital Community Survey Results

As part of the Community Health Needs Assessment

Zip Code of Residence, Top 5 Responses



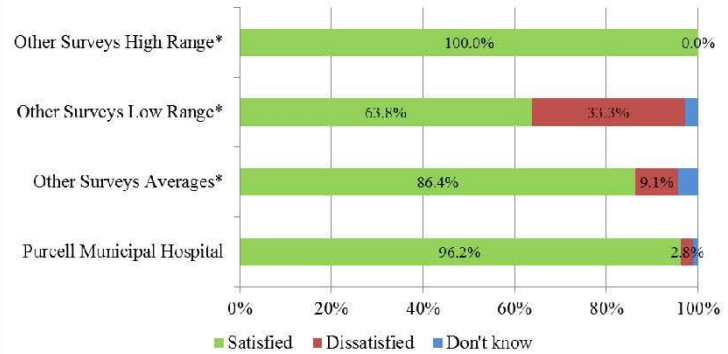
Hospital Utilization Comparison



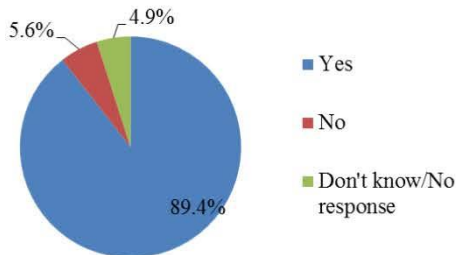
Type of Specialist Visits

Specialist	No.	Percent
Top 5 Responses		
Orthopedist/Orthopedic Surg. (4 visits in Purcell)	36	26.1%
Cardiologist (4 visits in Purcell)	18	13.0%
OB/GYN (0 visits in Purcell)	14	10.1%
Gastroenterologist (3 visits in Purcell)	11	8.0%
Dermatologist (0 visits in Purcell)	10	7.2%
All others (5 visits in Purcell)	41	29.7%
Total	138	100.0%

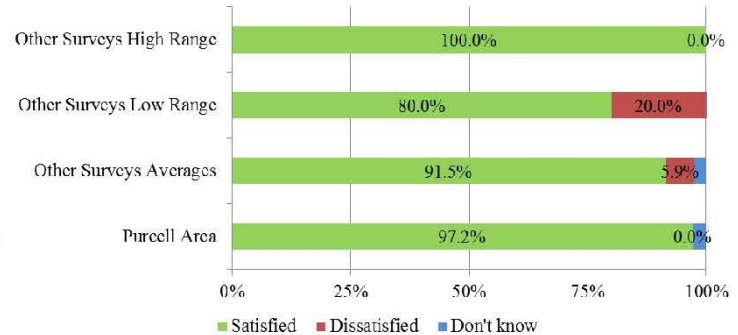
Satisfaction with Purcell Municipal Hospital



Use Family Doctor for Routine Health Care



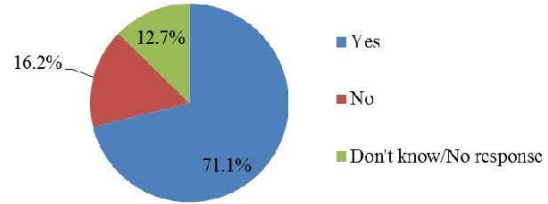
Satisfaction with Purcell Area Primary Care Doctor



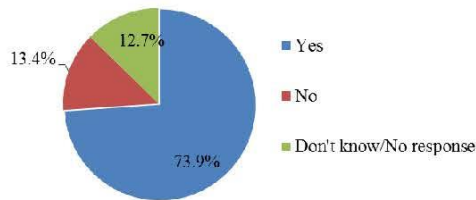
Do you think there are enough primary care doctors practicing in the Purcell area?



Would you see a midlevel provider for routine healthcare needs?



Are you able to get an appointment, within 48 hours, with your primary care doctor when needed?



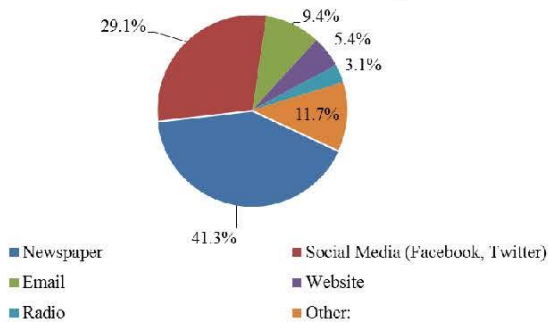
Healthcare concerns- Top 3 Responses

Concern	No.	Percent
Losing the hospital/Financial situation of hospital/Losing health services/Community support of hospital	46	30.5%
Lack of physicians/Difficult to see a provider/ Keeping providers	18	11.9%
Emergency care/Quality of care in the ER	8	5.3%
All others	79	52.3%
Total	151	100.0%

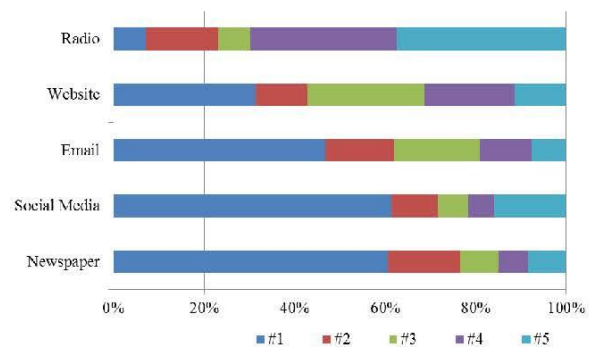
Additional Services to Offer- Top 3 Responses

Services	No.	Percent
Specialists: OB/GYN (5); Specialists in general (5); Pediatrician (3); Dermatologist (1); Pulmonologist (1); Gerontologist (1); Vascular Surgeon (1)	17	11.2%
No additional services/Satisfied with what is available/Don't know	11	7.2%
More surgical options/Outpatient surgery	4	2.6%
All others	120	79.0%
Total	232	100.0%

Outlets Used for Information about Community Events



Preference of Notification of Community Events



For additional information, please contact
 Lara Brooks, Rural Health Analyst, lara.brooks@okstate.edu
 Corie Kaiser, Director, corie.kaiser@okstate.edu
 Oklahoma Office of Rural Health
 Phone: 405.840.6500

Primary Care Physician Demand Analysis for the Purcell Medical Service Area

As part of the Community Health Needs Assessment

Figure 1. Purcell Municipal Hospital Medical Service Areas

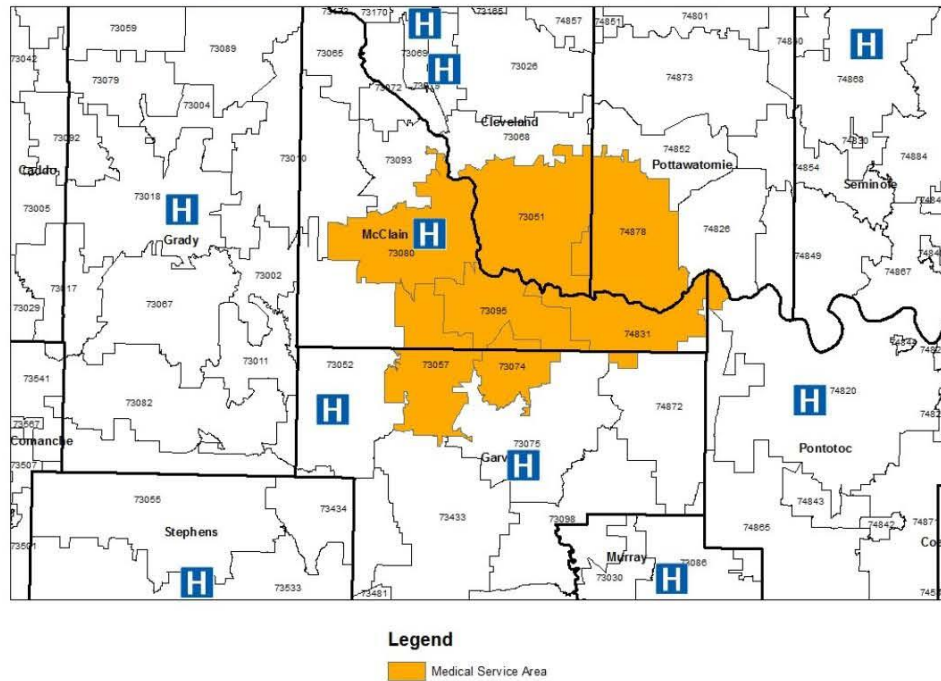


Table 1. Purcell Municipal Hospital Medical Service Area

Zip Code	City	2010-2014 ACS
<i>Medical Service Area</i>		
73051	Lexington	10,167
73057	Maysville	2,382
73074	Paoli	1,121
73080	Purcell	9,614
73095	Wayne	2,140
74831	Byars	744
74878	Wanette	1,621
Totals		<u>27,789</u>

SOURCE: Population data from the U.S. Bureau of Census, 2010-2014 American Community Survey

Table 2. Annual Primary Care Physician Office Visits Generated in the Purcell, Oklahoma, Medical Service Area

MEDICAL SERVICE AREA							
Age	Male			Female			Total Visits
	10-14 Population	Visit Rate ^[3]	Visits	10-14 Population	Visit Rate ^[3]	Visits	
Under 15	2,495	2.5	6,238	2,441	2.3	5,614	11,852
15-24	2,244	1.2	2,693	1,493	2.1	3,135	5,828
25-44	4,397	1.5	6,596	3,147	3.1	9,756	16,351
45-64	4,031	2.9	11,690	3,528	3.7	13,054	24,744
65-74	1,202	5.1	6,130	1,188	5.6	6,653	12,783
75+	747	6.9	5,154	876	6.6	5,782	10,936
Total	15,116		38,500	12,673		43,993	82,494

Primary Medical Service Area - Local Primary Care Physician office visits per year: 45,041

Source: U. S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center of Health Statistics, "National Ambulatory Medical Care Survey: 2012 Summary.

Table 3. Primary Care Physician Office Visits Given Usage by Local Residents in the Purcell, Oklahoma Medical Service Area

Usage by Residents of Primary Service Area						
70%	75%	80%	85%	90%	95%	100%
31,529	33,781	36,033	38,285	40,537	42,789	45,041

If 90% to 95% of the medical service area utilized local primary care services, then the usage would be: 40,537 to 42,789 total primary care physician office visits in the Purcell area for an estimated 9.7 to 10.2 Total Primary Care Physicians.

(Based on 83.7 average weekly primary care physician visits with a 50 week year)

For additional information, please contact
 Lara Brooks, Rural Health Analyst, lara.brooks@okstate.edu
 Corie Kaiser, Director, corie.kaiser@okstate.edu
 Oklahoma Office of Rural Health
 Phone: 405.840.6500



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