2013
COMMUNITY HEALTH NEEDS ASSESSMENT

UNIVERSITY HOSPITAL
MCDUFFIE
As part of the Affordable Care Act, all not-for-profit hospitals must conduct a Community Health Needs Assessment every three years to identify their communities' health care needs and plan for how they will address those needs.

University Hospital McDuffie’s 2013 Community Health Needs Assessment was created with the help of a number of people and organizations that researched community demographics, socio-economic factors and health service utilization trends. Using the CHNA process outlined in this report, along with resources such as the McDuffie County Health Department and Healthy Communities Institute, University Hospital McDuffie was able to narrow its assessment scope to the following health issues: Chronic Disease Prevalence (Diabetes, Heart Failure, etc.) and Prevention and Screenings. This report offers suggestions for how we might collaborate with local organizations and agencies to improve our community’s health and illustrates how University Hospital McDuffie is meeting its obligation to deliver efficient health care services.

We do not have adequate resources to solve all the problems identified during this assessment process. Some issues are beyond the mission of University Hospital McDuffie and require action from other people or organizations. We view this as a plan for how we, along with other organizations and agencies, can collaborate to bring the best each has to offer to address the more pressing identified needs.

University Hospital McDuffie will use this assessment as a guide for strengthening, creating and/or implementing programs that address the identified health needs of our community.
University Health Care System's Mission and Vision

Our Mission
The mission of University Health Care System is to provide health care services which help the citizens of our communities achieve and maintain optimal health.

Our Vision
The vision of University Health Care System is to set the standard for quality as a comprehensive health care network. We will achieve improved health status, exceptional clinical outcomes, customer satisfaction and value. In partnership with our medical staff, employees, volunteers, patients and other community providers, we will build a continuum of care which includes health promotion, illness prevention, and primary, tertiary and after-care services.

Our Commitments
The employees, management and medical staff of University Health Care System share a deep commitment to the health of the citizens of our communities.

We are guided by the following commitments:

Quality Service
We will serve others as we, ourselves, would wish to be served. Everyone who comes in contact with our organization -- patients, employees, physicians, visitors, suppliers and payers -- will be treated with consideration, dignity, kindness and respect. We will provide technical excellence coupled with compassion. We will strive to meet and exceed what is expected of us.

Teamwork
We will work as a team, in a culture that nurtures and encourages innovation and self-esteem. We will communicate with each other and share our concerns with open, helpful, honest, solution-focused discussions. We will anticipate change and cultivate creative problem solving. We will challenge established routines to find better ways to get the job done.

Professionalism
We will conduct ourselves with the highest ethical standards and integrity. Our professionalism will be reflected in our actions and appearance.

Financial Stewardship
We will use resources wisely, completing tasks without waste or excess. We will charge fair prices, deliver good value and achieve a reasonable margin of return to further our mission.

Community
We will make our community a healthier place to live and reach out to embrace a larger community. Through collaboration with providers and in cooperation with government and business, University will set the standard for quality as the comprehensive health care network.
About University Hospital McDuffie

As a licensed 25-bed hospital, University Hospital McDuffie offers a wide spectrum of medical and health services for the people of McDuffie County and surrounding communities. The hospital is a not-for-profit, non-tax supported, 501(c)3 organization established in January 1952.

We are fully accredited by Det Norske Veritas (DNV). University Hospital McDuffie is a member of both the American Hospital Association and the Georgia Hospital Association.

University Hospital McDuffie offers 24-hour services in the Laboratory and Radiology departments. The Emergency Department provides full-time immediate evaluation, stabilization and treatment care to more than 13,000 patients annually.

Surgical Services of University Hospital McDuffie include surgeons specializing in surgical areas of general surgery, orthopedics, podiatry and ophthalmology.
Process and Methodology

University Hospital McDuffie identified community health needs by undergoing an assessment process. This process incorporated a comprehensive review by the hospital’s Community Needs Assessment Team along with secondary and primary data input using the expertise of local partners and community health agencies. The team used several sources of quantitative health, as well as social and demographic data specific to the service area of University Hospital. UHM took advantage of this opportunity to collaborate with its administrators, physicians, public health agencies, and local organizations in identifying and addressing the needs of the community.

As allowed by IRS guidelines, University Hospital McDuffie sought outside assistance from the Dixon Hughes Goodman CHNA team in this process. DHG Healthcare facilitated priority sessions and supported the report drafting process.

The assessment process consists of five steps pictured below:
Community Served

University Hospital McDuffie’s service area is defined as McDuffie County for this assessment. Using a county definition as the service area is crucial for analysis as many secondary data sources are county specific and serve as a comparison tool to other counties, the state of Georgia and the United States. Also, many of our community input sources consider McDuffie County their primary service area. These include public health officials, as well as many different community advocacy groups with whom the hospital has relationships.
Data Assessment - Secondary Data

In order to present the data in a way that would tell a story of the community and also identify needs, the framework of Healthy People 2020 was selected to guide secondary data gathering and also community input. This framework was selected based on its national recognition as well as its mission listed below:

- Identify nationwide health improvement priorities.
- Increase public awareness and understanding of the determinants of health, disease, and disability and the opportunities for progress.
- Provide measurable objectives and goals that are applicable at the national, state, and local levels.
- Engage multiple sectors to take actions to strengthen policies and improve practices that are driven by the best available evidence and knowledge.
- Identify critical research, evaluation, and data collection needs.

Within this framework, 12 Topics were chosen as “Leading Health Indicators”. These topics guide discussion and research related to this CHNA.
Sources used in data assessment process

University Health Care System utilized the expertise of Healthy Communities Institute to provide a community dashboard of McDuffie County. This tool is housed on the University Health System website and provides numerous health indicators and demographic data. In addition, there are also analysis tools, such as the Healthy People 2020 Tracker to compare McDuffie County to other counties in Georgia and the United States. This tool is also used to compare county scores against Healthy People 2020 targets or benchmarks.

**Nielsen Claritas**: Nielsen Claritas demographics were used to create maps and tables of total population and breakdowns of certain other population segments. This information was pulled for McDuffie County and the state of Georgia, and 2013 and 2018 demographics were included. Nielsen Claritas also provided certain education and income level data used in the social determinants section.

**2013 County Health Rankings**: This source is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute. It gives a general snapshot of how healthy each county is in relation to others in the same state. It measures and ranks both health outcomes and health factors that lead to those outcomes. Each indicator is weighed, standardized, and ranked in order to come up with an overall ranking of health for each Georgia county. Ranking areas included:

- **Health Outcomes**: Mortality and Morbidity
- **Health Factors**: Tobacco Use, Diet and Exercise, Alcohol Use, Sexual Activity, Access to Care, Quality of Care, Education, Income, Family and Social Support, Community Safety

Other sources used in Healthy Community Institute’s dashboard include the National Cancer Institute, Environmental Protection Agency, US Census Bureau and the US Department of Education.
Data Assessment Highlights and Findings

The data assessment piece of the CHNA process included health indicators from various sources widely available. These data elements identified at-risk populations, underserved populations, health need areas and possible areas of improvement. A summary of findings was created to highlight areas of need within the service area. Many of these indicators came from a community dashboard found on the hospital website. As mentioned in the sources above, this dashboard is powered by Healthy Communities and is continuously updated as new data is available.

**Demographics:** Nielsen Claritas demographics were used to create maps and tables of total population and breakdown other population segments. This information was pulled for McDuffie County and the state of Georgia, and 2013 and 2018 demographics were included. Below is a snapshot of the county population showing growth in all age groups over the next five years.

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Pop 2013</th>
<th>Pop 2018</th>
<th>Net Growth</th>
<th>% Growth 2013-2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age 00-04</td>
<td>1,543</td>
<td>1,568</td>
<td>25</td>
<td>1.62%</td>
</tr>
<tr>
<td>Age 05-09</td>
<td>1,507</td>
<td>1,471</td>
<td>-36</td>
<td>-2.39%</td>
</tr>
<tr>
<td>Age 10-14</td>
<td>1,529</td>
<td>1,440</td>
<td>-89</td>
<td>-5.82%</td>
</tr>
<tr>
<td>Age 15-17</td>
<td>927</td>
<td>884</td>
<td>-43</td>
<td>-4.64%</td>
</tr>
<tr>
<td>Age 18-44</td>
<td>6,887</td>
<td>6,739</td>
<td>-148</td>
<td>-2.15%</td>
</tr>
<tr>
<td>Age 45-54</td>
<td>3,039</td>
<td>2,607</td>
<td>-432</td>
<td>-14.22%</td>
</tr>
<tr>
<td>Age 55-64</td>
<td>2,762</td>
<td>2,751</td>
<td>-11</td>
<td>-0.40%</td>
</tr>
<tr>
<td>Age 65-74</td>
<td>1,961</td>
<td>2,172</td>
<td>211</td>
<td>10.76%</td>
</tr>
<tr>
<td>Age 75-84</td>
<td>923</td>
<td>1,066</td>
<td>143</td>
<td>15.49%</td>
</tr>
<tr>
<td>Age 85+</td>
<td>339</td>
<td>365</td>
<td>26</td>
<td>7.67%</td>
</tr>
<tr>
<td>Total</td>
<td>21,417</td>
<td>21,063</td>
<td>-354</td>
<td>-1.65%</td>
</tr>
</tbody>
</table>

Additionally, some races will see their population grow over the next five years in McDuffie County.
Nielsen Claritas also provides information on income and education. Below is a summary of this information for McDuffie County compared to the state of Georgia and the United States.

<table>
<thead>
<tr>
<th></th>
<th>Average HH Income 2013</th>
<th>Median HH Income 2013</th>
<th>% Families Below Poverty 2013</th>
<th>% Adults (25+) with &lt; 9th Grade Education 2013</th>
<th>% Adults (25+) with Some High School Education-No Diploma 2013</th>
</tr>
</thead>
<tbody>
<tr>
<td>McDuffie County - GA</td>
<td>$32,570</td>
<td></td>
<td>16.32%</td>
<td>10.23%</td>
<td>18.33%</td>
</tr>
<tr>
<td>State of GA</td>
<td>$45,069</td>
<td></td>
<td>13.12%</td>
<td>5.92%</td>
<td>9.92%</td>
</tr>
<tr>
<td>USA</td>
<td>$49,297</td>
<td></td>
<td>10.89%</td>
<td>6.18%</td>
<td>8.41%</td>
</tr>
</tbody>
</table>
Access to Health Services

Healthy People 2020 Overview: “A person’s ability to access health services has a profound effect on every aspect of his or her health, yet at the start of the decade, almost 1 in 4 Americans do not have a primary care provider (PCP) or health center where they can receive regular medical services. Approximately 1 in 5 Americans (children and adults under age 65) do not have medical insurance. People without medical insurance are more likely to lack a usual source of medical care, such as a PCP, and are more likely to skip routine medical care due to costs, increasing their risk for serious and disabling health conditions. When they do access health services, they are often burdened with large medical bills and out-of-pocket expenses.”

Why this is important: Access to primary care providers increases the likelihood that community members will have routine checkups and screenings. Moreover, those with access to primary care are more likely to know where to go for treatment in acute situations. Communities that lack a sufficient number of primary care providers typically have members who delay necessary care when sick and conditions can become more severe and complicated.

Source: County Health Rankings
Clinical Preventive Services

Healthy People 2020 Overview: “Clinical preventive services, such as routine disease screening and scheduled immunizations, are key to reducing death and disability and improving the nation’s health. These services both prevent and detect illnesses and diseases – from flu to cancer – in their earlier, more treatable stages, significantly reducing the risk of illness, disability, early death, and medical care costs. Yet, despite the fact that these services are covered by Medicare, Medicaid and many private insurance plans under the Affordable Care Act, millions of children, adolescents and adults go without clinical preventive services that could protect them from developing a number of serious diseases or help them treat certain health conditions before they worsen.”

Below are indicators of possible concern relating to screenings or diseases detected from preventive screenings.

Why this is important: A mammogram is an X-ray of the breast that can be used to detect changes in the breast such as tumors and calcifications. The test may be done for screening or for diagnostic purposes. A positive screening mammogram leads to further testing to determine if cancer is present. Mammograms may also be used to evaluate known cases of breast cancer. Although mammograms do not detect all cases of breast cancer, they have been shown to increase early detection, thus reducing mortality. Centers for Disease Control and Prevention provides low-income, uninsured and underserved women access to free or low-cost mammograms through the National Breast and Cervical Cancer Early Detection Program (NBCCEDP).

Source: County Health Rankings

Why this is important: Regular HbA1c screening among diabetics helps assess whether or not the patient is properly managing their disease and is considered the standard of care. In 2007, diabetes was the seventh leading cause of death in the United States and an estimated 23.6 million people or 7.8 percent of the population had diabetes. Diabetes disproportionately affects minority populations and the elderly and its incidence is likely to increase as minority populations grow and the U.S. population becomes older.

Diabetes can have a harmful effect on most of the organ systems in the human body; it is a frequent cause of end-stage renal disease, non-traumatic lower-extremity amputation and a leading cause of blindness among working age adults. Persons with diabetes are also at increased risk for ischemic heart disease, neuropathy and stroke. In economic terms, the direct medical expenditure attributable to diabetes in 2007 was estimated to total $116 billion.

Source: County Health Rankings
Why this is important: In 2007, diabetes was the seventh leading cause of death in the United States. In 2010, an estimated 25.8 million people or 8.3 percent of the population had diabetes. Diabetes disproportionately affects minority populations and the elderly and its incidence is likely to increase as minority populations grow and the U.S. population becomes older. Diabetes can have a harmful effect on most of the organ systems in the human body; it is a frequent cause of end-stage renal disease, non-traumatic lower-extremity amputation, and a leading cause of blindness among working age adults. Persons with diabetes are also at increased risk for ischemic heart disease, neuropathy, and stroke. In economic terms, the direct medical expenditure attributable to diabetes in 2007 was estimated to be $116 billion.

Source: County Health Rankings

Why this is important: Diabetes is a group of diseases marked by high levels of blood glucose, also called blood sugar, resulting from defects in insulin production, insulin action, or both. In 2007, diabetes was the seventh leading cause of death in the United States and an estimated 23.6 million people or 7.8 percent of the population had diabetes. The prevalence of diagnosed type 2 diabetes increased six fold in the latter half of the last century. Diabetes risk factors such as obesity and physical inactivity have played a major role in this dramatic increase. Age, race, and ethnicity are also important risk factors.

Source: Georgia Department of Public Health OASIS
Why this is important: Cancer is the second leading cause of death in the United States. The National Cancer Institute (NCI) defines cancer as a term used to describe diseases in which abnormal cells divide without control and are able to invade other tissues. There are more than 100 different types of cancer. According to the NCI, lung, colon and rectal, breast, pancreatic and prostate cancer lead to the greatest number of annual deaths.

The Healthy People 2020 target is to reduce the overall cancer death rate to 160.6 deaths per 100,000 population.

Why this is important: Breast cancer is the most common type of cancer among women in the U.S. other than skin cancer. Breast cancer forms in tissues of the breast, usually the ducts (tubes that carry milk to the nipple) and lobules (glands that make milk). In the United States in 2009, it is estimated that there was 192,370 new cases and 40,170 deaths from breast cancer.

Source: National Cancer Institute
Environmental Quality

Healthy People 2020 Overview: “Poor environmental quality has its greatest impact on people whose health status is already at risk. For example, nearly 1 in 10 children and 1 in 12 adults in the United States have asthma, which is caused, triggered and exacerbated by environmental factors such as air pollution and secondhand smoke.”

Why this is important: Recognized carcinogens are compounds with strong scientific evidence that they can induce cancer. In industry, there are many potential exposures to carcinogens. Generally, workplace exposures are considered to be at higher levels than public exposures. These data only reflect releases of chemicals, not whether (or to what degree) workers or the public has been exposed to those chemicals.

Source: U.S. Environmental Protection Agency

Injury and Violence

Healthy People 2020 Overview: “Motor vehicle crashes, homicide, domestic and school violence, child abuse and neglect, suicide and unintentional drug overdoses are important public health concerns in the United States. In addition to their immediate health impact, the effects of injuries and violence extend well beyond the injured person or victim of violence, affecting family members, friends, coworkers, employers and communities. Witnessing or being a victim of violence is linked to lifelong negative physical, emotional and social consequences.”

Why this is important: A violent crime is a crime in which the offender uses or threatens to use violent force upon the victim. Violent crimes include homicide, assault, rape and robbery. Violence negatively impacts communities by reducing productivity, decreasing property values and disrupting social services. In the United States in 2009, an estimated 1,318,398 violent crimes occurred. This equates to an estimated 429.4 violent crimes per 100,000 population nationwide.

Source: Georgia Statistics System
Maternal, Infant, Child Health

Healthy People 2020 Overview: "The well-being of mothers, infants and children determines the health of the next generation and can help predict future public health challenges for families, communities and the medical care system. Moreover, healthy birth outcomes and early identification and treatment of health conditions among infants can prevent death or disability and enable children to reach their full potential."

Why this is important: Babies born with a low birth weight are more likely than babies of normal weight to require specialized medical care, and often must stay in the intensive care unit. Low birth weight is often associated with premature birth. While there have been many medical advances enabling premature infants to survive, there is still risk of infant death or long-term disability. The most important things an expectant mother can do to prevent prematurity and low birth weight are to take prenatal vitamins, stop smoking, stop drinking alcohol and using drugs, and most importantly, get prenatal care.

The Healthy People 2020 national health target is to reduce the proportion of infants born with low birth weight to 7.8 percent.

Source: GA Dept. of Public Health OASIS

Why this is important: Babies born with a very low birth weight are more likely than babies of normal weight to require specialized medical care and often must stay in intensive care nurseries. Low birth weight is often associated with premature birth. Babies born at very low birth weight are at the highest risk of dying in their first year. While there have been many medical advances enabling very low birth weight and premature infants to survive, there is still risk of infant death or long-term disability. To prevent prematurity and low birth weight, expectant mothers should take prenatal vitamins, stop smoking, stop drinking alcohol and using drugs, and most importantly, get prenatal care.

The Healthy People 2020 national health target is to reduce the proportion of infants born with very low birth weight to 1.4 percent.

Source: GA Dept. of Public Health OASIS
Mental Health

Healthy People 2020 Overview: “Mental health is essential to a person’s well-being, healthy family and interpersonal relationships, and the ability to live a full and productive life. People, including children and adolescents, with untreated mental health disorders are at high risk for many unhealthy and unsafe behaviors, including alcohol or drug abuse, violent or self-destructive behavior and suicide.”

Why this is important: Suicide is a major, preventable public health problem. In 2007, suicide was the 11th leading cause of death in the United States. Based on 2007 age-adjusted death rates, men were nearly four times more likely to die of suicide than females, and white individuals were over two times more likely to die of suicide than black or Hispanic individuals. Older Americans are disproportionately likely to die by suicide. An estimated eight to 25 attempted suicides occur for every suicide death.

The Healthy People 2020 national health target is to reduce the suicide rate to 10.2 deaths per 100,000 population.

Source: Georgia Dept. of Public Health OASIS

Why this is important: Social and emotional support refers to the subjective sensation of feeling loved and cared for by those around us. Research has shown that individuals with social and emotional support experience better health outcomes compared to individuals who lack such support. For example, when individuals are exposed to stress, emotional support has been shown to decrease stress hormones and reduce blood pressure. In addition, it has been shown that social and emotional support have beneficial effects on recovery time post cardiac surgery, coping with cancer pain and overall longevity.

Source: County Health Rankings
Nutritional, Physical Activity and Obesity

Healthy People 2020 Overview: “Good nutrition, physical activity and a healthy body weight are essential parts of a person’s overall health and well-being. Together, these can help decrease a person’s risk of developing serious health conditions, such as high blood pressure, high cholesterol, diabetes, heart disease, stroke and cancer. A healthful diet, regular physical activity and achieving and maintaining a healthy weight also are paramount to managing health conditions so they do not worsen over time.”

Why this is important: The percentage of obese adults is an indicator of the overall health and lifestyle of a community. Obesity increases the risk of many diseases and health conditions including heart disease, Type 2 diabetes, cancer, hypertension, stroke, liver and gallbladder disease, respiratory problems and osteoarthritis. Losing weight and maintaining a healthy weight help to prevent and control these diseases. Being obese also carries significant economic costs due to increased healthcare spending and lost earnings.

The Healthy People 2020 national health target is to reduce the proportion of adults aged 20 and older who are obese to 30.6 percent.

Source: County Health Rankings

Why this is important: People’s assessment of their physical health, which includes physical illness and injury, is a good measure of recent health. When people feel healthy they are more likely to feel happy and to participate in their community socially and economically. Areas with unhealthy populations lose productivity due to lost work time. Healthy residents are essential for creating a vibrant and successful community.

Source: County Health Rankings
**Why this is important:** The accessibility, availability and affordability of healthy and varied food options in the community increase the likelihood that residents will have a balanced and nutritious diet. A diet comprised of nutritious foods, in combination with an active lifestyle, can reduce the incidence of heart disease, cancer and diabetes and is essential to maintain a healthy body weight and prevent obesity. Low-income and under-served areas often have limited numbers of stores that sell healthy foods. People living farther away from grocery stores are less likely to access healthy food options on a regular basis and thus more likely to consume foods which are readily available at convenience stores and fast food outlets.

Source: USDA Food Environment Atlas

**Why this is important:** People engaging in an active lifestyle have a reduced risk of many serious health conditions including obesity, heart disease, diabetes and high blood pressure. In addition, physical activity improves mood and promotes healthy sleep patterns. The American College of Sports Medicine recommends that adults perform physical activity three to five times each week for 20 to 60 minutes at a time to improve cardiovascular fitness and body composition. People are more likely to engage in physical activity if they have access to facilities that support recreational activities, sports and fitness.

Source: USDA Food Environment Atlas

**Why this is important:** The physical environment includes all of the parts of where we live and work. The environment influences a person's level of physical activity and ability to have healthy lifestyle behaviors. For example, inaccessible or nonexistent sidewalks or walking paths increase sedentary habits. These habits contribute to obesity, cardiovascular disease and diabetes. Other factors that contribute to healthy lifestyle behaviors are access to grocery stores and farmer's markets, recreation facilities, and the presence of a clean and safe physical environment.

Source: County Health Rankings
Oral Health

Healthy People 2020 Overview: “Oral diseases ranging from dental caries (cavities) to oral cancers cause pain and disability for millions of Americans. The impact of these diseases does not stop at the mouth and teeth. A growing body of evidence has linked oral health, particularly periodontal (gum) disease, to several chronic diseases, including diabetes, heart disease and stroke.

Why this is important: Oral health has been shown to impact overall health and well-being. Nearly one-third of all adults in the United States have untreated tooth decay, or tooth caries, and one in seven adults ages 35 to 44 years old has periodontal (gum) disease. Tooth decay is the most prevalent chronic infectious disease affecting children in the U.S., and impacts more than a quarter of children ages 2 to 5 and more than half of children ages 12 to 15. Given these serious health consequences, it is important to maintain good oral health. It is recommended that adults and children see a dentist on a regular basis. Professional dental care helps to maintain the overall health of the teeth and mouth, and provides for early detection of pre-cancerous or cancerous lesions. People living in areas with low rates of dentists may have difficulty accessing the dental care they need.

Source: County Health Rankings

Social Determinants

Healthy People 2020 Overview: “A range of personal, social, economic and environmental factors contribute to individual and population health. For example, people with a quality education; stable employment; safe homes and neighborhoods; and access to preventive services tend to be healthier throughout their lives. Conversely, poor health outcomes are often made worse by the interaction between individuals and their social and physical environment.

Why this is important: Family income has been shown to affect a child’s well-being in numerous studies. Compared to their peers, children in poverty are more likely to have physical health problems like low birth weight or lead poisoning, and are also more likely to have behavioral and emotional problems. Children in poverty also tend to exhibit cognitive difficulties, as shown in achievement test scores, and are less likely to complete basic education.

Source: American Community Survey
Why this is important: Federal poverty thresholds are set every year by the Census Bureau and vary by size of family and ages of family members. A high poverty rate is both a cause and a consequence of poor economic conditions. A high poverty rate indicates that local employment opportunities are not sufficient to provide for the local community. Through decreased buying power and decreased taxes, poverty is associated with lower quality schools and decreased business survival.

Source: American Community Survey

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Why this is important: The unemployment rate is a key indicator of the local economy. Unemployment occurs when local businesses are not able to supply enough and/or appropriate jobs for local employees and/or when the labor force is not able to supply appropriate skills to employers. A high rate of unemployment has personal and societal effects. During periods of unemployment, individuals are likely to feel severe economic strain and mental stress. Unemployment is also related to access to health care, as many individuals receive health insurance through their employer. A high unemployment rate places strain on financial support systems, as unemployed persons qualify for unemployment benefits and food stamp programs.

Source: U.S. Bureau of Labor Statistics
Sexual/Reproductive Health

Healthy People 2020 Overview: “An estimated 19 million new cases of sexually transmitted diseases (STDs) are diagnosed each year in the United States – almost half of them among young people age 15 to 24. An estimated 1.1 million Americans are living with the human immunodeficiency virus (HIV), and 1 out of 5 people with HIV do not know they have it. Untreated STDs can lead to serious long-term health consequences, especially for adolescent girls and young women, including reproductive health problems and infertility, fetal and perinatal health problems, cancer and further sexual transmission of HIV.”

Why this is important: Chlamydia, the most frequently reported bacterial sexually transmitted disease (STD) in the United States, is caused by the bacterium, Chlamydia trachomatis. Although symptoms of chlamydia are usually mild or absent, serious complications that cause irreversible damage, including infertility, can occur "silently" before a woman ever recognizes a problem. Chlamydia also can cause discharge from the penis of an infected man. Under-reporting of chlamydia is substantial because most people with chlamydia are not aware of their infections and do not seek testing.

Source: Georgia Dept. of Public Health OASIS

Why this is important: AIDS cases provide a valuable measure of the impact of the disease in various areas and populations. In the mid-to-late 1990s, advances in HIV treatments led to dramatic declines in AIDS deaths and slowed the progression from HIV infection to AIDS. Better treatments have also led to an increase in the number of persons who are living with AIDS.

Source: Georgia Statistics System
Substance Abuse/Tobacco

Healthy People 2020 Overview: “Substance abuse – involving drugs, alcohol or both – is associated with a range of destructive social conditions, including family disruptions, financial problems, lost productivity, failure in school, domestic violence, child abuse and crime.”

Why this is important: Tobacco is the agent most responsible for avoidable illness and death in America today. Tobacco use brings premature death to almost half a million Americans each year, and it contributes to profound disability and pain in many others. Approximately one-third of all tobacco users in this country will die prematurely because of their dependence on tobacco. Areas with a high smoking prevalence will also have greater exposure to secondhand smoke for non-smokers, which can cause or exacerbate a wide range of adverse health effects, including cancer, respiratory infections and asthma.

Source: County Health Rankings

Why this is important: Drinking alcohol has immediate physiological effects on all tissues of the body, including those in the brain. Alcohol is a depressant that impairs vision, coordination, reaction time, judgment and decision-making, which may in turn lead to harmful behaviors. According to the CDC, excessive alcohol use, either in the form of heavy drinking (drinking more than two drinks per day on average for men or more than one drink per day on average for women), or binge drinking (drinking more than 5 drinks during a single occasion for men or more than 4 drinks during a single occasion for women), can lead to increased risk of health problems, such as liver disease and unintentional injuries. Alcohol abuse is also associated with a variety of other negative outcomes, including employment problems, legal difficulties, financial loss, family disputes, and other interpersonal issues.

Source: County Health Rankings

Please visit [http://www.universityhealth.org/body.cfm?id=39539&hcn=CommunityDashboard](http://www.universityhealth.org/body.cfm?id=39539&hcn=CommunityDashboard) to view all health indicators included in our Community Dashboard powered by Healthy Communities Institute.

Next Steps

Data collected in this phase will be overlaid with community input findings to prioritize needs of the area and ultimately lead to strategies on many of the issues identified above.
Community Input Findings – Primary Data

Subsequent to the secondary data assessment, the Community Needs Assessment Team entered into dialogue with key hospital administrators, physicians, those with knowledge/expertise in public health and those serving underserved and chronic disease populations. During this phase, the team conducted interviews in which respondents were able to comment and discuss general community health issues of their specific service area. Through these numerous interviews and discussions, a summary of community input was created. This summary would eventually be used to help focus in on priorities and ultimately, implementation strategies.

The list below includes respondents who participated in this phase. They included experts in the field of public health, hospital administration members and other local organizations. All input was collected and summarized during September 2013. Respondents included:

- Robert F. Polglase, M.D., Medical Director of Utilization and Revenue Management at University Health McDuffie
- Amy Jenkins, Health Care Science Instructor at Thomson High School
- Cathy Linebarger, RN, McDuffie County Health Department
- Robin Dudley, RN, University Hospital McDuffie Board Member
- Amanda Jenkins, Social Worker at University Hospital McDuffie

Respondents were asked the following questions and were encouraged to elaborate on any topics that were of significance to their services, service area or target populations.

- What are the five most important health issues facing our community?
- What are the five most important health needs facing our community?
- What suggestions do you have for addressing each of these issues and needs identified?
- What community partnerships could be a resource for addressing each of the issues and needs identified?
- Are resources available to address the issues and the needs identified?
A summary of the interview and discussion responses can be found below:

**What are the five most important health issues facing our community?**

<table>
<thead>
<tr>
<th>Issues</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cardiovascular Disease</td>
<td>4</td>
</tr>
<tr>
<td>Diabetes</td>
<td>4</td>
</tr>
<tr>
<td>Drug or Alcohol Abuse</td>
<td>3</td>
</tr>
<tr>
<td>Obesity/Poor Nutrition</td>
<td>3</td>
</tr>
<tr>
<td>Teen Pregnancy</td>
<td>2</td>
</tr>
<tr>
<td>Cancer/Cancer Prevention</td>
<td>2</td>
</tr>
<tr>
<td>COPD</td>
<td>1</td>
</tr>
<tr>
<td>Poor Nutrition</td>
<td>1</td>
</tr>
<tr>
<td>Hypertension</td>
<td>1</td>
</tr>
<tr>
<td>Noncompliance</td>
<td>1</td>
</tr>
</tbody>
</table>

**What are the five most important health needs facing our community?**

<table>
<thead>
<tr>
<th>Needs</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Education</td>
<td>5</td>
</tr>
<tr>
<td>Pregnancy prevention</td>
<td>3</td>
</tr>
<tr>
<td>Substance Abuse Prevention</td>
<td>2</td>
</tr>
<tr>
<td>Resources</td>
<td>1</td>
</tr>
<tr>
<td>Funding</td>
<td>1</td>
</tr>
<tr>
<td>Access- Affordability of Care</td>
<td>1</td>
</tr>
<tr>
<td>Prenatal care</td>
<td>1</td>
</tr>
<tr>
<td>Cardio Rehab program</td>
<td>1</td>
</tr>
<tr>
<td>Access- Indigent Population</td>
<td>1</td>
</tr>
</tbody>
</table>

Each group was then asked to identify barriers to both medical and community resources, as well as identify possible improvement plans in which University Hospital McDuffie could possibly participate through local partnerships.
Suggestions to Address Health Issues and Needs

- Establish a rural health clinic
- Provide residents education through pamphlets, brochures and websites
- Emphasize the education of patients to ensure they understand their diagnoses and the importance of proper medication management. Also provide education on nutrition and compliance.
- Community collaboration to not only initiate programs, but to see them through to be effective
- Local physicians to provide education on issues and needs on a regular basis
- Offer sliding scale fee based services

Community Resources and Possible Partnerships

- Thomson Health Department
- Tri-County Clinic
- Christ Community Health Services
- Partners for Success
- Local School System
- Chamber of Commerce
- YMCA
- Rotary Club
- Lions Club
- Young at Heart
- Sunshine Club
- Good Samaritan
- Med Link
- Division of Family and Children Services

Next Steps: How can we build on existing partnerships to create a healthier McDuffie County?
Inventory of Services Addressing Community Needs:

In addition to those interviewed, many other local organizations and staff contributed to this year’s Community Health Needs Assessment. These individuals and their local organizations represent an inventory of community services already available to address needs of the McDuffie County area.

Thomson Rotary Club: One of the objectives of Rotary is to apply service in each Rotarian’s community life. Examples of service with local opportunities are:

- First United Methodist Soup Kitchen
- School Vista Reading Program
- Adult Literacy Projects
- Red Cross Blood Drive
- United Way Campaign

Thomson YMCA: The Thomson YMCA serves individuals and families in the Thomson area through programs designed to build health spirit, mind and body. The three areas of focus are: Youth Development, Healthy Living and Social Responsibility. Examples are nursery hours Monday through Friday. This allows family members to come to the “Y” for exercise, classes and opportunities to share time with other adults. It also has a free-weight center as well as after school programs for children of working parents.

Care Transition Partnership: Central Savannah River Area (CSRA) Regional Commission

University Hospital McDuffie has a partnership with this organization. The role of UHM is to identify qualified patients during the discharge process. The UHM Case Manager identifies patients meeting criteria and refers to CSRA Agency. Success is measured for UHM by these patients being not readmitted within 30 days post hospitalization.

Look Good, Feel Better: Is a collaborative program with the American Cancer Society for McDuffie and surrounding counties held at UHM. This is an outreach program to provide the tools women need to cope with appearance-related sides effects of cancer treatment.

Tri-County Health: Is a federal program for the underserved in Central Georgia. TCHS serves the entire family. Care is coordinated across all elements of the health care system including UHM.
Internal Inventory of Programs and Services:

University Hospital McDuffie provides general medical and surgical care for inpatient, outpatient and emergency room patients, and participates in the Medicare and Medicaid programs.

Emergency room services are available on a 24-hour per day, seven-days per week basis.

Among the services we provide are:

- Anesthesiology
- Ambulatory Care Center
- Cardiopulmonary Services
- Community Education
- CT Scan
- Diagnostic Radiology
- Echocardiography
- Emergency Care
- Family Practice
- General Surgery
- Internal Medicine
- Laboratory
- Mammography

- Ophthalmology
- Orthopedic Surgery
- Osteoporosis Detection
- Outpatient Surgery
- Pharmacy
- Physical Therapy
- Podiatry/Wound Care
- Primary Nursing Care
- Respite Care
- Social Services
- Ultrasound
- Volunteer Services
Prioritization of Needs

In November 2013, needs identified in the data assessment and community input phases were prioritized. Criteria used to prioritize these needs included importance to the service area, relevance of the health issues to the population served, and the ability of University Hospital McDuffie to effectively impact and improve the health issue. Also discussed were those needs that were already being addressed by other community partners or organizations.

Results from the data assessment and interviews were compiled and discussed among the team. Key findings from these phases of the CHNA process emerged as possible improvement opportunities for UHM’s service area.

The prioritization grid below was used as a guide to not only identify those needs significant to the community, but also UHM’s ability to positively impact these needs based on current resources. These needs would ultimately be chosen as priorities.
After discussing these priorities in depth and examining UHM’s expertise and outreach, the expertise of other community organizations, and UHM’s wide range of services currently available, the following needs were chosen to create implementation strategies:

A. **Chronic Disease Prevalence (Diabetes, Heart Failure, etc.):** According to CDC, Chronic Diseases are the leading causes of death and disability in the U.S., with 7 out of 10 deaths among Americans each year from chronic diseases. Heart disease, cancer and stroke account for more than 50 percent of all deaths each year, while diabetes continues to be the leading cause of kidney failure, non-traumatic lower extremity amputations, and blindness among adults, aged 20-74. Four modifiable health risk behaviors – lack of physical activity, poor nutrition, tobacco use and excessive alcohol consumption – are responsible for much of the illness, suffering and early death related to chronic disease.

University Hospital McDuffie will create strategies in an effort to reduce chronic disease incidence, as well as the economic and emotion burden of these conditions. These will be addressed through preventive screenings and healthy behavior educational opportunities.

B. **Prevention and Screenings:** According to Healthy People 2020, Clinical preventive services offer tremendous opportunity to save years of life and to help people live better during those years. Moreover, science-based prevention can save money – and provide high-quality care – by helping people avoid unnecessary tests and procedures. Evidence-based preventive services are effective in reducing death, disability and disease, including cancer, chronic diseases, infectious diseases and mental health/substance abuse disorders.

McDuffie County has many residents that need preventive health screenings in areas such as stroke, heart disease, and breast cancer. These services play an integral role in the prevention and early detection of chronic diseases.
University Hospital McDuffie’s Community Needs Assessment Team will initiate the development of implementation strategies for each health priority identified above. This Implementation Plan will be rolled out over the next three years. Strategies will be clearly defined along with a matrix of which areas the hospital will address. The team will work with community partners and health issue experts on the following for each of the approaches to addressing health needs listed:

- Identify what other local organizations are doing to address the health priority
- Develop support and participation for these approaches to address health needs
- Develop specific and measurable goals so that the effectiveness of these approaches can be measured
- Develop detailed work plans
- Communicate with the assessment team and ensure appropriate coordination with other efforts to address the issue

The team will then develop a monitoring method at the conclusion of the Implementation Plan to provide status and results of these efforts to improve community health. University Hospital McDuffie is committed to conducting another health needs assessment in three years.

In addition, we will continue to play a leading role in addressing the health needs of those within our community, with a special focus on the health needs of local residents. As such, community benefit planning is integrated into our health care system’s annual planning and budgeting processes to ensure we continue to effectively support community benefits.

**Board Approval**

This Community Health Needs Assessment Report for fiscal YE Dec. 31, 2013, was approved by the University Hospital McDuffie Board of Directors at its meeting held Dec. 16, 2013.