



Howard Memorial Hospital

Community Needs Assessment Summary

May 2013

Design and Purpose of the Survey

Howard Memorial Hospital conducted a community needs assessment. Focus of the study was two-fold. First, to help identify current community awareness of free clinics, services and programs offered to the community. Second, to help determine the likelihood that residents do or might use specific services.

Survey Design

A team of health care professionals at Howard Memorial and a research statistician at Arkansas Department of Health designed the 52-item survey. When possible, items from previous empirical studies such as the County Adult Health Survey or the Behavioral Risk Factor Surveillance System (BRFSS) were used to ensure validity and reliability of the items.

Data Gathering

During April 2013, an employee of the Howard County Memorial Hospital used the questionnaire to survey approximately 1% of Howard County residents. The surveyor randomly selected the participants. The surveyor entered the responses into an excel database and sent the completed database to Arkansas Department of Health, Health Statistics Section for analyses.

Method of Data Analyses

All data analyses were completed using actual frequencies of the participants. Results are reported for each question as the percentage of eligible participants who answered the question. Some participants did not answer all questions; therefore, the frequencies and percentages may or may not add up to 100% of the participants in the study. When determining the percentages of those who are likely to use the clinics, services, or programs, two values were calculated; the percentage of all participants and the percentage of those who knew of the clinic, service, or program before the survey.

Results of Data Analyses

Demographics

Based on the 2010 estimates of the population of Howard County, 36.5% of the estimated adult population for 2012 in Howard County is between 18 and 65 years of age. Approximately 21% of the estimated adult population is over 65 years of age. Almost 52% of the residents are females. According to the 2010 United States census, approximately 76% of residents of Howard County are white persons and 77% had at least a high school diploma or equivalent by 2011. Approximately 33% of the adult residents are uninsured.

Participants in the Survey

Participants of the survey included approximately 1% of the population. Thirty- nine percent (39%) of the participants were between the ages of 18 and 65 years with 40% of the participants being males and 60% of the participants being females. Eighty percent (80%) of the participants self-identified as white. The majority (90%) had at least a high school diploma or General Education Degree (GED) and 49% of that group had at least some college education or

professional training. Only 4% of all participants were unemployed and 11% were self-employed.

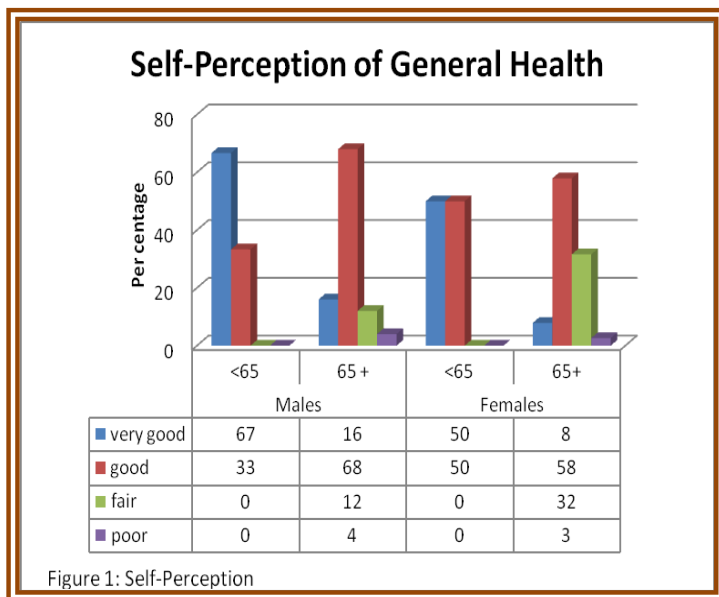


Figure 1: Self-Perception

Overall, the majority of the residents of Howard County perceived their health as “good” or “very good.” When asked about their health in general, significantly more males indicated they had “good” or “very good” health in comparison to their female counterparts. Two-thirds of males under the age of 65 perceive their health as “very good” and one third of males under 65 years of age perceived their health as “good.” For their female counterparts, the responses were a 50% split between those who perceived their health as “very good” and those who perceived their health as “good. No adult under

65 years of age perceived his or her health as “fair” or “poor”. Most (68%) of the men over age 64 perceived their health as “good” and most (58%) of the women over 64 years of age perceived their health as “good”. Figure 1 depicts the percentage of all four responses based on gender and age group.

Health Care Access

At least 96% of the participants have a personal doctor or health care professional. Of the participants who have primary care physician, 80% said it was not difficult to see their primary care doctor. Approximately 94% of the respondents said they have health insurance; two individuals declined to respond. When given a choice of Howard Memorial Hospital, each of five surrounding hospitals, or “other,” 64% of those responding indicated they preferred using services at Howard Memorial Hospital in comparison to surrounding hospitals.

One of the Strategic Goals addresses Physician Recruitment for Family Practice. The current plan is to recruit one or two Family Practice Physicians by June 2014 and one in June 2015.

Awareness of Free Services at Howard Memorial Hospital

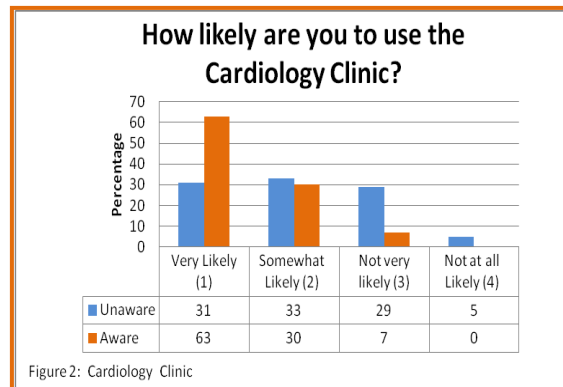
Participants were asked if they knew about 12 specific clinics, free programs, and free services offered by Howard Memorial Hospital. The surveyor asked two follow up questions. The first follow-up question was to determine if they had used the service. The second follow-up question was to identify the likelihood for using the service in the future. Appendix A includes a chart of the responses for the clinics, services, and programs.

Specialty Clinics are offered weekly for Cardiology; Obstetrics/Gynecology; Urology; Cancer; and Pediatrics. We will continue to make the community aware of these clinics through advertising and also expand to offer other specialty clinics. The lack of awareness for community programs as well as patient revenue generating services. We have also

signed a contract for marketing with Legato Healthcare Marketing Services that will begin working with Howard Memorial in January, 2014

Cardiology Clinic

About half (51%) of the participants indicated they were aware of the cardiology clinics. More than 24% of those who knew about the clinics said they had used the clinics. Over 85% of all participants who responded said they are “somewhat likely” or “very likely” to use the clinics, if needed. Of those who were of the clinics before the survey, about two-thirds are “very likely” and about 30% are “somewhat likely” to use the cardiology clinics if needed. Of those unaware of the cardiology clinics before the survey, about one-third are “very likely” and another one-third are “somewhat likely” to use the clinics.



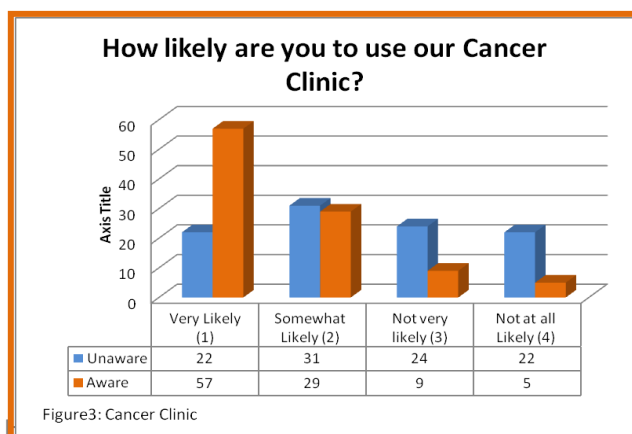
Pediatric Clinic

About half (51%) of the participants indicated they were aware of the pediatric clinics. Only 19% of all respondents said they used the pediatric clinic. About one-fourth (25.4%) of those who knew about pediatric clinics before the survey said they had used the clinics. The majority (53%) of all participants asked indicated they are “somewhat likely” or “very likely” to use the clinic if needed. Based on the high percentage of those who indicated they are likely to use the service, the low percentage of respondents who have used this service may be due to the high number of participants who do not have children in the home.

Urology Clinics

Only 38% of the participants indicated they were aware of the urology clinics. Of those who knew about the clinics, approximately 26% said they had used the urology clinics. All of those who had used the clinics indicated they are “somewhat likely” or “very likely” to use the clinics. The majority (65%) of all participants indicated they are “somewhat likely” or “very likely” to use the clinics if needed. Community awareness of the clinics is needed in this area.

OB/GYN clinics



When asked if the participant knew Howard Memorial offered OB/GYN clinics, 50% of the participants were aware of the clinics. Of those who knew of the clinics, 40% had been to the clinics. Of the participants who knew of the clinics, 86% indicated they are “somewhat likely” or “very likely” to use the clinics. Of those who did not know about the clinics, 53% indicated they are “somewhat likely” or “very likely” to use the clinics.

Cancer Clinics

When asked if the participant knew Howard Memorial offered cancer clinics, 42% of the participants were aware of the clinics. Of those who knew about the clinics, only 26.2% had used the clinic, but 85.7% indicated they are “somewhat likely” or “very likely” to use the clinics, if needed. Of those who did not know about the clinics before the survey, 53.4% indicated they are “somewhat likely” or “very likely” to use the clinic. The majority (58%) of the participants thought the follow-up questions was irrelevant to them.

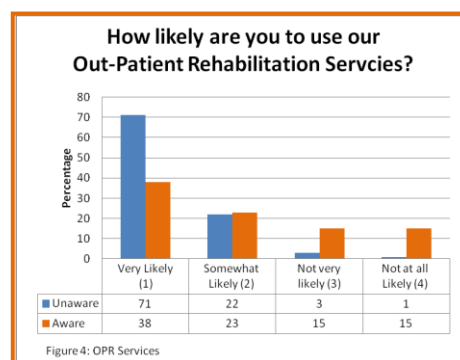
We have placed print advertisements in the local papers regarding the Cancer Clinics offered at Howard Memorial along with local restaurant television commercials.

Outpatient Rehabilitation Service

When asked if the participant knew Howard Memorial offered outpatient rehabilitation services, 88 % of the participants were aware of the service. Of those who knew about the service, about 40% had used the service.

When asked to rate how likely they were to use the service, over 92% of all participants indicated they are “somewhat likely” or “very likely” to use the service. Over 70% who were unaware of the service before the survey and 38% of those who knew about the service before the survey indicated they were “very likely” to use

the service, if needed. Eighty-one percent, (81%) who had previously used the service indicated they are “somewhat likely” or “very likely” to use the service again if needed.



Inpatient Rehabilitation Service

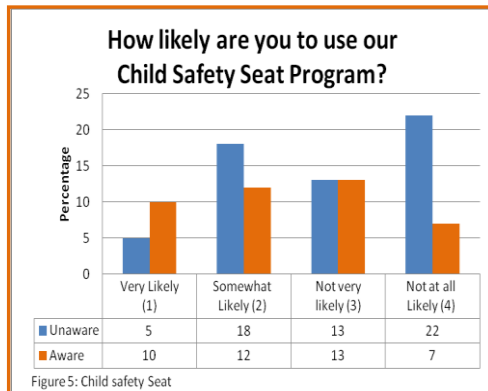
When asked if the participant knew Howard Memorial offered inpatient rehabilitation services, 78% of the participants were aware of the service. Of those who knew about the service, almost 45% had used the service. When asked to rate how likely they were to use the service, over 91% of all participants indicated they are “somewhat likely” or “very likely” to use the service; 98.7% who had previously used the service indicated they are “somewhat likely” or “very likely” to use the service.

Fitness Reaching Older Generations Fitness Program

When asked if the participant knew Howard Memorial offered Fitness Reaching Older Generations Fitness Program, 42% of the participants were aware of the program. Of those who knew about the program, only 10% had used the program. When asked to rate how likely they were to use the program, about 45% of all participants indicated they are “somewhat likely” or “very likely” to use the program; 52% who previously knew about the program indicated they are “somewhat likely” or “very likely” to use the program if needed. Based on the demographics of this survey, encouragement to use this program is needed.

Heighten awareness of the Outpatient and Inpatient Rehab Services as well as the free FROG program. Had the local newspapers do articles on the programs offered at Howard Memorial for Outpatient and Inpatient Rehab Services as well as the Fitness Reaching Older Generations Fitness Program (FROG). The Rehab Services were also featured in a Regional television commercial at KTAL Channel 6 (Texarkana/Shreveport).

Child Safety Seats

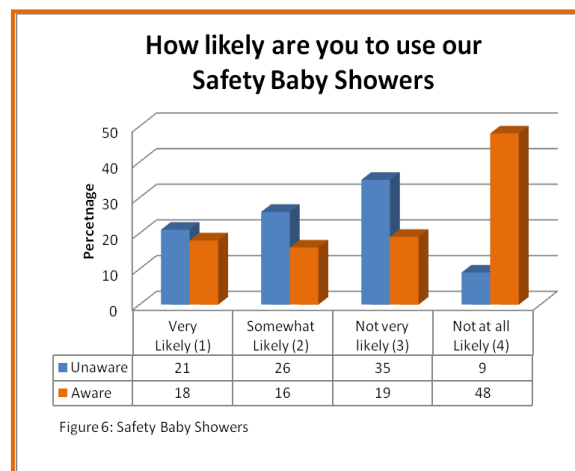


When asked if the participant knew Howard Memorial offered free child safety seat program, only 21% of the participants were aware of the program. Of those who knew about the program, almost 95% had not used the program. When asked to rate how likely they were to use the service, over 36% of all participants indicated they are “somewhat likely” or “very likely” to use the service; 42% who had previously used the service indicated they are “somewhat likely” or “very likely” to use the service. Community awareness is needed in this area.

On November 6th, Gayla Lacefield spoke to the local Rotary Group about Car Seat Safety and the importance of having the appropriate seat for the child and having it checked for correct placement, etc. She also did a newspaper interview that same week. Before we had done some PSAs with the local papers and on the local radio station and had installed/checked 59 seats. After the information in November we have installed/checked 19 seats. Between September, 2012 and November, 2013 we were averaging 4.5 installs/checks a month and after November 6th we have increased to 12.5 installs/checks a month. This is a 178% increase.

Safety Baby Showers

When asked if the participant knew about the safety baby showers program, 21% of the participants were aware of the service. Of those who knew about the program, **none** had used the service; 76% participants found the question irrelevant or chose not to answer. When asked to rate how likely they were to use the program, over 81% of the respondents indicated they are “somewhat likely” or “very likely” to use the service; 34% who previously knew about the service indicated they are “somewhat likely” or “very likely” to use the program again. Most of the individuals who thought this question was irrelevant were over the age of 65. Community awareness is needed in this area.



Heighten awareness of the free services for baby and child safety. These are an important service that is offered to the community at no cost and there is a need to continue them.

ATV Safety Training

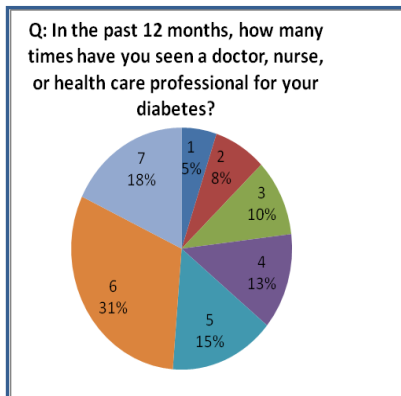
When asked if the participant knew Howard Memorial offered an All-Terrain Vehicle safety program, 16% of the participants were aware of the service. Of those who knew about the service, almost 13% had used the service. When asked to rate how likely they were to use the service, over 38% of all participants indicated they are “somewhat likely” or “very likely” to use the service if needed; 68% who had previously used the service. Due to the low number of participants who are most likely to own or ride an ATV, it cannot be determined if more community awareness is necessary.

County-wide effort being initiated by Children’s Hospital due to our County having the highest incident of ATV accidents. Preliminary planning stages of developing a county-wide awareness campaign using local families that have been affected by these accidents. Also looking for High School age students to do awareness training. Through the Hometown Health Coalition.

Diabetes

Howard Memorial offers a free educational program to educate the community on issues related to diabetes. About one-third of the participants indicated a health care professional has told them they have diabetes. Of that 34%, approximately 84% are currently taking medications. Nine out

of ten with diabetes took the “Diabetes and You” class. An additional seven individuals who did not have diabetes took the class. When asked if the participant knew of the free class, 44% of all participants indicated they were aware of the class. When asked to rate, using a scale of 1 (very likely) to 4 (not at all likely), the likelihood of taking the class, the majority indicated they would take the class, if needed. Appendix B provides a breakdown of the responses.



When asked how often, in the past twelve months the participant saw a doctor, nurse, or health care professional for their diabetes, about half (51%) see a health care provider between one and five

times per year. Figure 7 depicts the percentages for the frequency of visits to a health care provider regarding the participant’s diabetes.

When asked where the participants is educated about diabetes, those who know they have diabetes, indicated the primary physician (59%) or the “Diabetes and You” class was their main source of information. The majority of those who were not told they have diabetes, thought the question was not relevant. Community awareness is needed in this area.

Heighten awareness of this free service through advertising and participant testimonials. Raise awareness due to increased percentage of diabetes in the County. Due to the incidence of Diabetes and feedback from the CHNA; Howard Memorial Hospital made the decision to continue offering the free Diabetes & You and also increased the number of classes offered to two each week. Added print ads weekly in the local newspapers and shared with local physician’s offices.

Summary

This survey was conducted as a landline telephone survey. The participants were adults ages 18 years and older. As with the population of Howard County, most of the participants were females. The majority had at least a high school diploma or equivalent. There were a slightly lower percentage of young adults, ages 18 to 44 years of age in the study than in the United State census for this county. There were a slightly higher percentage of adults ages 65 to and older than what is reported as representative of the population.

Based on the information provided by the groups surveyed, 64% of the participants choose to use Howard Memorial Hospital. Over three-fourths of the participants knew about the rehabilitation services, and over half of the participants knew about the cardiology, pediatric, and OB/GYN clinics. Less than one-fourth of the participants knew about safety programs such as the child seat safety, the safety baby showers, or the ATV safety programs. This lack of awareness in Child Safety Seats, Safety Baby Showers, the “Diabetes and You” and possibly the ATV programs could be target areas of improvement for Howard Memorial. Although many of the participants were over 65 years of age, they should be aware of the programs that could benefit other family members and extended family members.

A chart in Appendix A provides actual percentages of responses for all participants, the percentage of respondents who had used each clinic, service, or program, and the percentage of eligible respondents who are likely to use the each clinic, service, or program in the future. Community awareness is needed in at least four areas and improvement in services to gain returning patients in needed in some areas. Community promotions that target encouragement for older residents to participate is needed to continue a successful FROG program.

Appendix C contains a copy of the questions used in the survey.

Appendixes

Appendix A

	Participants who knew of clinic, service, or program		Participants who used clinic, service, or program		Of eligible participants percentage of those who are "somewhat likely" or "very likely" to use clinic, service, or program	
	% of Participants who responded	% of respondents	% of Participants who responded	% of respondents	% of Participants who responded	% of respondents
Cardiology	99	51	99	25	99	85
Pediatric	100	51	67	19	97	55
Urology	100	38	42	24	100	65
OB/GYN	100	50	51	39	99	50
Cancer	100	42	11	82	100	67
Out-Patient Rehab	100	88	93	58	100	92
In-Patient Rehab	100	78	57	65	100	91
FROG	100	42	42	10	100	45
Child Safety	100	21	25	4	98	36
Safety Baby	100	21	24	0	99	36
ATV	100	16	19	11	100	38
Diabetes and You	100	44	44	68	99	77

Appendix B

	No diagnosis of diabetes (66%)	Have been told they have diabetes (34%)
Very likely	40%	75%
Somewhat likely	26.8%	18.7%
Not very likely	19.4%	0%
Not at all likely	11.9%	6.3%
Don't know	1.5 %	0 %

Appendix C

Survey Questions

Section I: Health Care Access

1. Do you have one person you think of as your personal doctor or health care provider?
2. How much difficulty, if any, do you have in scheduling an appointment with your regular doctor, nurse, or other health professional? Would you say it is very difficult, somewhat difficult, a little difficult, or not at all difficult?
3. If you or a family member were to be admitted to a hospital, which hospital would you prefer? **(randomize the hospitals when you read them)** The hospital in Nashville, Texarkana, De Queen, Ashdown, Mena, or Hope?
4. Do you currently have health insurance?

Section II: Awareness of Services and Needs Assessment

5. Did you know that our hospital offers clinics for helping treat and care for heart problems?
6. Have you ever used these services?
7. Would you be very likely, somewhat likely, not very likely, or not at all likely to use this service?
8. Did you know our hospital offers clinics with pediatricians for your children or grandchildren?
9. Have you ever used this service?
10. Would you be very likely, somewhat likely, not very likely, or not at all likely to use this service?
11. Did you know our hospital offers clinics in urology, which is a surgical specialty that deals with diseases of the male and female urinary tract and the male reproductive organs?
12. Have you ever used this service?
13. Would you be very likely, somewhat likely, not very likely, or not at all likely to use this service?
14. Did you know our hospital offers clinics related to medical specialties dealing with female reproductive organs often called OB/GYN?
15. Have you ever used this service?

16. Would you be very likely, somewhat likely, not very likely, or not at all likely to use this service?
17. Did you know our hospital offers clinics for individuals dealing with cancer?
18. Have you ever used this service?
19. Would you be very likely, somewhat likely, not very likely, or not at all likely to use this service?
20. Did you know that we offer Outpatient Rehabilitation Services?
21. Have you ever used this service?
22. Would you be very likely, somewhat likely, not very likely, or not at all likely to use this service?
23. Did you know that we offer a physical fitness program for individuals age 55 or older, called FROG or FITNESS REACHING OLDER GENERATIONS that is free of charge?
24. Have you ever used this service?
25. If needed, would you be very likely, somewhat likely, not very likely, or not at all likely to use this service?
26. Did you know that we offer an in-patient service so that individuals can be closer to home while recovering or during rehabilitation?
27. Have you ever used this service?
28. If needed, would you be very likely, somewhat likely, not very likely, or not at all likely to use this service?
29. Did you know that we have offered help with diabetes free of charge through a program called "Diabetes and You" to help individuals learn more about managing diabetes?
30. Have you ever used this service?
31. If you had diabetes, would you be very likely, somewhat likely, not very likely, or not at all likely to use this service?
32. Did you know that we have offer a program that is free of charge to be sure child safety seats are in good working order and installed correctly?
33. Have you ever used this service?
34. If needed, would you be very likely, somewhat likely, not very likely, or not at all likely to use this service?

35. Did you know that we have offer a program that is free of charge teach about Safety Baby Showers/ home safety?
36. Have you ever used this service?
37. If needed, would you be very likely, somewhat likely, not very likely, or not at all likely to use this service?
38. Did you know that we have offer a program that is free of charge teach about ATV safety?
39. Have you ever used this service?
40. If needed, would you be very likely, somewhat likely, not very likely, or not at all likely to use this service?

Section III Diabetes

41. Would you say that in general your health is excellent, very good, good, fair, or poor?
42. Have you ever been told by a doctor that you have diabetes?
43. Are you currently taking medication for your diabetes?
44. About how many times in the past 12 months have you seen a doctor, nurse, or other health professional for your diabetes?
45. What is your main way of getting information about diabetes education?*(Read the list only if they can't answer independently)*
 1. Primary Care Physician
 2. Local Health Department
 3. Family or Friends
 4. Support Group
 5. Dietitian
 6. Nurse
 7. CDC
 8. Other (specify)
 77. Don't Know
 99. Refused to answer/Not relevant

Demographics

46. May I ask your age?
47. Which one of these groups would you say best represents your race?
 - 1 White or Caucasian
 - 2 Black or African American
 - 3 Asian
 - 4 Native Hawaiian or Other Pacific islander

- 5 American Islander or Alaska Native
- 6 Other (specify)
- 77 Don't know
- 99 Refused to answer or not relevant

48. Have you ever served on active duty in the United States Armed Forces, either in the regular military or in a National Guard or military reserve unit?

49. What is your current marital status?

50. How many children less than 18 years of age live in your household?

51. How many adults over the age of 18 live in your household (include person talking)?

52. What is the highest grade or year of school you **completed**? (*Read the list only if they needed help*)

- 1. Elementary school (grades k-8)
- 2. Grades 9-12
- 3. Grade 12
- 4. GED
- 5. Associates Degree or professional tradesman from vocational school
- 6. Some college (1-3 yrs)
- 7. Bachelor's degree
- 8. Master's Degree
- 9. Ph.D.
- 10. Medical Degree
- 11. Other
- 77 Don't know
- 99 Refused to answer/Not relevant

53. Are you currently employed by a company, self-employed, unemployed, or retired?

54. Is your annual household income from all sources (*read the list until they answer or you can determine the correct answer*)

- 1. Less than \$15,000 per year
- 2. Between \$15,000 and \$25,000 per year
- 3. Between \$25,000 and \$50,000 per year
- 4. More than \$50,000 per year
- 5. More than \$75,000 per year
- 77. Don't know
- 99. Refused to answer

55. What is your ZIP Code?

56. I need to verify that you are (male/female).

If you have question regarding this survey, please contact:

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