



2021

Community Health Needs Assessment



Provided by the Center for Community Engagement, Arkansas State University



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HOWARD MEMORIAL HOSPITAL COMMUNITY HEALTH NEEDS ASSESSMENT

Introduction

Howard Memorial Hospital is the local, not-for-profit community hospital in Howard County, Arkansas. It has the mission of “improving the health of the communities we serve,” and a vision “to be the respected healthcare leader providing service excellence to Howard County and its surrounding communities.” As both part of its mission and in response to the Internal Revenue Service (IRS) requirements, Howard Memorial Hospital conducted its first Community Health Needs Assessment (CHNA) in the spring of 2015 with help from the Center for Community Engagement at Arkansas State University. As part of the 3-year cycle required by the IRS, Howard Memorial conducted its second CHNA in 2018 and updated it again in 2021. The remainder of this report focuses on both the quantitative and qualitative results from the 2021 assessment.

Section A: CHNA Process & Timeline

In October of 2020, Kim Turbeville, the Administrative Director of Howard Memorial, contacted the Center for Community Engagement (CCE) to update the Howard Memorial Community Health Needs Assessment for 2021. Although the process was to be similar to the past CHNAs, with secondary demographic and health profile data coupled with primary qualitative data obtained from focus groups comprised of community members, it was decided that, due to COVID-19, the focus groups would be virtual for the 2021 CHNA. However, after assessing the likelihood of issues arising from the groups as originally planned (e.g., unstable internet in Howard County, masked virtual respondents would make it difficult to both hear the responses and know who was talking), it was decided that a survey would be administered to a representative sample of community members from Howard County (the county where the hospital is located and from which it obtains the majority of its patients). The process used to develop and distribute the survey is described in more detail below.

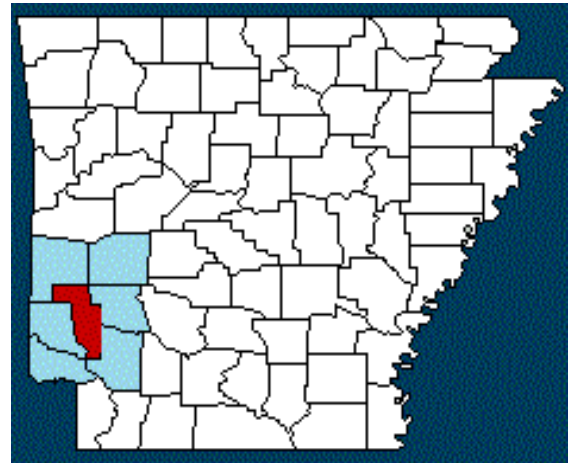
In February of 2021, CCE provided a preliminary demographic and health profiles report for Howard County, with supplemental information on surrounding counties, based on secondary data collection from various sources. The Howard County demographic profile is presented in Appendix A, along with the supplemental demographic profiles of surrounding counties. Health profiles for Howard County and surrounding counties are presented in Appendix B.

In April of 2021, CCE and the Executive Team from Howard County Memorial worked together to create questions that would elicit responses from community members about topics such as what health needs exist in the community, what services they felt the hospital should address, the degree to which they are aware of available services and specialties, and the extent to which those existing services and specialties are used. Open-ended questions were used in order to more closely mimic the type of information that would have been gathered from focus groups. In addition, demographic questions were included on the survey to measure the extent to which the IRS requirement “The CHNA must take into account input from persons who represent the broad interests of the community served by the hospital facility, including those with special knowledge of or expertise in public health” was being met. Demographics of survey participants are given in Appendix G, along with the number of participants working in, or retired from, public health.

In late April, the hospital began sending out the surveys in both electronic and paper form. Survey participants were given a \$15 gift certificate as an incentive for participating. Surveys were collected between late April and early June, with paper surveys being mailed directly to the Center for Community Engagement. Once all surveys were collected and the data entered, frequencies were run on the quantitative questions. The open-ended questions were analyzed to determine themes that emerged within each question, thus giving an idea of how widespread particular health concerns are in the community.

Section B: Demographic Profile of Howard County

Located in rural Southwest Arkansas, **Howard County** has an estimated population of 13,202 residents spread across about 600 square miles.¹ Of those residents, approximately 1/4 are under the age of 18 (26%), 18% are over the age of 65, and 52% are female. Howard County is somewhat more diverse in race and ethnicity than the state of Arkansas (see Table 1 in Appendix A). The majority of the county's residents are White (75%), 21% are Black or African American, and 13% are Hispanic or Latino.² Although English is the primary language spoken in the county's estimated 5,142 households (87%), Spanish is spoken in about 1 out of every 9 Howard County households (12%).³



There are over 5,000 households in Howard County.⁴ Of households with children under 18, 15% are made up of married couples and 11% have a female householder (with no spouse present).⁵ Of the county's births within the past year, almost 3/4 of them (73%) were to unmarried women.⁶ In addition, of the nearly 325 grandparents who are living with their own grandchildren, about 1/4 are responsible for the grandchildren (24%). About 32% of households contain at least one person aged 65 or older.⁷

Howard County is relatively poor. The median household income is \$36,059, which is well below the national average of \$62,842.⁸ Almost 1 in 5 individuals in the county live below the poverty line, while almost 1 in 6 families live in poverty.⁹ Of families headed by a female with no spouse present, almost one-half live below the poverty line, and the situation is even worse for single mothers with children

¹ U. S. Census QuickFacts for Howard, Polk, Montgomery, Pike, Hempstead, Little River, Sevier Counties, Arkansas, and the United States (V2019); <https://www.census.gov/quickfacts/fact/table/US/PST045219>

² ibid

³ American Community Survey: Selected Social Characteristics (2019 5-year Estimates); https://data.census.gov/cedsci/table?t=ACSDP5Y2019.DP02&g=0400000US05_0500000US05061

⁴ ibid

⁵ ibid

⁶ ibid

⁷ American Community Survey: Selected Social Characteristics (2019 5-year Estimates); https://data.census.gov/cedsci/table?t=ACSDP5Y2019.DP02&g=0400000US05_0500000US05061

⁸ American Community Survey: Selected Economic Characteristics (2019 5-year Estimates); <https://data.census.gov/cedsci/table?q=selected%20economic%20characteristics&t=Income%20and%20Poverty&g=0500000US05061&tid=ACSDP5Y2019.DP03&hidePreview=false>

⁹ ibid

under 18—about 63% of them live in poverty.¹⁰ The percentage of households making under \$15,000/year is higher in Howard County (17%) than in the rest of the state (14%) and the nation (10%).¹¹

Appendix A of this report provides a brief picture of Howard County in *Table 1*, including (a) Population, (b) Race & Language, (c) Fertility, (d) Household Composition, (e) Education & Employment, and (f) Economics, based on data from the U.S. Census QuickFacts and American Community Survey for the county.

Appendix B presents an overview and demographic profiles for the counties surrounding Howard County as supplemental information for the region (see *Table 2*; although most other counties are served by other local hospitals).

Section C: Health Profile of Howard County: Public and Secondary Data

Howard County health issues and concerns must be viewed in the larger context of the issues that exist within the state. In 2019, Arkansas ranked very low (48th out of 50 states)¹² in the overall health and well-being of its citizens; additionally, in 2020, Arkansas ranked 47th nationally in all health outcomes (e.g., poor physical health, premature deaths).¹³ Howard County is a poor county within a relatively poor and unhealthy state. Thus, although it is critical to identify the primary health issues within the service area of Howard Memorial Hospital, including the county that serves as its principal region, many issues extend far beyond the confines of the county. A summary of health issues that exist for Howard County is presented below and detailed issues are presented in *Appendix C*, *Tables 3-7*. Data from surrounding counties are presented in *Appendix D*, *Tables 8-12*.

HOWARD COUNTY HEALTH ISSUES

Howard County does have some strengths in terms of health. For example, the number of pre-term births is lower than for the state and the nation, as are incidences of asthma, breast cancer, and prostate cancer. Moreover, the number of adults who have had a routine checkup in the last 2 years is higher than both the state and national averages, as are the number of women who have had a recent pap smear or mammogram. However, there are still some rather large challenges when it comes to the community's health. Due to the current pandemic, those challenges are likely magnified. In addition, although the numbers of COVID-19 cases reported in Howard and surrounding counties (*Appendix E*, *Table 13*) have not been as high as those in larger counties, the pandemic has no doubt presented its own challenges to Howard Memorial Hospital.

The Howard County tables in *Appendix C* (*Tables 3-7*) reflect the following key points, especially in comparison to State and National statistics (also shown in the tables):

¹⁰ *ibid*

¹¹ *ibid*

¹² United Health Foundation, America's Health Rankings Annual Report 2019; [ahr_2019annualreport.pdf](https://www.americashealthrankings.org/ahr_2019annualreport.pdf) ([americashealthrankings.org](https://www.americashealthrankings.org/))

¹³ United Health Foundation, America's Health Rankings Annual Report 2020; [annual20-rev-complete.pdf](https://www.americashealthrankings.org/annual20-rev-complete.pdf) ([americashealthrankings.org](https://www.americashealthrankings.org/))

1. Over one-half of adults in Howard County are physically inactive, meaning they did not engage in leisure-time physical activities, including low-impact activities such as gardening, golf, or walking, within the past 30 days. (Table 4)
2. Only 56% of adults over 50 have ever had a colorectal exam. (Table 5)
3. Almost one-half of students are overweight or obese, meaning they have a Body Mass Index (BMI) at or above the 85th percentile for their age and gender. (Table 6)
4. Most Howard County adults (80%) are overweight or obese. Only 3 other counties in Arkansas have rates this high, and one of those counties is neighboring Sevier County.¹⁴ (Table 6)
5. More than 2 out of 5 adults in Howard County have arthritis. (Table 6)
6. More than 1 in 10 adults have COPD. (Table 6)
7. Colon and rectum cancer cases per 100,000 are higher than the state and national averages. (Table 6)
8. Lung and bronchus cancer deaths per 100,000 are slightly higher than the state rate and considerably higher than the national rate. (Table 7)

Section D: Focus Group Survey Data

Thirty-three participants responded to the Focus Group Participant Survey between late April and early June. Three quarters of the respondents were female. Although efforts were made to solicit responses from the Hispanic/Latino community, including translation of the survey into Spanish, none of the respondents identified as Hispanic or Latino. Most of the respondents (82%) were White/Caucasian, with Black/African American being the second most represented group (9%). Participants ranged in age from 29 to 84, with the average being 55 years old. Of the 33 people who responded, 7 were retired, 13 worked in (or had retired from) the field of education, and 4 worked in (or had retired from) healthcare. Detailed demographics of focus group survey respondents are presented in Appendix G. Although surveys were sent to a sample that was representative of the communities served by Howard Memorial Hospital, those who responded were largely white and female. The elderly population is well represented among those who responded, giving them a strong voice in the results. The remainder of this section provides highlights from the survey responses and is organized by the specific topics of the survey. The actual survey questions, with the corresponding responses, are presented in Appendices F through O. Overall, the survey respondents highlighted a number of healthcare needs in their communities, as well as offered suggestions as to how Howard Memorial Hospital can help meet those needs. In general, it seems most people feel that Howard Memorial Hospital does a great job of serving the community, and that the hospital staff are caring and trustworthy.

¹⁴ Aspire Arkansas, 2014-2018 Averages; <https://aspirearkansas.org/health/overweight-or-obese-adults>

Summary of Focus Group Survey Responses

The focus group survey can be broken into 6 primary topics: (1) Significant Healthcare Issues, (2) Unmet Healthcare Needs & How Howard Memorial Can Help, (3) Awareness & Use of Current HMMH Services and Specialties, (4) Difficulty Obtaining Services, (5) Behavioral/Mental Healthcare Needs, (6) Physical Activity. This section provides brief summaries on each of those topics, as well as on a few additional survey items. For a complete list of survey items and responses, see Appendices G through O.

Significant Healthcare Issues

Two questions were used to determine what respondents felt were the most significant healthcare issues in Howard County. When considering the responses to both of those questions together, three issues emerge as the most often-cited needs (briefly discussed below). A complete set of responses can be found in Appendix H.

1. **Mental Health/Substance Use Disorder.** More than one-half of respondents named mental health and/or substance use issues as a significant healthcare need in the community. Specifically, respondents mentioned the need for more mental health care providers, easier access to treatment, treatment for addiction (e.g., rehab), and inpatient treatment for geriatric patients experiencing mental health problems.
2. **Obesity.** Almost one-third of respondents included obesity-related problems as one of the most critical health issues in Howard County. This corresponds with the Health Profiles data found in table 6, which underscores that obesity and lack of physical activity are problems for both adults and children in Howard County.
3. **Cancer.** Cancer also emerged as a critical healthcare issue in Howard County, with 7 respondents listing it as one of the three most critical needs. County-level statistics on colon and rectum cancers (table 6), as well as deaths from lung and bronchus cancers (table 7) confirm that cancer is, indeed, an area of concern for residents of Howard County.

Unmet Healthcare Needs & How Howard Memorial Can Help

As part of the focus group survey, community members were asked which needs are not being met in their community, which ones are being referred out-of-town, and how Howard Memorial can better address those needs. Although various themes emerged, there were 3 that stood out as the primary focus of responses (see below). For a complete listing of responses related to unmet healthcare needs and how Howard Memorial can help, see Appendix I.

1. **Howard County residents need more local access to Mental Health & Substance Use treatment.** When asked what needs are NOT being met in the county, mental health/substance use (from pediatrics to geriatrics) was the top answer. Those are the issues that also appear to be one of the most referred out-of-town. When asked what Howard Memorial can do to better address the needs, respondents indicated simply having more resources available for residents (e.g., “offer more services for mental health,” “quicker response from health care when the need arises”).

2. **More local access to Women's Health Services is desired.** OB/GYN services ranked near the top of those mentioned as an unmet health need in Howard County, and the one that appears to be referred out-of-town the most. Suggestions for how Howard Memorial can address this issue center on adding the services locally.
3. **More local access to Specialty Services is desired.** Respondent comments about the healthcare needs not being met in their community and being referred out-of-town included several different specialty areas such as pediatrics, orthopedics, cardiology, surgery, neurology, pulmonology, pain management, cancer treatment, and dialysis¹⁵. However, some of these services are those that appears to be offered at least to some extent in the county. Therefore, more outreach and education about the services that are available through Howard Memorial may be needed to increase community member awareness.

Awareness & Use of Current Howard Memorial Services & Specialties

To get a sense of the extent to which community members are aware of and use the services and specialties provided by Howard Memorial, the focus group survey asked respondents to indicate which ones they (a) knew about and (b) have used. For the majority of the services listed, at least one-half of respondents were aware of the service listed, but the majority appeared to not have used the services. **Wound Care** is at the top of the list for awareness (76% are aware of the service), but close to the bottom of the list for use (only 3% say they have used it). The **Allergy Clinic** appears to be *least known service* (only 36% said they are aware; only 9% of respondents have used it). See the table below for a rank ordering of Howard Memorial services by how aware respondents are of them.

SERVICE	AWARE OF	HAVE USED	SERVICE	AWARE OF	HAVE USED
WOUND CARE	76%	3%	SURGICAL SERVICES: INJECTIONS AND INFUSIONS	52%	12%
CARDIOPULMONARY: SLEEP LAB	70%	3%	RADIOLOGY: CT(64 SLICE)	52%	18%
REGISTERED DIETITIAN NUTRITIONIST	67%	3%	RADIOLOGY: 3D MAMMOGRAPHY	52%	30%
SURGICAL SERVICES: GENERAL	64%	27%	Radiology: Bone Density Testing	49%	6%
INPATIENT AND OUTPATIENT REHABILITATION	61%	15%	Radiology: Mobile PET/CT	49%	9%
CARDIOPULMONARY: EKG	61%	24%	Cardiopulmonary: Arterial Blood Gasses	49%	3%
CARDIOPULMONARY: CARDIAC/PULMONARY REHAB	61%	6%	Surgical Services: Cataract	46%	3%
SWING BED PROGRAM	58%	0%	Surgical Services: PICC Lines	42%	3%
RADIOLOGY: ULTRASOUND	58%	27%	Cardiopulmonary: Cardiac Nuclear Medicine	42%	0%
CLINICAL LABORATORY & BLOOD BANK: BLOOD TRANSFUSION	58%	3%	Radiology: Nuclear Medicine	39%	9%
CARDIOPULMONARY: EEG	58%	9%	Geriatric Behavioral Health	39%	6%
CARDIOPULMONARY: EXERCISE STRESS TESTING	58%	3%	Telehealth Services	39%	0%
RADIOLOGY: MOBILE MRI	55%	18%	Allergy Clinic	36%	9%

¹⁵ Please note that Howard Memorial is aware of the need for dialysis services, and has investigated adding the service, but it is not feasible to do at this time.

When it comes to specialty services, **Cardiology** is the *most well-known* among respondents, with well over three-fourths saying they are aware of the service (but only 15% using it). The *least known* specialty service was **Pediatrics** (only 33% say they are aware of it). The *most used* specialty service is **Dermatology**. See the table below for a rank ordering of Howard Memorial specialties by how aware respondents are of them.

SPECIALTY	AWARE OF	HAVE USED	SPECIALTY	AWARE OF	HAVE USED
CARDIOLOGY	79%	15%	Oncology/Hematology	39%	6%
DERMATOLOGY	55%	21%	Urology	39%	0%
Orthopedics	46%	0%	Pediatrics	33%	0%

In addition to providing a list of services to respondents so they could indicate their awareness and use, we also asked them to tell us what services they have used in a separate open-ended question. Based on responses to that question, it appears that the following services are the most utilized:

1. **Imaging Services** (e.g., x-ray, mammography, ultrasound)
2. **Laboratory Services** (e.g., lab tests, blood work)
3. **Outpatient/Clinic Services** (e.g., family doctor, specialty clinics)
4. **Emergency Room Services**
5. **Physical Therapy/Rehabilitation Services**

Because there are a lot of factors that play into whether or not a given person has used a particular service, respondents were also asked to think about other people in their community and whether or not they believed they are fully aware of the services. Only 18% of respondents said that their counterparts in the community know what is available at Howard Memorial. For those, it appears that “word of mouth” and advertisements are the way that they know. However, respondents overwhelmingly indicated that **more marketing and outreach is needed to help Howard County residents become more aware of the services that are available**. According to one respondent, the total number “of services is mindboggling.” Another believes that “people that do not know are not actively thinking about these services until they need them.” Suggestions for bringing more awareness to what Howard Memorial has to offer include using radio, television, newspaper articles, newsletters, social media, and mailings.

See Appendix J for a complete listing of responses related to Awareness & Use of Current Howard Memorial Services & Specialties.

Difficulty Obtaining Services

As part of the focus group survey, respondents were asked a few questions about the populations they believe are underserved and difficulties in general with receiving healthcare in Howard County. At the top of the list of those underserved was **mothers and women** (young ones specifically), followed by the **Elderly, Minorities, and Children**. However, only 3% of survey respondents indicated that they actually know of someone who has had difficulty obtaining healthcare services from Howard Memorial in the past 12 months. Of those, the primary reason was **financial** in nature (“money,” “underinsured”), followed by **difficulty making an appointment**, and **needing a**

specialist. Additionally, almost one-third of those respondents said that they believe the challenges had to do with having access to a physician.

When asked more generally about what prevents patients from getting the healthcare they need from Howard Memorial, respondents appeared to be split in their responses (approximately one-half think it is service availability, access to a provider, or something else while the other approximate one-half do NOT think it is any of those things). However, open-ended responses seemed to come back to financial reasons and **a lack of knowledge and understanding** by Howard County residents, as well as **convenient access** to the services (e.g., “not being able to go after work hours and on weekends”).

Communication with Healthcare Providers may also be an area that needs some attention. Although when asked how easy it is to communicate with healthcare providers, more than one-half of respondents said it is “very easy,” there is still a sizeable group of respondents who do not think it is very easy. There were two general suggestions for **making communication with providers easier**—increased access in order to make communication more possible and for physicians to have a **better “bedside manner.”**

See Appendix K for a list of items and responses related to difficulty obtaining services in Howard County.

Behavioral/Mental Healthcare Needs

To get a sense of the Behavioral/Mental Health Needs that exist in Howard County, respondents were asked to tell us what needs they think exist. Several areas of focus made the list, but the most common one was the fact that **a variety of mental health services is needed across all age groups.** Other specific needs listed were the following:

- Substance Use Issues
- Help with Depression & Anxiety
- More Mental Health Providers are needed
- Timely Access to Care is needed
- Autism Services
- Dementia Services

Although many respondents feel that Howard Memorial does a good job of helping people get the mental health care they need (55% say that mental health needs are being met by the hospital in ways such as providing access to care), many also indicated that some needs are not being met (52%¹⁶) and provided suggested improvements in this area. The main ways Howard Memorial Hospital could better meet the mental health needs of its community according to respondents are by **providing more mental health care services** across age groups and by bringing in **more mental health care providers.** See Appendix L for a complete set of survey items and responses related to the behavioral/mental healthcare needs in Howard County.

¹⁶ NOTE: The percentages here do not equal 100% because respondents were able to answer both “Yes” and “No.”

Physical Activity

Survey respondents were asked how Howard Memorial is currently helping residents improve their overall health (including physical activity) and what else they can do to encourage people to be more physically active. Currently, it appears that Howard Memorial is doing a good job of providing education and encouragement to their population in the form of newsletters, health fairs, and just being supportive. Respondents also noted that there are fitness programs and facilities offered (e.g., an indoor track, access to hospital rehab facility for workouts) as well as dietician services.

When asked what more can be done to help people become physically active, the top theme was to offer exercise and wellness programs, such as walking clinics, a gym with instructors and classes, and hosted events. Similarly, many respondents said that Howard Memorial could help by increasing the promotion of physical activity among its population. For example, “market the gym membership at the therapy clinic” or “advertise benefits and cheap effective ways to get physically active.” Other respondents suggested creating a walking trail on campus. A complete set of survey items and responses related to Physical Activity is found in Appendix M.

Additional Topics Covered by the Survey

The focus group survey included a few additional questions that don’t necessarily fit in the categories discussed above, but that are very important in planning for the future of Howard Memorial Hospital. A brief summary of the topics of those questions is provided below and a complete set of survey items and corresponding responses is provided in Appendix N.

Is Howard Memorial your First Choice? Most respondents (88%) said that Howard Memorial is their first choice for health care, and 82% said it’s their first choice for emergencies. The convenient location, the professional and caring staff, and the great service they have received in the past were all listed as reasons why Howard Memorial is the hospital they trust to provide care for themselves and their families. As one respondent said, you get “care by people that treat you like family.” The respondents who said that it is not their first choice indicated it was because they need a specialist, such as a pediatrician.

Do Residents Receive Regular Care by a Local Physician? Of those surveyed, the vast majority say that they have a local physician (97%) and that they routinely receive an annual check-up.

What can Howard Memorial do to encourage more people to get Vaccinations and Screenings?

Regardless of whether we asked about vaccinations or screenings, the suggestions for encouraging people to get them were very similar. Below are the key suggestions from respondents:

1. Education/awareness of the importance of prevention
2. Vaccination clinics, including drive-thru clinics
3. Cost incentives, such as lower rates during promotional timeframes
4. Reminders from physicians

How has COVID-19 impacted you? Although many respondents said COVID-19 had no impact on them, some said it had an impact on their overall health. In some cases, that impact was that they now use more caution about “infection control practices” but that they “still go for my check-ups.” Others postponed health care due to the pandemic, and some others either contracted the virus or know

people who did (and subsequently lost their lives). When asked if it made them reluctant to access services such as emergency services or outpatient services, 22% said “yes.” Although the majority do not appear to be reluctant, it is important to be mindful of those who are and work to help them feel as safe as possible while still receiving the care they need.

Additional Comments about Howard Memorial Hospital. Almost all of the respondents who wrote additional comments at the end of the survey did so to express their appreciation for Howard Memorial Hospital. One comment that really summed up the spirit and purpose of this community health needs assessment was “I love HMMH and know that they change focus to fit the needs of our community – we are truly blessed.” Clearly, Howard Memorial Hospital continually seeks to improve its services to meet the needs of the patients they serve.

Section E: Summary

The data collected and presented in this report illustrate at least 4 general points, although other specific points may be gleaned from the data presented throughout this report and in the appendices. Below is a list of some of the top concerns identified.

- 1. Mental and Behavioral Health, including Substance Use Issues, is an area of need in Howard County.** This was a need that emerged throughout the survey. For instance, one participant said, “We need more funding available for mental health so that we could get more providers or so that the providers could provide service to more.” Another participant indicated that the pandemic has led to an increase in mental health problems, stating, “I have really struggled with anxiety and depression during this pandemic.” Specific mental and behavioral healthcare needs mentioned included substance use disorder, depression, autism, dementia, and a need for more providers and services across age groups and domains. Because mental and behavioral health can have a profound impact on physical health, Howard Memorial Hospital may want to explore the possibility of integrating these services into the care they provide their communities.
- 2. Although Howard Memorial Hospital offers many specialties in their clinic, many of their services may be under-utilized, possibly due to lack of awareness in the community.** Many of the specialties mentioned as being needed are actually already offered by Howard Memorial Hospital. For instance, the need for oncology services was mentioned by several people. This service is already offered, yet only 39% of respondents were aware of it, and only 6% had used the service. The same can be said of pediatrics—it was mentioned as a need, possibly because only a third of respondents were aware that it is already available, at least on a limited basis. There were a number of suggestions offered by participants for ways that Howard Memorial Hospital could better promote their services, including radio, newspaper ads, and social media. However, one participant said, “I think people that do not know are not actively thinking about these services until they need them. I think HMMH promotes them though.”
- 3. Obesity and Physical Inactivity are wide-spread problems in Howard County and the surrounding communities.** Although Howard Memorial Hospital has some programs in place to help encourage healthy weight and exercise, such as a dietician on staff and a fitness program at their rehabilitation facility, obesity and inactivity are still among the critical health needs in the community. Suggested means of encouraging people to be more physically active included more outreach around the health benefits of exercise and advertisements of

the programs available. Prevention and wellness activities, including walking clubs, was listed among the health care needs that Howard Memorial Hospital needs to address.

4. **There is still a need for additional specialties, including gynecology.** There are many specialties for which patients are still referred out of town, including OB/GYN services. In fact, the need to travel out of town for a gynecologist or to have a baby prompted many respondents to say that women and young mothers are an underserved population in their community. Other specialties mentioned by participants that are not currently being offered include pain management and neurology. Those who said Howard Memorial Hospital is not their first choice in health care cited the lack of specialists as their main reason for going somewhere else.

From a review of the data collected during this Community Health Needs Assessment process, it is clear that Howard Memorial Hospital has a lot to offer the community, and that many people feel they are treated like family by the hospital staff. Although many services are available at HMH, they may consider adding an OB/GYN and a mental health provider to their specialty clinic rotation. In addition to adding these services, they should continue to promote the specialties and services that they offer to ensure that the public is aware. Finally, although HMH does a great job of promoting wellness in the community, they may consider adding more programs, such as walking clinics and healthy cooking classes, to provide additional opportunities and education to promote health and well-being among the population they serve.

Appendix A: Howard County Demographic Profile

Table 1: U.S. Census Demographic Data – Howard County			
	Howard County (2018 CHNA) 2021	Arkansas (2018 CHNA) 2021	United States (2018 CHNA) 2021
POPULATION¹⁷			
<i>Population Estimate</i>	(13,478) 13,202	(3,004,279) 3,017,804	(325,719,178) 328,239,523
<i>Persons per square mile</i>	(23.4) 23.4	(56.0) 56.0	(87.4%) 87.4
<i>Persons under 5 years</i>	(7.2%) 7.1%	(6.4%) 6.2%	(6.2%) 6.0%
<i>Persons under 18 years</i>	(25.9%) 26.2%	(23.6%) 23.2%	(22.8%) 22.3%
<i>Persons 65 years & over</i>	(17.4%) 18.1%	(16.3%) 17.4%	(15.2%) 16.5%
<i>Female persons</i>	(51.8%) 51.7%	(50.9%) 50.9%	(50.8%) 50.8%
RACE & LANGUAGE¹⁸ (except where otherwise noted)			
<i>White</i>	(75.3%) 75.0%	(79.4%) 79.0%	(76.9%) 76.3%
<i>Black or African American</i>	(20.8%) 21.1%	(15.7%) 15.7%	(13.3%) 13.4%
<i>Hispanic or Latino</i>	(12.8%) 13.2%	(7.3%) 7.8%	(17.8%) 18.5%
<i>Mexican Origin¹⁹</i>	(9.8%) 11.5%	(5.2%) 5.4%	(11.0%) 11.2%
<i>Language other than English spoken in the home</i>	(13.2%) 13.0%	(7.1%) 7.5%	(21.1%) 21.6%
<i>Spanish spoken in the home²⁰</i>	(10.5%) 11.6%	(5.1%) 5.4%	(13.1%) 13.4%
FERTILITY²¹			
<i>Number of women 15-50 years old giving birth in the past year</i>	(186) 171	(39,828) 39,242	(4,001,559) 3,987,092
<i>% of those who were unmarried</i>	(56.5%) 72.5%	(38.1%) 38.0%	(35.3%) 33.7%
HOUSEHOLD COMPOSITION²² (except where otherwise noted)			
<i>Total Households</i>	(5,068) 5,142	(1,141,480) 1,158,071	(117,716,237) 120,756,048
<i>Family Households</i>	(69.7%) 66.6%	(66.4%) 66.4%	(65.9%) 65.7%
<i>Family Households with children under 18</i>	(29.4%) 28.7%	(27.6%) 27.6%	(28.5%) 27.9%
<i>Married-Couple Family with children under 18</i>	(15.3%) 15.4%	(18.1%) 17.9%	(19.2%) 18.8%
<i>Female Householder (no spouse present) with children under 18</i>	(11.8%) 10.7%	(7.2%) 6.2%	(7.0%) 5.3%
<i>Households with one or more people 65 years and over</i>	(30.5%) 31.6%	(28.5%) 30.1%	(27.4%) 29.4%
<i>Persons living alone²³</i>	(28.6%) 29.4%	(28.5%) 29.5%	(27.7%) 28.3%

¹⁷ U.S. Census QuickFacts for Howard County, Arkansas, and the United States (V2019); <https://www.census.gov/quickfacts/fact/table/howardcountyarkansas,US/PST045219>

¹⁸ ibid

¹⁹ American Community Survey: Demographic & Housing Estimates (2019 5-year Estimates); <https://data.census.gov/cedsci/table?q=&g=05000000US05061&tid=ACSDP5Y2019.DP05>

²⁰ American Community Survey: Selected Social Characteristics (2019 5-year Estimates); https://data.census.gov/cedsci/table?tid=ACSDP5Y2019.DP02&g=04000000US05_05000000US05061

²¹ ibid

²² ibid

²³ American Community Survey: Households and Families (2019 1-year Estimates); <https://data.census.gov/cedsci/table?q=S1101&tid=ACSST1Y2019.S1101>

Table 1: U.S. Census Demographic Data – Howard County			
	Howard County (2018 CHNA) 2021	Arkansas (2018 CHNA) 2021	United States (2018 CHNA) 2021
<i>Aged 65 or Over</i>	(13.8%) 13.6%	(11.1%) 12.3%	(10.4%) 11.4%
HOUSEHOLD COMPOSITION (continued)²⁴			
<i>Grandparents Living with Grandchildren under 18 years</i>	(339) 324	(71,218) 71,541	(7,243,142) 7,239,762
<i>% responsible for grandchildren</i>	(44.2%) 23.8%	(56.1%) 53.1%	(36.5%) 34.1%
EDUCATION & EMPLOYMENT²⁵			
<i>High School Graduate or Higher</i>	(79.4%) 85.2%	(85.2%) 86.6%	(87.0%) 88.0%
<i>Bachelor's Degree or Higher</i>	(15.7%) 13.6%	(21.5%) 23.0%	(30.3%) 32.1%
<i>In Labor Force (16 years+)</i>	(57.4%) 58.6%	(58.1%) 57.9%	(63.1%) 63.0%
ECONOMICS²⁶			
<i>Median Household Income</i>	(\$34,672) \$36,059	(\$42,336) \$47,597	(\$55,322) \$62,843
<i>Persons Below the Poverty Level</i>	(19.6%) 19.4%	(18.8%) 17.0%	(15.1%) 13.4%
<i>Families Below the Poverty Level</i>	(16.4%) 15.6%	(13.8%) 12.4%	(11%) 9.5%
<i>Families with female householder, no spouse present²⁷</i>	(44.0%) 45.2%	(36.6%) 33.2%	(29.9%) 26.5%
<i>With related children under 18</i>	(57.0%) 62.6%	(46.8%) 42.8%	(39.7%) 36.1%
<i>With related children under 5 only</i>	(65.8%) 42.1%	(55.8%) 50.0%	(45.0%) 40.5%
<i>Households making less than \$15K</i>	(17.2%) 17.2%	(16.1%) 13.8%	(12.1%) 10.3%

²⁴ American Community Survey: Selected Social Characteristics (2019 5-year Estimates);
https://data.census.gov/cedsci/table?tid=ACSDP5Y2019.DP02&g=0400000US05_0500000US05061

²⁵ U.S. Census QuickFacts for Howard, Arkansas, and the United States (V2019);
<https://www.census.gov/quickfacts/fact/table/AR,howardcountyarkansas,US/PST045219>

²⁶ American Community Survey: Selected Economic Characteristics (2019 5-year Estimates);
https://data.census.gov/cedsci/table?q=selected%20economic%20characteristics&g=0400000US05_0500000US05061&tid=ACSDP5Y2019.DP03

²⁷ American Community Survey: Selected Economic Characteristics (2019 5-year Estimates)
<https://data.census.gov/cedsci/table?q=selected%20economic%20characteristics&t=Income%20and%20Poverty&g=0500000US05061&tid=ACSDP5Y2019.DP03&hidePreview=false>

Appendix B: Surrounding Counties Demographic Overview & Profile

There are 6 counties that directly border Howard County. Clockwise, from the northwest corner of the county, they are (1) Polk, (2) Montgomery, (3) Pike, (4) Hempstead, (5) Little River, and (6) Sevier. The 6 counties combined are home to over 90,000 residents, with Montgomery county the least populated county (8,986 residents) and Hempstead the most populated (21,532 residents).²⁸ Like Howard County, which only has 23 people per square mile, the surrounding counties are rural, ranging from 31 people per square mile (Hempstead) to only 12 people per square mile (Montgomery). The majority of the residents who live in the area surrounding Howard County are White (ranging from 66% in Hempstead County to 94% in Montgomery County). There is a significant African American population in Hempstead and Little River counties (31% and 20% respectively) and a significant Hispanic population in Sevier County (34%). In addition, in almost 1/3 of Sevier County households (33%), a language other than English is spoken.²⁹



Like the rest of Arkansas, the counties surrounding Howard are relatively poor, with median household incomes that range from \$35,741 (Montgomery) to \$47,704 (Sevier). While some of these are on par with the state's median household income (\$47,597), they are well below the national median income of \$62,843.³⁰ Persons living below the poverty line range from 15% in Pike County to 24% in Polk. As with Howard County, the people most likely to be living in poverty are single mothers with children under 18.³¹ In terms of education, most of the people served by Howard Memorial Hospital have graduated from high school, but very few of them have a four-year college degree.³²

Table 2 on the next page offers a brief picture of each of the counties. The table includes (a) Population, (b) Race & Language, (c) Fertility, (d) Household Composition, (e) Education & Employment, and (f) Economics, based on data from the U.S. Census QuickFacts and American Community Survey for each of the counties.

²⁸ Census QuickFacts for Howard, Polk, Montgomery, Pike, Hempstead, Little River, Sevier Counties, Arkansas, and the United States (V2019); <https://www.census.gov/quickfacts/fact/table/US/PST045219>

²⁹ Census QuickFacts for Howard, Polk, Montgomery, Pike, Hempstead, Little River, Sevier Counties, Arkansas, and the United States (V2019); <https://www.census.gov/quickfacts/fact/table/US/PST045219>

³⁰ American Community Survey: Selected Economic Characteristics (2019 5-year Estimates); <https://data.census.gov/cedsci/table?q=selected%20economic%20characteristics&t=Income%20and%20Poverty&g=0500000US05061&tid=ACSDP5Y2019.DP03&hidePreview=false>

³¹ *ibid*

³² Census QuickFacts for Howard, Polk, Montgomery, Pike, Hempstead, Little River, Sevier Counties, Arkansas, and the United States (V2019); <https://www.census.gov/quickfacts/fact/table/US/PST045219>

Table 2: U.S. Census Demographic Data by County

	COUNTY							ARKANSAS	UNITED STATES
	Howard	Polk	Montgomery	Pike	Hempstead	Little River	Sevier		
POPULATION ³³									
Population Estimate	13,202	19,964	8,986	10,718	21,532	12,259	17,007	3,017,804	328,239,523
Persons per square mile	23.4	24.1	12.2	18.8	31.1	24.7	30.2	56.0	87.4
Persons under 5 years	7.1%	5.6%	5.2%	5.3%	7.0%	5.8%	7.5%	6.2%	6.0%
Persons under 18 years	26.2%	22.7%	18.5%	21.6%	25.7%	22.4%	28.6%	23.2%	22.3%
Persons 65 years & over	18.1%	23.6%	27.0%	20.5%	18.5%	20.9%	14.9%	17.4%	16.5%
Female persons	51.7%	51.2%	50.4%	50.2%	51.6%	51.8%	49.9%	50.9%	50.8%
RACE & LANGUAGE ³⁴ (except where otherwise noted)									
White	75.0%	93.8%	94.0%	92.5%	65.7%	75.5%	87.8%	79.0%	76.3%
Black or African American	21.1%	0.6%	0.8%	3.5%	30.5%	19.9%	4.2%	15.7%	13.4%
Hispanic or Latino	13.2%	6.6%	4.5%	6.6%	13.3%	3.7%	34.3%	7.8%	18.5%
Mexican Origin ³⁵	11.5%	6.0%	4.1%	4.8%	12.5%	1.3%	32.8%	5.4%	11.2%
Language other than English spoken in the home	13.0%	6.6%	3.9%	5.3%	11.0%	1.7%	32.6%	7.5%	21.6%
Spanish spoken in the home ³⁶	11.6%	5.6%	3.4%	4.8%	10.6%	1.1%	31.5%	5.4%	13.4%
FERTILITY ³⁷									
Number of women 15-50 years old giving birth in the past year	171	350	93	86	282	144	211	39,242	3,987,092
% of those who were unmarried	72.5%	29.1%	9.7%	17.4%	82.6%	29.2%	16.6%	38.0%	33.7%
HOUSEHOLD COMPOSITION ³⁸									
Total Households	5,142	8,243	3,754	4,280	8,094	5,363	5,885	1,158,071	120,756,048

³³ Census QuickFacts for Howard, Polk, Montgomery, Pike, Hempstead, Little River, Sevier Counties, Arkansas, and the United States (V2019); <https://www.census.gov/quickfacts/fact/table/US/PST045219>

³⁴ *ibid*

³⁵ American Community Survey: Demographic & Housing Estimates (2019 5-year Estimates); <https://data.census.gov/cedsci/table?q=&g=05000000US05061&tid=ACSDP5Y2019.DP05>

³⁶ American Community Survey: Selected Social Characteristics (2019 5-year Estimates); https://data.census.gov/cedsci/table?tid=ACSDP5Y2019.DP02&g=04000000US05_05000000US05061

³⁷ *ibid*

³⁸ *ibid*

Table 2: U.S. Census Demographic Data by County

	COUNTY							ARKANSAS	UNITED STATES
	Howard	Polk	Montgomery	Pike	Hempstead	Little River	Sevier		
HOUSEHOLD COMPOSITION (continued) ³⁹									
Married-Couple Family with children under 18	15.4%	16.1%	13.9%	22.8%	15.8%	16.1%	28.9%	17.9%	18.8%
Female Householder (no spouse present) with children under 18	10.7%	4.7%	3.0%	3.4%	9.2%	5.5%	4.9%	6.2%	5.3%
Households with one or more people 65 years and over	31.6%	37.4%	43.4%	36.1%	33.0%	33.5%	27.8%	30.1%	29.4%
Grandparents Living with Grandchildren under 18 years	324	360	181	247	849	430	434	71,541	7,239,762
% responsible for grandchildren	23.8%	55.8%	84.5%	74.1%	40.8%	72.8%	53.9%	53.1%	34.1%
EDUCATION & EMPLOYMENT ⁴⁰									
High School Graduate or Higher	85.2%	84.9%	79.8%	87.4%	82.6%	89.0%	76.5%	86.6%	88.0%
Bachelor's Degree or Higher	13.6%	14.1%	13.5%	17.3%	15.1%	12.5%	12.8%	23.0%	32.1%
In Labor Force (16 years+)	58.6%	49.9%	47.0%	55.9%	57.4%	54.9%	60.8%	57.9%	63.0%
ECONOMICS ⁴¹									
Median Household Income	\$36,059	\$37,974	\$35,741	\$40,401	\$42,860	\$45,113	\$47,704	\$47,597	\$62,843
Persons Below the Poverty Level	19.4%	23.8%	21.3%	15.4%	22.7%	16.1%	21.3%	17.0%	13.4%
Families Below the Poverty Level	15.6%	19.7%	16.2%	12.1%	17.9%	11.1%	15.8%	12.4%	9.5%
Families with female householder, no spouse present	45.2%	64.0%	51.9%	32.7%	40.0%	30.7%	38.6%	33.2%	26.5%
With related children under 18	62.6%	73.7%	68.4%	39.2%	48.8%	44.2%	58.3%	42.8%	36.1%
Households making less than \$15K	17.2%	17.3%	16.8%	12.6%	12.3%	13.9%	13.3%	13.8%	10.3%

³⁹ American Community Survey: Selected Social Characteristics (2019 5-year Estimates);
https://data.census.gov/cedsci/table?tid=ACSDP5Y2019.DP02&g=0400000US05_0500000US05061

⁴⁰ Census QuickFacts for Howard, Polk, Montgomery, Pike, Hempstead, Little River, Sevier Counties, Arkansas, and the United States (V2019);
<https://www.census.gov/quickfacts/fact/table/US/PST045219>

⁴¹ American Community Survey: Selected Economic Characteristics (2019 5-year Estimates);
<https://data.census.gov/cedsci/table?q=selected%20economic%20characteristics&t=Income%20and%20Poverty&g=0500000US05061&tid=ACSDP5Y2019.DP03&hidePreview=false>

Appendix C: Howard County Health Profile

Table 3: Early Care Factors⁴²(except where otherwise noted)

	Howard County (2018 CHNA) 2021	Arkansas (2018 CHNA) 2021	United States (2018 CHNA) 2021
Low Birth Weight	(7.4%) 7.6%	(8.9%) 9.4%	(8.0%) 8.3%
Pre-Term Births	(10.4%) 8.8%	(10.9%) 11.6%	(9.8%) 10.0%
Early Prenatal Care ⁴³ (There have been no recent updates since the 2018 CHNA)	69.0%	69.0%	76.0%
Children with Age-Appropriate Vaccinations ⁴⁴ (There have been no recent updates since the 2018 CHNA)	76.4%	68.7%	--

Table 4: Preventative Care & Behaviors⁴⁵(except where otherwise noted)

	Howard County (2018 CHNA) 2021	Arkansas (2018 CHNA) 2021	United States (2018 CHNA) 2021
Adults with Insurance Coverage (new indicator for 2021)	(N/A) 85%	(N/A) 88%	(N/A) 89%
Adults with Routine Check-Up in Past 2 Years	(90.4%) 93%	(84.3%) 87%	(83.6%) 88%
Adults (Aged 65+) with No Flu Shot ⁴⁶	(39.3%, see footnote) 50.8%	(43.4%) 50.6%	(41.8%) 36.0%
Adults (Aged 65+) that have Never had a Pneumonia Shot ⁴⁷	(13.3%, see footnote) 33.5%	(27.2%) 23.9%	(26.6%) 26.9%
Physically Inactive Adults	(40%, see footnote) 51%	(32%) 31%	(23.3%) 24%
Smoking Rate (new indicator for 2021)	(N/A) 22%	(N/A) 23%	(N/A) 16%

⁴² March of Dimes Peristats, 2015-2018 Average;

<https://www.marchofdimes.org/peristats/ViewSummary.aspx?reg=05&stop=60>

⁴³ Aspire Arkansas, 2014-2018 Averages; <https://aspirearkansas.org/health/early-prenatal-care>

⁴⁴ UAMS Public Health in Arkansas Communities Search (2018) https://uams.edu/phacs/select_indicator.aspx?s=Immunizations

⁴⁵ Aspire Arkansas, 2014-2018 Averages; <https://aspirearkansas.org/health>. Note: there are some noticeable differences in previous data and current data, but it is unclear if it is due to a difference in reporting or because of a real change as data that were reported in the 2018 CHNA are no longer available online.

⁴⁶ Arkansas Department of Health BRFSS County Estimates (2018);

https://www.health.arkansas.gov/images/uploads/pdf/Flu_Shot-adults_65+_who_had_no_shot_in_past_year_2018.pdf (For U.S. Data: CDC BRFSS Prevalence and Trends Data (2019); <https://www.cdc.gov/brfss/brfssprevalence/index.html>) Note: there is a noticeable difference in previous data and current data, but it is unclear if it is due to a difference in reporting or because of a real change as data that were reported in the 2018 CHNA are no longer available online.

⁴⁷ Arkansas Department of Health BRFSS County Estimates (2018);

https://www.health.arkansas.gov/images/uploads/pdf/Pneumonia_Vaccination-adults_65+_who_have_never_been_vaccinated_2018.pdf. Note: there is a noticeable difference in previous data and current data, but it is unclear if it is due to a difference in reporting or because of a real change as data that were reported in the 2018 CHNA are no longer available online.

Table 5: Screening

	Howard County (2018 CHNA) 2021	Arkansas (2018 CHNA) 2021	United States (2018 CHNA) 2021
Women 18 & Older Who Had Pap Smear in the past 3 years⁴⁸	(75.3%) 75.3%	(72.6%) 72.8%	(74.9%) 71.7%
Women 40 & Older Who Had a Mammogram in the past 2 years⁴⁹	(73.0%) 73.0%	(64.5%) 66.6%	(73.7%) 71.8%
No Prostate Cancer Screening in past 2 years (for men ≥40)⁵⁰ <i>(There have been no recent updates since the 2018 CHNA)</i>	40.7%	52.4%	--
Adults 50 & Older Who have Ever had a Colorectal Exam	(56.3%) 56.3%	(64.6%) 68.2%	(69.1%) 71.6%

Table 6: Obesity, Chronic Illness⁵¹, & Cancer⁵² Incidence

	Howard County (2018 CHNA) 2021	Arkansas (2018 CHNA) 2021	United States (2018 CHNA) 2021
Overweight or Obese Students⁵³	(44.5%) 45%	(39.2%) 39%	(33.4%) --
Overweight or Obese Adults*⁵⁴	(71.5%, see footnote) 80%	(69.4%) 70%	(65.4%) 66%
Adults with Asthma⁵⁵	(13.6%, see footnote) 6.8%	(8.8%) 10.3%	(9.1%) 9.7%
Adults with Diabetes	(15.2%) 14.5%	(14.5%) 15.1%	(11.3%) 10.8%
Adults with High Blood Cholesterol⁵⁶ <i>(There have been no recent updates since the 2018 CHNA)</i>	54.6%	47.0%	36.4%
Adults with Hypertension⁵⁷ <i>(There have been no recent updates since the 2018 CHNA)</i>	60.5%	45.0%	30.9%
Adults with COPD	(N/A) 13.3%	10.5%	6.4%

⁴⁸ National Cancer Institute, State Cancer Profiles, <https://statecancerprofiles.cancer.gov/risk/index.php?topic=women&risk=v11&race=00&datatype=1&stateFIPS=05&type=risk&sortVariableName=default&sortOrder=default#results>

⁴⁹ National Cancer Institute, State Cancer Profiles, <https://statecancerprofiles.cancer.gov/risk/index.php?topic=women&risk=v06&race=00&datatype=1&stateFIPS=05&type=risk&sortVariableName=default&sortOrder=default#results>

⁵⁰ UAMS Public Health in Arkansas Communities Search, Percent of Men with No Recent Prostate Cancer Screening 2014; [http://www.uams.edu/phacs/data_results.aspx?indicator=Percent%20of%20Men%20with%20No%20Recent%20Prostate%20Cancer%20Screening%20\(PSA\)&category_sel=preventive](http://www.uams.edu/phacs/data_results.aspx?indicator=Percent%20of%20Men%20with%20No%20Recent%20Prostate%20Cancer%20Screening%20(PSA)&category_sel=preventive)

⁵¹ Arkansas Department of Health BRFSS County Estimates (2018); <https://www.healthy.arkansas.gov/programs-services/topics/brfss-county-estimates> (For U.S. Data: CDC BRFSS Prevalence and Trends Data (2019); <https://www.cdc.gov/brfss/brfssprevalence/index.html>)

⁵² National Cancer Institute, State Cancer Profiles Incidence Rates Table 2013-2017; <https://www.statecancerprofiles.cancer.gov/incidencerates/>

⁵³ Aspire Arkansas; <https://aspirearkansas.org/health/overweight-or-obese-students>

⁵⁴ Aspire Arkansas; <https://aspirearkansas.org/health/overweight-or-obese-adults>. *Note: there is a noticeable difference in previous data and current data, but it is unclear if it is due to a difference in reporting or because of a real change as data that were reported in the 2018 CHNA are no longer available online.*

⁵⁵ Arkansas Department of Health BRFSS County Estimates (2018); <https://www.healthy.arkansas.gov/programs-services/topics/brfss-county-estimates> (For U.S. Data: CDC BRFSS Prevalence and Trends Data (2019). *Note: there is a noticeable difference in previous data and current data, but it is unclear if it is due to a difference in reporting or because of a real change as data that were reported in the 2018 CHNA are no longer available online.*

⁵⁶ Arkansas Department of Health BRFSS County Estimates (2016); <https://www.healthy.arkansas.gov/programs-services/topics/brfss-county-estimates>

⁵⁷ *ibid*

Table 6: Obesity, Chronic Illness⁵¹, & Cancer⁵² Incidence

	Howard County (2018 CHNA) 2021	Arkansas (2018 CHNA) 2021	United States (2018 CHNA) 2021
Adults with Coronary Heart Disease	(6.7%) 5.4%	(8.3%) 6.8%	(4.1%) 3.9%
Colon & Rectum Cancer per 100,000	(46.5) 46.2	(43.0) 44.1	(39.8) 38.4
Lung & Bronchus Cancer per 100,000	(89.4) 73.8	(77.6) 77.2	(61.2) 58.3
Breast Cancer per 100,000 women	(109.0) 113.2	(112.7) 118.2	(123.5) 125.9
Prostate Cancer per 100,000 men	(87.1) 74.0	(120.7) 112.4	(114.8) 104.5

Table 7: Mortality

	Howard County (2018 CHNA) 2021	Arkansas (2018 CHNA) 2021	United States (2018 CHNA) 2021
Cancer Deaths per 100,000 ⁵⁸ (There have been no recent updates since the 2018 CHNA)	166.9	177.6	155.5
Diabetes Deaths per 100,000 ⁵⁹	(see footnote) 32.23	29.78	21.59
Lung & Bronchus Cancer Deaths per 100,000 ⁶⁰	(see footnote) 52.9	52.8	38.5
Breast Cancer Deaths per 100,000 women ⁶¹	--	20.3	20.1
Cardiovascular Disease Deaths per 100,000 ⁶²	(see footnote) 293.85	226.47	161.52
Infant Mortality per 1,000 live births under 1 year old ⁶³ (new indicator for 2021)	5.5	7.6	5.8
Life Expectancy in years ⁶⁴	(75.5) 75	(76.1) 76	(78.8) 79

⁵⁸ National Cancer Institute, State Cancer Profiles Death Rates Tables 2014-2018; <https://statecancerprofiles.cancer.gov/deathrates/index.php?stateFIPS=05&areatype=county&cancer=001&race=00&sex=0&age=001&year=0&type=death&sortVariableName=rate&sortOrder=default#results>

⁵⁹ World Life Expectancy.Com, Arkansas Health Ratings; <https://www.worldlifeexpectancy.com/usa/arkansas-diabetes> (NOTE: Data from 2018 were from a different source that included diabetes deaths with other types of deaths. Therefore, a comparison of the two numbers may not be an accurate depiction of the trend of diabetes deaths in the county.)

⁶⁰ National Cancer Institute, State Cancer Profiles Death Rates Tables 2014-2018; <https://statecancerprofiles.cancer.gov/deathrates/index.php?stateFIPS=05&areatype=county&cancer=047&race=00&sex=0&age=001&year=0&type=death&sortVariableName=rate&sortOrder=default#results> . (NOTE: Data reported in the 2018 CHNA were provided in a different manner than they are for current rates. Therefore, a comparison of the two numbers may not be an accurate depiction of the trend of diabetes deaths in the county.)

⁶¹ National Cancer Institute, State Cancer Profiles Death Rates Tables 2014-2018; <https://statecancerprofiles.cancer.gov/deathrates/index.php?stateFIPS=05&areatype=county&cancer=055&race=00&sex=2&age=001&year=0&type=death&sortVariableName=rate&sortOrder=default#results>; there were 3 or fewer.

⁶² World Life Expectancy.Com, Arkansas Health Ratings; <https://www.worldlifeexpectancy.com/usa/arkansas-heart-disease> (NOTE: Data reported in the 2018 CHNA were provided in a different manner than they are for current rates. Therefore, a comparison of the two numbers may not be an accurate depiction of the trend of diabetes deaths in the county.)

⁶³ Aspire Arkansas, 2014-2018 Averages; <https://aspirearkansas.org/health/infant-mortality> (NOTE: Data reported in the 2018 CHNA were provided in a different manner than they are for current rates. Therefore, a comparison of the two numbers may not be an accurate depiction of the trend of diabetes deaths in the county.)

⁶⁴ Aspire Arkansas, 2014-2018 Averages; <https://aspirearkansas.org/health/life-expectancy>

Appendix D: Surrounding Counties Health Overview & Profile

Tables depicting common health issues for the counties surrounding Howard County (Tables 8-12) are presented on the following pages. Highlights from the tables, especially in comparison to State and National figures, include the following:

1. One strength of these six counties is the high percentages of adults who have had a routine check-up in the past 2 years, which indicates both a high level of access to care and a willingness to seek care.
2. Obesity is a major concern in some of the surrounding counties. For children, **Hempstead**, **Little River**, and **Sevier** Counties yield greater rates than both state and national averages. For adults, **all but Montgomery** have rates that are higher than the state- and national-levels. (See Table 11)
3. Lack of screenings is an issue in virtually all surrounding counties in the extended service area. (See Table 10)
4. Morbidity is high in the surrounding counties—most have higher rates than both state and national averages in diabetes, arthritis, COPD, and cardiovascular disease. (See Table 11)
5. Incidents of lung and bronchus cancer are high in many of the counties. **Pike County**'s rates especially stand out as being much higher than state and national rates. (see Table 11)
6. In **Polk County**, cancer deaths are especially high, although they are below the state average in all the other counties. Likewise, infant mortality rates are high in **Sevier County**, although they are on par with or lower than the state rate in the other counties. (See Table 12)

Health Profile Tables for Surrounding Counties

Table 8: Early Care Factors⁶⁵

	COUNTY						Arkansas	U.S.
	Polk	Montgomery	Pike	Hempstead	Little River	Sevier		
Low Birth Weight	6.1%	6.1%	7.2%	9.1%	8.4%	7.2%	9.4%	8.3%
Pre-Term Births	8.0%	9.9%	10.1%	10.6%	11.7%	8.1%	11.6%	10.0%
Singleton Births	99.1%	97.1%	98.6%	97.5%	95.5%	97.6%	96.9%	96.6%
Cesarean Deliveries	28.2%	30.5%	34.2%	36.0%	41.5%	31.7%	34.8%	31.9%
Early Prenatal Care ⁶⁶	73.0%	74.0%	68.0%	70.0%	80.0%	60.0%	69.0%	76.0%

Table 9: Preventative Care & Behaviors⁶⁷

	COUNTY						Arkansas	U.S.
	Polk	Montgomery	Pike	Hempstead	Little River	Sevier		
Adults with Insurance Coverage	93%	91%	85%	86%	88%	90%	88%	89%
Adults with Routine Check-Up in Past 2 Years	91%	89%	92%	90%	90%	94%	87%	88%
Adults that have Seen a Dentist in the Past Year	48%	55%	53%	49%	45%	45%	56%	68%
Adults with No Flu Shot ⁶⁸	48.8%	51.1%	57.3%	57.5%	49.9%	44.1%	50.6%	36.0%
Adults that have Never had a Pneumonia Shot ⁶⁹	38.1%	29.3%	29.6%	23.4%	23.6%	29.4%	23.9%	26.9%
Physically Inactive Adults	47%	30%	42%	43%	42%	50%	31%	24%
Smoking Rate	17%	18%	21%	24%	28%	41%	23%	16%

⁶⁵ March of Dimes Peristats, 2015-2018 Averages;

<https://www.marchofdimes.org/peristats/ViewSummary.aspx?reg=05&stop=60>

⁶⁶ Aspire Arkansas, 2014-2018 Averages; <https://aspirearkansas.org/health/early-prenatal-care>

⁶⁷ ibid

⁶⁸ Arkansas Department of Health BRFSS County Estimates (2018); <https://www.healthy.arkansas.gov/programs-services/topics/brfss-county-estimates> (For U.S. Data: CDC BRFSS Prevalence and Trends Data (2019); <https://www.cdc.gov/brfss/brfssprevalence/index.html>)

⁶⁹ ibid

Table 10: Screening⁷⁰

	COUNTY						Arkansas	U.S.
	Polk	Montgomery	Pike	Hempstead	Little River	Sevier		
Women 18 & Older Who Had a Pap Smear in the past 3 Years	69.7%	61.3%	67.6%	72.3%	69.0%	70.5%	72.8%	71.7%
Women 40 & Older Who Had a Mammogram in the past 2 Years	61.8%	57.6%	58.2%	58.9%	61.4%	60.6%	66.6%	71.8%
Adults 50 & Older Who Have Ever Had a Colorectal Exam	47.3%	47.7%	50.7%	50.3%	52.7%	41.4%	68.2%	71.6%
Adults Never Tested for HIV⁷¹	70.1%	62.0%	53.9%	52.6%	63.8%	74.6%	60.7%	60.1%

Table 11: Obesity⁷² & Chronic Illness⁷³, & Cancer⁷⁴ Incidence

	COUNTY						Arkansas	U.S.
	Polk	Montgomery	Pike	Hempstead	Little River	Sevier		
Overweight or Obese Students	36%	36%	39%	43%	44%	42%	39%	--
Overweight or Obese Adults	75%	68%	72%	76%	75%	83%	70%	66%
Adults with Asthma	10.7%	7.9%	8.2%	9.3%	7.3%	5.7%	10.3%	9.7%
Adults with Diabetes	15.4%	16.1%	18.1%	16.1%	16.9%	16.0%	15.1%	10.8%
Adults with Arthritis	49.0%	43.2%	36.0%	36.5%	36.7%	47.7%	36.2%	25.8%
Adults with COPD	13.0%	8.1%	10.4%	10.7%	11.6%	14.9%	10.5%	6.4%
Adults with Cardiovascular Disease	8.9%	7.8%	6.3%	6.9%	8.1%	8.5%	6.8%	3.9%
Colon & Rectum Cancer per 100,000	38.0	44.6	51.4	43.0	53.1	50.8	44.1	38.4

⁷⁰ National Cancer Institute, State Cancer Profiles Screening and Risk Factors Table 2018-2019;
<https://statecancerprofiles.cancer.gov/risk/index.php>

⁷¹ Arkansas Department of Health BRFSS County Estimates (2018); <https://www.healthy.arkansas.gov/programs-services/topics/brfss-county-estimates> (For U.S. Data: CDC BRFSS Prevalence and Trends Data (2019); <https://www.cdc.gov/brfss/brfssprevalence/index.html>)

⁷² Aspire Arkansas, 2014-2018 Averages; <https://aspirearkansas.org/health>

⁷³ Arkansas Department of Health BRFSS County Estimates (2018); <https://www.healthy.arkansas.gov/programs-services/topics/brfss-county-estimates> (For U.S. Data: CDC BRFSS Prevalence and Trends Data (2019); <https://www.cdc.gov/brfss/brfssprevalence/index.html>)

⁷⁴ National Cancer Institute, State Cancer Profiles Incidence Rates Table 2013-2017;
<https://www.statecancerprofiles.cancer.gov/incidencerates/>

**Table 11: Obesity⁷² & Chronic Illness⁷³,
& Cancer⁷⁴ Incidence**

	COUNTY						Arkansas	U.S.
	Polk	Montgomery	Pike	Hempstead	Little River	Sevier		
Lung & Bronchus Cancer per 100,000	72.1	64.2	90.9	68.1	74.0	63.5	77.2	58.3
Breast Cancer per 100,000 women	102.5	107.3	91.2	86.6	113.5	89.4	118.2	125.9
Prostate Cancer per 100,000 men	106.5	117.6	86.1	91.1	92.6	72.9	112.4	104.5

Table 12: Mortality⁷⁵

	COUNTY						Arkansas	U.S.
	Polk	Montgomery	Pike	Hempstead	Little River	Sevier		
Cancer Deaths per 100,000	203.3	176.9	168.7	158.4	148.9	174.7	177.6	155.5
Lung & Bronchus Cancer Deaths per 100,000	59.6	42.3	61.1	47.7	47.9	50.7	52.8	38.5
Breast Cancer Deaths per 100,000 women	36.8	--	--	22.5	--	--	20.3	20.1
Infant Mortality per 1,000 live births under 1 year old ⁷⁶	3.5	2.3	7.2	4.5	2.8	8.8	7.6	5.8
Life Expectancy in years ⁷⁷	76	77	76	75	75	75	76	79

⁷⁵ National Cancer Institute, State Cancer Profiles Death Rates Tables 2014-2018;

<https://statecancerprofiles.cancer.gov/deathrates/index.php>

⁷⁶ Aspire Arkansas, 2014-2018 Averages; <https://aspirearkansas.org/health/infant-mortality>

⁷⁷ ibid

Appendix E: COVID-19 Data for Howard and Surrounding Counties

Table 13: COVID-19 Cases and Deaths in Howard and Surrounding Counties⁷⁸

<i>Current statistics as of 7-21-21 8:39 am</i>	Howard	Polk	Montgomery	Pike	Hempstead	Little River	Sevier
Confirmed Cases	1729	2077	781	1082	2135	1312	2882
Recovered Cases	1674	1977	737	1037	2087	1237	2832
Confirmed Deaths	25	74	33	23	20	43	24
Percentage of Population with at least one dose of vaccine⁷⁹	30-39.9%	< 29.9%	30-39.9%	30-39.9%	< 29.9%	< 29.9%	30-39.9%

Although the numbers of confirmed COVID-19 cases for each county may be small in comparison to rates of infection found in more metropolitan areas, these numbers must be considered in context. Many of those who require hospitalization would likely seek treatment at Howard Memorial Hospital. Moreover, vaccination rates are low, with less than 40% of the population having received even one dose of the vaccine. It is therefore likely that the pandemic has put a strain on the hospital's resources, and may continue to do so due to the community's reluctance to be vaccinated, thus presenting another immediate challenge for Howard Memorial.

⁷⁸ Arkansas Department of Health COVID Data Dashboard. Found at: <https://adh-covid-19-data-for-the-visually-impaired-ark-dept-health.hub.arcgis.com/>

⁷⁹ Centers for Disease Control COVID Data Tracker. Found at: <https://covid.cdc.gov/covid-data-tracker/#vaccinations-county-view>

Appendix F: Focus Group Survey Questions

Howard Memorial Hospital

2021 Community Health Needs Assessment (CHNA) Survey

Every three years, our hospital conducts a needs assessment to see how we are doing and what we could do better to ensure we meet the needs of our community. We need your help to do that. You can help by completing this survey. No one from Howard Memorial will know how YOU responded to any particular question, so please answer as honestly and completely as you can. To compensate you for your time, Howard Memorial is providing incentives to those who complete the survey. We thank you in advance for your help!

First, we need to know a little about you.

What is your name? _____

What is your gender (choose one)? ☐ MALE ☐ FEMALE ☐ OTHER

Are you Hispanic or Latino? ☐ YES ☐ NO

What is your race (choose all that apply)?

☐ Alaskan Native ☐ American Indian ☐ Asian ☐ Black/African American
☐ Native Hawaiian or other Pacific Islander ☐ White/Caucasian ☐ Other _____

What is your age? _____

What is your occupation? _____

Which of the following identifies you (choose any that apply)? ☐ Parent ☐ Grandparent

Do you work in the public health field? ☐ YES ☐ No

In case we have any questions or need to follow-up with you about your responses, what is the best way to contact you (choose all that apply)?

☐ Phone Call or Text (what is your number?) _____
☐ Email (what is your email address?) _____

Now, please answer the following questions as honestly and completely as you can. Your responses are greatly appreciated!

1. What do you think are the **most significant health care needs** in Howard County today?

2. What health care needs are **NOT being met** in your community today?

3. What are the **mental or behavioral health care needs** in your community?

a. Do you feel these needs are being met by Howard Memorial? (mark one below and explain)

☐ YES. How? _____

☐ NO. What could be done to better meet these needs? _____

4. What do you think could be done to better address the health care needs of the people in your community?

5. Is Howard Memorial Hospital your first choice for **healthcare**? (mark one below and explain)

☐ YES. Why? _____

☐ NO. Why Not? _____

- a. Is Howard Memorial Hospital your first choice for **emergencies**? Why or why not? (mark one below and explain)

☐ YES. Why? _____

☐ NO. Why Not? _____

6. What **health care needs** does Howard Memorial Hospital need to address?

7. How has COVID-19 impacted your overall health (e.g., have you still been going for check-ups when needed?)?

- a. Has COVID-19 made you or others reluctant to access services such as Emergency Services, outpatient services, etc.? (Circle one) YES NO

8. For each of the following services, we'd like to know if **YOU** are aware of the service and if **YOU** have used the service. Please let us know below by placing an "x" in the appropriate box.

SERVICE	AWARE OF	HAVE USED
<i>Swing Bed Program</i>		
Surgical Services		
<i>General</i>		
<i>Cataract</i>		
<i>PICC Lines</i>		
<i>Injections and Infusions</i>		
Radiology		
<i>CT(64 Slice)</i>		
<i>3D Mammography</i>		

SERVICE	AWARE OF	HAVE USED
Clinical Laboratory & Blood Bank		
<i>Blood Transfusions</i>		
Cardiopulmonary		
<i>EKG</i>		
<i>Arterial Blood Gasses</i>		
<i>EEG</i>		
<i>Sleep Lab</i>		
<i>Cardiac/Pulmonary Rehab</i>		
<i>Exercise Stress Testing</i>		
<i>Cardiac Nuclear Medicine</i>		

SERVICE	AWARE OF	HAVE USED
<i>Ultrasound</i>		
<i>Nuclear Medicine</i>		
<i>Mobile MRI</i>		
<i>Bone Density Testing</i>		
<i>Mobile PET/CT</i>		
Inpatient and Outpatient Rehabilitation		

SERVICE	AWARE OF	HAVE USED
Geriatric Behavioral Health		
Allergy Clinic		
Wound Care		
Registered Dietitian Nutritionist		
Telehealth Services		

a. Do you think **people in your community** are fully aware of these services? (Choose below and explain)

☐ YES. What has been effective in helping individuals become aware?

☐ NO. Why not? What could be done to help them become more aware?

9. Besides inpatient services, what Howard Memorial services have you used?

10. What services, other than specialties, do you think Howard Memorial should offer? (Please Note: In the past, dialysis has been a common issue mentioned. Howard Memorial has looked into adding this service, but unfortunately, it is not feasible to do at this time).

11. Do you have a local physician? (Circle one) YES NO

a. Do you routinely receive an annual check-up? If no, why? (e.g., difficulty making an appointment? Other?)

☐ YES.

☐ NO. Why not (e.g., is it difficult to make an appointment? Another reason)?

12. For what services are residents being **referred out of town**?

13. What population(s) do you think is **underserved**? (Ex. Minorities, young mothers, etc.)

14. Have you or someone you know had **difficulty obtaining health care services** from Howard Memorial Hospital in the last 12 months?

☐ NO.

☐ YES. ➔ What were the challenges preventing you, or the people you know, from getting the health care services needed? _____

Did those challenges have to do with access to a physician? YES NO

- a. ***Do you know all of the physician specialties that are available through Howard Memorial?*** For each one below, please let us know if you know about it and if you have used it by placing an “x” in the appropriate box.

PHYSICIAN SPECIALTIES	I AM AWARE of this Specialty	I HAVE USED this Specialty
Cardiology		
Dermatology		
Oncology/Hematology		
Orthopedics		
Pediatrics		
Urology		

15. What do you think **prevents patients** from getting the health care they need from Howard Memorial Hospital?

- a. Is it the services available? YES NO
- b. Access to Physician/Nurse Practitioner? YES NO
- c. Something else? YES NO



Please describe below what prevents patients from getting the health care they need?

d. How easy is it to **communicate** with healthcare providers? (Circle one)

Not Easy

Somewhat Easy

Very Easy

What would make it easier to communicate with them?

e. Is the health information given by providers **readable and understandable**?

YES

NO

f. Are people in your community unable to get the health care they need because of **cost concerns or lack of insurance**?

YES

NO

g. ***(If you are 65 or older)*** Which plan are you on?

Traditional Medicare

Medicare Managed Care

i. Have you seen your out-of-pocket costs increase?

YES

NO

16. What else could Howard Memorial do to encourage people in the community to be more **physically active**?

17. Studies show that a healthy diet and at least 30 minutes of exercise a day help with weight loss, stress, lowering blood pressure and cholesterol as well as improving overall health. ***What is Howard Memorial doing to assist you in improving your overall health?***

18. What could Howard Memorial do to encourage more people to get **vaccinations**, such as flu or pneumonia, each year?

19. What could Howard Memorial do to encourage more people to get **preventative screenings**, such as colonoscopies or mammograms?

20. After everything you have written about, what do you see as the **three most critical health issues** in your community, aside from dialysis? (Please Note: In the past, dialysis has been a common issue mentioned. Howard Memorial has looked into adding this service, but unfortunately, it is not feasible to do at this time).

1.

2.

3.

21. What **additional comments** do you have in regards to the health care in your community?



Appendix G: Demographics of Survey Respondents

GENDER		
Male	Female	Other
25%	75%	0%

AGE	
Average Age	55.39
Range	29-84

ETHNICITY	
Hispanic or Latino	Not Hispanic or Latino
0%	100%

RACE						
Alaskan Native	American Indian	Asian	Black/African American	Native Hawaiian or other Pacific Islander	White/Caucasian	Other
0%	3%	0%	9%	0%	82%	3%

OCCUPATION <i>(responses are presented as written)</i>		
Education <ul style="list-style-type: none"> Academic Advisor Teacher Teacher Agriculture Instructor Retired-education teacher Educator Teacher Aide teacher aide First grade teacher Teacher special education Retired Teacher 	Healthcare <ul style="list-style-type: none"> RN Radiologic Technologist Retired (Radiology Tech) Registered Nurse Retired/Disabled <ul style="list-style-type: none"> disable Disabled Retired Retired Retired Retired 	Ministry <ul style="list-style-type: none"> Pastor Pastor Other <ul style="list-style-type: none"> Self employed Business Manager Barber Advertising Complex Safety Manager/General Safety Manager insurance agent Sales

OTHER IRS REQUIRED GROUPS	
% who work in a PUBLIC HEALTH field	19%
% who are PARENTS	97%
% who are GRANDPARENTS	57%

Appendix H: Significant Healthcare Needs

This Appendix provides questions (and responses) related to community member perceptions of the healthcare needs that exist in Howard County.

WHAT DO YOU THINK ARE THE MOST SIGNIFICANT HEALTH CARE NEEDS IN HOWARD COUNTY TODAY? (responses are presented as written)	
Mental Health/Substance Use Issues <ul style="list-style-type: none"> • Mental health • psychiatric needs of our pts- tx for depression, anxiety, isolation, and poor family support • Behavioral Health • Dealing with those addicted to legal drugs • I think we need more mental health care providers • Mental Health • Easier and immediate access for serious mental behavior problems • smoking Pediatric Needs <ul style="list-style-type: none"> • Pediatric clinic • Pediatric Physicians • pediatricians. • Children's issues. Geriatric Needs <ul style="list-style-type: none"> • Elderly and dementia/Alzheimer's. • Geriatric concerns • Elder care, dementia • Our elderly • Meeting needs of elderly citizens. Women's Needs <ul style="list-style-type: none"> • gynecologist • Gynecologists • Women's health Emergency Services <ul style="list-style-type: none"> • ER • Emergency care • Emergency Medicine • ER Preventative Care & Vaccines <ul style="list-style-type: none"> • preventive care • Have more classes for Diabetes, Heart, stroke, weight • I suspect our vaccination rate isn't as high as it should be for COVID. • Vaccines 	Care for Low Income Individuals/Families <ul style="list-style-type: none"> • Low income families needing health and dental care. • Hunger would be another • accessibility to low-cost health care for working poor with insurance, accessibility to low-cost health care for seniors without sufficient retirement income More Doctors/Specialists <ul style="list-style-type: none"> • dermatologist • Orthopedic Dr • I worry about our surgeons aging and where we will get replacements when the time comes. • more doctors • physical therapy Cancer Issues <ul style="list-style-type: none"> • cancer issues • cancer care • cancer • cancer Obesity <ul style="list-style-type: none"> • Obesity • Obesity • obesity Diabetes <ul style="list-style-type: none"> • diabetes • diabetes Other Needs <ul style="list-style-type: none"> • Specialized Care for more seriously Injured workers Educating the general medical professional worker related to the Industrial worker • COVID relief; wound care; surgeries; • stroke heart attack • dialysis • therapy

After everything you have written about, **WHAT DO YOU SEE AS THE THREE MOST CRITICAL HEALTH ISSUES IN YOUR COMMUNITY, ASIDE FROM DIALYSIS?**

(Please Note: In the past, dialysis has been a common issue mentioned. Howard Memorial has looked into adding this service, but unfortunately, it is not feasible to do at this time). (responses are presented as written)

Mental Health/Substance Use Issues

- Psychiatrist
- Geriatric/ Adult Psych- in pateint
- Mental health
- Mental illness
- Mental health
- Behavioral Health
- Legal drug addiction
- mental health inpatient facility
- Drug treatment
- easier access to treatment for serious mental issues
- Rehab for Drug issues
- Drug rehab
- Mental health issues
- Mental And behavioral health
- Mental
- Mental Instability
- Addiction
- smoking certain clinics

Obesity

- Obesity
- Weight loss
- Obesity
- obesity and related problems
- Obesity
- Exercise
- Weight
- Diet and exercise
- Healthy eating

Cancer

- Cancer
- Cancer
- Cancer issues
- Cancer care treatment
- Cancer
- Womens cancer
- Cancer

Wound Care

- qwound care
- Wound care

Heart Issues

- Heart Health
- Heart Trouble
- Heart
- Heart care needs

Diabetes

- Diabetes
- Diabetes
- diabeties management or prevention
- Children Diabetes
- dealing with attributes towards diabetes

Preventative Care

- Encouraging Preventative Screenings
- Vaccine clinics
- accessible preventive screenings
- Prevention by testing

Pediatric Issues

- Pediatric
- Child therapies
- fulltime pediatrician

Women's Issues

- Gyneecology
- OBGYN

Orthopedic Issues

- Orthopedic
- Othopedic

Other Issues

- Hunger
- Dermatologist
- Wellness
- poverty
- Pain Management
- inhouse MRI
- Encourage Patient to ask Dr to have Test done here out of town
- dialysis
- Neurology
- more family doctors
- Autoimmunity disease

Appendix I: Unmet Healthcare Needs & How Howard Memorial Can Help

This Appendix provides questions (and responses) related to community member perceptions of the unmet healthcare needs that exist in Howard County.

WHAT HEALTH CARE NEEDS ARE NOT BEING MET IN YOUR COMMUNITY TODAY? (responses are presented as written)	
Mental Health/Substance Use Needs <ul style="list-style-type: none"> • Younger community mental health issues • Programs for mental ill • Behavioral Health • We need easier access or help fo those with serious mental issues • Mental health and opiod crisis • Drug and alcohol treatment facility • Alcohol and substance abuse treatment Women's Health Needs <ul style="list-style-type: none"> • Gynecology • maternity • OB-GYN, baby delivery • some folks would appreciate baby delivery, I'm sure! • OB • woman's obgyn Pediatric Needs <ul style="list-style-type: none"> • Pediatric clinic • More Specialized pediatric care • Pediatric 	Dialysis Needs <ul style="list-style-type: none"> • Dialysis • dialysis • Dialysis Obesity/Exercise Needs <ul style="list-style-type: none"> • Dietary and exercise education • More weight management Specialties <ul style="list-style-type: none"> • Specialist • Specialist • More Orthopedic care due • heart health care Other <ul style="list-style-type: none"> • The above is partially being addressed • Not sure • There are many groups dealing with hunger but there are still hungry kids and hungry adults. • ? • all are being addressed in some way, more by referral • read answers to first question

FOR WHAT SERVICES ARE RESIDENTS BEING REFERRED OUT OF TOWN? (responses are presented as written)	
OB/GYN Services <ul style="list-style-type: none"> • OBGYN • Gynecology • OB • childbirth • Gynecology • gynecologist • I use a gynecologist out of town. Orthopedic Services <ul style="list-style-type: none"> • Orthopedic • Orthopedic • Orthopedic • Orthopedic Surgery • orthopedic Joint Problems/Arthritis Services <ul style="list-style-type: none"> • joint replacements • joint surgery, arthritis 	Cancer Services <ul style="list-style-type: none"> • Cancer • oncology Neurology Services <ul style="list-style-type: none"> • neurology • Neurology • neurology Pulmonology Services <ul style="list-style-type: none"> • Pulmonology • pulmonology Pain Management Services <ul style="list-style-type: none"> • pain management • Pain Management Cardiology Services <ul style="list-style-type: none"> • Cardiology • heart procedures • heart • Cardiac

FOR WHAT SERVICES ARE RESIDENTS BEING REFERRED OUT OF TOWN?

(responses are presented as written)

Surgery Services <ul style="list-style-type: none"> • surgeries other than general surgeries • Heart surgery. • Heart surgeries • other major surgeries • transplants • open heart surgeries Mental/Behavioral Health Services <ul style="list-style-type: none"> • Child psychiatry • Geriatric Psych in patient • ABA • Inpatient mental or drug issues • serious mental health issues 	Other Services <ul style="list-style-type: none"> • Pediatrics • Long term or more advanced care that HMH cannot offer under critical access status. • colonoscopy • open MRI, breast mri • dialysis • urology Unsure/Not Applicable <ul style="list-style-type: none"> • n/a • Unknown • Not sure
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WHAT DO YOU THINK COULD BE DONE TO BETTER ADDRESS THE HEALTH CARE NEEDS OF THE PEOPLE IN YOUR COMMUNITY? (responses are presented as written)

More Outreach/Increase Awareness <ul style="list-style-type: none"> • Advertise what is available • More PR so that the general population knows what services are offered. • Social Media Alerts • More outreach In the community. More Mental Health Services <ul style="list-style-type: none"> • We need more funding available for mental health so that we could get more providers or so that the providers could provide service to more. • I think mental health issues will always be a problems in any community. I would be nice if we had more sources available to our community. • offer more services for mental health • quicker response from health care professionals when a need arises - especially with mental issues. Provide More Educational/Wellness Opportunities <ul style="list-style-type: none"> • I think that more community wellness initiatives- COVID has really delayed our progress with this. • Classes on how to purchase and prepare healthy n a very limited budget • Education 	Add Gynecology Services <ul style="list-style-type: none"> • Gynecology services would be helpful • Need another gynecologist to come to the area. Other <ul style="list-style-type: none"> • More offerings. • Same • We need more pharmacies and extended hours in the physician's offices so you don't have to go to the Emergency Room. • Evaluation of situations with the ability to adjust care quickly in certain critical situations • I think maybe out testing equipment could be improved. • See above answer Unsure <ul style="list-style-type: none"> • Don't know • Not sure • I don't know HMH Does a Great Job <ul style="list-style-type: none"> • HMH does an amazing job. • I think HMH does well in addressing our community needs • Doing all they can do.
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WHAT HEALTH CARE NEEDS DOES HOWARD MEMORIAL NEED TO ADDRESS? (responses are presented as written)	
Mental Health <ul style="list-style-type: none"> • Mental health • None other than the behavioral health already mentioned. • more mental health care • The addiction problems. Prevention & Educational Activities <ul style="list-style-type: none"> • preventive • wellness activities- walking clubs - cooking classes- counseling services • More education to special needs including diabetes, mental health etc. Emergency Services <ul style="list-style-type: none"> • Emergency • when someone is having a Heart attack , Patients don't have time to look for insurance cards 	Other <ul style="list-style-type: none"> • Obesity • elderly • Keeping friendly and caring staff • Pediatrics • more that we are aware of Unsure/Not Applicable <ul style="list-style-type: none"> • N/A • I am not aware of specific needs not being addressed • Don't know • Unknown • I really can't think of anything. I think they do a great job. • na

WHAT SERVICES, OTHER THAN SPECIALTIES, DO YOU THINK HOWARD MEMORIAL SHOULD OFFER? <i>(Please Note: In the past, dialysis has been a common issue mentioned. Howard Memorial has looked into adding this service, but unfortunately, it is not feasible to do at this time).</i> (responses are presented as written)	
Cancer Treatment <ul style="list-style-type: none"> • Cancer treatments. • Cancer Other <ul style="list-style-type: none"> • wellness activities and community initiatives to improve the overall health of our communities • Pediatrics, neurology, behavioral therapy • Dialysis • I wonder if a 24 hour clinic would work. • in house Mri • Pulmonologist 	Pain Management <ul style="list-style-type: none"> • Pain Management Services in the Specialty Clinic would be great. • pain management Not Sure/Not Applicable <ul style="list-style-type: none"> • N/A • Can't think of any • Do not know of any that could be done here • Don't Know • Don't Know • I think we have most of the services we need. • more of which I am aware • I don't know

Appendix J: Awareness & Use of Current Howard Memorial Services & Specialties

This Appendix provides questions (and responses) related to community member awareness and use of Howard Memorial Hospital services and specialties.

WHICH SERVICES ARE YOU AWARE OF AND WHICH ONES HAVE YOU USED?									
SERVICE		AWARE OF	HAVE USED		SERVICE		AWARE OF	HAVE USED	
Swing Bed Program		58%	0%		Clinical Laboratory &Blood Bank				
Surgical Services					Blood Transfusions		58%	3%	
General		64%	27%		Cardiopulmonary				
Cataract		46%	3%		EKG		61%	24%	
PICC Lines		42%	3%		Arterial Blood Gasses		49%	3%	
Injections and Infusions		52%	12%		EEG		58%	9%	
Radiology					Sleep Lab		70%	3%	
CT(64 Slice)		52%	18%		Cardiac/Pulmonary Rehab		61%	6%	
3D Mammography		52%	30%		Exercise Stress Testing		58%	3%	
Ultrasound		58%	27%		Cardiac Nuclear Medicine		42%	0%	
Nuclear Medicine		39%	9%		Geriatric Behavioral Health		39%	6%	
Mobile MRI		55%	18%		Allergy Clinic		36%	9%	
Bone Density Testing		49%	6%		Wound Care		76%	3%	
Mobile PET/CT		49%	9%		Registered Dietitian Nutritionist		67%	3%	
Inpatient and Outpatient Rehabilitation		61%	15%		Telehealth Services		39%	0%	

DO YOU THINK PEOPLE IN YOUR COMMUNITY ARE FULLY AWARE OF THESE SERVICES? (NOTE: the percentages do not equal 100 because some respondents did not answer this question)		
Yes	No	
18%	70%	
What has been effective in helping individuals become aware? (responses are presented as written)	What could be done to help them become more aware? (responses are presented as written)	
Word of Mouth <ul style="list-style-type: none"> Word of mouth Telling personally Advertisements/Social Media <ul style="list-style-type: none"> Newsletters, social media Yes, Howard Memorial advertises in the local newspaper. Other <ul style="list-style-type: none"> partially - yes and no 	More Marketing & Outreach <ul style="list-style-type: none"> More marketing. More advertisement of special programs More community outreach. <u>Using Radio/TV</u> <ul style="list-style-type: none"> More communication with Radio and other Radio or TV advertising Maybe radio. <u>Using Social Media</u> <ul style="list-style-type: none"> maybe more social media advertisement Social Media Alerts Facebook. <u>Using Newspaper/Newsletter</u> <ul style="list-style-type: none"> Total No. of services is mind boggling. Publicity in newspaper & Newsletter. Probably not; maybe do more articles in local paper about services; newsletters Perhaps they could have more newspaper and radio advertising. <u>Using Traditional Mail</u> <ul style="list-style-type: none"> More mail outs outlining services offered. 	Other <ul style="list-style-type: none"> No - I think people that do not know are not actively thinking about these services until they need them. I think HMH promotes them though. No, if the Dr doesn't say anything you will never know No, only if they have been referred to them before. No - I suspect many are not. I don't know what some of the treatments are. No, i do not think the community knows of all the services the hospital provides. Not all. Not fully aware. Texarkana Dr.s do not ask if patient who lives here want to come here for test, and maybe they don't know all of our services I've lived here my whole life and I was unaware. Not sure No. Open house. many are not aware because of lack of need or interest - the flyers we have received are good and informative.

BESIDES INPATIENT SERVICES, WHAT HOWARD MEMORIAL SERVICES HAVE YOU USED?

(responses are presented as written)

Emergency Room Services

- Emergency
- Emergency room
- ER
- emergency room
- emergency
- ER
- emergency room

Laboratory Services

- Laboratory
- Lab
- lab work
- lab tests
- Blood work for annual exam.
- Lab
- lab
- Lab
- Lab
- lab
- lipid panels
- blood tests
- lack for blood tests

Physical Therapy/Rehabilitation Services

- My children have used the therapy clinic for 1-2 years. It was a wonderful experience.
- Physical therapy
- Physical Therapy, heart Rehab
- I have used the Rehab facility k new replacement rehab and for rehab from a heart ablation. I have also used the Rehab facility for routine exercise
- Physical Therapy
- Rehab

Surgery/Colonoscopy Services

- Out patient surgery
- General surgery & colonoscope
- colonoscopy

Imaging Services

- X-ray
- Xray
- Mammography
- radiology
- Wife's mammograms
- Radiology.
- radiology
- MRI, CT
- Mammo
- Xray
- Radiology
- MRI
- ultrasound
- mammograms'
- ultrasound

Outpatient/Clinic Services

- outpatient services
- Physician clinics
- Family doctor
- oncology specialty clinic
- cardiology specialty clinic
- Out patient services
- Allergy Clinic
- Specialty Clinic
- Family doctor
- annual check-up

Sleep Study Services

- sleep study
- Sleep study

EKG Services

- Heart EKG.
- EKG

Other, N/A

- respiratory
- All of them at one time or another.
- mental health response
- N/a
- Na

WHICH SPECIALITIES ARE YOU AWARE OF AND WHICH ONES HAVE YOU USED?		
PHYSICIAN SPECIALTIES	I AM AWARE of this Specialty	I HAVE USED this Specialty
Cardiology	79%	15%
Dermatology	55%	21%
Oncology/Hematology	39%	6%
Orthopedics	46%	0%
Pediatrics	33%	0%
Urology	39%	0%

Appendix K: Difficulty Obtaining Services

This Appendix provides questions (and responses) related to community member perceptions of which populations are underserved and reasons why services are difficult to obtain.

WHAT POPULATION(S) DO YOU THINK IS UNDERSERVED? (E.G., MINORITIES, YOUNG MOTHERS, ETC.) <i>(responses are presented as written)</i>	
Mothers/ Women <ul style="list-style-type: none"> Mothers, women Young mothers Certainly young mothers. They have to travel to where ever their doctor is. Young mothers and pregnant women Young mothers younger woman young mothers Elderly People <ul style="list-style-type: none"> Elderly Geriatric patients sometimes Older population elderly elders Children <ul style="list-style-type: none"> Pediatrics children youth Children 	Minorities <ul style="list-style-type: none"> Minorities minorities, illegal immigrants? Minorities; Spanish speaking Minorities Low Income <ul style="list-style-type: none"> Underinsured working poor Other, N/A <ul style="list-style-type: none"> young adults n/a None n/a I think service is there for the whole population. unknown

HAVE YOU OR SOMEONE YOU KNOW HAD DIFFICULTY OBTAINING HEALTH CARE SERVICES FROM HOWARD MEMORIAL HOSPITAL IN THE LAST 12 MONTHS?

NO	97%
YES	3%

What were the challenges preventing you, or the people you know, from getting the health care services needed? (responses are presented as written)

Lack of Knowledge/Understanding <ul style="list-style-type: none"> I think often we don't know a service is available here. Not understanding how things work. Cost/Lack of Insurance <ul style="list-style-type: none"> Money Insurance coverage and cost of medications Underinsured Insurance Not being able to afford medication Needed for a Specialist <ul style="list-style-type: none"> Specialist Needed to see neurologist No visiting gynecologist 	Difficulty Making an Appointment <ul style="list-style-type: none"> When I tried to get in with the dermatology clinic, they were so booked that it was a few months before I could be seen. Under staffed physicians a pediatrician that is available more Transportation <ul style="list-style-type: none"> Transportation Transportation Not Applicable <ul style="list-style-type: none"> N/A NA n/a None NA
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DID THOSE CHALLENGES HAVE TO DO WITH ACCESS TO A PHYSICIAN?

Yes	No
32%	68%

WHAT DO YOU THINK PREVENTS PATIENTS FROM GETTING THE HEALTH CARE THEY NEED FROM HOWARD MEMORIAL HOSPITAL?		
	Yes	No
Is it the services available?	54%	46%
Access to Physician/Nurse Practitioner?	46%	54%
Something else?	50%	50%

PLEASE DESCRIBE BELOW WHAT PREVENTS PATIENTS FROM GETTING THE HEALTH CARE THEY NEED? <i>(responses are presented as written)</i>	
Cost/Lack of Insurance <ul style="list-style-type: none"> • whether or not insurance is accepted • cost • Cost • Lack of good insurance or high deductible Lack of Knowledge & Understanding <ul style="list-style-type: none"> • I think people are hesitant d/t our community being rural - they do not realize that they get high quality/level care in a family type atmosphere. It's really the best of both worlds. At the larger hospitals, you are more of a NUMBER than you are an INDIVIDUAL. • Unaware of some services • Just not understanding how to access things and services. Or too nervous to do so. 	Other <ul style="list-style-type: none"> • not being able to go after work hours and on weekends. Urgent care clinics out of town are where folks go • Availability of doctors, • Procrastination, • Rude nurses and doctors

HOW EASY IS IT TO COMMUNICATE WITH HEALTHCARE PROVIDERS?		
Not easy	Somewhat easy	Very easy
3%	41%	55%

WHAT WOULD MAKE IT EASIER TO COMMUNICATE WITH THEM? <i>(responses are presented as written)</i>	
Better Bedside Manner <ul style="list-style-type: none"> • If everyone treated every patient like it was their family. Personal skills with office staff and MD / RNP can make or break the situation • They could have a better bedside manner • Some are easier than others. With some it is just a personality difference • If the nurses and doctors understand that patients know how and what they are feeling. Nurses and Doctors should have patience and understanding and not be scared the touch patients 	Increased Access <ul style="list-style-type: none"> • Access • More time • Phone communication • Know they are available Unsure/Not Applicable <ul style="list-style-type: none"> • N/A • I am content on this issue • Unknown • Not sure • unknown

IS THE HEALTH INFORMATION GIVEN BY PROVIDERS READABLE AND UNDERSTANDABLE?	
Yes	No
86%	14%

ARE PEOPLE IN YOUR COMMUNITY UNABLE TO GET THE HEALTH CARE THEY NEED BECAUSE OF COST CONCERNS OR LACK OF INSURANCE?	
Yes	No
56%	44%

IF YOU ARE 65 OR OLDER, WHICH PLAN ARE YOU ON?	
Traditional Medicare	Medicare Managed Care
78%	22%

HAVE YOU SEEN YOUR OUT-OF-POCKET COSTS INCREASE?	
Yes	No
78%	22%

Appendix L: Behavioral/Mental Healthcare Needs

This Appendix provides questions (and responses) of the behavioral and mental health needs in Howard County as reported by community members.

WHAT ARE THE MENTAL OR BEHAVIORAL HEALTH CARE NEEDS IN YOUR COMMUNITY? <i>(responses are presented as written)</i>	
Need More Mental Health Providers <ul style="list-style-type: none"> Psychiatrists, Psychologists Behavioral therapists access to more psychologists Need More Timely Access to Care <ul style="list-style-type: none"> Many are paranoid or schizophrenic but unable to obtain counseling in a timely manner Easier and faster response for serious needs Help with Depression & Anxiety <ul style="list-style-type: none"> Adolescent and Senior depression depression Depression Depression problems Anxiety, Stress Substance Use Issues <ul style="list-style-type: none"> Rehab availability related to Drug issues substance abuse, alcohol, prescription Drug related health and behavior Drug treatment center mental health information that can help family members of those with addiction Drug problems & Alcohol. possible counseling services for drug-related problems, including a tendency for violence. Autism Services <ul style="list-style-type: none"> Autism support Applied behavioral analysis Children with autism Dementia Services <ul style="list-style-type: none"> elderly dementia Dementia 	Need Wide Variety of Mental Health Services Across Age Groups <ul style="list-style-type: none"> There is great need for mental health care. The schools are full of those in need and I suspect the jails are too. We spend less money on mental health now but have more in need of help. Working in a school district, I see a lot of hound students who have behavioral health issues! access for public school students For all age groups, especially our young adults and children We need geriatric psych and adult psych support support for caregivers a facility to help them Grief counseling Community Has the Care It Needs <ul style="list-style-type: none"> We have them Cornerstone counseling, Southwest mental health We are lucky to have the two mental health centers in our community. Good I think that is taken care of in our community N/A Other <ul style="list-style-type: none"> Not sure importance of eating habits and adequate exercise based on age and health conditions dont know

DO YOU FEEL THESE NEEDS ARE BEING MET BY HOWARD MEMORIAL?	
(NOTE: the percentages do not equal 100 because respondents were able to choose both Yes and No)	
Yes	No
55%	52%
<i>If yes, how? (responses are presented as written)</i>	<i>If no, how? (responses are presented as written)</i>
<p>By Continually Improving</p> <ul style="list-style-type: none"> Howard Memorial has done a good job during the covid of testing and taking care of those that they could. It seems to me they continue to broaden their offerings to fill holes in the community. Somewhat, Personal continually assess the needs and strive to make improvements. I think Howard Memorial works hard to improve daily <p>By Providing Care</p> <ul style="list-style-type: none"> Emergency/ trama needs are met to an extent before being transferred Preventative health needs are met with special events heald by HMM as screeners, as well as specialist who catch health needs before problems arise Geriatric psych outpatient services has been a tremendous help- my pts have to go to Mena usually for in patient geriatric psychn and some families are not willing to send that far away I think anyone that comes there are treated to the best of their capabilities Yes Able to care for the individual person due to sufficient medical equipment(ie.Sleep disorders) Yes. they are being met in the Rehab and Heart buildings. <p>By Helping People Access Care</p> <ul style="list-style-type: none"> A family member needed help but appointments were all three months out. Howard Memorial helped us get badly needed help in a timely manner Howard Memorial was responsible for our being able to access seriously needed help quickly. <p>By Compass Health</p> <ul style="list-style-type: none"> Compass Compass Health is available <p>Other</p> <ul style="list-style-type: none"> YEs, we are lucky to have our local hospital. They have a great team of employees who care about the community. Somewhat yes <p>Unsure</p> <ul style="list-style-type: none"> I am not sure I don't know 	<p>Need More Mental Health Services</p> <ul style="list-style-type: none"> Child psychiatrist and counseling services with emphasis on autism support In patient Geri psych unit closer than Mena Provide a psychiatrist or counselor once a week like other health care professionals do In home mental healthcare for seniors and easier less stigmatizing mental healthcare in schools Need the professionals to be able to provide this service for our younger populations. They have a great behavioral health program that I have attended. There needs to be support groups especially for people caring for Alzheimer's patients. <p>Need More Outreach/Awareness</p> <ul style="list-style-type: none"> It seems to me their outreach could be better. More public information <p>Need More Doctors/Specialists</p> <ul style="list-style-type: none"> Bringing in an obgyn and possibly mental therapist. The pediatric therapy clinic was a great addition to our community, but we really need a full-time pediatrician to keep from having to travel out of town for children's' checkups, appointments, etc. <p>Other</p> <ul style="list-style-type: none"> Consistency of nurses and doctors no the Heart Rehab could use a bigger building Educating both Medical professional and workers they are not available <p>Unsure</p> <ul style="list-style-type: none"> unknown I really don't know I am not sure

Appendix M: Physical Activity: How is Howard Memorial Helping?

This Appendix provides questions (and responses) of the physical activity needs in Howard County as reported by community members.

WHAT ELSE COULD HOWARD MEMORIAL DO TO ENCOURAGE PEOPLE IN THE COMMUNITY TO BE MORE PHYSICALLY ACTIVE? (responses are presented as written)	
<p>Increase Promotion of Physical Activity</p> <ul style="list-style-type: none"> • Market the gym membership at the therapy clinic. • Advertise benefits and cheap effective ways to get physically active • Communication Not sure what other resources should be used, however People will always have excuses of why they dont promoting events • Promote competition?providing information and encouragement • Encourage benefits of being active by making the community aware of the rehab services that are offered to anyone. • Maintain and continue to make improvements in outreach programs when new ideas and procedures become available. Work with local doctors in stressing specific health issues. Hospitals should initiate, not mandate. • More community outreach and programs! • continue to use mail-out literature <p>Create a Walking Trail</p> <ul style="list-style-type: none"> • have walking trail/ on campus activity • A walking trail up there might be nice. • Have a walking trail at the campus 	<p>Offer Exercise & Wellness Programs</p> <ul style="list-style-type: none"> • Exercise groups • Walking clinic? • Wellness programs with incentives- tshirt giveaways- etc • Gym with instructors and classes • Host 5ks, • Things like the Silver Slippers Program that is only available through one insurance company. • silver sneakers program at physical therapy dept. • Sponsor walking activities • Maybe offer an Exercise Program • Host events • offer health assessment clinics for general wellbeing • Offer assistance with training and exercise <p>Other</p> <ul style="list-style-type: none"> • When you have a person that is hungry in your facility you could feed them. • That's difficult to encourage • better hours at the gym <p>Unsure</p> <ul style="list-style-type: none"> • Do not know • Don't Know

*Studies show that a healthy diet and at least 30 minutes of exercise a day help with weight loss, stress, lowering blood pressure and cholesterol as well as improving overall health. **WHAT IS HOWARD MEMORIAL DOING TO ASSIST YOU IN IMPROVING YOUR OVERALL HEALTH?** (responses are presented as written)*

Providing Education & Encouragement

- Newsletters
- Advertising benefits
- They also participate in area health fairs and provide education.
- My primary care doctor is very helpful with videos and information!
- Sharing information and encouragement
- Provides information and encouragement

Providing Fitness Programs and Facilities

- a indoor track for elders to walk and work out
- The Rehab facility has a Fitness Program
- The Gym membership in the Rehab facility is something that I use
- access to hospital rehab for my healthy workouts.
- exercise program (FROG) has been available in the past

Making a Dietician Available

- they have added a Dietitian
- Nutritionist on staff
- the meals in the cafeteria are helpful
- Dietician is available
- Dietician program

Other

- I know the specialty clinics help me keep my cardiac appointments for check ups
- Continued Lab work
- Rehab
- Physical therapy available

Unsure/Not Applicable

- not sure exactly-
- Nothing
- Na
- nothing that I know o
- Don't Know
- Unknown
- Nothing that I'm aware
- na

Appendix N: Additional Survey Items

This Appendix provides questions (and responses) focused on additional questions asked on the Howard Memorial Hospital Focus Group Survey.

IS HOWARD MEMORIAL HOSPITAL YOUR FIRST CHOICE FOR HEALTHCARE? (NOTE: the percentages do not equal 100 because some respondents did not answer this question)		
Yes		No
88%		9%
If yes, why? (responses are presented as written)		If no, why not?
The Staff <ul style="list-style-type: none"> • Yes - care by people that treat you like family • treated like family • It will always be my first choice. My husband has been treated many times at HMMH and they have always taken very good care of him. My pts also are well cared for in that facility • the staff is very knowledgeable. • trust in the Team of medical professionals • I trust the staff that work there to take care of me and my loved ones. • The doctors and nurses are wonderful people • Yes. Qualified staff. Disappointed that there is only nurse anesthetist but I understand why it's that way • There's no reason not to. I trust everyone there • we have found them to be thorough and professional as well as kind and The Facilities <ul style="list-style-type: none"> • facilities • clean facility • Great facility, doctors, & staff • Caring Other <ul style="list-style-type: none"> • My wife has our insurance there • I support all healthcare in SW Arkansas. It is important that the providers are able to make a living here. 	It is Convenient <ul style="list-style-type: none"> • Proximity • Convenient • yes, bc its home • It is currently the closest hospital. • Yes, it is convenient • Yes Local to • It is near my home and has served my need adequately in the past. • Close to home and diverse staff of doctors are nearby. • Yes local hometown • Convenient for transportation • because it close and convenient • Location The Service & Care Received <ul style="list-style-type: none"> • My husband is an employee and I have been very pleased with the services I have received. • Our local hospital has met our personal needs a number of times over the years We have always found them capable and willing to do the best for the patients, recommending a transfer if needed • great service • I choose Howard Memorial first. I feel I get the best Healthcare and if they can't provide that they send you elsewhere. • have had good experience with HMMH. • large enough, telemedicine to connect with trauma center (UAMS) 	Because they believe that they need to go elsewhere for specialist care <ul style="list-style-type: none"> • For myself, yes. For my children, we go to another clinic that specializes in children care. • They are for general issues; however, I have many other conditions that require specialist that are not available in Nashville. • N/A

IS HOWARD MEMORIAL HOSPITAL YOUR FIRST CHOICE FOR EMERGENCIES?		
(NOTE: the percentages do not equal 100 because some respondents did not answer this question)		
Yes		No
82%		6%
If yes, why? (responses are presented as written)		If no, why not?
<p>It is Convenient</p> <ul style="list-style-type: none"> Proximity Yes - close to our home Convenient Closest It is currently the closest hospital. offer great service close to home It is nearest to my home Yes. Because it is the quickest option. yes local Location Because they are accessible accessibility and convenience <p>Patients Can Trust They Will Receive Good Care</p> <ul style="list-style-type: none"> I trust their care Yes Able to receive adequate care and the trust in further away treatment if necessary I think we get a good level of care there. Yes, we have an excellent ER staff. Yes. Qualified staff. Loving attitude Because I trust them professional in treating and/or referrals as needed. <p>The Facilities</p> <ul style="list-style-type: none"> facilities large enough, tele medicine To correct with trauma centers (UAMS) Great ER facility & care 	<p>Because of Great Past Experiences</p> <ul style="list-style-type: none"> yes- twice have had to use the emergency room in the last two years for my husband- once he was airlifted the other time he was ill enough to have to be transferred to CHI and put in ICU. He would not have lived if we were not provided the care we did in the ER Dr. and staff has been there for me and i will forever be grateful to them Yes, during our emergency visits the doctors have been very helpful and took care of the situation. They have a great team and have helped me and my family many times. has served me adequately in the past. I will always be grateful for the emergency department quick assessment my daughter on 10-21-2017 when they gave her a CT scan and discovered her brain tumor. They quickly had her air flight to Arkansas Children's Hospital in Little Rock. good experience! <p>Other</p> <ul style="list-style-type: none"> My wife has our insurance there Same as above. I know most of the employees personally. I think they have our best interest at heart. 	<p>Because they need to go elsewhere for specialist care</p> <ul style="list-style-type: none"> For myself, yes. For my children, we go to the Texarkana ER where there are pediatricians on staff. I know HMH will most likely transfer children patients because they do not have anyone qualified to take care of them. N/A

DO YOU HAVE A LOCAL PHYSICIAN?	
Yes	No
97%	3%

DO YOU ROUTINELY RECEIVE AN ANNUAL CHECK-UP?	
Yes	No
97%	3%

IF NO, WHY NOT? (E.G., IS IT DIFFICULT TO MAKE AN APPOINTMENT? ANOTHER REASON?)

- just don't take time to do it

WHAT COULD HOWARD MEMORIAL DO TO ENCOURAGE MORE PEOPLE TO GET VACCINATIONS, SUCH AS FLU OR PNEUMONIA, EACH YEAR? (responses are presented as written)

Provide More Information & Advertising

- Give out more research on each vaccination.
- Statistics
- Continue to share and communicate
- Host ask the doctor events
- more education about vaccines
- Regular radio spots
- Publish results
- Advertise more about what they have available
- Continue to stress the importance
- More knowledge!
- Publish results, stressing the importance of prevention issues result of the illness

Host Vaccine Clinics

- Clinics just for shots
- Offer Pneumonia Vaccine/ Flu clinics annually for community.
- Have a drive thru clinic
- Drive thru clinics
- I think it is convenient for people to go to the drive thru vaccination stations. I think more of these would help.
- perhaps offer wellbeing clinics accessibility and communication are big.

Other

- I think they are doing well
- Not sure you can change a mindset
- gift cards or certificates

Unsure

- Unknown
- I don't know.
- Unsure. Many people don't believe in being vaccinated.
- Not sure

WHAT COULD HOWARD MEMORIAL DO TO ENCOURAGE MORE PEOPLE TO GET PREVENTATIVE SCREENINGS, SUCH AS COLONOSCOPIES OR MAMMOGRAMS? *(responses are presented as written)*

Provide More Information & Advertising

- Advertise it's available
- Education
- communication
- Promotion
- Make the screenings more known to the public
- interview people who have caught cancer early because of screenings. publish the stories in the pamphlet that is mailed out to the communities.
- Radio and TV ads
- Have a special month to focus on those things
- Advertise more
- Have articles with Testimonies in Newspaper?
- Events educating on such topics
- More knowledge!
- publish the importance of early detection
- advertise more

Offer Incentives

- Offer them at a lower rate for the non-insurance customers.
- Promotions -like they did with mammograms (like you get a % of your bill if you do during a certain timeframe)
- Offer incentives and awards

Provide Reminders

- Unsure. My doctor reminds me of these screenings during my annual wellness visit.
- physician reminders and referrals for the screenings

Other

- Lengthened hours opened or night clinics for those who work.
- You do this well

Unsure

- Not sure
- Not sure we can do more in this area.
- I don't know
- Don't Know
- I'm not sure. I'm one that keeps my preventive screenings up to date.

HOW HAS COVID-19 IMPACTED YOUR OVERALL HEALTH? (E.G., HAVE YOU STILL BEEN GOING FOR CHECK-UPS WHEN NEEDED?) *(responses are presented as written)*

It Hasn't Had an Impact

- No
- None
- No impact on my health and yes I could get my check ups
- No
- It did not effect my health, I still continued to go to the doctor when it was necessary.
- Covid-19 has not affected me, hopefully won't. I have not been for a checkup in two years.
- It hasn't
- It has not impacted me at all.
- No

Have Become More Cautious

- I am more cautious about infection control practices now.
- I've just been very cautious. Yes, I still go for my check-ups.
- More careful with protecting myself and my family.
- I have just worn my mask and gotten my checkups.

Actually Caught COVID-19

- Yes, I spent 10 days in the Med Center due to complications from COVID. I am however still making my follow-up appointments.
- After testing positive in Feb '21, I don't want anyone to contract Covid-19! I have still been going for check-ups & dental care
- My husband and I both had Covid in November, but very light cases.

Have Lost Friends to COVID

- Yes other than losing some dear friends we have not been personally affected to a great degree
- Other than losing some very good friends have only been affected minimally and not at all regarding my own health needs or plans

Missed Some Doctor Appointments

- I have not been to the doctor in the past year due to short staffing at my place of employment.
- I went some, but skipped some things like pap smears and optical exams

Yes/Negative Impact

- Yes
- yes,
- Negatively
- Yes
- Yes

Other

- I have really struggled with anxiety and depression during this pandemic- I have worried about my family, patients, and my co-workers
- I have been back for 1 check-up with my PCP.
- Thanks to God I have not contracted this deadly virus

HAS COVID-19 MADE YOU OR OTHERS RELUCTANT TO ACCESS SERVICES SUCH AS EMERGENCY SERVICES, OUTPATIENT SERVICES, ETC.

Yes	No
22%	78%

Appendix O: Additional Comments from the Focus Group Survey

WHAT ADDITIONAL COMMENTS DO YOU HAVE IN REGARDS TO THE HEALTH CARE IN YOUR COMMUNITY? *(responses are presented as written)*

Howard Memorial Hospital Is Great!

- I think we are blessed to have HMM !
- I love HMM and know that they change focus to fit the needs of our community - we are truly blessed
- I think Howard Memorial is top notch
- I love HMM and I am very thankful for it being a part of our community.
- We are pleased t to have a good hospital in our community and thankful for all the effort and committed staff. Thank you!!
- I'm very happy to have HMM nearby. It's very comforting to know it's there when needed. I'm sure there are many services and physicians that come here that I am not aware of.
- So blessed to have HMM in our community. Many communities our size have no hospital.
- Very thankful to have Howards Memorial in our community. Outstanding facility, great staff & physicians & nurses!
- I am a H.M.H. Auxiliary member and volunteer at the hospital, and everyone that comes in express to me how wonderful they are treated and happy they are with the H.M. hospital service
- I love HMM and wish everyone did
- We are very fortunate to have Howard Memorial Hospital and it's employees.
- We are pleaased with, and proud of the effort and work of Howard Memorial. Thank you!
- I am so thankful that we have Howard Memorial in Nashville and that it is offering so many services already.

Other

- I am concerned with the growing amount of nurse practitioners in the community. My fear is that we will not have doctors in the community. Not every one is comfortable seeing a nurse practitioner.

None

- None
- None