



2016 Community Health Needs Assessment



Coffee Regional Medical Center

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EXECUTIVE SUMMARY

OUR BACKGROUND

Coffee Regional Medical Center, Inc. (“CRMC”) is a non-profit, 88-bed hospital located in Douglas, Georgia. Since 1953, CRMC has served the healthcare needs of the community as the sole hospital-provider in Douglas, Georgia and surrounding Coffee County. CRMC’s mission is to provide the highest-quality healthcare, in a safe and caring environment, for both patients and families.

CRMC is an acute care hospital for adults and children in southern Georgia whose primary and secondary markets extend from Coffee to Jeff Davis and Bacon to Ben Hill and Atkinson counties.

In 2016, CRMC conducted a Community Health Needs Assessment (“CHNA”) that has allowed CRMC to identify the current community health needs and to put a plan in place to strategically address these needs.

IMPLEMENTED PROGRAMS & COMMUNITY PARTNERSHIPS/OUTREACH

CRMC has partnered with various community groups to establish and implement the following programs and services for the betterment of those living within the community:

- CRMC has a strong partnership with the local clergy to assist patients and families in response to their emotional and spiritual needs.
- Nearly 350 students studying several modalities undergo clinical training at CRMC. CRMC partners with the two colleges in town to provide a location for students to gain hands-on training and first-hand knowledge. CRMC also provides high school and college internships in non-clinical areas. CRMC partners with a program entitled, “Project Search,” which provides job skill training for mentally and physically challenged students. Eight students participated in Project Search in 2016.
- Located behind the main hospital, the CRMC Wellness Center (“the Center”) is staffed with specially trained nurses and exercise physiologists. The Center offers cardiac and orthopedic rehabilitation and also serves as a fully-equipped fitness center for residents, with electronic and personal trainers and group classes. Many of the local companies in Douglas, Georgia partner with the Center to offer financial enhancements to their employees who join and use the gym on a regular basis.
- CRMC conducts a monthly breast cancer support group for women in the community who are recently diagnosed with breast cancer, those undergoing treatment, and those who have completed treatment. Another support group for individuals living with diabetes is also available on a monthly basis.
- CRMC provides a team of case managers and social workers to educate, communicate, and collaborate on behalf of patients and families.

- CRMC has established an Industrial Medicine Clinic to provide a comprehensive program of medical, preventive, and education services dedicated to the health and well-being of workers in Coffee and surrounding counties, including the self-employed, as well as adult dependents of employees of local companies registered with the Industrial Medicine Clinic.
- CRMC's is currently working on a program of telemedicine between all of the schools, its school-based clinic at Coffee Middle School, and the hospital.
- CRMC operates a Walk-In Clinic for adults and children over six months in age. No appointment is necessary. The Walk-In Clinic is open from 7:30 a.m. to 7:30 p.m., seven days a week. Patients are treated on a first-come, first-served basis with minimal wait times. The Walk-In Clinic provides medical services similar to those provided by a primary care office.
- CRMC also offers many community events such as smoking cessation and weight loss programs, free sports physicals for high school athletes, an annual health and wellness fair, and a fitness 5K race/walk.

TOP COMMUNITY NEEDS

The following list of community needs was identified through interviews of community physicians and leaders, as well as review of the medical staff and community surveys and county health rankings. The following list of community needs is in no particular order.

- Additional Primary Care Resources
- Access to care/Transportation
- Obesity Assistance/Diet and Nutrition Classes
- Substance Abuse Treatment/Prevention
- Health Education
- Dental Care
- Preventative Care
- More Specialty Care
- Improved Equipment
- Cancer Treatment Options

COMMUNITY NEEDS IMPLEMENTATION PLAN

Coffee Regional Medical Center has developed an implementation plan to address the community health needs identified through its CHNA process. This document outlines plans for Coffee Regional to support specific community benefit efforts as part of a larger community-wide plan. Details of the plan are discussed later in this document.

Priority #1 – Additional Primary Care Resources

CRMC recognizes additional primary care physicians are needed in Coffee and Atkinson counties to provide appropriate access points to care.

Priority #2 – Access to Care/Transportation

CRMC recognizes limited access to free and reduced cost care and transportation keeps the citizens of Coffee and Atkinson counties from receiving the care.

Priority #3 – Health Education/Obesity/Diet and Nutrition/Preventive Care

CRMC recognizes that education and preventative care are vital resources to a healthier community. Combined with local community organizations, we will attempt to offer more education and resources about preventative care for a healthier community.

Priority #4 – Cancer Treatment Options

CRMC recognizes that Cancer is the second leading cause of death in the United States. CRMC and local physicians know that early detection is the best form of treatment.

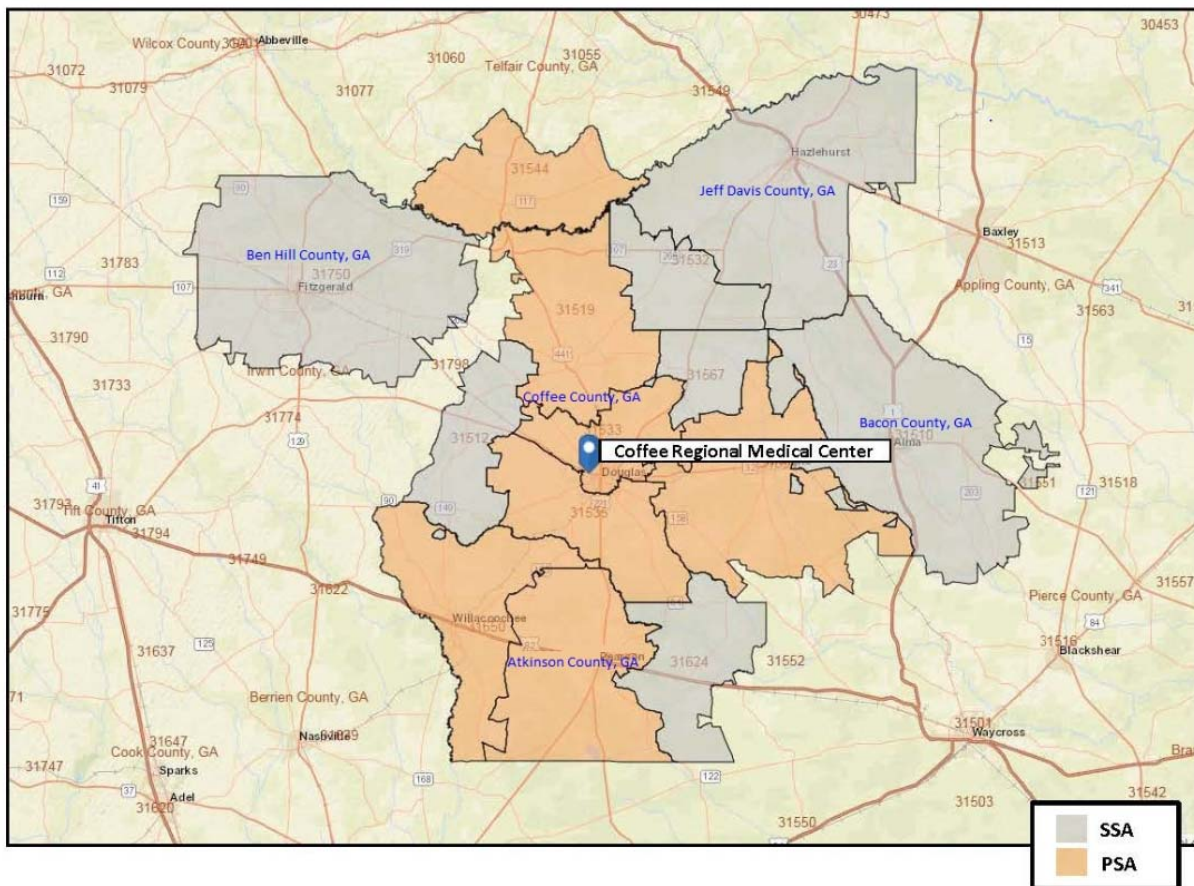
COMMUNITY NEEDS ASSESSMENT

COMMUNITY DESCRIPTION

Defining Our Community

Coffee Regional Medical Center is an acute care hospital for adults and children in southern Georgia whose primary service area (“PSA”) (as defined by inpatient admissions and physical proximity to CRMC) includes most of Coffee and Atkinson counties as indicated on the map below. The secondary service area (“SSA”) includes the majority of Jeff Davis, Ben Hill, and Bacon counties.

Service Area Map



The total service area population for 2014 (to include only the zip codes shown on the map on the prior page) includes 71,920 individuals.

2014 Population¹

Service Area	Ages 00-14	Ages 15-19	Ages 20-24	Ages 25-34	Ages 35-44	Ages 45-54	Ages 55-64	Ages 65+	Total
PSA	10,204	3,674	3,943	6,205	6,710	6,515	5,085	5,982	48,318
SSA	5,476	1,492	1,533	2,778	3,076	2,855	3,147	3,245	23,602
Total	15,680	5,166	5,476	8,983	9,786	9,370	8,232	9,227	71,920
% Population	21.8%	7.2%	7.6%	12.5%	13.6%	13.0%	11.4%	12.8%	100%

Service Area County Demographics^{2,3}

Coffee County Demographics:

- 2015 Population consisted of 43,108 individuals:
 - 48.6% of the population is female and 51.4% is male (2015).
 - 69.0% of the population is White, 28.3% is Black, and 2.7% is other (2015).
 - 11.5% of the population is of Hispanic or Latino origin (2015).
 - 6.1% are foreign-born individuals (2010-2014).
 - 9.7% speak a language other than English at home (2010-2014).
 - 28.1% of individuals are below the poverty level, compared to 18.5% for the state of Georgia (2010-2014).
 - \$34,523 is the median household income (2010-2014).
- 2010-2014 high school graduation rate was 77.1%, compared to 85.0% for the state of Georgia.
- 2014 bachelor degree or higher rate was 12.3%, compared to 24.3% for the state of Georgia.
- 2014 unemployment rate is 8.1%, compared to 6.4% for the state of Georgia.
- 2014 rate of uninsured individuals was 22.4%, compared to 18.0% for the state of Georgia.

¹ US Census Bureau's 2014 American Community Survey Data pulled from www.census.gov.

² US Census Bureau's State & County Quick Facts: <http://quickfacts.census.gov/qfd/states/13000.html>. Note: "Other" under percent population by race includes American Indian and Alaskan Native, Asian, Native Hawaiian and Other Pacific Islander, and persons reporting more than two races.

³ 2016 County Health Rankings & Roadmaps for Georgia: www.countyhealthrankings.org/georgia.

Atkinson County Demographics:

- 2015 Population consisted of 8,398 individuals:
 - 49.7% of the population is female and 50.3% is male (2015).
 - 76.9% of the population is White, 17.9% is Black, and 5.2% is Other (2015).
 - 24.2% of the population is of Hispanic or Latino origin (2015).
 - 13.2% are foreign-born individuals (2010-2014).
 - 21.4% speak a language other than English at home (2010-2014).
 - 26.5% of individuals are below the poverty level, compared to 18.5% for the state of Georgia (2010-2014).
 - \$30,403 is the median household income (2010-2014).
- 2010-2014 high school graduation rate was 67.1%, compared to 85.0% for the state of Georgia.
- 2010-2014 bachelor degree or higher rate was 7.7%, compared to 24.3% for the state of Georgia.
- 2014 unemployment rate is 7.6%, compared to 6.4% for the state of Georgia.
- 2014 rate of uninsured individuals was 27.9%, compared to 18.0% for the state of Georgia.

Jeff Davis County Demographics:

- 2015 Population consisted of 14,920 individuals:
 - 50.9% of the population is female and 49.1% is male (2015).
 - 81.8% of the population is White, 15.7% is Black, and 2.5% is Other (2015).
 - 11.6% of the population is of Hispanic or Latino origin (2015).
 - 5.9% are foreign-born individuals (2010-2014).
 - 10.4% speak a language other than English at home (2010-2014).
 - 24.8% of individuals are below the poverty level, compared to 18.5% for the state of Georgia (2010-2014).
 - \$36,707 is the median household income (2010-2014).
- 2010-2014 high school graduation rate was 79.0%, compared to 85.0% for the state of Georgia.
- 2010-2014 bachelor degree or higher rate was 9.0%, compared to 24.3% for the state of Georgia.

- 2014 unemployment rate is 8.1%, compared to 6.4% for the state of Georgia.
- 2014 rate of uninsured individuals was 21.1%, compared to 18.0% for the state of Georgia.

Ben Hill County Demographics:

- 2015 Population consisted of 17,403 individuals:
 - 52.5% of the population is female and 47.5% is male (2015).
 - 61.2% of the population is White, 35.9% is Black, and 2.1% is Other (2015).
 - 6.3% of the population is of Hispanic or Latino origin (2015).
 - 3.1% are foreign-born individuals (2010-2015).
 - 4.5% speak a language other than English at home (2010-2014).
 - 28.5% of individuals are below the poverty level, compared to 18.5% for the state of Georgia (2010-2014).
 - \$30,643 is the median household income (2010-2014).
- 2010-2014 high school graduation rate was 78.7%, compared to 85.0% for the state of Georgia.
- 2010-2014 bachelor degree or higher rate was 20.8%, compared to 24.3% for the state of Georgia.
- 2014 unemployment rate is 10.0%, compared to 6.4% for the state of Georgia.
- 2014 rate of uninsured individuals was 17.9%, compared to 18.0% for the state of Georgia.

Bacon County Demographics:

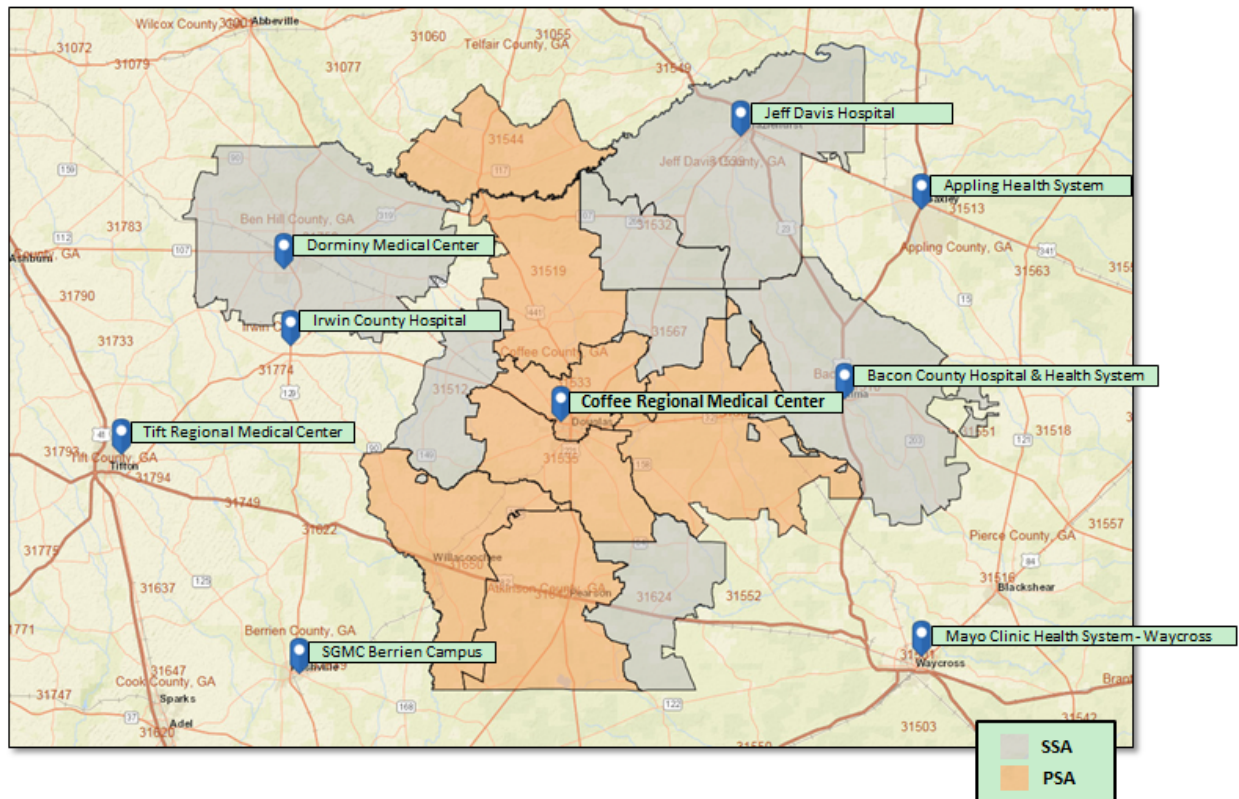
- 2015 Population consisted of 11,299 individuals:
 - 50.9% of the population is female and 49.1% is male (2015).
 - 80.8% of the population is White, 16.7% is Black, and 2.5% is Other (2015).
 - 8.1% of the population is of Hispanic or Latino origin (2015).
 - 5.8% are foreign-born individuals (2010-2014).
 - 9.6% speak a language other than English at home (2010-2014).
 - 25.9% of individuals are below the poverty level, compared to 18.5% for the state of Georgia (2010-2014).
 - \$37,698 is the median household income (2017-2014).

- 2010-2014 high school graduation rate was 74.2%, compared to 85.0% for the state of Georgia.
- 2010-2014 bachelor degree or higher rate was 12.1%, compared to 24.3% for the state of Georgia.
- 2014 unemployment rate is 6.9%, compared to 6.4% for the state of Georgia.
- 2014 rate of uninsured individuals was 22.0%, compared to 18.0% for the state of Georgia.

Existing Health Care Facilities

CRMC is the sole hospital-provider within its PSA. In fact, all of the counties within CRMC's service area are designated as health professional shortage areas ("HPSAs") for primary medical care, dental, and mental health. Additional detail related to HPSAs is presented in ***Appendix C***. The map below includes eight hospital facilities within CRMC's SSA and the surrounding area.

Service Area Map – Hospitals Only



Hospitals ⁴					
Facility	Entity Type	# of Beds	Miles from CRMC	Services	Insurance/ Uninsured
Appling Healthcare System	Non-Profit	64	42 miles	<ul style="list-style-type: none"> Community Education/ Resource Emergency Services Infusion Clinic Inpatient Dialysis Imaging Services Laboratory Services Nuclear Medicine Oncology & Hematology Pharmacy Rehabilitation Services Respiratory Therapy Senior Care Skilled Nursing Surgical Services 	<ul style="list-style-type: none"> Commercial Insurance Medicaid Medicare PeachCare Uninsured – discounted FFS
Bacon County Hospital	Non-Profit	113	24.4 miles	<ul style="list-style-type: none"> Emergency Services Imaging Services Laboratory Services Long-term Care Obstetrics & Nursery Patient Education Pharmacy Physical, Occupational & Speech Therapy Respiratory Therapy Skilled Nursing Surgical Services Sleep Center 	<ul style="list-style-type: none"> Commercial Insurance Medicaid Medicare PeachCare Uninsured – discounted FFS
Irwin County Hospital	Municipal	64	24.8 miles	<ul style="list-style-type: none"> Emergency Services Imaging Services Laboratory Services Obstetrics Respiratory Therapy Skilled Nursing 	<ul style="list-style-type: none"> Commercial Insurance Medicaid Medicare Uninsured – discounted FFS
Jeff Davis Hospital	Municipal	25	30.5 miles	<ul style="list-style-type: none"> Emergency Services Imaging Services Laboratory Services Hospice Outpatient Services Respiratory Therapy Respite Therapy Skilled Nursing Surgical Services Sleep Center Telemedicine 	<ul style="list-style-type: none"> Commercial Insurance Medicaid Medicare Uninsured – discounted FFS

⁴ All within 75 miles. All facility-related information was acquired from individual facility websites.

Hospitals ⁴					
Facility	Entity Type	# of Beds	Miles from CRM	Services	Insurance/ Uninsured
Dorminy Medical Center	Non-Profit	75	30.2 miles	<ul style="list-style-type: none"> • Cardiology • Emergency Services • Hospice • Laboratory • Obstetrics • Oncology • Pediatrics • Rehabilitation • Skilled Nursing • Sleep Studies • Surgical Services • Wound Care 	<ul style="list-style-type: none"> • Commercial Insurance • Medicaid • Medicare • Uninsured – discounted FFS
Tift Regional Medical Center	Municipal	181	41.5 miles	<ul style="list-style-type: none"> • Arthritis Center • Birthing Room • Breast Cancer Screening • Cancer Services • Cardiovascular Services • Dialysis • Emergency Services • Endoscopy • Hospice Care • Imaging Services • Infusion Center • Laboratory Services • Neurology & Oncology • Obstetrics • Occupational Health • Orthopedics • Pediatric Services • Pharmacy • Psychiatric Care • Respiratory Care • Skilled Nursing • Sleep Center • Sports Medicine • Surgery Services • Wound Care 	<ul style="list-style-type: none"> • Commercial Insurance • Medicaid • Medicare • Peach State • Tri-care • Uninsured – discounted FFS

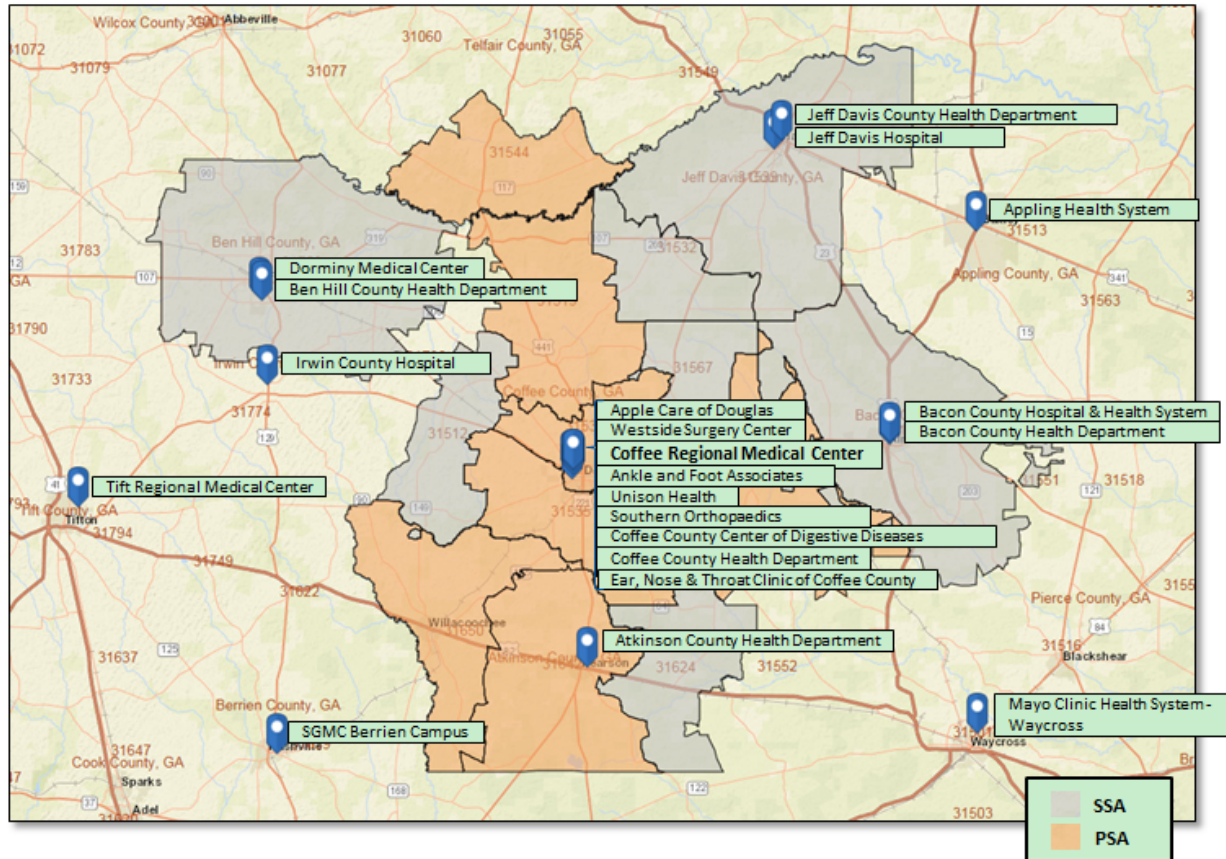
⁴ All within 75 miles. All facility-related information was acquired from individual facility websites.

Hospitals ⁴					
Facility	Entity Type	# of Beds	Miles from CRMC	Services	Insurance/ Uninsured
Mayo Clinic Health System - Waycross	Non-profit	231	39 miles	<ul style="list-style-type: none"> • Behavioral Health • Birthing Centers • Cardiology • Dentistry • Emergency Medicine • Family Medicine • Gastroenterology & Hematology • Imaging Services • Infectious Diseases • Internal Medicine • Laboratory • Long-term Care • Oncology • Orthopedics • Pediatrics • Psychiatry • Respiratory Therapy • Sleep Medicine • Surgery Center 	<ul style="list-style-type: none"> • Commercial Insurance • Medicaid • Medicare • Uninsured – discounted FFS
South Georgia Medical Center (“SGMC”) Berrien Campus	For-Profit	63	37.1 miles	<ul style="list-style-type: none"> • Cardiac Services • Emergency Services • Family Medicine • Health Information Management • Imaging Services • Laboratory Services • Rehabilitation Services 	<ul style="list-style-type: none"> • Commercial Insurance • Medicaid • Medicare

⁴ All within 75 miles. All facility-related information was acquired from individual facility websites.

The map below identifies other healthcare facilities (Ambulatory Surgery Centers, Mental Health, and Urgent Care/Clinics) within CRMC's primary and secondary service areas. Details regarding each of these facilities are included on the following pages.

Service Area Map – All Facilities



The following table lists other healthcare facilities that are available in CRMC's primary and secondary service areas.⁵

Ambulatory Surgery Center				
Facility	Entity Type	Miles from CRMC	Services	Insurance/ Uninsured
Westside Surgery Center, LLC	Privately-owned	0.2 miles	<ul style="list-style-type: none"> Diagnostic Testing Laboratory Services Pharmacy Plastic Surgery Surgical Services 	<ul style="list-style-type: none"> Commercial Insurance Medicaid Medicare
Southeastern Orthopaedics Surgery Center	Privately-Owned	0.3 miles	<ul style="list-style-type: none"> Pediatrics - Adults Surgical Services 	<ul style="list-style-type: none"> Commercial Insurance Medicaid Medicare
Clinics/Urgent Care				
Facility	Entity Type	Miles from CRMC	Services	Insurance/ Uninsured
Ankle & Foot Associates, LLC	Privately- owned	0.2 miles	<ul style="list-style-type: none"> Diabetic Treatment & Shoes Laser Therapy Pediatrics - Adults Surgical Services 	<ul style="list-style-type: none"> Commercial Insurance Medicaid Medicare
AppleCare of Douglas	Privately- owned	0.1 miles	<ul style="list-style-type: none"> Laboratory Services Primary Care/ Family Medicine Services Pediatrics - Adults Walk-in Clinic 	<ul style="list-style-type: none"> Commercial Insurance AppleCare Advantage Program Medicare Tricare
Atkinson County Health Department	Municipal	16.8 miles	<ul style="list-style-type: none"> Children's Services Community Health Diagnostic Testing Health Education Family Planning Services Immunizations Perinatal Planner Women's Health Services 	<ul style="list-style-type: none"> Commercial Insurance Discounted Fees Medicaid Medicare Payment Plans Available Uninsured

⁵ All facility-related information was acquired from individual facility websites.

Clinics/Urgent Care				
Facility	Entity Type	Miles from CRMC	Services	Insurance/ Uninsured
Bacon County Health Department	Municipal	24.4 miles	<ul style="list-style-type: none"> Children's Services Community Health Diagnostic Testing Health Education Family Planning Services Immunizations Infectious Disease Program Perinatal Planner Women's Health Services 	<ul style="list-style-type: none"> Commercial Insurance Discounted Fees Medicaid Medicare Payment Plans Available Uninsured
Ben Hill County Health Department	Municipal	30 miles	<ul style="list-style-type: none"> Children's Services Community Health Diagnostic Testing Health Education Family Planning Services Immunizations Infectious Disease Program Perinatal Planner Women's Health Services 	<ul style="list-style-type: none"> Commercial Insurance Discounted Fees Medicaid Medicare Payment Plans Available Uninsured
Coffee County Health Department	Municipal	1.2 miles	<ul style="list-style-type: none"> Children's Services Community Health Diagnostic Testing Health Education Family Planning Services Immunizations Infectious Disease Program Perinatal Planner Women's Health Services 	<ul style="list-style-type: none"> Commercial Insurance Discounted Fees Medicaid Medicare Payment Plans Available Uninsured
Jeff Davis County Health Department	Municipal	1.2 miles	<ul style="list-style-type: none"> Children's Services Community Health Diagnostic Testing Health Education Family Planning Services Immunizations Infectious Disease Program Perinatal Planner Women's Health Services 	<ul style="list-style-type: none"> Commercial Insurance Discounted Fees Medicaid Medicare Payment Plans Available Uninsured

Clinics/Urgent Care				
Facility	Entity Type	Miles from CRMC	Services	Insurance/ Uninsured
Coffee County Center of Digestive Diseases	Privately-Owned	0.4 miles	<ul style="list-style-type: none"> Non-surgical hemorrhoid treatment 	<ul style="list-style-type: none"> Commercial Insurance Medicare Uninsured
Ear, Nose & Throat Clinic of Coffee County	Privately-Owned	0.3 miles	<ul style="list-style-type: none"> Infectious Disease Pediatrics – Adults Surgical Services 	<ul style="list-style-type: none"> Commercial Insurance Medicaid Medicare
Mental Health				
Facility	Entity Type	Miles from CRMC	Services	Insurance/ Uninsured
Bacon County Behavioral Health Services (operated by Unison Behavioral Health Services)	Municipal	0.9 miles	<ul style="list-style-type: none"> Adult and Child Health And Addictive Disease Services: Psychiatric Evaluations; Nursing Assessments; Individual, Family, and Group Counseling/Therapy; Case Management/Community Support, Crisis Interventions Developmental Disability Services 	<ul style="list-style-type: none"> Commercial Insurance Medicaid Medicare
Coffee County Behavioral Health Services (operated by Unison Behavioral Health Services)	Municipal	0.9 miles	<ul style="list-style-type: none"> Adult and Child Health And Addictive Disease Services: Psychiatric Evaluations; Nursing Assessments; Individual, Family, and Group Counseling/Therapy; Case Management/Community Support, Crisis Interventions Developmental Disability Services 	<ul style="list-style-type: none"> Commercial Insurance Medicaid Medicare

Physicians who are part of CRMC’s medical staff include: five family practice physicians, six internal medicine physicians, ten emergency physicians, four OB/GYN physicians, four pediatricians, four general surgeons, five orthopedic surgeons, three cardiologists, one vascular surgeons, four anesthesiologists, two urologists and physicians from seven other specialties.

DATA COLLECTION APPROACHES

I. Community Survey Questionnaire:

- In 2016, CRMC developed a community survey questionnaire to provide to persons within its service area. Paper copies as well as an online survey were made available in both English and Spanish. CRMC provided the survey to all patients who presented to CRMC through front admissions and to all patients that presented to the three largest primary care clinics: Coffee Women's Care Center, CRH OB/GYN, and CRH Pediatrics. Patients were incentivized to participate.
- The survey questionnaire included 24 topic questions related to demographics, socioeconomic status, and individual healthcare. CRMC received 533 returned responses. The participants' races closely reflect the racial make-up of Coffee County; however, the household income of the majority of the respondents was below the median household income for Coffee County. Respondents were predominately female, not atypical for this type of survey. Detailed survey results are included in *Appendix A*.

II. Physician and Community Interviews:

- A written survey was provided to physicians and leaders within the community to assess the health of the community, as well as its specific needs. The surveys were conducted during August and September 2016. Detailed results of the interviews and surveys are discussed later in this report. Background information on individuals surveyed is also included in *Appendix B*.

III. Statistical Data Sources:

The following sources were used to identify statistical information related to education, jobs, access to and quality of healthcare, environment, and individual behaviors for the state of Georgia and the five service area counties (Coffee, Atkinson, Jeff Davis, Ben Hill, and Bacon):

- 2016 County Health Rankings & Roadmaps for Georgia:
www.countyhealthrankings.org/georgia
- Georgia Department of Public Health's Office of Health Indicators for Planning OASIS: Behavioral Risk Factors Web Query Tool:
<https://oasis.state.ga.us/oasis/brfss/qryBRFSS.aspx>
- US Census Bureau's State & County Quick Facts:
<http://quickfacts.census.gov/qfd/states/13000.html>

The statistical findings are presented on the following pages.

SUMMARY OF FINDINGS FROM HEALTH AND COMMUNITY DATA^{6,7}

The tables below highlight several health-related measures (education, jobs, access to and quality of healthcare, environment, and individual behaviors) and corresponding statistical data for national, state, and county levels. Gray highlighted boxes identify counties that are either significantly higher or lower than the state benchmark/finding, defined as greater or less than 25% from the mean.

Social/Economic Demographics ⁸	US	GA	Coffee County	Atkinson County	Jeff Davis County	Ben Hill County	Bacon County
High School Graduation Rate (State-specific)	86.3%	73.0%	70.0%	78.0%	73.0%	83.0%	88.0%
Some College (2016)	56%	61%	42%	33%	43%	50%	41%
Unemployment Rate (2016)	6%	7.2%	8.5%	7.7%	8.4%	10.3%	7.0%
Children in Poverty (2016)	23%	26%	39%	38%	39%	40%	39%
Children in Single-parent Households (2016)	32%	37%	42%	35%	36%	51%	37%
Violent Crime 1/per (2016)	199	385	341	424	385	498	NA

Overall, the counties included in CRMC's service area have a higher rate of unemployment and children living in poverty than both state and national levels. In addition, the prevalence of fast food restaurants (versus other restaurants) coupled with the rate of physical inactivity and other health-related behaviors are also higher than state and national levels and can contribute to the higher rate of obesity as indicated on the following chart. Additionally, sexually transmitted infections, teen birth rate, and violent crime is significantly higher in the PSA and SSA's (especially in Ben Hill County) compared to the state and national averages.

⁶ 2016 County Health Rankings & Roadmaps for Georgia: www.countyhealthrankings.org/georgia.

⁷ Georgia Department of Public Health's Office of Health Indicators for Planning OASIS: Behavioral Risk Factors Web Query Tool: <https://oasis.state.ga.us/oasis/brfss/qryBRFSS.aspx>.

⁸ See Footnote 7.

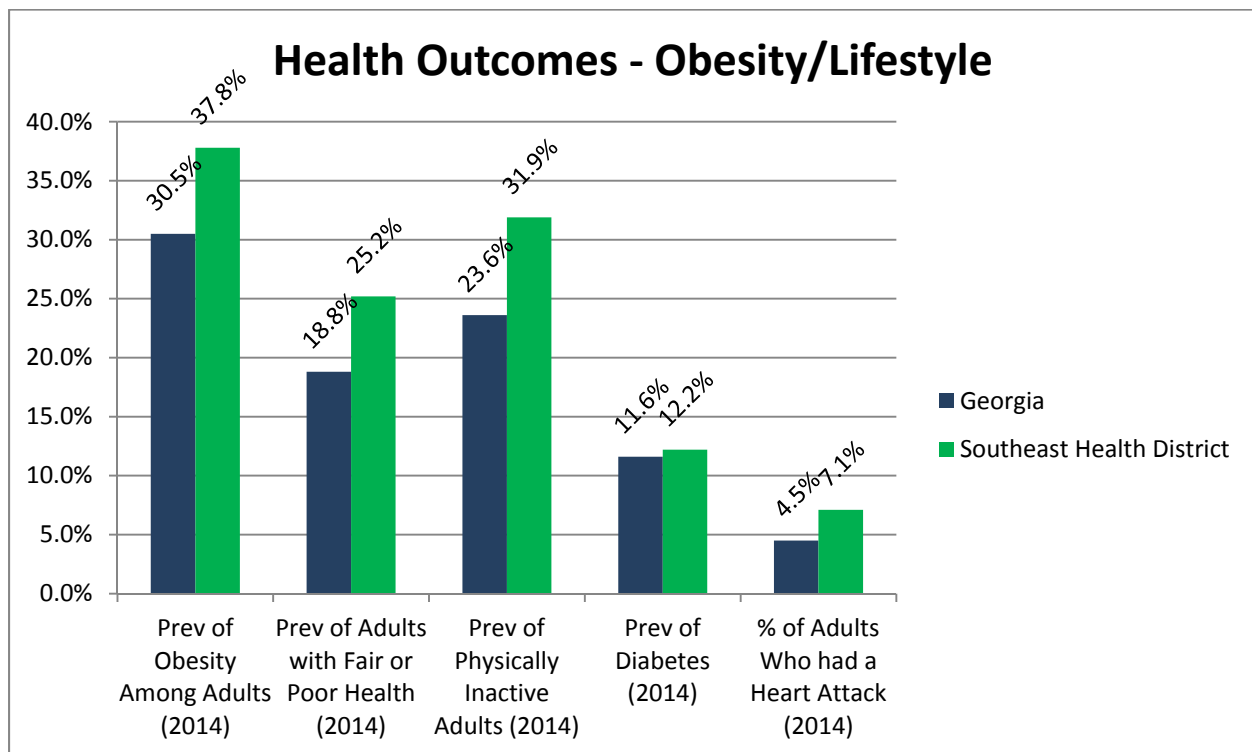
Health-Related Behaviors ⁹	US	GA	Coffee County	Atkinson County	Jeff Davis County	Ben Hill County	Bacon County
Adult Smoking (2016)	18%	17%	19%	21%	18%	21%	18%
Adult Obesity (2016)	31%	29%	32%	36%	30%	36%	31%
Food Environment Index (2016)	7.2	6.5	6.1	6.1	6.5	4.7	7.2
Physical Inactivity (2016)	28%	25%	34%	32%	31%	30%	28%
Excessive Drinking (2016)	17%	16%	15%	14%	15%	13%	15%
Alcohol Impaired Driving Deaths (2016)	31%	24%	15%	22%	42%	9%	44%
Sexually Transmitted Infections per 100,000 population (2016)	287.7	514.8	312.7	289.7	303.5	718.4	297.7
Teen Birth Rate per 1,000 Female Ages 15-19 (2016)	40	42	78	92	84	89	83

Clinical Care ¹⁰	US	GA	Coffee County	Atkinson County	Jeff Davis County	Ben Hill County	Bacon County
Uninsured under Age 65 (2016)	17%	21%	26%	32%	23%	21%	25%
Primary Care Physicians (2016)	1,990:1	1,540:1	1,800:1	Not Reported	3,750:1	1,950:1	1,600:1
Preventable Hospital Stays per 1,000 Medicare Enrollees (2016)	60	55	106	99	123	89	113
Diabetic Screening (2016)	85%	85%	82%	86%	83%	75%	85%
Mammography Screening (2016)	61%	62%	60%	47%	55%	56%	54%

⁹ See Footnote 7 on Page 16.

¹⁰ See Footnote 7 on Page 16.

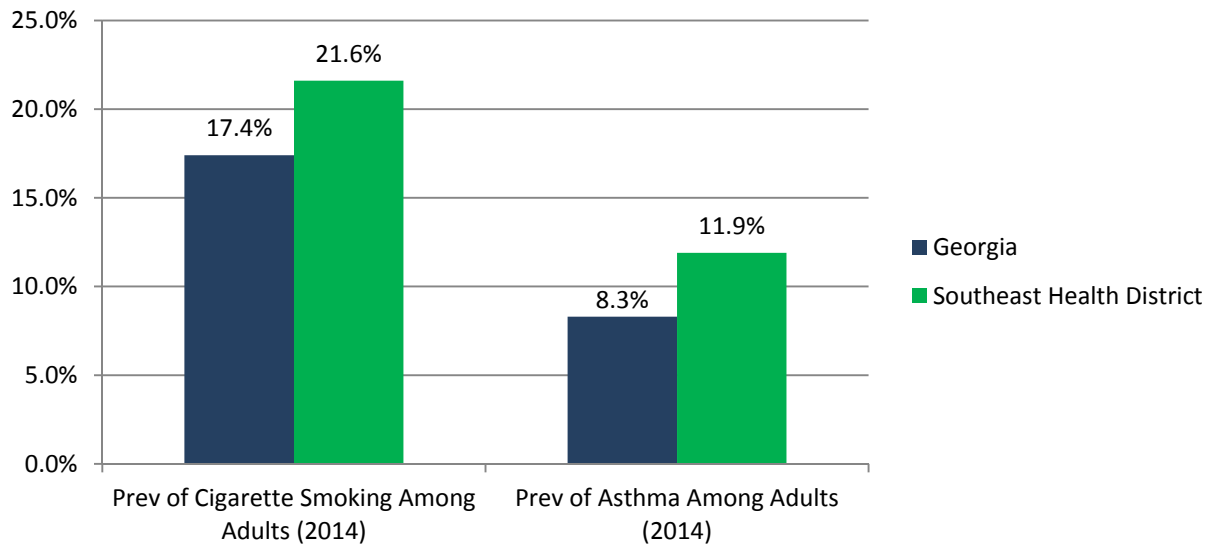
The preceding table reveals the percentage of individuals without insurance coverage under the age of 65 is higher in CRMC's service area (especially in Atkinson County) compared to the state of Georgia and national averages. Mammography screenings are lower in the service area compared to national averages. Also significant is the population to the number of primary care physicians in Jeff Davis County. This reflects a significant need for additional primary care resources.



11

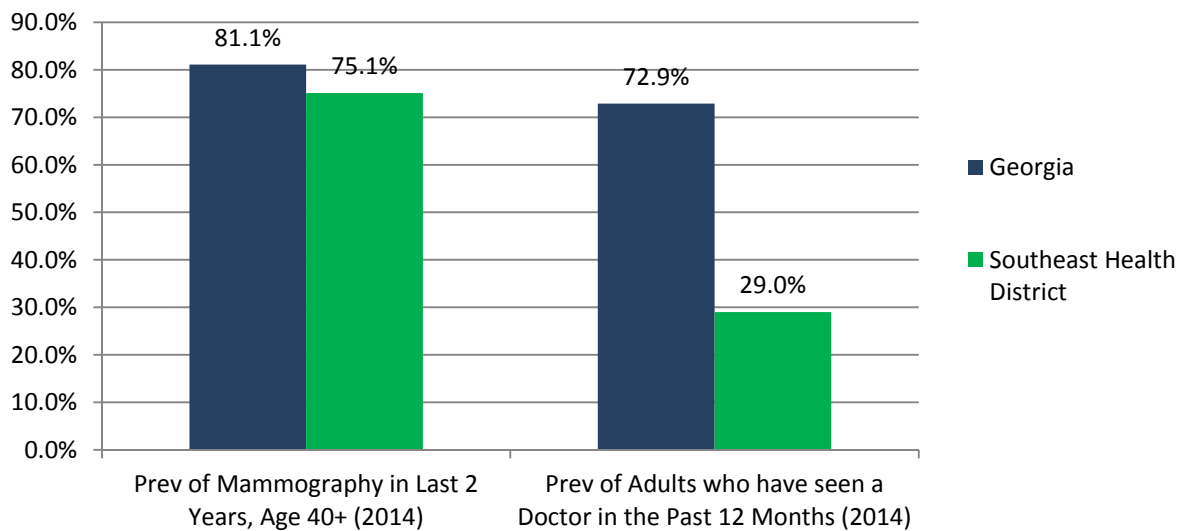
¹¹ See Footnote 8 on Page 16. **Note:** Southeast Health District represents the following counties: Candler, Bulloch, Evans, Toombs, Tattnall, Jeff Davis, Appling, Wayne, Coffee, Bacon, Pierce, Atkinson, Ware, Brantley, Clinch, and Charlton.

Health Outcomes - Lifestyle



12

Health Outcomes - Screenings



13

¹² See Footnote 8 on page 16.

¹³ See Footnote 8 on page 16.

Health Outcomes ¹⁴	GA	Southeast (Waycross)
Prevalence of No Health Coverage Among Adults (2006-2010)	25.0%	27.8%

The table below identifies the county rankings for health outcomes and health factors; the lower the number, the healthier the county. In summary of the following statistical data table, Ben Hill County is rated as having the poorest health outcomes, while Coffee County has the poorest health factors compared to the other counties in CRMC's primary and secondary service areas.

Health Rankings by County (of 159) ¹⁵	Coffee County	Atkinson County	Jeff Davis County	Ben Hill County	Bacon County
Health Outcomes	96	127	115	147	123
Mortality	54	143	134	123	152
Morbidity	114	96	87	153	67
Health Factors	126	149	128	150	96
Health Behaviors	103	151	90	156	92
Clinical Care	148	158	154	136	151
Social & Economic Factors	105	111	104	140	72
Physical Environment	27	18	19	71	8

¹⁴ See Footnote 8 on Page 16.

¹⁵ See Footnote 7 on Page 16.

FINDINGS FROM COMMUNITY INPUT PROCESS

PROCESS FOR CONSULTING WITH PERSONS REPRESENTING THE COMMUNITY'S INTERESTS

CRMC developed and distributed a community survey questionnaire to receive input from the residents of the community regarding current health behaviors and health needs. In addition, as part of the assessment of the community and the community's needs, surveys were conducted with both physicians and community leaders (refer to *Appendix B* for list) in order to ascertain the current health of the community, its health needs, and any programs currently implemented to address these needs.

Community Survey Results

The questions on the community survey focused on health behaviors and concerns. Full results of the survey are included in *Appendix A*. Highlights of the results included the following:

- Approximately 54.7% of respondents have delayed health care for themselves or someone in their household due to lack of money and/ or health insurance.
- Less than 32% of respondents rated their personal health as fair or poor.

The respondents indicated cancer, drug/alcohol abuse and diabetes as the biggest health concerns in the community. In addition, more respondents ranked health screenings and education for diabetes and blood pressure as needed free services in the community. Lack of insurance or ability to pay for services were the biggest issues related to seeking medical care.

Physician and Community Leader Interview Results

The following outlines the top responses received from the interviews in each category. See *Appendix B* for a list of interviewees.

A. What do you perceive as the biggest health needs in the community?

- Primary/Preventative Care
- Obesity/Nutrition Assistance
- Teen Health Education
- Dental Care
- Drug Treatment/Anti-Smoking Campaigns
- Heart Care
- Advanced Cancer Treatment

B. What are the main diseases faced by individuals in the community?

- Cancer
- Diabetes
- Heart Disease
- Hypertension
- Drug Addiction
- Obesity

C. What are the barriers to individuals in the community receiving needed care?

- Financial/Cost Pressure
- Lack of Education/Illiteracy
- Poor or No Insurance Coverage
- Transportation to Care
- Lack of Specialty Services
- Amount of/Availability of Primary Care

D. What types of specialty care and/or healthcare services are missing in the community?

- Primary Care/Family Physicians
- Heart Specialists
- Endocrinologists
- Stroke Care
- Rheumatology
- Assisted Living/Elder Care
- Cancer Programs
- Infectious Disease Treatment
- Psychiatry/Psychology
- Neonatology

E. What are the top areas you feel are the most important in making the residents of the community healthier?

- Primary Care
- Obesity Control (education and nutrition)
- Immunizations
- Early Screening
- Health Fairs/Public Awareness/Community Health Drive
- Anti-smoking and Anti-drug Campaigns
- Focus on Risky Youth Behaviors

F. Where do you go for health information?

- Internet
- Physician

G. Where do you go for your non-emergency health services?

- Primary Care Physician
- Walk-In Clinic

H. What areas do you believe should receive more emphasis in the community than they do now?

- Diet/Nutrition Education
- Wellness/Exercise
- Early Screening
- Preventative Education
- School Health Services
- Drug and Tobacco Treatment
- Senior and Child Neglect
- Heart Health
- Stroke Prevention
- Teen Risky Behavior and Pregnancy

I. What barriers exist for implementing a project to improve the health of the community?

- Drug Use
- Apathy
- Cost/Financial Considerations
- Transportation
- Cultural Differences
- Lack of Time

J. What type of health education services are most needed in the community?

- General Wellness/Nutrition/Weight Management
- Teen Pregnancy and STD
- Regular Checkups/Prevention
- Drug Treatment
- New Mother Education
- Diabetes Education
- Vaccinations

IMPACT INITIATIVES

PRIORITY HEALTH ISSUES

Priority Health Issue #1: Additional Primary Care Resources

Description of Community Need

The ratio of the number of primary care physicians to population in the area is low compared to national and Georgia averages.

Vision

Coffee Regional Medical Center recognizes that additional primary care physicians are needed in Coffee and Atkinson counties to provide appropriate access points to care.

Partner Agencies and Roles

- CRH Physician Practices
- Independent local physician practices

Hospital Strategy

CRMC will be heavily involved in meeting the primary care needs in Coffee and Atkinson counties through continued recruitment efforts. In the past 24 months, CRMC has recruited and employed primary care physicians into the CRH Physician Practices model. With these additions, the hospital is able to enhance the stability of primary care by encouraging patients to remain within the community and assure greater availability of access points.

According to the latest Physician to Population manpower study, the primary service area for Coffee Regional Medical Center will be underserved due to a deficit of sixteen internal medicine physicians, nine family practice physicians, three OB/GYN physicians, and three pediatricians. Coffee Regional recognizes the deficit and has a physician recruiter on staff to assist in bringing additional medical expertise to the area.

Measure

CRMC will repeat the Physician to Population manpower study in a timely manner to assure the physician deficit decreases.

Priority Health Issue #2: Access to Care/Transportation

Description of Community Need

Through the CHNA process, access to care and transportation was identified as a prevalent need in the community. Access for some individuals is limited due to income or insurance status.

Vision

CRMC recognizes limited access to free and reduced cost care prevents the citizens of Coffee and Atkinson counties from receiving care. By increasing how we, as a community, can reach these individuals, CRMC hopes to see their health needs addressed in a more preventative manner. Access to healthcare generally refers to the ease with which an individual can obtain needed medical services. Obstacles such as distance, time, and finances play a role as hospitals and other community organizations work together to address this need.

Partner Agencies and Roles

- CRMC partners with the following agencies:
 - Coffee County Department of Family and Children Services and Outside Eligibility Vendors to assist families through the Medicaid/PeachCare enrollment by providing streamlined and convenient assistance.
 - Non-Emergency Transport Services to provide transportation services to and from healthcare appointments at a reduced rate.
 - Local Home Health Agencies to assist people in getting the services they need after hospitalization such as care management, referrals for follow up appointments, home health agencies, etc.
 - Southeast Georgia Area Agency on Aging - providing advocacy services for individuals to help them meet their health care needs.
- Coffee and Atkinson County Health Department - provides individuals access to healthcare that do not have financial resources to seek services at a primary care services.
- South Georgia College – provides healthcare access to all students at the local college that need non-emergency care through services provided at Coffee Regional First Care Clinic located on Shirley Avenue.
- Coffee County Extension Agency – provides assistance through the new healthcare marketplace navigational program to assist patient with enrollment in the healthcare exchange for affordable care.

Hospital Strategy

Several organizations in the community are working to improve access to care, including CRMC. As an organization, CRMC will educate the public on healthcare access and means of transportation available to and from appointments. CRMC will continue to work with partners outside of the hospital to evaluate the feasibility of combining resources to open a free health clinic to provide free and/or reduced cost to patients in our community and surrounding counties.

Measure

CRMC will measure our success through referrals to the outside agencies and improved reduction in repeat visits to our emergency department and admissions to the facility.

Priority Health Issue #3: Health Education/Obesity/Diet and Nutrition/Preventive Care

Description of Community Need

Through the CHNA process, education and preventative care were identified as needs in the community. Preventative diseases and obesity are associated with lifestyle, education-level, and income-levels of the local population.

Vision

CRMC recognizes education and preventative care are vital resources to a healthier community. CRMC's efforts, combined with local community organizations, will provide more education and resources for preventative care.

Partner Agencies and Roles

- Better Health Lower Cost Collaborative – consists of Coffee Regional Medical Center as well as local businesses and industry, the Coffee County School System, the Georgia Department of Public Health, The Center for Disease Control, and the Institute for Healthcare Improvement. The Coffee Area Better Health Lower Cost Collaborative recognizes that we have an unhealthy culture that causes illnesses, premature deaths and it drains needed financial resources from the community. We want to be a community that supports healthy eating and active living in schools, workplaces and neighborhoods. We must and are determined to create a school-business-hospital-public health collaborative that will bring about measurable improvements in the overall health of our community. Areas of improvement will focus on reducing obesity and the resulting comorbidities including diabetes, heart disease and hypertension.
- Coffee County Parks and Recreation – health and wellness classes are offered to adults and children. Includes healthy eating and cooking, aerobics, Zumba, and basic exercise classes.
- County Health Departments – preventive care, nursing assessments, and nutritional education and wellness initiatives are offered for children and adults. Preventative care, including discounted or free mammograms and women's health screenings are also offered.
- Coffee County School System – healthy meals are provided daily for students and wellness programs are in place to encourage healthy lifestyles. School nurses also provide education, preventative care, and serve as resources for students.

- Community Health Festival – free and reduced cost screenings are offered, including blood sugar, BMI, and blood pressure. The festival also provides the community with numerous health resources.

Hospital Strategy

CRMC offers a diabetes support group, dietitian consults, and education and wellness programs through the Wellness Center. Cardiac rehab is also an available service. CRMC through industrial medicines is offering and encouraging local industry to provide education and preventative care for their employees. Through the industrial medicine program, employees are rewarded for healthy lifestyles. Coffee County offers a number of free or reduced cost programs for education and prevention. Our goal is to reach more of the population with these programs and encourage greater participation.

Measure

CRMC will measure our program effectiveness by monitoring program attendance, participation, and outcomes.

Priority Health Issue #4: Cancer Treatment Options

Description of Community Need

Through the CHNA process, the availability of cancer treatment options was identified as a prevalent need in the Community.

Vision

CRMC recognizes that Cancer is the second leading cause of death in the United States. Over half a million people die each year in the U.S. due to cancer. Some cancers may be prevented through screening and early detection. Based on data collected in 2014, 75.1% of women received a mammogram while only 29% of adults have seen a doctor in the past 12 months in the Southeast Georgia region. CRMC and local physicians recognize that early detection is the best form of treatment.

Provider Agencies and Roles

- CRMC partners with nearby facilities to offer advanced cancer treatment options. Through partnerships with St Joseph's/Candler in Savannah, Georgia and South Georgia Medical Center in Valdosta, Georgia, CRMC has been able to facilitate comprehensive and advanced cancer care for the members of the Community.

Hospital Strategy

CRMC currently offers programs that provide screening and education for early cancer detection. Some of these services are provided at either a free or reduced rate. CRMC's goal is to increase the percentage of community members that utilize these services.

- CRMC provides the latest in technology to aide in the early detection of breast cancer through their recent purchase of the Hologic 3D mammography technology, known as “Tomosynthesis.” As the next generation of mammography, Tomosynthesis enables clinicians to identify and characterize individual breast structures with clarity and certainty never before possible. Tomography uses precise, 3-dimensional, digital imagery to create a complete reconstruction of the breast. This technology allows a physician to see masses and distortions associated with cancers much more clearly and much earlier.
- CRMC supports evidence based prostate cancer screenings and early detection through annual, reduced fee prostate screening for the members of the community as well as PSA screening through local physicians.
- CRMC continues to actively recruit physicians in a multi-specialty facet in order to provide a larger spectrum of cancer treatment and screening services for the community.

Measure

CRMC will measure our effectiveness by monitoring program attendance, participation, and outcomes.

PROCESS FOR IDENTIFYING AND PRIORITIZING

All areas identified in this report are considered for impact planning. Results of the surveys and interviews, as well as community data, were presented to the Executive Committee at CRMC. In analyzing the data, the Executive Committee determined the above to be the most significant health needs in the community.

INFORMATION GAPS

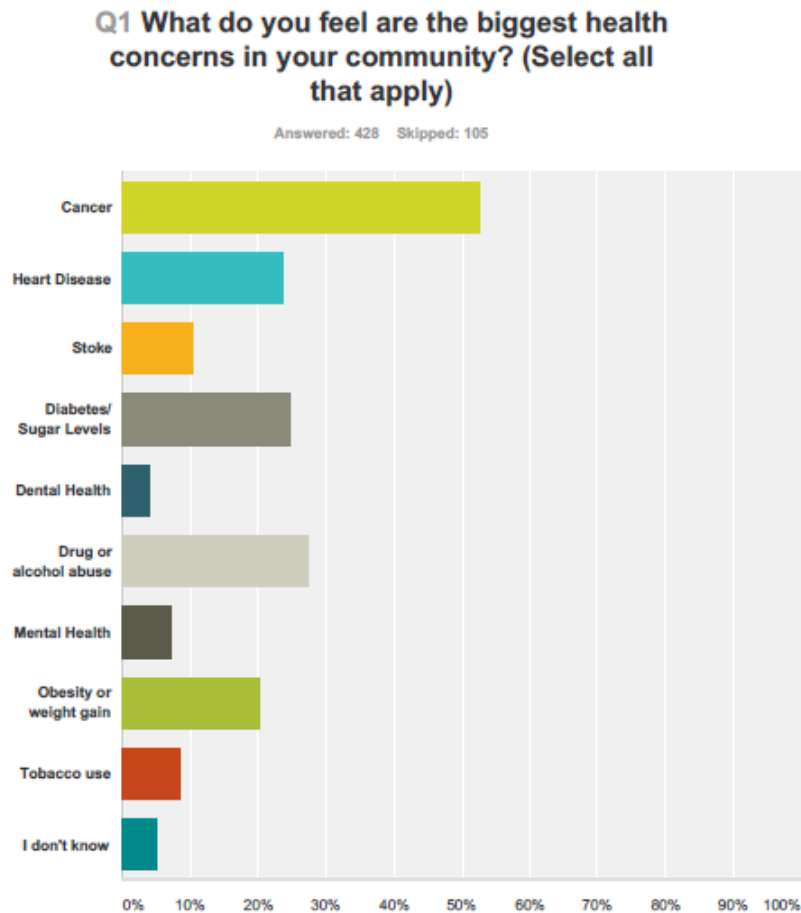
There may be some gaps in the information provided in the support data tables due to the absence of current statistical data available, especially on a county level.

AREAS NOT COVERED BY IMPACT INITIATIVES

Coffee Regional Medical Center identified the four top areas to focus on out of all needs identified by the assessment. These four are considered the most significant health needs in the community and will be covered by the impact initiatives. Other health needs identified in the assessment but not deemed significant may be indirectly impacted by the initiatives, but resource constraints prevent CRMC from directly addressing these initiatives.

**APPENDIX A:
COMMUNITY SURVEY RESULTS**

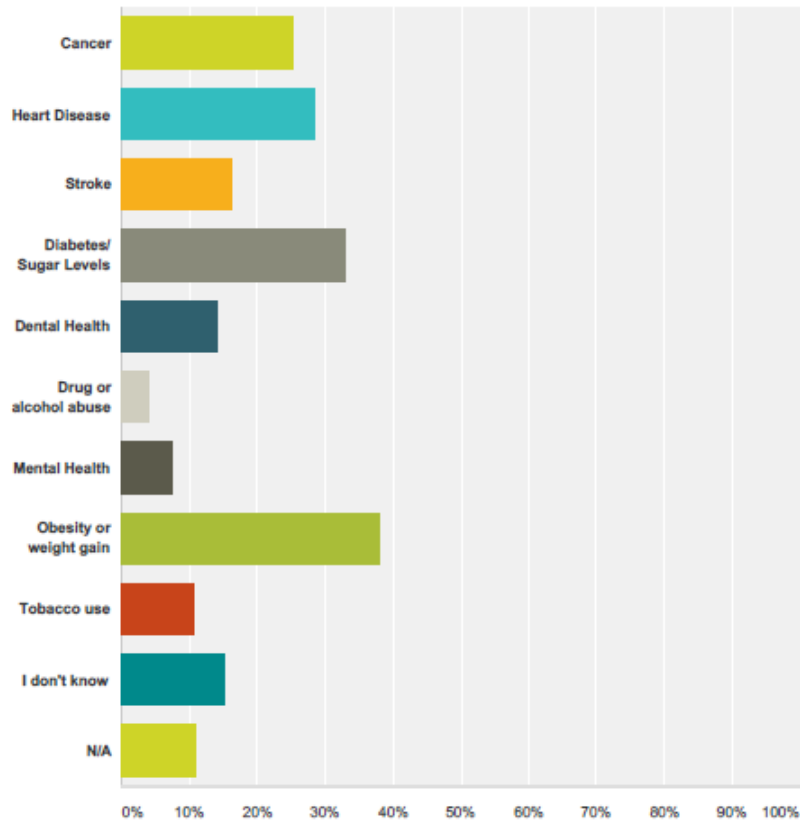
The following are the results of the community-wide survey that was conducted during 2016. A total of 533 surveys were returned to CRMC.¹⁶



¹⁶ The survey was operated by SurveyMonkey and the graphs in Appendix A were generated by SurveyMonkey.

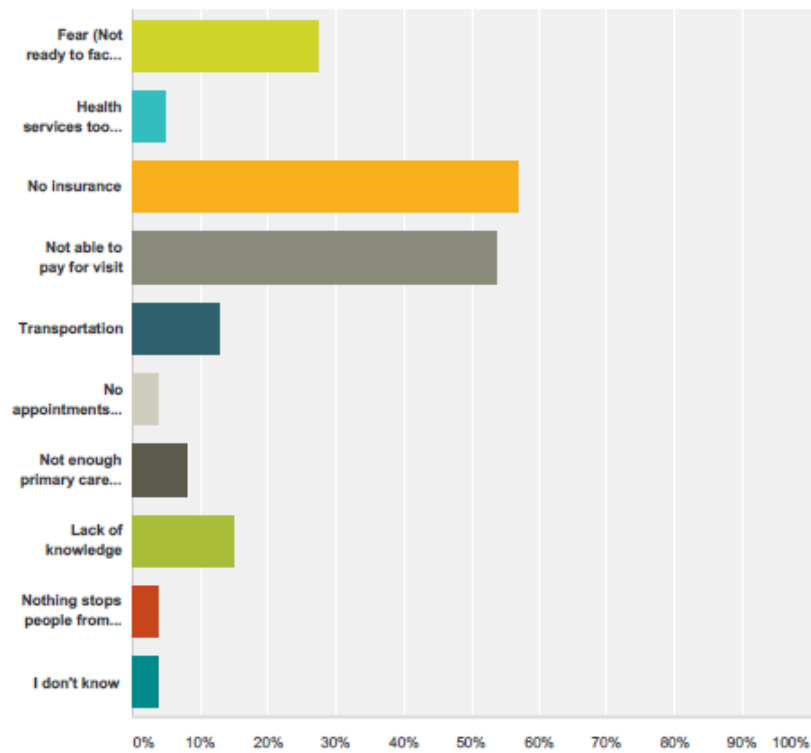
**Q2 What are the top three health challenges
you face?**

Answered: 528 Skipped: 5



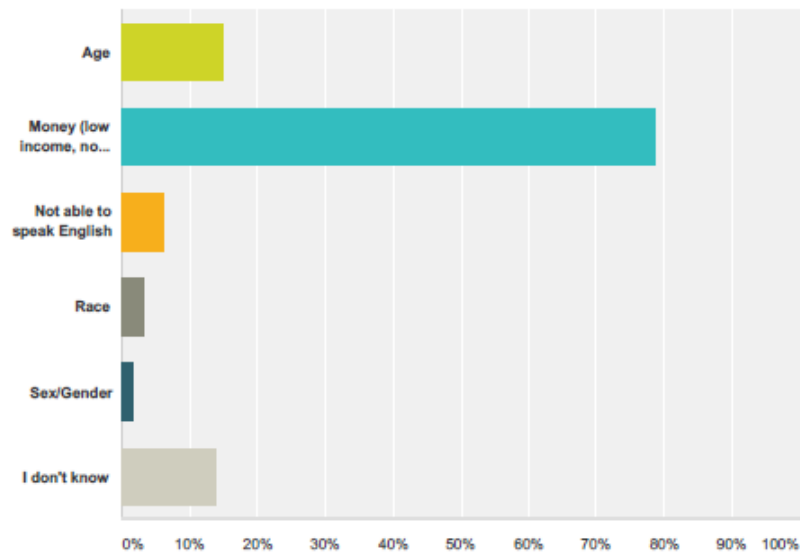
**Q3 What do you think stops people in your community from seeking medical care?
(Select all that apply)**

Answered: 432 Skipped: 101



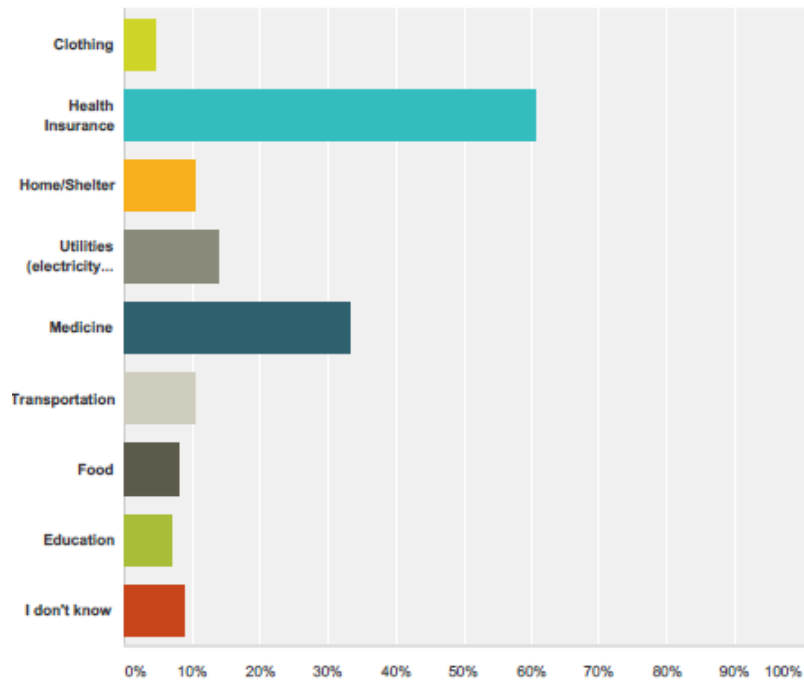
**Q4 What do you think most affects the
quality of health care you or others in your
community receive? (Select all that apply)**

Answered: 418 Skipped: 115



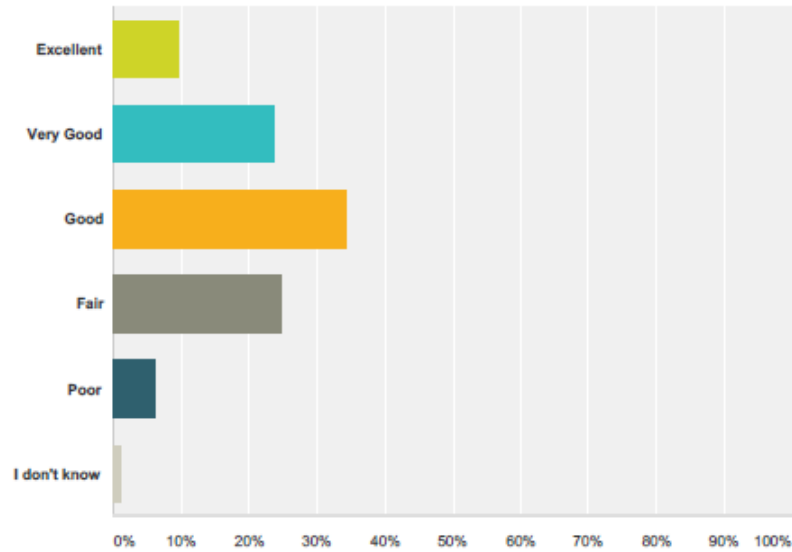
**Q5 What do you feel people in your
community lack the ability to purchase
most?**

Answered: 413 Skipped: 120



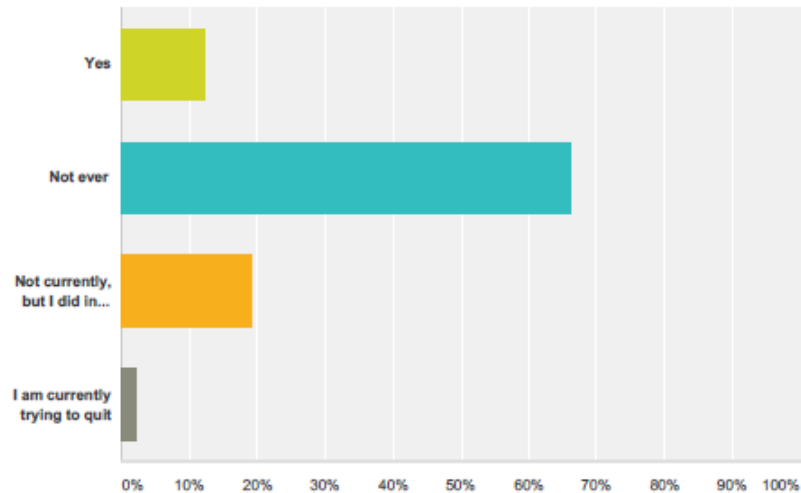
Q6 How would you rate your personal health?

Answered: 527 Skipped: 6



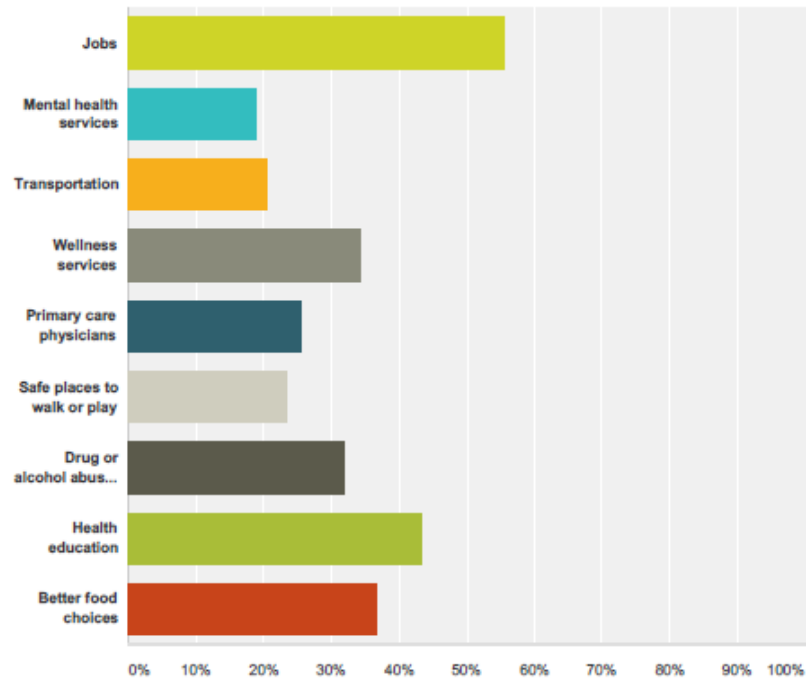
Q7 Are you a smoker?

Answered: 509 Skipped: 24



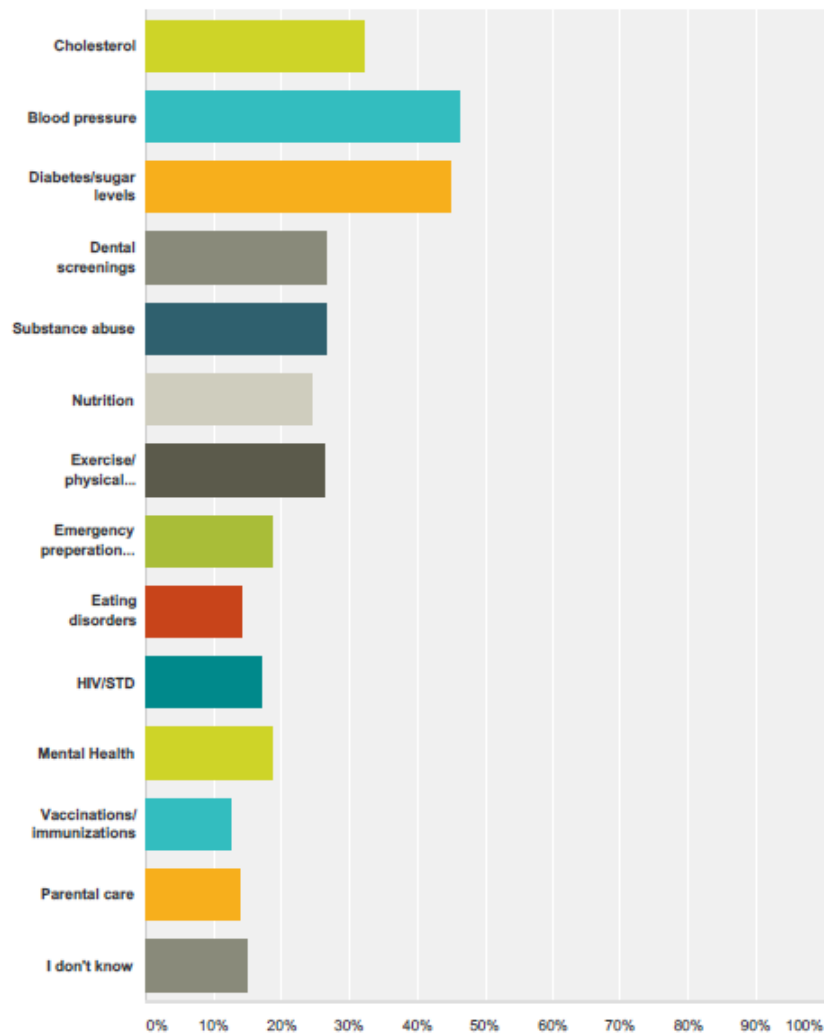
Q8 What does your community need to improve its health? Check all that apply:

Answered: 502 Skipped: 31



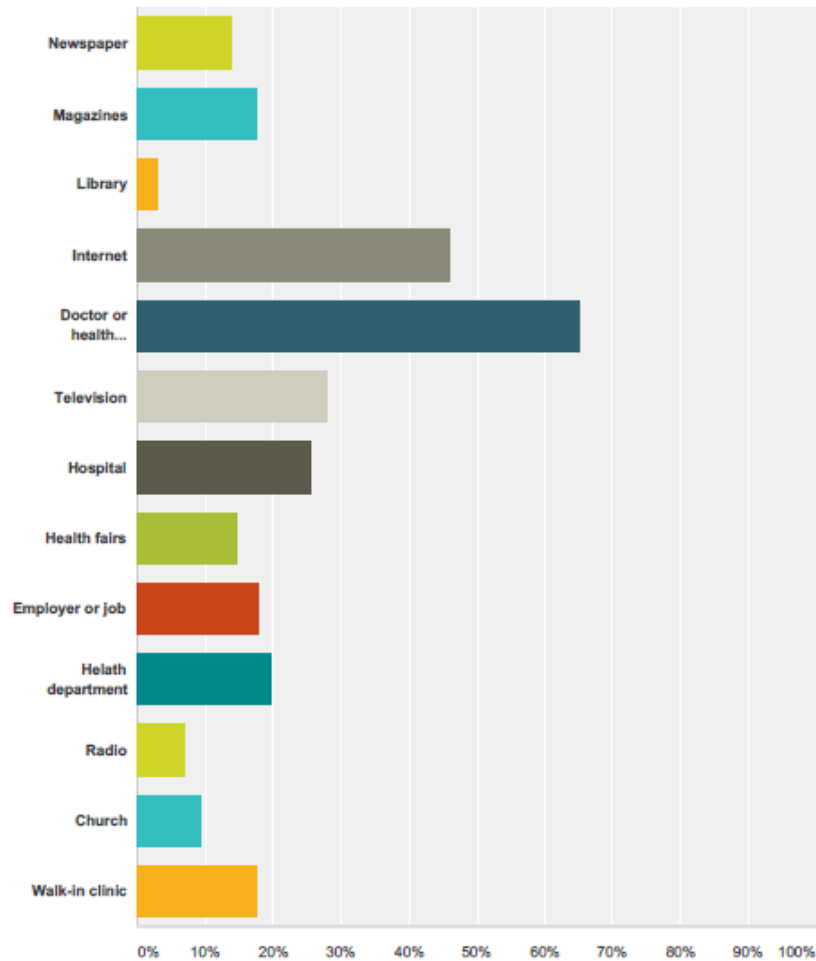
**Q9 What health screenings, education, or
free services are needed in your
community?**

Answered: 415 Skipped: 118



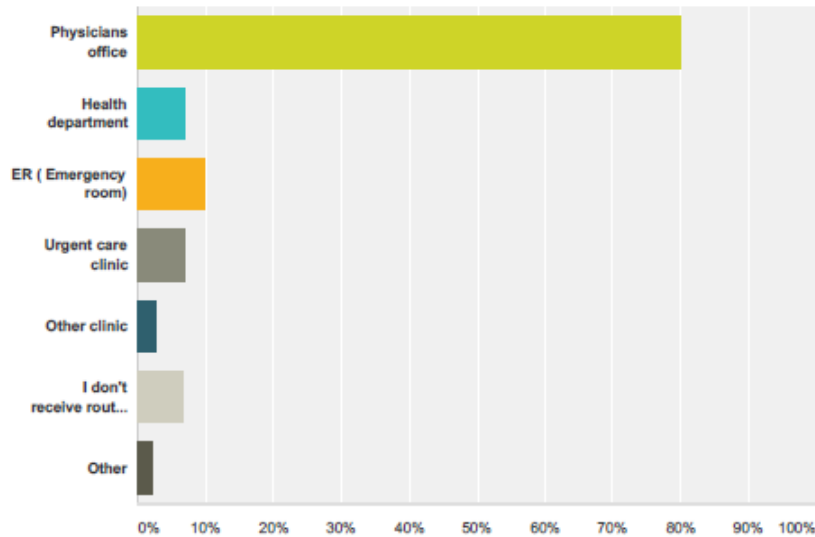
Q10 Where do you or your family get health information? Check all that apply:

Answered: 525 Skipped: 8



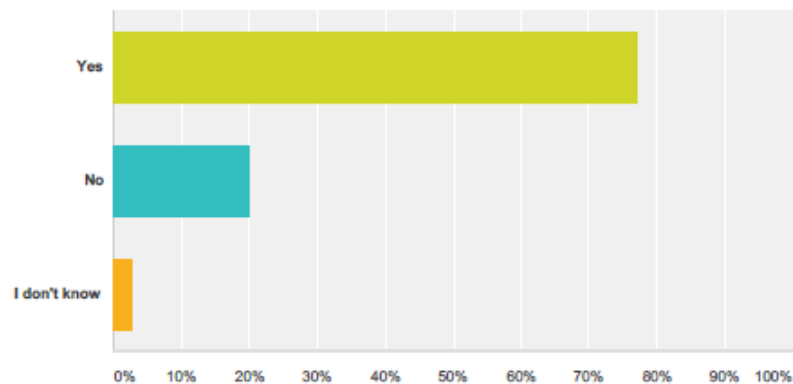
Q11 Where do you go for routine medical care? (Check all that apply)

Answered: 410 Skipped: 123



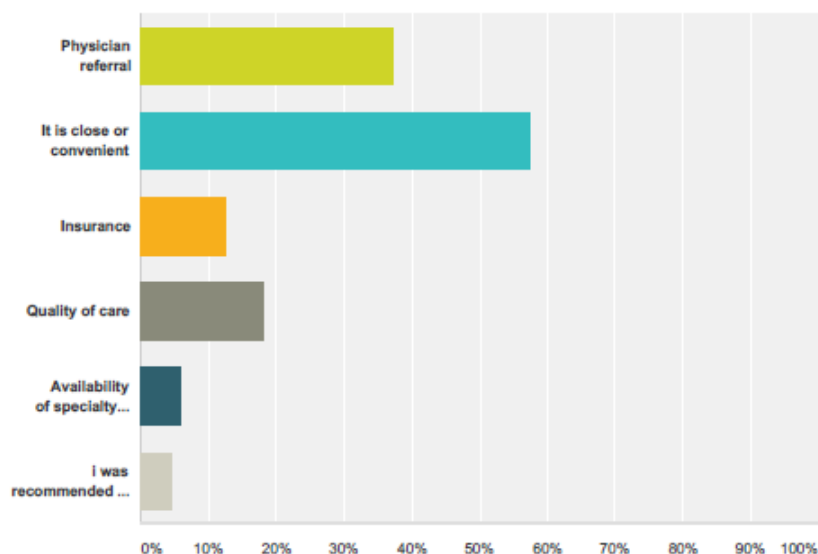
Q12 Have you or someone in your household used the services of Coffee Regional Medical Center in the past 24 months?

Answered: 523 Skipped: 10



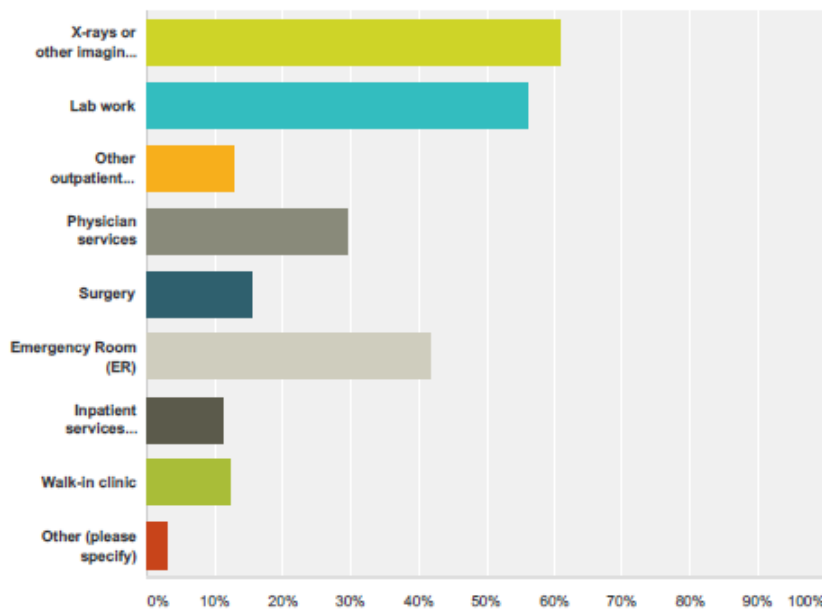
**Q13 Why did you or your family member
choose Coffee Regional Medical Center?
Check all that apply:**

Answered: 497 Skipped: 36



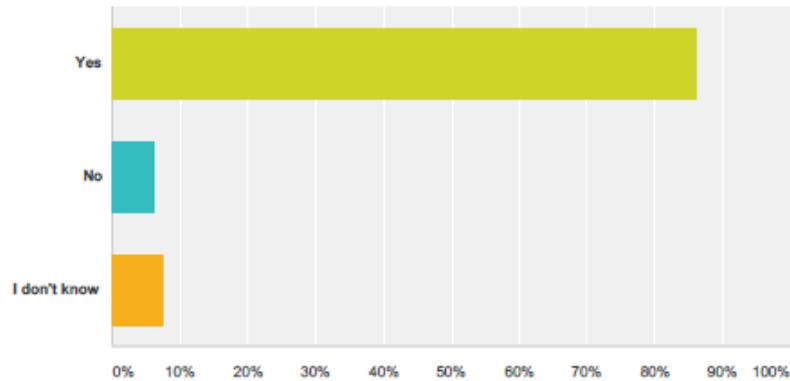
Q14 What services were used? Check all that apply:

Answered: 497 Skipped: 36



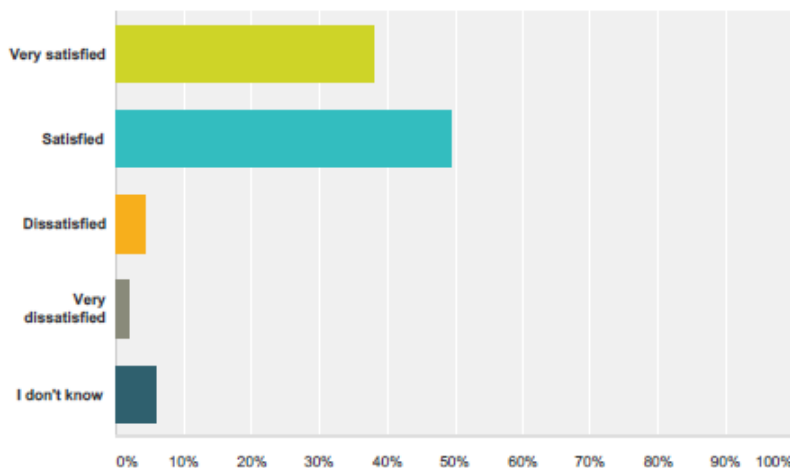
Q15 Are you able to get an appointment with your primary care (family) doctor, physician assistant, or nurse practitioner in the service area of Coffee Regional Medical Center when you need one?

Answered: 528 Skipped: 5



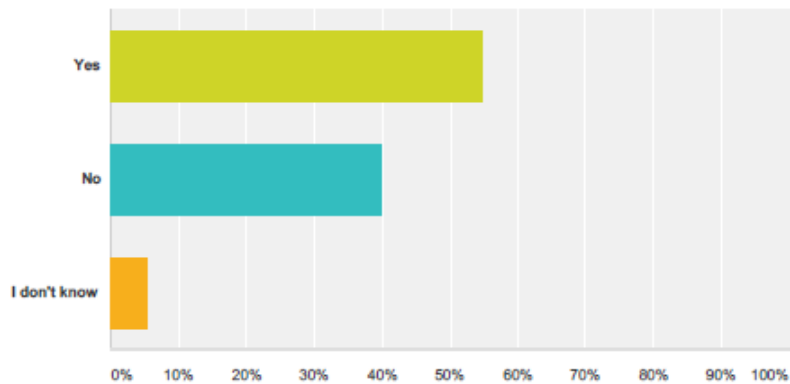
Q16 How satisfied were you or someone in your household with the quality of physician care (or physician assistant or nurse practitioner) received in the service area of Coffee Regional Medical Center?

Answered: 523 Skipped: 10



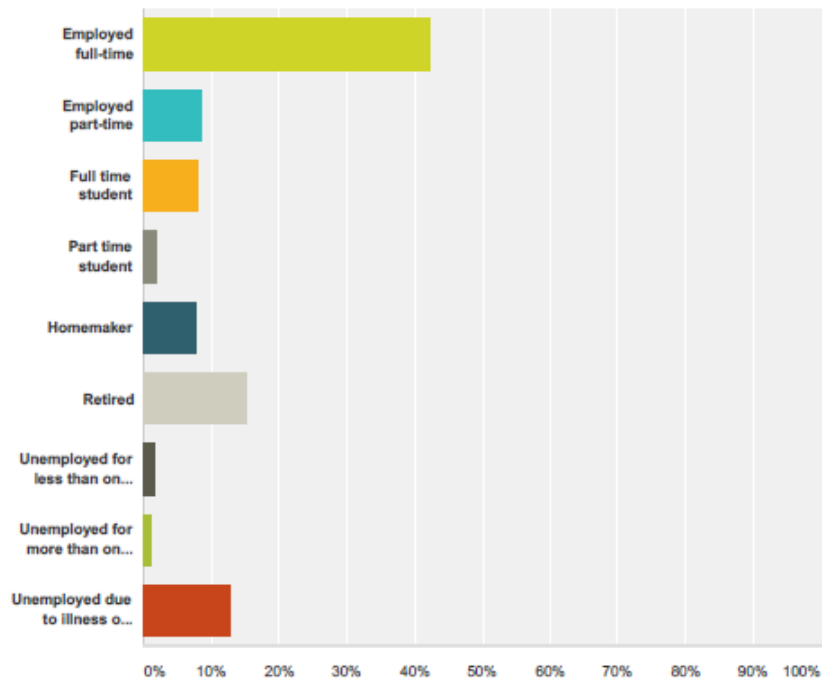
Q17 Have you or someone in your household delayed health care due to lack of money and/or insurance?

Answered: 525 Skipped: 8



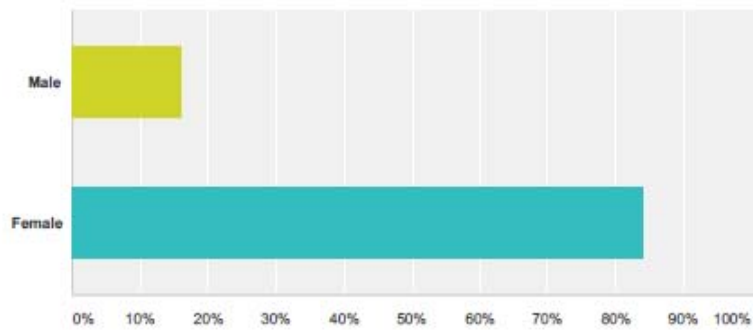
Q18 What is your current employment status?

Answered: 524 Skipped: 9



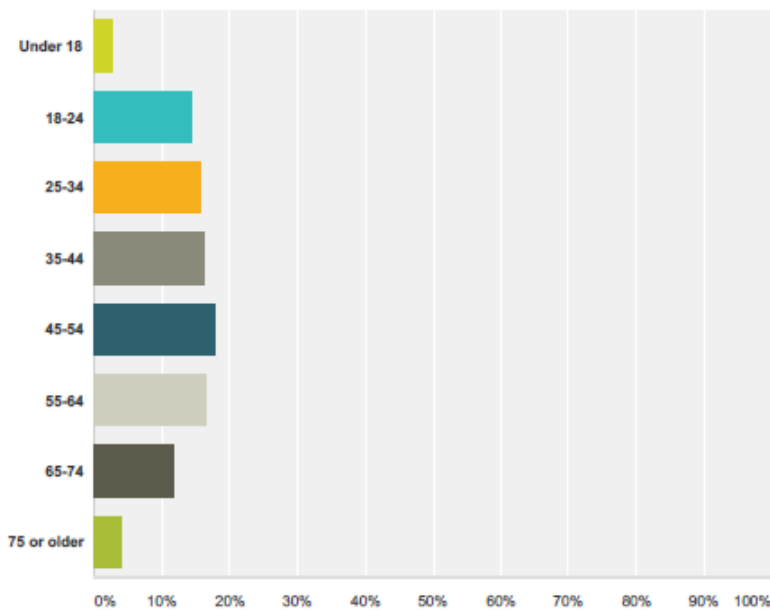
Q19 I am:

Answered: 511 Skipped: 22



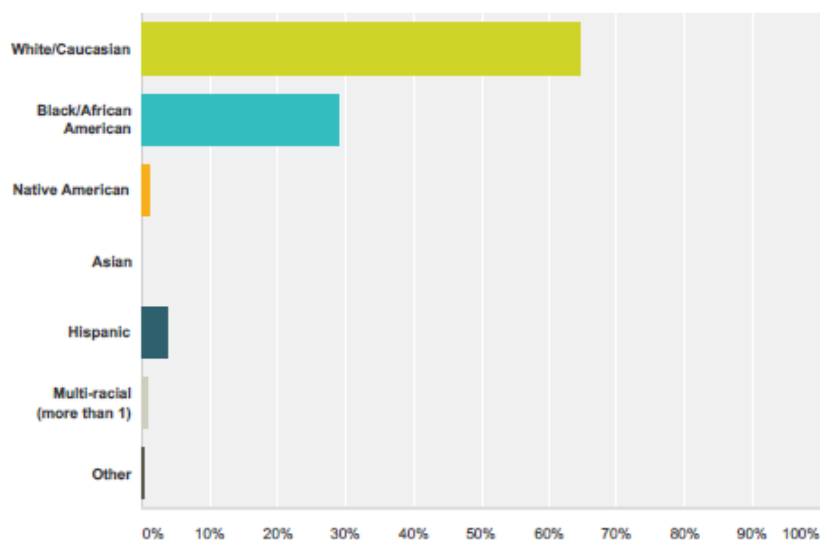
Q20 What was your age on your last birthday?

Answered: 525 Skipped: 8



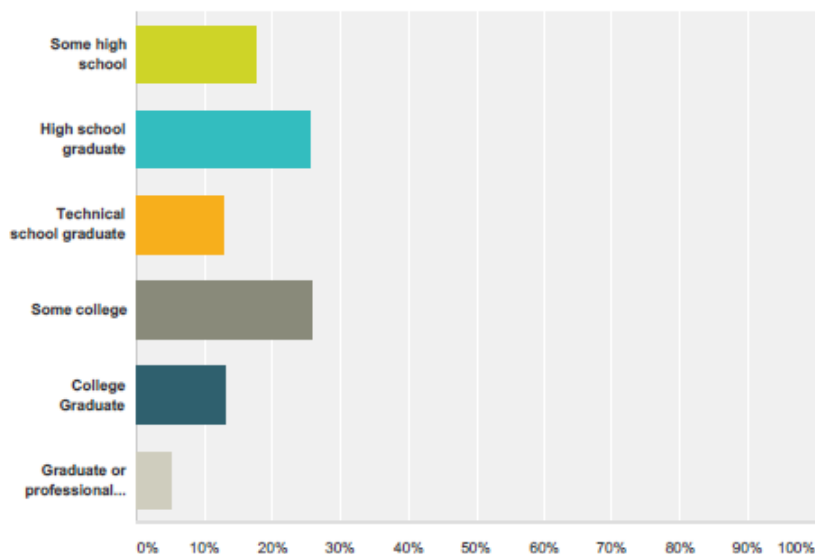
Q21 My racial/ethnic identification is:

Answered: 525 Skipped: 8



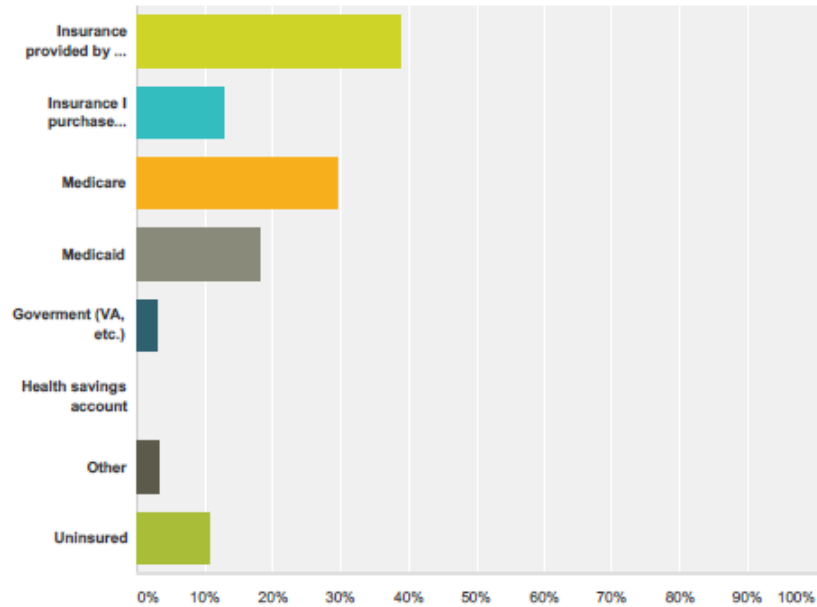
Q22 What is your highest level of education?

Answered: 519 Skipped: 14



Q24 What is the source of your health insurance coverage?

Answered: 411 Skipped: 122



**APPENDIX B:
PHYSICIANS AND COMMUNITY LEADERS SURVEYED**

PHYSICIANS

- Brad Goldberg, MD
 - Specialty: OB/GYN
 - Nineteen years in practice
 - Nineteen years in the community
- Gregory J. Kramer, DPM
 - Specialty: Podiatry
 - Twenty years in practice
 - Seventeen years in the community

COMMUNITY LEADERS

- Annie Farrar, CRMC Board of Directors member
 - Thirty-seven years in the community
 - Employed by CRMC in 1982-2005
 - Active community volunteer
- Lee Taylor, Director of Human Resources at Premium Peanut, LLC
 - Ten years in the community
- Melissa Givens, Financial Services Specialist at Agsouth Farm Credit, ACA
 - Twenty-one years in the community
 - Recreation Board Member
 - Coffee Women Care Board Member
- Walda Kight, Vice President for External Affairs at South Georgia State College (SGSC)
 - Fourteen consecutive years in the community
 - Douglas, Georgia native
 - Employee of SGSC for eight years
- Mesha Davis, Program Administrator for the Coffee County Chamber of Commerce
 - Thirty-five years in the community
 - Employee of the Chamber of Commerce for six years
- Gary Evans, Chief Operating Officer of Premium Peanut, LLC
 - Eight years in the community
 - Officer of Premium Peanut, LLC for two years

**APPENDIX C:
SERVICE AREA COUNTY HPSAS, MUAS/MUPS**

HEALTH PROFESSIONAL SHORTAGE AREAS BY COUNTY¹⁷

The following table highlights Health Professional Shortage Areas (“HPSAs”) for each county within CRMC’s primary and secondary service areas.

All of the counties in the CRMC service area had designated HPSAs in all three disciplines: primary medical care, dental, and mental health.

County Name	County FIPS Code	HPSA Name	HPSA Discipline Class	Designation Type	HPSA Status	HPSA Designation Last Updated Date
Atkinson County	003	Atkinson	Mental Health	Single County	Designated	2/2/2011
Atkinson County	003	Atkinson	Primary Care	Single County	Designated	8/28/2013
Atkinson County	003	Atkinson	Dental Health	Single County	Designated	6/11/2012
Bacon County	005	Bacon	Mental Health	Single County	Designated	2/2/2011
Bacon County	005	Bacon	Primary Care	Single County	Designated	9/30/1992
Bacon County	005	Bacon	Dental Health	Single County	Designated	4/11/2014
Ben Hill County	017	Ben Hill	Mental Health	Single County	Designated	9/18/2012
Ben Hill County	017	Ben Hill	Primary Care	Single County	Designated	10/1/2013
Ben Hill County	017	Ben Hill	Dental Health	Single County	Designated	4/11/2014
Coffee County	069	Coffee	Mental Health	Single County	Designated	2/2/2011
Coffee County	069	Coffee	Primary Care	Single County	Designated	8/20/2013
Coffee County	069	Coffee	Dental Health	Single County	Designated	4/11/2014
Jeff Davis County	161	Jeff Davis	Mental Health	Single County	Designated	7/5/2011
Jeff Davis County	161	Jeff Davis	Primary Care	Single County	Designated	9/11/2013
Jeff Davis County	161	Jeff Davis	Dental Health	Single County	Designated	7/2/2014

¹⁷ U.S. Department of Health and Human Services’ Health Resources and Services Administration website: <http://hpsafind.hrsa.gov/HPSASearch.aspx>.

MEDICALLY UNDERSERVED AREAS AND POPULATIONS¹⁸

The following table highlights medically underserved areas (“MUAs”) for all counties within CRMC’s primary and secondary service areas. The index of medical underservice (“IMU”) scale is from 0 to 100, where 0 represents completely underserved and 100 represents best served or least underserved. Under the established criteria, each service area found to have an IMU of 62.0 or less qualifies for designation as an MUA. As reflected below, all counties within CRMC’s primary and secondary service areas are designated as an MUA.

County Name	County FIPS Code	Service Area Name	MUA/P Source Identification Number	Designation Type	Index of Medical Underservice Score	MUA/P Designation Date	MUA/P Update Date
Atkinson County	003	Atkinson County	00599	Medically Underserved Area	57.50	11/1/1978	4/4/2007
Bacon County	005	Bacon	07669	Medically Underserved Area	58.60	6/30/2008	6/30/2008
Ben Hill County	017	Ben Hill County	00603	Medically Underserved Area	51.70	11/1/1978	11/1/1978
Coffee County	069	Coffee County	00620	Medically Underserved Area	39.40	11/1/1978	11/1/1978
Jeff Davis County	161	Jeff Davis County	00650	Medically Underserved Area	51.30	11/1/1978	11/1/1978

¹⁸ U.S. Department of Health and Human Services’ Health Resources and Services Administration website:
<http://hpsafind.hrsa.gov/HPSASearch.aspx>.