



# 2019 Community Health Needs Assessment



## Coffee Regional Medical Center



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## 2019 COMMUNITY HEALTH NEEDS ASSESSMENT

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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 cover Coffee, Jeff Davis, Bacon, Ben Hill and Atkinson counties.

### **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 local colleges 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. Twelve students participated in Project Search in 2019.
- 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 serves as a fully-equipped fitness center for local 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.
- 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 is currently working on a program of telemedicine between local schools, the school-based clinic at Coffee Middle School, and the hospital.
- CRMC operates a Walk-In Clinic for adults and children over six months of 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.

### **COMMUNITY NEEDS ASSESSMENT IMPLEMENTATION**

Addressing community health needs is an ongoing process and CRMC continues to execute the strategies outlined in the 2016 community health needs implementation plan. The 2016 Community Health Needs Assessment (“CHNA”) identified the following four needs and CRMC vowed to work diligently to address them.

#### **Additional Primary Care Resources**

- CRMC is currently engaged with a national recruitment firm to recruit additional Family Medicine, Medical/Pediatric, and/or Internal Medicine physicians to Coffee County. CRMC also added four additional primary care advanced practice providers (“APP”) since 2016 to address any access barriers that the community may experience.
- CRMC attends regional physician recruitment events throughout the state to meet with 3<sup>rd</sup> and 4<sup>th</sup> year residents regarding the opportunities at CRMC.
- CRMC and an independent primary care physician are currently working to finalize the integration of his practice. This independent physician was planning to close his practice. CRMC plans to place an APP in the location to continue treating the patients of Broxton and the surrounding area. If CRMC had not decided to acquire the practice, it could have potentially resulted in the office closing and leaving patients without a primary care provider.

#### **Access to Care/Transportation**

- As the community healthcare provider for Coffee and Atkinson County, CRMC has a charitable mission that includes accepting patients regardless of their ability to pay. In 2018 alone, CRMC provided \$21,321,727 in indigent care for our community.
- Many patients in the CRMC service area do not receive any type of preventative healthcare until they become ill and present to the Emergency Room with complex health issues. Patients were unable to receive healthcare in an office setting due to being uninsured or underinsured. When chronic illness such as diabetes or high blood pressure

are not managed, it often results in additional, more serious health problems. Many of these health issues can be prevented with the proper care and management.

- In an effort to ensure access of quality healthcare for all, CRMC is joining with community partners to close this gap in healthcare. As healthcare providers, we understand the critical nature of providing an access point for this type of care. Therefore, CRMC is honored to assist in the establishment of the Coffee County Open Arms Clinic, LLC. This facility is located next to the Hope Center, in the Oak Park Subdivision in Coffee County. Non-emergent healthcare needs will be treated for those who qualify for the program. To qualify, one must come to the clinic during operating hours. The following information will be required in order to establish new patients:
  - Age 18 years and older
  - Valid form of identification
  - Proof of Coffee County or Atkinson County residency

#### **Health Education/Obesity/Diet and Nutrition/Preventive Care**

- CRMC coordinated a speaker for the Coffee County School System who addressed bullying, the dangers of social media and suicide prevention for all middle school and high school students (6th – 12th grade). CRMC also hosted a community forum that was open to all members of the community to discuss the same topics.
- CRMC hosted a program titled “Discussions with the Doc” for community education. Members of the CRMC medical staff presented topics, such as obstetrician gynecology (“OB-GYN”) directed towards puberty, adolescents and OB-GYN geared towards adult issues (i.e. menopause and hormonal balance), and orthopedic knee and hip arthritis. CRMC has made an on-going commitment to host the community discussions between community members and CRMC medical staff across multiple specialties.
- Every year CRMC holds a Community Health and Wellness Day to provide blood draws to the community at a reduced rate and host a walk/bike ride. The event brings in community vendors to discuss health disparities in our community, such as mental health, cardiology, women’s health, orthopedics, urology and many more topics.
- Atkinson County Health Fair – A health fair that was organized by the County of Atkinson for county employees and spouses. CRMC discussed medical and preventative services with over 100 city and county employees.
- Coffee County School System Health Fair – CRMC discussed medical and preventative services with over 500 school system employee and family members.
- CRMC provided childbirth classes every other month for the community. The sessions were facilitated by the Labor and Delivery registered nurse staff. The classes provided educational lessons about the nutritional needs of mother and fetus, anesthesia, delivery, breastfeeding, and many other informative topics.



- CRMC is currently working with Emory Healthcare to start a bariatric program at CRMC. CRMC has identified a general surgeon, on staff, to be trained by Emory physicians in bariatric surgery.
- Pre-diabetes classes - The “Change24” class is a Diabetes Prevention Program that is led by a certified Lifestyle Coach. The goals are to focus on positive lifestyle intervention classes that help clients make better choices, lose weight, and become more active. The curriculum is provided by the Centers for Disease Control and funded by the grant from the Department of Public Health.
- Diabetes Self-Management Education Classes - Classes are offered each month in two-hour sessions on each Tuesday of the month. This allows the participant to schedule the classes at his or her own pace. Overall, the program is designed to provide 10 hours of diabetes education over a 12-month period. In other words, the participant will be provided eight hours (four two-hour blocks) of structured education in a class setting and the remaining two-hours will be reserved for individualized training and reinforcement.
- Free Clinic Breast Exams – In 2019, as an initiative from the Cancer Triad, CRMC performed Free Clinical Breast Exams at its oncology clinic. We had six providers volunteer time to perform these exams. In total, there were 88 patients, and 29 scheduled mammograms due to suspicious findings and two scheduled OB-GYN follow up appointments.

### **Cancer Treatment Options**

- In 2018, at the Health Fair, CRMC offered low cost prostate cancer screenings, digital rectal exams, and prostate-specific antigen blood tests to the community for a reduced lab fee of only \$10.00 (actual charge \$210.00).
- CRMC provides space monthly for the Coffee County Childhood Cancer Support Group at no cost. The Childhood Cancer Support Group is a non-profit organization that provides families and patients with childhood cancer support, education, resources and expert speakers at each monthly meeting.
- In 2017, CRMC successfully recruited a full-time oncologist. Subsequently, CRMC also recruited an APP to assist with patient navigation and throughput of patients. During the initial onboarding, CRMC converted two inpatient rooms on the third floor of the hospital, into chemotherapy/infusion rooms. The initial conversion allowed for four individual infusion chairs which was quickly increased to a total of six chairs. CRMC is currently looking to expand the entire infusion area to accommodate the additional growth. CRH Oncology has also expanded the catchment area into surrounding counties and is currently discussing the possibility to work collaboratively with other institutions.

### **OTHER COMMUNITY NEEDS**

In addition to the needs specifically addressed in the 2016 implementation strategy, CRMC undertook many other tactics to improve the health of the community it serves.

### **Substance Abuse Treatment/Prevention**

- CRMC is currently contracted with United Behavioral Health Services (“United”) to provide screening via telemedicine, specifically in the emergency room, that helps expedite the treatment of mentally ill patients. United helps CRMC determine whether to treat and release the patients on-site or helps facilitate a transfer to a more appropriate level of care, if needed.
- CRMC is currently working together in collaboration with Unison Health (“Unison”) and the City of Douglas to provide behavioral health services, locally. Unison’s mission is “to create health and wellness in our communities by providing quality mental health, substance abuse, and developmental disability services.”

### **Dental Care**

- CRMC is currently engaged with the Georgia Baptist Association (“GBA”) to provide dental care at CRMC’s Open Arms Clinic. The GBA mobilized a dental unit that has the ability to travel to outlying locations to provide dental care to the uninsured population.
- In 2016, CRMC successfully credentialed a local dentist onto the medical staff to perform pediatric procedures in Coffee County.

### **More Specialty Care**

- Cardiology percutaneous coronary intervention (“PCI”) Program – CRMC was able to recruit a full-time Interventional Cardiologist in 2017 and start a PCI program in January of 2018. Glenn Evans, MD (“Dr. Evans”) is the Medical Director over the program. Until CRMC recruited Dr. Evans, the most advanced cardiac procedures performed at CRMC were cardiac cauterizations. Now, with Dr. Evan’s training and leadership, CRMC is able to offer a cardiac stenting program that has drastically impacted the lives of Coffee and surrounding county residents. It has also grown Cardiac Rehabilitation numbers offered at the CRMC Wellness Center. Each patient is cared for by a licensed RN and monitored by Exercise Physiologists.
- Orthopedics – In 2017, CRMC recruited two additional orthopedic surgeons. Josh Vickers, MD completed his fellowship from Emory University in Adult Reconstruction, allowing him to perform procedures at CRMC that were not able to previously be offered. Also, in 2017, CRMC recruited Stephen Augustine, MD who completed fellowships in Sports Medicine and Shoulder and Knee Arthroscopy. Because of the recruitment of these two surgeons, CRMC has been able to expand its market into three additional counties in South Georgia. CRMC has also partnered with the local state university to offer a certified athletic training program.
- Women’s Health – CRMC recruited an additional physician to join the OB-GYN team at CRMC. The arrival of Justin Peterson, MD will ensure the sustainability to the Women’s Health service line and assist in the succession planning for other providers in the group.



### **Improved Equipment**

- Vital signs machines – CRMC purchased new vital signs machines throughout the entire facility. This purchase has allowed for vital signs to be interfaced directly in the electronic medical record which decreases duplication and eliminates unintentional keying errors and helps deliver more accurate information for reference by other caregivers.
- Total bed and stretcher replacement – CRMC upgraded the hospital beds and stretchers throughout the entire facility. These beds are not only more comfortable for patients, they also come with additional capabilities that allow for better patient care (communication, fall risk protocols, etc.). The beds also interface with the communication devices that we purchased (see “SpectraLink phones to improve communication” below).
- Two C-Arms – One of the c-arms was purchased as a replacement/upgrade for the existing equipment that allows CRMC to operate at a higher efficiency. The second c-arm was purchased due to increased demand for orthopedic procedures which resulted in a more streamlined experience for our patients and family members.
- Operating Rooms Video Towers – The video towers that were purchased for the operating rooms were an immediate upgrade in technology, functionality and ease of use. The new technology increased visualization and added additional functionality and increased the safety of each procedure performed in the operating room.
- SpectraLink phones to improve communication – These wireless communication devices were purchased for the entire hospital. Not only were the clinical caregivers offered these devices, but also ancillary departments like environmental services and dietary. The devices allowed patients to more effectively communicate with their nursing team, as well as allowed nurses to communicate with support departments. The implementation of these devices has helped improve patient experience scores, the quietness of the facility and improve the overall delivery of care to each patient.
- Orthopedic saws and drills for more advanced orthopedic procedures – Due to the recruitment of the additional orthopedic surgeons, CRMC purchased additional instrumentation for our orthopedic cases. These drills and saws have longer battery power, and they are stronger and have provided additional versatility due to the attachments for each piece of equipment. They have improved procedure time and turnover time in the operating rooms, making the process more efficient for caregivers and patients.

## **COMMUNITY HEALTH NEEDS ASSESSMENT**

In 2019, CRMC conducted a CHNA that allowed CRMC to identify the current community health needs and to put a plan in place to strategically address these needs. The needs identified are listed in no particular order below.

- Affordable Healthcare/Insurance
- Access to Good Nutrition
- Access to Primary Care and Preventative Care
- Heart Disease Treatment
- Drug Prevention and Treatment
- Transportation
- Obesity/Physical Fitness
- Mental Health
- Cancer
- Diabetes

## **COMMUNITY NEEDS IMPLEMENTATION PLAN**

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

### ***Priority #2 – Access to Care/Transportation***

CRMC recognizes that limited access to free and reduced cost care and transportation keeps the citizens of Coffee and Atkinson County 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 – Heart Health and Prevention of Heart Disease***

CRMC recognizes that heart disease is the leading cause of death in the United States. CRMC and local physicians know that heart health and preventative care are the best methods to combat heart disease.

***Priority #5 – 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.

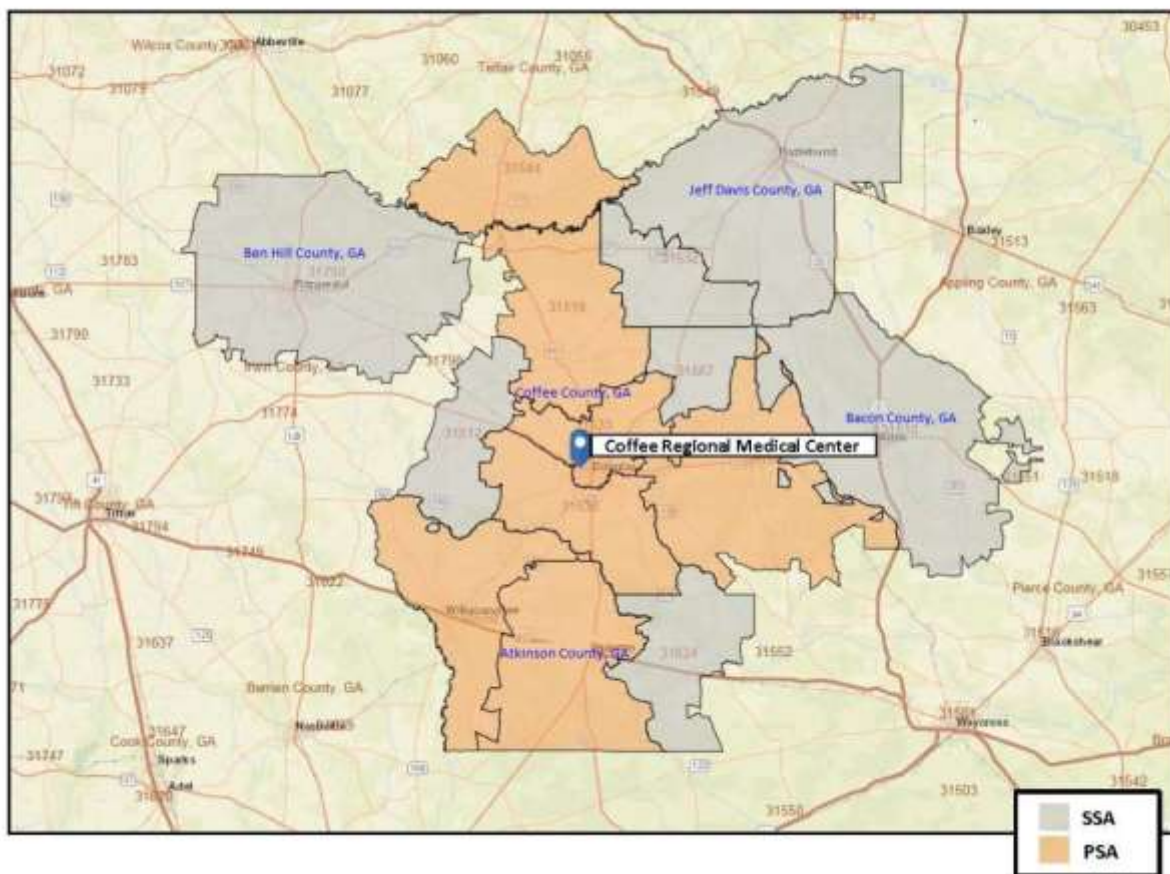
## COMMUNITY NEEDS ASSESSMENT

### COMMUNITY DESCRIPTION

#### Defining Our Community

CRMC 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 County as indicated on the map below. The secondary service area (“SSA”) includes the majority of Jeff Davis, Ben Hill, and Bacon County.

Service Area Map



The total service area population for 2017 (to include only the zip codes shown on the map on the prior page) includes 72,293 individuals.

**2017 Population<sup>1</sup>**

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	10,561	3,567	3,748	6,728	6,513	6,524	5,536	6,537	49,714
SSA	4,809	1,572	1,170	2,540	2,868	2,748	3,177	3,695	22,579
<b>Total</b>	<b>15,370</b>	<b>5,139</b>	<b>4,918</b>	<b>9,268</b>	<b>9,381</b>	<b>9,272</b>	<b>8,713</b>	<b>10,232</b>	<b>72,293</b>
% Population <sup>2</sup>	21.3%	7.1%	6.8%	12.8%	13.0%	12.8%	12.1%	14.2%	100%

### **Service Area County Demographics<sup>3,4</sup>**

#### **Coffee County Demographics:**

- 2018 Population consisted of 43,093 individuals:
  - 48.6% of the population is female and 51.4% is male (2018).
  - 68.5% of the population is White, 28.5% is Black, and 3.0% is Other (2018).
  - 12.0% of the population is of Hispanic or Latino origin (2018).
  - 6.5% are foreign-born individuals (2013-2017).
  - 12.4% speak a language other than English at home (2013-2017).
  - 24.9% of individuals are below the poverty level, compared to 14.3% for the state of Georgia (2013-2017).
  - \$36,572 is the median household income (2013-2017).
- 2013-2017 high school graduation rate was 78.3%, compared to 86.3% for the state of Georgia.
- 2013-2017 bachelor's degree or higher rate was 14.1%, compared to 29.9% for the state of Georgia.
- 2018 unemployment rate is 5.2%, compared to 4.7% for the state of Georgia.
- 2018 rate of uninsured individuals was 19.4%, compared to 15.7% for the state of Georgia.

<sup>1</sup> US Census Bureau's 2017 American Community Survey Data pulled from [www.census.gov](http://www.census.gov).

<sup>2</sup> Because of rounding, the total percentage may not equal exactly 100%.

<sup>3</sup> US Census Bureau's State & County Quick Facts: <https://www.census.gov/quickfacts/fact/table/US/PST045218>  
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.

<sup>4</sup> 2019 County Health Rankings & Roadmaps for Georgia: [www.countyhealthrankings.org/georgia](http://www.countyhealthrankings.org/georgia).

**Atkinson County Demographics:**

- 2018 Population consisted of 8,297 individuals:
  - 49.5% of the population is female and 50.5% is male (2018).
  - 77.2% of the population is White, 17.1% is Black, and 5.7% is Other (2018).
  - 25.0% of the population is of Hispanic or Latino origin (2018).
  - 12.3% are foreign-born individuals (2013-2017).
  - 23.2% speak a language other than English at home (2013-2017).
  - 24.2% of individuals are below the poverty level, compared to 14.3% for the state of Georgia (2013-2017).
  - \$33,063 is the median household income (2013-2017).
- 2013-2017 high school graduation rate was 69.9%, compared to 86.3% for the state of Georgia.
- 2013-2017 bachelor's degree or higher rate was 8.2%, compared to 29.9% for the state of Georgia.
- 2018 unemployment rate is 4.5%, compared to 4.7% for the state of Georgia.
- 2018 rate of uninsured individuals was 22.4%, compared to 15.7% for the state of Georgia.

**Jeff Davis County Demographics:**

- 2018 Population consisted of 15,029 individuals:
  - 50.7% of the population is female and 49.3% is male (2018).
  - 82.0% of the population is White, 15.2% is Black, and 2.8% is Other (2018).
  - 12.2% of the population is of Hispanic or Latino origin (2018).
  - 4.6% are foreign-born individuals (2013-2017).
  - 9.4% speak a language other than English at home (2013-2017).
  - 21.2% of individuals are below the poverty level, compared to 14.3% for the state of Georgia (2013-2017).
  - \$37,267 is the median household income (2013-2017).
- 2013-2017 high school graduation rate was 77.0%, compared to 86.3% for the state of Georgia.
- 2013-2017 bachelor's degree or higher rate was 10.3%, compared to 29.9% for the state of Georgia.



- 2018 unemployment rate is 6.0%, compared to 4.7% for the state of Georgia.
- 2018 rate of uninsured individuals was 18.8%, compared to 15.7% for the state of Georgia.

#### **Ben Hill County Demographics:**

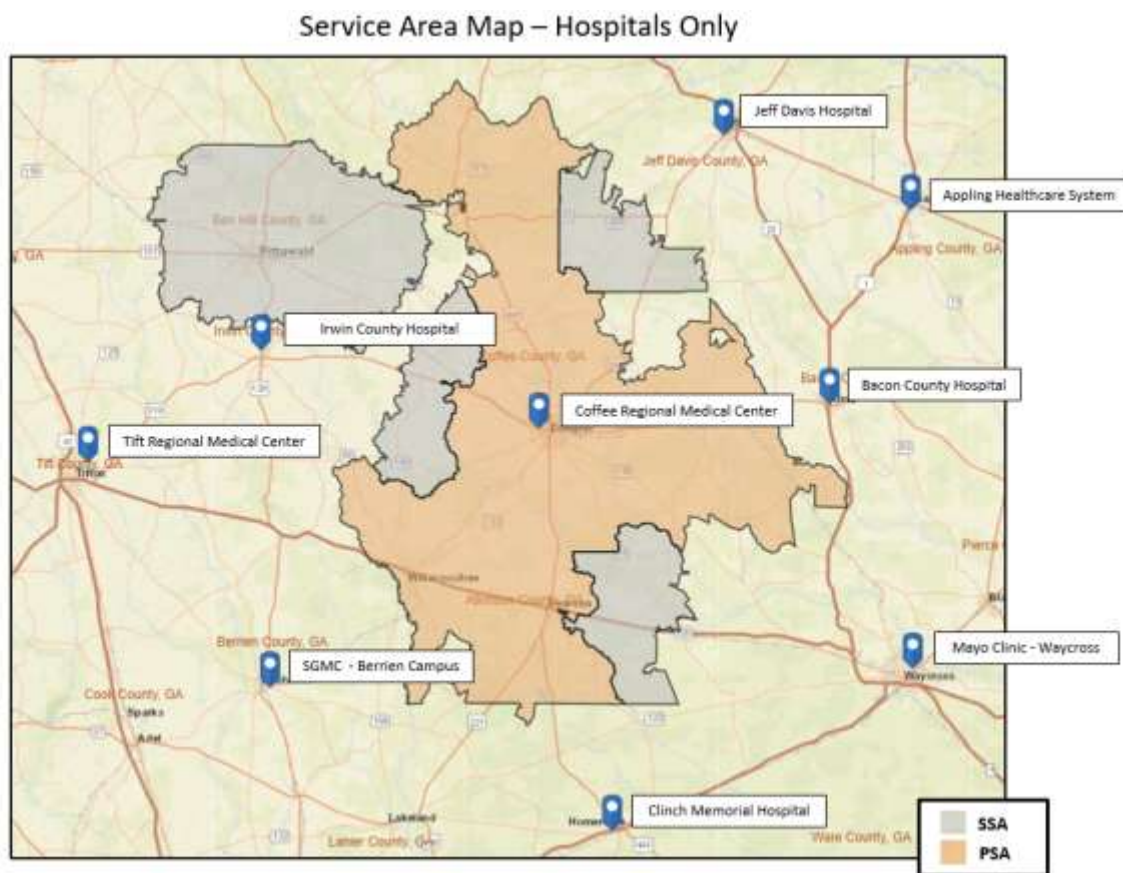
- 2018 Population consisted of 16,787 individuals:
  - 52.6% of the population is female and 47.4% is male (2018).
  - 61.0% of the population is White, 36.1% is Black, and 2.9% is Other (2018).
  - 6.2% of the population is of Hispanic or Latino origin (2018).
  - 3.0% are foreign-born individuals (2013-2017).
  - 6.4% speak a language other than English at home (2013-2017).
  - 24.5% of individuals are below the poverty level, compared to 14.3% for the state of Georgia (2013-2017).
  - \$32,344 is the median household income (2013-2017).
- 2013-2017 high school graduation rate was 81.4%, compared to 86.3% for the state of Georgia.
- 2013-2017 bachelor's degree or higher rate was 10.2%, compared to 29.9% for the state of Georgia.
- 2018 unemployment rate is 7.9%, compared to 4.7% for the state of Georgia.
- 2018 rate of uninsured individuals was 16.3%, compared to 15.7% for the state of Georgia.

#### **Bacon County Demographics:**

- 2018 Population consisted of 11,185 individuals:
  - 51.1% of the population is female and 48.9% is male (2018).
  - 80.3% of the population is White, 16.7% is Black, and 3.0% is Other (2018).
  - 8.7% of the population is of Hispanic or Latino origin (2018).
  - 5.2% are foreign-born individuals (2013-2017).
  - 8.6% speak a language other than English at home (2013-2017).
  - 28.2% of individuals are below the poverty level, compared to 14.3% for the state of Georgia (2013-2017).
  - \$38,824 is the median household income (2013-2017).

- 2013-2017 high school graduation rate was 82.5%, compared to 86.3% for the state of Georgia.
- 2013-2017 bachelor's degree or higher rate was 11.8%, compared to 29.9% for the state of Georgia.
- 2018 unemployment rate is 4.5%, compared to 4.7% for the state of Georgia.
- 2018 rate of uninsured individuals was 19.4%, compared to 15.7% for the state of Georgia.

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.



Hospitals <sup>5</sup>					
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"> <li>Community Education/ Resource</li> <li>Emergency Services</li> <li>Infusion Clinic</li> <li>Inpatient Dialysis</li> <li>Imaging Services</li> <li>Laboratory Services</li> <li>Nuclear Medicine</li> <li>Oncology &amp; Hematology</li> <li>Pharmacy</li> <li>Rehabilitation Services</li> <li>Respiratory Therapy</li> <li>Senior Care</li> <li>Skilled Nursing</li> <li>Surgical Services</li> </ul>	<ul style="list-style-type: none"> <li>Commercial Insurance</li> <li>Medicaid</li> <li>Medicare</li> <li>PeachCare</li> <li>Uninsured – discounted FFS</li> </ul>
Bacon County Hospital	Non-Profit	113	24.4 miles	<ul style="list-style-type: none"> <li>Emergency Services</li> <li>Imaging Services</li> <li>Laboratory Services</li> <li>Long-term Care</li> <li>Obstetrics &amp; Nursery</li> <li>Patient Education</li> <li>Pharmacy</li> <li>Physical, Occupational &amp; Speech Therapy</li> <li>Respiratory Therapy</li> <li>Skilled Nursing</li> <li>Surgical Services</li> <li>Sleep Center</li> </ul>	<ul style="list-style-type: none"> <li>Commercial Insurance</li> <li>Medicaid</li> <li>Medicare</li> <li>Peach Care</li> <li>Uninsured – discounted FFS</li> </ul>
Irwin County Hospital	Municipal	34	24.8 miles	<ul style="list-style-type: none"> <li>Emergency Services</li> <li>Imaging Services</li> <li>Laboratory Services</li> <li>Obstetrics</li> <li>Respiratory Therapy</li> <li>Skilled Nursing</li> </ul>	<ul style="list-style-type: none"> <li>Commercial Insurance</li> <li>Medicaid</li> <li>Medicare</li> <li>Uninsured – discounted FFS</li> </ul>

<sup>5</sup> All of the facilities are within 45 miles of CRMC. The facility-related information was acquired from the individual facility websites.

Hospitals <sup>5</sup>					
Facility	Entity Type	# of Beds	Miles from CRMC	Services	Insurance/ Uninsured
Tift Regional Medical Center	Municipal	181	41.5 miles	<ul style="list-style-type: none"> <li>• Arthritis Center</li> <li>• Birthing Room</li> <li>• Breast Cancer Screening</li> <li>• Cancer Services</li> <li>• Cardiovascular Services</li> <li>• Dialysis</li> <li>• Emergency Services</li> <li>• Endoscopy</li> <li>• Hospice Care</li> <li>• Imaging Services</li> <li>• Infusion Center</li> <li>• Laboratory Services</li> <li>• Neurology &amp; Oncology</li> <li>• Obstetrics</li> <li>• Occupational Health</li> <li>• Orthopedics</li> <li>• Pediatric Services</li> <li>• Pharmacy</li> <li>• Psychiatric Care</li> <li>• Respiratory Care</li> <li>• Skilled Nursing</li> <li>• Sleep Center</li> <li>• Sports Medicine</li> <li>• Surgery Services</li> <li>• Wound Care</li> </ul>	<ul style="list-style-type: none"> <li>• Commercial Insurance</li> <li>• Medicaid</li> <li>• Medicare</li> <li>• Peach State</li> <li>• Tri-care</li> <li>• Uninsured – discounted FFS</li> </ul>
Jeff Davis Hospital	Municipal	25	30.5 miles	<ul style="list-style-type: none"> <li>• Emergency Services</li> <li>• Imaging Services</li> <li>• Laboratory Services</li> <li>• Hospice</li> <li>• Outpatient Services</li> <li>• Respiratory Therapy</li> <li>• Respite Therapy</li> <li>• Skilled Nursing</li> <li>• Surgical Services</li> <li>• Sleep Center</li> <li>• Telemedicine</li> </ul>	<ul style="list-style-type: none"> <li>• Commercial Insurance</li> <li>• Medicaid</li> <li>• Medicare</li> <li>• Uninsured – discounted FFS</li> </ul>

Hospitals <sup>5</sup>					
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"> <li>Behavioral Health</li> <li>Birthing Centers</li> <li>Cardiology</li> <li>Dentistry</li> <li>Emergency Medicine</li> <li>Family Medicine</li> <li>Gastroenterology &amp; Hematology</li> <li>Imaging Services</li> <li>Infectious Diseases</li> <li>Internal Medicine</li> <li>Laboratory</li> <li>Long-term Care</li> <li>Oncology</li> <li>Orthopedics</li> <li>Pediatrics</li> <li>Psychiatry</li> <li>Respiratory Therapy</li> <li>Sleep Medicine</li> <li>Surgery Center</li> </ul>	<ul style="list-style-type: none"> <li>Commercial Insurance</li> <li>Medicaid</li> <li>Medicare</li> <li>Uninsured – discounted FFS</li> </ul>
South Georgia Medical Center (“SGMC”) Berrien Campus	For-Profit	63	37.1 miles	<ul style="list-style-type: none"> <li>Cardiac Services</li> <li>Emergency Services</li> <li>Family Medicine</li> <li>Health Information Management</li> <li>Imaging Services</li> <li>Laboratory Services</li> <li>Rehabilitation Services</li> </ul>	<ul style="list-style-type: none"> <li>Commercial Insurance</li> <li>Medicaid</li> <li>Medicare</li> </ul>
Clinch Memorial Hospital	Municipal	25	36.2 miles	<ul style="list-style-type: none"> <li>Emergency Services</li> <li>Radiology</li> <li>Swing Bed Services</li> <li>Respiratory Services</li> <li>Gastroenterology</li> <li>Physical Therapy</li> </ul>	<ul style="list-style-type: none"> <li>Commercial Insurance</li> <li>Medicaid</li> <li>Medicare</li> </ul>

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.





The following table lists other healthcare facilities that are available in CRMC's primary and secondary service areas.<sup>6</sup>

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"> <li>Diagnostic Testing</li> <li>Laboratory Services</li> <li>Pharmacy</li> <li>Plastic Surgery</li> <li>Surgical Services</li> </ul>	<ul style="list-style-type: none"> <li>Commercial Insurance</li> <li>Medicaid</li> <li>Medicare</li> </ul>
Southeastern Orthopedics Surgery Center	Privately-Owned	0.3 miles	<ul style="list-style-type: none"> <li>Pediatrics - Adults</li> <li>Surgical Services</li> </ul>	<ul style="list-style-type: none"> <li>Commercial Insurance</li> <li>Medicaid</li> <li>Medicare</li> </ul>
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"> <li>Diabetic Treatment &amp; Shoes</li> <li>Laser Therapy</li> <li>Pediatrics - Adults</li> <li>Surgical Services</li> </ul>	<ul style="list-style-type: none"> <li>Commercial Insurance</li> <li>Medicaid</li> <li>Medicare</li> </ul>
AppleCare of Douglas	Privately- owned	0.1 miles	<ul style="list-style-type: none"> <li>Laboratory Services</li> <li>Primary Care/ Family Medicine Services</li> <li>Pediatrics - Adults</li> <li>Walk-in Clinic</li> </ul>	<ul style="list-style-type: none"> <li>Commercial Insurance</li> <li>AppleCare Advantage Program</li> <li>Medicare</li> <li>Tricare</li> </ul>
Atkinson County Health Department	Municipal	16.8 miles	<ul style="list-style-type: none"> <li>Children's Services</li> <li>Community Health</li> <li>Diagnostic Testing</li> <li>Health Education</li> <li>Family Planning Services</li> <li>Immunizations</li> <li>Perinatal Planner</li> <li>Women's Health Services</li> </ul>	<ul style="list-style-type: none"> <li>Commercial Insurance</li> <li>Discounted Fees</li> <li>Medicaid</li> <li>Medicare</li> <li>Payment Plans Available</li> <li>Uninsured</li> </ul>

<sup>6</sup> All of the facility-related information was acquired from individual facility websites.



## 2019 COMMUNITY HEALTH NEEDS ASSESSMENT

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

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

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

## DATA COLLECTION APPROACHES

### I. Community Survey Questionnaire:

- In 2019, 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 334 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:

- In 2019, 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. 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):

- 2019 County Health Rankings & Roadmaps for Georgia:  
<https://www.countyhealthrankings.org/app/georgia/2019/overview>
- 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:  
<https://www.census.gov/quickfacts/fact/table/US/PST045218>

The statistical findings are presented on the following pages.

### SUMMARY OF FINDINGS FROM HEALTH AND COMMUNITY DATA<sup>7,8</sup>

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 <sup>9</sup>	US <sup>10</sup>	GA	Coffee County	Atkinson County	Jeff Davis County	Ben Hill County	Bacon County
High School Graduation Rate (State-specific)	87.3%	81.0%	82.0%	87.0%	87.0%	79.0%	85.0%
Some College (2018)	60.5%	63.0%	42.0%	36.0%	42.0%	50.0%	42.0%
Unemployment Rate (2018)	3.6%	4.7%	5.2%	4.5%	6.0%	7.9%	4.5%
Children in Poverty (2018)	22.6%	22.0%	35.0%	37.0%	32.0%	39.0%	43.0%
Children in Single-parent Households (2018)	30.9%	37.0%	45.0%	50.0%	35.0%	49.0%	44.0%
Violent Crime 1/per 100,000 (2018)	394	388	325	Not Reported	348	361	Not Reported

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, alcohol impaired driving, teen birth rate, and adult smoking is significantly higher in the PSA and SSA compared to the state and national averages.

<sup>7</sup> 2019 County Health Rankings & Roadmaps for Georgia: [www.countyhealthrankings.org/georgia](http://www.countyhealthrankings.org/georgia).

<sup>8</sup> 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>.

<sup>9</sup> See Footnote 7.

<sup>10</sup> See Footnote 3.

Health-Related Behaviors <sup>11</sup>	US <sup>12</sup>	GA	Coffee County	Atkinson County	Jeff Davis County	Ben Hill County	Bacon County
Adult Smoking (2018)	17.1%	18.0%	23.0%	24.0%	21.0%	23.0%	20.0%
Adult Obesity (2018)	31.3%	30.0%	35.0%	32.0%	30.0%	34.0%	33.0%
Food Environment Index (2018)	7.7	6.0	7.1	7.3	7.8	5.4	7.8
Physical Inactivity (2018)	25.6%	24.0%	28.0%	28.0%	29.0%	30.0%	29.0%
Excessive Drinking (2018)	19.0%	15.0%	15.0%	14.0%	15.0%	13.0%	16.0%
Alcohol Impaired Driving Deaths (2018)	28.8%	22.0%	35.0%	38.0%	28.0%	33.0%	24.0%
Sexually Transmitted Infections per 100,000 population (2018)	754.0	614.6	468.6	428.7	475.9	586.1	522.2
Teen Birth Rate per 1,000 Female Ages 15-19 (2018)	17	29	56	78	59	62	48

Clinical Care <sup>13</sup>	US <sup>14</sup>	GA	Coffee County	Atkinson County	Jeff Davis County	Ben Hill County	Bacon County
Uninsured under Age 65 (2018)	10%	15.7%	19.4%	22.4%	18.8%	16.3%	19.4%
Primary Care Physicians (2018)	638:1	1,520:1	1,650:1	Not Reported	3,720:1	2,160:1	2,270:1
Preventable Hospital Stays per 1,000 (2018)	49.00	48.51	76.88	76.63	47.26	53.22	70.38

<sup>11</sup> See Footnote 7.

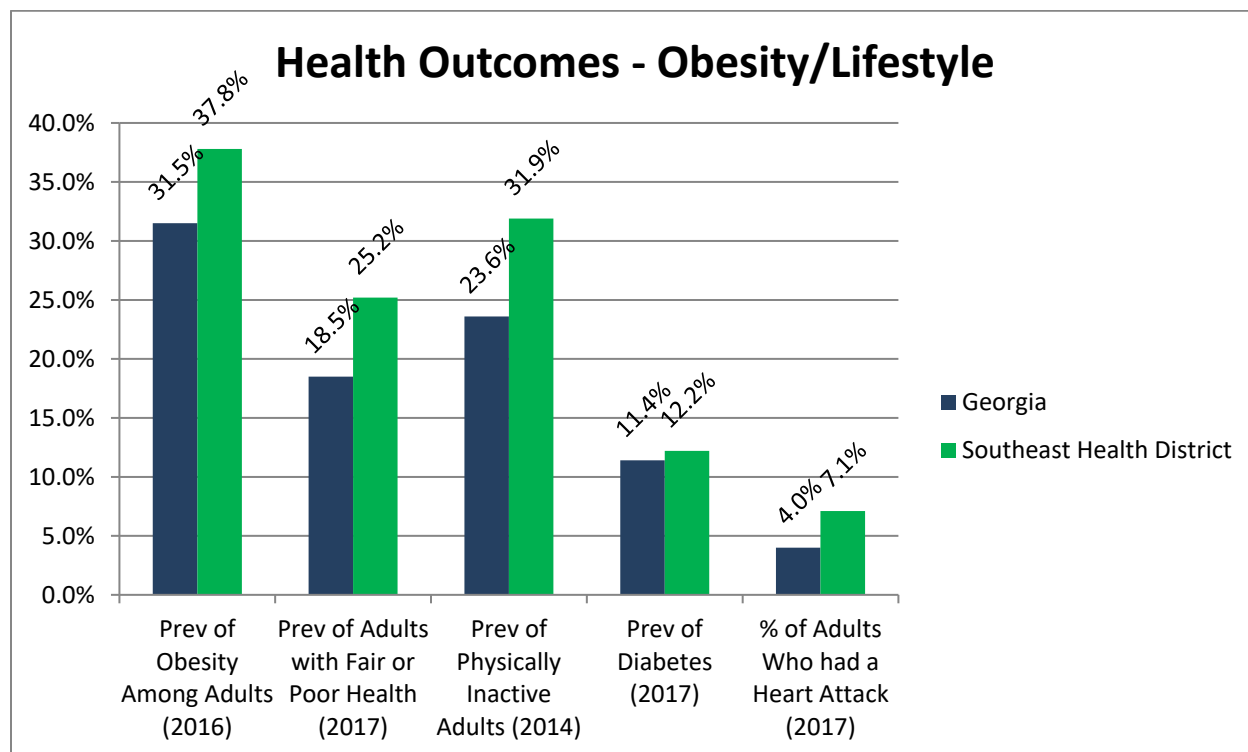
<sup>12</sup> See Footnote 3

<sup>13</sup> See Footnote 7.

<sup>14</sup> See Footnote 3.



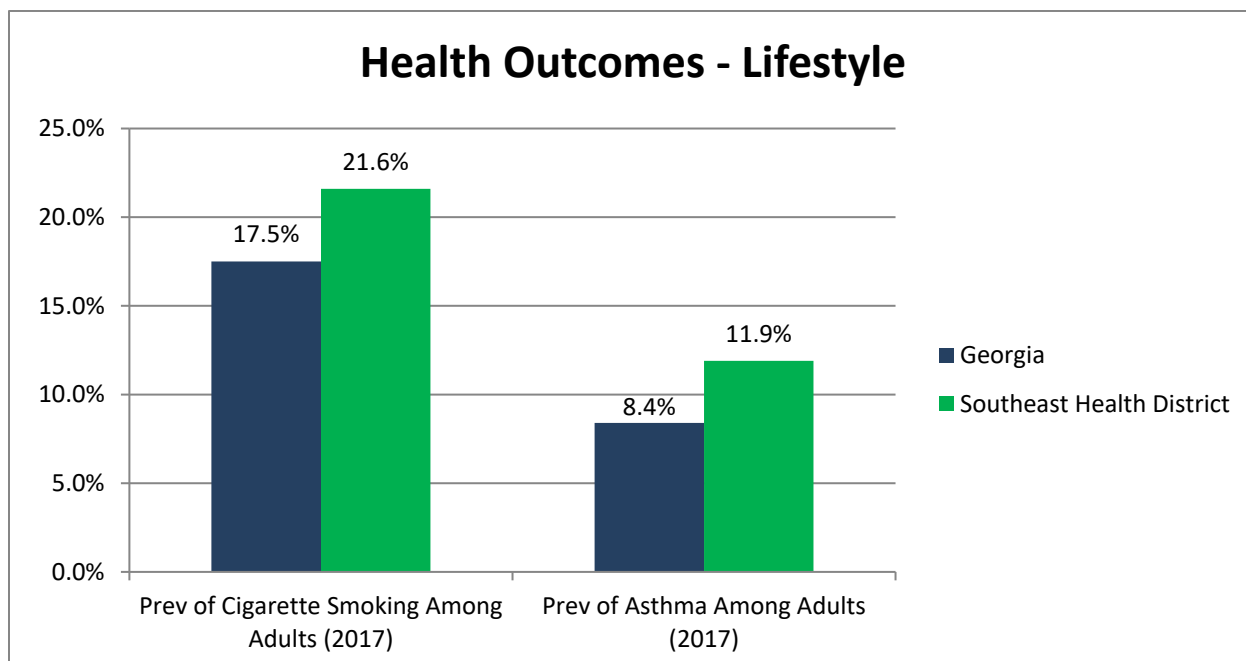
The preceding table reveals the percentage of individuals without insurance coverage under the age of 65 is higher in CRM’s service area (especially in Atkinson County) compared to the state of Georgia and national average. Also significant is the population to the number of primary care physicians,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



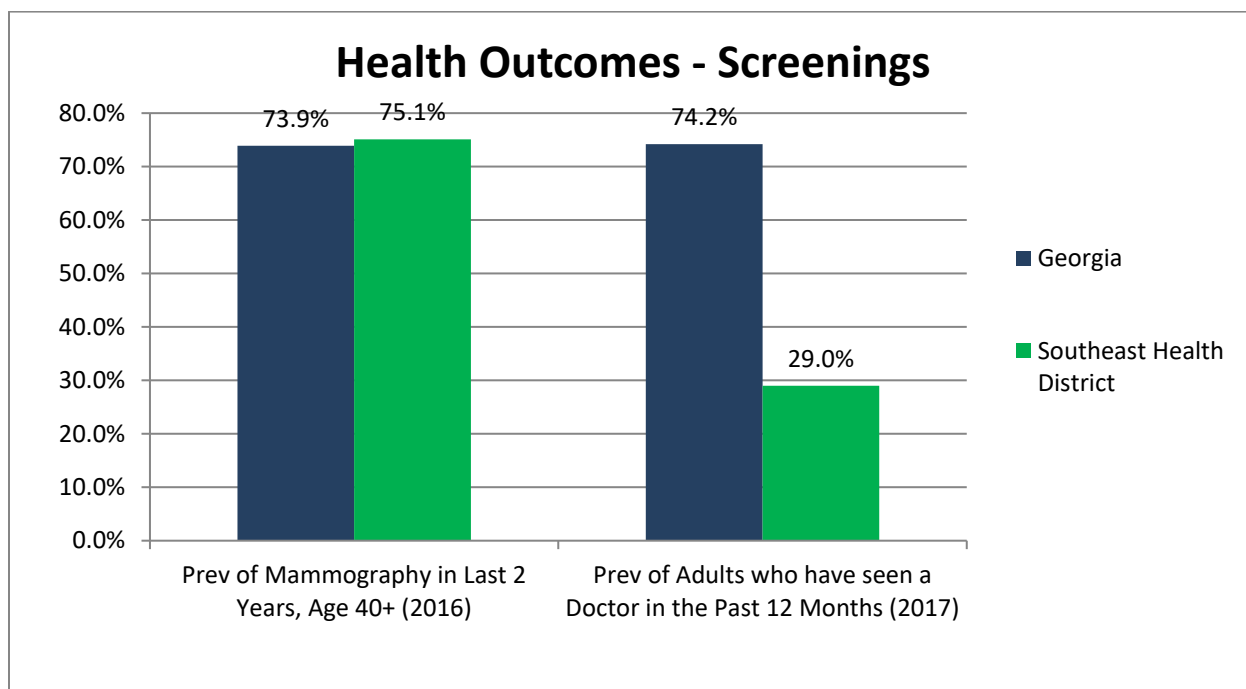
<sup>15</sup> 16

<sup>15</sup> See Footnote 8. **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.

<sup>16</sup> <https://www.census.gov/quickfacts/fact/table/US/PST045218>



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<sup>17</sup> See Footnotes 15 and 16.

<sup>18</sup> See Footnotes 15 and 16.

Health Outcomes <sup>19</sup>	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 and also has the poorest health factors compared to the other counties in CRMC's primary and secondary service areas.

Health Rankings by County (of 159) <sup>20</sup>	Coffee County	Atkinson County	Jeff Davis County	Ben Hill County	Bacon County
Health Outcomes	111	122	146	147	113
Mortality	106	122	154	126	142
Morbidity	107	112	118	153	74
Health Factors	143	150	112	154	108
Health Behaviors	148	151	98	156	95
Clinical Care	145	159	126	92	153
Social & Economic Factors	108	98	117	152	99
Physical Environment	49	32	63	86	8

## 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 40% of respondents have delayed healthcare for themselves or someone in their household due to lack of money and/ or health insurance.

<sup>19</sup> See Footnote 8.

<sup>20</sup> See Footnote 4.

- Less than 20% of respondents rated their personal health as fair or poor.

The respondents indicated drug and alcohol abuse, cancer, diabetes, and heart disease as the biggest health concerns in the community. In addition, more respondents indicated 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?

- Heart Care
- Affordable Healthcare
- Drug Treatment and Prevention
- Mental Healthcare
- Primary/Preventative Care

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

- Cancer
- Diabetes
- Heart Disease
- Hypertension
- Mental Illness
- Obesity

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

- Cost of Medical Care
- Lack of Insurance Coverage
- Access to Affordable Health Insurance
- Transportation

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

- Cancer Treatments
- Heart Specialists
- Mental Health Services

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

- Health Education
- Nutrition and Diet
- Affordable Access to Healthcare
- Primary/Preventative Care

F. Where do you go for health information?

- Internet
- Physician

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

- Primary Care Physician
- Emergency Room
- Walk-In Clinic

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

- Mental Health Services
- Physical Fitness
- Pediatric Care

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

- Lack of Health Education
- Cost/Financial Considerations

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

- General Wellness
- Mental Health Education
- Nutrition
- Substance Abuse Prevention
- Physical Fitness
- Smoking Cessation

## IMPACT INITIATIVES

### PRIORITY HEALTH ISSUES

#### *Priority Health Issue #1: Additional Primary Care Resources*

##### Description of Community Need

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

##### Vision

CRMC recognizes that additional primary care physicians are needed in its service area to provide appropriate access points to care.

##### Partner Agencies and Roles

- CRH Physician Practices
- Coffee County Open Arms Clinic
- Independent local physician practices

### Hospital Strategy

- CRMC will be heavily involved in meeting the primary care needs of the counties in its service area through continued recruitment efforts. CRMC is currently engaged with a national recruitment firm to recruit additional family medicine, medical/pediatric, and/or internal medicine physicians to the local area.
- CRMC acquired additional land on which it plans to build a new site that will offer ambulatory surgery services, outpatient mammography services, and other outpatient services. The additional facility will allow space for primary care physicians and other specialists in preventative care.

### Measure

CRMC will monitor physician-to-resident ratios in the counties in its service area 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 that limited access to free and reduced cost care prevents the citizens of the community 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 healthcare needs.

- Coffee and Atkinson County Health Department - providing individuals access to healthcare that do not have financial resources to seek services at a primary care location.
- 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 patients 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 support the Coffee County Open Arms Clinic that provides 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. Preventing diseases and obesity is 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 CRMC as well as local businesses in 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 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.

- CRMC has established a bariatric program in coordination with Emory University. A CRMC physician will train in bariatric surgery and care under eminent Emory physicians and their clinical team. This will allow CRMC to provide bariatric surgery and related care in the local community.
- Coffee County Parks and Recreation – health and wellness classes are offered to adults and children. The county parks and recreation classes are on topics such as healthy eating and cooking, aerobics, Zumba, and basic exercise.
- 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 rehabilitation 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 #4 – Heart Health and Prevention of Heart Disease***

### Description of Community Need

Through the CHNA process, heart health and heart disease prevention were identified as needs in the community.

### Vision

CRMC recognizes that 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

- CRMC has engaged with Corazon and WM2A for future expansion of space and services for the prevention, detection, and treatment of heart disease.
- CRMC has coordinated with multiple interventional cardiologists to explore coverage and full-time needs of the medical center, patients, and the community.

### Hospital Strategy

CRMC recognizes that heart disease is the leading cause of death in the United States and has consistently been the leading cause for several years. Over 600,000 people die each year in the U.S. due to heart disease<sup>21</sup>. CRMC aims to expand resources to provide preventative care and screenings to aid in the prevention or reduction of the mortality rate due to heart disease.

### Measure

CRMC will measure our effectiveness by monitoring patient mortality and outcomes.

## ***Priority Health Issue #5: 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<sup>22</sup>. Over half a million people die each year in the United States due to cancer. Some cancers may be prevented through screening and early detection. Based on data collected for the 2016 CHNA, 75.1% of women received a mammogram while only 29% of adults have seen a doctor in the

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<sup>21</sup> Center for Disease Control National Center for Health Statistics  
([https://www.cdc.gov/dhdsp/data\\_statistics/fact\\_sheets/fs\\_heart\\_disease.htm](https://www.cdc.gov/dhdsp/data_statistics/fact_sheets/fs_heart_disease.htm))

<sup>22</sup> Center for Disease Control National Center for Health Statistics (<https://www.cdc.gov/nchs/fastats/leading-causes-of-death.htm>)

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.
- CRMC has engaged WM2A to assist with identifying space within the medical center to create an infusion space.

#### 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 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.
- CRMC has established a Cancer Committee with the required membership according to the Commission on Cancer standards, which require physician members from various oncology specialties, certain non-physician members, and coordinators from clinical, social, and quality improvement services.
- CRMC has approved the purchase of scheduling software to streamline site visits for chemotherapy patients, as well as onboarding a nurse navigator and financial advisor for those patients.

#### 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 and the Board of Directors at CRMC. In analyzing the data, the Executive Committee and Board of Directors 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.

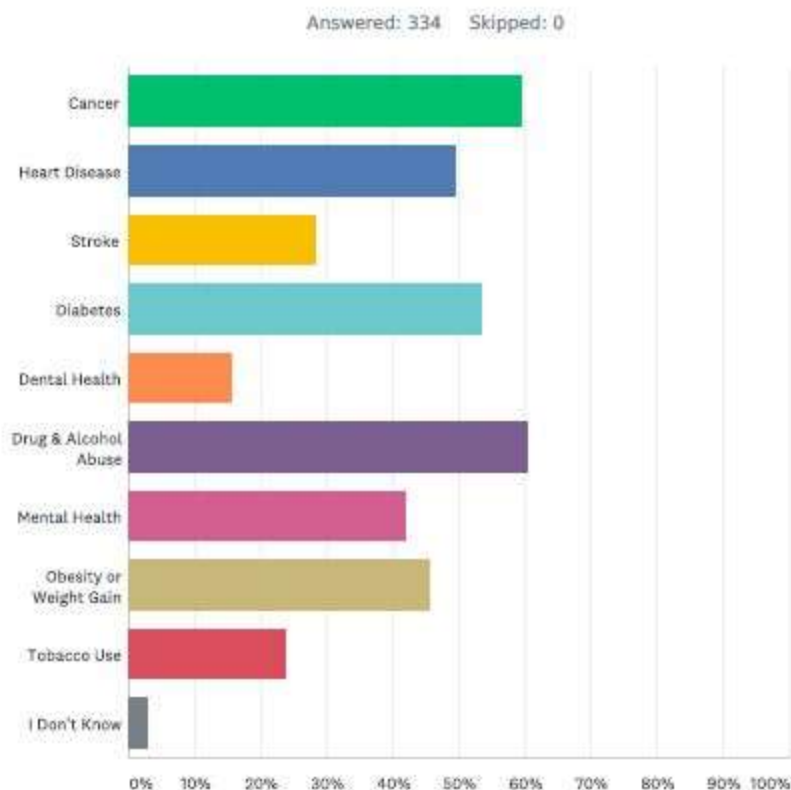
**AREAS NOT COVERED BY IMPACT INITIATIVES**

CRMC identified the five top areas to focus on out of all needs identified by the assessment. These five 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, 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 2019. A total of 344 surveys were returned to CRMC.<sup>23</sup>

**Q1 What do you feel are the biggest health concerns in your community? (Select all that apply)**

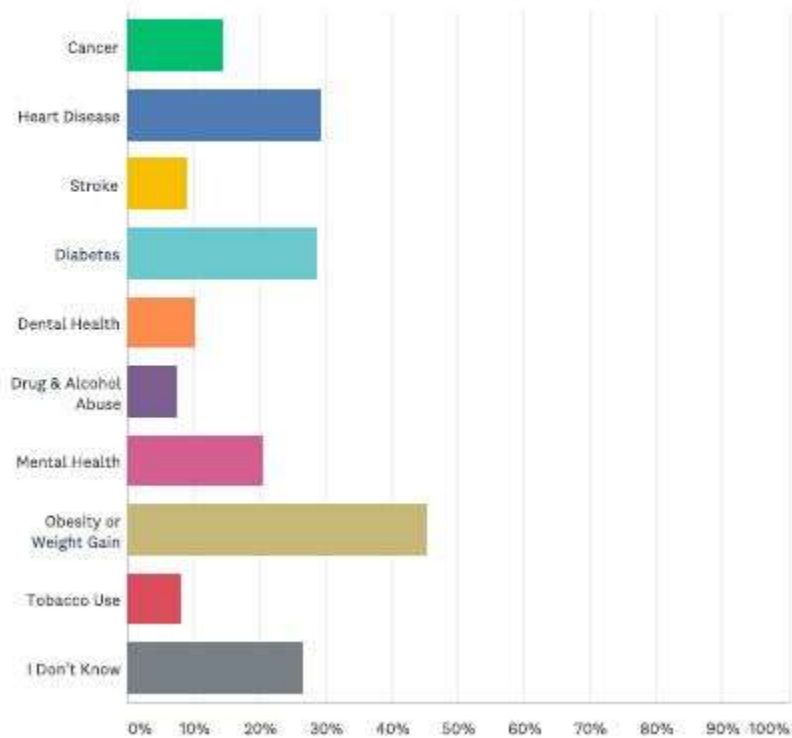


<sup>23</sup> The survey was operated by SurveyMonkey and the graphs in Appendix A were generated by SurveyMonkey.



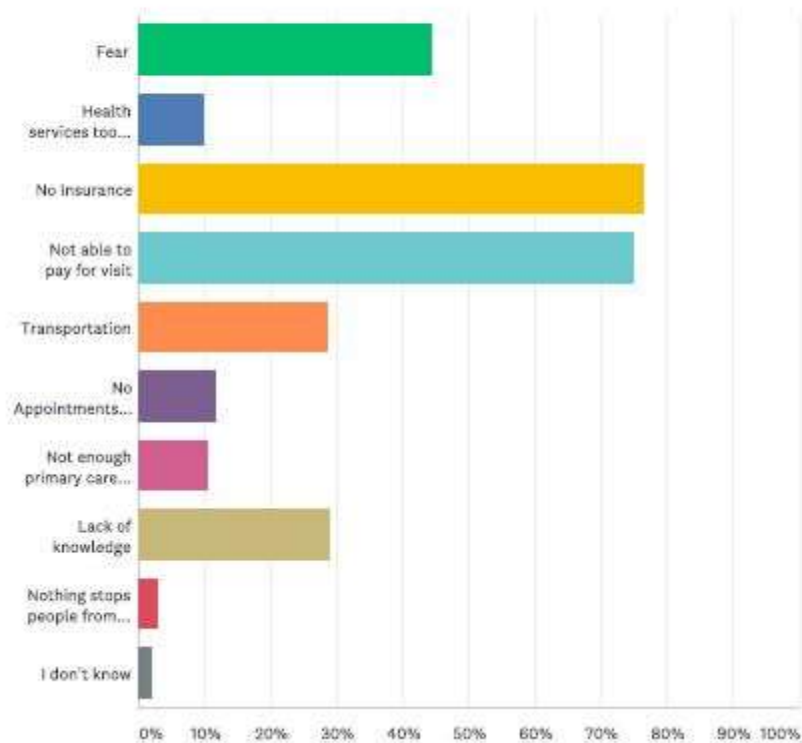
Q2 What are the top three health challenges you face?

Answered: 330 Skipped: 4



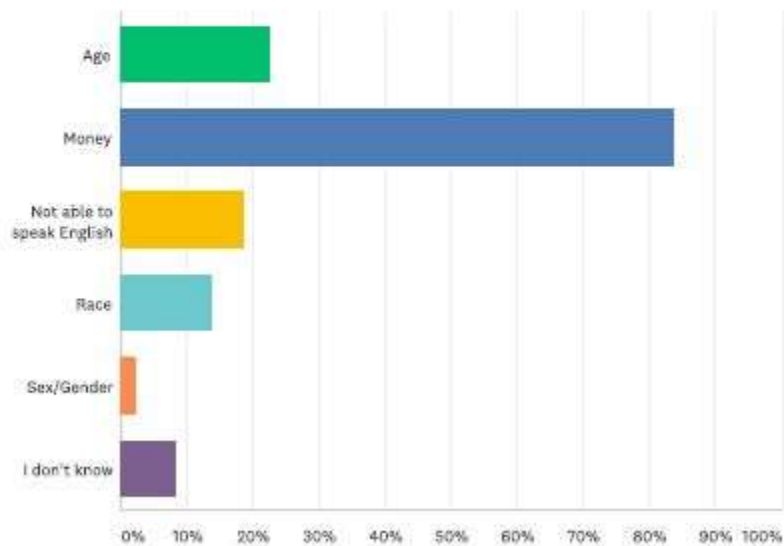
### Q3 What do you think stops people in your community from seeking medical care? (Select all that apply)

Answered: 333 Skipped: 1



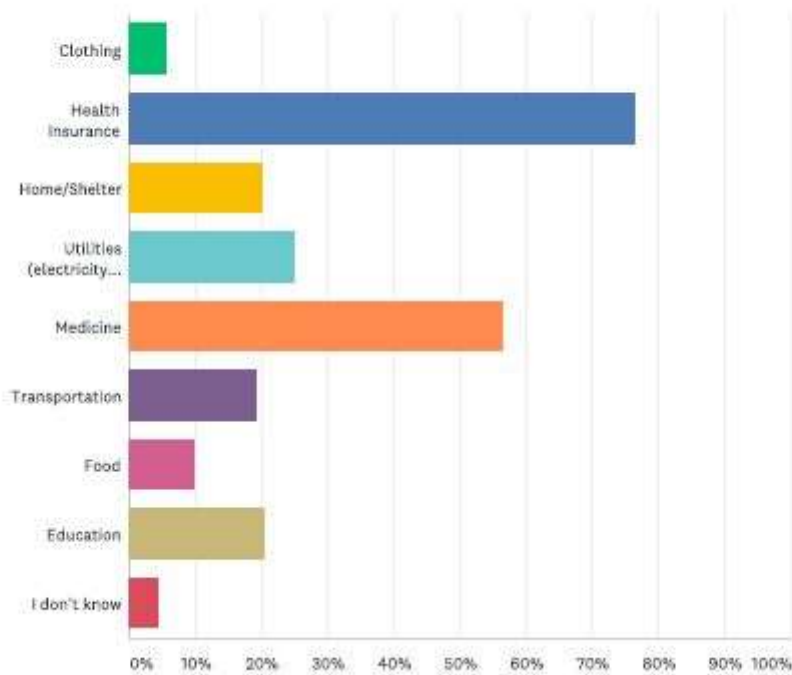
Q4 What do you think most affects the quality of health care you or others in your community receive? (Select all that apply)

Answered: 332 Skipped: 2



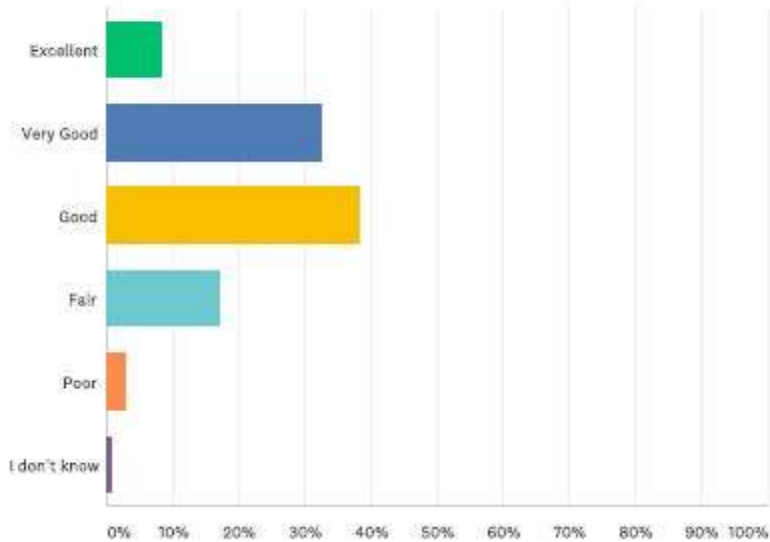
Q5 What do you feel people in your community lack the ability to purchase most?

Answered: 333 Skipped: 1



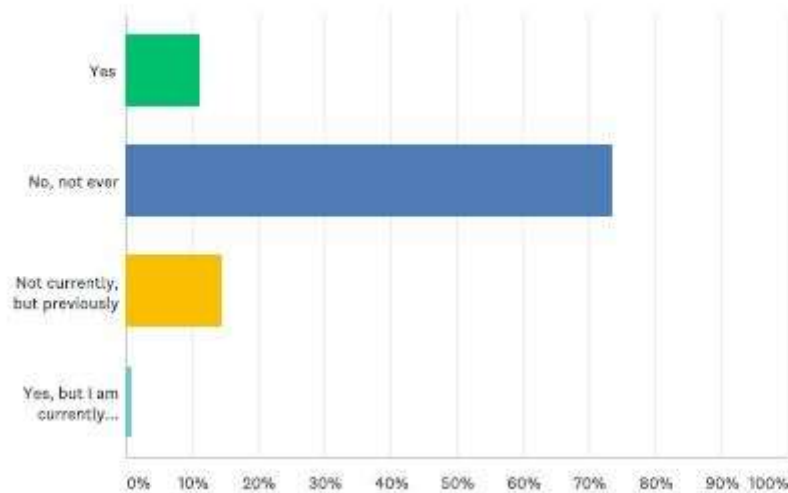
### Q6 How would you rate your personal health?

Answered: 332 Skipped: 2



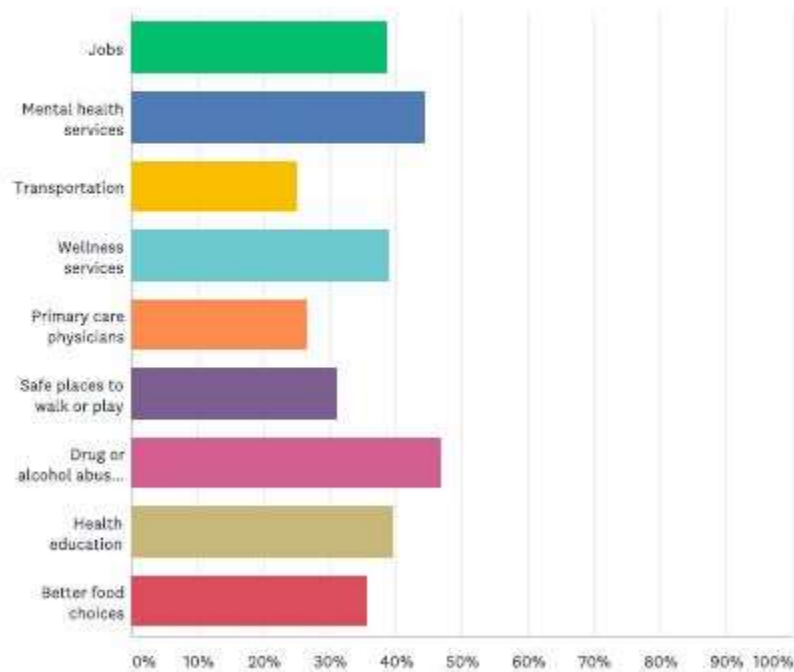
### Q7 Are you a smoker? (these results are kept confidential)

Answered: 332 Skipped: 2



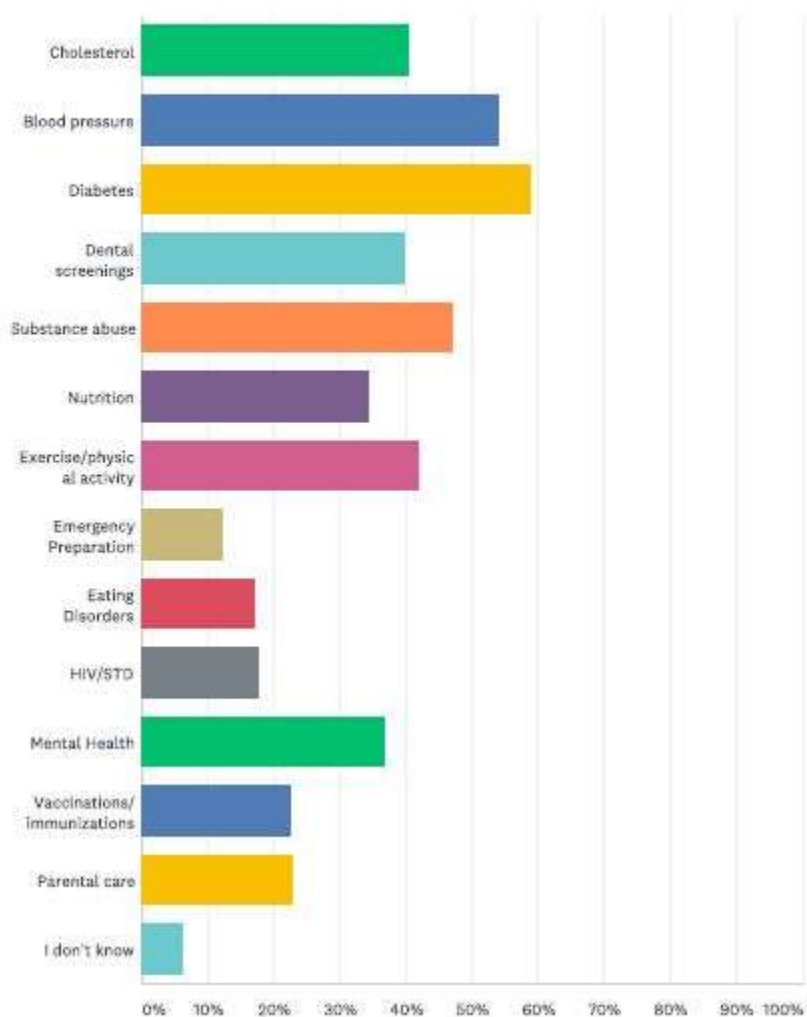
Q8 What does your community need to improve its health?  
Check all that apply:

Answered: 332 Skipped: 2



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

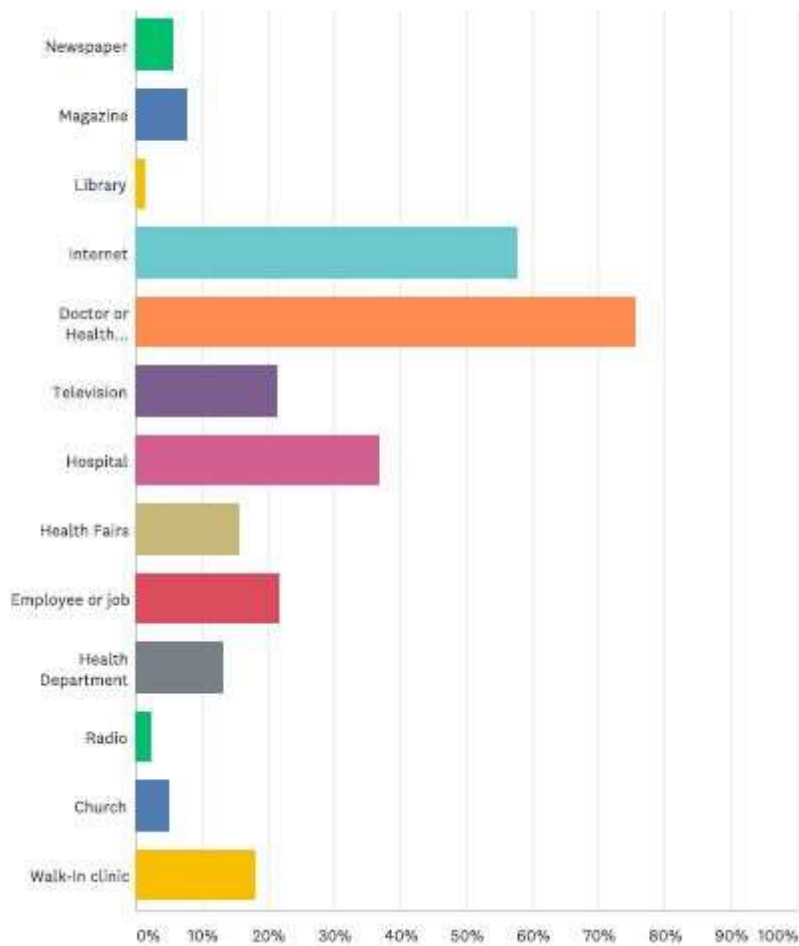
Answered: 332 Skipped: 2





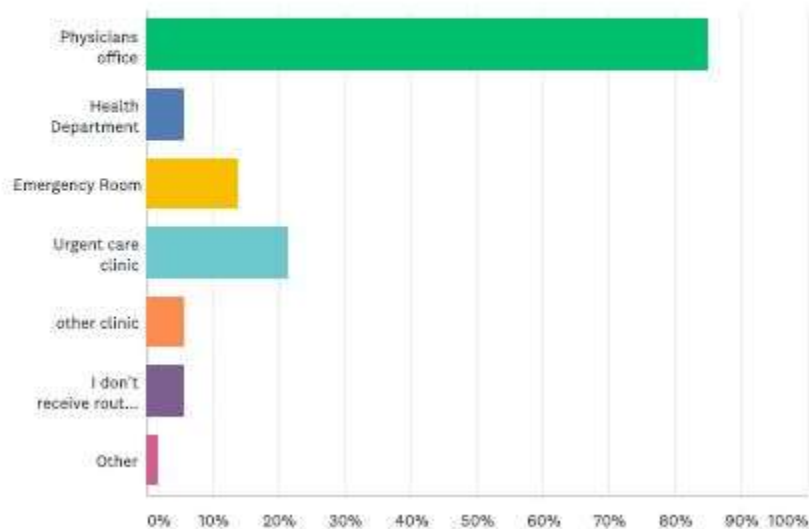
**Q10 Where do you or your family get health information? Check all that apply:**

Answered: 332 Skipped: 2



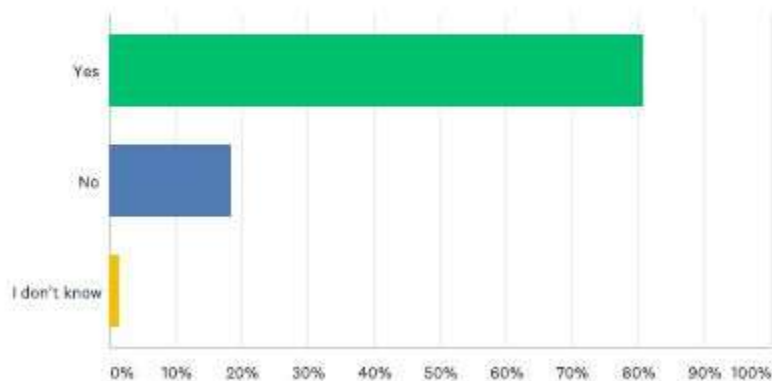
Q11 Where do you go for routine medical care? (Check all that apply)

Answered: 332 Skipped: 2

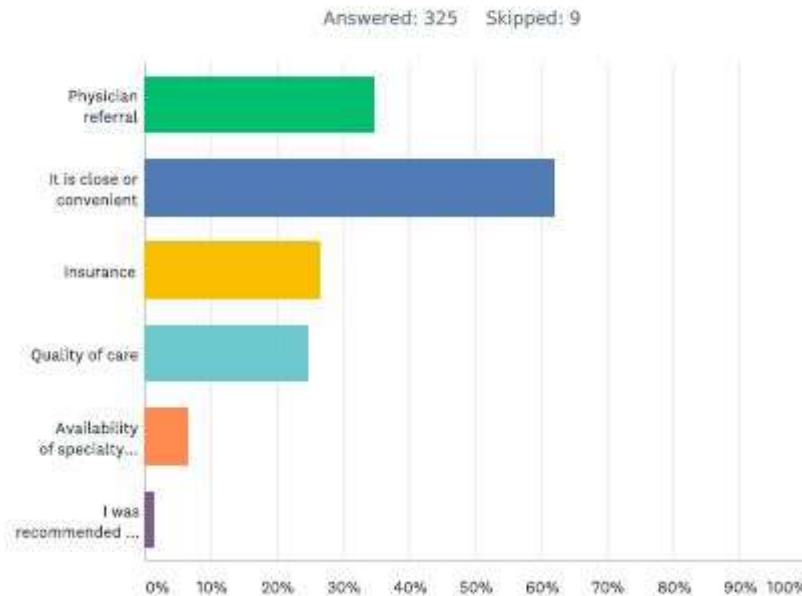


Q12 Have you or someone in your household used the services of Coffee Regional Medical Center in the past 24 months?

Answered: 331 Skipped: 3

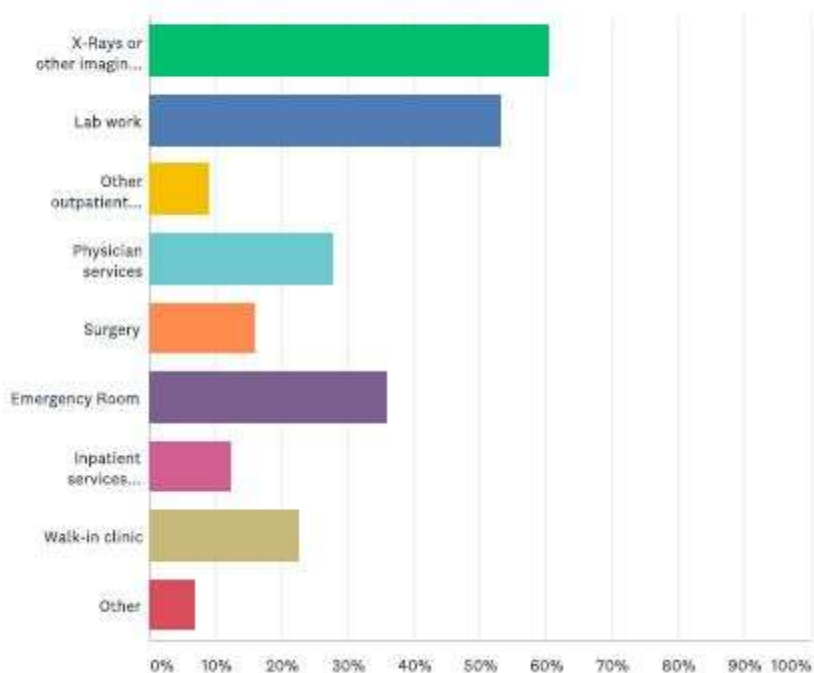


Q13 Why did you or your family member choose Coffee Regional Medical Center? Check all that apply:



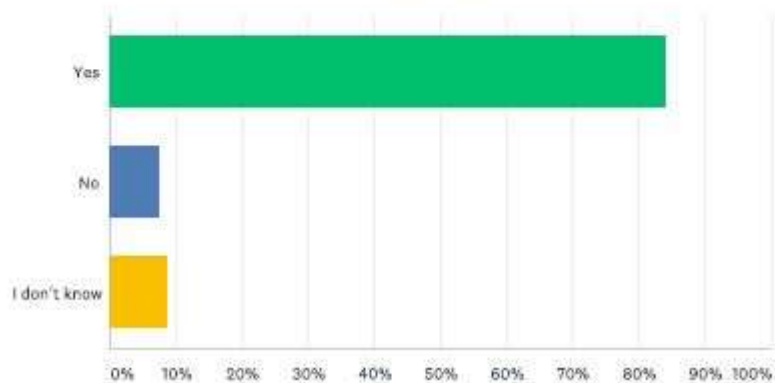
Q14 What services were used? Check all that apply:

Answered: 322 Skipped: 12



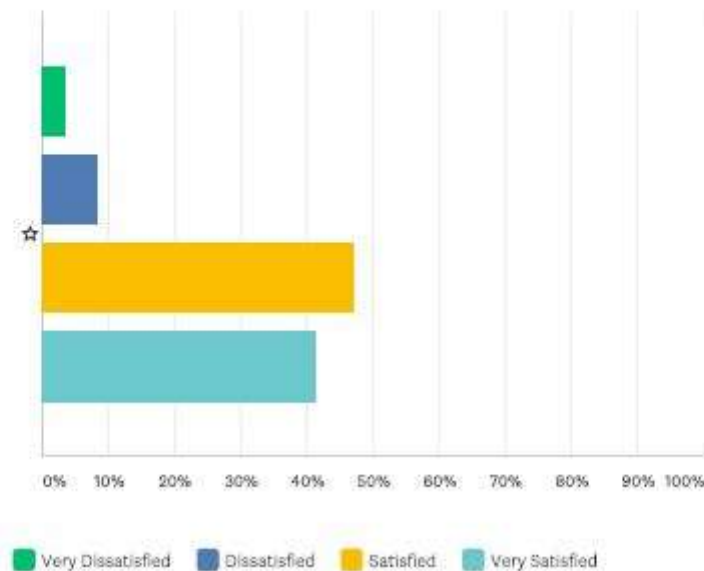
Q15 Are you able to get an appointment with your primary care (family) doctor, physician assistant, or nurse practitioner in the service area of Coffee Regional Medical Center when you need one?

Answered: 328 Skipped: 6



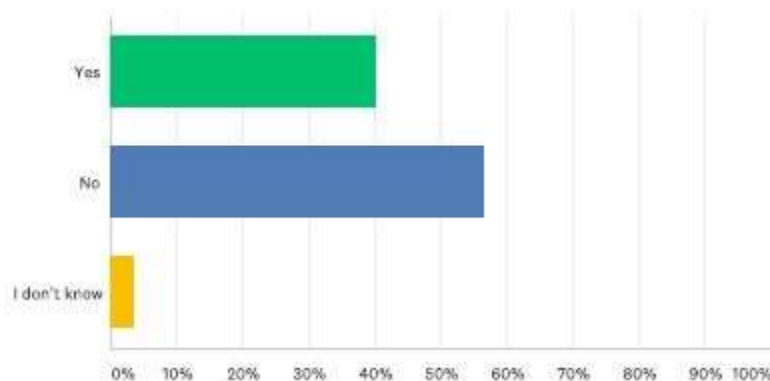
**Q16 How satisfied were you or someone in your household with the quality of physician care (or physician assistant or nurse practitioner) received in the service area of Coffee Regional Medical Center?**

Answered: 321 Skipped: 13



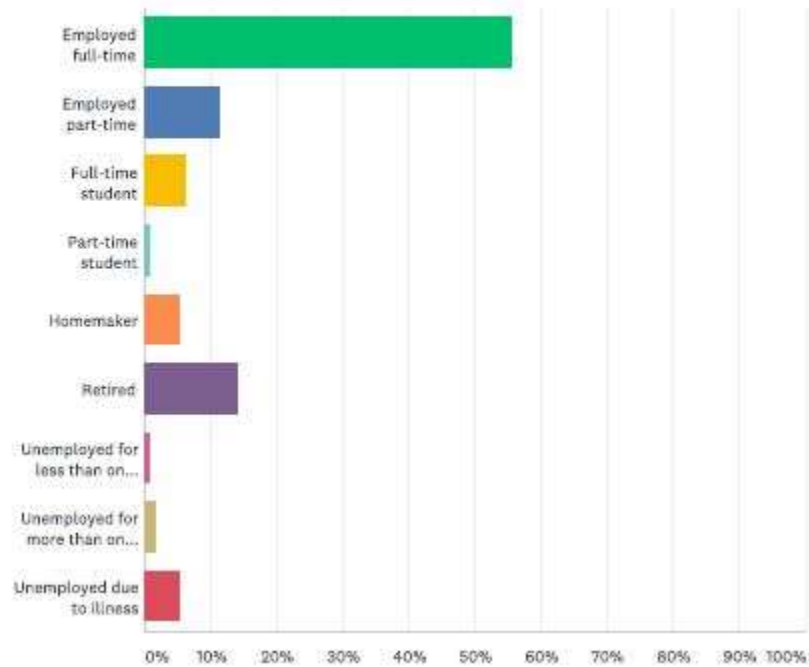
**Q17 Have you or someone in your household delayed health care due to lack of money and/or insurance?**

Answered: 329 Skipped: 5



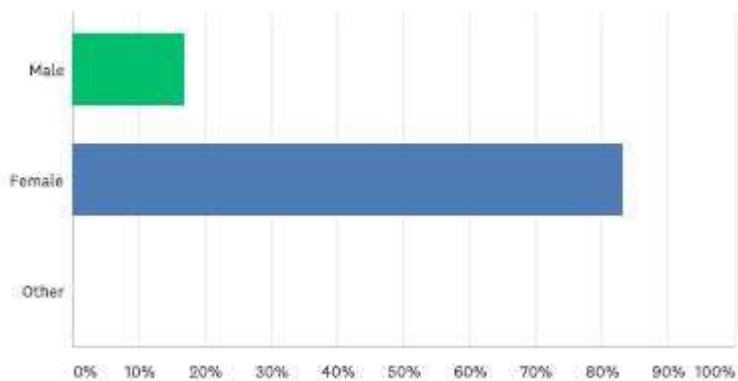
### Q18 What is your current employment status?

Answered: 329 Skipped: 5



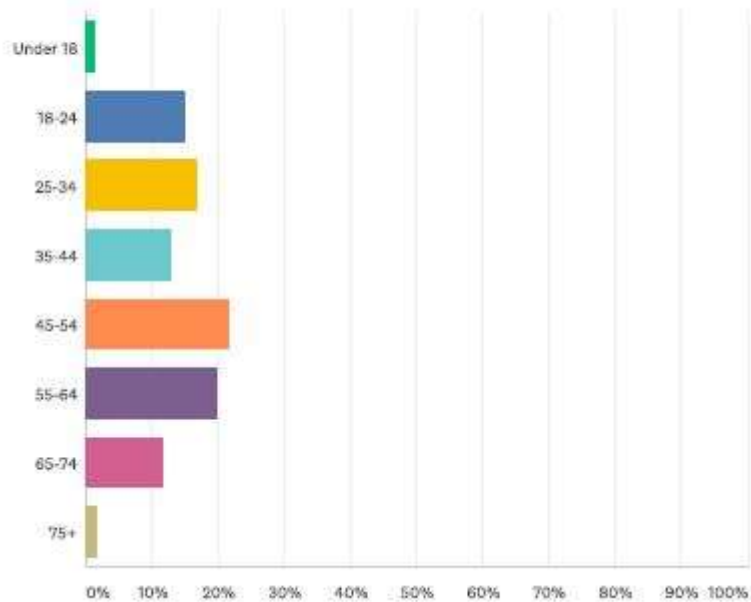
### Q19 I am

Answered: 330 Skipped: 4



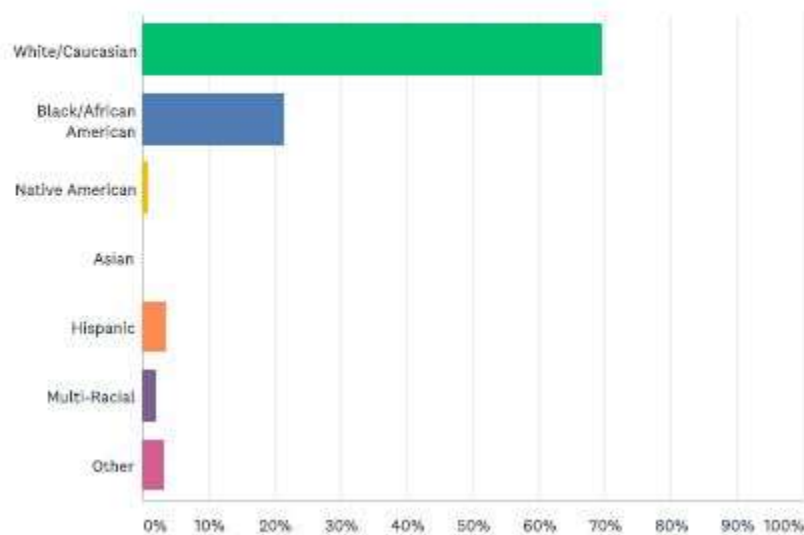
### Q20 What was your age on your last birthday?

Answered: 329 Skipped: 5



### Q21 My racial/ethnic identification is:

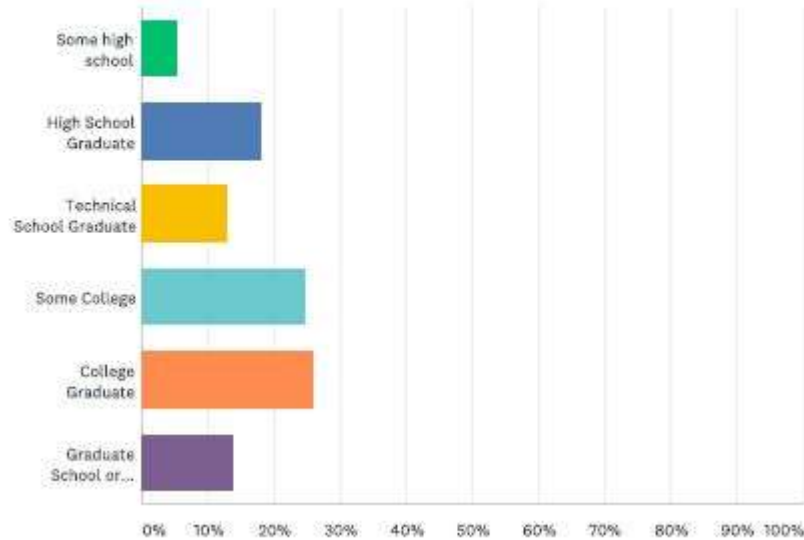
Answered: 328 Skipped: 6





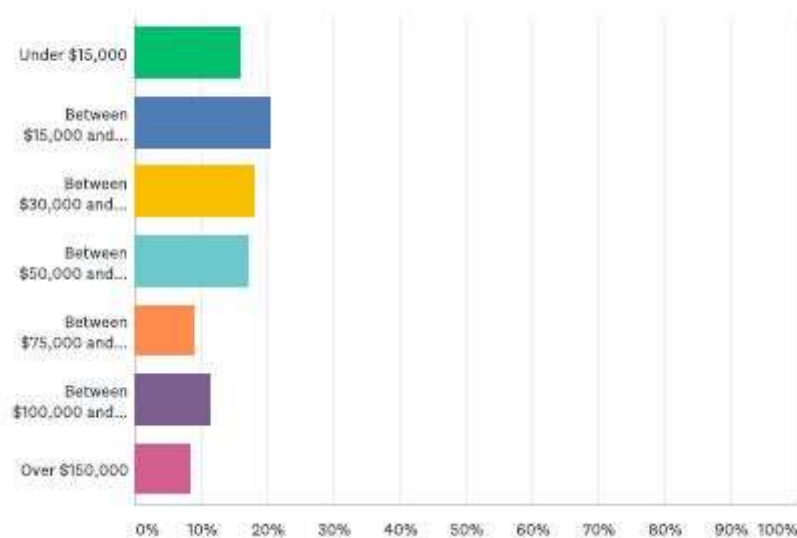
## Q22 What is your highest level of education?

Answered: 329 Skipped: 5



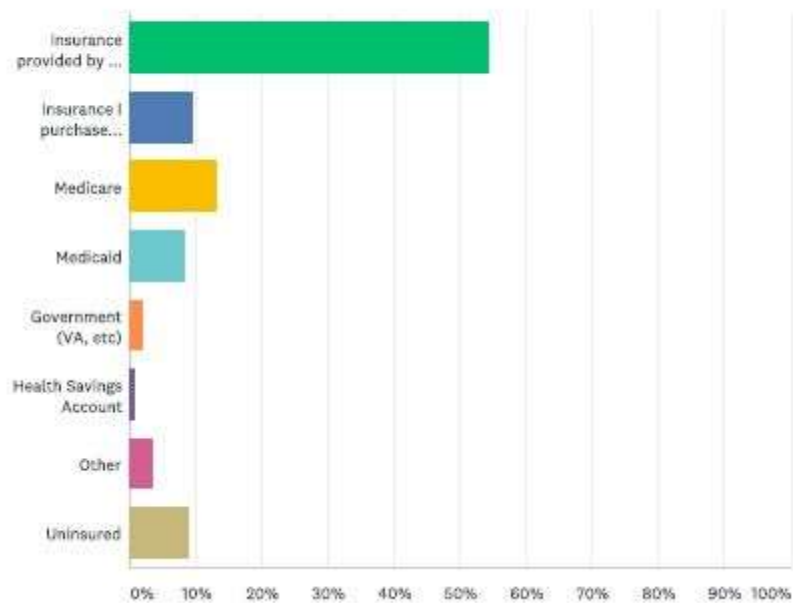
## Q23 What is your total yearly household income?

Answered: 321 Skipped: 13



### Q24 What is the source of your health insurance coverage?

Answered: 329 Skipped: 5



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

## PHYSICIANS AND COMMUNITY LEADERS

- Mayor Tony Paulk
  - Twenty-five years in the community
  - Mayor of the City of Douglas
- Guy W. Moorman, Jr, DDS
  - Seventy-five years in the community
  - Chair of Coffee County Hospital Authority
  - On staff at Coffee Regional Medical Center for 40 years as on-call dentist
- John Day
  - Eight years in the community
  - Insurance agent at McCrary-Daniels Insurance Agency
- Jacob Green
  - Rotary Club Member
  - Twenty-seven years in the community
- Robert Preston
  - Forty-six years in the community
  - Rotary Club Member
  - Background in media
- Bob Preston
  - Seventy-seven years in the community
  - Judge
  - Rotary Club Member
- Rodney McElveen
  - Director of Satilla Regional Library System
  - Two and a half months in the community
- Bert Williams
  - Thirty-six years in the community
  - Buyer at Williams Institutional Foods
- Oscar Street
  - Seventy-two years in the community
  - Retired from school administration

- Shawn Knight
  - Thirty-eight years in the community
  - Property Hunters
- Ingrid T. Sellers
  - Three years in the community
  - Educator and administrator at South Georgia State College
- Ericka Walker
  - Two years in the community
  - Sales employee at Servpro
- Donny Bradshaw
  - Twenty years in the community
  - Chief Financial Officer at Elixir Extrusions
  - Chairman of the Chamber of Commerce
- Megan Rabun
  - Fifteen years in the community
  - Chamber of Commerce staff
  - Bachelor's degree in rural community development
- Tracy McClelland, PhD
  - Forty-nine years in the community
  - Registered nurse of 25 years
  - Ycarte' Health Career Center instructor
- Ruben Speight
  - Forty-two years in the community
  - Senior Pastor of Greater Destiny International Ministries
  - Author and Motivational Speaker
- Joi Rogers, MD
  - Three years in the community
  - Pediatrician at CRH Pediatrics

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

## HEALTH PROFESSIONAL SHORTAGE AREAS (HPSA) BY COUNTY<sup>24</sup>

The following table highlights 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 ID	HPSA Name	HPSA Discipline Class	Designation Type	HPSA Status	HPSA Designation Last Updated Date
Atkinson County	003	7135421559	Atkinson	Mental Health	Single County	Designated	9/7/2018
Atkinson County	003	1133326050	Atkinson	Primary Care	Single County	Designated	6/16/2017
Atkinson County	003	6132348643	Atkinson	Dental Health	Single County	Designated	10/28/2017
Bacon County	005	7135421559	Bacon	Mental Health	Single County	Designated	9/7/2018
Bacon County	005	1138887084	Bacon	Primary Care	Single County	Designated	10/28/2017
Bacon County	005	6131711165	Bacon	Dental Health	Single County	Designated	2/9/2017
Ben Hill County	017	7138438451	Ben Hill	Mental Health	Single County	Designated	7/18/2018
Ben Hill County	017	1131120174	Ben Hill	Primary Care	Single County	Designated	10/28/2017
Ben Hill County	017	6139074607	Ben Hill	Dental Health	Single County	Designated	10/28/2017
Coffee County	069	7135421559	Coffee	Mental Health	Single County	Designated	9/7/2018
Coffee County	069	1138048394	Coffee	Primary Care	Single County	Designated	10/28/2017
Coffee County	069	6133343061	Coffee	Dental Health	Single County	Designated	10/28/2017
Jeff Davis County	161	713999137R	Jeff Davis	Mental Health	Single County	Designated	10/28/2012
Jeff Davis County	161	1139403083	Jeff Davis	Primary Care	Single County	Designated	4/4/2017
Jeff Davis County	161	6133940313	Jeff Davis	Dental Health	Single County	Designated	10/28/2017

<sup>24</sup> U.S. Department of Health and Human Services' Health Resources and Services Administration website: <http://hpsafind.hrsa.gov/HPSASearch.aspx>.



## MEDICALLY UNDERSERVED AREAS AND POPULATIONS<sup>25</sup>

The following table highlights medically underserved areas (“MUA”) 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

<sup>25</sup> U.S. Department of Health and Human Services’ Health Resources and Services Administration website: <http://hpsafind.hrsa.gov/HPSASearch.aspx>.