



2022 Community Health Needs Assessment



Coffee Regional Medical Center



(865) 673-0844 | www.pyapc.com

TABLE OF CONTENTS

Executive Summary	1
Our Background.....	1
Most Recent Recognition and Awards	2
Implemented Programs and Community Partnerships/Outreach.....	2
Community Needs Assessment Implementation	3
Additional Primary Care Resources.....	3
Access to Care/Transportation	4
Health Education/Obesity/Diet and Nutrition/Preventive Care	5
Heart Health and Prevention of Heart Disease	6
Cancer Treatment Options	6
Other Community Needs	7
Substance Abuse Treatment/Prevention	7
Dental Care	8
More Specialty Care	8
Improved Equipment	9
Community Health Needs Assessment	10
Community Needs Implementation Plan	10
Community Needs Assessment.....	12
Community Description.....	12
Defining Our Community	12
Service Area County Demographics'	13
Coffee County Demographics:	13
Atkinson County Demographics:.....	14
Jeff Davis County Demographics:	14
Ben Hill County Demographics:.....	15
Bacon County Demographics:	15
Existing Healthcare Facilities	16
Data Collection Approaches	24
Summary of Findings from Health and Community Data'	25
Findings From Community Input Process	29

Process for Consulting with Persons Representing the Community’s Interests	29
Community Survey Results	29
Physician and Community Leader Interview Results	30
Impact Initiatives	31
Priority Health Issues	31
Priority Health Issue #1: Additional Primary Care Resources	31
Description of Community Need	31
Vision	31
Partner Agencies and Roles	31
Hospital Strategy	32
Measure	32
Priority Health Issue #2: Access to Care/Transportation	32
Description of Community Need	32
Vision	32
Partner Agencies and Roles	32
Hospital Strategy	33
Measure	33
Priority Health Issue #3: Health Education/Obesity/Diet and Nutrition/Preventive Care/Mental Health	33
Description of Community Need	33
Vision	33
Partner Agencies and Roles	33
Hospital Strategy	34
Measure	35
Priority #4 – Heart Health and Prevention of Heart Disease	35
Description of Community Need	35
Vision	35
Partner Agencies and Roles	35
Hospital Strategy	35
Measure	35
Priority Health Issue #5: Cancer Treatment Options	36
Description of Community Need	36



2022 COMMUNITY HEALTH NEEDS ASSESSMENT

Vision.....	36
Provider Agencies and Roles	36
Hospital Strategy.....	36
Measure.....	37
Process for Identifying and Prioritizing.....	37
Information Gaps	37
Areas Not Covered by Impact Initiatives.....	37
Appendix A: Community Survey Results.....	38
Appendix B: Physicians and Community Leaders Surveyed	58
Appendix C: Service Area County HPSAs, MUAs/MUPs	61

EXECUTIVE SUMMARY

OUR BACKGROUND

Coffee Regional Medical Center, Inc. (CRMC or Medical Center) has been the driving force for health and wellness in Coffee County and the surrounding area since 1953. As an Emory Healthcare Network Affiliate, the Medical Center collaborates with Emory on initiatives to improve care locally. 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 exceptional care and wellness close to home.

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.

The Medical Center has 98 private patient rooms, including an Intensive Care Unit. A new eICU program offers enhanced care for intensive care patients through a partnership with Emory Healthcare. The Heart and Vascular Center houses two state-of-the-art cardiac catheterization labs for interventional cardiology and vascular procedures. The high-performance emergency department is equipped to handle life threatening situations. Services offered at the Medical Center include inpatient and outpatient general and orthopedic surgical services including bariatric, spine, hip and knee and hand procedures. Expanded cardiopulmonary services include both diagnostic and interventional cardiology, placement of cardiac and peripheral stents, echocardiography, TEE and stress tests. The recently renovated patient centered chemotherapy infusion center assures the latest hematology and oncology services are available close to home. The Medical Center also provides inpatient and outpatient laboratory services, nutrition services, an in-patient and outpatient pharmacy, radiology services including CT, PET CT, MRI, digital mammography and ultrasound, vascular services, wound care. CRMC's state-of-the-art operating rooms, medical surgical units, and a newly remodeled women's health unit further complement the full-service facility.

Open to the public, the Medical Center's dining room offers healthy meals each weekday. The campus also includes medical office buildings that are home to multi-specialty physician offices including bariatrics, cardiology, family medicine, orthopedics, pain management, pediatrics, surgical services, women's health, oncology and hematology, industrial medicine, internal medicine, urology, and wound care and hyperbarics. The Wellness Center (Center), open 24/7 to members, offers daily classes as well as personal trainers to customize a program to achieve desired health goals. Additionally, the Center offers various rehabilitation programs including cardiac rehabilitation, oncology rehabilitation and pulmonary rehabilitation.

More than 800 board-certified and specialty physicians, mid-level providers and expert nursing staff comprise the healthcare team. CRMC offers an off-site urgent care center: Coffee Regional First Care, telemedicine services, a school-based health clinic, and industrial/occupational medicine services to serve the industries of Coffee and surrounding counties. Additionally, CRMC Emergency Medical Services (EMS) has been named the #1 EMS service in the state of Georgia,

covering over 600 square miles and a population of roughly 44,000. In 2022, EMS responded to approximately 8,000 calls.

MOST RECENT RECOGNITION AND AWARDS

- Metabolic and Bariatric Surgery Accreditation by the American College of Surgeons (2022)
- National Accreditation from Commission on Cancer by the American College of Surgeons (2022)
- Orthopedic Center of Excellence by DNV GL Business Assurance, a world-leading certification body (2022)
- Recertification of Interventional Cardiac Cath Lab by the Georgia Department of Community Health (2022)
- Wound Center of Excellence awarded to the Wound Care & Hyperbaric Clinic by RestorixHealth (2021)
- Level II Emergency Cardiac Center designation by the Georgia Department of Community Health (2021)
- Partnership with Emory Healthcare Affiliate Network is strengthened with addition of bariatric program (2020)

IMPLEMENTED PROGRAMS AND 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. Sixteen total students participated in Project Search since 2019.
- Located behind the main hospital, the Center is staffed with specially trained nurses and exercise physiologists. The Center offers cardiac, pulmonary, oncology, 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 hosts an online 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 hosts an annual “Mind Your Mammars” Free Breast Exam event each year in October. Women are offered free health exams and, those who need it, support on scheduling mammograms.
- 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 hosting a program of telemedicine between local schools, the school-based clinic at Coffee Middle School, and the hospital. We also operate the school nursing program, in partnership with the Coffee County Board of Education.
- CRMC operates a new walk-in clinic, Coffee Regional First Care, for adults and children over six months of age. No appointment is necessary. The 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-serve basis with minimal wait times. A new online platform allows patients to register and schedule an appointment ahead of time to minimize wait times. Coffee Regional First Care provides medical services similar to those provided by a primary care office.
- CRMC also offers many community events such as weight loss programs, free sports physicals for high school athletes, free breast exams, 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 2019 community health needs implementation plan. The 2019 Community Health Needs Assessment (CHNA) identified the following five needs and CRMC vowed to work diligently to address them.

Additional Primary Care Resources

- CRMC is 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 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 third and fourth year residents regarding the opportunities at CRMC.
- CRMC acquired an independent primary care physician and integrated the practice within the organization. This independent physician was planning to close his practice. 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. As a result of this acquisition, this office is the only healthcare provider in Broxton which is a community of Coffee County.
- 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.

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 2021 alone, CRMC provided \$23,359,271 in indigent care for our community.
- From 2020 through 2022 CRMC has worked to improve our community's COVID-19 vaccination rate by addressing COVID-19 related health disparities that face our rural South Georgia area. CRMC has advanced health equity by engaging with our patients and larger rural community to improve vaccine confidence, to decrease vaccine hesitancy and to assure vaccine choice and availability. During this time, CRMC successfully vaccinated 11,849 individuals for COVID-19.
- 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.
- CRMC has addressed the financial hardships that patients may have that prevent them from obtaining the care they need. CRMC initiated a financial assistance program, piloted with Oncology patients, beginning in April 2022. By partnering with Quality Health, a company that specializes in obtaining grants, free medications, and other financial assistance, the program has assisted CRMC patients financially totaling \$351,128.
- To ensure access of quality healthcare for all, CRMC joined 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 be a critical part 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 are

treated for those who qualify for the program. To qualify, one must come to the clinic during operating hours. The following information is 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

- Much of our health education focus between 2020 through 2022 has focused on the education of the spread and mitigation of COVID-19.
- CRMC has a program titled “Discussions with the Doc” for community education. Due to COVID limiting in-person meetings, we began organizing a Podcast. Members of the CRMC medical staff spoke on healthcare topics, such as obstetrician and gynecology, orthopedics, bariatrics, cardiology and more. CRMC hopes to restart the in-person community discussions between community members and CRMC medical staff across multiple specialties soon.
- 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.
- 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 continues to collaborate with Emory Healthcare offering a bariatric program at CRMC. CRMC’s General Surgeon, Chet Royals, M.D. has worked alongside Emory Surgeon, Edward Lin, M.D. to develop a successful bariatric program at ***Bariatric & Metabolic Center***.
- 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.

Heart Health and Prevention of Heart Disease

- CRMC recognizes that heart disease is the leading cause of death in the United States and has consistently been the leading cause of death for several years. CRMC has worked to expand resources to provide preventative care and screenings to aid in the prevention or reduction of the mortality rate due to heart disease.
- CRMC added a second cardiac catheterization laboratory to better accommodate the volume of patients with heart related diseases that need intervention.
- CRMC also recently started a Congestive Heart Failure clinic to provide a customized approach to patients, providing education, monitoring, and early interventions to help patients within the community served,
- 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 community.

Cancer Treatment Options

- In 2021, 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. Under the physician leadership of our Medical Oncologist, CRMC leadership is well-informed and involved in the activities of the cancer program as reported at our Cancer Triad and Commission on Cancer (CoC) committees. Unwavering in their commitment to the community, CRMC experienced medical staff and multidisciplinary caregivers combine their extensive knowledge and expert skills to focus on each patient's needs. This comprehensive, multi-

specialty team approach to diagnosis, treatment, and follow-up ensures that the most up-to-date options and recommendations are offered to patients in a timely and coordinated way to fulfill our purpose “To Serve To Heal To Save.” Since our first patient was treated in 2017, CRMC has cared for nearly 600 individual cancer patients. During this time, additional resources have been provided to support the safety of our patients and staff. These include two advance practice nurses, a financial counselor, and a nurse navigator in the CRH Oncology practice, 2 Full-Time Equivalents (FTE) RN’s (totaling 6 FTE RN’s), and 1 FTE Oncology Pharmacist. In 2020, \$600,000 was designated by the hospital board for the pharmacy department IV room USP800 renovation for the safe handling of hazardous drugs. As our cancer program continues to grow, the CRMC Board of Directors allocated \$1.5 million for the construction of a new state-of-the-art infusion center. The newly renovated center opened in November 2022 and provides our patients with increased comfort while receiving treatment. CRH Oncology has also expanded the catchment area into surrounding counties and is currently discussing the possibility to work collaboratively with other institutions, and potentially expanding to add a breast surgery program and radiation oncology.

- Since 2017, CRMC has made tremendous progress with the oncology service line. Recently, renovations were completed to the first-floor oncology center to provide a state-of-the-art infusion center for the patients within the community. Currently, CRMC maintains a dedicated sixteen chair infusion and chemotherapy department. Consequently, CRMC has added an additional APP to assist with patient navigation and throughput of patients. 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 2019 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, which 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. The local Coffee County Board of Education is also addressing this issue and we are working closely with them in those efforts.
- 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.”

- CRMC has added a Certified Tobacco Treatment Specialist, an APP that currently resides in CRMC's Healthy Life Clinic. This specialist is available by referral for counseling, treatment planning, pharmacotherapy, and relapse prevention.

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. The dentist continues to serve the community with these services.

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. CRMC opened a second state-of-the-art cardiac catheterization lab at its Heart and Vascular Center in Fall 2021 to support the demand of cardiac and vascular services. We have also recruited two additional part-time interventional cardiologists (combined a 1.0 FTE), ensuring CRMC has two total FTEs to provide coverage within the specialty.
- 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.
- Bariatric surgery – As mentioned above, in partnership with Emory Healthcare, CRMC has brought bariatric surgery to CRMC. CRMC continues to collaborate with Emory Healthcare offering a bariatric program at CRMC. CRMC's General Surgeon, Chet Royals,

M.D. has worked alongside Emory surgeon, Edward Lin, M.D. to develop a successful bariatric program at *Bariatric & Metabolic Center*.

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, 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, but 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.
- eICU Equipment – CRMC has partnered with Emory Healthcare to provide a second layer of care for our patients in the intensive care unit (ICU). Equipment includes vital signs, medications, blood test results, x-rays, and all other diagnostic information from bedside monitors and medical records are delivered to Emory’s eICU via private, high-speed data lines.

- Imaging Cat Scan (CT) – Expansion of CT equipment to accommodate Low-Dose CT Screenings. With Low-Dose CT Screenings, (LDCT), lung cancer can be detected and treated in its earliest stage. Studies have shown a 14 to 20% decrease in lung cancer mortality in high-risk patients who had yearly LDCT screenings. The higher rate of smokers in the CRMC service area (23% compared to Georgia’s overall rate of 16%), couple with the majority of cases being found in an early, treatable stage, point toward the need for ongoing, accessible free screening in our high-risk population and underserved region.

COMMUNITY HEALTH NEEDS ASSESSMENT

In 2022, 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
- Dental Health
- Diabetes
- Women’s Health

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/Mental Health

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 with a specific focus on mental health.

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.

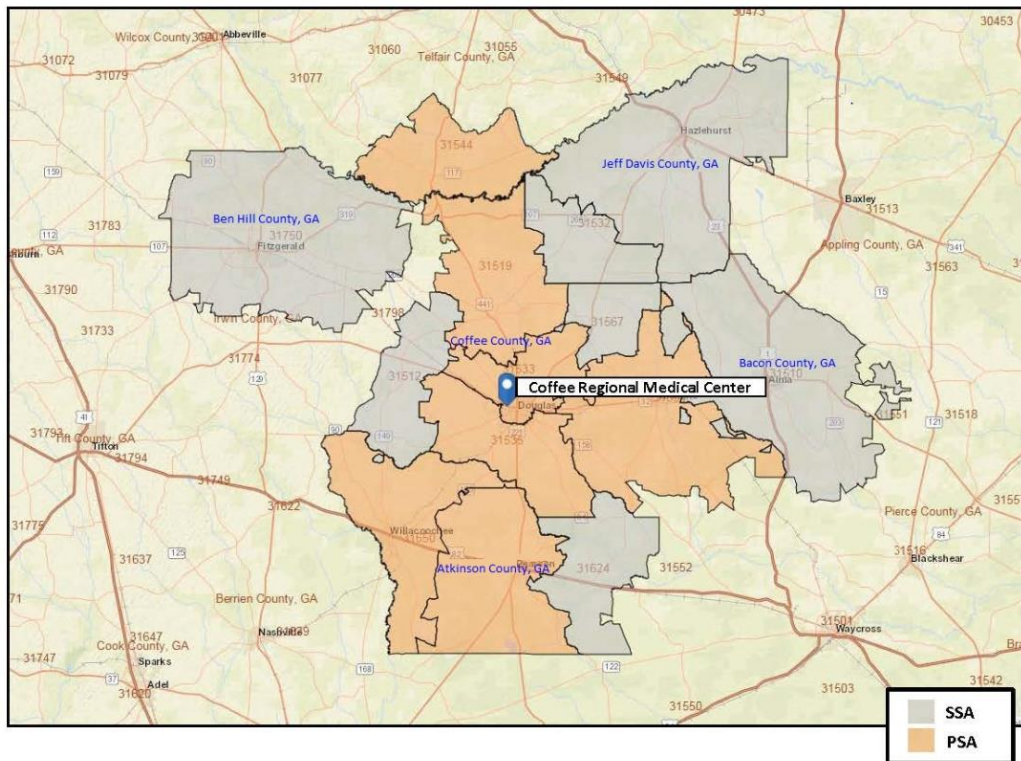
COMMUNITY NEEDS ASSESSMENT

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 2020 (to include only the zip codes shown on the map on the prior page) includes 71,381 individuals.

2020 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	10,527	4,070	3,159	6,489	7,093	6,298	5,582	6,629	49,844
SSA	3,956	1,573	1,240	2,350	2,578	2,845	3,049	3,982	21,537
Total	14,483	5,643	4,363	8,839	9,671	9,143	8,631	10,608	71,381
% Population ²	20.3%	7.9%	6.1%	12.4%	13.5%	12.8%	12.1%	14.9%	100%

Service Area County Demographics^{3,4}

Coffee County Demographics:

- 2020 Population consisted of 43,092 individuals:
 - 48.3% of the population is female and 51.4% is male (2021).
 - 67.8% of the population is White, 29% is Black, and 3.2% is Other (2021).
 - 12.4% of the population is of Hispanic or Latino origin (2021).
 - 6.7% are foreign-born individuals (2017-2021).
 - 12.9% speak a language other than English at home (2017-2021).
 - 23.1% of individuals are below the poverty level, compared to 14.0% for the state of Georgia (2017-2021).
 - \$44,450 is the median household income (2017-2021).
- 2017 to 2021 high school graduation rate was 77.2%, compared to 88.2% for the state of Georgia.
- 2017 to 2021 bachelor's degree or higher rate was 14.0%, compared to 33.0% for the state of Georgia.
- 2020 unemployment rate is 4.2%, compared to 5.6% for the state of Georgia.
- 2021 rate of uninsured individuals was 20.4%, compared to 14.7% for the state of Georgia.

¹ US Census Bureau's 2020 American Community Survey Data pulled from www.census.gov.

² Because of rounding, the total percentage may not equal exactly 100%.

³ 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.

⁴ 2019 County Health Rankings & Roadmaps for Georgia: www.countyhealthrankings.org/georgia.

Atkinson County Demographics:

- 2020 Population consisted of 8,286 individuals:
 - 49.2% of the population is female and 50.8% is male (2021).
 - 76.6% of the population is White, 16.5% is Black, and 6.9% is Other (2021).
 - 27.5% of the population is of Hispanic or Latino origin (2021).
 - 13.0% are foreign-born individuals (2017-2021).
 - 22.6% speak a language other than English at home (2017-2021).
 - 21.6% of individuals are below the poverty level, compared to 14.0% for the state of Georgia (2017-2021).
 - \$35,741 is the median household income (2017-2021).
- 2017 to 2021 high school graduation rate was 66.8%, compared to 88.2% for the state of Georgia.
- 2017 to 2021 bachelor's degree or higher rate was 10.9%, compared to 33.0% for the state of Georgia.
- 2020 unemployment rate is 6.4%, compared to 5.6% for the state of Georgia.
- 2021 rate of uninsured individuals was 25.8%, compared to 14.7% for the state of Georgia.

Jeff Davis County Demographics:

- 2020 Population consisted of 14,779 individuals:
 - 50.5% of the population is female and 49.5% is male (2021).
 - 81.4% of the population is White, 15.5% is Black, and 3.2% is Other (2021).
 - 13.0% of the population is of Hispanic or Latino origin (2021).
 - 3.1% are foreign-born individuals (2017-2021).
 - 9.2% speak a language other than English at home (2017-2021).
 - 20.0% of individuals are below the poverty level, compared to 14.0% for the state of Georgia (2017-2021).
 - \$39,668 is the median household income (2017-2021).
- 2017 to 2021 high school graduation rate was 79.5%, compared to 88.2% for the state of Georgia.
- 2017 to 2021 bachelor's degree or higher rate was 12.8%, compared to 33.0% for the state of Georgia.
- 2020 unemployment rate is 5.3%, compared to 5.6% for the state of Georgia.

- 2021 rate of uninsured individuals was 20.5%, compared to 14.7% for the state of Georgia.

Ben Hill County Demographics:

- 2020 Population consisted of 17,194 individuals:
 - 52.8% of the population is female and 47.2% is male (2021).
 - 59.5% of the population is White, 37.0% is Black, and 3.5% is Other (2021).
 - 6.9% of the population is of Hispanic or Latino origin (2021).
 - 2.9% are foreign-born individuals (2017-2021).
 - 5.7% speak a language other than English at home (2017-2021).
 - 22.3% of individuals are below the poverty level, compared to 14.0% for the state of Georgia (2017-2021).
 - \$34,455 is the median household income (2017-2021).
- 2017 to 2021 high school graduation rate was 83.8%, compared to 88.2% for the state of Georgia.
- 2017 to 2021 bachelor's degree or higher rate was 10.9%, compared to 33.0% for the state of Georgia.
- 2020 unemployment rate is 6.1%, compared to 5.6% for the state of Georgia.
- 2021 rate of uninsured individuals was 17.9%, compared to 14.7% for the state of Georgia.

Bacon County Demographics:

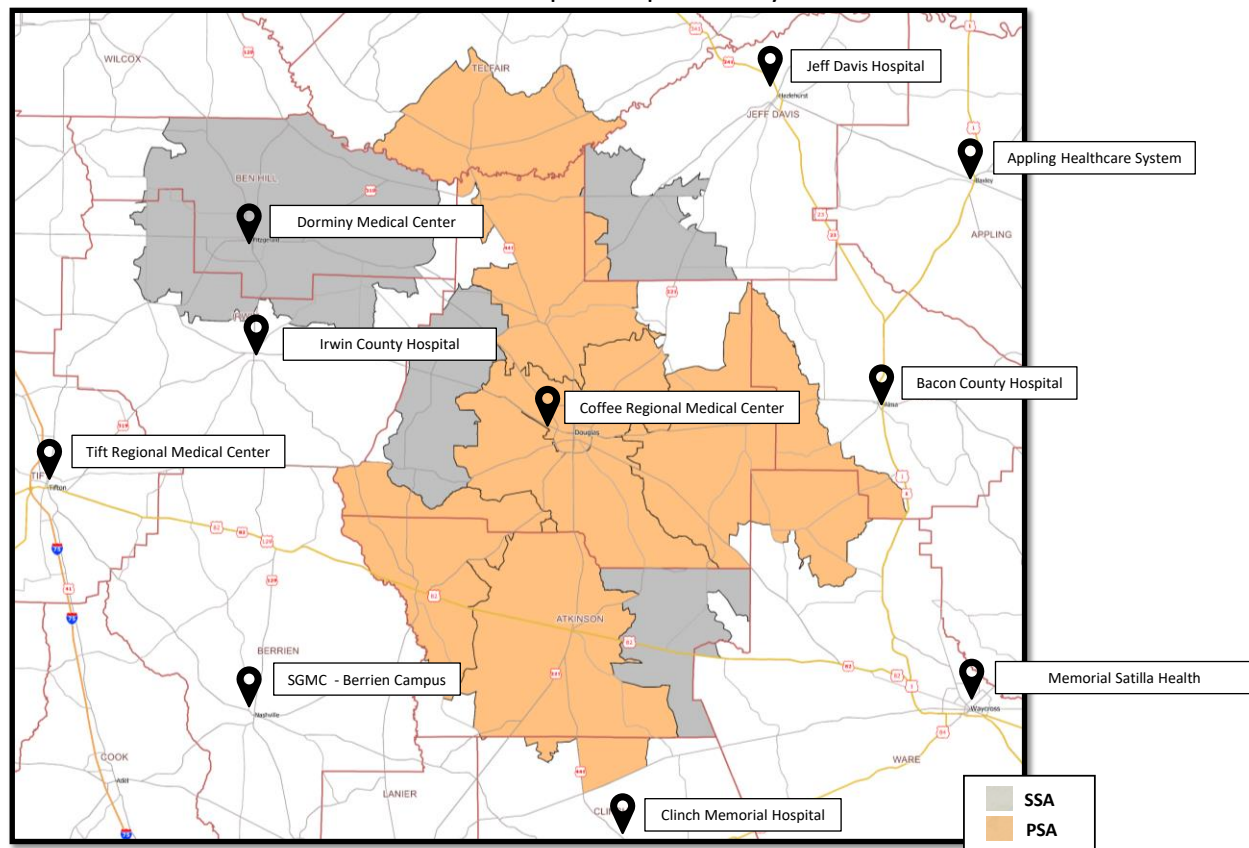
- 2020 Population consisted of 11,140 individuals:
 - 51.2% of the population is female and 48.8% is male (2021).
 - 80.0% of the population is White, 16.4% is Black, and 3.5% is Other (2021).
 - 8.8% of the population is of Hispanic or Latino origin (2021).
 - 3.1% are foreign-born individuals (2017-2021).
 - 6.7% speak a language other than English at home (2017-2021).
 - 21.1% of individuals are below the poverty level, compared to 14.0% for the state of Georgia (2017-2021).
 - \$40,391 is the median household income (2017-2021).
- 2017 to 2021 high school graduation rate was 83.3%, compared to 88.2% for the state of Georgia.
- 2017 to 2021 bachelor's degree or higher rate was 11.1%, compared to 33.0% for the state of Georgia.

- 2020 unemployment rate is 4.3%, compared to 5.6% for the state of Georgia.
- 2021 rate of uninsured individuals was 21.1%, compared to 14% for the state of Georgia.

Existing Healthcare 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. Dorminy Medical Center was not considered in the analysis as it is not within the PSA or considered an ambulatory surgery center per CRMC management.

Service Area Map – Hospitals Only



Hospitals ⁵					
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 Mental Health Therapy Nuclear Medicine Oncology & Hematology Pharmacy Rehabilitation Services Cardiopulmonary & Respiratory Senior Care Skilled Nursing Surgical Services 	<ul style="list-style-type: none"> Commercial Insurance Medicaid Medicare Peach State Medicaid Uninsured – discounted FFS
Bacon County Hospital	Non-Profit	113	24.4 miles	<ul style="list-style-type: none"> Emergency Services Imaging Services Intensive Care Unit Laboratory Services Long-term Care Obstetrics & Nursery Patient Education Pharmacy Physical, Occupational & Speech Therapy Respiratory Therapy Skilled Nursing Surgical Services Vascular Surgery 	<ul style="list-style-type: none"> Commercial Insurance Medicaid Medicare Peach State Medicaid Uninsured – discounted FFS
Irwin County Hospital	Municipal	34	24.8 miles	<ul style="list-style-type: none"> Emergency Services Imaging Services Laboratory Services Surgical Services Respiratory Therapy Skilled Nursing Radiology 	<ul style="list-style-type: none"> Commercial Insurance Medicaid Medicare Peach State Medicaid Uninsured – discounted FFS

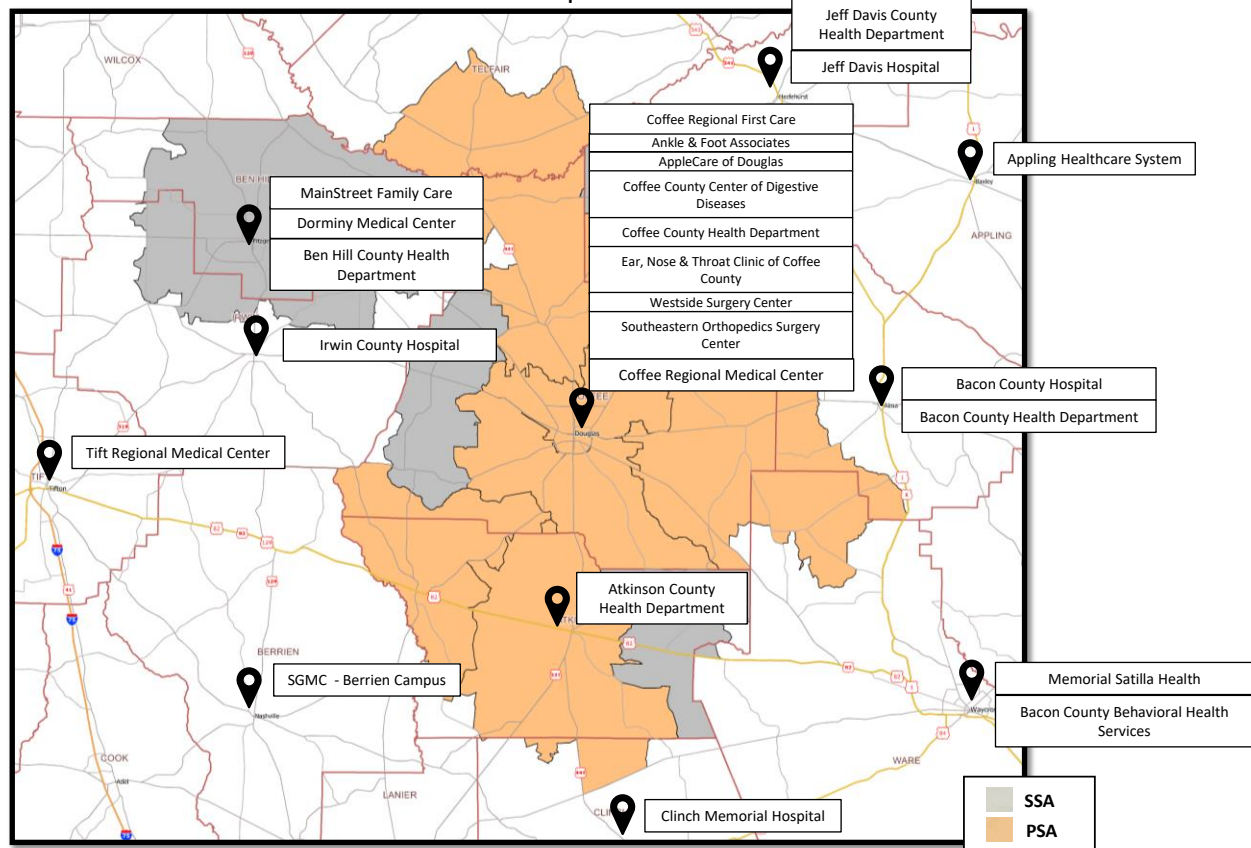
⁵ All of the facilities are within 45 miles of CRMC. The facility-related information was acquired from the individual facility websites.

Hospitals ⁵					
Facility	Entity Type	# of Beds	Miles from CRM	Services	Insurance/ Uninsured
Tift Regional Medical Center	Municipal	181	41.5 miles	<ul style="list-style-type: none"> • Arthritis Center • 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 • Women's Services • Wound Care 	<ul style="list-style-type: none"> • Commercial Insurance • Medicaid • Medicare • Peach State Medicaid • Tri-care • Uninsured – discounted FFS
Jeff Davis Hospital	Municipal	25	30.5 miles	<ul style="list-style-type: none"> • Emergency Services • Behavioral Health Unit • Imaging Services • Intensive Care Unit • 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 • Peach State Medicaid • Uninsured – discounted FFS

Hospitals ⁵					
Facility	Entity Type	# of Beds	Miles from CRM	Services	Insurance/ Uninsured
Memorial Satilla Health	For-profit (owned by HCA)	231	39 miles	<ul style="list-style-type: none"> Bariatric Surgery Behavioral Health Cardiology Emergency Medicine Family Medicine Gastroenterology & Hematology Imaging Services Infectious Diseases Internal Medicine Laboratory Labor & Delivery Long-term Care Oncology Orthopedics Pediatrics Psychiatry Respiratory Therapy Sleep Medicine Surgery Center Wound Care 	<ul style="list-style-type: none"> Commercial Insurance Medicaid Medicare Peach State Medicaid Uninsured – discounted FFS
South Georgia Medical Center (SGMC) Berrien Campus	Municipal	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 Peach State Medicaid
Clinch Memorial Hospital	Municipal	48	36.2 miles	<ul style="list-style-type: none"> Emergency Services Radiology Swing Bed Services Respiratory Services Gastroenterology Physical Therapy 	<ul style="list-style-type: none"> Commercial Insurance Medicaid Medicare Peach State Medicaid

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.⁶

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 Orthopedics 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 Urgent Care of Douglas (a/k/a Peachtree Immediate Care)	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

⁶ All of the facility-related information was acquired from individual facility websites.

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"> 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 CRM	Services	Insurance/ Uninsured
Coffee County Center of Digestive Diseases	Privately-Owned	0.4 miles	<ul style="list-style-type: none"> GI Diagnostics Colonoscopy 	<ul style="list-style-type: none"> Commercial Insurance Medicare Uninsured
Coffee Regional First Care	Non-profit (related)	2.2 miles	<ul style="list-style-type: none"> Pediatrics – Adults Primary Care 	<ul style="list-style-type: none"> Commercial Insurance Medicare Medicaid 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
Main Street Family Care	Privately-Owned		<ul style="list-style-type: none"> Primary Care Urgent Care Occupational Medicine 	<ul style="list-style-type: none"> Commercial Insurance Medicare Medicaid
Mental Health				
Facility	Entity Type	Miles from CRM	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

Physicians who are part of CRM’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 2022, 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 407 returned responses. The participants' races closely reflect the racial make-up of Coffee County; however, the household income of the majority of the respondents fell slightly below or approximated 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 2022, a survey was also 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):

- 2022 County Health Rankings & Roadmaps for Georgia:
<https://www.countyhealthrankings.org/explore-health-rankings>
- 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.data.census.gov>

The statistical findings are presented on the following pages.

SUMMARY OF FINDINGS FROM HEALTH AND COMMUNITY DATA^{7,8}

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 ⁹	US ¹⁰	GA	Coffee County	Atkinson County	Jeff Davis County	Ben Hill County	Bacon County
High School Graduation Rate (State-specific)	89.0%	88.0%	85.0%	68.0%	78.0%	84.0%	82.0%
Some College (2022)	67.0%	64.0%	39.0%	34.0%	45.0%	44.0%	36.0%
Unemployment Rate (2022)	8.1%	6.5%	4.5%	3.9%	5.1%	6.9%	4.9%
Children in Poverty (2022)	16.0%	20.0%	31.0%	34.0%	29.0%	33.0%	29.0%
Children in Single-parent Households (2022)	25.0%	30.0%	48.0%	34.0%	31.0%	45.0%	35.0%
Violent Crime 1/per 100,000 (2022)	386	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.

⁷ 2022 County Health Rankings & Roadmaps for Georgia: www.countyhealthrankings.org/georgia.

⁸ 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>.

⁹ See Footnote 7.

¹⁰ See Footnote 3.

Health-Related Behaviors ¹¹	US ¹²	GA	Coffee County	Atkinson County	Jeff Davis County	Ben Hill County	Bacon County
Adult Smoking (2022)	16.0%	17.0%	25.0%	26.0%	27.0%	24.0%	25.0%
Adult Obesity (2022)	32.0%	33.0%	37.0%	38.0%	39.0%	39.0%	38.0%
Food Environment Index (2022)	7.8	6.3	7.5	6.1	5.8	5.9	7.5
Physical Inactivity (2022)	26.0%	27.0%	38.0%	42.0%	39.0%	39.0%	38.0%
Excessive Drinking (2022)	20.0%	18.0%	16.0%	16.0%	16.0%	16.0%	17.0%
Alcohol Impaired Driving Deaths (2022)	27.0%	21.0%	26.0%	9.0%	22.0%	33.0%	29.0%
Sexually Transmitted Infections per 100,000 population (2022)	551.0	637.8	630.9	612.4	542.5	784.4	456.8
Teen Birth Rate per 1,000 Female Ages 15-19 (2022)	19	23	47	57	44	51	38

Clinical Care ¹³	US ¹⁴	GA	Coffee County	Atkinson County	Jeff Davis County	Ben Hill County	Bacon County
Uninsured under Age 65 (2018)	11.0%	16.0%	21.0%	24.0%	19.0%	17.0%	20.0%
Primary Care Physicians (2018)	1,310:1	1,490:1	1,880:1	Not Reported	7,560:1	1,860:1	1,590:1
Preventable Hospital Stays per 1,000 (2018)	3.77	4.30	7.74	5.39	4.48	5.00	10.03

¹¹ See Footnote 7.

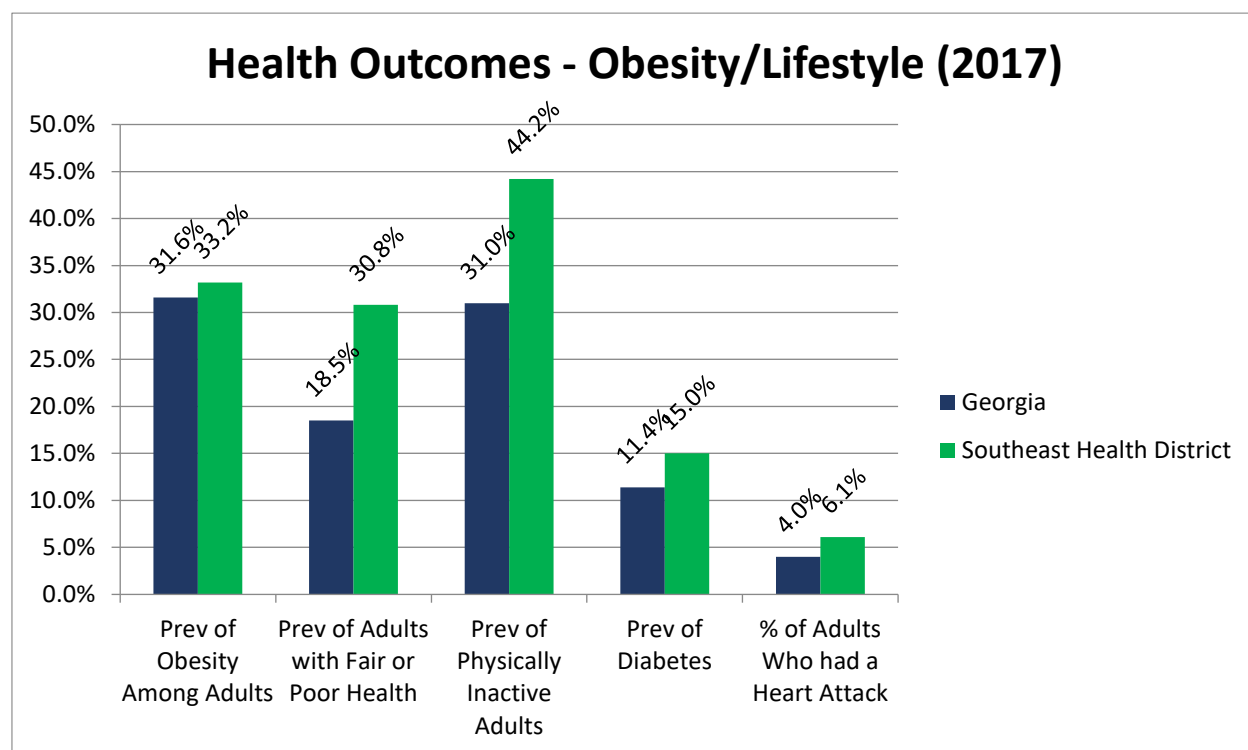
¹² See Footnote 3.

¹³ See Footnote 7.

¹⁴ See Footnote 3.

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 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.

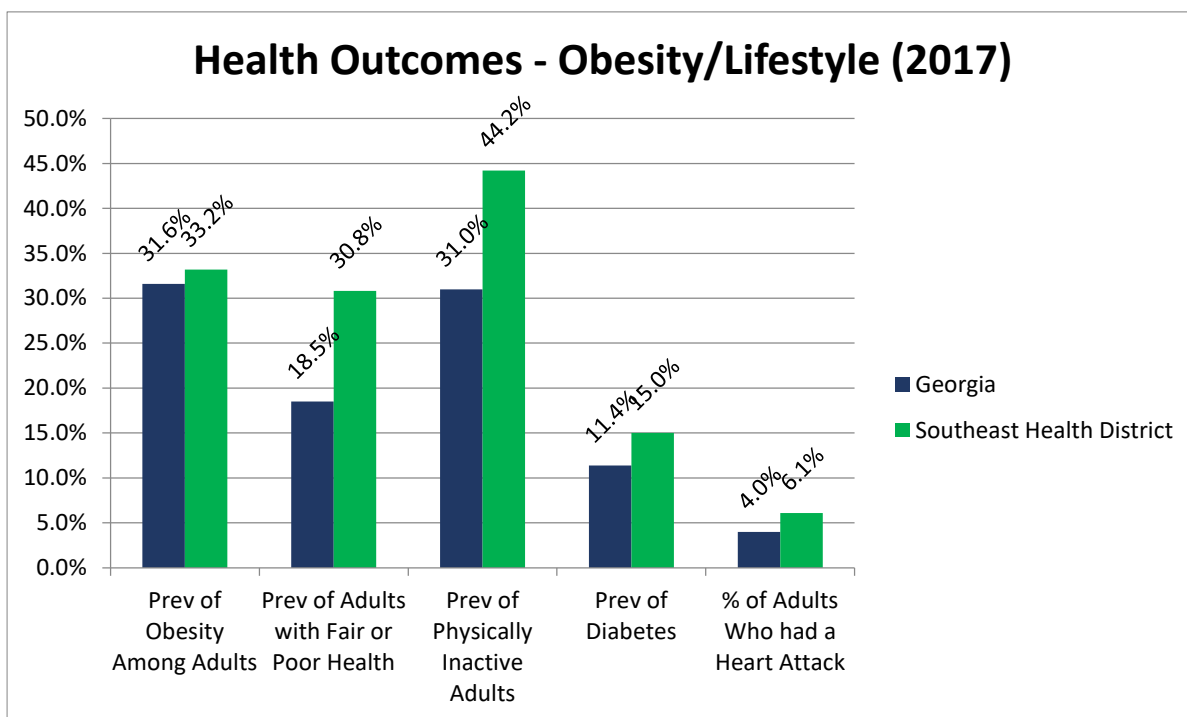
The following tables reflect health outcomes based on the latest year data is available and has not been updated since 2017.



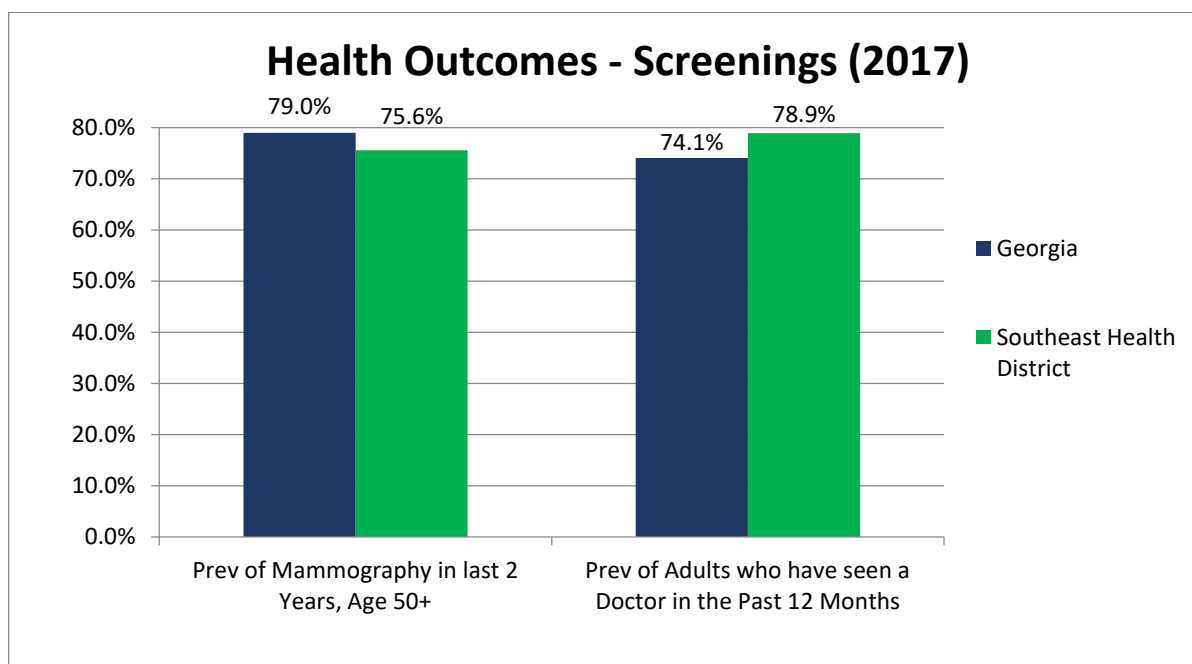
¹⁵ 16

¹⁵ 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.

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



17



18

¹⁷ See Footnotes 15 and 16.

¹⁸ See Footnotes 15 and 16.

Health Outcomes ¹⁹	GA	Southeast (Waycross)
Prevalence of No Health Coverage Among Adults (2017)	21.4%	26.5%

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) ²⁰	Coffee County	Atkinson County	Jeff Davis County	Ben Hill County	Bacon County
Health Outcomes	108	112	114	154	139
Mortality	103	122	97	156	144
Morbidity	109	108	133	149	115
Health Factors	129	137	122	131	123
Health Behaviors	112	130	148	144	118
Clinical Care	155	154	133	106	159
Social & Economic Factors	123	115	98	130	92
Physical Environment	7	15	67	42	22

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 61% of respondents have delayed healthcare for themselves or someone in their household due to lack of money and/ or health insurance.

¹⁹ See Footnote 8.

²⁰ See Footnote 4.

- Approximately 23% of respondents rated their personal health as fair or poor.

The respondents indicated drug and alcohol abuse, diabetes, heart disease, and mental health as the biggest health concerns in the community. In addition, more respondents indicated health screenings and education for diabetes, mental health, 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.

- 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
- 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?
 - Mental Health Services, including pediatric
 - Pediatric Specialty Care
 - Pediatric Dentists
- 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
 - Mental Health
 - 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
- Urgent Care Clinic

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

- Mental Health Services
- Pediatric Care
- Physical Fitness
- Community Outreach

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
- Nutrition
- Physical Fitness
- Mental Health Education
- Substance Abuse Prevention
- 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/Mental Health

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. More specifically, mental health was identified as a need within the community, including education of mental health resources and related issues.

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 and a focus on mental health resources.

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.
- Crisis Mobile Resources – combined efforts specific to mental health needs to allow for intervention and appropriate placement.

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. CRMC will also focus on education throughout the community regarding mental health and community resources available. To acknowledge the mental health needs, CRMC has developed an additional employee assistance program that assists the needs of all staff and every member of their household. Additionally, the Medical Center has expanded tele psychiatric services to bring outside resources, not normally available, to the community.

Furthermore, CRMC continues to expand a behavioral health team, internal to CRMC, that focuses on patient behavioral health needs and allows the organization to provide safe and quality care during a hospital stay.

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 disease²¹. 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.

²¹ Center for Disease Control National Center for Health Statistics (https://www.cdc.gov/dhds/data_statistics/fact_sheets/fs_heart_disease.htm).

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 States²². 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 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 collaborates with other agencies and organizations to facilitate comprehensive and advanced cancer care for the members of the community.
- CRMC identified space within the medical center to create an infusion space and maintains such defined space on the first floor beginning as of October 2022.

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.

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

- 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

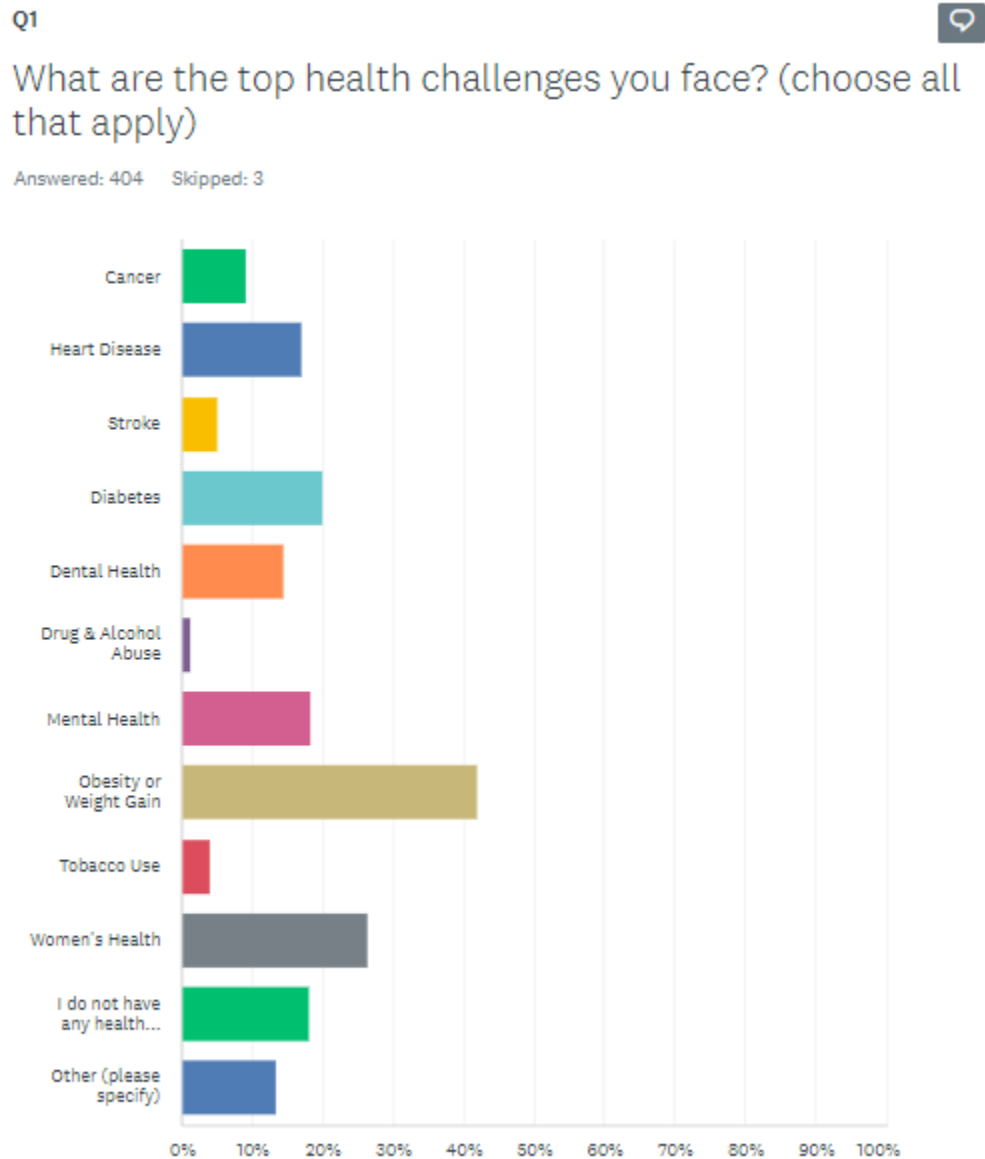
There may be some gaps in the information provided in the support data tables due to the absence of current statistical data available, especially on a county level.

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.²³



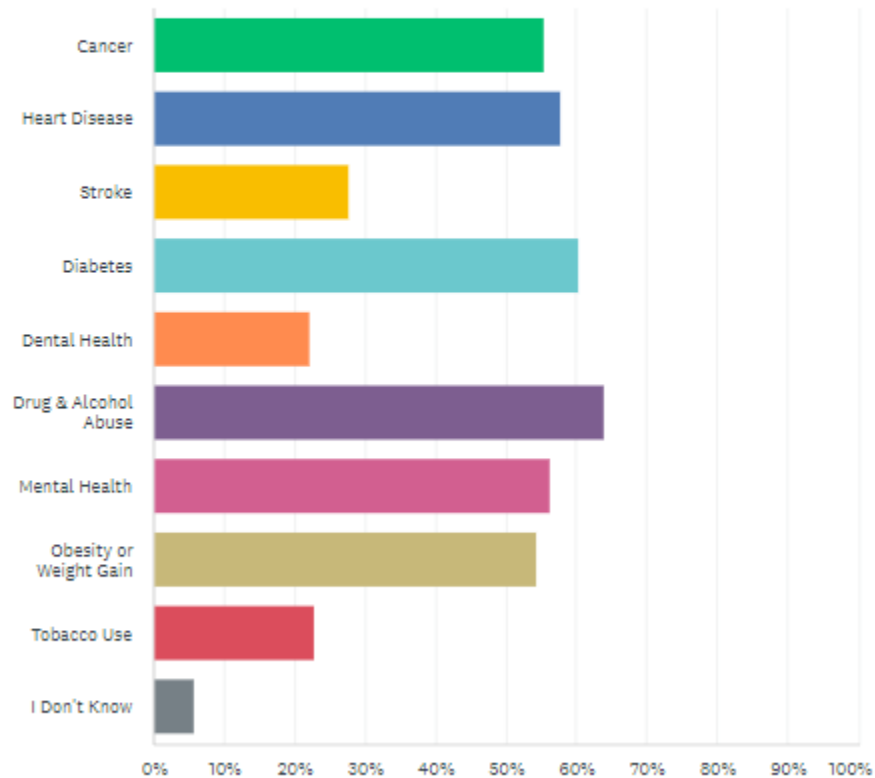
²³ The survey was operated by SurveyMonkey and the graphs in *Appendix A* were generated by SurveyMonkey.

Q2



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

Answered: 403 Skipped: 4

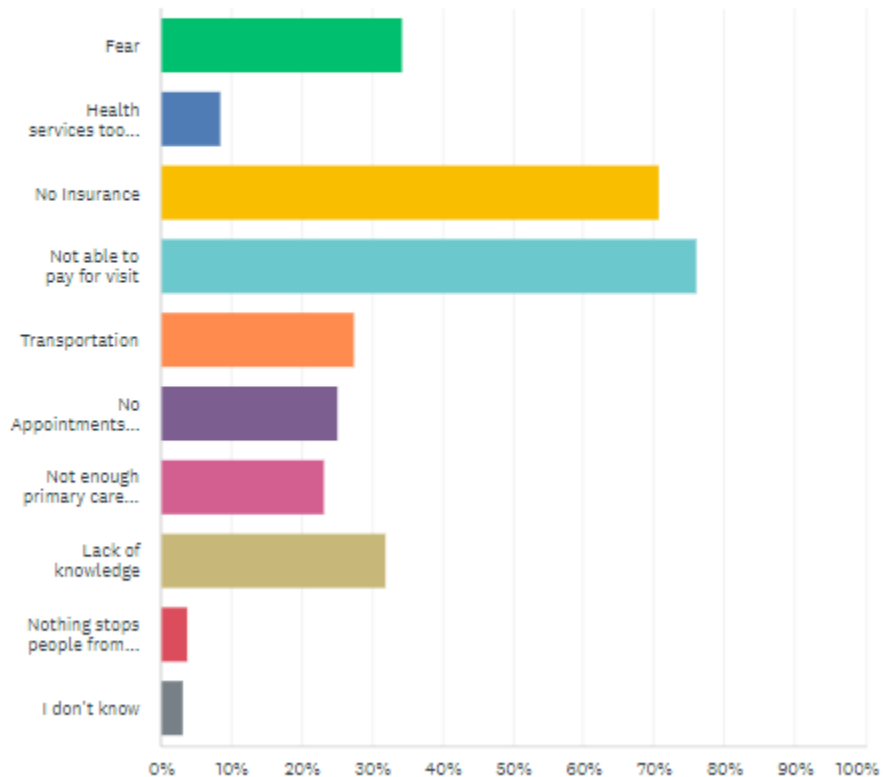


Q3



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

Answered: 406 Skipped: 1

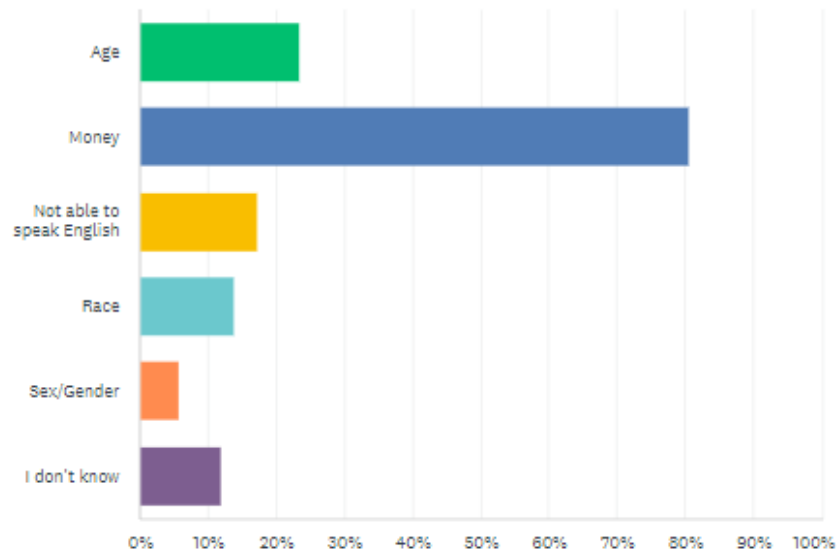


Q4



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

Answered: 405 Skipped: 2

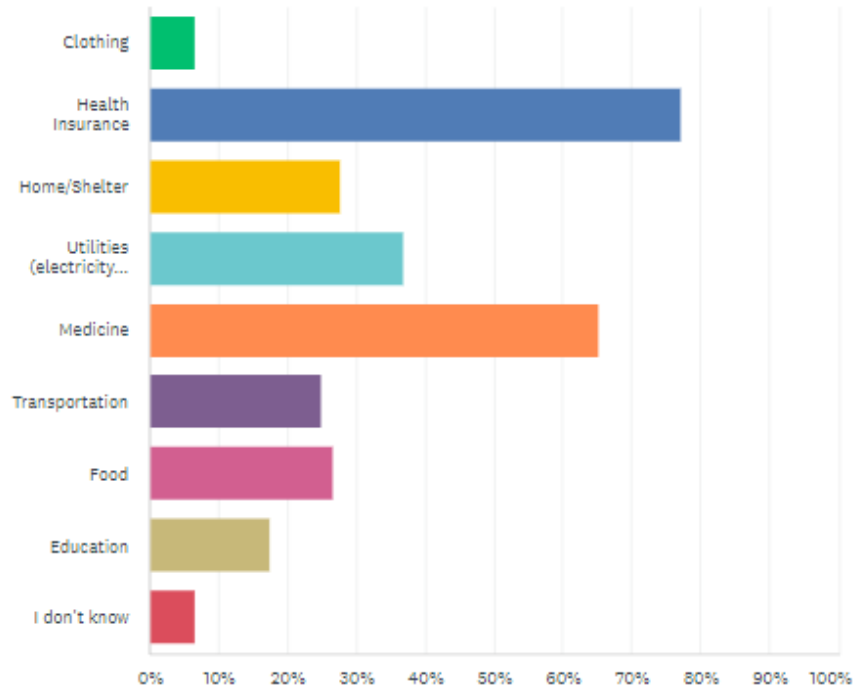


Q5



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

Answered: 404 Skipped: 3

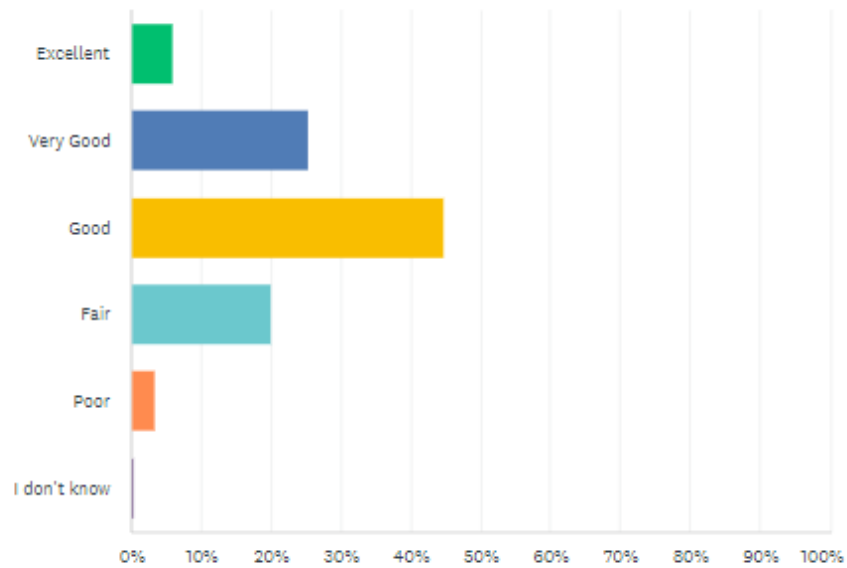


Q6



How would you rate your personal health?

Answered: 405 Skipped: 2

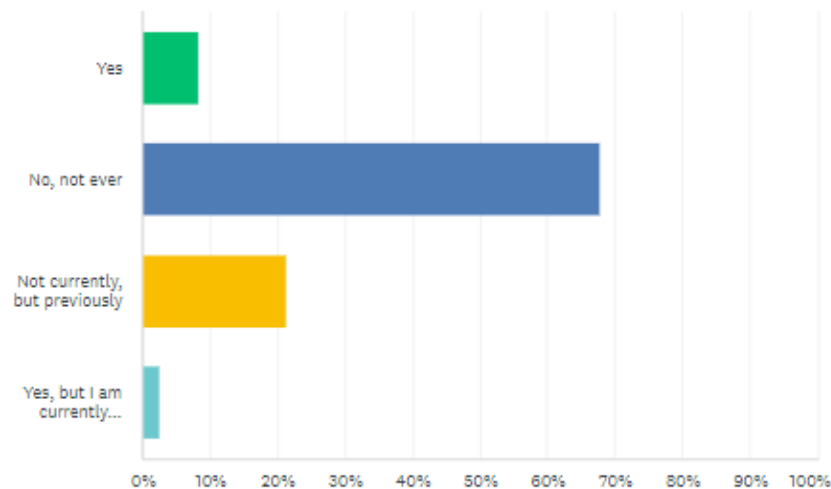


Q7



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

Answered: 405 Skipped: 2

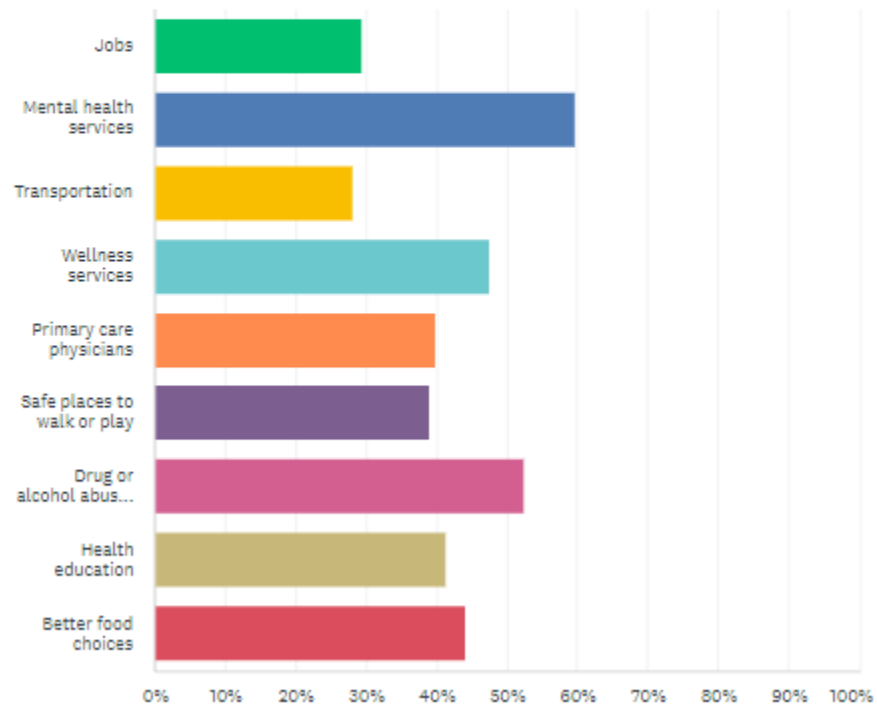


Q8



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

Answered: 398 Skipped: 9

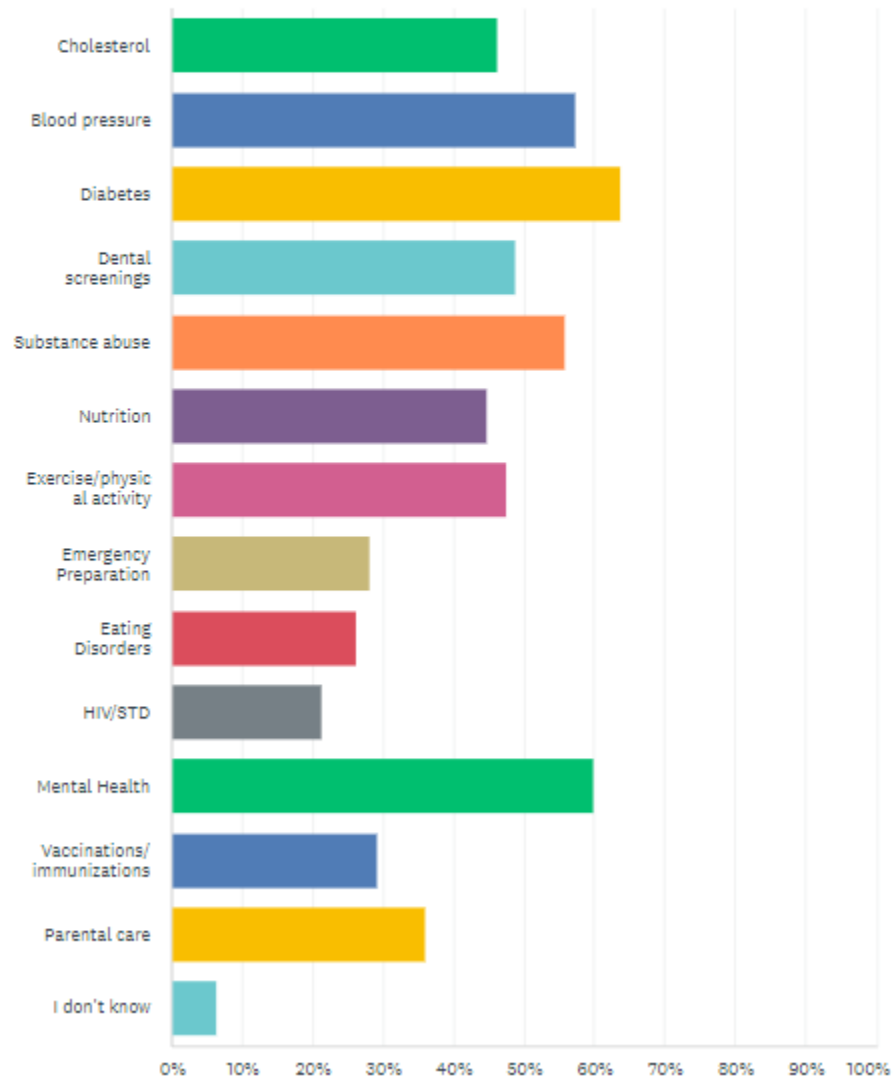


Q9



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

Answered: 405 Skipped: 2

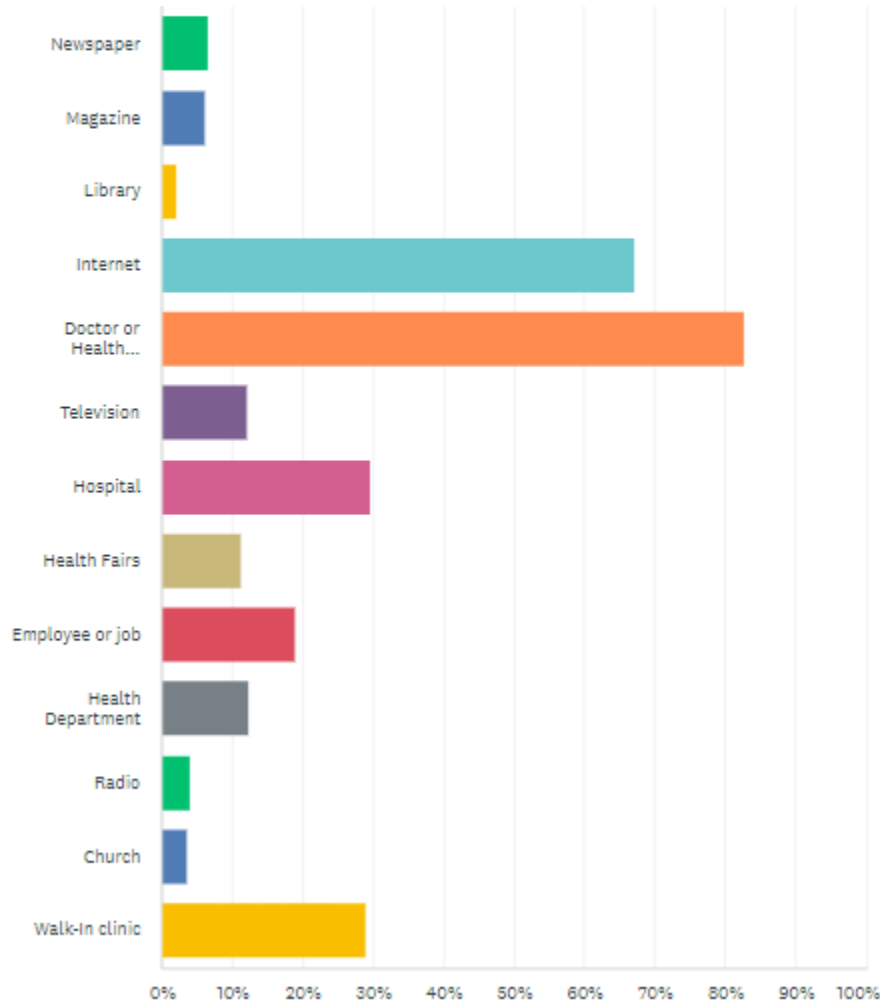


Q10



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

Answered: 404 Skipped: 3

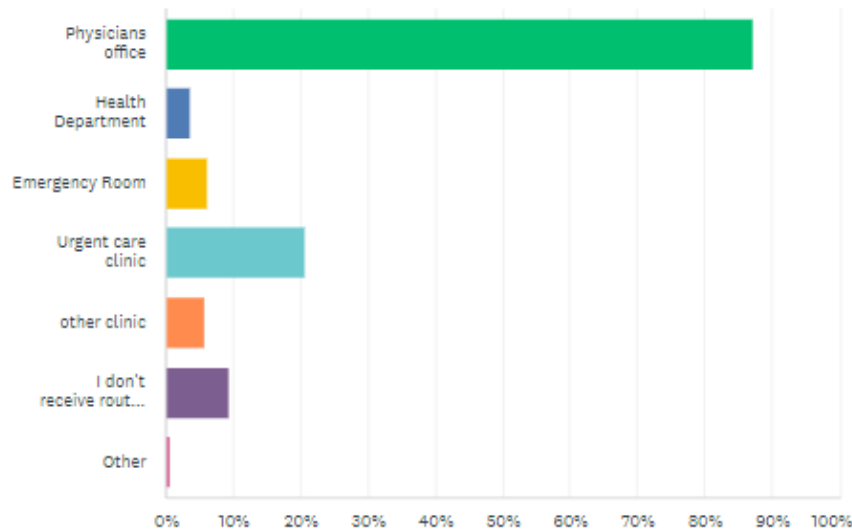


Q11



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

Answered: 406 Skipped: 1

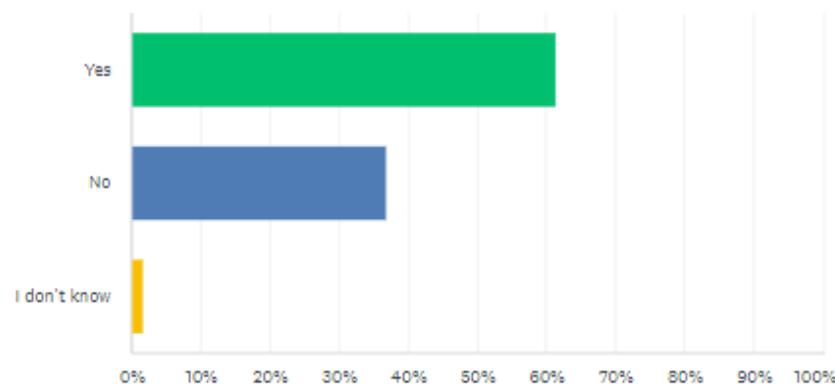


Q12



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

Answered: 406 Skipped: 1

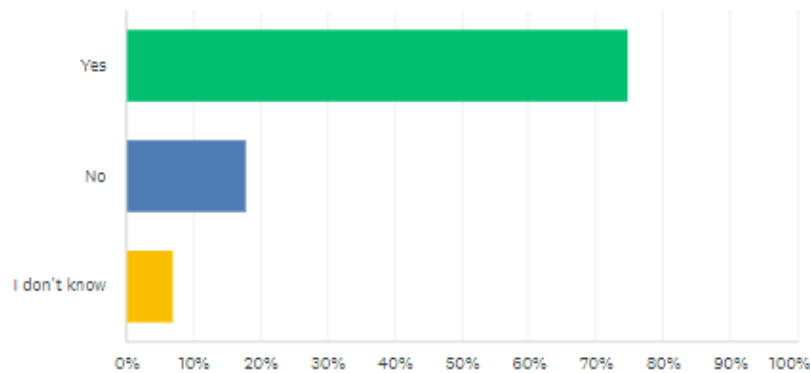


Q13



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: 406 Skipped: 1

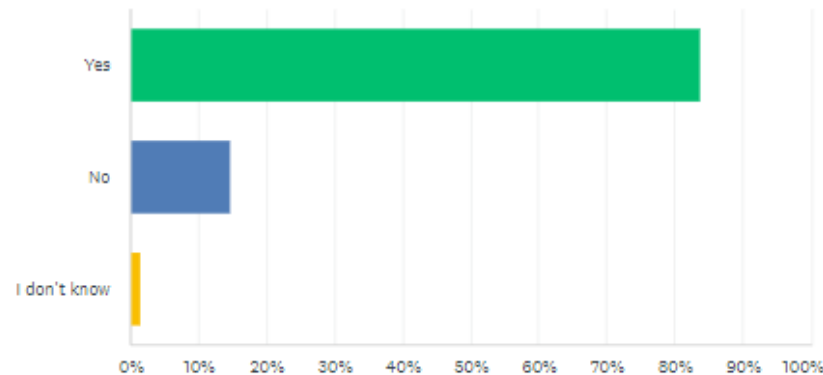


Q14



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

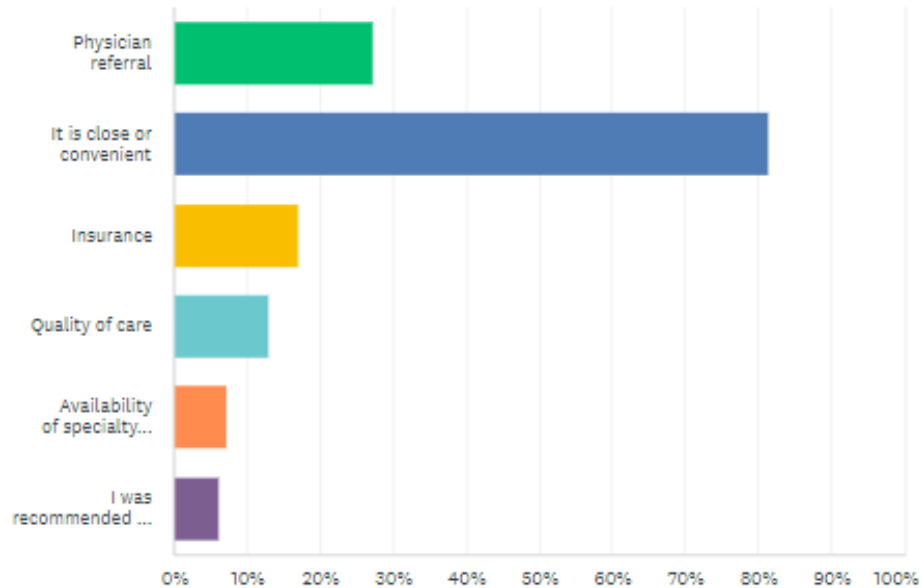
Answered: 405 Skipped: 2



Q15

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

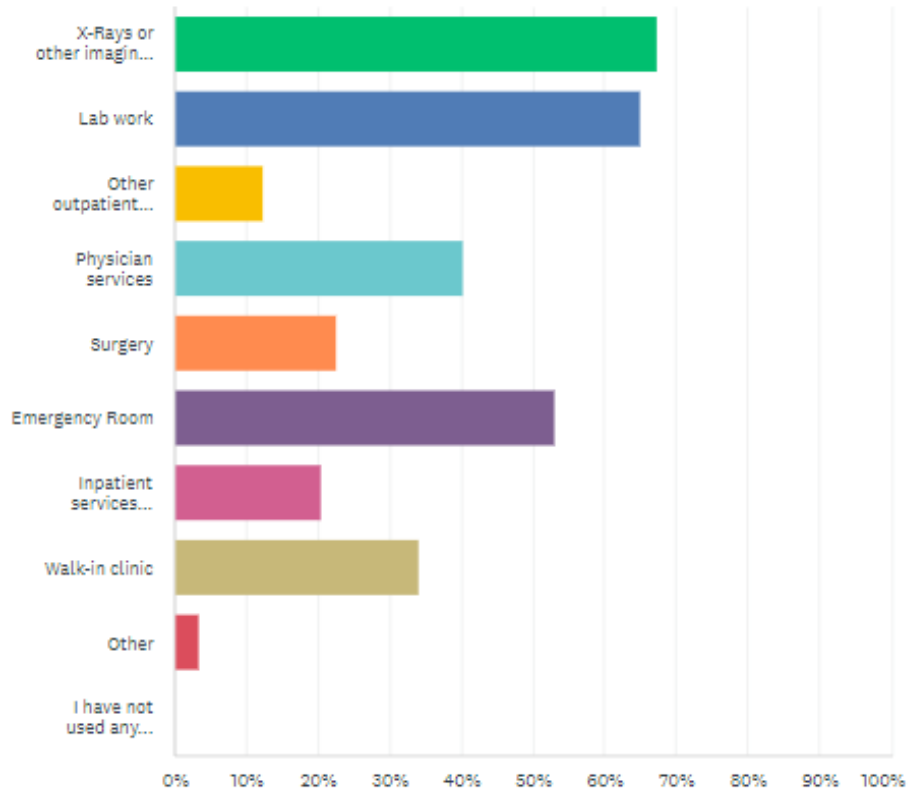
Answered: 329 Skipped: 78



Q16

What services were used? Check all that apply:

Answered: 332 Skipped: 75



Q17



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: 332 Skipped: 75

2.8★
average rating

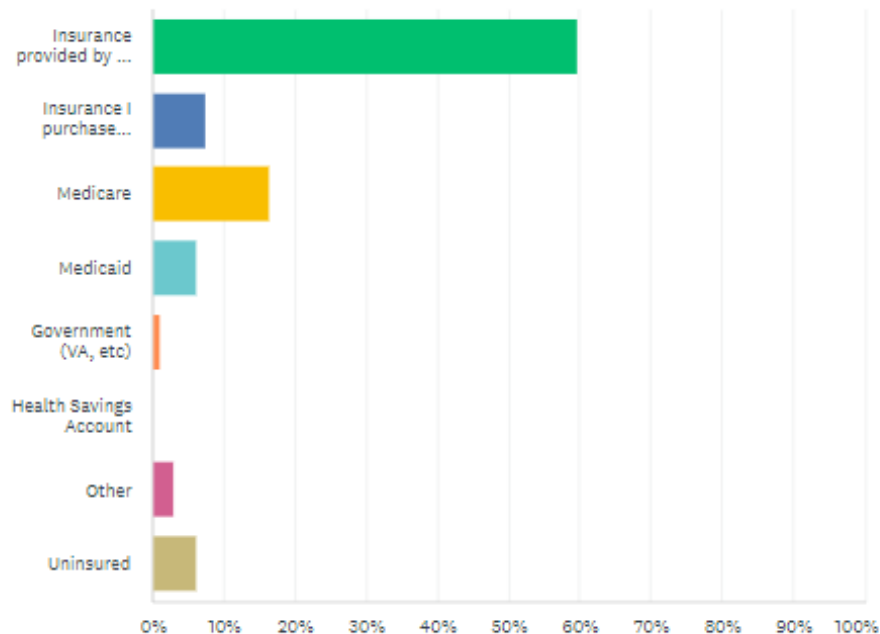


Q18



What is the source of your health insurance coverage?

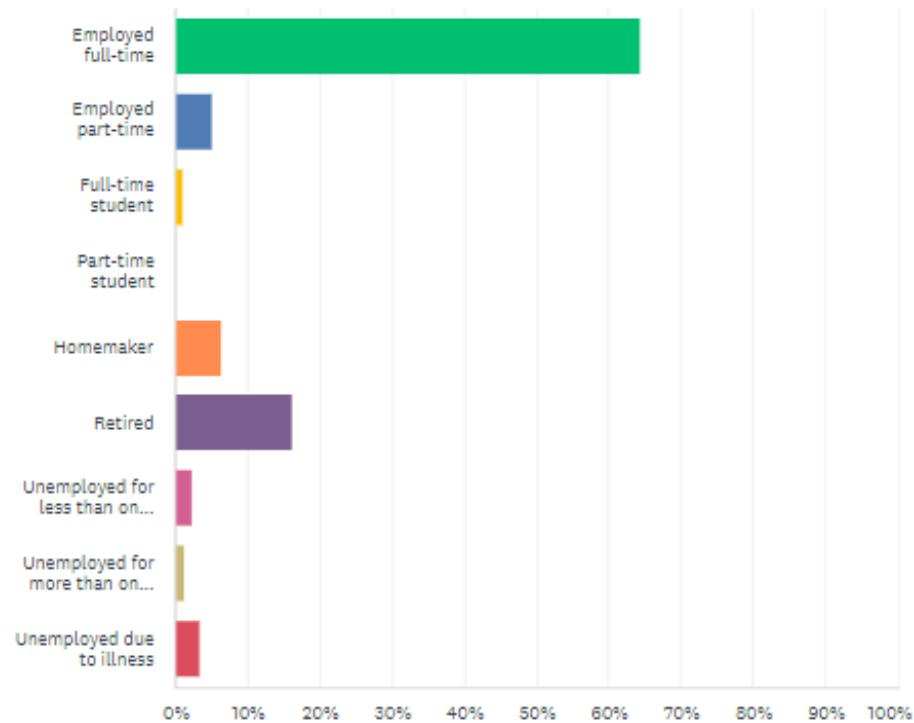
Answered: 389 Skipped: 18



Q19

What is your current employment status?

Answered: 390 Skipped: 17

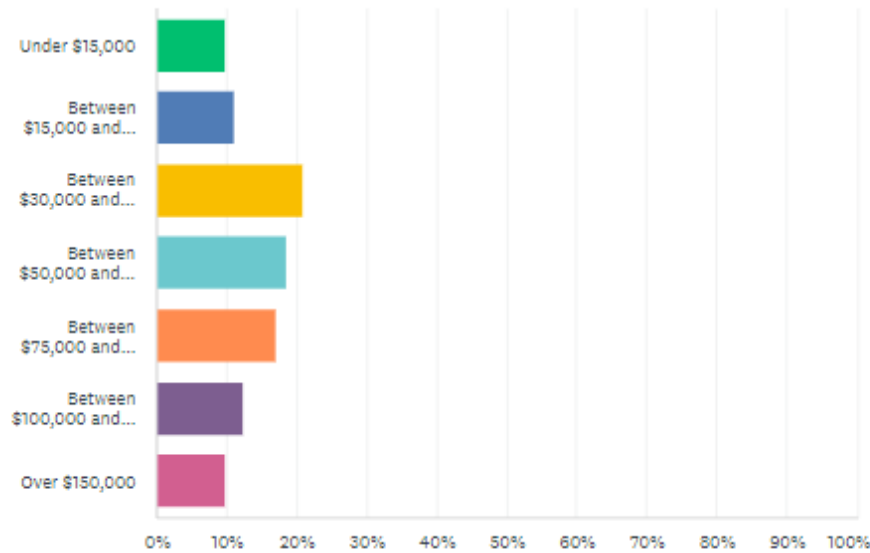


Q20



What is your total yearly household income?

Answered: 386 Skipped: 21

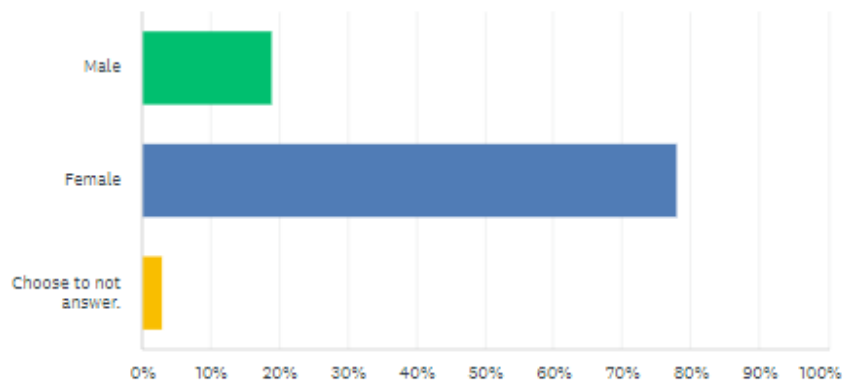


Q21



I am

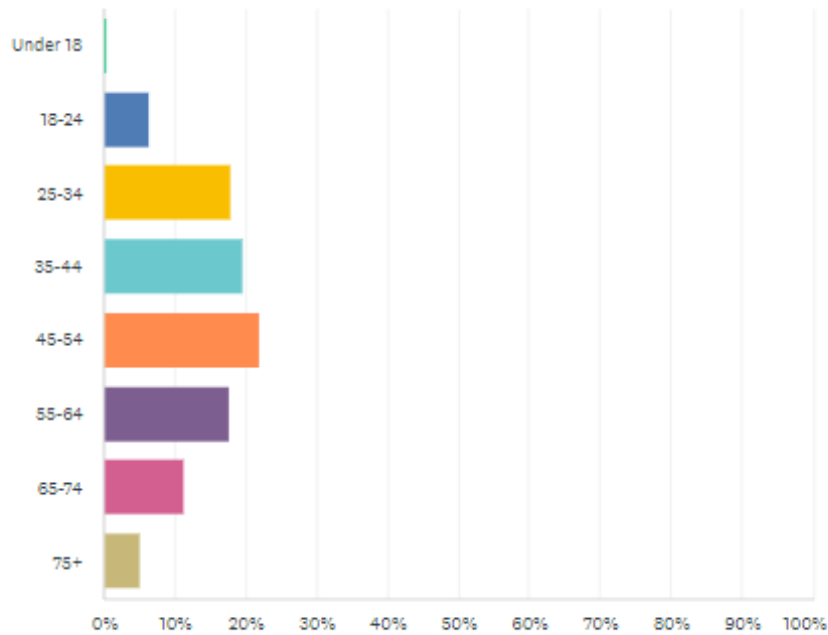
Answered: 391 Skipped: 16



Q22

What was your age on your last birthday?

Answered: 391 Skipped: 16

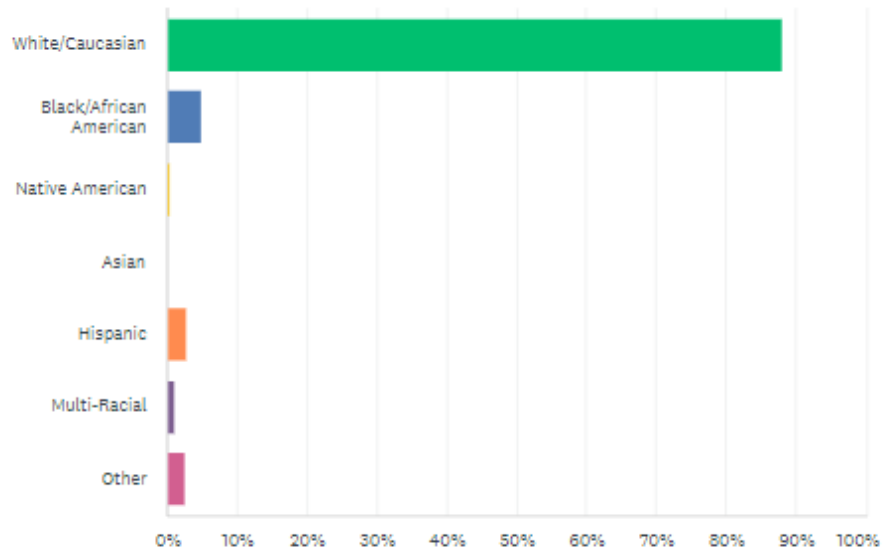


Q23



My racial/ethnic identification is:

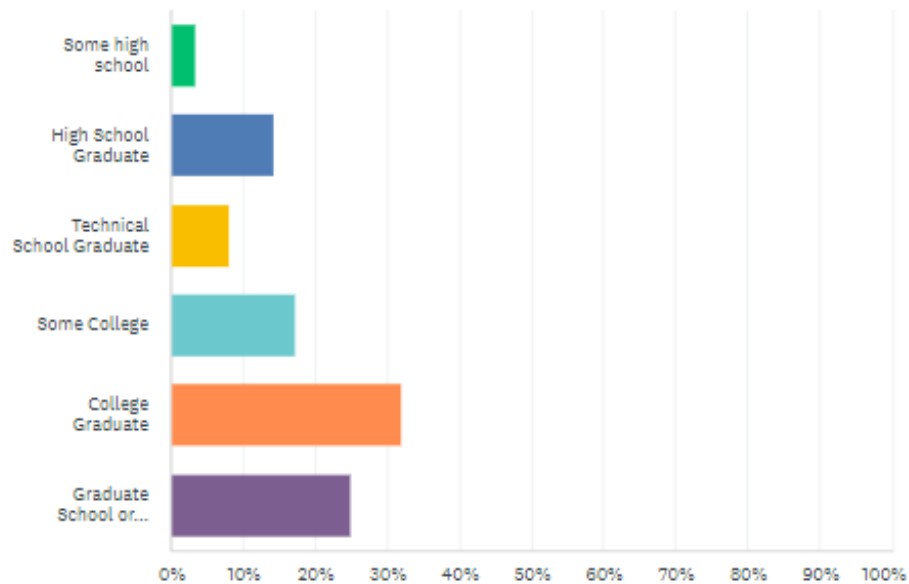
Answered: 392 Skipped: 15



Q24

What is your highest level of education?

Answered: 392 Skipped: 15



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

PHYSICIANS AND COMMUNITY LEADERS

- Mayor Tony Paulk
 - Twenty-eight years in the community
 - Mayor of the City of Douglas
- Guy W. Moorman, Jr, DDS
 - Seventy-eight 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
 - Eleven years in the community
 - Insurance agent at McCrary-Daniels Insurance Agency
- Dr. Carol Williams
 - Pediatrician
 - Five years in the community
- Robert Preston
 - Forty-nine years in the community
 - Rotary Club Member
 - Background in media
- Marlo Ross
 - Forty-eight years in the community
 - Attorney & Judge
- Rodney McElveen
 - Director of Satilla Regional Library System
 - Three years in the community
- Bert Williams
 - Forty years in the community
 - Buyer at Williams Institutional Foods
- Oscar Street
 - Seventy-five years in the community
 - Retired from school administration

- Jeffrey Ingram
 - Thirty-eight years in the community
 - City of Douglas
 - Chamber of Commerce Board of Directors
- Dr. Ingrid T. Sellers
 - Six years in the community
 - President South Georgia State College
- Elizabeth Grantham
 - Forty-five years in the community
 - Banking Executive
- Megan Rabun
 - Eighteen years in the community
 - Chamber of Commerce staff
 - Bachelor's degree in rural community development
- Tracy McClelland, PhD
 - Fifty-two years in the community
 - Registered nurse of 28 years
 - Ycarte' Health Career Center instructor & business owner
- Ruben Speight
 - Forty-five years in the community
 - Senior Pastor of Greater Destiny International Ministries
 - Author and Motivational Speaker

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

HEALTH PROFESSIONAL SHORTAGE AREAS BY COUNTY²⁴

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	13003	7135421559	Atkinson	Mental Health	Single County	Designated	9/7/2018
Atkinson County	13003	1133326050	Atkinson	Primary Care	Single County	Designated	8/30/2021
Atkinson County	13003	6132348643	Atkinson	Dental Health	Single County	Designated	9/10/2021
Bacon County	13005	7135421559	Bacon	Mental Health	Single County	Designated	9/7/2018
Bacon County	13005	1138887084	Bacon	Primary Care	Single County	Designated	9/10/2021
Bacon County	13005	6131711165	Bacon	Dental Health	Single County	Designated	9/10/2021
Ben Hill County	13017	7137425181	Ben Hill	Mental Health	Single County	Designated	11/8/2021
Ben Hill County	13017	1131120174	Ben Hill	Primary Care	Single County	Designated	8/30/2021
Ben Hill County	13017	6139074607	Ben Hill	Dental Health	Single County	Designated	9/10/2021
Coffee County	13069	7135421559	Coffee	Mental Health	Single County	Designated	9/7/2018
Coffee County	13069	1138048394	Coffee	Primary Care	Single County	Designated	9/11/2021
Coffee County	13069	6133343061	Coffee	Dental Health	Single County	Designated	9/10/2021
Jeff Davis County	13161	7135083453	Jeff Davis	Mental Health	Single County	Designated	8/25/2021
Jeff Davis County	13161	1139403083	Jeff Davis	Primary Care	Single County	Designated	9/10/2021
Jeff Davis County	13161	6133940313	Jeff Davis	Dental Health	Single County	Designated	3/15/2022

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

MEDICALLY UNDERSERVED AREAS AND POPULATIONS²⁵

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

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