



2025
Community Health
Needs Assessment

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Executive Summary





Our Background and Capabilities

Coffee Regional Medical Center (CRMC) continues to serve as the sole acute care hospital in Coffee County and the neighboring counties of Jeff Davis, Bacon, Ben Hill, and Atkinson. As an affiliated member of the Emory Healthcare Network, CRMC leverages collaborative initiatives and quality-improvement efforts with Emory to bring advanced care locally. 2025 marks a milestone with CRMC earning its sixth consecutive “A” Safety Grade from The Leapfrog Group, underscoring its ongoing commitment to patient safety and clinical excellence.

With 98 private inpatient beds and extensive outpatient facilities, CRMC offers a comprehensive range of services. The Heart & Vascular Center delivers advanced interventional cardiology, enhanced this year by the successful implantation of the first Micra leadless pacemaker locally making high-tech cardiac care more accessible to regional patients. Additionally, two fully equipped cardiac catheterization labs support diagnostic and vascular procedures, and remote critical-care monitoring has been available since 2023 through Emory’s eICU system, offering intensivist oversight for CRMC’s 10-bed ICU around-the-clock.

CRMC’s healthcare team includes more than 130 physicians and advanced practice providers, supported by expert nursing and clinical staff. Oncology services continue to expand, with infusion, chemotherapy, imaging, hematology, and pathology services accessible close to home. Diagnostic and support services include CT, MRI, ultrasound, vascular imaging, osteoporosis management, and outpatient labs and pharmacy. The facility also supports inpatient and outpatient rehabilitation programs including cardiac, pulmonary, and oncology.

A major development in medical education, CRMC received ACGME accreditation in September 2025 for its Internal Medicine Residency Program. The first cohort of residents will begin training in July 2026 with 15 residents scheduled by 2028.

CRMC remains a nonprofit institution deeply integrated with the local community providing primary, specialty, and emergency services, and supporting population health and wellness. The institution’s mission, to provide exceptional care and wellness close to home, resonates through ongoing service excellence and strategic growth.

Recent Recognition, Awards, and Membership

- Leapfrog Hospital Safety Grade "A" – Achieved six consecutive ratings (Spring 2023 through Fall 2025)
- Launched ACGME-Accredited Internal Medicine Residency Program (2025)
- Percutaneous Coronary Intervention (PCI) Re-Accreditation – Awarded by Corazon, Inc. (2025)
- Re-certified as a "Remote Treatment Stroke Center" by the Georgia Department of Public Health (2025)
- Surgical Quality Partner Distinction – Recognized by the American College of Surgeons (2023)
- 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 Insurance, a world-leading certification body (2022)
- Recertification of Interventional Cardiac Cath Lab by the Georgia Department of Community Health (2022)
- Previously named the #1 Emergency Medical Service (EMS) in the state of Georgia in 2019. CRMC EMS has a coverage area of over 600 square miles. In 2024, CRMC EMS responded to 8,500 calls.

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2022 CHNA Reflection

CRMC remains committed to improving access to appropriate healthcare for southeastern Georgia residents. Over the past three years, CRMC has made substantial progress in addressing the priorities outlined in the 2022 Community Health Needs Assessment (CHNA).

The following reflection summarizes key accomplishments aligned with the CHNA's priorities:

I. Additional Primary Care Resources

- CRMC launched its first ACGME-accredited Internal Medicine Residency Program, designed to train the next generation of physicians in a community-based setting. The program will provide hands-on clinical experience across inpatient and outpatient environments, emphasizing evidence-based care, quality improvement, and patient-centered practices. This initiative strengthens CRMC's commitment to medical education, expands access to care, and helps address physician workforce needs in Coffee County and surrounding areas.
- CRMC is heavily involved in meeting primary care needs of the counties in its service area through continued recruitment efforts, including attending regional recruitment events throughout the state to meet with third- and fourth-year residents regarding the opportunities at CRMC.

II. 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 2024, CRMC provide over \$24 million in indigent care for the community.
- CRMC operates mobile clinics at major local employers, including Premium Peanut and Southwire, to provide convenient access to acute and chronic care services for employees. This initiative improves workforce health, reduces barriers to care, and supports community well-being by bringing healthcare directly to the workplace.
- CRMC has partnered with the Christopher Wolfe Collaborative to introduce a Life Care Specialist in its Emergency Department. This role enhances patient support by addressing complex care needs, coordinating resources, and improving continuity of care for vulnerable populations.
- In February 2023, CRMC implemented the Emory e-ICU program in its Intensive Care Unit, enabling remote critical care monitoring and specialist support. This technology enhances patient safety, improves clinical outcomes, and expands access to expert care without requiring patient transfers.
- CRMC partners with JBS/Pilgrim's Pride to provide on-site nurse navigators, offering employees convenient access to care coordination, health education, and chronic disease management. This program improves workforce health, reduces barriers to care, and supports early intervention for better outcomes.
- CRMC is an active member of Kids Alliance for Better Care (KidsABC), a major initiative led by Mercer University School of Medicine and Children's Healthcare of Atlanta. This program focuses on improving pediatric healthcare access and outcomes in rural Georgia, reinforcing CRMC's commitment to child health and community well-being.

III. Health Education/Obesity/Diet and Nutrition/Preventive Care/Mental Health

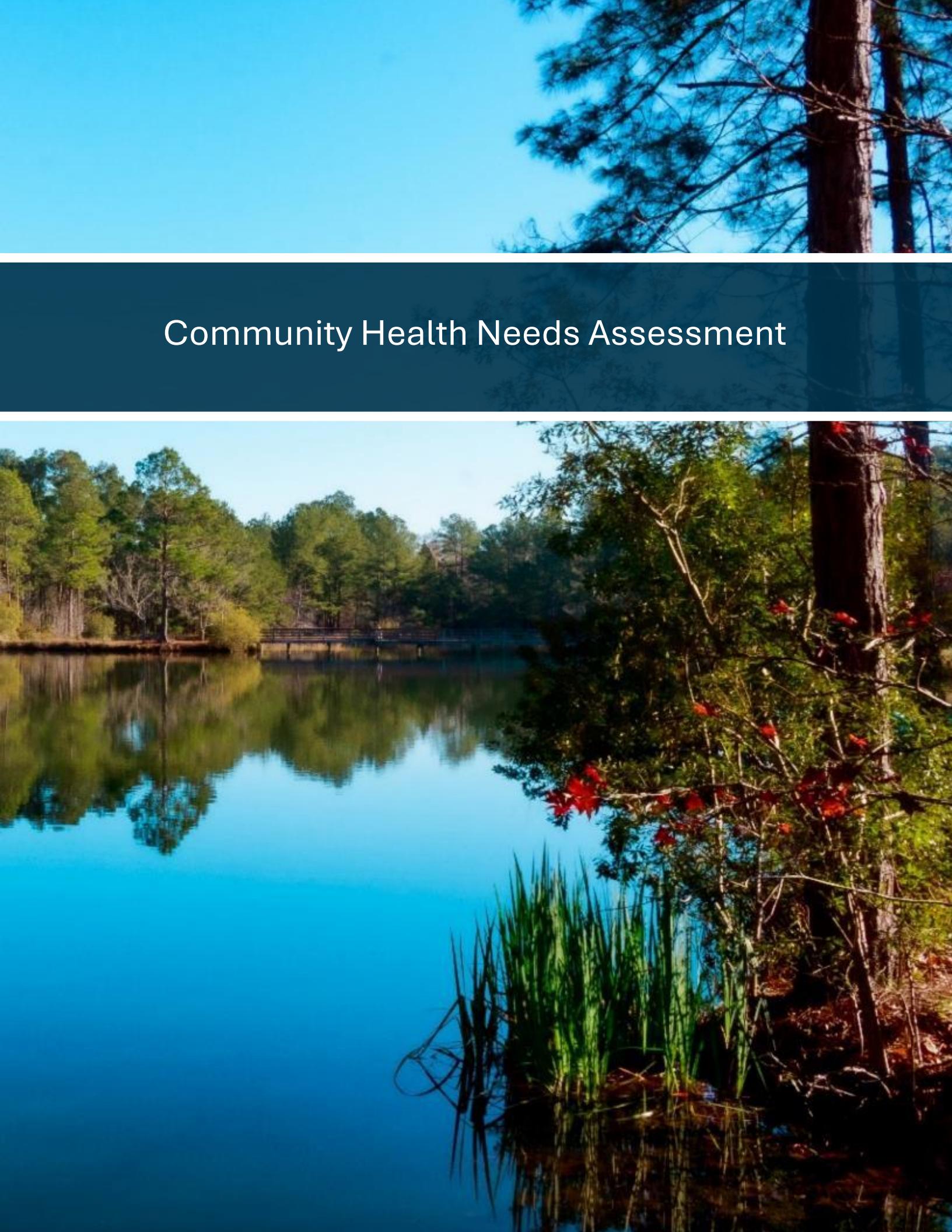
- CRMC hosted the Spring Health & Wellness Fair to promote community health through free screenings, educational resources, and interactive wellness activities. The event connects residents with local providers and programs focused on preventive care, nutrition, fitness, and chronic disease management, fostering a healthier and more informed community.
- CRMC has introduced free prostate exams for the community, expanding access to preventive care and promoting early detection of prostate cancer. This initiative underscores CRMC's commitment to improving men's health and reducing barriers to essential screenings.
- In March 2025, CRMC partnered with CWC Alliance to strengthen efforts in combating the opioid crisis. This collaboration focuses on prevention, education, and access to treatment resources, reinforcing CRMC's commitment to addressing substance use disorders and improving community health.
- CRMC actively participates on the Health and Human Services Board in partnership with the local K-12 school system. This involvement supports community health initiatives, fosters collaboration on student wellness programs, and strengthens connections between healthcare and education to improve overall population health.
- CRMS partners with the Coffee County School System where case management workers attend community working sessions for at-risk youth, substance use and abuse, and mental health issues.

IV. 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 hosts the Heart 2 Heart Charity Run each February during Heart Month, featuring 10K, 5K, and fun runs at General Coffee State Park. Paired with Wear Red Day, the event raises awareness about cardiovascular disease and funds scholarships for cardiac rehabilitation, ensuring access for uninsured patients. This initiative promotes heart health education and community engagement.
- In May 2025, CRMC maintained accreditation for advanced cardiac intervention services, ensuring high standards of care for heart attack patients.
- In July 2025, CRMC successfully implanted the world's smallest pacemaker, marking a major advancement in cardiac care locally.

V. Cancer Treatment Options

- Opened in December 2022, the Hanna Family Cancer Center provides comprehensive oncology services close to home for Coffee County residents. The center offers advanced cancer treatment options, patient navigation, and supportive care resources, reducing the need for patients to travel outside the region for high-quality cancer care.
- CRMC began hosting monthly cancer support group meetings in January 2025, providing patients and families with education, emotional support, and community resources. This program strengthens CRMC's commitment to comprehensive cancer care and enhances quality of life for those affected.

The image is a composite of two photographs. The top portion shows a close-up of a tree trunk and branches against a bright blue sky. The bottom portion is a wider landscape view of a lake surrounded by dense green trees and foliage, with a small bridge visible in the distance.

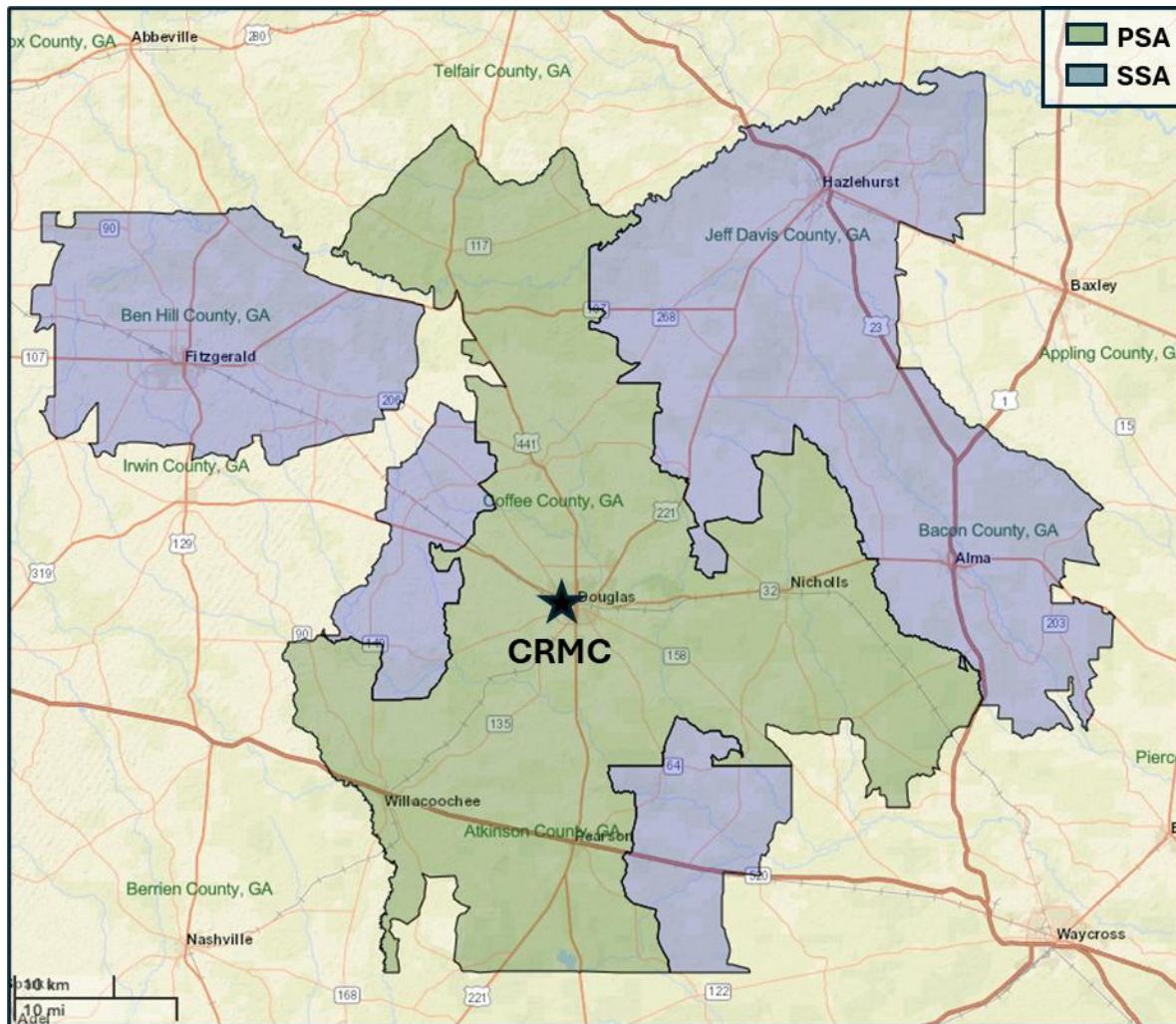
Community Health Needs Assessment

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



2025 Community Health Needs Assessment



The total service area population for 2025 (to include only the zip codes shown on the map on the prior page) includes:

2025 Population ¹									
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	9,741	3,185	3,213	6,782	6,566	6,102	5,701	7,645	48,935
SSA	9,120	3,223	2,963	5,662	5,864	5,806	5,925	8,912	47,475
Total	18,861	6,408	6,176	12,444	12,430	11,908	11,626	16,557	96,410
% of Population	19.56%	6.65%	6.41%	12.91%	12.89%	12.35%	12.06%	17.17%	100.00%

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¹ ESRI Business Analyst



Service Area County Demographics²

Coffee County Demographics

- 2025 population consists of 43,376 individuals:
 - 57.9% of the population is White alone, 27.5% is Black alone, and 5.5% is two or more races (2025).
 - 2025-2030 population is expected to increase by 0.1% per year, compared to an increase of 0.7% in Georgia and an increase of 0.4% in the U.S.
- 2025 median household income is \$51,200.
- 2025 high school graduate or higher, percent of persons age 25+ years was 81.6% compared to 90.2% for Georgia and 90.7% for the U.S.
- 2025 bachelor's degree or higher, percent of persons age 25+ years was 14.8%, compared to 36.4% for Georgia and 37.2% for the U.S.
- 2025 unemployment rate for population aged 16+ years is 4.0%, compared to 4.3% for Georgia and 4.3% for the U.S.
- 2025 rate of uninsured individuals was 17.0%, compared to 11.9% for Georgia and 8.2% for the U.S.

Atkinson County Demographics

- 2025 population consists of 8,266 individuals:
 - 61.0% of the population is White alone, 14.0% is Black alone, and 9.2% is two or more races (2025).
 - 2025-2030 population is expected to decline by 0.1% per year, compared to an increase of 0.7% in Georgia and an increase of 0.4% in the U.S.
- 2025 median household income is \$41,264.
- 2025 high school graduate or higher, percent of persons age 25+ years was 72.0% compared to 90.2% for Georgia and 90.7% for the U.S.
- 2025 bachelor's degree or higher, percent of persons age 25+ years was 10.4%, compared to 36.4% for Georgia and 37.2% for the U.S.
- 2025 unemployment rate for population aged 16+ years is 4.3%, compared to 4.3% for Georgia and 4.3% for the U.S.
- 2025 rate of uninsured individuals was 22.3%, compared to 11.9% for Georgia and 8.2% for the U.S.

Bacon County Demographics

- 2025 population consists of 11,176 individuals:
 - 72.0% of the population is White alone, 16.9% is Black alone, and 4.7% is two or more races (2025).
 - 2025-2030 population is expected to decline by 0.1% per year, compared to an increase of 0.7% in Georgia and an increase of 0.4% in the U.S.

² ESRI Business Analyst

- 2025 median household income is \$47,767.
- 2025 high school graduate or higher, percent of persons age 25+ years was 86.1% compared to 90.2% for Georgia and 90.7% for the U.S.
- 2025 bachelor's degree or higher, percent of persons age 25+ years was 12.1%, compared to 36.4% for Georgia and 37.2% for the U.S.
- 2025 unemployment rate for population aged 16+ years is 3.4%, compared to 4.3% for Georgia and 4.3% for the U.S.
- 2025 rate of uninsured individuals was 13.7%, compared to 11.9% for Georgia and 8.2% for the U.S.

Ben Hill County Demographics

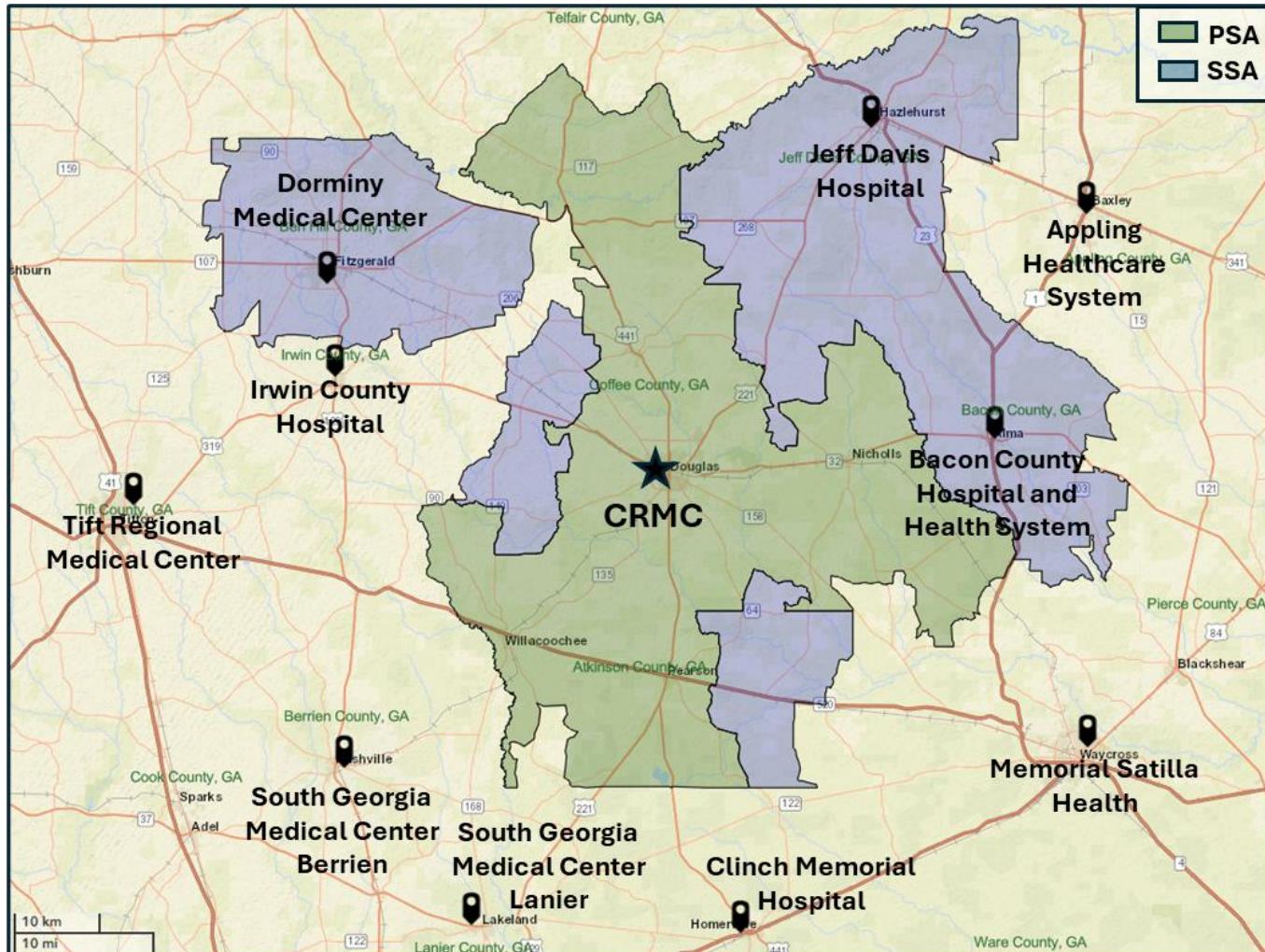
- 2025 population consists of 17,053 individuals:
 - 53.8% of the population is White alone, 36.9% is Black alone, and 4.7% is two or more races (2025).
 - 2025-2030 population is expected to decline by 0.2% per year, compared to an increase of 0.7% in Georgia and an increase of 0.4% in the U.S.
- 2025 median household income is \$41,511.
- 2025 high school graduate or higher, percent of persons age 25+ years was 85.9% compared to 90.2% for Georgia and 90.7% for the U.S.
- 2025 bachelor's degree or higher, percent of persons age 25+ years was 13.2%, compared to 36.4% for Georgia and 37.2% for the U.S.
- 2025 unemployment rate for population aged 16+ years is 4.3%, compared to 4.3% for Georgia and 4.3% for the U.S.
- 2025 rate of uninsured individuals was 22.3%, compared to 11.9% for Georgia and 8.2% for the U.S.

Jeff Davis County Demographics

- 2025 population consists of 14,851 individuals:
 - 68.8% of the population is White alone, 15.7% is Black alone, and 5.5% is two or more races (2025).
 - 2025-2030 population is expected to remain flat, compared to an increase of 0.7% in Georgia and an increase of 0.4% in the U.S.
- 2025 median household income is \$44,440.
- 2025 high school graduate or higher, percent of persons age 25+ years was 80.0% compared to 90.2% for Georgia and 90.7% for the U.S.
- 2025 bachelor's degree or higher, percent of persons age 25+ years was 12.7%, compared to 36.4% for Georgia and 37.2% for the U.S.
- 2025 unemployment rate for population aged 16+ years is 5.1%, compared to 4.3% for Georgia and 4.3% for the U.S.
- 2025 rate of uninsured individuals was 21.7%, compared to 11.9% for Georgia and 8.2% for the U.S.

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 ten hospital facilities within CRMC's SSA and the surrounding areas.

Service Area Map – Hospitals

2025 Community Health Needs Assessment



Additional Hospital(s) ³					
Facility	Entity Type	# of Staffed Beds	Miles from CRMC	Services	Insurance/Uninsured
Appling Healthcare System	Non-Profit	34	42.0 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	25	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

³ All of the facilities are within CRMC's service area. The facility-related information was acquired from the individual facility websites.



2025 Community Health Needs Assessment



Additional Hospital(s) ³					
Facility	Entity Type	# of Staffed Beds	Miles from CRMC	Services	Insurance/Uninsured
Tift Regional Medical Center	Municipal	189	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



Additional Hospital(s) ³					
Facility	Entity Type	# of Staffed Beds	Miles from CRMC	Services	Insurance/Uninsured
Memorial Satilla Health	For-profit (owned by HCA)	130	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	10	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
SGMC Lanier Campus	Municipal	25	41.5 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	15	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

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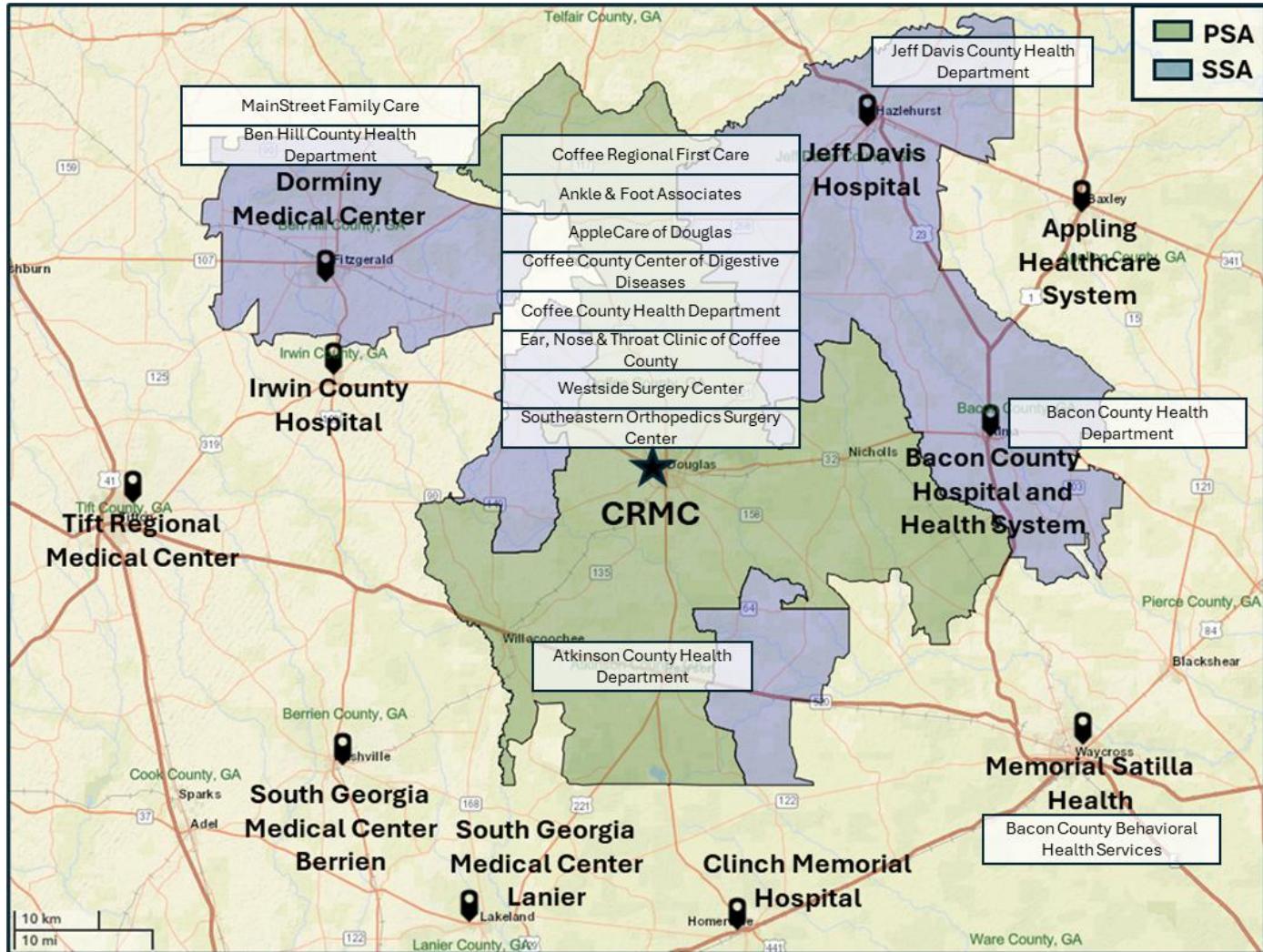
Additional Hospital(s) ³					
Facility	Entity Type	# of Staffed Beds	Miles from CRMC	Services	Insurance/Uninsured
Dorminy Medical Center	Municipal	48	30.4 miles	<ul style="list-style-type: none"> • Cardiac Services • Emergency Services • Family Medicine • Health Information Management • Imaging Services • Laboratory Services • Pharmacy • Oncology • Rehabilitation Services 	<ul style="list-style-type: none"> • Commercial Insurance • Medicaid • Medicare • Peach State Medicaid

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The map below identifies other healthcare facilities (e.g., surgery centers, urgent care/clinics, mental health) 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



2025 Community Health Needs Assessment



Additional Healthcare Facilities/Locations				
Facility	Entity Type	Miles from CRMC	Services	Insurance/ Uninsured
Westside Surgery Center, LLC	Privately-Owned Surgery Center	0.2	<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 Surgery Center	0.3	<ul style="list-style-type: none"> Pediatrics - Adults Surgical Services 	<ul style="list-style-type: none"> Commercial Insurance Medicaid Medicare
Ankle & Foot Associates, LLC	Privately-Owned Clinic	0.2	<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 Clinic	0.1	<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
Coffee County Center of Digestive Diseases	Privately-Owned Clinic	0.4	<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) Clinic	2.2	<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 Clinic	0.3	<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 Clinic	28.0	<ul style="list-style-type: none"> Primary Care Urgent Care Occupational Medicine 	<ul style="list-style-type: none"> Commercial Insurance Medicare Medicaid



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Additional Healthcare Facilities/Locations				
Facility	Entity Type	Miles from CRMC	Services	Insurance/ Uninsured
Regency Walk-In Clinic	Privately-Owned Clinic	2.1	<ul style="list-style-type: none"> Primary Care Urgent Care 	<ul style="list-style-type: none"> Commercial Insurance Medicare Medicaid
Atkinson County Health Department	Municipal Health Department	16.8	<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
Bacon County Health Department	Municipal Health Department	24.4	<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 Health Department	30	<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



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Additional Healthcare Facilities/Locations				
Facility	Entity Type	Miles from CRMC	Services	Insurance/ Uninsured
Coffee County Health Department	Municipal Health Department	1.2	<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 Health Department	1.2	<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
Bacon County Behavioral Health Services (operated by Unison Behavioral Health Services)	Municipal Behavioral Health	0.9	<ul style="list-style-type: none"> • Adult and Child Health and Addictive Disease Services: Psychiatric Evaluations; Nursing Assessments; Individual, Family, and Group Counseling/Therapy; Case Management/Community Support, Crisis Interventions • Developmental Disability Services 	<ul style="list-style-type: none"> • Commercial Insurance • Medicaid • Medicare

Physicians who are part of CRMC's medical staff include three family medicine physicians, five internal medicine physicians, eleven hospitalists, four obstetrician-gynecologists, four pediatricians, two general surgeons, five orthopedic surgeons, five cardiologists, two vascular surgeons, one anesthesiologist, two urologists, and physicians representing several additional.



Data Collection Approaches

Through various quantitative and qualitative data collection methods, the CHNA process utilized different sources of information to identify the most pressing health needs in CRMC's service area. In the section below, the different data collection models are described in detail, including each of their target audiences, questions asked, and survey/discussion locations among others.

I. Community Survey Questionnaire

- In 2025, CRMC developed a community survey questionnaire to provide to individuals within its service area. Quick Response (QR) code flyers linking directly to the questionnaire were made available to members of the community at locations including but not limited to the CRMC check-in area and local primary care clinics. Further, CRMC was able to post to its Facebook page and push the survey out to patients via text message.
- The survey questionnaire included 27 topic questions related to demographics, socioeconomic status, individual health, and community healthcare perceptions. CRMC received 712 returned responses. The participants' races were largely (76%) "White." Respondents were predominately female, not atypical for this type of survey. Detailed survey results are included in **Appendix A**.

II. 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 CRMC's service area. The statistical findings are presented on the following pages.

- County Health Rankings and Roadmaps for Georgia
- U.S. News & World Report Healthiest Community Rankings

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Summary of Findings from Health and Community Data

The tables below highlight several health-related measures 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 GA results.

Population Health and Well-being ⁴	US	GA	Coffee	Atkinson	Bacon	Ben Hill	Jeff Davis
Premature Death (2025) per 100,000 population	8,100	9,200	11,400	16,600	15,100	14,400	14,100
Poor Physical Health Days (2025) per person reported in last 30 days	3.9	4.0	5.2	6.0	5.2	5.5	5.4
Poor Mental health Days (2025) per person reported in last 30 days	5.1	5.2	5.8	6.1	6.2	6.1	6.0
Low Birth Weight (2025)	8%	10%	11%	8%	9%	14%	10%

Counties in CRMC's service area depict less favorable health outcomes compared to Georgia and U.S. averages. Premature death rates for CRMC service area counties average about 14,300 per 100,000, far above Georgia and the U.S. results. Similarly, residents report more poor health days, with 5.5 physical and 6.0 mental health days versus Georgia's 4.0 and 5.2.

Overall, counties in CRMC's service area experience higher provider-to-population ratios and elevated preventable hospital stays compared to state and national averages. Access to primary care and mental health services is more limited in several counties, with Jeff Davis showing the greatest need for primary care and dental providers. Mental health provider availability is also a challenge across the region. Dental care access varies widely, with some counties facing significant gaps. Preventable hospital stays are above Georgia's average in most counties, suggesting opportunities to strengthen preventive care and improve access to outpatient services.

Community Conditions ⁵	US	GA	Coffee	Atkinson	Bacon	Ben Hill	Jeff Davis
Primary Care Physicians (2025)	1,310:1	1,490:1	1,880:1	Not Reported	2,240:1	2,440:1	4,960:1
Mental Health Providers (2025)	290:1	500:1	2,920:1	Not Reported	5,520:1	2,420:1	3,020:1
Dentists (2025)	1,340:1	1,840:1	2,710:1	8,290:1	3,710:1	1,900:1	14,910:1
Preventable Hospital Stays (2025)	2,666	3,083	5,326	6,162	4,090	4,326	1,644

⁴ County Health Rankings and Roadmaps for Georgia

2025 Community Health Needs Assessment



The table below identifies the county rankings for population health and wellbeing and community conditions; the lower the number, the healthier the county. Population health and wellbeing included life span, physical health, mental health, and life satisfaction. Community conditions include health promotion and harm reduction, clinical care, housing, climate, demographics, and social and economic factors.

Health Rankings by County (of 159 counties who submitted data) ⁵	Coffee	Atkinson	Bacon	Ben Hill	Jeff Davis
Category	Score	Score	Score	Score	Score
Population Health and Wellbeing	95	132	131	153	114
Community Conditions	108	144	100	146	126

Additionally, the table below identifies rankings in key metrics which are ultimately used to assess the healthiness of a community for counties' within CRMC's service area; higher numbers significantly increase the county's overall health grade. In summary, rankings for these counties fall below Georgia (35/100) and U.S averages (48/100).

Health Category Rankings (of 100) ⁶	Coffee	Atkinson	Bacon	Ben Hill	Jeff Davis
Category	Score	Score	Score	Score	Score
Population Health	31	16	30	28	32
Equity	60	62	48	55	65
Education	37	27	34	22	37
Economy	33	22	31	17	37
Housing	59	40	64	36	30
Food and Nutrition	39	36	47	32	54
Environment	39	53	50	48	30
Public Safety	42	46	26	45	52
Community Vitality	40	35	47	34	42
Infrastructure	60	62	60	60	41
Overall	31	22	30	19	30

⁵ County Health Rankings and Roadmaps for Georgia

⁶ 2025 U.S. News and World Report Healthiest Communities



A scenic view of a lake surrounded by dense pine forests under a clear blue sky. The water is calm, reflecting the surrounding trees. The sky is a vibrant blue with a few wispy clouds.

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. CRMC also created a community leader survey and reached out to specific individuals within the community; however, due to the limited number of responses, the results of that survey are not included in this report.

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 46% of respondents have delayed healthcare for themselves or someone in their household due to lack of money and/or health insurance.
- Approximately 70% of respondents rated their personal health as “Good” or better.
- The respondents also indicated substance abuse (i.e., alcohol, drugs, tobacco), mental health, obesity/weight gain, diabetes, cancer, and heart disease as the biggest health concerns in the community.
- Respondents indicated mental health, substance abuse, diabetes management, nutrition advising, blood pressure, and dental screenings as needed free services in the community.
- Insufficient resources (i.e., no insurance, inability to pay, no appointments available or took too long to access, and lack of transportation), lack of knowledge (i.e., community medical services unknown or limited specialty/pediatric care), and Fear/Stigma were the biggest issues related to seeking medical care.

Impact Initiatives

As part of CRMC's CHNA, we identified key priorities to address the most pressing health challenges in the region. These focus areas were selected based on community input, data analysis, and alignment with local health trends. Each initiative represents a strategic effort to improve health outcomes and enhance quality of life for residents. The following five impact areas will guide CRMC's work over the next three years:

Impact Initiative # 1: Increased Health Education

Description of Community Need

Education and preventive care were identified as needs in the community with a specific focus on obesity, diet and nutrition, mental health, and substance abuse.

Vision

CRMC and local community organizations will provide more education and resources for preventive care with a focus on obesity, diet and nutrition, mental health, and substance abuse.

Partner Agencies and Roles

- Better Health Lower Cost Collaborative – multi-sector coalition to promote healthy eating and active living



- County Health Departments – preventive care, nursing assessments, women’s health, and discounted screenings
- Coffee County Parks & Recreation – community fitness and wellness classes
- Coffee County School System – student nutrition, wellness, and school nurse education
- Cooperative Extension – nutrition education and marketplace navigation support
- Local mental health providers and crisis resources – care coordination and community trainings
- Local employers and industry – onsite wellness programming and incentives

CRMC Strategy

CRMC provides a range of free and reduced-cost programs focused on obesity prevention, nutrition education, mental health, and substance abuse. The goal is to broaden community engagement and increase participation in these initiatives. To achieve this, CRMC will expand community health fairs that offer screenings and educational resources, launch targeted campaigns addressing nutrition and mental health, and enhance tele-psychiatry services for underserved populations. Additionally, CRMC continues to strengthen its internal behavioral health team to ensure patients receive safe, high-quality care during hospitalization. Collectively, these efforts aim to foster a culture of health and prevention throughout the community.

Measure

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

Impact Initiative #2: Heart Health and Prevention of Heart Disease

Description of Community Need

Heart health and heart disease prevention were identified as needs within the community and remains a leading cause of morbidity and mortality locally.

Vision

CRMC and local community organizations will provide more education and resources for heart disease prevention.

Partner Agencies and Roles

- Corazon and WM2A – planning and analytics for service expansion
- Regional and local interventional cardiologists – coverage and consultation
- Primary care practices – risk identification and referrals

Hospital Strategy

CRMC recognizes that heart disease is the leading cause of death in the US and has consistently been the leading cause for years. CRMC will expand resources to provide preventive 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.

Impact Initiative #3: Cancer Treatment Options

Description of Community Need

The availability of cancer treatment options was identified as a need within the community.

Vision

CRMC understands that cancer is a leading cause of death in the US as over 600,000 people are expected to die in 2025 in the US due to cancer.⁷ CRMC and local physicians acknowledge that some cancers may be prevented and that early detection is the best form of treatment.

Partner Agencies and Roles

- CRMC collaborates with other agencies and organizations to facilitate comprehensive and advanced cancer care for members of the community

Hospital Strategy

CRMC aims to continue to increase the percentage of community members utilizing programs that provide screening and education for early cancer detection such as:

- Hologic 3D mammography (Tomosynthesis) enables clinicians to identify and characterize individual breast structures with clarity and certainty never before possible. This technology will allow a physician to see masses and distortions associated with cancers much more clearly and much earlier.
- Free prostate cancer screenings
- Monthly cancer support group meetings in January 2025, providing patients and families with education, emotional support, and community resources. This program strengthens CRMC's commitment to comprehensive cancer care and enhances quality of life for those affected.

CRMC also continues to actively recruit physicians in a multi-specialty facet in order to provide a larger spectrum of cancer treatment and screening services for the community.

Measure

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

Impact Initiative #4: Access to Care/Transportation

Description of Community Need

Access to care and transportation was identified as a prevalent need in the community

Vision

Access to healthcare refers to the ability of individuals to obtain the medical services they need without undue barriers. Factors such as distance, time, and financial constraints often limit this access, creating gaps in care. CRMC recognizes that restricted availability of free and reduced-cost services prevents many community members from receiving essential care. By expanding outreach and improving pathways to these resources, CRMC aims to ensure that more residents can access timely, affordable healthcare and achieve better health outcomes.

⁷ National Cancer Institute <https://seer.cancer.gov/statfacts/html/common.html>

Partner Agencies and Roles

- Coffee County Department of Family and Children Services – assistance with Medicaid enrollment
- Non-Emergency Transport Services – transportation at reduced rates
- Local Home Health Agencies – care management, referrals for follow up appointments, etc.
- County Health Departments – lower cost options for individuals
- South Georgia College – healthcare services to all students
- Coffee County Extension Agency – assistance with enrollment in healthcare exchange for affordable care
- City and County Governments – potential sources of community transportation programs

Hospital Strategy

CRMC recognizes that transportation barriers often prevent individuals from accessing timely care. While CRMC does not directly provide transportation services, it will collaborate with local city and county governments, as well as community partners, to advocate for and support programs that offer affordable transportation options. CRMC will also educate residents about existing non-emergency transport services and explore opportunities to expand these resources through partnerships.

Measure

CRMC will measure success by tracking the number of referrals made to partner agencies and monitoring reductions in repeat emergency department visits and hospital readmissions.

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

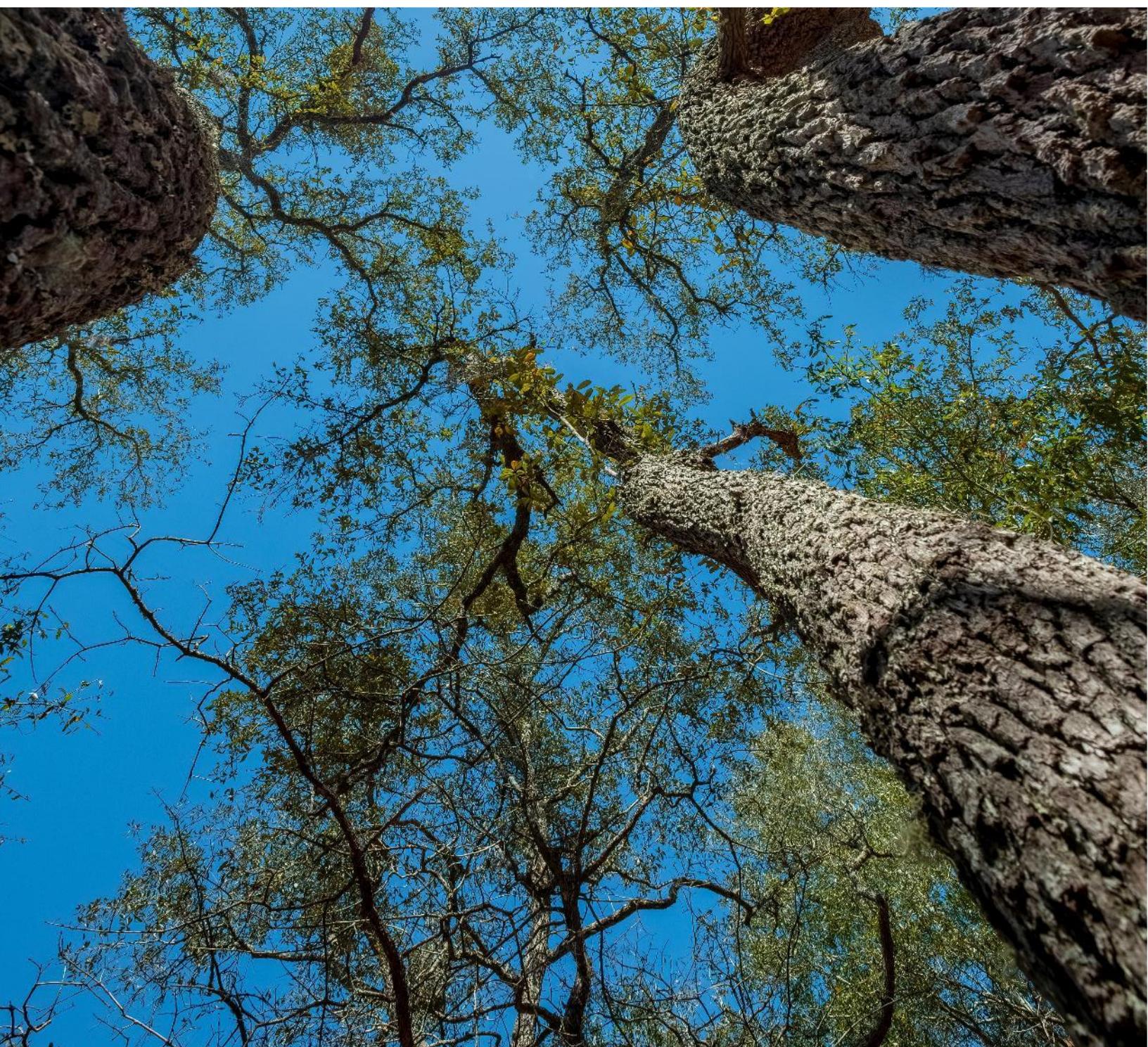
There may be some gaps in the information provided in the support data tables due to the absence of current statistical data available, especially on a county level.

Areas Not Covered by Impact Initiatives

CRMC identified the four top areas to focus on out of all needs identified by the assessment. These four are considered the most significant health needs in the community and will be covered by the impact initiatives. Other health needs identified in the assessment, 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



Community Survey Results

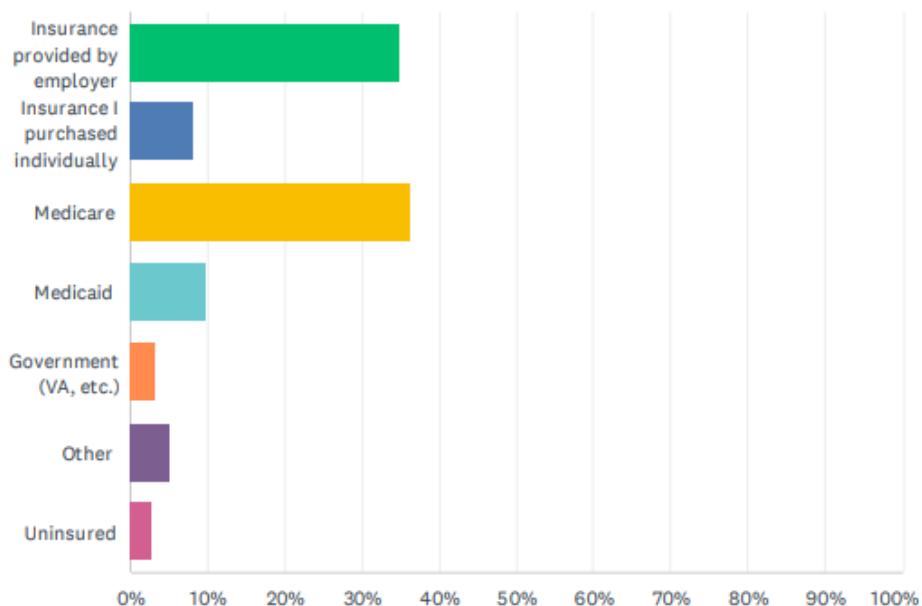
The following are the results of the community-wide survey that was conducted during 2025. A total of 712 surveys were returned to CRMC.⁸

Q1 What county do you live in? (top responses shown)

1. Coffee
2. Atkinson
3. Jeff Davis
4. Bacon

Q2 What is the source of your health insurance coverage?

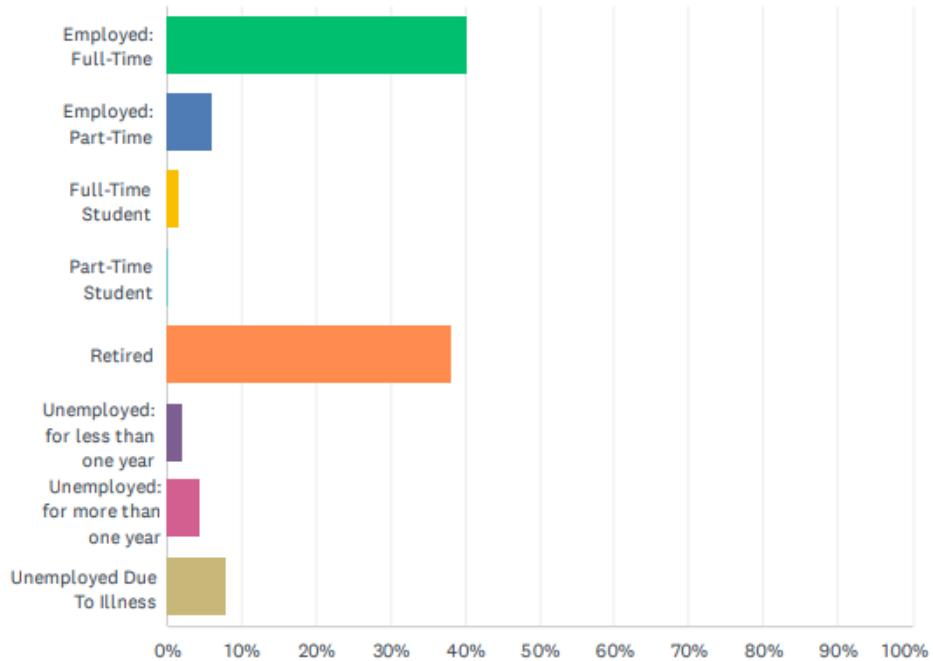
Answered: 709 Skipped: 3



⁸ The survey was operated by SurveyMonkey.

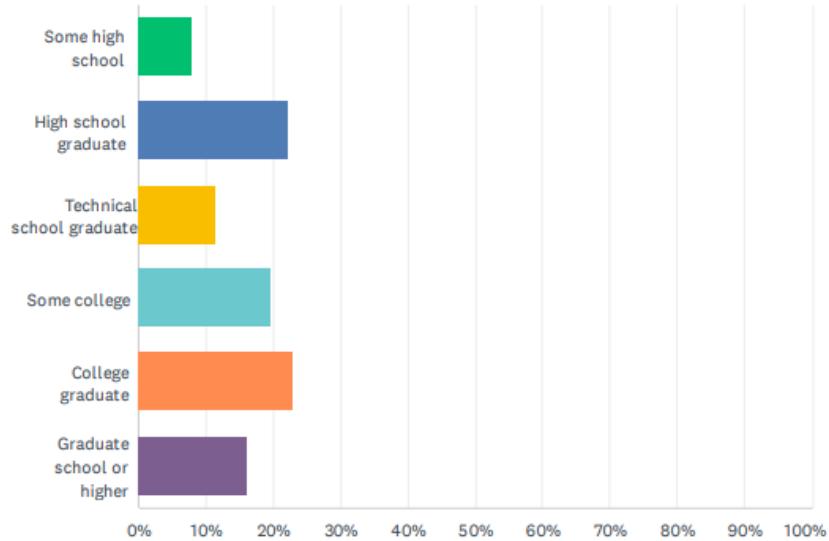
Q3 What is your current employment status?

Answered: 704 Skipped: 8



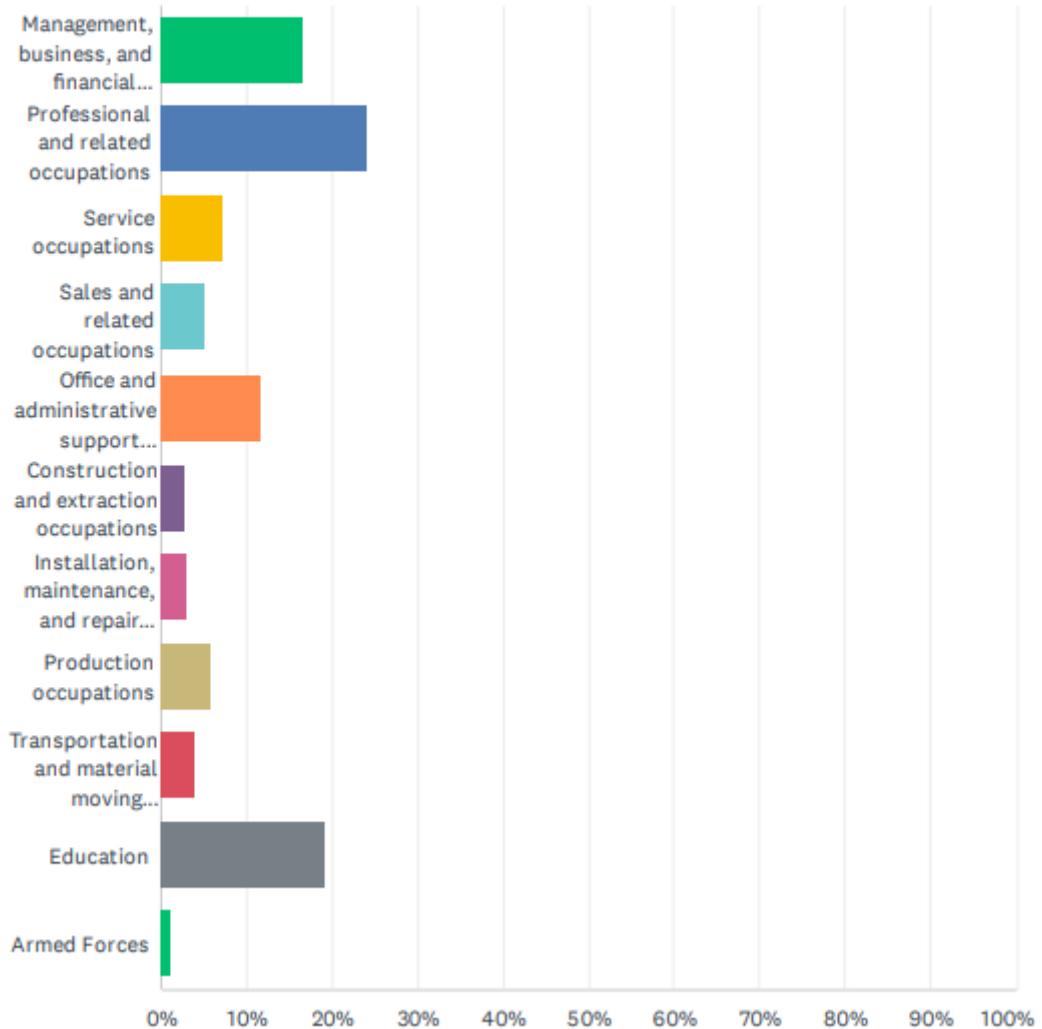
Q4 What is your highest level of education?

Answered: 706 Skipped: 6



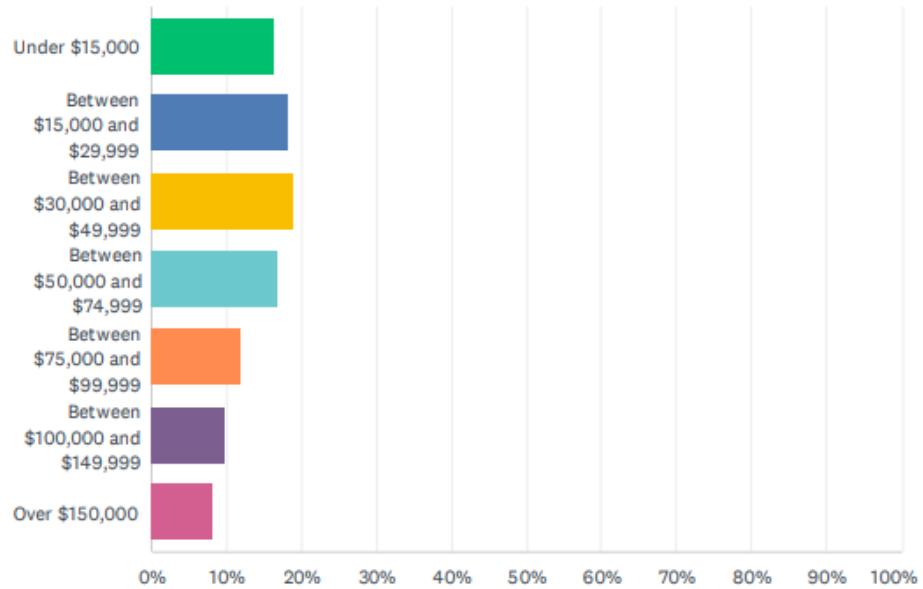
Q5 Which best describes your field?

Answered: 560 Skipped: 152



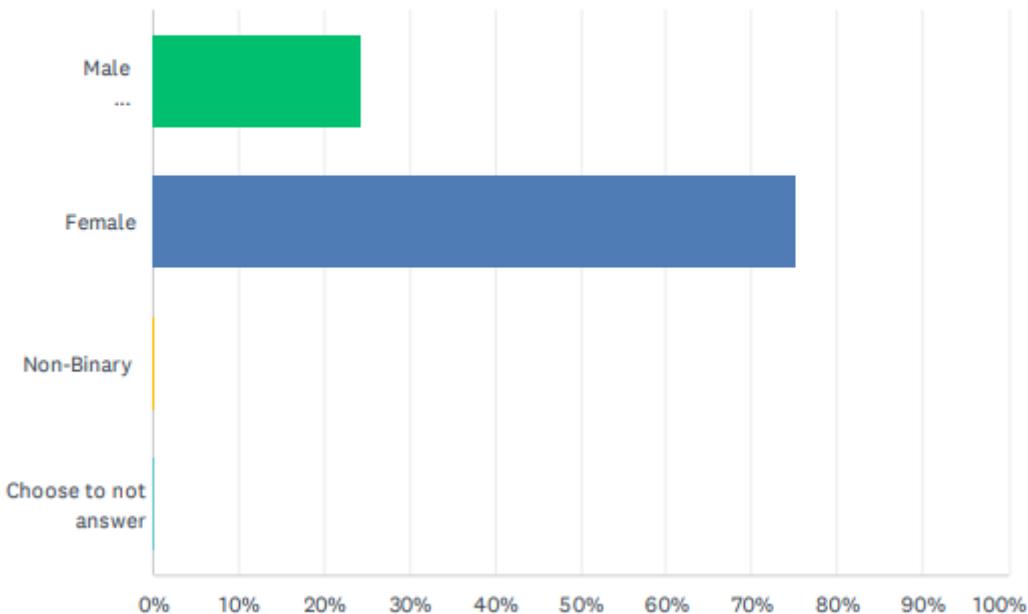
Q6 What is your total yearly household income?

Answered: 673 Skipped: 39



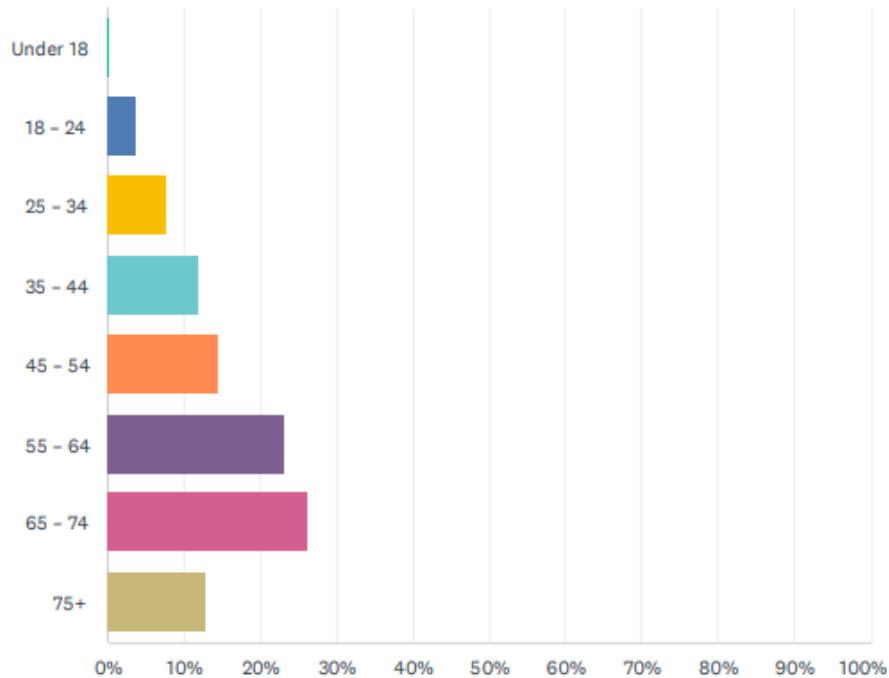
Q7 I am

Answered: 708 Skipped: 4



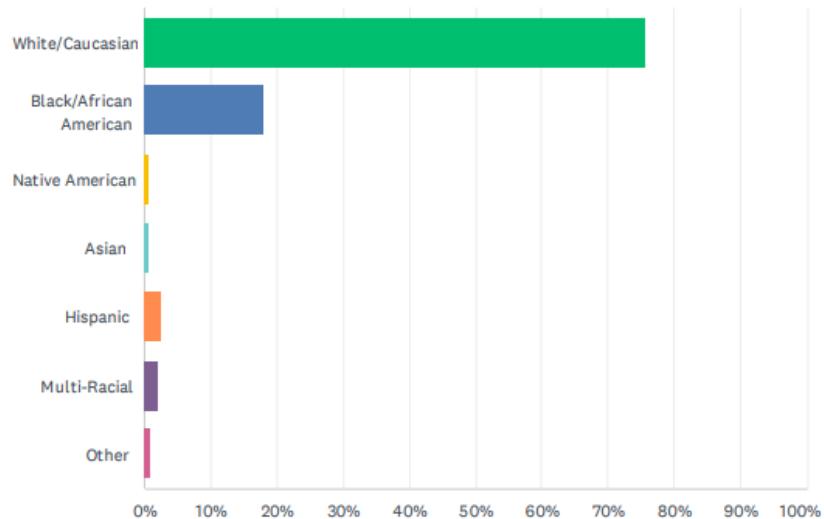
Q8 What was your age on your last birthday?

Answered: 708 Skipped: 4



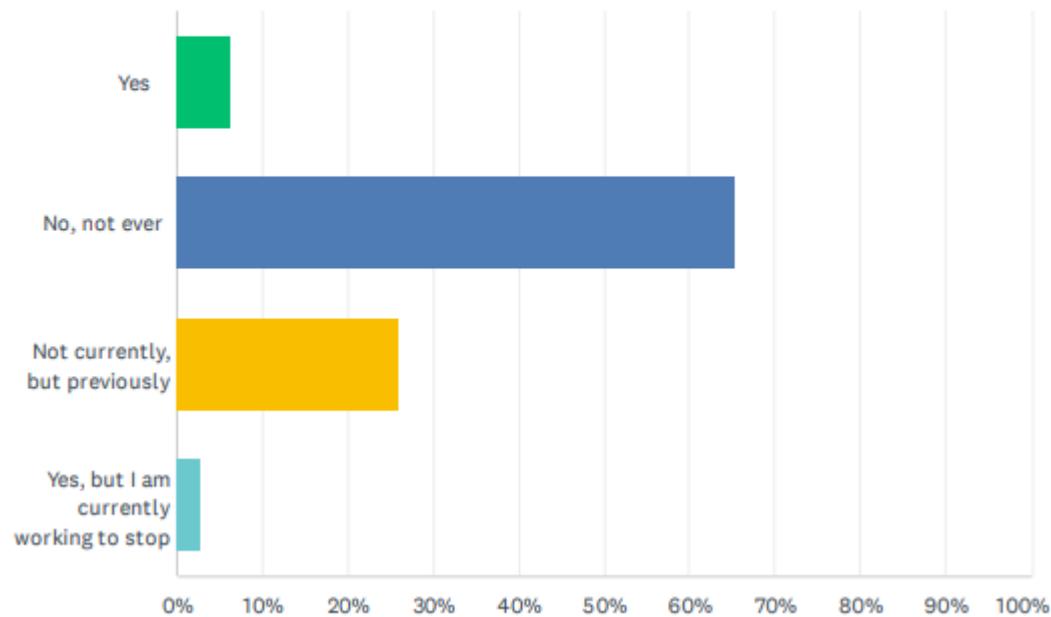
Q9 My racial/ethnic identification is:

Answered: 702 Skipped: 10



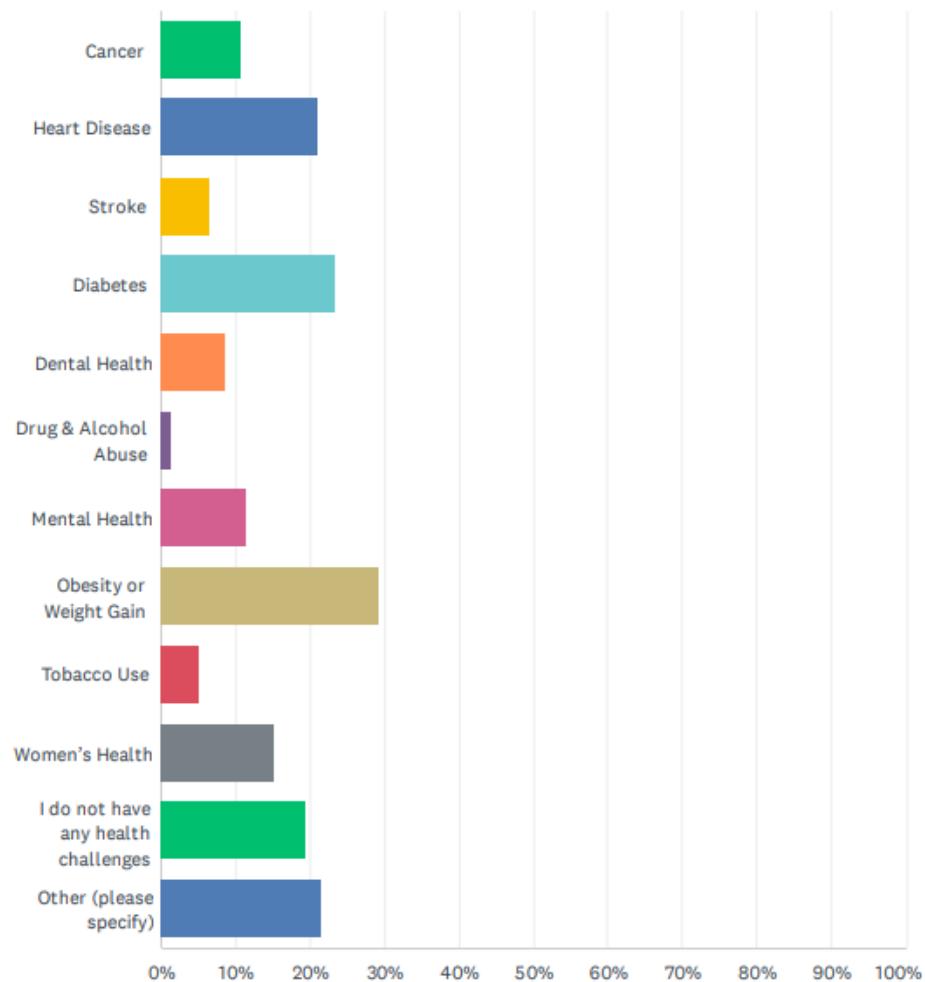
Q10 Are you a smoker? (results will be kept confidential)

Answered: 706 Skipped: 6



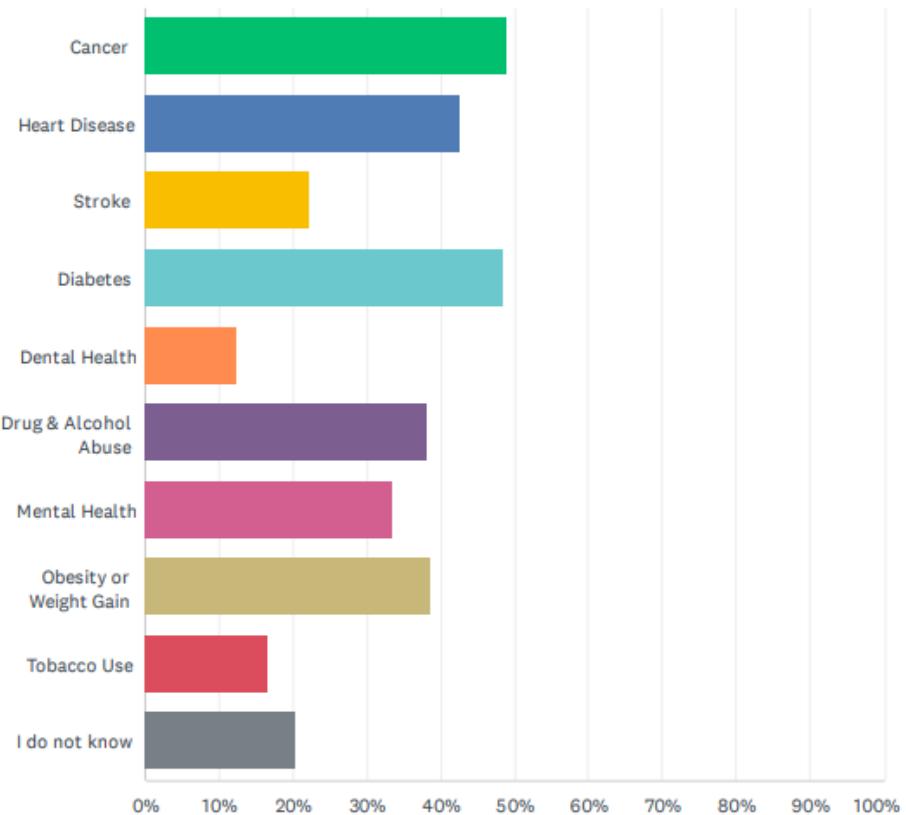
Q11 What are the top health challenges you face? (Choose all that apply)

Answered: 698 Skipped: 14



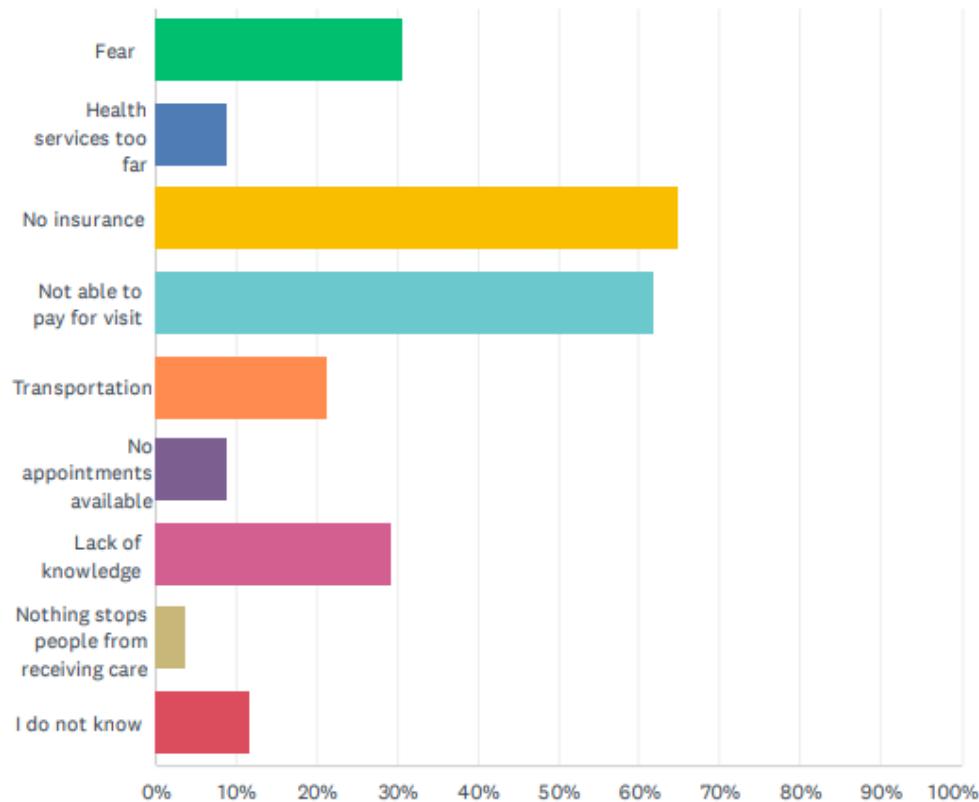
Q12 What do you feel are the biggest health concerns in your community? (Select all that apply)

Answered: 701 Skipped: 11



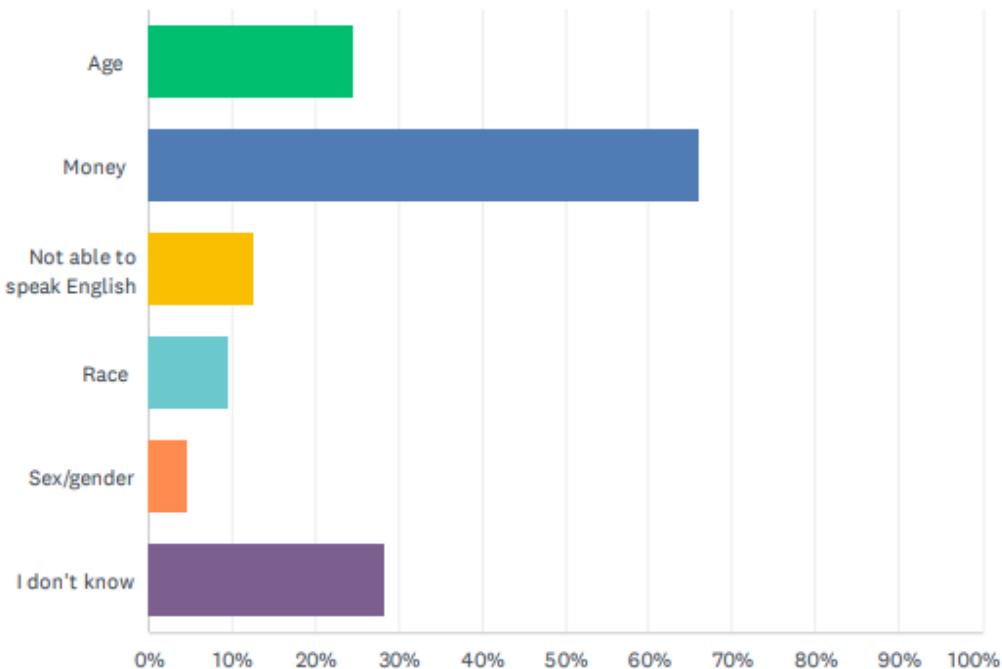
Q13 What do you think stops people in your community from seeking medical care? (Select all that apply)

Answered: 706 Skipped: 6



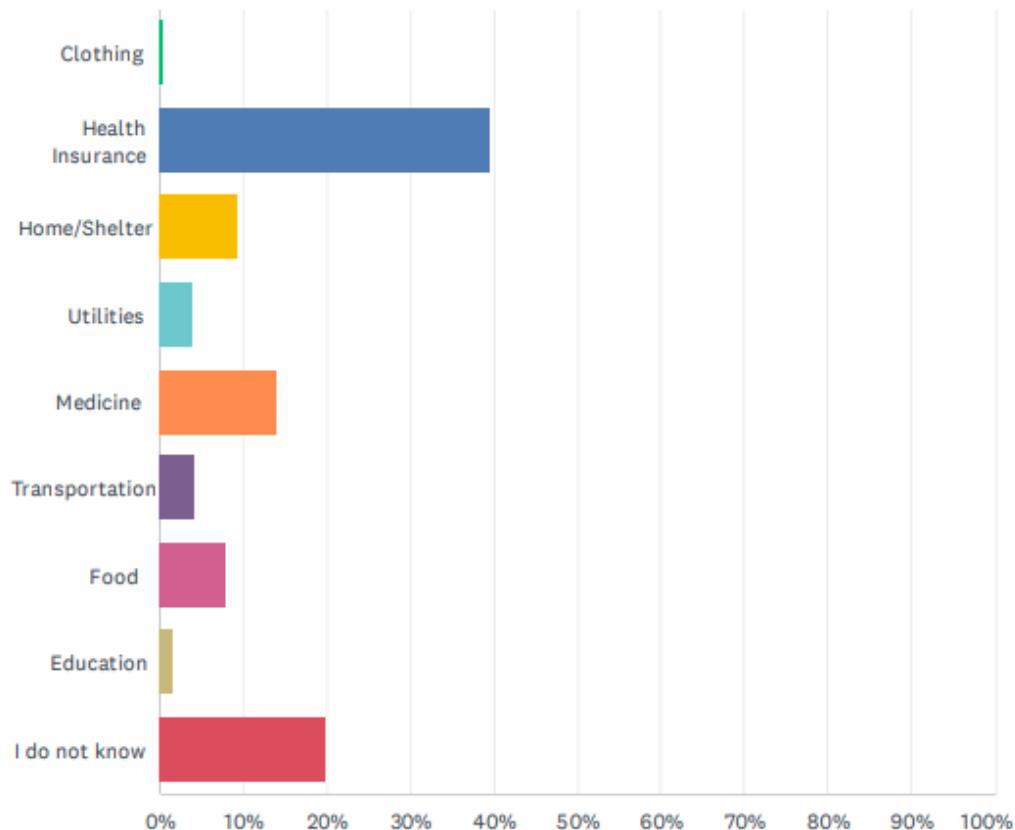
Q14 What do you think most affects the quality of health care you or others in your community receive? (Select all that apply)

Answered: 703 Skipped: 9



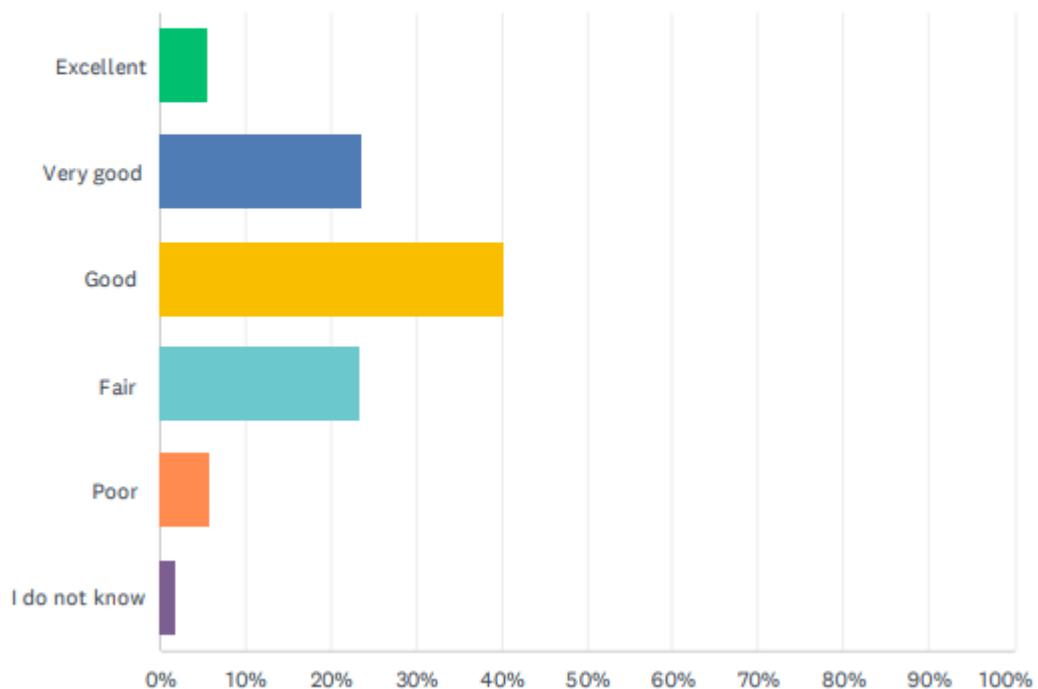
Q15 What do you feel people in your community lack the ability to purchase most?

Answered: 704 Skipped: 8



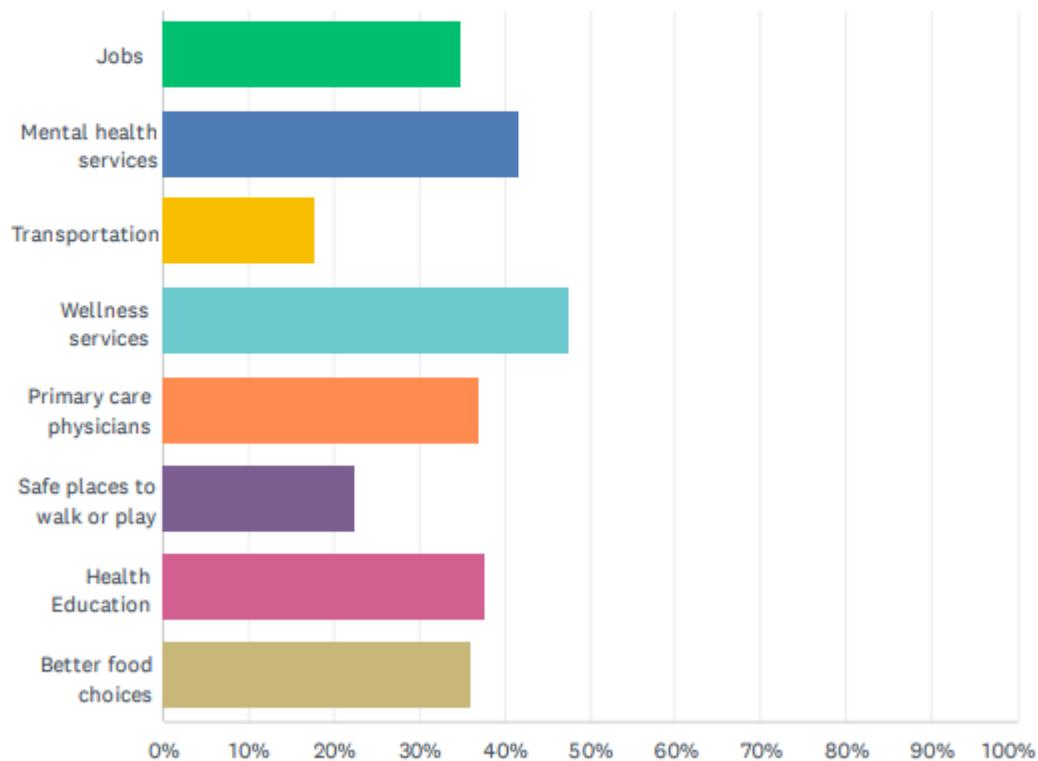
Q16 How would you rate your personal health?

Answered: 707 Skipped: 5



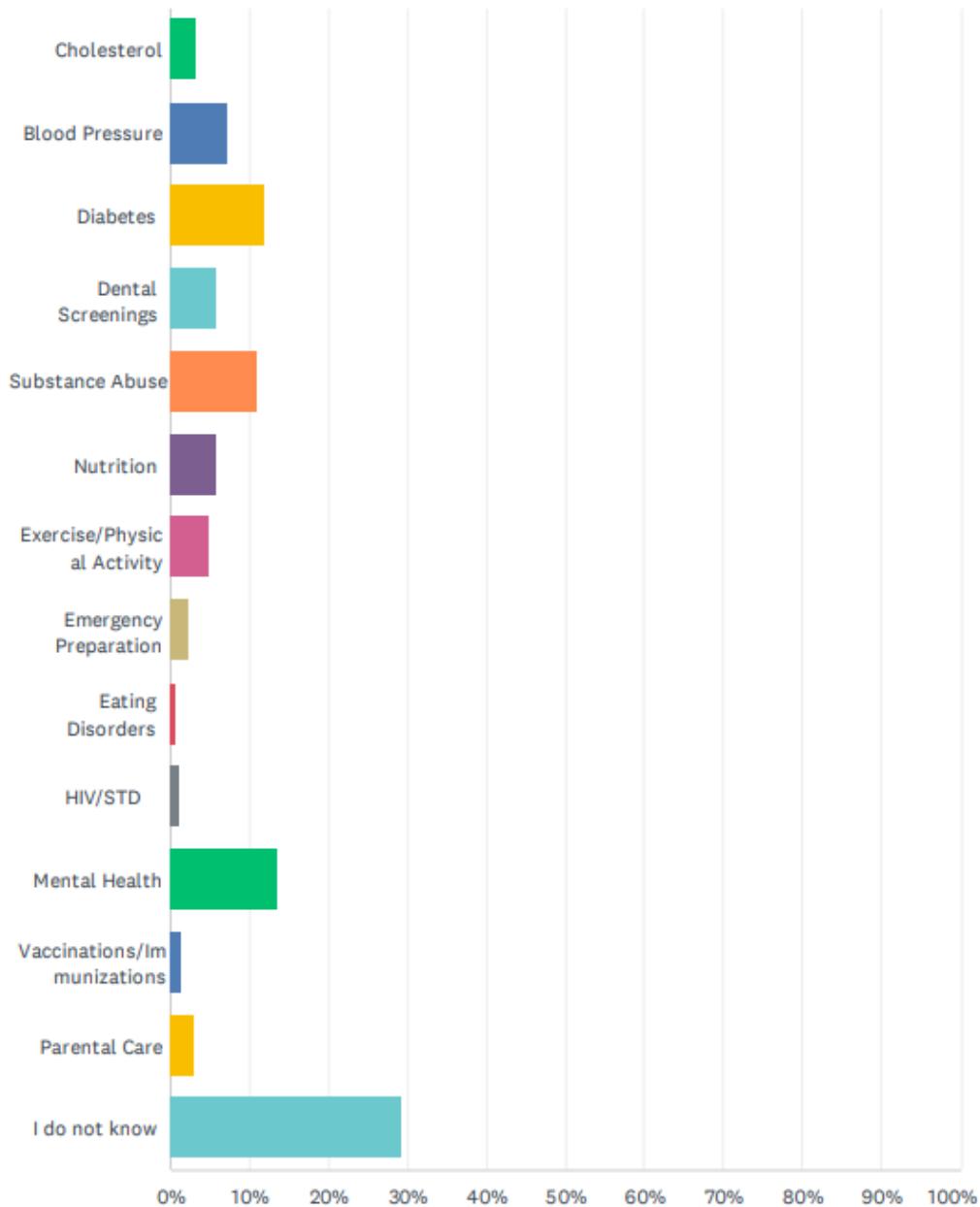
Q17 What should your community focus on to improve its health? (Check all that apply)

Answered: 685 Skipped: 27



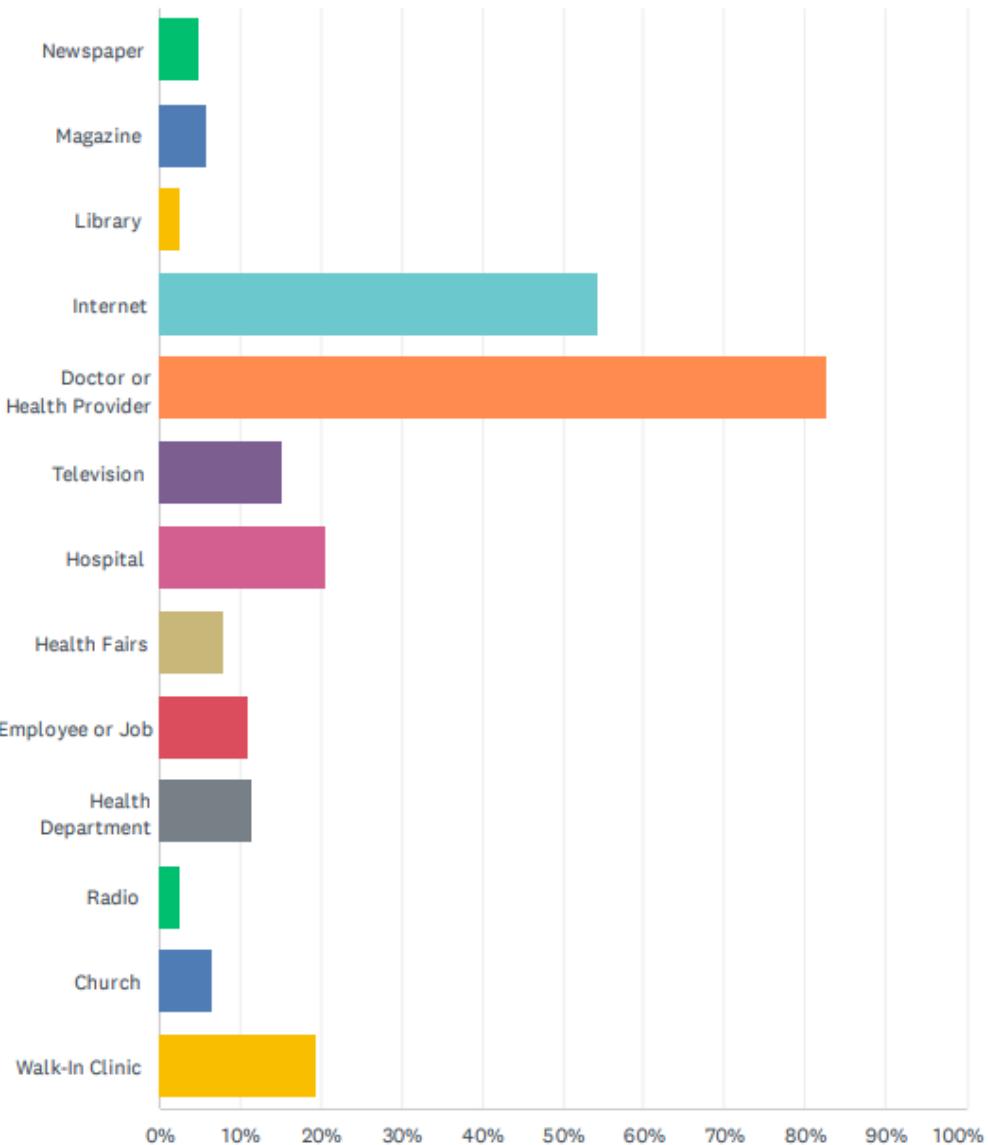
Q18 What health screenings, education, or free services are needed in your community?

Answered: 702 Skipped: 10



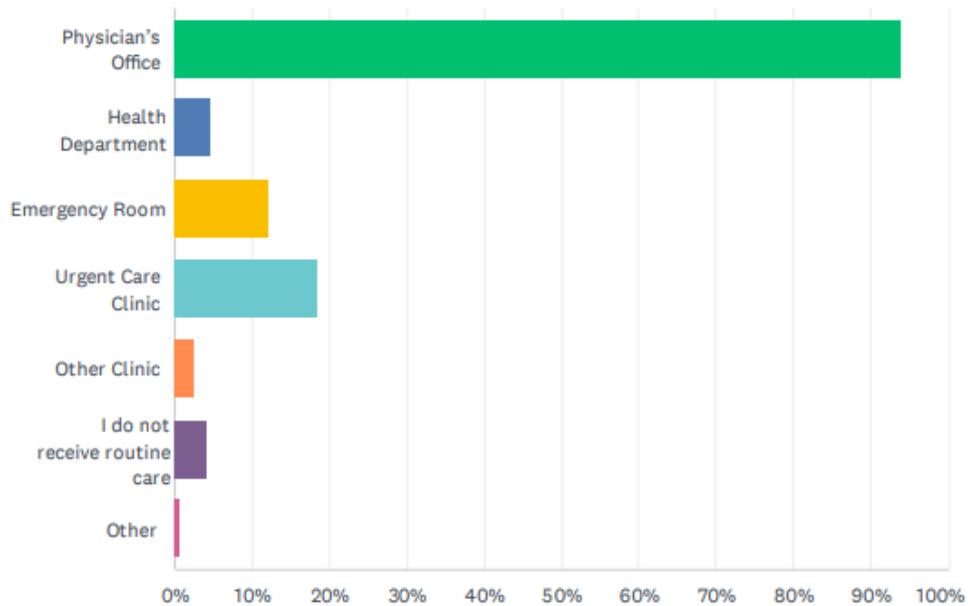
Q19 Where do you or your family get health information? Check all that apply:

Answered: 702 Skipped: 10



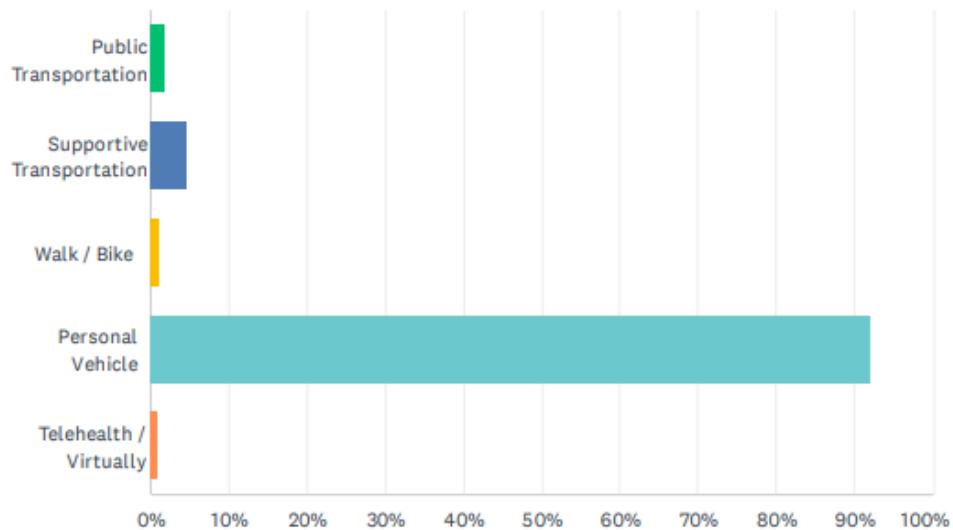
Q20 Where do you go for routine medical care? Check all that apply:

Answered: 705 Skipped: 7



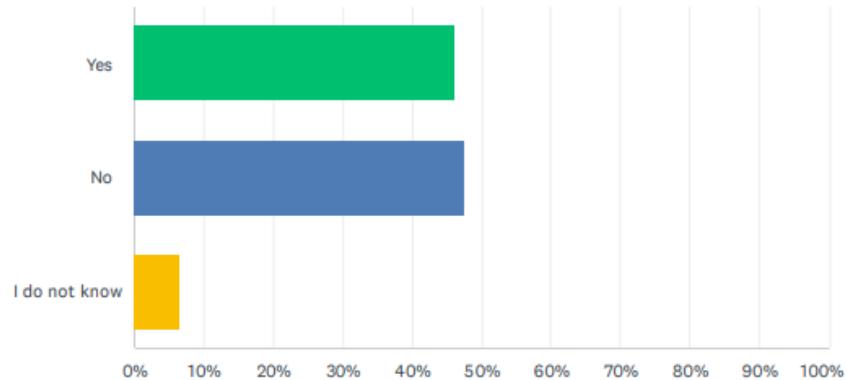
Q21 How do you access your health care?

Answered: 703 Skipped: 9



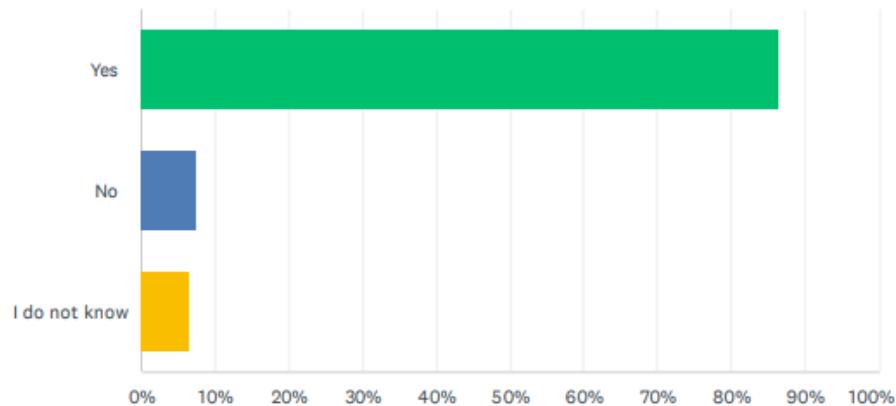
Q22 Have you or someone in your household delayed health care due to lack of money and/or insurance?

Answered: 702 Skipped: 10



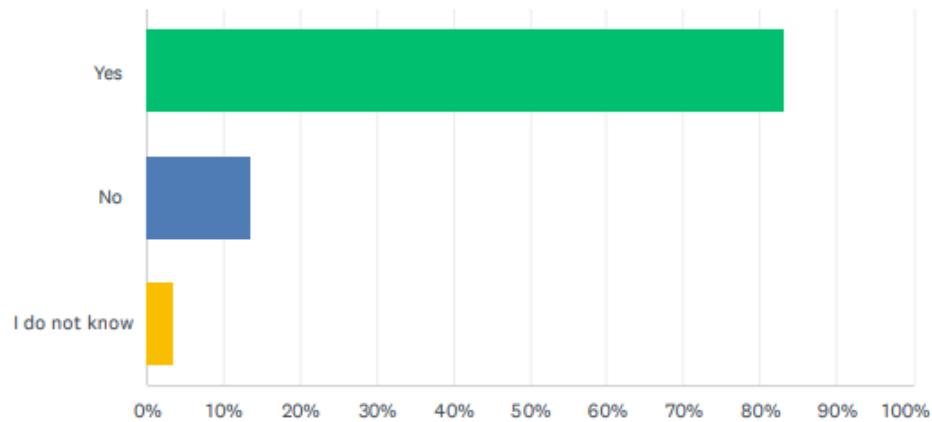
Q23 Are you able to get an appointment with your primary care (family) doctor, physician assistant or nurse practitioner in the service area of Coffee Regional Medical Center when you need one?

Answered: 706 Skipped: 6



Q24 Have you or someone in your household used medical services of Coffee Regional Medical Center in the past 24 months?

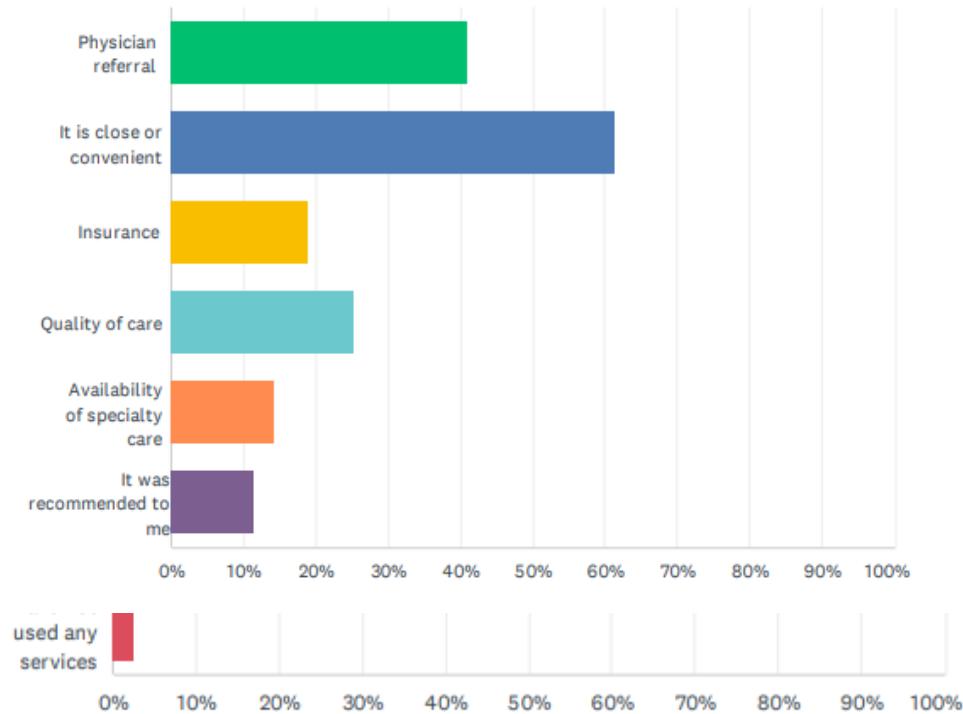
Answered: 708 Skipped: 4



Q26 What services were used? Check all that apply:

Q25 Why did you or your family member choose Coffee Regional Medical Center? Check all that apply:

Answered: 686 Skipped: 26



Q27 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 CRMC? (on a scale of 1 to 5)

- Average score – 3.6



Appendix B: Service Area County HPSA, MUAS/MUPS



Health Professional Shortage Areas by County⁹

The following table highlights HPSAs for each county within the service area counties.

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	Discipline Class	Designation Type	HPSA Status	Designation Last Updated Date
Atkinson	13003	1133326050	Primary Care	High Needs Geographic HPSA	Designated	9/22/2025
Atkinson	13003	6132348643	Dental Health	High Needs Geographic HPSA	Designated	9/22/2025
Atkinson, Bacon, Coffee	13003	7135421559	Mental Health	High Needs Geographic HPSA	Proposed for Withdrawal	9/22/2025
Bacon	13005	1138887084	Primary Care	Low Income Population HPSA	Designated	9/22/2025
Bacon	13005	6131711165	Dental Health	Low Income Population HPSA	Designated	9/22/2025
Ben Hill	13017	1131120174	Primary Care	Low Income Population HPSA	Designated	9/22/2025
Ben Hill	13017	7137425181	Mental Health	High Needs Geographic HPSA	Designated	9/22/2025
Ben Hill	13017	6139074607	Dental Health	Low Income Population HPSA	Proposed for Withdrawal	9/22/2025
Coffee	13069	1138048394	Primary Care	Low Income Population HPSA	Designated	9/22/2025
Coffee	13069	6133343061	Dental Health	Low Income Population HPSA	Proposed for Withdrawal	9/22/2025
Jeff Davis	13161	1139403083	Primary Care	High Needs Geographic HPSA	Designated	9/22/2025
Jeff Davis	13161	7135083453	Mental Health	High Needs Geographic HPSA	Designated	9/22/2025
Jeff Davis	13161	6133940313	Dental Health	High Needs Geographic HPSA	Proposed for Withdrawal	9/22/2025

⁹ U.S. Department of Health and Human Services' Health Resources and Services Administration website:
<http://hpsafind.hrsa.gov/HPSASearch.aspx>



Medically Underserved Areas and Populations¹⁰

The following table highlights medically underserved areas (MUA) for CRMC's service area. 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 county found to have an IMU of 62.0 or less which qualifies the county 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	MUA/P Source ID Number	Designation Type	Index of MUA/P Score	MUA/P Designation Date	MUA/P Update Date
Atkinson	00599	Medically Underserved Area	57.5	11/1/1978	4/4/2007
Bacon	07669	Medically Underserved Area	58.6	6/30/2008	6/30/2008
Ben Hill	00603	Medically Underserved Area	51.7	11/1/1978	11/1/1978
Coffee	00620	Medically Underserved Area	39.4	11/1/1978	11/1/1978
Jeff Davis	00650	Medically Underserved Area	51.3	11/1/1978	11/1/1978

¹⁰ U.S. Department of Health and Human Services' Health Resources and Services Administration website:
<https://data.hrsa.gov/tools/shortage-area/mua-find>

