

UPDATED
Mercy Hospital Watonga
Community Health Implementation Plan

For FY2012 - 2014
Executive Summary

Background:

Introduction

New requirements for nonprofit, 501 (c)(3), hospitals were enacted under the Patient Protection and Affordable Care Act (ACA), passed on March 23, 2010. One of the most significant of the new requirements is the Community Health Needs Assessment (CHNA) that must be conducted during taxable years after March 23, 2012 and submitted with IRS form 990. A CHNA must then be completed every three years following.

While the requirements are fairly new, the IRS has made strides in defining hospitals that must complete the CHNA as well as details of what is expected in the CHNA report to be submitted. At this time the only entities that must complete the CHNA are hospital organizations defined as:

- An organization that operates a State-licensed hospital facility
- Any other organization that the Secretary determines has the provision of hospital care as its principal function or purpose constituting the basis for its exemption under section 501 (c)(3).

The general goal behind the requirement is to gather community input that leads to recommendations on how the local hospital can better meet and serve residents' needs. The community input is typically derived from a community survey and a series of open meetings. Local health data are presented. Community members then identify and prioritize their top health needs.

After listening to community input, the hospital defines an implementation strategy for their specific facility. The implementation strategy is a written plan that addresses each of the health needs identified in the community meetings. To meet Treasury and IRS guidelines an implementation strategy must:

- Describe how the hospital facility plans to meet the health need, or
- Identify the health need as one the hospital facility does not intend to meet and explain why the hospital facility does not intend to meet the health need¹

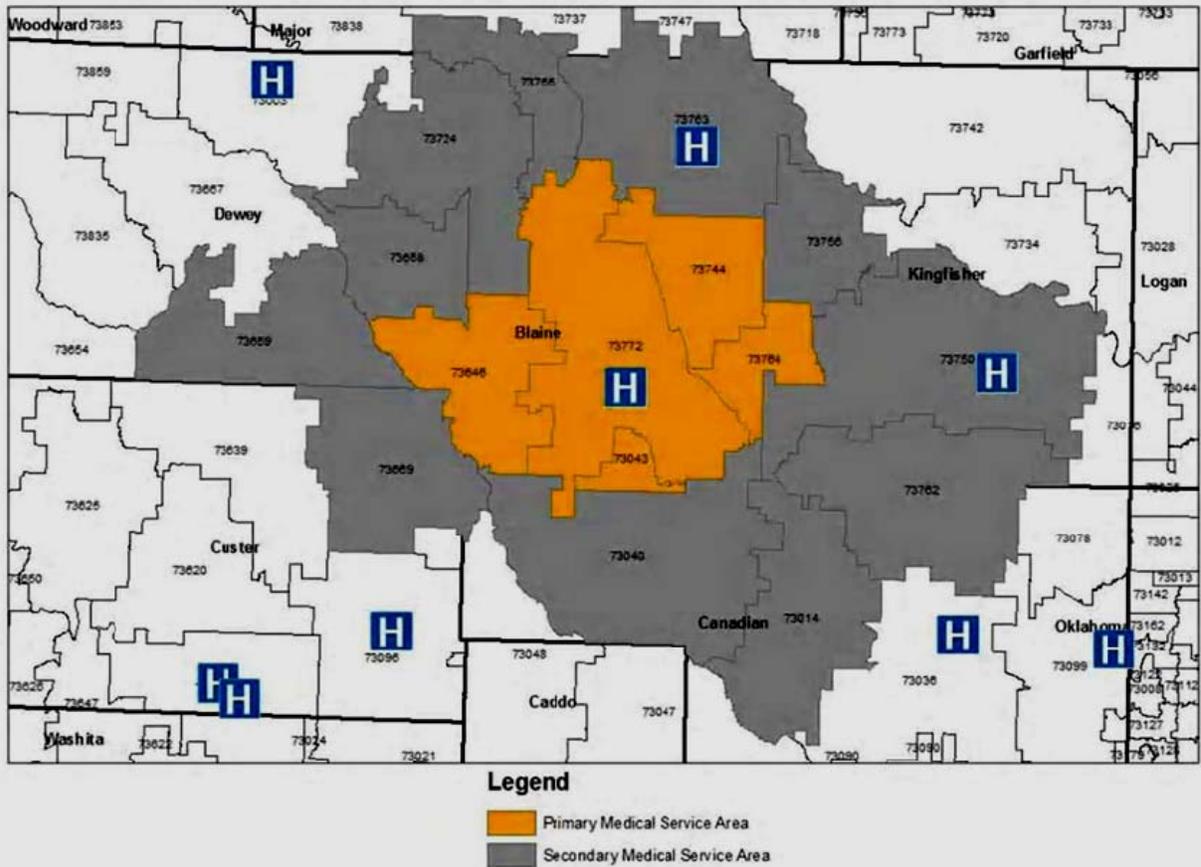
After the needs are identified that the hospital can address, the implementation strategy must take into account specific programs, resources, and priorities for that particular facility. This can include existing programs, new programs, or intended collaboration with governmental, nonprofit, or other health care entities within the community.²

Target Areas and Populations

Mercy Hospital Watonga Medical Services Area Demographics

Figure 1 displays the Mercy Hospital Watonga medical services area. Mercy Hospital Watonga and all area hospitals are delineated in the figure. The surrounding hospitals are identified in the table below by county along with their respective bed count.

Figure 1. Mercy Hospital Watonga Primary and Secondary Medical Service Areas



City	County	Hospital	No. of Beds
<i>Watonga</i>	<i>Blaine</i>	<i>Mercy Hospital Watonga</i>	25
Okeene	Blaine	Okeene Municipal Hospital	25
Oklahoma City	Canadian	Integris Canadian Valley Regional Hospital	40
El Reno	Canadian	Park View Hospital	54
Clinton	Custer	Clinton Indian Hospital	--
Clinton	Custer	Integris Clinton Regional Hospital	64
Weatherford	Custer	Southwestern Memorial Hospital	25
Seiling	Dewey	Seiling Municipal Hospital	18
Kingfisher	Kingfisher	Kingfisher Regional Hospital	25
Fairview	Major	Fairview Regional Medical Center	25

As delineated in Figure 1, the primary medical service area of Mercy Hospital Watonga includes the zip code areas of Greenfield, Hitchcock, Fay, Omega, and Watonga. The primary medical service area experienced an increase of 25.2 percent from the 1990 Census to the 2000 (Table 1). However, this same service area experienced a slight decline of 1.8 percent from the 2000 Census to 2010.

The secondary medical services area is comprised of the zip code areas of Calumet, Canton, Geary, Kingfisher, Longdale, Loyal, Oakwood, Okarche, Okeene, Putnam, and Thomas. This service area has overall experience little change for the years displayed. There was a 0.6 percent increase from 1990 to 2000 and a 4.1 percent increase from 2000 to 2010.

Table 1. Population of Mercy Hospital Watonga Medical Service Area

Population by Zip Code	1990 Census	2000 Census	2010 Census	% Change '90-'00	% Change '00-'10
<i>Primary Medical Service Area</i>					
73043 Greenfield	270	165	125	-38.9%	-24.2%
73744 Hitchcock	213	378	267	77.5%	-29.4%
73646 Fay	136	448	384	229.4%	-14.3%
73764 Omega	60	182	144	203.3%	-20.9%
73772 Watonga	<u>5,042</u>	<u>5,992</u>	<u>6,119</u>	<u>18.8%</u>	<u>2.1%</u>
Total	5,721	7,165	7,039	25.2%	-1.8%
<i>Secondary Medical Service Area</i>					
73014 Calumet	1,507	1,531	1,431	1.6%	-6.5%
73724 Canton	1,293	1,143	1,190	-11.6%	4.1%
73040 Geary	2,124	1,972	1,976	-7.2%	0.2%
73750 Kingfisher	6,323	6,551	7,025	3.6%	7.2%
73755 Longdale	668	901	905	34.9%	0.4%
73756 Loyal	132	289	352	118.9%	21.8%
73658 Oakwood and Eagle City	332	275	260	-17.2%	-5.5%
73762 Okarche	1,703	1,966	2,156	15.4%	9.7%
73763 Okeene	1,899	1,609	1,623	-15.3%	0.9%
73659 Putnam	149	182	160	22.1%	-12.1%
73669 Thomas	<u>1,774</u>	<u>1,596</u>	<u>1,675</u>	<u>-10.0%</u>	<u>4.9%</u>
Total	17,904	18,015	18,753	0.6%	4.1%

SOURCE: Population data from the U.S. Bureau of Census, 1990, 2000 and 2010 (January 2013).

Table 2 displays the current existing medical services in the primary service area of the Mercy Hospital Watonga medical services area. Mercy Hospital Watonga is a 25 bed Critical Access Hospital located in Blaine County, Oklahoma. Services offered by Mercy Hospital Watonga include acute and swing bed inpatient services, an emergency department, specialist referral, dietary consult, community education programs, and clinical laboratory and pathology. A complete list of hospital services and community involvement activities can be found in Appendix A.

Table 2. Existing Medical Services in the Mercy Hospital Watonga Medical Services Area

Count	Service
1	Hospital, Mercy Hospital Watonga
2	Physician clinics
1	Indian Health Services Clinic
2	Dental Offices
2	Optometrist Offices
1	County Health Department, Blaine County
2	Home Health Offices
1	Mental Health Provider Office
2	Pharmacies

In addition to examining the total population trends of the medical service areas, it is important to understand the demographics of those populations. Table 3 displays trends in age groups for the primary and secondary medical service areas as well as Blaine County in comparison to the state of Oklahoma. It must be noted that the prison in Watonga (zip code 73772) was still open when the 2010 Census data were collected. Therefore, age and race data for the primary medical service area show different trends than the secondary medical service area largely due to the influence of the prison population (2,085 individuals residing in group quarters, correctional facilities for adults). Notably, the percentage of the population between 25 and 44 is skewed upward by the prison population. However, the age group of 45-64 has increased from 2000 in all geographies listed. This cohort accounts for 23.1% of the primary medical service area in 2010 and 28.3% of the secondary medical service area. This is compared to the state rate of 25.7%.

Table 3. Percent of Total Population by Age Group for Mercy Hospital Watonga Medical Service Areas, Blaine County and Oklahoma

Age Groups	Primary Medical Service Area	Secondary Medical Service Area	Blaine County	Oklahoma
2000 Census				
0-14	18.4%	21.2%	19.5%	21.2%
15-19	7.2%	8.0%	7.3%	7.8%
20-24	7.6%	5.2%	6.4%	7.2%
25-44	32.5%	25.5%	28.6%	28.3%
45-64	20.5%	23.2%	21.4%	22.3%
65+	<u>13.8%</u>	<u>16.9%</u>	<u>16.8%</u>	<u>13.2%</u>
Totals	100.0%	100.0%	100.0%	100.0%
Total Population	7,165	18,015	11,976	3,450,654
2010 Census				
0-14	15.5%	21.5%	18.0%	20.7%
15-19	4.4%	7.2%	5.7%	7.1%
20-24	8.7%	4.8%	7.0%	7.2%
25-44	36.6%	23.5%	30.5%	25.8%
45-64	23.1%	28.3%	24.4%	25.7%
65+	<u>11.7%</u>	<u>14.7%</u>	<u>14.4%</u>	<u>13.5%</u>
Totals	100.0%	100.0%	100.0%	100.0%
Total Population	7,039	18,753	11,943	3,751,351

SOURCE: U.S. Census Bureau, Census data for 2000, and 2010 (www.census.gov [January 2013]).

Changes in racial and ethnic groups can impact the delivery of healthcare services, largely due to language barriers and dramatically different prevalence rates for specific diseases, such as diabetes. A noticeable trend in Oklahoma is the growth in the Hispanic origin population. In 2010, those of Hispanic origin accounted for 8.9% of the total population. This same trend is evident in Blaine County as well as within the primary and secondary medical service areas with an increase from 8.6% in 2000 to 35.7% in 2010 in the primary medical service area. It must be noted that the prison and the prison's contract jurisdiction largely

impacts these increases in the primary medical service area and Blaine County. Table 4 displays these trends.

Table 4. Percent of Total Population by Race and Ethnicity for Mercy Hospital Watonga Medical Service Areas, Blaine County and Oklahoma

Race/Ethnic Groups	Primary Medical Service Area	Secondary Medical Service Area	Blaine County	Oklahoma
2000 Census				
White	70.6%	87.2%	76.3%	74.1%
Black	10.2%	1.2%	6.7%	7.5%
Native American ¹	7.9%	6.4%	8.7%	7.7%
Other ²	6.1%	2.5%	4.4%	1.5%
Two or more Races ³	5.2%	2.6%	4.0%	4.1%
Hispanic Origin ⁴	8.6%	4.0%	6.6%	5.2%
Total Population	7,165	18,015	11,976	3,450,654
2010 Census				
White	78.5%	85.1%	79.7%	68.7%
Black	4.2%	0.7%	2.6%	7.3%
Native American ¹	5.8%	6.8%	8.0%	8.2%
Other ²	7.4%	4.0%	5.9%	1.9%
Two or more Races ³	4.1%	3.4%	3.8%	5.1%
Hispanic Origin ⁴	35.7%	7.5%	24.1%	8.9%
Total Population	7,039	18,753	11,943	3,751,351

SOURCE: U.S. Census Bureau, Census data for 1990, 2000, and 2010 (www.census.gov [January 2013]).

¹ Native American includes American Indians and Alaska Natives.

² Other is defined as Asian Americans, Native Hawaiians, Pacific Islanders and all others.

³ Two or more races indicate a person is included in more than one race group.

⁴ Hispanic population is not a race group but rather a description of ethnic origin. Hispanics are included in the five race groups.

How the Community Health Implementation Plan Was Developed

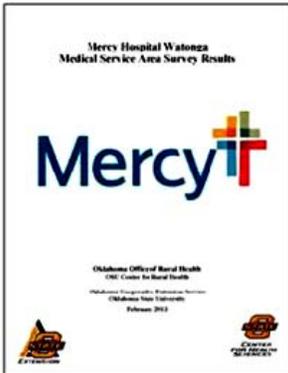
The Mercy Hospital Watonga hosted four community meetings between January 17, 2013 and May 3, 2013. The Oklahoma Office of Rural Health and Oklahoma Cooperative Extension Service facilitated these meetings. Summaries of the information presented at each meeting are included below in chronological order.

Community members in attendance at these meetings included:

- Chamber of Commerce
- Local business owners
- Insurance offices
- Real estate agents
- Local bankers
- City government
- School board member
- Mercy Hospital Watonga representatives
- County Cooperative Extension office

Average attendance at the community meetings was 25-30 community members. Community members in attendance were sought out due to their expertise in public health, diverse income and racial outreach, and overall expertise of their local community.

A survey was designed to gauge hospital usage, satisfaction, and community health needs. The survey was available in both paper and web format. The paper surveys were distributed at the hospital and during the first community meeting on January 17, 2013.



AE-13015. Mercy Hospital Watonga Medical Service Area Survey Results (30 pages)

Community members present at the hospital each took a survey, and many took extra surveys to distribute to friends, neighbors, and colleagues. A copy of the survey form can be found in Appendix C.

Surveys were also available at the hospital and senior citizen's building. Community members in attendance at the January 17, 2013, meeting were all emailed the electronic link and encouraged to share it. The link was also made available on the hospital's Facebook page. Community members were asked to return their completed surveys to Mercy Hospital Watonga.

The survey ran from January 17, 2013 to February 8, 2013. A total of 79 surveys from the Mercy Hospital Watonga medical service area were completed. The survey results were presented at the March 11, 2013, community meeting.

Table 6 below shows the survey respondent representation by zip code. The largest share of respondents was from the Watonga (73772) zip code (89.9%). Canton followed with four respondents.

Table 6. Zip Code of Residence

Response Category	No.	%
73772-Watonga	71	89.9%
73724-Canton	4	5.1%
73040-Geary	2	2.5%
73043- Greenfield	1	1.3%
73744- Hitchcock	1	1.3%
	79	100.0%

Major Needs and How Priorities Were Established

Following the presentation of the health data, county data and information report, and the community survey results, community members were then asked to identify their top concerns from evaluating the data, survey results, and their experience within the community. A discussion among meeting attendees followed, with many different observations/concerns raised. The top health concerns identified were as follows:

- New/More physicians (really need 2 more)
- Focus on preventative health
- EMS services
- Create awareness of what the city already has in place to promote physical fitness
 - o Exercise equipment
 - o Need to add bike and walking paths
- Patients are seeing a specialist more than their Primary Care Physician
- Visiting specialists are full
- Rural residents do not want to go to the doctor (some don't have insurance and others don't want to impose)
- High infant mortality rate
- Teen birth rate
- Health education

Description of what Mercy Hospital Watonga will do to address community needs

Mercy Hospital Watonga reached out to interested community leaders combined with hospital leaders and formed a team to develop action plans related to the top health concerns identified. This team in October, 2013 to discuss concerns and develop the following action plans.

Action Plans:

1. Fitness and nutrition
 - o Create awareness of what the city already has in place to promote physical fitness
 - o Exercise Equipment
 - o The exercise equipment (located at the library) was purchased through grants. The local RSVP group has helped market the availability of the fitness equipment. The local Chamber of Commerce is also planning to help market the availability. Mercy will join in those efforts.
 - o Additionally, Mercy will lead the effort to obtain grant funding for needed community bike and walking paths.
 - o Mercy will pursue grants from within the ministry to help fund the trails.
 - o Mercy will form a coalition with community representatives to develop a viable plan for a staged approach to trails within the community.
 - o Mercy representatives will request guidance from known individuals with experience developing bike and walking trails from the nearby community of Kingfisher.
 - o Mercy, with community representatives will present the plans to city officials to partner with the project.
 - Update**
 - Discussion held on forming a coalition.
 - Discussion held on a plan for the trail.
 - Secured funding for an architectural landscape plan.
- o Promote and assist the local Food Pantry
 - o Mercy will develop a partnership with the local Food Pantry and Apple Market, the local grocery store.
 - o Mercy will coordinate plans for regular food drives throughout the year with help from both.
 - o Mercy will assist with placement and managing of food receptacles

- Mercy will facilitate conversations between the local Food Bank and Apple Market seeking innovative ways to maintain needed items in the Food Bank. Proposals will include regular discounts on items to be donated and receiving donations at the checkout for the Food Bank.

Update

Supported the local food pantry financially each month with fundraisers from hospital co-workers.

Staff prepared and delivered Thanksgiving baskets to 5 community families and Christmas baskets to 3 families who were struggling financially.

2. Health Education

- This health priority was discussed in conjunction with a variety of the previously mentioned items.
- Health education was noted at the middle school and high school as a way to address the teen birth rate.
- By offering telemedicine services, currently in development, at a central/local community building, this could allow further education opportunities.
- Mercy also has a program, Mercy Health Teachers. This is a training opportunity for individuals at the school, working with someone from Mercy, to disseminate the health education through the school. The goal is to start next school year in Watonga and perhaps Geary. Mercy provides all of the educational materials.
- Additionally, we are developing education regarding blood pressure called “Battling the Silent Killer.” We will train key co-workers from MHW to present this education in various community venues such as health fairs and civic clubs.

Update

Organized and hosted a community health fair in February with 100 in attendance.

Presentations on “Battling the Silent Killer” were given 2 times to the local senior citizens group.

Participated in the annual Career Day at the high school on healthcare career opportunities.

3. Physician Needs

- New/More physicians (really need 2 more)
 - Mercy is currently recruiting for one primary care physician and one mid-level provider to the Watonga community.
 - Plans are being developed to expand primary care and specialty care through the use of telemedicine in nearby communities such as Geary.
 - Promotion of Physician Manpower and Training Commission is being used to attract providers to this rural setting.

Needs not being addressed and the reasons

- **Free Health clinic**
 - **In terms of patients that do not have health coverage or cannot afford to visit a physician, the possibility of a free clinic offered through the hospital was mentioned. It was also noted that there is a clinic in Thomas that has a sliding scale pay option. The expansion of Medicaid could benefit individuals who do not have health coverage.**
- **Elderly seeing Specialists**
 - **It was noted that many elderly rural residents do not want to impose on family and friends to drive them to see a doctor or specialist. The upcoming availability of local telemedicine services could help with this issue of transportation.**

- High infant mortality rate
 - o While the rate of infant mortality was higher than other counties in Oklahoma, the community was aware of all of the infant deaths along with the circumstances surrounding them. It was noted that the circumstances were not preventable and accidents. However, it should also be noted that babies are not born in Blaine County unless it is in an emergency situation. Expecting patients are referred to Yukon and recently, Weatherford. Also, when there is an emergency (including infants), an expert team from Mercy will come and pick up emergent patients.
- Teen birth rate
 - o The local public school in Watonga has contracted with a group of health education professionals out of Guthrie to come discuss sex education with the middle and high school students. The student will be divided by gender for the course. The curriculum covers abstinence, sexually transmitted diseases (lifelong implications), and protection.
 - o The teen birth rate was discussed in depth, and a local public health provider was able provide much insight into the issue. There was discussion of birth control and plan B pills. However, it was also mentioned several times that there needs to be a greater dialogue with the parents (community education) of these local trends.