

# *Community Health Needs Assessment 2017 Implementation Plan*



**FR** FRISCO REGIONAL  
HOSPITAL

*Managed by Methodist Healthcare San Antonio*

## Introduction

Frio Regional Hospital is a 22 bed Hospital located in Pearsall, Texas, that offers a birthing center, and numerous other innovative services. When prior medical facilities that once cared for the members of the community closed, two Pearsall residents - Mrs. S.T. Brown and Mrs. Grady Higdon, pushed the community to work together and open a new Frio hospital. Since their opening on January 2, 1963 Frio Regional Hospital has been growing and improving for over 50 years.

## Identifying Health Needs

A community health needs assessment was conducted, and community input was provided through nine key stakeholder meetings and a community health survey, including representatives from:

- ✓ Frio Regional Hospital
- ✓ Social service agencies and non-profit organizations
- ✓ Public health agencies
- ✓ Other medical providers
- ✓ Local elected officials

Population demographics and socioeconomic characteristics of the community were gathered and reported utilizing various third parties. The health status of the community was then reviewed. Information on the leading causes of death and morbidity information was analyzed in conjunction with health outcomes and factors reported for the community by Community Health Status Indicators and other third parties.

This data was analyzed and reviewed to identify health issues of uninsured persons, low-income persons and minority groups, and the community. Because of the analysis described above, the following health needs were identified as the most significant health needs for the community:

- Lack of health knowledge/education
- Healthy behaviors/lifestyle choices
- Poverty/children in poverty
- Lack of primary care physicians
- High cost of health care
- Uninsured
- Physical inactivity
- Adult obesity
- Diabetes

- Language/cultural mindset
- Heart disease

The identified health needs were reviewed by hospital management and priority areas, included in the table below, were determined based on their assessment of the qualitative and quantitative data. Identified needs were prioritized based on the following criteria:

- 1) How many people are affected by the issue or size of the issue?
- 2) What are the consequences of not addressing this problem?
- 3) The impact of the problem on vulnerable populations.
- 4) How important the problem is to the community.
- 5) Prevalence of common themes.

Frio Regional Hospital Priority	Correlated Community Health Need
<b>Chronic Disease Management</b>	Heart Disease Diabetes Obesity
<b>Primary Care Physicians</b>	Lack of Primary Care Physicians Obstetrics/Low Birth Weight Uninsured High Cost of Health Care
<b>Health Education</b>	Healthy Behaviors and Lifestyle Choices Lack of Health Knowledge Physical Inactivity Language and Cultural Mindset Poverty/Children in Poverty



## **PRIORITY: CHRONIC DISEASE MANAGEMENT**

*Goal: Managing chronic disease within a community is difficult at best. Optimum management presupposes significant changes in knowledge, lifestyle choices, economic and income stability, education, collective community efforts and other socioeconomic characteristics. The goal of FRH is to help reduce the major chronic diseases affecting our service community through treatment and collaborative actions with our resource partners.*

### **Strategies:**

#### **A. Heart Disease**

**Heart disease is prevalent within the community, particularly among our Hispanic population.**

**FRH will continue its educational efforts to the public through 2019 with community outreach, pamphlets, brochures, seminars, special events, health fairs, and collaboration with community resource partners, including, city, county, state, church, university, health clinics, providers and other regional and local health-related sources in and outside our area.**

#### **B. Diabetes**

**Another prevalent disease, diabetes is fundamentally associated with heart disease and the risk factors of obesity, lack of exercise, lifestyle and family history. This chronic illness affects many Frio residents, largely Hispanics.**

**FRH's strategy is to remain committed in its continuing efforts to educate, inform and treat this target audience through screenings, health fairs, speakers, literature, and public service announcements.**

#### **C. Obesity**

**Obesity ranks as one the most difficult risk factors to control in our community. Eating habits, poverty, education, cultural behaviors, family history, lack of informed knowledge, alcoholism and socioeconomic factors contribute to its prevalence.**

**FRH's goal, in addition to its on-going outreach activities, will initiate joint efforts with specialty resource partners, such as the UTHSC School of Medicine's Institute of Health Promotion Research and the U.S and Texas Departments of Agriculture nutritional programs, and non-profits such as the San Antonio Food Bank, to promote and foster healthy eating among the at-risk populations.**

## **PRIORITY: HEALTH EDUCATION**

*Goal: Central to the other priorities, health education is an essential function of FRH's' community outreach strategy. It is the backbone of the hospital's public relations department's policies and planning. The goal of our health education program is to deliver health information relevant to our community, build a new awareness of the impact that acute and chronic diseases have on our communities, while simultaneously acting as a responsible community steward and resource educating the public on the services that FRH provides.*

### **Strategies:**

#### **A. Healthy Behaviors and Lifestyle Choices**

**Continue community outreach efforts and collaboration with community and health partners to bring information on healthy choices and activities to the community.**

**FRH will continue sponsoring or participating in health fairs, community events, fundraisers, seminars, public speakers, and with other health and non-profit resource partners.**

#### **B. Lack of Health Knowledge**

**FRH's Department of Public Relations, along with departments of Nursing, Lab and ER, will provide on-going participation in Career Fairs, hospital tours, open house and other events to promote new health information to the public, including hospital services that address community health needs.**

**PR will continue with its annual events to reach out to the indigent community, particularly children, to provide health information through pamphlets, flyers, free testing and screenings.**

**Media coverage continues to be a pivotal aspect of this strategy, along with participation and collaboration with other health providers, community resource partners, non-profits, businesses and Rotary International.**

#### **C. Physical Inactivity**

**FRH's PR Department will focus on community and seasonal events that it will sponsor or participate with other community resources. Such events include Relay for Life, National Night Out, Immaculate Heart of Mary Catholic Church 5K and 10K Runs, Pearsall Nursing Home Halloween Night, FRH's "Trunk-r-Treat" Halloween Night for Kids, Helicopter Santa and Easter Bunny, FRH's Annual Easter Egg Hunt, Homecoming and Christmas Parades and other community volunteer and summer projects.**

#### **D. Language/Cultural Mindset**

**Nearly eighty percent of the resident population is Hispanic. This demographic necessarily requires a focused approach to delivery of health care and dissemination of information. Over fifty percent of county households speak Spanish as the primary language in their homes. Approximately 15% are not fluent in English or speak no English at all.**

**Thus, it is important to continue to present and provide health information in both English and Spanish, and to encourage a non-threatening approach to health and medical services. An overwhelming number of our medical and administrative staff are fluent in Spanish and will continue this important communication approach with our Hispanic audience and patients.**

**Moreover, FRH support efforts will extend further to those isolated communities of migrant and “colonia” pockets to provide health education and bring additional resources through collaborative efforts with other community agencies.**

#### **E. Poverty/Children in Poverty**

**Poverty affects nearly a third of Frio County and Pearsall’s population, chiefly among Hispanics. Over 30% of elderly over 65 years of age are in poverty and Hispanic children in poverty may range upwards of 40%, according to some sources.**

**The long-term goal is to positively impact the health of those in poverty through information, outreach, coordination of community resources and access to health care and other health-related services.**

**This is a broad-based goal but one that can be implemented by networking all community and nearby resources to synchronize these efforts into a focused and interrelated approach that will lessen the effects of poverty.**

#### **Needs Not Addressed**

Some issues identified through the Community Health Needs Assessment have not been addressed in this plan. In initial discussion and subsequent prioritization, Frio Regional Hospital considered the levels to which some needs were already being addressed in the service area. Additionally, some community needs fall out of the scope of expertise and resources of Frio Regional Hospital. The following outlines how some of the needs identified in the assessment are addressed by others or in different ways:



## **PRIORITY: PRIMARY CARE PHYSICIANS**

*Goal: To improve access to primary care through expanded facilities and healthcare for impacted residents. Expand and improve in-house billings of Medicaid and Medicare revenues. Review treatment efficiencies toward reducing hospital costs. Implement new initiatives of education and information to reduce low birth rates. All the strategies below will be realized no later than in 2019 and are currently in the planning or development stages.*

### **Strategies:**

#### **A. Community Need: Lack of Primary Care Physicians**

The Nix Hospital recently closed in Dilley which also served Cotulla. FRH has filled that void and now is providing health care and hospitalization services to those residents and patients.

In addition, FRH will expand its primary care presence in Dilley which will also serve Cotulla. In the coming months a new urgent care clinic will be established to serve those two surrounding areas.

#### **B. Community Need: Obstetrics/Low Birth Weight**

With the closing of the Nix Hospital, expectant mothers and newborns were also left without a facility to provide obstetrics and birthing services. FRH has stepped in to fill this vacuum and is providing services to address this need.

In addition, a new program to address the low birth weight issue will be developed and implemented in late 2018. Maternity tours, childbirth preparation, birthing, breastfeeding basics, newborn baby care, teen pregnancy, prenatal exercise, postpartum and other classes will be developed and offered to new and expectant mothers.

#### **C. Community Need: Uninsured**

Voters at the last election cycle approved to expand the boundaries of the Frio Hospital District to include Dilley. This approval has led to approval to expand FRH's presence in Dilley through a new urgent care facility.

Our board of Directors also approved to accept the revised policy and program for Indigent Health Care, providing services to those who do not have health insurance or qualify under poverty guidelines.

New billing procedures and oversight also will be reviewed to determine if Medicaid and Medicare patients are receiving the optimal coverage under their benefits. Outreach and collaboration with responsible partners will be solicited to educate the public on their rights and qualifying criteria.

#### **D. Community Need: High Cost of Health Care**

**Residents from Dillee have no urgent care facility since the closing of the Nix Hospital. Consequently, many opt to receive care at the FRH ED. This creates a less-than-optimal situation for those patients. To address this need, FRH, its board of directors and voters have approved to extend Frio Hospital District boundaries and its surrounding areas as part of the service area that FRH will serve. FRH will open a new urgent care facility in the coming months that will be more cost effective for residents. Pearsall and Frio residents may also opt to receive their health care services there as well.**

**FRH will review its costs for treatment, staffing, facilities and equipment to determine where efficiencies can be managed to lower costs.**

**Potential strategies for cost reductions include review and control of collection and data labor costs, improving collection efforts and processes, reducing costly readmissions, re-negotiating vendor and supply contracts, training medical staff to make fiscally responsible supply decisions, consideration of “green” energy strategies, review ED and OR deficiencies and inefficiencies, and outsourcing of services.**

#### **Next Steps**

This Implementation Plan will be rolled out over the next three years. The Hospital will work with community partners and health issue experts on the following for each of the approaches to addressing the identified health needs:


- Develop work plans to support effective implementation
- Create mechanisms to monitor and measure outcomes
- Provide on-going status and results of these efforts to improve community health

Frio Regional Hospital is committed to conducting another health needs assessment within three years.

#### **Adoption/Approval**

Frio Regional Hospital’s Board of Directors approves the Implementation Strategy that has been developed to address the priorities of the Community Health Needs Assessment conducted in FY 2017.

The Hospital will utilize this Implementation Strategy as a roadmap to collaborate with their community to address the priorities, particularly for the most vulnerable.

  
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Chair, Frio Regional Hospital  
Board of Directors

  
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CEO, Frio Regional Hospital