

South Peninsula Hospital, Inc.  
Community Health Needs Assessment  
**Implementation Strategy 2014-2016**  
June, 2014



South  
Peninsula  
Hospital

South Peninsula Hospital, Inc. conducted a community health needs assessment (CHNA) from September, 2013 through February, 2014. The assessment was conducted as part of MAPP (Mobilizing to Action through Planning and Partnership) of the Southern Kenai Peninsula, a local coalition working together to improve community health. South Peninsula Hospital is the fiscal agency for MAPP, provides the contract coordinator, and has representatives on the steering committee and work groups.

The assessment was published in April, 2014, and presented to the community in numerous methods, including but not limited to presentations at City Council and agency board meetings, stories in both local newspapers, published on the [www.mappofskp.net](http://www.mappofskp.net), and hard copies distributed at community MAPP meetings.

### **The Findings**

The following seven issues were defined as the cross cutting themes found in the 2014 Community Health Needs Assessment.

- **Family Issues:** Examples from the CHNA include childcare, parent educational opportunities, and youth services and activities, to generational family trauma. Trauma can serve as the root cause to behavioral and physical health problems.
- **Environmental Concerns:** Examples from the CHNA include the number of frost-free days increasing, increasing salmon stream temperatures, and lack of shared community values surrounding the environment, economy, and the use and extraction of fossil fuels.
- **Access to Care:** Examples from the CHNA include lack of public transportation, affordable health care, uncertainties surrounding the Affordable Care Act, child, teen, and elder services/resources and barriers such as cost, geography, and more
- **Substance Abuse:** Examples from the CHNA include concerning rates of youth and adult drinking, drug availability and use, and a lack of substance abuse treatment in the community. This rated highest community concern in the perceptions survey.
- **Aging Population:** Examples from the CHNA include census data that show stable birth rates but an increasing 45+ year-old population and community perceptions of lacking elder services and housing and increasing numbers of retirees
- **Economics and Affordability:** Examples from the CHNA include high cost of living, affordable food and housing, changes in tax base, lack of job opportunities with living wages, health care costs, reduced organizational budgets, educational opportunities, and more.
- **Quality of Life:** A strengths-based theme referring to peoples' choice to live here for the diverse arts and culture, natural beauty, healthy environment, good schools, sense of place, and intrinsic value.

The community prioritized “Family Issues” as the theme to be addressed by a collective impact model at a community level and South Peninsula Hospital will participate in that effort. Complete prioritization details and further breakdown of the data in each theme can be found in the assessment report and the complete assessment.

In addition to the themes above, specific CHNA findings related to physical health were:

- The top three leading causes of death on the southern Kenai Peninsula were heart disease, cancer and accidents, which is consistent with the statewide statistics, the demographic profile of the area, and the lifestyle behaviors of the residents.
- Tobacco use is a health concern among our residents, with most sources reporting continued use among all ages, with an average tobacco user rate of approximately 20% of residents.
- Substance abuse and lack of treatment remains a concern in the community. 41% of youth surveyed in 2011 reported binge drinking in the past 30 days (up from 30% the year before), and 200 inpatients at SPH in 2013 were identified to have alcohol disorders. 79% of 1,212 residents surveyed in the 2013 MAPP Community Health Needs assessment selected substance abuse as the top health factor for the community, and 52% selected mental and emotional health. 36 specifically cited substance abuse treatment services as lacking in our community and utilizing the American Society of Addictive Medicine Treatment Criteria, the availability of substance abuse services on the southern Kenai Peninsula is lacking.
- As consistent with state and national trends, obesity risk is on the rise on the southern peninsula. 68.7% of adult residents surveyed meet the criteria for overweight or obesity and 24.1% report no leisure time physical activity in the past 30 days.

## **The Strategies**

Listed below are the strategies South Peninsula Hospital will use to address the cross cutting themes and key health status findings from the Community Health Needs Assessment. In addition to participation at the community level to collectively address the priority theme of family issues, South Peninsula Hospital will specifically address all of the seven themes in ways unique to hospital mission and capacity.

### **Family Issues**

- South Peninsula Hospital will participate in a team of community agencies to become Alaska's first trauma-informed community.
- Serve as a grant applicant or manager for grants to address the community identified priority issue;
- Incorporate ACE (Adverse Childhood Experiences) questions into hospital screening tools;
- Offer trauma-informed care to employees for work based exposure to trauma
- Make available a current listing of childcare options for employees
- Participate as a lead agency in the community Safe Kids Fair
- Offer quarterly Safe Sitter babysitting classes to youth 11 years old and older

## **Environmental Concerns**

- Currently the hospital relies partially on heating oil to fire the two boilers at the hospital's main facility. South Peninsula Hospital has installed a natural gas line to the facility and will work towards 100% dependency on natural gas.
- Many florescent light bulbs will be replaced with LED bulbs which lead to energy savings.
- Pneumatic controlled thermostats will be replaced with digital controls which provides flexibility for unoccupied and night setbacks and leads to energy savings.
- Auto shutoff mechanisms will be installed on all lighting in any new construction or remodeled areas so lights will go out when room is not in use.
- Recycling efforts will include a recycle or reuse program for all cardboard and paper.
- The hospital will continue efforts to reduce printing and rely more on electronic communication

## **Access to Care**

- South Peninsula Hospital will be one of two matching agencies in a unique transportation grant wherein our hospital dollars used to transport patients to or from our services leverage public dollars for reduced public transportation. South Peninsula Hospital will serve as a lead agency in this program which stands to bring in as much as \$40,000 to the community in subsidized public transportation funds.
- Patient Centered Medical Home certification – South Peninsula Hospital will become a certified Patient Centered Medical Home for primary care, and offer, among other things,:
  - same-day behavioral health care
  - 24/7 access to electronic health records
  - expanded access, including additional days and hours of clinic operations
- South Peninsula Hospital will develop partnerships with outlying clinics to extend our service reach, including but not limited to Ninilchik, Anchor Point and other surrounding areas
- Employees will be trained and committed to assist in enrolling every eligible patient into the insurance marketplace or other qualified programs
- Self-pay discounts, prompt pay discounts, financial assistance/charity care utilizing a sliding scale based on income will be offered, and this information and application will be readily available to the community at time of registration, including posting on the hospital website
- South Peninsula Hospital will improve communication and health education in the outlying areas, including traveling wellness programs that reach into the outlying areas and focusing on chronic illness prevention and management and conditions affecting the senior population.
- South Peninsula Hospital will offer monthly “discounts” on vital screenings or services and communicate those in an effective manner to uninsured population. Screenings will include but not be limited to colonoscopy, mammogram, bone density, PSA, cholesterol, vitamin D, thyroid, prostate, A1C, etc.

- South Peninsula Hospital will continue as a lead agency with Homer/Kachemak Bay Rotary Club to organize an annual community Health Fair that offers free and reduced rate screenings. The offerings will be tailored to chronic illness and those affecting the senior population.
- South Peninsula Hospital will approach the SPH Foundation to subsidize marketplace premiums for patients who do not qualify for government subsidies or Medicaid.
- Tele-health services and programs will be researched to potentially expand levels of care, types of services or provide improved home care.

### **Substance Abuse**

- Primary care will begin offering same-day behavioral health services co-located in the clinic.
- South Peninsula Hospital will explore feasibility of offering substance abuse treatment
- Employees and hospital representatives will participate on the “Homer Prevention Project” prevention grant as Leadership Team and workgroup members, working to reduce underage drinking and adult binge drinking.

### **Aging Population**

- A five year strategic plan will be developed in 2015 to prepare the hospital’s Long Term Care for the growing demand expected over the next 20 years.
- New services will be added or existing services added that specifically serve the aging population, including but not limited to cardiology, urology, Alzheimer’s care, cancer care, pulmonary, dementia, geriatric psychiatry and depression, obesity, circulatory, gastrointestinal, dental, nutrition, wound care, ophthalmology, podiatry, medication management, etc.
- Community health education offerings will be tailored to senior issues, focusing on chronic disease prevention and management.
- Partnerships will be created with other agencies serving seniors to prevent duplication of services and ensure comprehensive coverage of need.
- Monthly “discounts” will be offered for relevant screenings or services related to the aging population. Screenings will include but not be limited to colonoscopy, mammogram, bone density, PSA, cholesterol, vitamin D, thyroid, prostate, A1C, etc.
- The hospital will offer DEAP (Diabetes Education Accreditation Program) of the AADE (American Association of Diabetes Educators) in an outpatient and inpatient setting
- An employee wellness program will be designed and offered, tailored to meet the needs of an aging employee base
- Work environments will be adjusted as necessary to accommodate the needs of an aging workforce
- Home Health Services operations will be audited and improved to ensure viability as this department is expected to see significant growth in demand by the aging population.

## **Economics / Affordability Concerns**

- Employees will assist in enrolling every eligible patient in to the insurance marketplace or other qualified programs
- Information on self-pay and prompt pay discounts, and financial assistance will be made readily available, including posting of the applications and policies on the hospital's website.
- Better marketing and health education will take place in outlying areas to be sure all discounts, offerings and programs are well communicated
- Offer monthly "specials" on vital screenings or services and communicate those in an effective manner to uninsured population

## **Other health status concerns to be addressed**

- Heart Disease – A part time cardiologist practices at the hospital, which will be increased as needed. Community education and wellness will focus on heart disease, and the PCMH approach at the primary care level will incorporate heart health. The hospital will run specials for calcium scoring CTs, and continue to offer American Heart Association CPR/AED classes. The Education Department will create a map of the community locating all publically accessed AEDs in the community, and make that widely available.
- Cancer – South Peninsula Hospital offers a part time oncologist, and a fully staffed infusion clinic which offers chemotherapy four days a week. Chemotherapy availability will be added as driven by the need, and the oncology care can be increased as determined by demand. On-site pharmaceutical, surgical services, advanced diagnostic imaging, on site laboratory and an equipment loan program are all in existence for rapid cancer diagnosis and treatment, and screenings are promoted on an ongoing basis.
- Accidents – The Emergency Department is fully staffed and is designated a Trauma Level IV facility. Trainings will continue for ED staff to best prepare them for the trauma expected in the ED. In addition, the Education Department will continue to offer community first aid trainings, safety awareness programs (ie, falls, trips, safety on ice, etc) and participate in the local Safe Kids coalition which focuses on baby-sitting, boating, car seat, and street safety.
- Tobacco use – The hospital is a tobacco free facility and campus, and offers education, tobacco cessation programs and support for tobacco users. Inpatient, outpatient and community level offerings will remain in place to address tobacco use.

## **Conclusion**

In conclusion, the 2014-2019 Strategic Plan and Annual Action Items of South Peninsula Hospital provide detailed plans of goals and objectives related to these subjects. These will be refined on an annual basis to be sure the hospital resources are being applied to the most relevant need at the time. In addition, representatives of the hospital will continue to work on collective improved community health through participation in MAPP of the Southern Kenai Peninsula.