

Crosbyton Clinic Hospital
Community Health Needs Assessment 2016
Implementation Strategy

Summary

In November 2016, A Community Health Needs Assessment (CHNA) was conducted for Crosbyton Clinic Hospital (Hospital). The purpose of the CHNA was for the Hospital to have better insight into and knowledge of the needs of the community and citizenry that the hospital serves. Through the research process, representatives from the Hospital and the community, demographically and geographically as stated in the CHNA, were consulted. The following community health needs were identified through conducting the CHNA by importance and will be addressed through each needs respective implementation strategy:

1. Physician Availability
2. Community Education and Chronic Disease Prevention
3. Transportation, Services, and Specialist Availability
4. Health Insurance Cost

Physician Availability

CHNA Identified Needs

Physician recruitment and retention is one of the most urgent needs identified by the CHNA. The Hospital needs to continue recruiting and maintain retention efforts for physicians for the Hospital and the community.

Goals and Objectives

- To provide the appropriate level of primary care that satisfies the health needs of the community within the resources of the Hospital;
- Recruit and retain physicians, physician assistants, nurse practitioners, and other hospital medical providers.

Implementation Strategies and Development

- Analyze Hospital resources and needs for more primary care coverage;
- Research benefits of increasing clinic hours ;
- Recruit and retain physicians within available resources;
- Continue exploring more physician recruitment opportunities;
- Recruit and retain appropriate amounts of hospital staff within available resources.

Community Education and Chronic Disease Prevention

CHNA Identified Needs

The community needs more active promotion of education about chronic diseases and the benefits of healthier lifestyle choices from the Hospital. With more knowledge about chronic diseases and healthier lifestyle choices, the community's overall health should improve.

Goals and Objectives

- To increase communication and education in the community on healthier lifestyle choices and chronic disease prevention;
- To improve the overall health in the community.

Implementation Strategies and Development

- Research opportunities to better market health education in the community;
- Search for opportunities to work cooperatively with local organizations (such as community-wide programs, churches, schools, etc.) to increase awareness and prevention of chronic diseases;
- Develop programs to increase awareness and prevention that will be marketable to the underserved;
- Provide patients with educational resources in English and Spanish;
- Promote awareness of existing resources, programs, and equipment designed to meet the needs of patients with chronic diseases.

Transportation, Services, and Specialist Availability

CHNA Identified Needs

The Hospital lacks the specialists that many citizens in the community need, requiring citizens to travel to Lubbock, Texas, for treatment. For some of the members of the community, traveling to Lubbock is a major inconvenience. The CapTrans bus that individuals can use as a means of transportation to Lubbock is highly inefficient. Many in the community, based off of the results of the surveys and focus groups in the CHNA, want the Hospital to coordinate with specialists from Lubbock to come periodically to Crosbyton and see patients. Because of the large diabetic population in Crosbyton and transportation issues, the Hospital should consider the needs of those requiring dialysis equipment in the Crosbyton community.

Goals and Objectives

- To provide for the majority of health needs for the community and within hospital resources;
- To provide more efficient access to the necessary health care providers;
- To maintain existing hospital services ;
- To consider the health needs of the community;
- Maintain necessary equipment and staff in order for the Hospital to properly provide for the patients;
- Continually research and meet the health needs of the community.

Implementation Strategies and Development

- Review Charity Care Policies and update as needed;
- Evaluate alternative transportation opportunities within the community;
- Evaluate transportation possibilities and opportunities with surrounding communities;
- Assess options of having specialists from Lubbock visiting the Hospital and Crosbyton community periodically;
- Research and evaluate further mobile medical services;
- Analyze the current equipment and the need for upgraded or new equipment;
- Assess dialysis care opportunities with hospital resources;
- Improve communication and cooperation with the community and surrounding communities.

Health Insurance Cost

CHNA Identified Needs

The Patient Protection and Affordable Care Act of 2013 (PPACA) was enacted to increase the quality and affordability of health insurance, but many citizens of Crosby County are not able to afford health insurance through the marketplace. Thus, many citizens do not seek medical treatment or advice due to affordability of insurance or lack thereof.

Goals and Objectives

- To increase awareness of charity and indigent care programs that are available to community.

Implementation Strategies and Development

- Post flyers with contact information on hospital community bulletin board and in various other areas located in hospital where easily visible by community.
- Research opportunities to better market charity and indigent care program.