

Community Health Needs Assessment

Overview

As part of the Patient Protection and Affordable Care Act's (PPACA) requirement for all not-for-profit hospitals to conduct a Community Health Needs Assessment every three years, Central Florida Health—parent company of Leesburg Regional Medical Center, a 300-bed facility in Leesburg and The Villages® Regional Hospital, a 300-bed facilities located in The Villages—partnered with WellFlorida Council to complete more than 300 community surveys for residents, business leaders and physicians in 2015. WellFlorida is a local health council that serves north central Florida, including the Central Florida Health service areas of Lake, Marion and Sumter counties along with thirteen other counties.

A Community Health Needs Assessment serves as a systematic approach to collecting, analyzing and utilizing data to identify priority areas for improving health. The long-term goal of a Community Health Needs Assessment is to identify health priorities and develop impact strategies with all health-related stakeholders in the community. The Community Health Needs Assessment must take into account input from persons who represent the broad interests of the community serviced by the hospital facility; including those with special knowledge of or expertise in public health. The survey must be made widely available to the public and each hospital must disclose in its federal tax filings how it is addressing all of the needs identified in the assessment and if not, why. Another requirement of the PPACA is that an implementation strategy be developed and executed to address these concerns.

The Central Florida Health Alliance Steering Committee and WellFlorida based the 2015-2016 CHNA effort on a nationally recognized model and best practice for completing health assessments and improvement plans called Mobilizing for Action through Planning and Partnerships (MAPP). The MAPP tool was developed by the National Association of City and County Health Officials in cooperation with the Public Health Practice Program Office, Centers for Disease Control and Prevention.

Identified Health Needs

The top health needs identified by both survey and focus group participants are:

1. Obesity in adults
2. Lack of physical activity
3. Shortage of health services
4. Inappropriate use of emergency care
5. Other issues

Implementation Strategy

Central Florida Health will address these community health needs in the following ways:

1. Obesity in adults

- a. Continue participation in the annual Corporate Wellness Challenge in partnership with the Leesburg and Sumter County Chamber of Commerce to promote weight loss and wellness among the area's largest employers

Three Year Outcome Goal – Reduce by three percent the combined, cumulative weight among Corporate Wellness Challenge Members by July 1, 2019

- b. Provide four no-cost community health education events (targeting residents of Leesburg, Fruitland Park, Bushnell, Wildwood and Sumterville) each year addressing nutrition and exercise in Lake and Sumter Counties*

Three Year Outcome Goal – Cumulatively, 15 percent of event participants learn their current body mass index and receive education about how to maintain a healthy weight by July 1, 2019

**Based on a Cancer Prevention Study by the American Cancer Society that showed that nonsmoking men and women whose diet and lifestyle most closely mirrored Society guidelines on nutrition and physical activity had a 25 to 30 percent lower risk of dying from cancer.*

2. Lack of physical activity

- a. Continue development of the community/team member wellness track on the campus of Leesburg Regional Medical Center

Three Year Outcome Goal – Increase by 5 percent the number of Central Florida Health team members who utilize the track on a weekly basis by July 1, 2019

- b. Sponsor annual Community Walk/Youth Dance Competition events in Lake and Sumter Counties (targeting residents of Leesburg, Fruitland Park, Bushnell, Wildwood and Sumterville) designed to encourage families to use practical activities to incorporate exercise into their daily lives

Three Year Outcome Goal – Cumulatively, 15 percent of event participants learn their current body weight and receive education about how to maintain a healthy weight by July 1, 2019

3. Shortage of health services

- a. Develop awareness campaign (targeting residents of Leesburg and Fruitland Park) for the Community Medical Care Clinic, a medical home operated in partnership with Central Florida Health that offers no-cost primary health care services, including mammograms, medications and dental care to underserved residents in Lake County

Three Year Outcome Goal – Increase clinic volumes by 3 percent by July 1, 2019

- b. Expand our urgent care center presence to meet the needs of our rapidly growing population with the entrance of a third location in a yet-to-be-named community

Three Year Outcome Goal – Reduce capacity constraints by five percent in the Emergency Departments at Leesburg Regional Medical Center and The Villages® Regional Hospital

- c. Continue to recruit needed physician specialists and sub-specialists to the community based on a bi-annual physician community needs analysis

Three Year Outcome Goal – Successful recruitment of physicians from each identified specialty, including urgent care, neurology and otolaryngology (ear, nose and throat) by July 1, 2019

4. **Inappropriate use of emergency care**

- a. Launch public awareness campaign throughout Lake and Sumter counties (targeting residents of Leesburg, Fruitland Park, Bushnell, Wildwood and Sumterville) educating the community about when it is best to utilize their primary care physician or urgent care center and when most appropriate to visit their local Emergency Department

Three Year Outcome Goal – Increase by five percent the number of patients who present to Central Florida Health Urgent Care Centers and indicate that they learned about urgent care services through the campaign by July 1, 2019

- b. Implement physician triage program at Leesburg Regional Medical Center and The Villages® Regional Hospital to optimize symptom and treatment managements for patients who arrive at the Emergency Department for care

Three Year Outcome Goal – Decrease by five percent wait times in The Villages® Regional Hospital and Leesburg Regional Medical Center Emergency Departments by July 1, 2019

5. **Other identified healthcare issues**

- a. Maintain partnership pledge with the American Cancer Society to raise the rate of colon cancer screenings to 80 percent by the year 2018

Three Year Outcome Goal – Reduce the number of colon cancer deaths by two percent in our service area by July 1, 2019

- b. Continue organization wide hiring policy that excludes individuals who use tobacco from being eligible to join the Central Florida Health team

Three Year Outcome Goal – Reduce by five percent the number of Central Florida Health employees who use tobacco products by July 1, 2019

- c. Further develop partnerships with faith-based organizations in communities where there are identified health disparities (primarily Leesburg, Fruitland Park, Bushnell, Wildwood and Sumterville) to provide diabetes, heart disease and cancer education and screenings

Three Year Outcome Goal – Cumulatively, 25 percent of event participants learn their current glucose and blood pressure levels and receive education about how to prevent and/or manage hypertension and diabetes by July 1, 2019

Summary

Although not reflective of the many ways Central Florida Health improved the health of the lives in the communities we serve, the overall implementation plan will be reviewed and updated each year, along with an annual progress report. We will also continue to look at ways to address the most common chronic diseases area residents struggle with, including but not limited to cancer, heart disease and diabetes; working with our community partners to do so.

The implementation plan recognizes where we are today and where we would like to be in the future relative to regional health outcomes. Achieving our strategic priorities will require that we sustain existing activities that have proven to be effective as well as implementing new strategies and tactics to overcome the issues and opportunities identified in the Community Health Needs Assessment.