

# 2016 Community Health Needs Assessment

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March 2016



SPRINGHILL  
MEDICAL CENTER

# Table of Contents

| Section                              | Page(s) |
|--------------------------------------|---------|
| Executive Summary                    | 3-4     |
| Hospital Profile                     | 5-7     |
| Community Profile / Demographics     | 8-12    |
| Process / Methodology                | 13-18   |
| Survey                               | 19-33   |
| Survey Results                       | 34-48   |
| Health Data Overview                 | 49-69   |
| Health Priorities / Implementation   | 70-75   |
| Next Steps                           | 76      |
| Resources Available In The Community | 77-80   |

# Executive Summary

## **Background:**

Springhill Medical Center conducted a Community Health Needs Assessment (CHNA) to prioritize public health issues and develop a community health implementation plan focused on meeting community needs. The CHNA is designed in accordance with requirements identified in the Federal Patient Protection and Affordable Care Act and further addressed in 26 CFR, Parts 1, 53, and 602. The completion of the CHNA enabled Springhill Medical Center to take an in-depth look at its greater community. The findings from the assessment were utilized by to prioritize community health issues and will be used to meet the community's needs. Springhill Medical Center is committed to the people it serves and the communities they live in

# Executive Summary

## **Research:**

Statistical data from various sources:

- Springhill Medical Center’s inpatient and outpatient medical data
- Centers for Disease Control and Prevention
- U.S. Department Of Health and Human Services
- Louisiana Department of Health and Hospitals
- Community Surveys

## **Key Opportunity Areas:**

- Access to Primary Care – Extended Hours
- Access to Specialty Care
- Community Education
- Wellness / Preventative Care

# Hospital Profile



Springhill Medical Center can trace its roots back to the Springhill Community Hospital, which was located on 1st Street NE in Springhill and began in 1959. The Springhill Community Hospital was relocated in 1975 when Humana, Inc built the facility currently located at 2001 Doctors Drive. Throughout the years, the hospital has been owned by several different for-profit companies, including: Humana, Galen, Columbia, Columbia/HCA, HCA, and LifePoint.

# Hospital Profile

In 2000, Greg Simmons, a former employee of Humana and local businessman began working on purchasing the hospital from LifePoint through the creation of Springhill Medical Services, Inc., a not-for-profit corporation. His dream was to provide the highest quality healthcare to Springhill and the surrounding communities and do it in a cost effective way by keeping all profits in the community and use them to keep the hospital on the forefront of technology.

Through his hard work and along with the USDA and local business leaders, he was able to achieve that dream. In November 2000, Springhill Medical Center was born. Greg has long since passed away, but his dream continues to prosper and grow.

Springhill Medical Services Inc., currently consists of Springhill Medical Center, a not-for-profit 58-bed rural hospital with 247 employees. The major services of the hospital include a 6-bed Intensive Care Unit, 12-bed Geriatric/Psychiatric Inpatient Ward, 30-bed Medical/Surgical Ward, Emergency Department, Laboratory, Diagnostic Imaging, Physical Therapy and Wound Care. The organization also has two certified Rural Health Clinics: Doctor's Clinic, located adjacent to the hospital and North Webster Medical Clinic, located in Sarepta, Louisiana. The clinics provide routine family practice services to the service area communities.

# Hospital Profile



**Doctors Clinic**

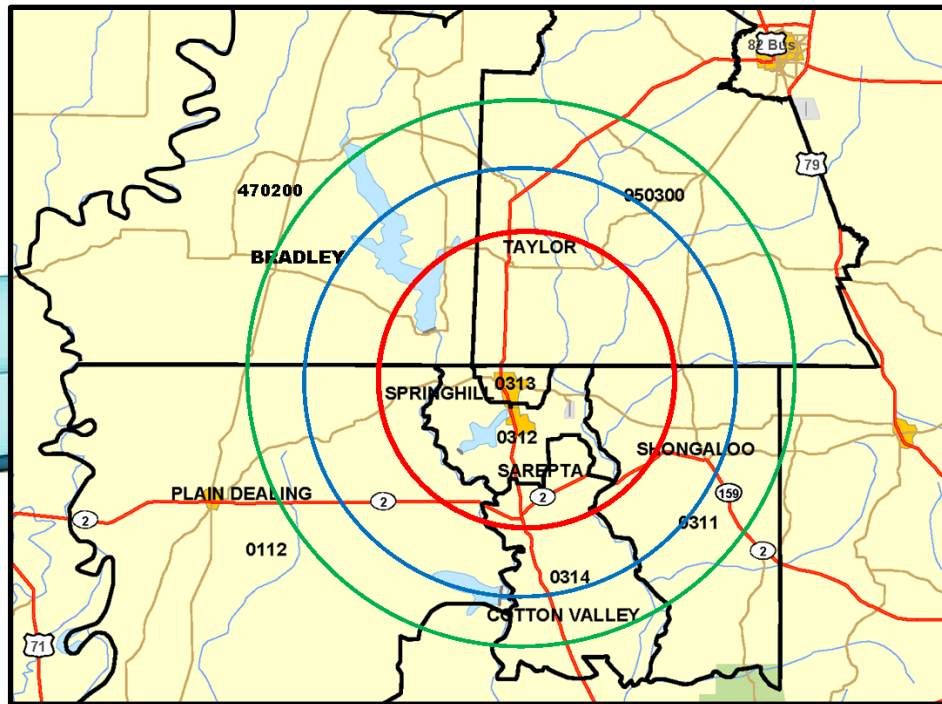
**North Webster Medical Clinic**



## Rural Health Clinics

# Community Profile

## Service Area



### Primary (Most Admits)

- 71075 – Springhill/Cullen
- 71071 – Sarepta
- 71861 – Taylor, AR

### Secondary (Strong Source of Admits)

- 71072 – Shongaloo
- 71064 – Plain Dealing

### Tertiary (Some admits)

- 71018 – Cotton Valley
- 71826 – Bradley, AR



# Community Profile

- Population not growing
- Approximately 20% of high school students don't graduate
- 15% of population under 65 are disabled
- 40%-50% of the people in our demographics live 200% below the poverty level
- 30% receive Medicaid
- 15%-20% are uninsured

# Community Profile

## Demographics

### Webster Parish

| Subject                | Number | Percent |
|------------------------|--------|---------|
| Total Population       | 41,207 | 100%    |
| Male Population        | 20,041 | 48.6%   |
| Female Population      | 21,166 | 51.4%   |
| Median Age             | 40.3   | N/A     |
| White                  | 26,469 | 64.2%   |
| Black/African American | 13,823 | 33.5%   |
| All Other              | 915    | 2.3%    |



*\*Data from US Census Bureau*

# Demographics

## Population by Race & Sex

| Subject                | Male   | Female | Total  |
|------------------------|--------|--------|--------|
| Total                  | 20,041 | 21,166 | 41,207 |
| White                  | 13,052 | 13,417 | 26,469 |
| Black/African American | 6,532  | 7,291  | 13,823 |

*\*Data from US Census Bureau*



# Demographics

## % Of Population by Various Types

| Topic                    | Springhill | Webster Parish | Louisiana |
|--------------------------|------------|----------------|-----------|
| % Pop Change 2010-2014   | -2.6%      | -2.01%         | 2.6%      |
| HS Education             | 80.2%      | 79%            | 82.8%     |
| Bachelors Degree         | 17.8%      | 14.4%          | 22.1%     |
| With Disability under 65 | 15.6%      | 14.7%          | 11.1%     |
| In Labor Force           | 46.8%      | 53%            | 60.7%     |
| Median Income            | \$27,076   | \$35,292       | \$44,991  |

*\*Data from US Census Bureau*



# Process / Methodology

## Process

### Create The Steering Committee:

Springhill Medical Center established a Steering Committee to assist in the development of the CHNA. The Steering Committee consisted of representatives from the hospital's Senior Management:

- Vince Sedminik, CEO
- Dana Jones, Assistant Administrator / Quality Manager
- Rhonda Perez, CNO
- Layla Chase, CFO
- Donna Morris, Group Practice Manager
- Derek Melancon, Human Resources / Marketing
  
- The Steering Committee served 4 primary purposes:
  - To identify and invite key community stakeholders to serve as CHNA Committee members.
  - To schedule, organize and facilitate CHNA Committee meetings
  - To compile statistical data for consideration by the CHNA Committee
  - To prepare the final report for Springhill Medical Services, Inc.

# Process / Methodology

## CHNA Committee Membership:

The Steering Committee conscientiously took into account the hospital's service area when selecting the group of individuals to serve on the CHNA Committee. Involvement in the community was a primary factor when selecting participants as well as ensuring there was adequate diversity from each of the surrounding communities. The Steering Committee identified 30 community members as potential CHNA Committee members. The following community members agreed to participate:

| Name             | Position                      | Name               | Position                        |
|------------------|-------------------------------|--------------------|---------------------------------|
| Carroll Breaux   | Mayor of Springhill           | Ronda Taylor       | Chamber of Commerce, Springhill |
| Tim Mouser       | Mayor of Shongaloo            | Lisa Smith         | Family Services, Cullen         |
| Peggy Adkins     | Mayor of Sarepta              | Gladney Hunt       | Pastor, Bradley, AR             |
| Bruce Blanton    | Police Juror Webster Parish   | John Montgomery    | Youth Pastor, Taylor, AR        |
| David Jeane      | Retired Professor, Springhill | Bert Harris        | Retired, Springhill             |
| Jessica Spence   | School Principal, Springhill  | David Smith        | Banker, Springhill              |
| Randy Morris     | EMS, Springhill               | Easter White       | Retired, Cullen                 |
| Molly McCalman   | Willis Knighton, Bradley, AR  | Kelly Rolan        | LA Homecare, Springhill         |
| La Shonda Harris | SMC, Cullen                   | Terrell Mendenhall | David Raines, Cullen            |

# Process / Methodology

## Community Input:

As indicated previously, the Steering Committee selected a diverse group of individuals to be the primary voice for the community by serving as members of the CHNA Committee. During meetings, CHNA Committee members expressed their concerns and ideas and served as ambassadors for their respective community.

Additionally, the CHNA Committee utilized a survey process to gather community input. There were 105 surveys returned. The following is the process and the survey utilized by the committee:



# Process / Methodology

## CHNA Committee Meetings:

The CHNA Committee met in three separate open forum meetings, a synopsis is below:

### **Meeting 1 (February 11, 2016)**

- During the first meeting, a paper survey was given and completed by each member. Members were given additional surveys and tasked to reach out to community members they represented and get at least five surveys filled out and returned before the next meeting. In addition, a card with the survey website was given to the participants to pass out for people to complete the survey on line. The survey tool was adapted from other hospitals as well as the toolkit developed by the National Center for Rural Health Works, Oklahoma State University and Center for Rural Health and Oklahoma Office of Rural Health. This toolkit was recommended to us by the Louisiana Department of Health and Hospitals (DHH). The agenda for the first meeting included:
  - Introduction
  - Overview of Community Health Needs Assessment Process
  - Overview of Services Offered At SMC And Service Area
  - Economic Impact of Springhill Medical Center
    - Presented Two Videos – CBN.com How Rural Hospital Closure Affects A Community / H&HN – Taking The Pulse Of Rural Healthcare In Today’s Tumultuous Environment.
  - Health Survey Questionnaire



# Process / Methodology

## CHNA Committee Meetings:

### Meeting 2 (February 25, 2016)

- During the second meeting, the committee reviewed national, state, parish and local health indicators provided by Springhill Medical Center. Committee members turned in surveys, and a discussion was initiated with regard to what they felt were the needs of the community, and some ideas to improve services at Springhill Medical Center. The agenda for the second meeting included:
  - Review Of What Was Discussed In Meeting 1
  - Presented National, State and Parish Health Indicators
  - Presented Springhill Medical Center Health Indicators
  - Gather Surveys
  - Began Group Discussion Questions



# Process / Methodology

## CHNA Committee Meetings:

### Meeting 3 (March 17, 2016)

During the third and final meeting, the committee reviewed the community survey results and prioritized community health issues. The committee, through group discussion, then identified possible ways to resolve the health issues and summarized recommendations.

- Review Of Meeting 2
- Present Survey Results
- Prioritize Community Health Issues
- Discuss Possible Resolution for Health Issues
- Summarize Recommendations



# The Survey



## Springhill Medical Center Community Health Needs Assessment

### **Welcome**

Springhill Medical Center has developed a community health assessment survey that is the beginning of a process identifying health needs in your community. The purpose of this survey is to identify rural health needs in areas that can be improved upon in the next five years. The information collected will be used to guide Springhill Medical Center in the efforts that will lead to improved healthcare in your community.

You are invited to take part in this survey. We value your input and thoughts, and hope that you will agree to participate in the survey. Your answers will remain confidential and results from this survey will be compiled and reported to an advisory committee. After the advisory committee has had an opportunity to review the results will be placed on Springhill Medical Center's website for review by the general public. This should happen in late March 2016.

Again, thank you for taking a few minutes out of your day to help us with this important survey.

Respectfully,  
Vincent Sedminik, CEO

# Springhill Medical Center Community Health Needs Assessment

## Demographics

### 1. What is your zip code?

71075  71072  71071  71018  71021  71861  71826  71740  71753

Other (please specify)

### 2. What is your age?

18 to 24

25 to 34

35 to 44

45 to 54

55 to 64

65 to 74

75 or older

**3. How many people, including yourself, live in your household?**

- 1
- 2
- 3
- Other (please specify)
- 4
- 5
- 6
- 7

**4. How many children under the age of 18 live in your household?**

- 1
- 2
- 3
- Other (please specify)
- 4
- 5
- 6
- 7

**5. What is your current employment status?**

- Retired
- Work full time
- Work part time
- Unemployed, and looking
- Collect disability
- Not currently seeking employment
- Self-employed
- Student

**6. In the past three years, was there a time when you or a member of your household thought you needed health care services but did NOT get medical services?**

- Yes
- No

**7. If you answered yes, what were the three most important reasons why you did not receive health care services? Pick your top 3.**

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> It cost too much                      | <input type="checkbox"/> My insurance didn't cover it | <input type="checkbox"/> Unsure if services were available |
| <input type="checkbox"/> No Insurance                          | <input type="checkbox"/> Could not get off work       | <input type="checkbox"/> Didn't like the doctors           |
| <input type="checkbox"/> Too long of a wait for an appointment | <input type="checkbox"/> Too afraid/nervous           | <input type="checkbox"/> Not treated with respect          |
| <input type="checkbox"/> Could not get an appointment          | <input type="checkbox"/> Too far away                 | <input type="checkbox"/> Car problems                      |
| <input type="checkbox"/> Office Wasn't open when I could go    | <input type="checkbox"/> Didn't know where to go      | <input type="checkbox"/> No one to watch children          |
| <input type="checkbox"/> Other (please specify)                |   |  |

**8. In the past three years, have you or your household members received care in a hospital? (hospitalized overnight, day surgery, laboratory, rehabilitation, radiology or emergency care)**

- Yes
- No

**9. If you answered yes, which hospital does your household use MOST for hospital care?**

- Springhill Medical Center
- Claiborne Regional Medical Center
- Christus Schumpert
- Minden Medical Center
- Willis Knighton Bossier
- VA hospital Shreveport
- Magnolia Regional Hospital
- Willis Knighton Shreveport (any campus)
- Other (please specify)

**10. Thinking about the hospital you use most frequently, what are the three most important reasons for choosing that hospital? Pick you top 3.**

- Closest to work
- Hospital's reputation for quality
- Cost of care
- Closest to home
- Emergency, had no choice
- VA/military requirement
- Prior experience with the hospital
- Recommended by friends or family
- Referred by a physician
- Required by my insurance
- Other (please specify)

**11. In the past three years have you or your household member seen a primary care provider (such as a family physician, internist, physician assistant or nurse practitioner) for health care services?**

- Yes
- No

**12. Where was that primary care provider located?**

- Springhill - Doctors Clinic
- Magnolia, AR
- Homer
- North Webster Medical Clinic
- Bossier City
- Minden
- Shreveport
- Other (please specify)

**13. Why did you select the primary care provider you are currently seeing (pick three (3) that apply)?**

- Closest to home
- Recommended by friends or family
- Cost of care
- Prior experience with clinic
- Length of waiting time
- Took previous doctors place
- Appointment availability
- Required by insurance plan
- VA/military requirements
- Reputation for quality
- Satisfied with care
- Other (please specify)

**14. In the past three years have you or a household member seen a health care specialist (other than your primary care provider for health care services)?**

- Yes
- No



**15. What type of health care specialist was seen? (Check all that apply)**

- |   |  |  |
|---|--|--|
| <input type="checkbox"/> Dentist                | <input type="checkbox"/> Neurologist Dermatologist | <input type="checkbox"/> Pediatrician              |
| <input type="checkbox"/> Cardiologist           | <input type="checkbox"/> Ob/Gyn                    | <input type="checkbox"/> Social worker             |
| <input type="checkbox"/> Optometrist            | <input type="checkbox"/> Oncologist                | <input type="checkbox"/> Psychiatrist              |
| <input type="checkbox"/> Chiropractor           | <input type="checkbox"/> Podiatrist                | <input type="checkbox"/> Mental Health counselor   |
| <input type="checkbox"/> General surgeon        | <input type="checkbox"/> ENT                       | <input type="checkbox"/> Psychologist              |
| <input type="checkbox"/> Radiologist            | <input type="checkbox"/> Rheumatologist            | <input type="checkbox"/> Substance abuse counselor |
| <input type="checkbox"/> Orthopedic surgeon     | <input type="checkbox"/> Dietician                 |  |
| <input type="checkbox"/> Other (please specify) |  |  |

**16. Where was the health care specialist located (Name of town/city):**

- |  |                                    |
|--|------------------------------------|
| <input type="radio"/> Springhill             | <input type="radio"/> Bossier City |
| <input type="radio"/> Minden                 | <input type="radio"/> Shreveport   |
| <input type="radio"/> Magnolia               | <input type="radio"/> Homer        |
| <input type="radio"/> Other (please specify) |                                    |

The following services are available at Springhill Medical Center. Please rate the overall quality for each service if you have used one of them.

**17. Emergency Room**

- Excellent
- Good
- Fair

- Poor
- Don't Know

**18. Laboratory**

- Excellent
- Good
- Fair

- Poor
- Don't Know

**19. Physical Therapy**

- Excellent
- Good
- Fair

- Poor
- Don't Know

**20. Other\***

- Excellent
- Good
- Fair

- Poor
- Don't Know

Other\* Includes radiology, x-ray, surgery, outpatient services, outpatient surgery, cardiologist, check-ups, mammography, and cancer services, pulmonary care, hospital stay, and bone density.

21. What additional health care services would you use if they were available locally? (Please write your answers below).

22. How likely is it that you would recommend Springhill Medical Center to a friend or colleague?

Not at all likely

Extremely likely

|   |   |   |   |   |   |   |   |   |   |    |
|---|---|---|---|---|---|---|---|---|---|----|
| 0 | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 |
|---|---|---|---|---|---|---|---|---|---|----|

**Springhill Medical Center Community Health Needs Assessment**

*Awareness of Services*

23. How do you rate your knowledge of the health care services available at Springhill Medical Center?

- Excellent
- Good
- Fair
- Poor
- Other facilities

**24. How did you learn about the health care services available at Springhill Medical Center?**

- |  |  |
|--|--|
| <input type="radio"/> Word of Mouth          | <input type="radio"/> Yellow pages     |
| <input type="radio"/> Other                  | <input type="radio"/> Employment       |
| <input type="radio"/> Newspaper              | <input type="radio"/> Health Fair      |
| <input type="radio"/> Doctor's referral      | <input type="radio"/> Website/Facebook |
| <input type="radio"/> Hometown Church        | <input type="radio"/> Radio            |
| <input type="radio"/> Other (please specify) |  |

**25. Which community health resources, other than the hospital or clinic, have you used in the past three years? (Check all that apply)**

- |   |   |
|---|---|
| <input type="checkbox"/> Pharmacy                 | <input type="checkbox"/> Senior Center  |
| <input type="checkbox"/> Dentist                  | <input type="checkbox"/> Mental Health  |
| <input type="checkbox"/> Public Health Department | <input type="checkbox"/> Long Term Care |
| <input type="checkbox"/> Other (please specify)   |   |

**26. In your opinion, what would improve your community's access to health care? (Check all that apply)**

- |   |   |
|---|---|
| <input type="checkbox"/> More primary care providers                    | <input type="checkbox"/> Lower costs                            |
| <input type="checkbox"/> Longer hours open at clinics                   | <input type="checkbox"/> Resources have met my need             |
| <input type="checkbox"/> More specialists                               | <input type="checkbox"/> Longer Hours at the urgent care clinic |
| <input type="checkbox"/> More health education                          | <input type="checkbox"/> Low cost community fitness center      |
| <input type="checkbox"/> More resources for poor/uninsured/mentally ill |   |
| <input type="checkbox"/> Other (please specify)                         |   |

**27. In your opinion, how important are local health care services to the economic well-being of the community? (Check one)**

- Very Important
- Important
- Not Important
- Don't know

**Springhill Medical Center Community Health Needs Assessment**

***Community Health Awareness***

**28. How would you rate you community as a healthy community to live in?**

- Very healthy
- Somewhat healthy
- Healthy
- Unhealthy

**29. Using the following list, what do you think are the three (3) most serious health concerns in your community?**

- Alcohol/substance abuse
- Heart disease
- Mental health issues
- Cancer
- Lack of access to health care
- Obesity
- Child abuse/neglect
- Lack of dental care
- Stroke
- Diabetes
- Lack of exercise
- Tobacco use
- Domestic violence
- Underage drinking

**30. Check the three (3) items that you believe are the most important for a healthy community.**

- Access to health care
- Clean environment
- Low death & disease rates
- Good jobs
- Affordable housing
- Tolerance for diversity
- Healthy lifestyles & behaviors
- Strong family life
- Arts/cultural events
- Safe neighborhoods
- Low level of domestic violence
- Religious/spiritual values
- Parks & recreation

**Springhill Medical Center Community Health Needs Assessment**

Hospital Image

**31. How friendly are the employees at Springhill Medical Center?**

- Extremely friendly
- Very friendly
- Moderately friendly
- Slightly friendly
- Not at all friendly
- N/A

**32. How friendly are the employees at The Doctors Clinic?**

- Extremely friendly
- Very friendly
- Moderately friendly
- Slightly friendly
- Not at all friendly
- N/A

**33. How friendly are the employees at North Webster Medical Clinic?**

- Extremely friendly
- Very friendly
- Moderately friendly
- Slightly friendly
- Not at all friendly
- N/A

**34. Appearance of Springhill Medical Center or one of it's clinics - How professional does it appear?**

- Very Professional
- Somewhat Professional
- Needs Improvement

**35. Appearance of Employees - How Professional Do Our Employees Look?**

- Very Professional
- Somewhat Professional
- Needs Improvement
- Other (please specify)

**Springhill Medical Center Community Health Needs Assesment**

***Health Insurance***



**36. What type of medical insurance covers the majority of your household's medical expenses?**

- Employee Sponsored
- Medicare
- Self paid
- Medicaid
- Other (please specify)
- None
- Blue Cross & Blue Shield of Louisiana
- VA/Military

**37. How well do you think your health insurance covers your health care costs?**

- Excellent
- Good
- Fair
- Poor

**38. If you do not have medical insurance, why? (Check all that apply)**

- I cannot afford to pay for medical insurance
- I choose not to get medical insurance
- I cannot get medical insurance due to medical issues
- Employer does not offer insurance

**Thank You!**

# Summary of Survey Results

## Trends Reviewed

- Hospital
- Primary Care
- Specialty Care
- Hospital Image

## Other Items Reviewed

- Would Recommend Springhill Medical Center
- Knowledge of Springhill Medical Center
- Community Health Resources
- Community Access to Healthcare
- Health of the Community
- Importance of Local Healthcare Services
- Community Economic Factors
- Community Health Concerns
- Wellness / Preventative



# Trends Hospital

81% of those surveyed used a hospital

Of That 81%

**52% Chose SMC**

30% WK  
18% Elsewhere



**Top 3 Reasons**  
Prior Experience  
Close To Home  
Referred by MD

# Trends Primary Care

91 % Of Those  
Surveyed Saw A  
Primary Care Doctor

Of That 91%

76% Used A  
SMC Clinic



Top 3 Reasons  
Closest To Home  
Prior Experience  
Satisfied With Care

# Trends Specialist Care

90% Of Those  
Surveyed Saw A  
Specialist

Of That 90%

68 % Used A Clinic In  
Shreveport/Bossier  
Springhill 15%



*Right Here At Home*

**Cardiology, General Surgery, Ophthalmology, Oncology**

Closest Specialist To  
Home

# Trends Hospital Image

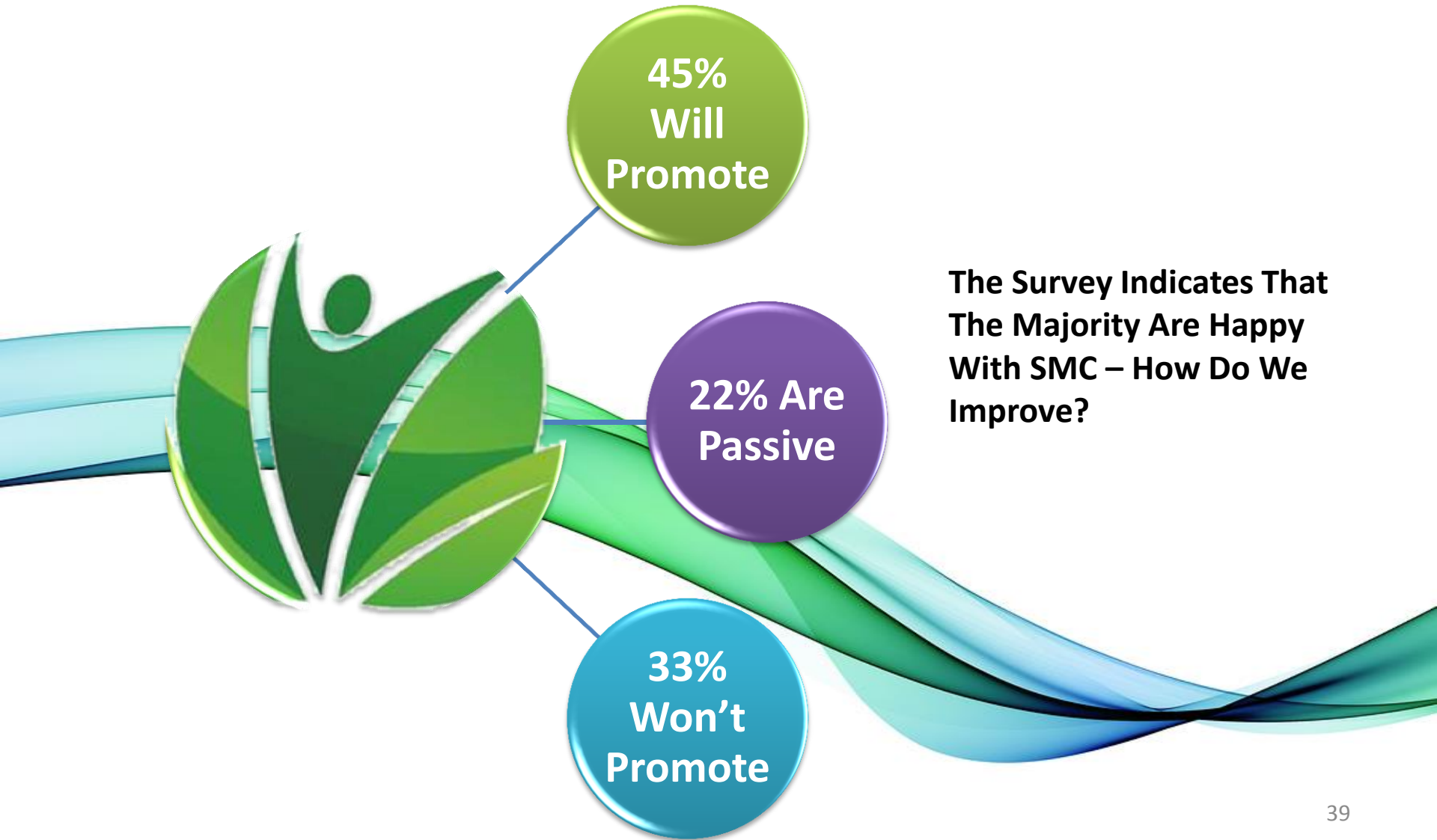
Rated Lab, PT, X-Ray,  
Respiratory

Majority Using These  
Services Felt They  
Were Good to  
Excellent

Service In These  
Frontline Areas  
Represents High  
Quality / High Touch  
Pt Care



# Recommend SMC



**The Survey Indicates That The Majority Are Happy With SMC – How Do We Improve?**

# Knowledge About SMC





# Community Health Resources



1. Pharmacy



2. Dentist



3. Senior Center

**Top 3 Used  
In The  
Community  
Other Than  
Hospital or  
Clinic**

# Community Access To Healthcare

## Top Requests To Help Improve Access To Healthcare

1. More Specialists

2. Longer Hours at Clinic

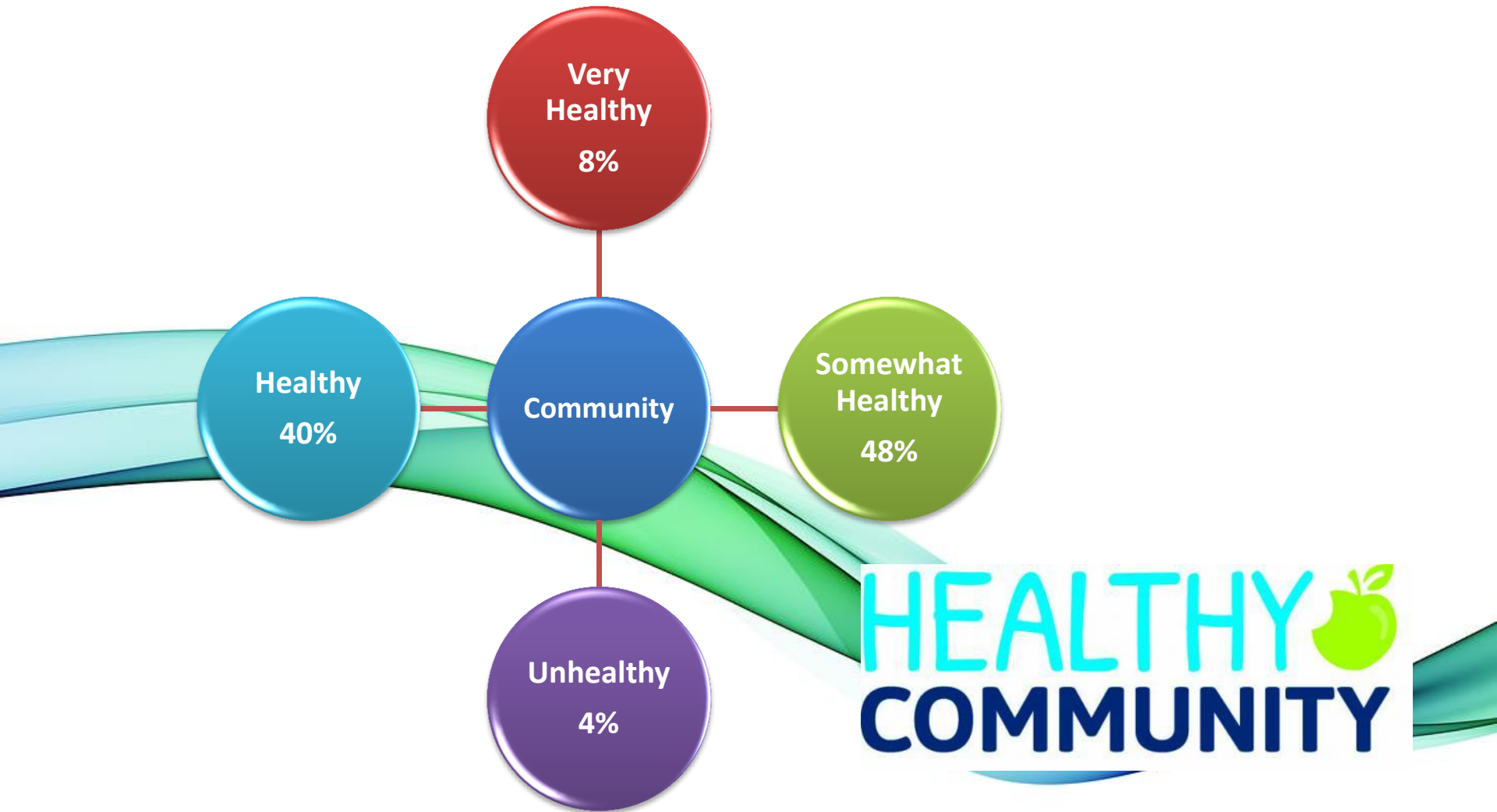
3. More  
Primary Care  
Physicians

4. Lower  
Costs

5. More  
Resources  
for the Poor

6. Education

# Health of the Community

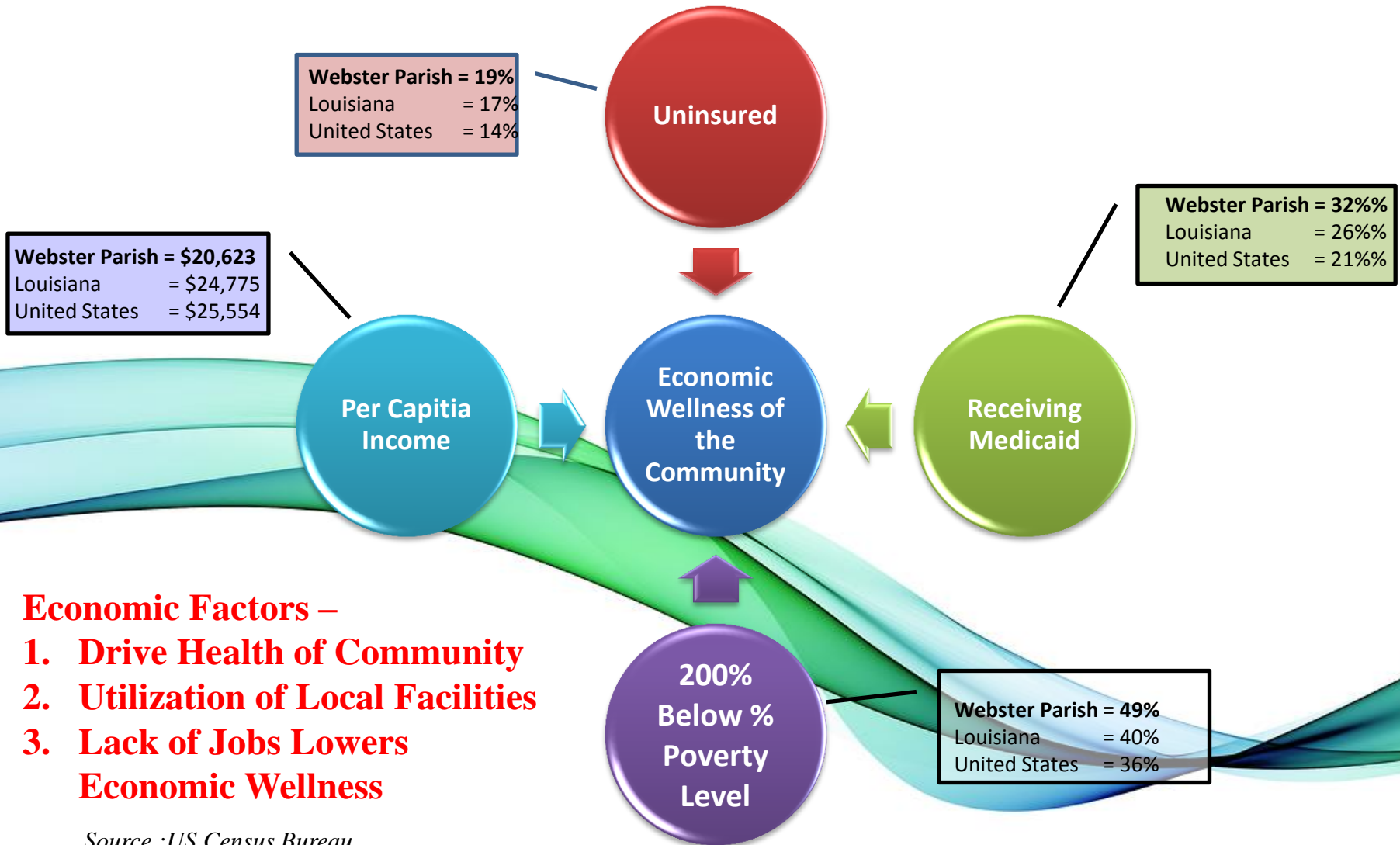


# Community Health

**100%**

Feel that Local  
Healthcare Services  
Are Important

# Community – Economic Factors

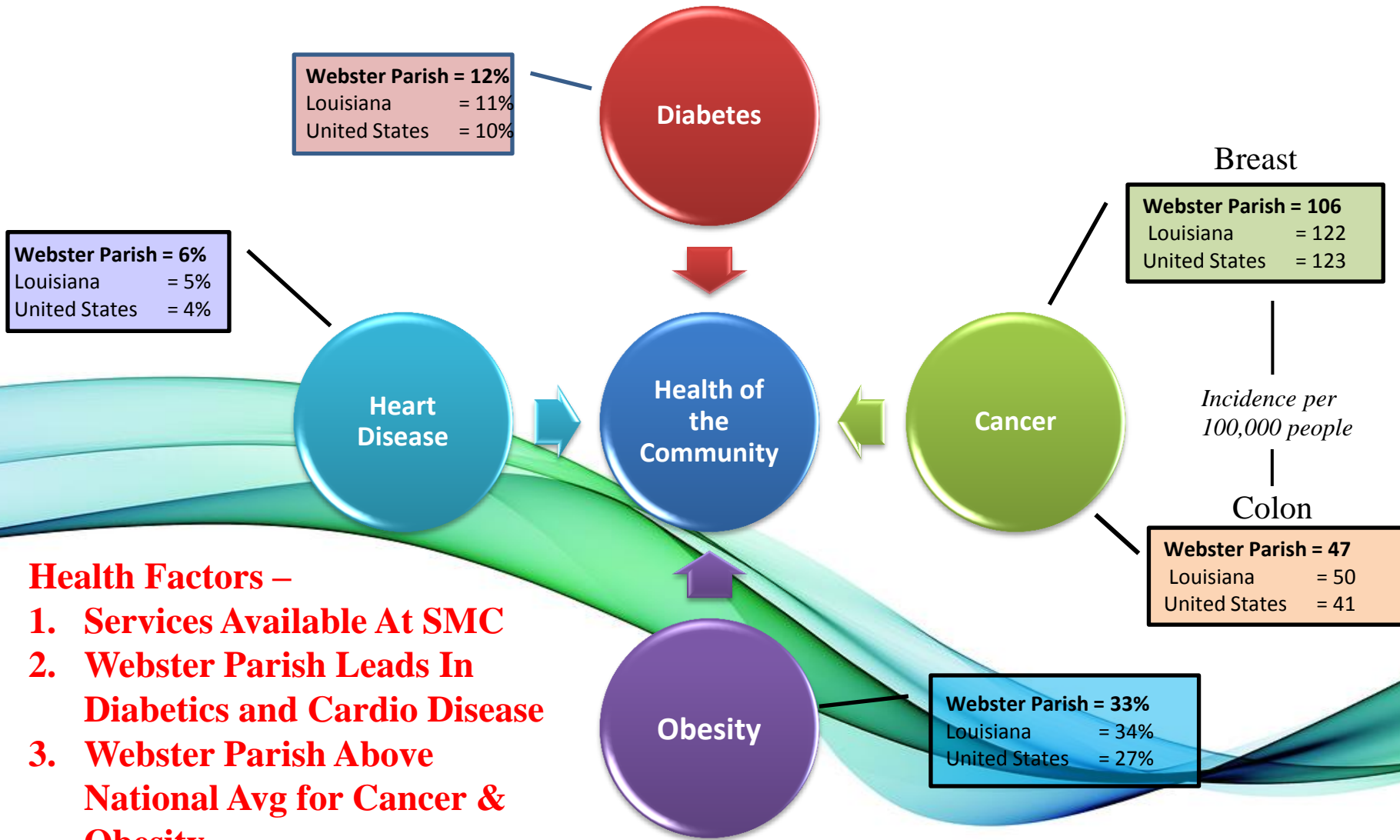


## Economic Factors –

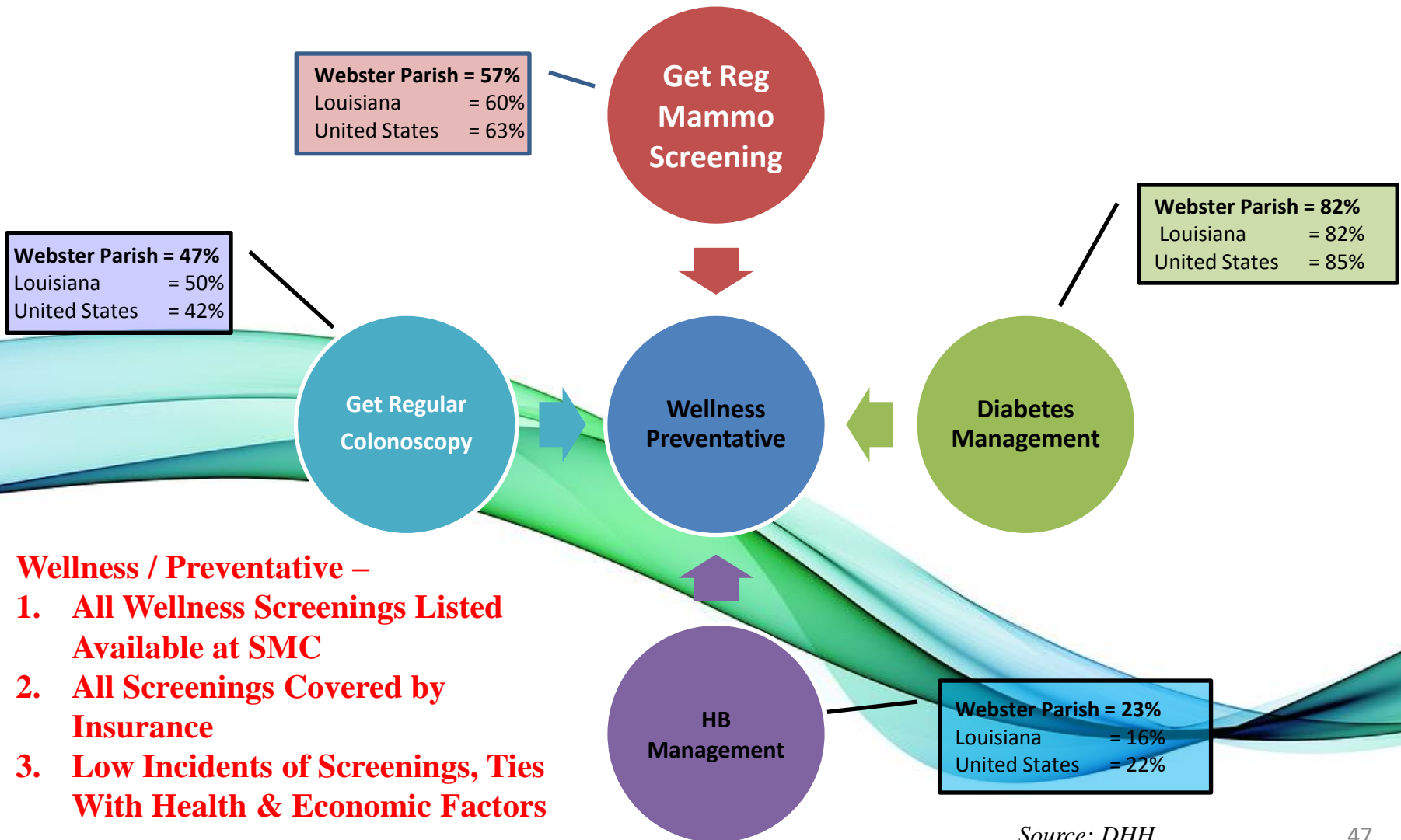
1. Drive Health of Community
2. Utilization of Local Facilities
3. Lack of Jobs Lowers Economic Wellness

Source :US Census Bureau

# Health Concerns



# Wellness / Preventive



## Wellness / Preventative –

1. All Wellness Screenings Listed Available at SMC
2. All Screenings Covered by Insurance
3. Low Incidents of Screenings, Ties With Health & Economic Factors

Source: DHH

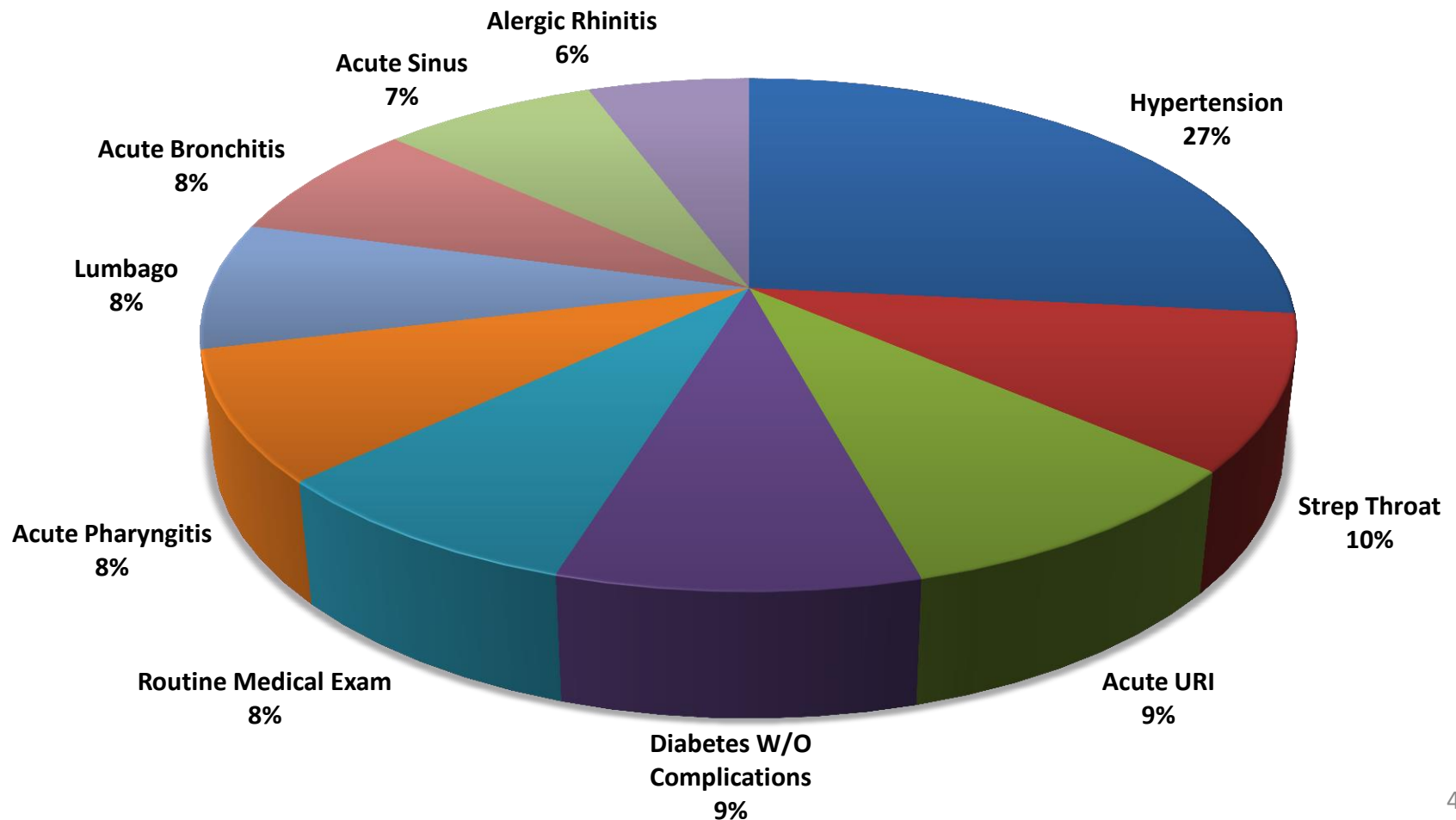
# Additional Services

- Pediatrician
- Cancer Unit
- Extended Clinic Hours 5-7 or Saturday Mornings
- OB/GYN
- Podiatrist
- ENT
- Dermatologist
- Quick Care for Weekends and Nights

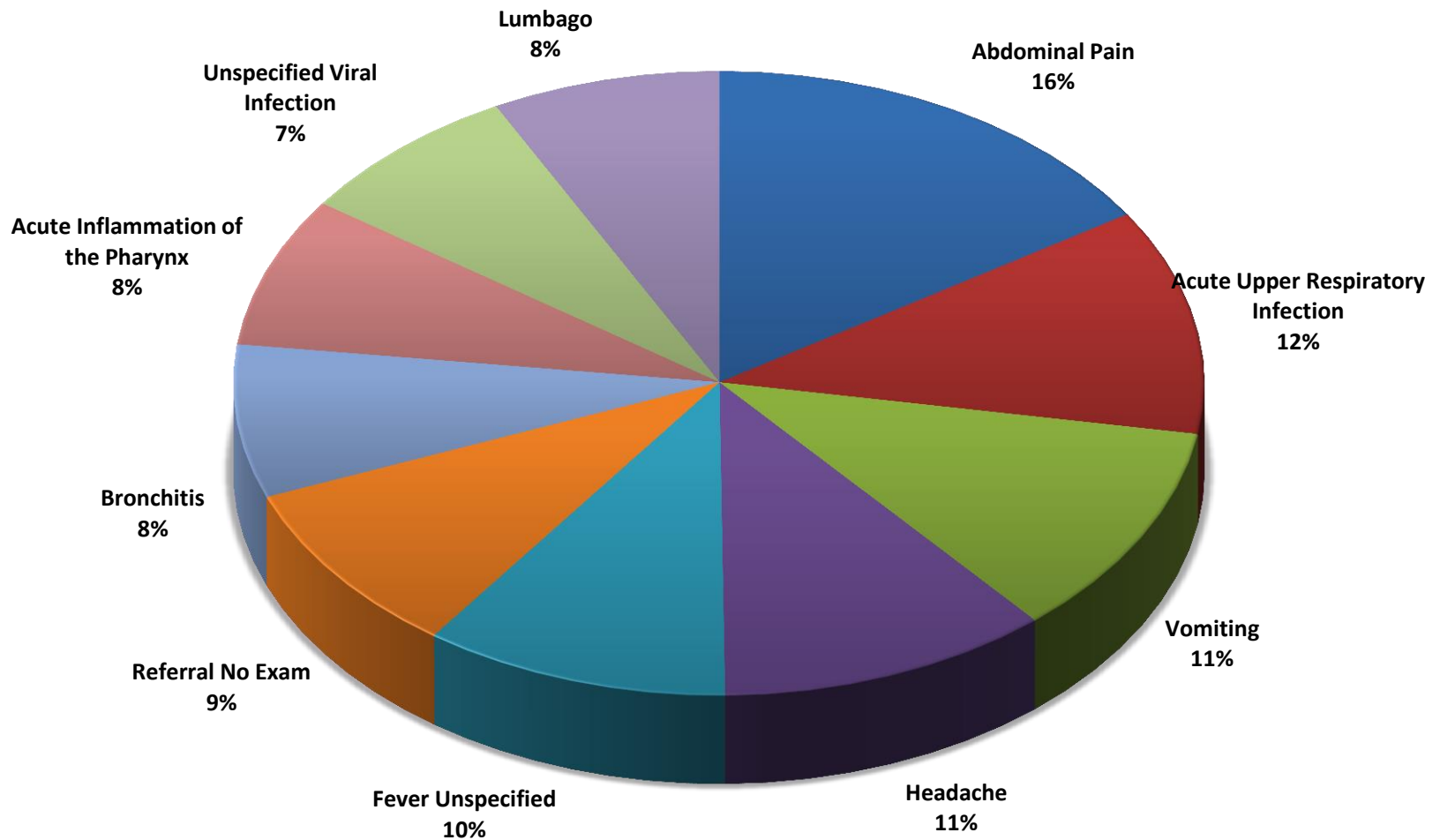


# Indicators – Doctors Clinic / North Webster Combined

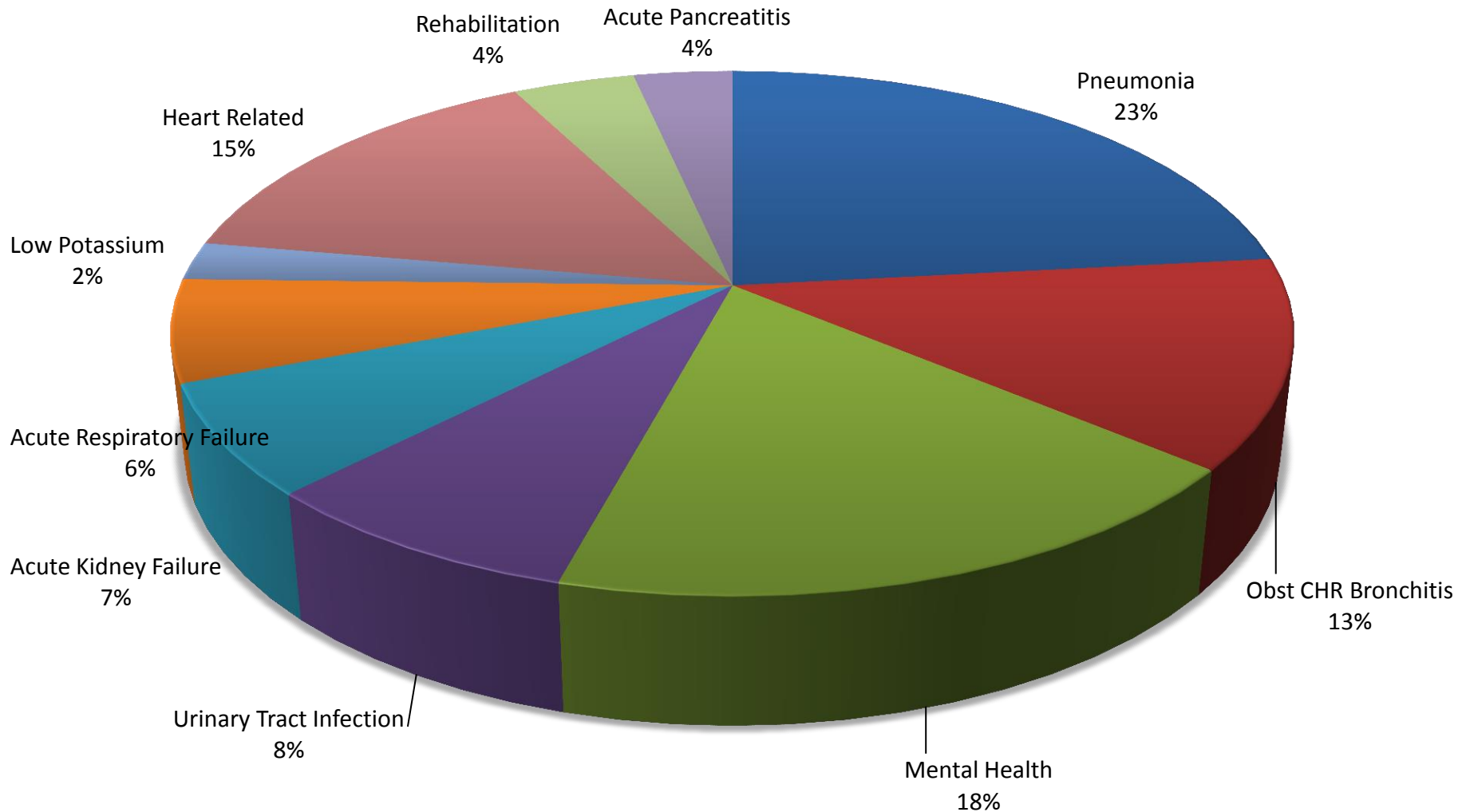
Top 10 Clinic Diagnoses 2015



# Indicators – ER Top 10 Reasons For Visit



# Indicators - Inpatient Top 10 Reasons For Admits



# Indicators

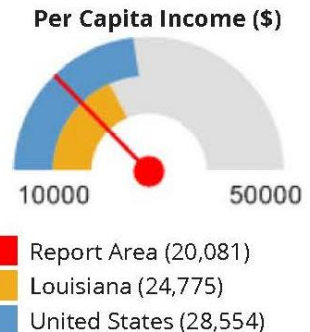
## Income Per Capita

### Income - Per Capita Income

The per capita income for the report area is \$20,081. This includes all reported income from wages and salaries as well as income from self-employment, interest or dividends, public assistance, retirement, and other sources. The per capita income in this report area is the average (mean) income computed for every man, woman, and child in the specified area.

[Download Data](#)

| Report Area          | Total Population | Total Income (\$)   | Per Capita Income (\$) |
|----------------------|------------------|---------------------|------------------------|
| Report Area          | 72,681           | \$1,459,528,880     | <b>\$20,081</b>        |
| Columbia County, AR  | 24,400           | \$485,377,600       | <b>\$19,892</b>        |
| Lafayette County, AR | 7,391            | \$130,873,904       | <b>\$17,707</b>        |
| Webster Parish, LA   | 40,890           | \$843,277,376       | <b>\$20,623</b>        |
| Arkansas             | 2,947,036        | \$66,589,237,248    | <b>\$22,595</b>        |
| Louisiana            | 4,601,049        | \$113,991,147,520   | <b>\$24,775</b>        |
| United States        | 314,107,072      | \$8,969,237,037,056 | \$28,554               |



*Note: This indicator is compared with the highest state average.*

*Data Source: US Census Bureau, [American Community Survey](#). 2010-14. Source geography: Tract*

# Indicators

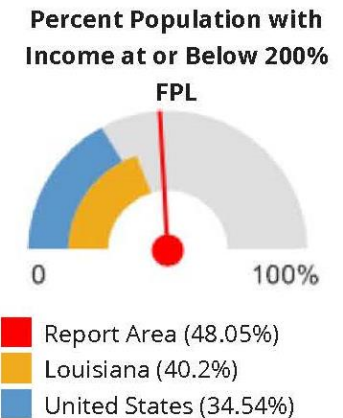
## Population Below 200% FPL

### Poverty - Population Below 200% FPL

In the report area 48.05% or 33,431 individuals are living in households with income below 200% of the Federal Poverty Level (FPL). This indicator is relevant because poverty creates barriers to access including health services, healthy food, and other necessities that contribute to poor health status.

[Download Data](#)

| Report Area          | Total Population | Population with Income at or Below 200% FPL | Percent Population with Income at or Below 200% FPL |
|----------------------|------------------|---|---|
| Report Area          | 69,581           | 33,431                                      | <b>48.05%</b>                                       |
| Columbia County, AR  | 22,826           | 10,378                                      | <b>45.47%</b>                                       |
| Lafayette County, AR | 7,210            | 3,660                                       | <b>50.76%</b>                                       |
| Webster Parish, LA   | 39,545           | 19,393                                      | <b>49.04%</b>                                       |
| Arkansas             | 2,862,662        | 1,227,601                                   | <b>42.88%</b>                                       |
| Louisiana            | 4,470,780        | 1,797,196                                   | <b>40.2%</b>  |
| United States        | 306,226,400      | 105,773,408                                 | 34.54%  |



*Note: This indicator is compared with the lowest state average.*

*Data Source: US Census Bureau, [American Community Survey](#). 2010-14. Source geography: Tract*

# Indicators

## Population Receiving Medicaid

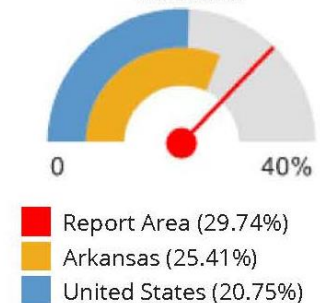
### Insurance - Population Receiving Medicaid

This indicator reports the percentage of the population with insurance enrolled in Medicaid (or other means-tested public health insurance). This indicator is relevant because it assesses vulnerable populations which are more likely to have multiple health access, health status, and social support needs; when combined with poverty data, providers can use this measure to identify gaps in eligibility and enrollment.

[Download Data](#)

| Report Area          | Total Population<br>(For Whom<br>Insurance Status<br>is Determined) | Population with<br>Any Health<br>Insurance | Population<br>Receiving<br>Medicaid | Percent of Insured<br>Population<br>Receiving<br>Medicaid |
|----------------------|---|--|-------------------------------------|---|
| Report Area          | 71,225  | 58,939                                     | 17,528                              | <b>29.74%</b>   |
| Columbia County, AR  | 23,996  | 20,656                                     | 5,299                               | <b>25.65%</b>   |
| Lafayette County, AR | 7,254   | 5,883                                      | 1,908                               | <b>32.43%</b>   |
| Webster Parish, LA   | 39,975  | 32,400                                     | 10,321                              | <b>31.85%</b>   |
| Arkansas             | 2,893,883   | 2,437,947                                  | 619,388                             | <b>25.41%</b>   |
| Louisiana            | 4,497,703   | 3,750,249                                  | 974,276                             | <b>25.98%</b>   |
| United States        | 309,082,272   | 265,204,128                                | 55,035,660                          | 20.75%  |

**Percent of Insured  
Population Receiving  
Medicaid**



*Note: This indicator is compared with the lowest state average.*

*Data Source: US Census Bureau, American Community Survey. 2010-14. Source geography: Tract*

# Indicators

## Uninsured Population

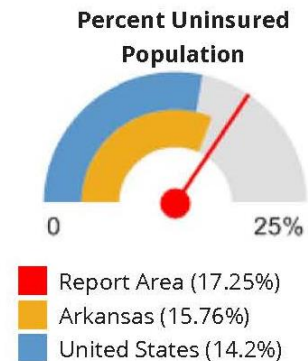
### Insurance - Uninsured Population

The lack of health insurance is considered a *key driver* of health status.

This indicator reports the percentage of the total civilian non-institutionalized population without health insurance coverage. This indicator is relevant because lack of insurance is a primary barrier to healthcare access including regular primary care, specialty care, and other health services that contributes to poor health status.

[Download Data](#)

| Report Area          | Total Population<br>(For Whom Insurance<br>Status is Determined) | Total Uninsured<br>Population | Percent Uninsured<br>Population |
|----------------------|--|-------------------------------|---------------------------------|
| Report Area          | 71,225   | 12,286                        | <b>17.25%</b>                   |
| Columbia County, AR  | 23,996   | 3,340                         | <b>13.92%</b>                   |
| Lafayette County, AR | 7,254  | 1,371                         | <b>18.9%</b>                    |
| Webster Parish, LA   | 39,975   | 7,575                         | <b>18.95%</b>                   |
| Arkansas             | 2,893,883  | 455,936                       | <b>15.76%</b>                   |
| Louisiana            | 4,497,703  | 747,454                       | <b>16.62%</b>                   |
| United States        | 309,082,272  | 43,878,140                    | 14.2%                           |



Note: This indicator is compared with the lowest state average.

Data Source: US Census Bureau, *American Community Survey*. 2010-14. Source geography: Tract

# Indicators

## Access to Primary Care

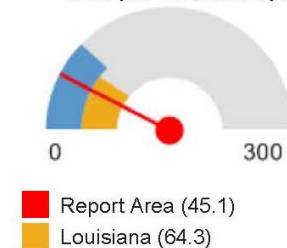
### Access to Primary Care

This indicator reports the number of primary care physicians per 100,000 population. Doctors classified as "primary care physicians" by the AMA include: General Family Medicine MDs and DOs, General Practice MDs and DOs, General Internal Medicine MDs and General Pediatrics MDs. Physicians age 75 and over and physicians practicing sub-specialties within the listed specialties are excluded. This indicator is relevant because a shortage of health professionals contributes to access and health status issues.

[Download Data](#)

| Report Area          | Total Population, 2012 | Primary Care Physicians, 2012 | Primary Care Physicians, Rate per 100,000 Pop. |
|----------------------|------------------------|-------------------------------|--|
| Report Area          | 195,057                | 88                            | <b>45.1</b>                                    |
| Columbia County, AR  | 24,473                 | 13                            | <b>53.1</b>                                    |
| Lafayette County, AR | 7,447                  | 1                             | <b>13.4</b>                                    |
| Bossier Parish, LA   | 122,197                | 50                            | <b>40.9</b>                                    |
| Webster Parish, LA   | 40,940                 | 24                            | <b>58.6</b>                                    |
| Arkansas             | 2,949,131              | 1,888                         | <b>64</b>                                      |
| Louisiana            | 4,601,893              | 2,960                         | <b>64.3</b>                                    |
| United States        | 313,914,040            | 233,862                       | 74.5   |

Primary Care Physicians, Rate per 100,000 Pop.



*Note: This indicator is compared with the highest state average.*

*Data Source: US Department of Health & Human Services, Health Resources and Services Administration, [Area Health Resource File](#). 2012. Source geography: County*



# Indicators

## Poor General Health

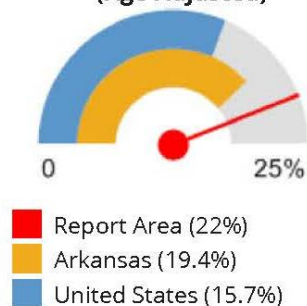
### Poor General Health

Within the report area 22.7% of adults age 18 and older self-report having poor or fair health in response to the question "Would you say that in general your health is excellent, very good, good, fair, or poor?". This indicator is relevant because it is a measure of general poor health status.

[Download Data](#)

| Report Area          | Total Population Age 18+ | Estimated Population with Poor or Fair Health | Crude Percentage | Age-Adjusted Percentage |
|----------------------|--------------------------|---|------------------|-------------------------|
| Report Area          | 56,330                   | 12,761  | 22.7%            | <b>22%</b>              |
| Columbia County, AR  | 18,995                   | 4,616   | 24.3%            | <b>24%</b>              |
| Lafayette County, AR | 5,876                    | 752   | 12.8%            | <b>12.2%</b>            |
| Webster Parish, LA   | 31,459                   | 7,393   | 23.5%            | <b>22.7%</b>            |
| Arkansas             | 2,187,717                | 446,294                                       | 20.4%            | <b>19.4%</b>            |
| Louisiana            | 3,372,863                | 684,691                                       | 20.3%            | <b>19.6%</b>            |
| United States        | 232,556,016              | 37,766,703                                    | 16.2%            | 15.7%                   |

**Percent Adults with Poor or Fair Health (Age-Adjusted)**



Note: This indicator is compared with the lowest state average.

Data Source: Centers for Disease Control and Prevention, *Behavioral Risk Factor Surveillance System*. Accessed via the *Health Indicators Warehouse*. US Department of Health & Human Services, *Health Indicators Warehouse*. 2006-12. Source geography: County

# Indicators

## Cancer Incidence - Breast

### Cancer Incidence - Breast

This indicator reports the age adjusted incidence rate (cases per 100,000 population per year) of females with breast cancer adjusted to 2000 U.S. standard population age groups (Under Age 1, 1-4, 5-9, ..., 80-84, 85 and older). This indicator is relevant because cancer is a leading cause of death and it is important to identify cancers separately to better target interventions.

[Download Data](#)

| Report Area          | Sample Population (Female) | New Cases (Annual Average) | Cancer Incidence Rate (Per 100,000 Pop.) |
|----------------------|----------------------------|----------------------------|--|
| Report Area          | 4,705                      | 49                         | <b>104.14</b>                            |
| Columbia County, AR  | 1,457                      | 15                         | <b>102.9</b>                             |
| Lafayette County, AR | 506                        | 5                          | <b>98.7</b>                              |
| Webster Parish, LA   | 2,741                      | 29                         | <b>105.8</b>                             |
| Arkansas             | 175,162                    | 1,890                      | <b>107.9</b>                             |
| Louisiana            | 256,849                    | 3,131                      | <b>121.9</b>                             |
| United States        | 17,902,845                 | 220,205                    | 123                                      |

**Annual Breast Cancer Incidence Rate (Per 100,000 Pop.)**



*Note: This indicator is compared with the lowest state average.*

*Data Source: National Institutes of Health, National Cancer Institute, Surveillance, Epidemiology, and End Results Program. State Cancer Profiles. 2008-12. Source geography: County*

# Indicators

## Cancer Screening - Mammogram

### Cancer Screening - Mammogram

This indicator reports the percentage of female Medicare enrollees, age 67-69, who have received one or more mammograms in the past two years. This indicator is relevant because engaging in preventive behaviors allows for early detection and treatment of health problems. This indicator can also highlight a lack of access to preventive care, a lack of health knowledge, insufficient provider outreach, and/or social barriers preventing utilization of services.

[Download Data](#)

| Report Area          | Total Medicare Enrollees | Female Medicare Enrollees Age 67-69 | Female Medicare Enrollees with Mammogram in Past 2 Years | Percent Female Medicare Enrollees with Mammogram in Past 2 Year |
|----------------------|--------------------------|-------------------------------------|--|---|
| Report Area          | 10,161                   | 863                                 | 481  | <b>55.9%</b>  |
| Columbia County, AR  | 2,989                    | 255                                 | 130  | <b>51.4%</b>  |
| Lafayette County, AR | 1,447                    | 132                                 | 80   | <b>60.6%</b>  |
| Webster Parish, LA   | 5,725                    | 476                                 | 270  | <b>56.9%</b>  |
| Arkansas             | 331,335                  | 28,719                              | 16,594   | <b>57.8%</b>  |
| Louisiana            | 369,910                  | 32,336                              | 19,324   | <b>59.8%</b>  |
| United States        | 53,131,712               | 4,402,782                           | 2,772,990  | 63%   |

Percent Female Medicare Enrollees with Mammogram in Past 2 Year



- Report Area (55.9%)
- Louisiana (59.8%)
- United States (63%)

*Note: This indicator is compared with the highest state average.*

*Data Source: Dartmouth College Institute for Health Policy & Clinical Practice, Dartmouth Atlas of Health Care. 2012.*

*Source geography: County*

# Indicators

## Cancer Incidence – Colon & Rectum

### Cancer Incidence - Colon and Rectum

This indicator reports the age adjusted incidence rate (cases per 100,000 population per year) of colon and rectum cancer adjusted to 2000 U.S. standard population age groups (Under age 1, 1-4, 5-9, ..., 80-84, 85 and older). This indicator is relevant because cancer is a leading cause of death and it is important to identify cancers separately to better target interventions.

[Download Data](#)

| Report Area           | Sample Population | New Cases (Annual Average) | Cancer Incidence Rate (Per 100,000 Pop.) |
|-----------------------|-------------------|----------------------------|--|
| Report Area           | 9,329             | 43                         | <b>46.09</b>                             |
| Columbia County, AR   | 2,947             | 13                         | <b>44.1</b>                              |
| Lafayette County, AR  | 1,084             | 5                          | <b>46.1</b>                              |
| Webster Parish, LA    | 5,296             | 25                         | <b>47.2</b>                              |
| Arkansas              | 333,333           | 1,450                      | <b>43.5</b>                              |
| Louisiana             | 474,900           | 2,384                      | <b>50.2</b>                              |
| United States         | 33,516,229        | 140,433                    | 41.9                                     |
| <b>HP 2020 Target</b> |                   |                            | <b>&lt;= 38.7</b>                        |

**Annual Colon and Rectum Cancer Incidence Rate (Per 100,000 Pop.)**



Note: This indicator is compared with the lowest state average.

Data Source: National Institutes of Health, National Cancer Institute, *Surveillance, Epidemiology, and End Results Program. State Cancer Profiles. 2008-12. Source geography: County*

# Indicators

## Cancer Screening - Colonoscopy

### Cancer Screening - Sigmoidoscopy or Colonoscopy

This indicator reports the percentage of adults 50 and older who self-report that they have ever had a sigmoidoscopy or colonoscopy. This indicator is relevant because engaging in preventive behaviors allows for early detection and treatment of health problems. This indicator can also highlight a lack of access to preventive care, a lack of health knowledge, insufficient provider outreach, and/or social barriers preventing utilization of services.

[Download Data](#)

| Report Area          | Total Population Age 50+ | Estimated Population Ever Screened for Colon Cancer | Crude Percentage | Age-Adjusted Percentage |
|----------------------|--------------------------|---|------------------|-------------------------|
| Report Area          | 21,327                   | 10,481  | 55.5%            | <b>52.5%</b>            |
| Columbia County, AR  | 6,736                    | 3,685   | 54.7%            | <b>48.8%</b>            |
| Lafayette County, AR | 2,455                    | no data   | suppressed       | suppressed              |
| Webster Parish, LA   | 12,136                   | 6,796   | 56%              | <b>54.5%</b>            |
| Arkansas             | 758,335                  | 442,868   | 58.4%            | <b>54.5%</b>            |
| Louisiana            | 1,068,625                | 615,528   | 57.6%            | <b>54.5%</b>            |
| United States        | 75,116,406               | 48,549,269  | 64.6%            | 61.3%                   |

Percent Adults Screened for Colon Cancer (Age-Adjusted)



Note: This indicator is compared with the highest state average.

Data Source: Centers for Disease Control and Prevention, *Behavioral Risk Factor Surveillance System*. Accessed via the *Health Indicators Warehouse*. US Department of Health & Human Services, *Health Indicators Warehouse*. 2006-12.

Source geography: County

# Indicators

## Diabetes (Adult)

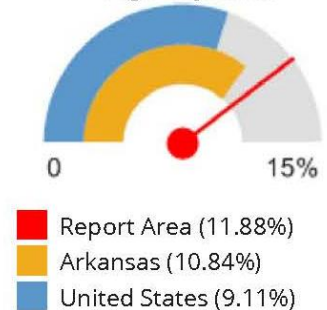
### Diabetes (Adult)

This indicator reports the percentage of adults aged 20 and older who have ever been told by a doctor that they have diabetes. This indicator is relevant because diabetes is a prevalent problem in the U.S.; it may indicate an unhealthy lifestyle and puts individuals at risk for further health issues.

[Download Data](#)

| Report Area          | Total Population Age 20+ | Population with Diagnosed Diabetes | Population with Diagnosed Diabetes, Crude Rate | Population with Diagnosed Diabetes, Age-Adjusted Rate |
|----------------------|--------------------------|------------------------------------|--|---|
| Report Area          | 53,767                   | 7,323                              | 13.62  | <b>11.88%</b>   |
| Columbia County, AR  | 17,667                   | 2,226                              | 12.6   | <b>11.3%</b>  |
| Lafayette County, AR | 5,647                    | 864                                | 15.3   | <b>12.4%</b>  |
| Webster Parish, LA   | 30,453                   | 4,233                              | 13.9   | <b>12.1%</b>  |
| Arkansas             | 2,160,128                | 257,048                            | 11.9   | <b>10.84%</b>   |
| Louisiana            | 3,363,441                | 410,234                            | 12.2   | <b>11.53%</b>   |
| United States        | 234,058,710              | 23,059,940                         | 9.85   | 9.11%   |

**Percent Adults with Diagnosed Diabetes (Age-Adjusted)**



*Note: This indicator is compared with the lowest state average.*

*Data Source: Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion. 2012. Source geography: County*

# Indicators

## Diabetes Management

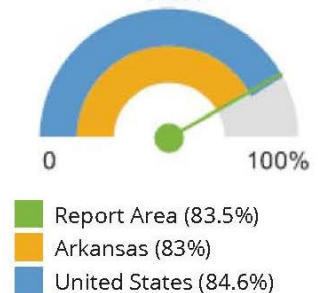
### Diabetes Management - Hemoglobin A1c Test

This indicator reports the percentage of diabetic Medicare patients who have had a hemoglobin A1c (hA1c) test, a blood test which measures blood sugar levels, administered by a health care professional in the past year. In the report area, 1,196 Medicare enrollees with diabetes have had an annual exam out of 1,432 Medicare enrollees in the report area with diabetes, or 83.5%. This indicator is relevant because engaging in preventive behaviors allows for early detection and treatment of health problems. This indicator can also highlight a lack of access to preventive care, a lack of health knowledge, insufficient provider outreach, and/or social barriers preventing utilization of services.

[Download Data](#)

| Report Area          | Total Medicare Enrollees | Medicare Enrollees with Diabetes | Medicare Enrollees with Diabetes with Annual Exam | Percent Medicare Enrollees with Diabetes with Annual Exam |
|----------------------|--------------------------|----------------------------------|---|---|
| Report Area          | 10,161                   | 1,432                            | 1,196   | <b>83.5%</b>  |
| Columbia County, AR  | 2,989                    | 409                              | 356   | <b>87%</b>  |
| Lafayette County, AR | 1,447                    | 210                              | 174   | <b>83.3%</b>  |
| Webster Parish, LA   | 5,725                    | 813                              | 665   | <b>81.8%</b>  |
| Arkansas             | 331,335                  | 41,081                           | 34,082  | <b>83%</b>  |
| Louisiana            | 369,910                  | 54,656                           | 44,622  | <b>81.6%</b>  |
| United States        | 53,131,712               | 6,517,150                        | 5,511,632   | 84.6%   |

**Percent Medicare Enrollees with Diabetes with Annual Exam**



*Note: This indicator is compared with the highest state average.*

*Data Source: Dartmouth College Institute for Health Policy & Clinical Practice, [Dartmouth Atlas of Health Care](#). 2012.*

*Source geography: County*

# Indicators

## Heart Disease (Adult)

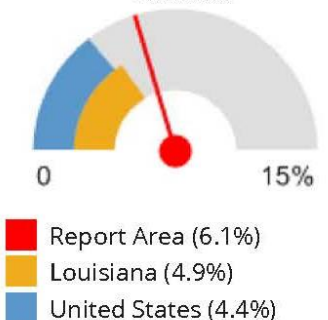
### Heart Disease (Adult)

3,446, or 6.1% of adults aged 18 and older have ever been told by a doctor that they have coronary heart disease or angina. This indicator is relevant because coronary heart disease is a leading cause of death in the U.S. and is also related to high blood pressure, high cholesterol, and heart attacks.

[Download Data](#)

| Report Area          | Survey Population (Adults Age 18+) | Total Adults with Heart Disease | Percent Adults with Heart Disease |
|----------------------|------------------------------------|---------------------------------|-----------------------------------|
| Report Area          | 56,489                             | 3,446                           | <b>6.1%</b>                       |
| Columbia County, AR  | 18,248                             | 1,200                           | <b>6.6%</b>                       |
| Lafayette County, AR | no data                            | no data                         | no data                           |
| Webster Parish, LA   | 38,241                             | 2,246                           | <b>5.9%</b>                       |
| Arkansas             | 2,170,495                          | 126,048                         | <b>5.8%</b>                       |
| Louisiana            | 3,401,880                          | 166,890                         | <b>4.9%</b>                       |
| United States        | 236,406,904                        | 10,407,185                      | 4.4%                              |

**Percent Adults with Heart Disease**



*Note: This indicator is compared with the lowest state average.*

*Data Source: Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System. Additional data analysis by CARES. 2011-12. Source geography: County*



# Indicators

## High BP Management

### High Blood Pressure Management

In the report area, 20.4% of adults, or 11,532, self-reported that they are not taking medication for their high blood pressure according to the CDC's Behavioural Risk Factor Surveillance System (2006-2010). This indicator is relevant because engaging in preventive behaviors decreases the likelihood of developing future health problems. When considered with other indicators of poor health, this indicator can also highlight a lack of access to preventive care, a lack of health knowledge, insufficient provider outreach, and/or social barriers preventing utilization of services.

[Download Data](#)

| Report Area          | Total Population (Age 18+) | Total Adults Not Taking Blood Pressure Medication (When Needed) | Percent Adults Not Taking Medication |
|----------------------|----------------------------|---|--------------------------------------|
| Report Area          | 56,454                     | 11,532  | <b>20.4%</b>                         |
| Columbia County, AR  | 19,044                     | 4,189   | <b>22%</b>                           |
| Lafayette County, AR | 6,004                      | no data   | no data                              |
| Webster Parish, LA   | 31,406                     | 7,343   | <b>23.4%</b>                         |
| Arkansas             | 2,187,717                  | 417,130   | <b>19.1%</b>                         |
| Louisiana            | 3,372,863                  | 549,507   | <b>16.3%</b>                         |
| United States        | 235,375,690                | 51,175,402  | 21.7%                                |

**Percent Adults with High Blood Pressure Not Taking Medication**



- Report Area (20.4%)
- Louisiana (16.3%)
- United States (21.7%)

*Note: This indicator is compared with the lowest state average.*

*Data Source: Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System. Additional data analysis by CARES. 2006-10. Source geography: County*

# Mortality Cancer

## Mortality - Cancer

This indicator reports the rate of death due to malignant neoplasm (cancer) per 100,000 population. Figures are reported as crude rates, and as rates age-adjusted to year 2000 standard. Rates are resummarized for report areas from county level data, only where data is available. This indicator is relevant because cancer is a leading cause of death in the United States.

[Download Data](#)

| Report Area           | Total Population | Average Annual Deaths, 2007-2011 | Crude Death Rate (Per 100,000 Pop.) | Age-Adjusted Death Rate (Per 100,000 Pop.) |
|-----------------------|------------------|----------------------------------|-------------------------------------|--|
| Report Area           | 72,994           | 194                              | 265.5                               | <b>206.5</b>                               |
| Columbia County, AR   | 24,442           | 62                               | 253.7                               | <b>211.2</b>                               |
| Lafayette County, AR  | 7,503            | 22                               | 290.6                               | <b>196.2</b>                               |
| Webster Parish, LA    | 41,049           | 110                              | 268                                 | <b>205.6</b>                               |
| Arkansas              | 2,931,849        | 6,543                            | 223.2                               | <b>192.6</b>                               |
| Louisiana             | 4,565,444        | 9,252                            | 202.7                               | <b>193.7</b>                               |
| United States         | 311,430,373      | 577,313                          | 185.4                               | 168.9                                      |
| <b>HP 2020 Target</b> |                  |                                  |                                     | <b>&lt;= 160.6</b>                         |

**Cancer Mortality, Age-Adjusted Death Rate (Per 100,000 Pop.)**



- Report Area (206.5)
- Arkansas (192.6)
- United States (168.9)

*Note: This indicator is compared with the lowest state average.*

*Data Source: Centers for Disease Control and Prevention, [National Vital Statistics System](#). Accessed via [CDC WONDER](#), 2009-13. Source geography: County*

# Mortality Heart

## Mortality - Heart Disease

Within the report area the rate of death due to coronary heart disease per 100,000 population is 237.79. Figures are reported as crude rates, and as rates age-adjusted to year 2000 standard. Rates are resummarized for report areas from county level data, only where data is available. This indicator is relevant because heart disease is a leading cause of death in the United States.

[Download Data](#)

| Report Area          | Total Population | Average Annual Deaths, 2007-2011 | Crude Death Rate (Per 100,000 Pop.) | Age-Adjusted Death Rate (Per 100,000 Pop.) |
|----------------------|------------------|----------------------------------|-------------------------------------|--|
| Report Area          | 72,994           | 227                              | 310.44                              | <b>237.79</b>                              |
| Columbia County, AR  | 24,442           | 79                               | 324.03                              | <b>247.8</b>                               |
| Lafayette County, AR | 7,503            | 25                               | 327.88                              | <b>225.9</b>                               |
| Webster Parish, LA   | 41,049           | 123                              | 299.16                              | <b>234</b>                                 |
| Arkansas             | 2,931,849        | 7,304                            | 249.13                              | <b>218.9</b>                               |
| Louisiana            | 4,565,444        | 10,130                           | 221.89                              | <b>219.5</b>                               |
| United States        | 311,430,373      | 600,899                          | 192.95                              | 175  |

**Heart Disease Mortality, Age-Adjusted Death Rate (Per 100,000 Pop.)**



■ Report Area (237.79)  
■ Arkansas (218.9)  
■ United States (175)

*Note: This indicator is compared with the lowest state average.*

*Data Source: Centers for Disease Control and Prevention, National Vital Statistics System. Accessed via CDC WONDER. 2009-13. Source geography: County*

# Mortality Accident

## Mortality - Unintentional Injury

This indicator reports the rate of death due to unintentional injury (accident) per 100,000 population. Figures are reported as crude rates, and as rates age-adjusted to year 2000 standard. Rates are resummarized for report areas from county level data, only where data is available. This indicator is relevant because accidents are a leading cause of death in the U.S.

[Download Data](#)

| Report Area           | Total Population | Average Annual Deaths, 2007-2011 | Crude Death Rate (Per 100,000 Pop.) | Age-Adjusted Death Rate (Per 100,000 Pop.) |
|-----------------------|------------------|----------------------------------|-------------------------------------|--|
| Report Area           | 72,994           | 39                               | 53.98                               | <b>52.26</b>                               |
| Columbia County, AR   | 24,442           | 14                               | 58.91                               | <b>57.5</b>                                |
| Lafayette County, AR  | 7,503            | 7                                | 95.96                               | <b>95.7</b>                                |
| Webster Parish, LA    | 41,049           | 18                               | 43.36                               | <b>41.2</b>                                |
| Arkansas              | 2,931,849        | 1,468                            | 50.06                               | <b>48.9</b>                                |
| Louisiana             | 4,565,444        | 2,185                            | 47.87                               | <b>48</b>                                  |
| United States         | 311,430,373      | 124,733                          | 40.05                               | 38.6                                       |
| <b>HP 2020 Target</b> |                  |                                  |                                     | <b>&lt;= 36.0</b>                          |

**Unintentional Injury (Accident) Mortality, Age-Adjusted Death Rate (Per 100,000 Pop.)**



Note: This indicator is compared with the lowest state average.

Data Source: Centers for Disease Control and Prevention, [National Vital Statistics System](#). Accessed via [CDC WONDER](#). 2009-13. Source geography: County

# Mortality Suicide

## Mortality - Suicide

This indicator reports the rate of death due to intentional self-harm (suicide) per 100,000 population. Figures are reported as crude rates, and as rates age-adjusted to year 2000 standard. Rates are resummarized for report areas from county level data, only where data is available. This indicator is relevant because suicide is an indicator of poor mental health.

[Download Data](#)

| Report Area           | Total Population | Average Annual Deaths, 2007-2011 | Crude Death Rate (Per 100,000 Pop.) | Age-Adjusted Death Rate (Per 100,000 Pop.) |
|-----------------------|------------------|----------------------------------|-------------------------------------|--|
| Report Area           | 72,994           | 12                               | 18.3                                | <b>18.2</b>                                |
| Columbia County, AR   | 24,442           | 5                                | 18.8                                | <b>18.8</b>                                |
| Lafayette County, AR  | 7,503            | 0                                | no data                             | no data                                    |
| Webster Parish, LA    | 41,049           | 7                                | 18                                  | <b>17.8</b>                                |
| Arkansas              | 2,931,849        | 466                              | 15.9                                | <b>15.9</b>                                |
| Louisiana             | 4,565,444        | 554                              | 12.1                                | <b>12.1</b>                                |
| United States         | 311,430,373      | 39,308                           | 12.6                                | 12.3                                       |
| <b>HP 2020 Target</b> |                  |                                  |                                     | <b>&lt;= 10.2</b>                          |

**Suicide, Age-Adjusted Death Rate (Per 100,000 Pop.)**



Note: This indicator is compared with the lowest state average.

Data Source: Centers for Disease Control and Prevention, *National Vital Statistics System*. Accessed via *CDC WONDER*. 2009-13. Source geography: County

# CHNA Committee Recommendations

1. Education (Community)

2. Access (Specialists and extended hours)

3. Wellness (Health Fair events)

# Priority

Education

- Priority 1  
Health Education / Services Education

Access

- Priority 2  
To Specialists & Extended Hours

Wellness

- Priority 3  
Community Health Events

*Prioritized by the Committee*

# Priorities

**The CHNA Committee came up with three (3) priorities to focus on for the next 3 years. Each one of the priorities compliments the other and as such should be marketed in conjunction with each other.**

- I. When working with the CHNA Committee, three (3) factors needed to be considered to be able to implement the recommended priorities.**
  - Size & prevalence of the issue
  - Effectiveness of interventions
  - The hospital's ability to address the need
  
- I. The CNHA Committee adopted three (3) areas of opportunity to improve overall community health and awareness.**
  - Community Education
    - Services
    - Healthy Lifestyle
  - Access to Primary and Specialty Care
    - Primary – Extended hours
    - Specialty – Promotion of current specialists
  - Wellness Education / Health Fairs in the community



# Implementation

**Strategy 1 / Community Education:** The CHNA committee felt that the community was unaware of specialty services offered at SMC. In addition, they felt that the community needed to have more education programs to provide the community with information about the current primary care physicians and surgical services. To achieve this the following strategies were suggested for review by the Board of Directors of SMC at the annual Strategic Planning Session.

- Advertise and promote our services using methods other than the traditional newspaper and provide education to area business. This will be achieved by, but are not limited to:
  - Face-to-Face marketing to area businesses
  - Internet Marketing
  - Know your MD – Town Hall meetings
  - Bi-Annual Newsletter
  - Market Charitable Care for low income, uninsured patients
  - Community Marketing Team

# Implementation

**Strategy 2 / Access:** Access to primary and specialty care is a reoccurring theme with the CHNA committee. In 2013 The committee at that time suggested that we needed more access to our primary care doctors and that the community was not aware of the specialists that came to Springhill. Since 2013 several strategies were put in place or tried and for the most part has helped to get this information out. Since 2013 SMC has increased the number of primary care providers by three (3) and increased the hours to the Quick Care Clinic. As for the specialty services offered numerous attempts were made to get the information out through traditional means. In order to get the word out and promote the services SMC offers the following will be reviewed and placed into service following the completion of the 2016 Strategy Meeting. They are:

- Review the possibility of opening a quick care clinic on Saturday Morning
- Add Dr. Laura Hart in 2017 (Maintain Access)
- Promote our providers seeing Pediatrics (Dr. Ranz, Tommie Cassidy, Kristin Franks, Amy Cannon, Dr Pardue and Dr. Lococo)
- Review the need for the following specialists
  - ENT
  - Podiatrist
- Work with Dr. Ghali, oral surgeon to set up a free or reduced cost dental clinic.

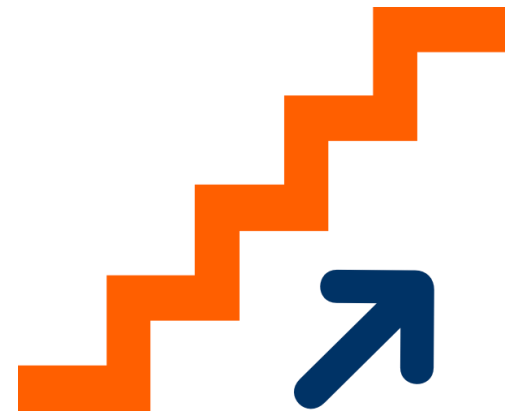
# Implementation

**Strategy 3 / Wellness:** Wellness education is a big part of the first two strategies. In order to get the word out and promote the services SMC offers the following will be reviewed and placed into service following the completion of the 2016 Strategy Meeting. They are:

- Present programs such as Diabetes Education, Breast & Colon Cancer Wellness Screenings, speaking about smoking cessation and weight loss.
- Develop a campaign to remind population of the importance Wellness Checks
- Promote Wellness in the newsletter and at Town Hall meetings, and at public events.

# Next Steps

Springhill Medical Center will build on existing community programs and partnerships to address the health needs identified through the Community Health Needs Assessment process. Utilizing the Implementation Plan strategies, the hospital will develop work plans and establish metrics to measure progress within the committee structure of the hospital.



# Resources In The Community

The following list provides an overview of the existing health care facilities and other resources within the community available to meet the community health needs identified through the CHNA.

| Name of Facility             | Phone Number   |
|------------------------------|----------------|
| <b>Transportation</b>        |                |
| Advanced                     | 539-5499       |
| Pafford                      | 539-3900       |
| Life Air                     | 800-762-9562   |
| Webster Transport            | 539-5696       |
| Springhill City Transport    | 539-5681       |
| <b>Service Area Hospice:</b> |                |
| Agape                        | 371-1140       |
| Amedisys                     | 1-318-868-8788 |
| LifePath Hospice             | 866-257-5711   |
| St. Joseph                   | 888-731-3575   |
| Serenity                     | 870-901-0500   |
| Peachtree                    | 1-870-773-4353 |
| Life Touch Hospice           | 870-234-9112   |
| Lifetouch Hospice house      | 870-862-0337   |
| Southern Care                | 318-227-9160   |
| Regional Hospice             | 318-524-1046   |

# Resources In The Community

| Service Area Home Health   |              |
|----------------------------|--------------|
| Amedisys                   | 318-868-8788 |
| Professional               | 318-539-2501 |
| Louisiana Homecare         | 318-539-5980 |
| National                   | 318-539-4300 |
| Supra                      | 318-865-3111 |
| Minden Med                 | 318-377-4663 |
| Heritage                   | 800-672-8911 |
| Stat                       | 318-371-3673 |
| Columbia                   | 870-234-6101 |
| Magnolia                   | 870-235-3598 |
| Medistar                   | 318-742-4213 |
| Wentworth Place            | 870-234-1361 |
| Integrity                  | 870-773-4900 |
| Trinity                    | 888-371-9989 |
| Service Area Nursing Homes |              |
| Summit                     | 870-694-3781 |
| Carrington Place           | 539-3956     |

# Resources In The Community

| Miscellaneous:   |  |
|--|--|
| <b>Arkansas Adult Protection</b>                       | 1-800-482-8049   |
| <b>Louisiana Elder Protection</b>                      | 1-800-259-5284   |
| <b>LA Adult Protection</b>                             | 1-800-898-4910   |
| <b>La Dept. of Children and Family Services</b>        | 1-855-4LA-KIDS   |
|  | (855-452-5437  |
| <b>Alcoholics Anonymous</b>                            | 209 S Main St, Springhill LA   |
| <b>Arkansas Adult Protection</b>                       | 1-800-482-8049   |
|  | <a href="http://www.aradultprotection.com">www.aradultprotection.com</a> |
| <b>Arkansas Child Abuse<br/>Dept of Human Services</b> | 1-800-482-5964   |
|  | <a href="http://www.stoparchildabuse.com">www.stoparchildabuse.com</a>   |
| <b>Bradley Clinic</b>                                  | (870) 894-3366   |
| <b>Child Protection - Louisiana</b>                    | LARHIX-1-855-452-5437  |
|  |  |
| <b>Domestic Violence</b>                               | Hotline 1-800-799-7233 (SAFE)  |
|  | TTY Phone: 1800-787-3224   |
|  | Male Victims: 1888-743-5754  |
|  | <a href="http://www.thehotline.org">www.thehotline.org</a>               |
| <b>Elderly Protective Services</b>                     | 1-800-259-5884   |

# Resources In The Community

|  |  |
|--|--|
| Families Helping   | 1-888-735-3722   |
| Families of Northwest LA                                       |  |
| Family Crisis (Domestic Abuse)                                 | 318-226-5015   |
| Providence House   |  |
| LA Domestic Hotline  | 1-888-411-1333<br>(rings to Providence House)  |
| LA Adult Abuse (Physically/Mentally<br>Handicapped)            | 1-800-898-4910 or<br>225-342-9057  |
| LA Dept. of Children<br>& Family Services                      | Hotline: 1-800-422-4453  |
| Medicaid Offices   | 1-888-342-6207   |
| Narcotics Anonymous  | 209 S Main St, Springhill LA   |
| North Caddo Clinic   | (318) 326-7272   |
| Sexual Assault Nurse Examiner SANE Nurse<br>(Patient Advocacy) | National #:1-800-656-4673<br><a href="http://www.rainn.org">www.rainn.org</a>  |
| SPARC Life Services  | (318) 847-4356   |
| Suicide Prevention   | National: 1-800-273-8255<br><a href="http://www.suicidepreventionlifeline.org">www.suicidepreventionlifeline.org</a> |
| Webster Parish Child Protection                                | 318-371-3001   |
| Wild Goose Ministries  | 318-578-2262   |