

Example Focus Group Questions

Question 1 – What is your vision for a healthy community?
 Ask community members to share their ideas of a healthy community.
 What is healthy about their community and what is unhealthy?

Question 2 – What is your perception of the current health needs of the community?
 Community members' views will identify opportunities for improving current programs and services, as well as highlight service and program gaps.

Question 3 – What can the hospital do to better address the health needs of the community?
 This question may be the most important, because it elicits ideas for how to improve services and relationships in the community and provide direction for new activities or strategies.

The big issues...

- Diabetes
- Obesity
- Substance Abuse
- Cancer
- Smoking

A Sample of Implementation Strategies



Goal I: Investigate additional screening opportunities for prevalent women's and men's health issues that affect the community.

Strategies:

- A. Continue to participate in the multiple annual free screening opportunities already in place.
- B. Offer free screenings at our Annual Women's Health Conference in June 2014, Nutrition Fair in March 2014 and annual Health fair.
- C. Work with community agencies and organizations to offer educational sessions, programs, lunch and learn opportunities to address health issues.
- D. Assess need for annual Men's Health Conference in 2014. Use conference to promote prostate cancer screenings for men.

Community Partners identified to help with this priority: American Cancer Society; Health Department; Local School System; Senior Groups; City/County Government.

Implementation Strategies Continued



Goal: Improve patient satisfaction scores and increase awareness of programs and services through positive media

Strategies:

- A. Involve the medical staff and non-medical staff to discuss improved communication methods.
- B. Review complaints that are specific to the area of communication and discuss strategies with the individuals making the complaints.
- C. Improve signage in the hospital
- D. Increase exposure by working with local media and have managers and staff more involved in community events.

Community Partners identified to help with this priority: This will be dealt with internally with help from the community, local advisory council, and business leaders.

Implementation Strategies Continued



Goal: Increase educational programs and outreach in the community

Strategies:

- A. Partner with local organizations in providing access to educational programs and increase the number of meetings the hospital attends in the community to provide awareness on health issues that are a priority in Clinton County.
- B. Increase programs in the area of hypertension, diabetes, and physical activity to address specific needs identified in the surveys, focus groups, and data collection.
- C. Work with local Community Health Coalition in future program planning and with Clinton County Health Department in their work with the MAPP process
- D. Partner with the local health department and school system to provide training or programs to the community on smoking cessation, diabetes, drug abuse, and other relevant issues identified by the community.

Community Partners identified to help with this priority: WANY Radio, Clinton Co. News, Clinton Co. Health Dept. Clinton Co. school system

COMMUNITY HEALTH NEEDS ASSESSMENT 2013

Beckley/RH Hospital

Dear AKH Service Area Resident,

Thank you for your interest in the 2012-2013 AKH Community Health Needs Assessment (CHNA). The data reflected in this report was collected from surveys and focus groups conducted in your local AKH community. These results are being reported along with health information collected from reputable national, state, and local data sources.

The unique design of this CHNA permits an examination of the diverse aspects of each of our 10 AKH communities. The assessment results from each AKH facility demonstrate the desire for individual and community health improvement. These results provide valuable information that will be used for planning purposes, service improvements and community outreach. Special thanks are given to the CHNA Steering Committees in each of our 10 communities for giving of their valuable time and guiding this community health needs assessment process. It is our hope that this assessment will help AKH, in partnership with our communities, to identify respective health concerns, measure the impact of current public health efforts and guide the appropriate use of local resources.

We also hope that together, we can improve the health and well-being of the residents of Eastern Kentucky and Southern West Virginia.


Sincerely,



Joseph L. Gossman
AKH President and CEO


Rural Health Networks

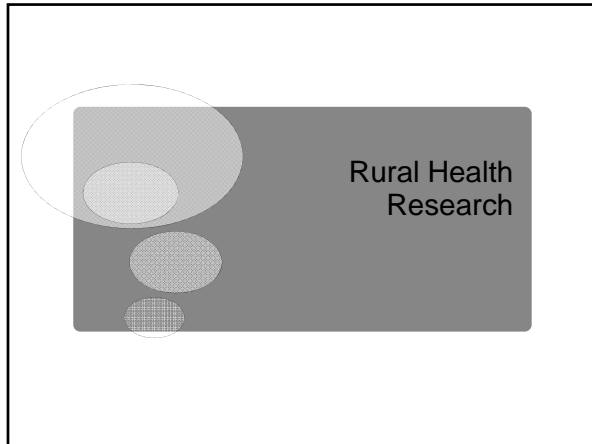
- Strategic planning for formal rural health networks
- Primary target is HRSA's Rural Health Network "planning" "Development" and "Outreach" grants
- Provide grant writing support and evaluation



Strategic planning and community coalitions

- Tri-County Diabetes Coalition
- Purchase District Health Department
- Provide funding for planning grants for community coalitions as a result of the CHNA process





2012 Kentucky Healthcare Market Report

cedik.com UK KENTUCKY

- County Health Profiles and Economic impact of healthcare

- Value of Access to Rural Hospitals

Evaluation of Healthcare Investments by ARC

Kentucky Healthcare Market Report

Table of Contents

Chapter 1: An Overview of Kentucky and Healthcare	4
Chapter 2: Kentucky's Healthcare Providers	6
Chapter 3: The Financial Status of Kentucky's Hospitals	12
Chapter 4: Kentucky's Healthcare Insurance Providers	14
Chapter 5: The Importance of Healthcare as an Economic Driver	16
Chapter 6: Kentucky and Medicaid/Medicare	27
Chapter 7: The Uninsured	34
Chapter 8: Kentucky and the South	36
Chapter 9: Implications	48
Web Resource List by Chapter	51
Appendix	53

Summary



- Opportunity to utilize your land grant universities to work with hospitals, providers and communities
- Our KORH is a wonderful partner and has financially supported our work through the Flex Program
- We are now relatively self-sustaining and have expanded our ability to work with more audiences

To see more about what we do visit our CEDIK webpage:
<http://www.cedik.ca.uky.edu>
