

Community Needs Assessment

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How do we define a needs assessment?



- “Needs assessment is a process which identifies and measures gaps between what is and what ought to be” (Windsor, Baranowski, Clark, and Cutter, 1984, p.54).

Target populations have different types of needs



- **Service needs** – things that target population must have or be able to do in order to resolve a health problem.
- **Service demands** – things that those in target population say they must have in order to solve a health problem.



Both types of needs are important

- Using only service needs or real needs may not interest or appeal to the target population.
- Using only service demand needs may not solve the problem.
- Important to identify both types of needs.



Community / Organizational Change

- Data
- Leadership
- Process / Outsider
- Money

Jim Berstein - North Carolina (circa 1985)



Goals of needs assessment

- Increase local utilization of local health care services: *educate, involve, motivate*
- Coordinated local system of care
- Meet local health care needs
- Improve health status of local residents
- Appropriate use of health care resources



Focus on Market Share

- Overall market share
 - Inpatient
 - Outpatient
 - Primary Care
- Reduce Low-Intensity DRG outmigration

Fortune 500 Companies do needs assessment continually



- They just call it something different than a needs assessment.
- Market research is understanding and responding to customer needs (Berkowitz, 2006).
- The marketing paradigm- quality and efficiency must also include the value to the customer.

In any business whether it be a product or service customer loyalty is critical



- “The cost of gaining a new customer are five times that of keeping a loyal customer and the retention of customers can lead to significant increases in profitability” (Berkowitz, 2006, p.195).

Office of Rural can help hospitals with conducting needs assessment requirements



- Provide quantitative data which includes important planning information such as...

Health status, demographics, socio-economic status, and local utilization patterns of how people use the healthcare system.

ORH can help collect qualitative information



- Key informant interviews – ORH work in partnership with hospital to conduct interviews asking residents what they like and dislike regarding local health system.
- Qualitative and quantitative data need to be blended and prioritize.
- Next steps involve solving the problem or explaining why the problem cannot be solved.



GEOGRAPHY

County: Grant

Major Town: John Day

Service area includes the following ZIP Codes: 97817, 97820, 97825, 97845, 97865, 97869, 97873

Major Geographic Features: Mountains: 7,600 feet; Two lakes; One river

Elevation: 3084

TRANSPORTATION

		TYPE OF ROAD	
Miles from John Day	to:		
Nearest Larger Town:	Baker City	80	Primary
County Seat:	Canyon City	2	Primary
Nearest Hospital:	John Day	0	n/a
Special Transportation Barriers: Mountains, Gravel Roads			
Systems: People Mover bus: serves Grant County			

WEATHER

Climate Zone The Northeastern Highlands, High Plateau
 Average Temperature (Winter): 36
 Average Temperature (Summer): 68

DEMOGRAPHY (Claritas 2009)

	Population	% Change	% Change RURAL	% Change URBAN	% Change OREGON
1990	6,827	n/a	n/a	n/a	n/a
2000	7,020	2.8%	16.5%	23.0%	20.4%
2009	6,349	-9.6%	9.2%	13.3%	11.7%
2014	6,018	-5.2%	5.2%	7.0%	6.3%

CHANGE FROM 2000 TO 2009

Age	2000 Pop	2009 Pop	% Change	% Change RURAL	% Change URBAN	% Change OREGON
0-14	1,468	975	-33.6%	-5.2%	6.5%	1.9%
15-44	2,462	1,926	-21.8%	6.4%	3.9%	4.8%
45-64	1,924	2,039	6.0%	20.3%	34.4%	28.5%
65+	1,166	1,409	20.8%	17.6%	21.0%	19.5%
Total	7,020	6,349	-9.6%	9.2%	13.2%	11.7%



DEMOGRAPHY (Claritas 2009 - continued)

2009 POPULATION BREAKDOWN BY AGE

Age	Service Area				OREGON			
	Male	Female	Total	Percent	Male	Female	Total	Percent
0-14	503	472	975	15.4%	364,658	347,951	712,609	18.6%
15-20	266	224	490	7.7%	156,403	148,190	304,593	8.0%
21-24	163	149	312	4.9%	100,979	94,345	195,324	5.1%
25-34	265	261	526	8.3%	270,701	255,804	526,505	13.8%
35-44	274	324	598	9.4%	263,253	252,699	515,952	13.5%
45-64	1,026	1,013	2,039	32.1%	512,784	530,112	1,042,896	27.3%
65-74	371	390	761	12.0%	130,018	144,437	274,455	7.2%
75-84	191	220	411	6.5%	72,514	97,528	170,042	4.4%
85+	86	151	237	3.7%	27,154	51,796	78,950	2.1%
Total	3,145	3,204	6,349	100.0%	1,898,464	1,922,862	3,821,326	100.0%

OTHER POPULATION CHARACTERISTICS (Claritas 2009)

	Service Area	Oregon
Hispanic (all, including other and 2 or more, races)	3.0%	10.9%
Asian/Pacific Islander only (non-Hispanic)	0.4%	3.9%
African-American only (non-Hispanic)	0.1%	1.8%
Native American only (non-Hispanic)	1.8%	1.1%
Other, including 2 or more races (non-Hispanic)	1.7%	2.8%

SOCIOECONOMICS (2000 Census)

	Service Area	County	Rural	Oregon
Population below Poverty Level (\$17,330 per year for family of 3 in 2008)	13.1%	13.7%	12.4%	11.6%
Population below 200% of Poverty Level	36.6%	37.6%	33.3%	29.6%
Single Moms w/Children as Percent of Families:	8.7%	8.2%	8.1%	9.0%
Renter-Occupied Units	25.9%	26.7%	29.5%	35.7%
Population 16-64 with Disability and: Unable to Work	15.2%	15.9%	19.6%	17.4%
Households receiving Public Assistance:	49.0%	52.1%	45.7%	42.7%
Population 25 and Over without High School Diploma	3.1%	3.0%	3.9%	3.6%
Population >5 who Speak English Less than "very well"	15.0%	15.5%	17.9%	14.9%
	0.8%	1.0%	4.2%	5.9%
Total OHP Eligibles (DMAP, June 2010)	12.7%	13.0%	15.3%	14.0%



SOCIOECONOMICS (various)

	County	Oregon
Receiving Temporary Assistance for Needy Families (12/09)	0.4%	1.4%
Children Eligible for Free/Reduced Lunch (09-10 School Yr)	51.8%	48.6%
Receiving Food Stamps (12/09)	14.0%	17.8%
Government Employees as % of Total Employment (Aug 2009)	45.0%	17.3%
Without Health Insurance (2008 American Community Survey)	23.5%	16.5%

UNEMPLOYMENT RATES

	County	Oregon	U.S.
1990	8.8 %	5.5 %	5.6 %
2000	11.2 %	4.9 %	4 %
2009	13.9 %	12.1 %	8.5 %

Per Capita Income, 2008	\$29,957	\$36,365	\$40,166
Median Household Income, 2008	\$34,846	\$50,165	\$52,029

VITAL STATISTICS (Health Division)

Maternity Characteristics		2003-2007 (Avg per year--rates per 1000 births)						
		TOTAL	Race					Ethnicity
			White	Black	NatAm	Asian	Other	Hispanic
S E R V I C E A R E A	Average Total Births per Year	54	53.2	0.0	0.4	0.2	0.0	2.4
	Low Birth Weight Rate	59.5	60.2	0.0	0.0	0.0	0.0	250.0
	Inadequate Prenatal Care Rate	26.0	26.3	0.0	0.0	0.0		0.0
	Infant Mortality Rate	18.6						
	Teen (15-19) Birth Rate	107.8	105.3	0.0	500.0	0.0		333.3
O R E G O N	Average Total Births per Year	47,111	42,188	1072	888	2566	264	9,305
	Low Birth Weight Rate	61.2	59.3	103.9	68.5	73.3	50.8	56.8
	Inadequate Prenatal Care Rate	59.2	56.5	89.3	121.5	66.5		84.3
	Infant Mortality Rate	2.4						
	Teen (15-19) Birth Rate	87.8	88	143	165	30		139

*race numbers do not add up to total due to rounding and noninclusion of "unknown" race



VITAL STATISTICS (Health Division--continued)

MORTALITY FIGURES (rates are per 100,000 persons)

CAUSE-SPECIFIC CRUDE DEATH RATES per 100,000 (Average per year 2002-2006):

	Service Area	County	Rural	OR
Total:	1231.7	1243.3	955.6	807.3
Cancer:	267.8	280.0	227.0	189.7
Heart Disease:	264.6	260.4	218.3	179.3
Cerebrovascular Disease	72.5	64.4	69.7	61.5
Chronic Lower Resp Disease	94.5	95.2	60.3	47.5
Unintended Injuries:	78.8	81.2	46.8	37.7
Alzheimer's:	37.8	39.2	34.2	31.4
Diabetes:	18.9	19.6	33.8	28.3
Flu and Pneumonia:	50.4	50.4	18.9	15.6
Suicide:	25.2	28.0	17.1	14.6
Alcohol Induced:	47.3	47.6	14.9	13.0

Deaths per Year in Service Area (Average of 02-06):

78

	Service Area	County	Oregon
Age-adjusted Death Rate, (Avg per year 04-06)	795.1	791.7	805.6
Comparative Mortality Figure, (Avg per year 04-06)	1.4	1.4	1.0
Years of Life Lost Index, (Avg per year 04-06)	1.2	1.2	1.0
Preventable Hospitalizations per 1000 Pop: (2007-2009, COMPdata)	13.6	12.9	8.6

HEALTH RISK FACTORS (2002-2005, 2004-2007 BRFSS)

	County 02-05	County 04-07	Oregon 04-07
% of Adults who Currently Smoke Cigarettes	14%	20%	19%
% of Adults who Meet Recommended Activity Level	73%	80%	58%
% of Adults Overweight	42%	28%	36%
% of Adults Obese	23%	28%	24%
% of Adults who Eat 5 Fruits and Vegetables Daily	18%	25%	27%
Had Mammogram Within Past 2 Yrs (F 40+ only)	67%	54%	73%
Had PAP Test Within Past 3 Yrs (F 18+ only)	36%		84%

(2005 YBRFSS)

	County 8th Gr	County 11th Gr	Oregon 8th Gr	Oregon 11th Gr
% who had 1 or more alcoholic drinks in last 30 days			30%	47%
% who had 1 or more cigarettes in last 30 days			10%	17%



HEALTH CARE RESOURCES

PRACTITIONERS IN SERVICE AREA

Primary Care Physicians (2010)	Licensed	
Family Practitioners	3	
General Practitioners	0	
General Internists	0	
Obstetricians/Gynecologists	0	
Pediatricians	0	
Specialists (2010)		
General Surgeons	1	
Other Surgeons	0	
Other Practitioners		
Nurse Practitioners (2010 Rural only)	2	
Certified Nurse Midwives (2010)	0	(subset of NP and not added to Total)
Dentists (2009)	5	
Physician Assistants (2010 Rural only)	1	
Registered Nurses (2010)	52	(non-NPs and non-CRNAs only)
Pharmacists (2010)	5	
Dental Hygienists (2009)	0	
Chiropractors (2010)	1	
Naturopaths (2009)	0	
Direct Entry Midwives (2009)	1	
Optometrists (2009)	1	
Nurse Anesthetists-CRNA (2010)	2	
School Guidance Counselors (05-06)	0.2	
Psychiatrists (2010)	0	
Psychologists (2009)	0	
Licensed Social Workers (2009)	0	
Licensed Professional Counselors (2009)	0	
Total Practitioners	77.2	

SUPPLY AND DEMAND FOR PRIMARY CARE VISITS IN SERVICE AREA

	Service Area	County	State
Number of Persons Per Primary Care Physician	1,058	1,190	800
Number of Visits Accommodated by:			
Primary Care Physicians (2010):	8,259	< (because there is no data available on actual provider FTE, these numbers assume a best-case scenario of 1 full FTE for every actively licensed provider)	
PA and NP (2010):	7,650		
Total:	15,909		

Number of Primary Care Visits Needed by 2009 Service Area Population:

18,083



HEALTH CARE RESOURCES (continued)

CLINICS IN SERVICE AREA	Number
Rural Health Clinics (RHC):	2
Federally Qualified Health Clinics (FQHC):	
School-Based Clinics:	

HOSPITALS IN SERVICE AREA (2009 Calendar Year)

Name:	Blue Mountain Hospital
# of Staffed Beds:	16
Type:	A
CAH:	Yes
# of Inpatient Discharges:	366
# of ER Visits:	2,984
% Occupancy:	17.5%
# of Births:	45
Avg IP Length of Stay:	2.8

DESIGNATIONS OF SHORTAGE BY SERVICE AREA

- | | |
|--------------------------------|-----------------|
| 1. Geographic/Population HPSA? | Yes |
| 2. MUA/MUP? | No |
| 3. Mental Health HPSA? | Yes |
| 4. Dental HPSA? | Low income only |

Office of Rural Health Unmet Need Area? No

M(S)FW = Migrant (seasonal) farm worker

GOV = Designated at the request of the state governor due to local barriers and/or health conditions

Please check <http://bhpr.hrsa.gov/shortage> for the latest HPSA and MUA designations.

"Urban" and "Rural" refer to ORH Rural definitions:

www.ohsu.edu/ohsuedu/outreach/oregonruralhealth/data/definitions/index.cfm

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Additional information, maps, and lists are available at:

www.ohsu.edu/ohsuedu/outreach/oregonruralhealth/data/hcare_shortage.cfm

For questions, comments, or sources, please contact Emerson Ong at: ong@ohsu.edu



Other data examples

- Low intensity DRG out-migration – services that could be done locally but were lost to another facility.
- Ambulatory sensitive conditions – reasons for admission to a hospital that are deemed avoidable if the individual would have sought care in an appropriate manner.



More data continued

- Top inpatient and out-patient procedures from hospital by zip code.
- Where people go for hospital services by zip code and for what service they had performed.



Knowing your community will help create loyal customers

Improving healthcare systems and the health of local citizens is really helping people maximize one of the most important resources we have and that is TIME.