

Executive Summary

Southern Coos

The CHNA was conducted in 2023 to assess the health needs of the community served by Southern Coos Hospital & Health Center (SCHHC) in Bandon, Oregon. The primary service area covers southern Coos County and northern Curry County in Oregon, with a population of around 60,000-62,000. A survey was distributed to community members, garnering 137 responses. Focus groups and meetings were also held with community representatives.

Key health needs and priorities identified include:

1. Expanded access to care, especially after-hours and urgent care
2. Access to more specialty services like dermatology, urology, gynecology, etc.
3. Improved service areas like chronic care management and school nursing
4. Increased community awareness of SCHHC services
5. Staff education on cultural competency, trauma-informed care, and patient privacy

SCHHC plans to address these needs through initiatives like:

- Extending clinic hours and exploring urgent care options
- Researching feasibility of adding new specialty services
- Enhancing chronic care management and concierge services
- Rebranding and marketing efforts to improve community awareness
- Staff training programs on cultural competency, HIPAA, etc.

The implementation plan will be refined over the next 6 months and incorporated into SCHHC's strategic plan to improve community health over the next 3 years. The CHNA provides SCHHC with data and community input to guide their efforts in addressing local health needs and improving health care delivery in their rural service area.

Biggest Gaps in Service

1. Lack of after-hours and urgent care: There is a need for affordable and accessible care outside of regular clinic hours. Many people end up in the emergency department for non-emergent issues due to the lack of after-hours options.
2. Limited specialty services: There is a need for dermatology, urology, gynecology, endocrinology, ENT, and others. Patients must travel to access these services.
3. Care management and coordination: There is a need for more active care management and coordination, especially for patients with complex needs.

Greatest Barriers to Care

1. Need for specialty services: With the demographic makeup and challenges facing rural hospitals, it is difficult to bring in specialists in a profitable way.
2. Staff awareness and training: There is a need for sensitivity training, customer service training, and better understanding of insurance coverage.

3. Process improvements: Certain areas of patient follow-up and information transfer between providers were identified as needing improvement.

4. Financial concerns: The overall cost of health care. Patients voiced concerns about the acceptance of insurance, availability of payment plans, and even the cost of traveling to the hospital.

The Unique Needs of the Community

1. Aging population: The community has a large elderly population requiring a focus on services and care tailored to the needs of older adults.

2. Seasonal population fluctuations: This area attracts many tourists and the seasonal influx of people can strain health care resources and requires flexibility in service provision.

3. Health disparities: Coos County has a higher percentage of children living in poverty (24%) compared to state (14%) and national (17%) levels. This indicates a need for services that address the unique health challenges faced by low-income families.

4. Behavioral health and substance abuse: People with behavioral health or substance abuse issues need integrated mental health services and substance abuse treatment.

5. Chronic disease management: More active care management, comprehensive and coordinated care, particularly for patients with chronic conditions.

6. Access to specialty care.

7. Telemedicine acceptance: The community showed a willingness to use telemedicine services, with 58.4% stating they would be comfortable with this care model. This presents an opportunity for SCHHC to expand access to care, particularly for specialty services, through telemedicine.

What the Hospital or CCO is Doing Well

1. Primary Care Services: The ratio of primary care physicians to patients (1,140:1) is better than the top-performing counties in the U.S. (1,310:1).

2. Emergency Medical Services: This was listed as one of the top services SCHHC already offers effectively.

3. Diagnostic Services: Lab, MRI, and X-ray services were highlighted as top services provided by SCHHC.

4. Mammography: This was mentioned as one of the key services SCHHC offers well.

5. Wellness Clinic: Listed among the top services SCHHC currently provides.

6. Colonoscopy/Endoscopy: Included in the list of top services already offered by SCHHC.

7. Supportive Services: The top five areas where SCHHC was doing well according to the survey were:

- Referral to Other Locations
- Follow-up/Discharge Planning
- Health Education
- Help Understanding Recommended Medical Care
- Care Management

8. School Nurse Program: Although the current nurse is leaving, this program has been beneficial to the community, especially for school athletes.

9. Improvement Efforts: The report mentions that SCHHC has been making efforts to improve the facility, level of care, and community perception over the last year. Many community members commented on the different atmosphere, efforts to bring in better doctors, and improved culture.

10. Flexibility and Responsiveness: The hospital demonstrated willingness to adapt and improve based on community feedback, as evidenced by their plans to address the needs identified in the CHNA.

Strengths of the Community

1. Physical Activity: The report mentions that Oregon appears to be a very active state. Coos County, while slightly higher in inactivity numbers than the state average, was still around the same level as top-performing counties in the United States. The physical inactivity rate was 21% compared to 18% at the state level and 22% for top-performing counties in the U.S.

2. Lower Drug Overdose Rate: At the time of the last reported data, Coos County had a drug overdose rate of 11%, which was lower than both the state average (16%) and top-performing counties in the U.S. (22%). However, the report notes there has been a recent spike in this number.

3. Health Care Provider Availability: The community benefits from having a good number of health care providers. The ratios for primary care physicians, dentists, and mental health providers were all better than national top performer numbers.

4. Community Engagement: The community showed willingness to participate in the health needs assessment process, with 137 people responding to the survey and providing feedback.

5. Openness to New Health Care Technologies: 58.4% of survey respondents said they would be comfortable using telemedicine services, indicating an openness to new health care delivery methods.

6. Tourism and Recreation: The area has attributes that make it attractive for tourists, including the Bandon Dunes Golf Resort and natural attractions like beaches and mountains. This suggests a strong local economy and potential for growth.

7. High School Graduation Rate: 90% of Coos County residents have graduated from high school, which is close to the Oregon average of 91.5%.

Priorities

1. Expanded Access to Care:

- Create a triage line for after-hours care
- Implement a system for fast-track appointments
- Explore extending clinic hours based on community needs

2. Access to Specialties:

- Research and potentially add new specialties such as dermatology, urology, gynecology, endocrinology, ophthalmology, podiatry, ENT, nephrology, pediatrics, psychiatric services, and orthopedics
- Consider telemedicine options for some specialties

3. Improve Service Areas for Patients:

- Continue and improve the Bandon School District School Nurse program
- Launch and enhance the Chronic Care Management program
- Design and implement a Concierge Service program to improve customer service

4. Increase Community Awareness:

- Undergo a complete rebranding experience
- Implement marketing strategies to inform residents and visitors about improved services
- Consider renaming the hospital to capitalize on Bandon's name recognition

5. Staff Education:

- Educate staff on insurance acceptance to better assist patients
- Implement Cultural Competency and Trauma-Informed Care education programs
- Review and reinforce HIPAA requirements and patient confidentiality practices