

Community Health Needs Assessment 2019



Conway Regional has always been committed to the health of our community.



More than just providing healthcare services to those who are sick, we want to help our community live healthy lives.

These efforts are considered a community benefit.

We provide and report our community benefit activities annually through the IRS Schedule H (Form 990). A community benefit program or activity provides treatment or promotes health and healing as a response to an identified community need. In addition, it improves access to health care services, enhances the health of the community, advances medical or health care knowledge, or relieves or reduces the burden of government or other community efforts.

The following pages highlight how we support our community.

Included are various programs and services designed to benefit the community, as well as our community benefit efforts and goals for the future health of our community.

As a not for profit health system, Conway Regional is required to provide community benefit. As the health system for our community, we take pride in providing community benefit by offering services, programs and funds to help meet the health needs of our community.



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About Conway Regional Health System & Conway Regional Rehabilitation Hospital

Our Mission

Conway Regional Health System is accountable to the community to provide high-quality, compassionate health care services.

Our Vision

The vision of Conway Regional Health System is to be recognized as the regional leader in health care excellence.

Our Values

Conway Regional Health System places a high degree of importance upon the following values which shall be respected and actively practiced by all who serve our patients.

INTEGRITY: We say what we mean and we mean what we say.

COMPASSION: We show concern and compassion for others.

ACCOUNTABILITY: We are answerable for our actions and decisions.

RESPECT: We care about the well-being, dignity, and uniqueness of everyone.

EXCELLENCE: We deliver our best every day and encourage innovation to continuously improve.

Awards & Recognitions

- Received 52 CareChex® awards in 2018, including:
 - #1 Hospital in the Central Arkansas Market for Medical Excellence in Overall Hospital Care (2018)
 - #1 Hospital in the State for Patient Safety in Orthopedic Care (2018)
 - #1 Hospital in the State for Medical Excellence in Women's Health (2018)
- Best Places to Work - Arkansas Business
 - 2017, 2018, & 2019
- Best Places to Work - Modern Healthcare
 - 2018, & 2019
- Received AR SAVES Site Excellence Award
- Received Top 500 Home Health Elite Recognition
- Great 100 Nurses
 - 2017: 4 nurses
 - 2018: 9 nurses
 - 2019: 10 nurses
- Arkansas's 40 Nurse Leaders Under 40
 - 2017: 8 nurses
 - 2018: 6 nurses
 - 2019: 3 nurses

A Letter From Matt Troup President and CEO

I'm Matt Troup, President and CEO of Conway Regional Health System. It is my sincere pleasure to share this report outlining our plans to address the health needs of our community.

As a community hospital and not-for-profit health system, it is our duty and honor to identify and address the health needs of those who live here. The issues surrounding health care impact each of us, and the Community Health Needs Assessment is an opportunity for us to highlight the difference we've made, as well as our plans for the future. From improving healthcare access to empowering patients with chronic disease, we are committed to meeting the needs of our community with high-quality, compassionate care.

We could not accomplish these goals without our community-based Board of Directors who support our health system. Additionally, we are proud to work with exceptional physicians who help guide our future initiatives and an engaged staff who provide patient-centered care.

At Conway Regional, we are one team with one promise to our community. We will be bold, we will be exceptional, and we will answer the call.



Community Benefit Programs

Physician Recruitment

Each year, a needs assessment is conducted specifically for physician recruitment to determine the current needs within the community. Conway Regional works with local physicians, medical schools, and other organizations to help bring the physicians we need to the community through regular recruitment activities. In 2017 and 2018, 46 physicians were added to the active medical staff at Conway Regional.

AED Donations

Conway Regional identified a need for AEDs in local facilities to decrease the risk of serious injury during cardiac events. Between 2017 and 2019, the Conway Regional Health Foundation donated 9 automated external defibrillators to organizations across the seven-county service area. The list of facilities that received AEDs include schools, fire stations, and community outreach facilities.

Safety Town

Conway Regional works in collaboration with the Junior Auxiliary of Conway to provide children entering kindergarten with education to keep them safe. Children learn about road safety, stranger danger, fire safety, and more. The program is offered one week each summer where kids get hands-on experience with the concepts they learn in the classroom.





Diabetes Self-Management Program

Conway Regional offers a Diabetes Self-Management Education program to assist those who have been diagnosed with diabetes or are at risk of developing diabetes. Through the program, individuals have many opportunities to learn more about diabetes and how to lead healthy lives with the disease. The Diabetes Management Program includes help with meal planning, medication information, exercise, stress management, blood glucose monitoring and advice about possible complications.

In 2017 and 2018, the diabetes program helped more than 650 patients manage their disease.

Kids Run Arkansas

In 2009, the Conway Regional Health & Fitness Center created Kids Run Arkansas® with the goal of increasing physical activity in children. Since its inception, the program has grown from 200 kids in 2009 to over 1000 participants in recent years.

A monetary award for physical education equipment is given to the school with the largest percent of participants in the race each year. Conway Regional Health & Fitness Center plans to continue to grow the Kids Run Arkansas® event in an effort to reduce the rate of childhood obesity in Faulkner County.

AR SAVES

Conway Regional works in collaboration with the UAMS Center for Distance Health to provide emergency physicians with the ability to consult with a neurologist via telemedicine. This program provides patients who present stroke symptoms in the ER access to a specially trained neurologist 24 hours a day, 7 days a week.

Community Served

At Conway Regional, we serve a 7-county area of North Central Arkansas. The primary service area includes all of Faulkner County and our secondary service area includes Cleburne, Conway, Perry, Pope, Van Buren and Yell Counties.

The needs assessment is focused on our primary service area of Faulkner County, which includes both urban and rural areas. The economy of Faulkner County is mainly composed of the manufacturing, technology, retail, and oil and gas industries.



The population of Faulkner County is **124,806**
- a 2.3% increase since the last CHNA.

The median age of Faulkner County is **32.3**, which is approximately 5.5 years younger than the national median age.

The median household income in Faulkner County is **\$50,316**. Although this is higher than the Arkansas average of \$43,813, this number was a 3.1% decrease since the last CHNA.

Faulkner County is ranked the **4th healthiest** county in Arkansas.

Household Income for Faulkner County

HOUSEHOLD INCOME	NUMBER	PERCENT
Less than \$10,000	3,401	7.77%
\$10,000 to \$14,999	2,410	5.50%
\$15,000 to \$24,999	4,621	10.50%
\$25,000 to \$34,999	5,055	11.54%
\$35,000 to \$49,000	6,330	14.45%
\$50,000 to \$74,999	8,093	18.46%
\$75,000 to \$99,999	5,649	12.89%
\$100,000 to \$149,000	5,296	12.09%
\$150,000 to \$199,999	1,650	3.76%
\$200,000 or more	1,330	3.03%
TOTAL HOUSEHOLDS	43,835	

How the Assessment was Conducted

The health of the community was studied extensively through primary and secondary research methods.

- Three years of hospital data including inpatient, outpatient, and emergency room visits were analyzed. This information was used to more thoroughly understand the health service demand and disease profile of the community.
- Data presented in the County Health Rankings and Roadmaps, prepared by the Robert Wood Johnson Foundation, was analyzed for Faulkner County.
- A Community Members luncheon was held to facilitate face-to-face interaction with members of the community involved in local government, education, public health, non-profit, and other influential sectors.
- A survey was made available to the public via the Conway Regional website and social media requesting feedback about perceived needs within the community, and respondent feedback was considered to identify needs.

ASSESSED NEEDS BY THE NUMBERS

	US Average		AR Average		Faulkner County	
	2016	2018	2016	2018	2016	2018
Adults reporting binge or heavy drinking	17%	13%	14%	16%	17%	16%
Adults age 20 and older who have diabetes	11%	12%	12%	14%	9%	11%
Adults who are current smokers	18%	14%	25%	24%	22%	18%
Adults that report BMI of >30	31%	26%	33%	35%	29%	36%
Adults age 20 & over reporting no leisure-time physical activity	27%	19%	32%	31%	30%	29%
Live births with low birth weight	8%	6%	9%	9%	8%	7%

Community Health Needs

Five major areas emerged from the qualitative and quantitative data as the primary health needs for our community:

- Obesity
- Nutrition and Exercise
- Access to Care
- Chronic Disease Management & Diabetes
- Smoking & Vaping

Addressing all of these identified needs is important in order to build a healthier community, and we encourage everyone in the community, organizations, business leaders, and citizens to review these needs and help improve the health of Faulkner County.

WHAT'S NEXT

While our Community Health Needs Assessment provides valuable insight into the needs of local communities, this report is not the end of the process. We believe that all five needs that have been identified are important to improving the overall health of Faulkner County, and we would like to assist other organizations in addressing these needs.

We encourage everyone in the community, including organizations, business leaders, and citizens to review these needs and see how you can help.

Conway Regional will focus on four areas:

1

Access to Care

2

Smoking & Vaping

3

Obesity

4

Chronic Disease
Management & Diabetes

1

Access to Care

GOAL: Recruit at least 40% of the 'top priority area' goal from Conway Regional's Physician Needs Assessment, as defined annually over the next three years.

According to the Arkansas Department of Health, Faulkner County is a medically underserved area. The majority of the county is also considered a health professions shortage area with about 4,000-4,999 patients to 1 health professional.

The demand for several specialties outnumbers the supply of physicians we have in Faulkner County. Conway Regional continually works to recruit physicians to our area based on statistical data from many sources. In 2018, 30 physicians were added to the Medical Staff.

Each year Conway Regional re-evaluates the community need for physicians through a multi-step evaluation process, which

culminates in a Medical Staff Development Plan. We use Integrated Healthcare Strategies, a third-party, to assist in the evaluation.

Our community evaluation analyzes current and projected population and applies ratios of physician need per population to the Conway Regional service area. In addition, other considerations include:

- National forecasts predicting future need, adjusted for regional incident of disease
- Community access to physician specialties and underlying physician productivity
- Aging in the population
- Patterns of physician retirement
- Work-style patterns for newly recruited physicians
- Known recruitment interest of physician groups
- Patient disposition to challenges
- Referral challenges to specialty physicians

Over the next three years, we will continue to evaluate physician needs and adjust the priority areas as necessary in order to work toward recruiting the physicians needed to properly serve the community.



2

Smoking & Vaping

GOAL: Reduce the prevalence of smoking and vaping among the people of Faulkner County by 1% over the next three years

Faulkner County's percentage of the population that smokes or vapes is 18%. Although the percentage of smokers in Faulkner County is lower than the state average of 24%, Conway Regional recognizes the health risks of using tobacco or nicotine products and has therefore identified it has a priority of the coming years. According to the CDC, smoking causes cancer, heart disease, stroke, lung diseases, diabetes, and chronic obstructive pulmonary disease (COPD).

To decrease the prevalence of tobacco and nicotine use in Faulkner County, Conway Regional will begin offering a smoking cessation program taught by Tobacco Treatment Specialists. The program will provide information about the dangers of tobacco use, as well as extensive training on quitting. The program is also available to employers in the area that would like to offer it to their employees.

3

Obesity

GOAL: Reduce the rate of obesity in Faulkner County by 1% over the next three years

Based on County Health Rankings for Faulkner County, 36% of adults aged 20 or older report a body mass index (BMI) greater than or equal to 30 and are considered obese. Obesity can lead to diabetes, high blood pressure, heart disease, and many other health problems.

Conway Regional will develop a medically focused weight loss program for members of the community that are classified as obese. The program will focus on making lasting lifestyle changes to improve overall health and decrease body mass index. Conway Regional will also continue to grow Corporate Health Services, partnering with local businesses to improve the health of their employees and decrease obesity over time

The Conway Regional Health and Fitness Center will also continue the Kids Run Arkansas Program, which aims to expose local children to the benefits of exercise. The program has continued to grow since its inception in 2009.





4

Chronic Disease Management & Diabetes

GOAL: Increase the number of patients with diabetes or pre-diabetes that attend Diabetes Self-Management Education at Conway Regional by 15% over the next three years.

According to County Health Rankings, 11% of the population of Faulkner County has been diagnosed with diabetes. The CDC has indicated that diabetes is the number one cause of kidney failure, lower-limb amputations, and adult blindness.

Additionally, the Wellness and Diabetes Education team sees roughly 325 diabetic and pre-diabetic patients in the Diabetes Self-Management Education program annually. In an effort to increase the quality of life for people in Faulkner County, Conway Regional is committed to decreasing the percentage of people diagnosed with diabetes in the coming years.

The health system will continue to provide diabetes education through the Diabetes Self-Management Education program, and will partner with local primary care physicians to increase awareness of the program. Additionally, "Wellness Wednesdays" are a part of the Diabetes Prevention Program currently offered, and they are free to employees of the health system and the community.

Thank You, Participants!

Thank you to all who participated in the Community Health Needs Assessment.

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