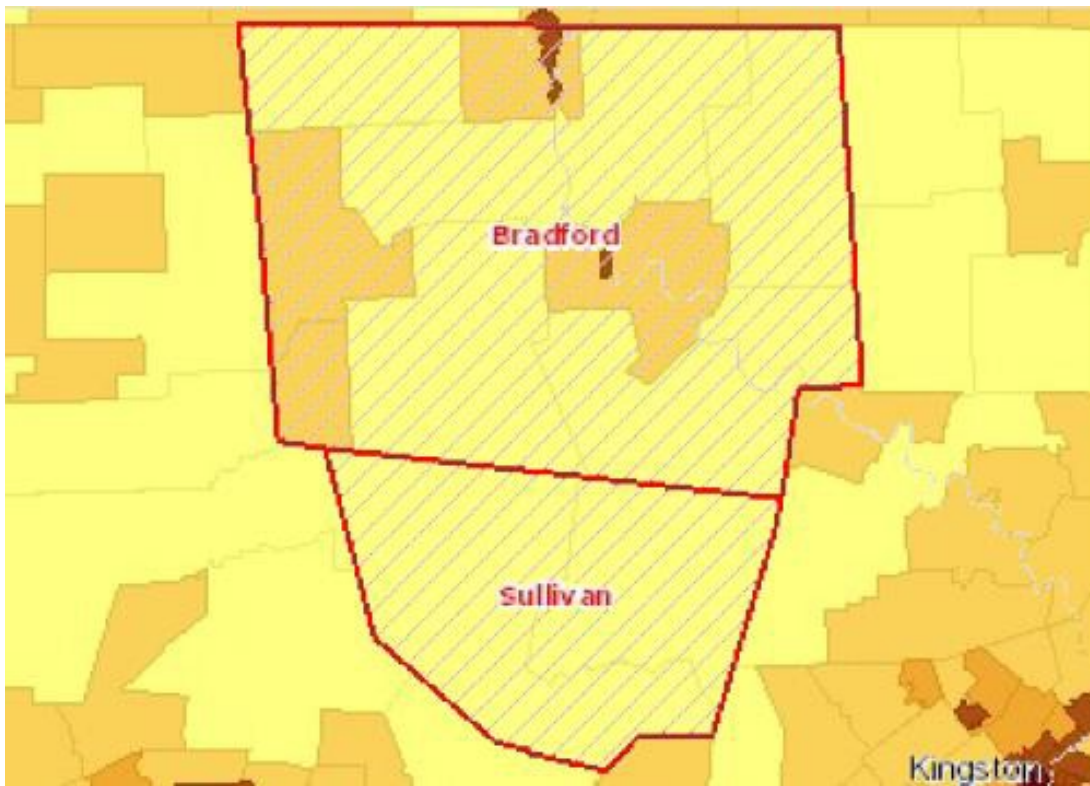


# Community Health Needs Assessment for Towanda Memorial Hospital: Bradford, PA, and Sullivan, PA:

February 2019  
Approved: May 23, 2019



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## Introduction

In 2010, Congress enacted the Patient Protection and Affordable Care Act (PPACA), which put in place comprehensive health insurance reforms to enhance the quality of health care for all Americans. In an effort to enhance the quality of health care, the PPACA also requires non-profit hospitals to complete a community health needs assessment (CHNA) every three years. A CHNA is a systematic process, involving the community, to identify and analyze community health needs in order to plan and act upon priority community health needs. This initiative is in line with The Guthrie Clinic's vision to "improve health through clinical excellence and compassion; every patient, every time." The CHNA ensures that The Guthrie Clinic (TGC) has the information needed to provide community health benefits in order to support the prioritized needs of the community. Further, the CHNA allows TGC to improve coordination of hospital community benefits with the overall goal of improving community health.

This CHNA document contains a description and supporting data of the community and the existing community needs. This information is summarized into the following categories: (1) demographics of the primary service area (race/ethnicity, income, education, employment); (2) insurance coverage (commercial, Medicare/Medicaid, uninsured), healthcare infrastructure (number and types of health care providers and services); and (3) key health challenges (access to mental health providers, lung cancer incidence, obesity, preventable hospital events, and HIV screenings). The assessment also includes projected changes in the community demographics and health care infrastructure for the 3-year program period. Based on the information from this CHNA, projects that meet the needs of the community will be selected and implemented.

## Overview of Guthrie Health

### The Guthrie Clinic

The Guthrie Clinic (TGC) is a not-for-profit, integrated health care organization consisting of more than 301 primary care and specialty physicians and 230 mid-level healthcare providers. TGC is located across Northeastern Pennsylvania and the Southern Tier of New York State. TGC consists of five (5) hospitals and thirty-two (32) regional provider offices in 23 communities, home health and home care services, and a research foundation. TGC manages more than 1,200,000 patient visits a year. The majority of the patients seen within TGC originate from rural communities. TGC offers programs designed to enhance the health and well-being of those it serves. Similarly, the overall mission of TGC is to work with the surrounding communities to help each person attain optimal, life-long health and well-being. To do this, TGC provides integrated, clinically-advanced services that prevent, diagnose, and treat disease, within an environment of compassion, learning, and discovery.

### Towanda Memorial Hospital

Towanda Memorial Hospital is a not-for-profit community hospital and an entity under The Guthrie Clinic (TGC). TMH joined TGC on April 1, 2015. TMH is in Towanda, PA and has 35 licensed inpatient beds, 68 skilled nursing beds, and 94 personal care beds. The primary service area for TMH includes Bradford County, PA, and Sullivan County, PA. Overall, TMH provides inpatient care, outpatient care, critical care, surgery, radiology, specialized therapies, emergency care and emergency medical transport services. Additional services provided also include laboratory services, physical and occupational therapy, and sub-acute care. In Fiscal Year 2018, TMH had 691 inpatient visits, 647 outpatient surgeries performed, and the TMH Emergency Department had 9,764 visits. Further, during the same time period, there were over 49,000 outpatient visits, excluding laboratory services.

TMH has received multiple awards and recognition for high quality patient care, including a Four Star overall quality rating from the Centers for Medicare and Medicaid Services (CMS) Nursing Home Compare in 2017 and the Women's Choice Award ® recognizing America's Best Hospitals for Emergency Care in 2017 and 2018.

The table below summarizes TMH’s staff listed by health occupation. Please note, most physicians are employed by Guthrie Medical Group (GMG). This table represents staff serving TMH patients.

| <b>Health Occupation who serve in the primary service area of TMH:</b> | <b>Towanda Memorial Hospital</b> |
|--|----------------------------------|
| Physicians   | 12                               |
| Physician Assistants/Nurse Practitioners                               | 10                               |
| Registered Nurses  | 56                               |
| Other Health Professions   | 57                               |

\*Numbers derived from GMG and HRIS Data

\*Examples of Other Health Professions include speech pathologist, physical therapists, occupational therapist

### **Purpose and Goals**

Towanda Memorial (TMH) and The Guthrie Clinic (TGC) emphasize primary health care services, health promotion, and chronic disease prevention and management for the community we serve. TMH’s overall approach to community benefit is to examine the intersection of documented unmet community needs and match these needs with organizational strengths. These unmet community needs can be defined as a discrepancy or gap between what is currently available and what the community desires. The overarching goals of this Community Health Needs Assessment (CHNA) are to (1) identify strengths and limitation within TMH’s service area; (2) define the needs and assets associated with the community we serve; (3) describe resources such as health professionals, regional economics and communication networks whose goal is to maximize community health.

The identified needs will result in the formation of an implementation plan that will build upon the continuum of care currently offered at TMH by clearly linking our clinical services with our community-based services through this community benefit process. The implemented community benefit plan will be integrated into strategic organizational goals of TMH. The plan progress will be monitored to ensure timely implementation. Further collaborative partnerships will be integral to the success of the plan.

### **The Community We Serve**

TMH serves a rural population from two counties in the Twin Tier regions of Pennsylvania. The primary service area of TMH is defined as nine contiguous ZIP codes

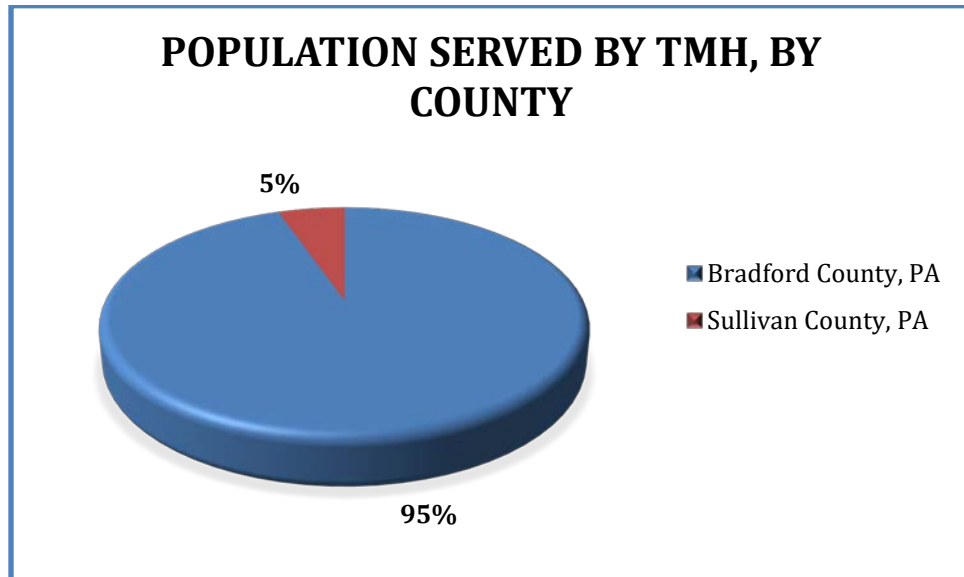
from which over 75% of the inpatient population is derived. The nine contiguous ZIP codes include over 27,500 people, the majority of which are white, non-Hispanic, between the ages of 35-54. In this geographic area, 48.3% of individuals age 25 plus, have at least a high school degree with 22.5% and 17.0% having some college and bachelor’s degree/higher, respectively. From 2010 until 2018 there was a 3.74% decrease in the overall population served by TMH. It is anticipated that between 2018 and 2023, a decrease of 2.1% will be observed in the overall population served by TMH. Refer to the information below for a summary by county.

**Demographics**

\*Data Sources: © 2018 The Nielsen Company, © 2018 Truven Health Analytics Inc., © HANYS 2018, © 2018 The Claritas Company, © Copyright IBM Corporation 2018

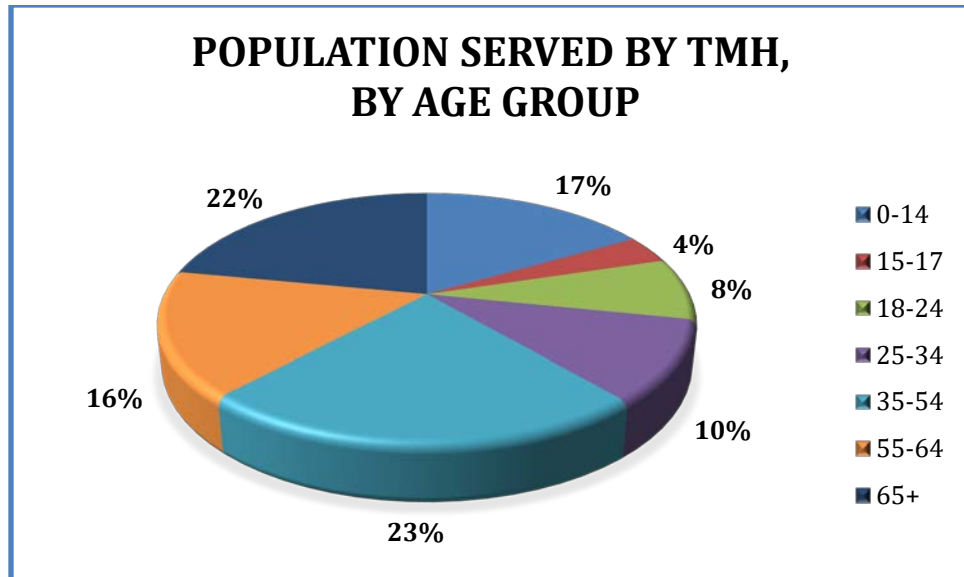
Population Served by TMH, by County:

| <b>Population Served by TMH, by County (2018)</b> |                         |
|---|-------------------------|
| <b>County</b>                                     | <b>Total Population</b> |
| Bradford County, PA                               | 26,062                  |
| Sullivan County, PA                               | 1,456                   |



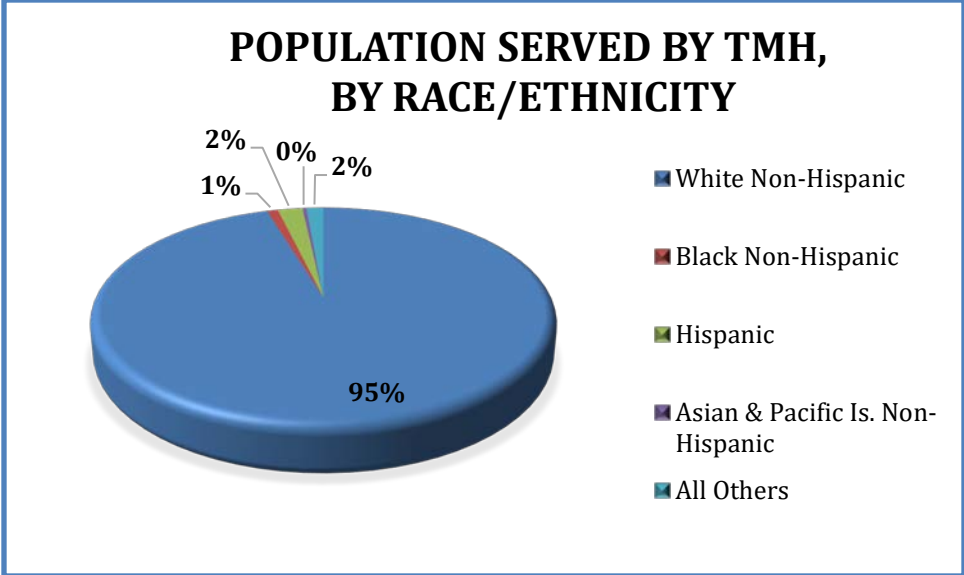
Population Served by TMH, by Age Group:

| <b>Population Served by TMH, by Age Group (2018)</b> |                         |
|--|-------------------------|
| <b>Age Group</b>                                     | <b>Total Population</b> |
| 0-14   | 4,575                   |
| 15-17  | 992                     |
| 18-24  | 2,204                   |
| 25-34  | 2,887                   |
| 35-54  | 6,378                   |
| 55-64  | 4,444                   |
| 65+  | 6,038                   |



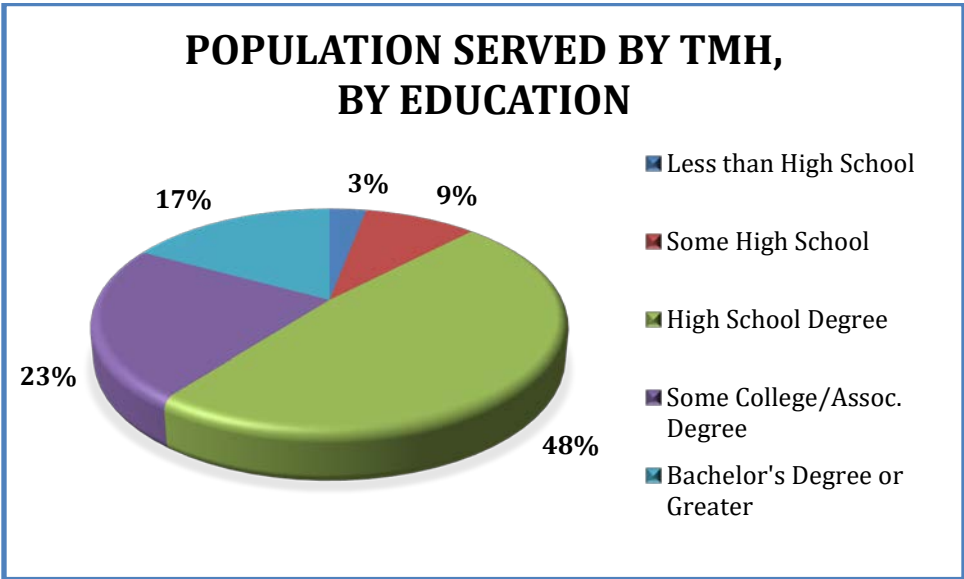
Population Served by TMH, by Race:

| <b>Population Served by TMH, by Race/Ethnicity (2018)</b> |                         |
|---|-------------------------|
| <b>Race/Ethnicity</b>                                     | <b>Total Population</b> |
| White Non-Hispanic  | 26,228                  |
| Black Non-Hispanic  | 246                     |
| Hispanic  | 567                     |
| Asian & Pacific Is. Non-Hispanic                          | 92                      |
| All Others  | 385                     |



Population Served by TMH, by Education:

| Population Served by TMH, by Education (2018) |                    |
|---|--------------------|
| 2018 Adult Education Level                    | Population Age 25+ |
| Less than High School                         | 590                |
| Some High School                              | 1,813              |
| High School Degree                            | 9,538              |
| Some College/Assoc. Degree                    | 4,446              |
| Bachelor's Degree or Greater                  | 3,360              |





### Average Household Income

The 2018 average household income for the geographic area served by TMH was \$72,963. This is below the US average of \$86,278. The 2017 US average for individuals living below the poverty level is 13.4% of the population. Both counties are below the national average household income.

| <b>Population Served by TMH, by Income Distribution (2018)</b> |                 |                   |                       |
|--|-----------------|-------------------|-----------------------|
| <b>2018 Household Income</b>                                   | <b>HH Count</b> | <b>% of Total</b> | <b>USA % of Total</b> |
| <\$15K   | 1,136           | 9.9%              | 10.9%                 |
| \$15-25K   | 1,165           | 10.2%             | 9.5%                  |
| \$25-50K   | 2,887           | 25.3%             | 22.1%                 |
| \$50-75K   | 2,209           | 19.3%             | 17.1%                 |
| \$75-100K  | 1,445           | 12.6%             | 12.3%                 |
| Over 100K  | 2,582           | 22.6%             | 28.2%                 |

### Unemployment

Local unemployment was impacted by the recession and still, rates remain above the national average (3.7% in November 2018). Please refer to the below table for summary statistics.

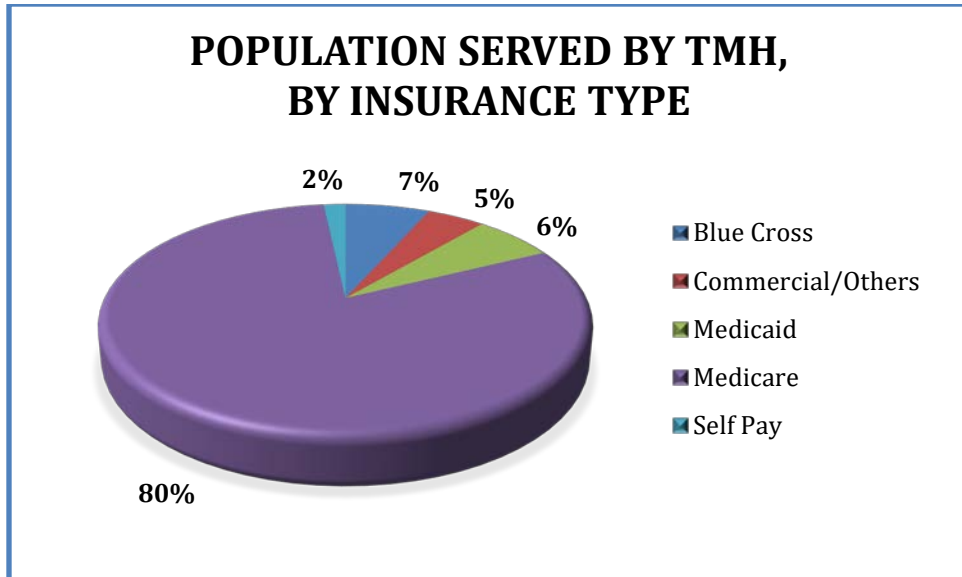
| <b>Population Served by TMH, Unemployment Statistics (2017)</b> |                          |
|---|--------------------------|
| <b>County</b>   | <b>Unemployment Rate</b> |
| Bradford County, PA   | 5.1%                     |
| Sullivan County, PA   | 5.7%                     |

\*Annual 2017 Unemployment Rates by County, Not Seasonally Adjusted (Data Source: Bureau of Labor Statistics)

### Insurance Coverage

In 2018, more than three-fourths of the individuals seen through the inpatient setting at TMH were covered by Medicare (80.6%). Approximately 8% of the population in Bradford County, PA and Sullivan County, PA live without medical insurance, which is above the PA (7.59%) average, but below national average (US Census Bureau, 2016).

| Population Served by TMH, by Insurance Type (2018) |                       |
|--|-----------------------|
| Insurance Carrier                                  | Population Percentage |
| Blue Cross   | 6.7%                  |
| Commercial   | 4.6%                  |
| Medicaid   | 6.5%                  |
| Medicare   | 80.6%                 |
| Self-Pay   | 1.7%                  |



## Approach and Methodology

The TMH community health needs assessment began with a review of primary data sources, specifically survey and focus group data that had been collected throughout 2018 and early 2019. Due to the limitations surrounding health needs perceptions contained in this collected information from the two counties we primarily relied on secondary data sources for this assessment. The secondary data sources included the most recent County Health Rankings and data collected through the Strategic Marketing Department (demographic information, discharge data, etc.). Recent indicators of health were collected from Community Commons and compared to county, state, national and Healthy People 2020 reference data. All information was assembled and a CHNA group of community members, health care providers (physicians and nurses), administrators, and an individual with experience in public health was invited to review the findings. The data was stratified into three categories which included clinical care, health behaviors and

health outcomes. Within the two counties that comprise the primary service area for TMH twenty-nine indicators of health were identified to be below the state, national, or Healthy People 2020 goal. Once the twenty-nine indicators were identified, they were prioritized by each individual of the CHNA group using the Hanlon Method.

The Hanlon Method uses a two-step process to score indicators of health. The first step ensures that each need meets the PEARL test which includes: Propriety – is an intervention suitable?; Economics- does it make economic sense to address the need?; Acceptability- is the community open to addressing this need and will it accept the intervention?; Resources- are resources available?; Legality- is the intervention lawful?. The second step of the Hanlon Method includes assigning a score from 0-10 for each need based regarding the (1) size of the problem (2) seriousness of the problem and (3) effectiveness potential of an intervention. Using this methodology, the CHNA group scored each of the unmet needs from which several priority needs were identified for the primary service area of TMH. Further, once scored, the results were shared with the CHNA group for discussion. The group was also given the opportunity to adjust any rankings. This process of prioritization classified three areas of unmet health care needs. In sequential order (highest to lowest score) these priority needs included:

- Access to Mental Health Providers (with a subset focus of opioid usage)
- Cancer Incidence – Lung (with a subset focus of tobacco usage)
- Obesity

\* Note: Obesity was not originally ranked in the top three priority needs, however upon discussion it was determined to be a top priority need - rankings adjusted accordingly.

In addition to the priorities set by the CHNA group two more unmet community needs were identified and will be described within this CHNA as areas for potential health improvement. However, due to available resources these needs will not be addressed through an implementation strategy in the subsequent fiscal years. These needs include:

- Preventable Hospital Events
- HIV Screening

## Data Gaps Identified

The most current and up-to-date data was used to determine the community needs. However, data gaps still existed primarily due to low survey response. Suppression of data predominantly occurred for Sullivan County information due to low response rates. Gaps primarily exist for both counties in the Health Behavior Category, including: Alcoholic Beverage Expenditures, Fruit/Vegetable Expenditures, Soda Expenditures, and Cigarette Expenditures. Other data gaps in Sullivan County include Percentage of Adults with Asthma, Annual Cervical Cancer Incidence data, Mortality due to Homicide data, Mortality due to Suicide data, Percentage of Overweight Adults and Percentage of Adults with Poor or Fair Health. The CHNA group also suggested that additional information regarding community awareness of health information exchange, opioid use, and preventable hospital events are other areas where information should be gathered.

## Response to Findings

### Access to Mental Health Providers

The World Health Organization (WHO) reports that over 26% of Americans will be affected by mental or neurological disorders in a given year. In the US, 9.5% of Americans will be affected by depression, 2.6% of Americans will be affected by bipolar disorder, and 1% of Americans will be affected by schizophrenia. According to the WHO, approximately 800,000 people die as a result of suicide every year (one person every 40 seconds). Suicide is the 10<sup>th</sup> leading cause of death in the US and the 2<sup>nd</sup> leading cause of death for people 10 – 34. Approximately 25% of those living with a mental illness also has a co-occurring addiction disorder. In the service area for TMH, both counties report lower than PA State and national benchmarks for access to mental health providers (see table below).

| County       | Ratio of Mental Health Providers to Population<br>(1 Provider per x Persons) | Mental Health Care Provider Rate<br>(Per 100,000 Population) | Pennsylvania | US    |
|--------------|--|--|--------------|-------|
| Bradford, PA | 1,544.6  | <b>64.7</b>  | 171.5        | 202.8 |
| Sullivan, PA | 6,337.1  | <b>15.7</b>  | 171.5        | 202.8 |

\* Data Source: University of Wisconsin Population Health Institute, County Health Rankings. 2018.  
Source geography: County

Additionally, Bradford County exhibits higher age-adjusted suicide rates than State and US Benchmarks. Due to sample size, Sullivan County data was suppressed (see table).

| County       | Age-Adjusted Death Rate (Per 100,000 Population) | Pennsylvania | US |
|--------------|--|--------------|----|
| Bradford, PA | <b>19.6</b>                                      | 13.55        | 13 |
| Sullivan, PA | <b>suppressed</b>                                | 13.55        | 13 |

\* Data Source: Centers for Disease Control and Prevention, National Vital Statistics System. Accessed via CDC WONDER. 2012-16. Source geography: County

Another concern in the community is opioid usage. The CHNA group expressed serious concern regarding the usage of opioids. The Centers for Disease Control report that in the US, in 2016, more than 11 million people abused prescription opioids and more than 40% of all US opioid deaths involved a prescription opioid. Nearly 64,000 Americans dies of drug overdoses in 2016, with two-thirds of those deaths due to opioids.

Every day, over 130 people in the US die of an opioid overdose (NIH, 2019). Drug overdose is the leading cause of accidental death in the US, with opioids being the most common drug used (NCBI, 2018). Both TMH counties exceeded the national benchmark for Accidental Deaths. Bradford County was also above PA benchmark (see table below).

| County       | Age-Adjusted Death Rate (Per 100,000 Population) | Pennsylvania | US   |
|--------------|--|--------------|------|
| Bradford, PA | <b>54.3</b>                                      | 50.1         | 41.9 |
| Sullivan, PA | <b>46.2</b>                                      | 50.1         | 41.9 |

\* Data Source: Centers for Disease Control and Prevention, National Vital Statistics System. Accessed via CDC WONDER. 2012-16. Source geography: County

The lack of access to mental health providers within the community creates a community at elevated risk for suicide as well as addiction. Establishing mental health programs to provide suicide screening, education and increased access to mental health providers will provide a community health service. Further, any success with be gauged by an overall

increase in access to mental health providers, a decrease in accidental death and a decrease in the suicide rate.

### Cancer Incidence - Lung

Lung cancer is the second most common cancer and the leading cause of cancer death among both men and women (ACS, 2019). Tobacco usage (smoking) remains a leading cause of most lung cancers. The counties that comprise the TMH core service area have a higher lung cancer incidence than the US average. Bradford County also exceeds the PA benchmark for lung cancer incidence rate. Bradford County also has a higher tobacco usage rate for former or current smokers than PA and US averages. Sullivan County’s data was suppressed (see tables below).

| County       | Cancer Incidence Rate (Annual Incidence Rate Per 100,000 population) | Pennsylvania | US   |
|--------------|--|--------------|------|
| Bradford, PA | <b>69.7</b>  | 65.4         | 61.2 |
| Sullivan, PA | <b>61.5</b>  | 65.4         | 61.2 |

\* Data Source: State Cancer Profiles. 2010-14. Source geography: County

| County       | Percent Adults Ever Smoking 100 or More Cigarettes | Pennsylvania | US     |
|--------------|--|--------------|--------|
| Bradford, PA | <b>48.18%</b>                                      | 47.33%       | 44.16% |
| Sullivan, PA | <b>suppressed</b>                                  | 47.33%       | 44.16% |

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

The elevated smoking rate within the community translates to a high-risk cohort susceptible to developing lung cancer. Establishing programs to provide screening, education and smoking cessation counseling will provide a community health service. Further, any success will be gauged by an overall decrease in smoking rates and lung cancer incidence within the area.

## Obesity (Adults)

Over the past twenty years the rate of obese adults within the US population has more than doubled (DHHS, 2010). According to Medical News Today (2017), about 36% of American adults are currently obese (more than 1 in 3). The health risks associated with obesity, include hypertension, type 2 diabetes, stroke, heart disease, mental illness, etc. (MNT, 2017) The Centers for Disease Control (CDC) has used body mass index (BMI: weight in kilograms/(height in meters)<sup>2</sup> ) to define the level of excess weight. Obesity is defined as a BMI of greater than 30 and according to the World Health Organization (WHO), worldwide obesity has increased since 1980 to more than 1.4 billion adults. Similar to the US population, the two counties that comprise the primary service area for TMH have experienced an increase in obesity rates. Both counties are greater than the percent obese US and State totals (refer to table below). The percent obese listed below include the percentage of adults age 20 or older who reported a BMI greater than 30. The percent overweight listed below include the percentage of adults aged 18 and older who reported a BMI between 25.0 and 30.0. Unable to disclose overweight data for Sullivan County, PA (refer to table).

| County       | Population (20 years or older) | Adults with BMI > 30.0 (Obese) | Percent Adults with BMI > 30.0 (Obese) | Pennsylvania | US    |
|--------------|--------------------------------|--------------------------------|--|--------------|-------|
| Bradford, PA | 47,197                         | 15,339                         | <b>32.2%</b>                           | 29%          | 27.5% |
| Sullivan, PA | 5,302                          | 1,649                          | <b>30.6%</b>                           | 29%          | 27.5% |

\* Data Source: CDC, National Center for Chronic Disease Prevention and Health Promotion, 2013

| County       | Population (18 years or older) | Total Adults Overweight | Percent Adults Overweight | Pennsylvania | US    |
|--------------|--------------------------------|-------------------------|---------------------------|--------------|-------|
| Bradford, PA | 46,167                         | 19,352                  | <b>41.9%</b>              | 35.9%        | 35.8% |
| Sullivan, PA | <b>no data</b>                 | <b>no data</b>          | <b>no data</b>            | 35.9%        | 35.8% |

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

### Preventable Hospital Events

Preventable hospital events include conditions such as pneumonia, dehydration, asthma, diabetes, etc. that could have potentially been preventable. Many of these conditions could be prevented if adequate primary care resources were available and accessible to those patients. This indicator is relevant, because analysis of ambulatory care sensitive (ACS) condition discharges allow organizations to determine if interventions are reducing admissions through better primary care resources (Community Commons, 2018). Both counties in TMH’s primary service area have ACS condition discharge rates that exceed both the PA state average and the US average (refer to table below).

| County       | Total Medicare Part A Enrollees | Ambulatory Care Sensitive Condition Hospital Discharges | Ambulatory Care Sensitive Condition Discharge Rate | Pennsylvania | US   |
|--------------|---------------------------------|---|--|--------------|------|
| Bradford, PA | 8,372                           | 651   | <b>77.8</b>  | 51.5         | 49.9 |
| Sullivan, PA | 1,066                           | 77  | <b>72.7</b>  | 51.5         | 49.9 |

\* Data Source: Dartmouth College Institute for Health Policy & Clinical Practice, Dartmouth Atlas of Health Care. 2014. Source geography: County

### HIV Screening

An estimated 1.1 million people over age 13, live with HIV infection in the US, including approximately 162,500 (15%) people who are undiagnosed (CDC, 2015). This indicator reports the percentage of adults age 18 – 70 who self-report that they have never been screened for HIV. Engaging in preventative behaviors enables earlier detection and treatment of the condition. Additionally, this indicator addresses a potential lack of preventative care, health knowledge, and/or social barriers preventing utilization of services (Community Commons, 2018). The percentage of adults never screened for HIV/AIDS in Bradford County exceeds both state and national averages. No data could be reported for Sullivan Count, PA (refer to table below).



| County       | Survey Population (18 years or older) | Total Adults Never Screened for HIV/AIDS | Percentage of Adults Never Screened for HIV/AIDS | Pennsylvania | US     |
|--------------|---------------------------------------|--|--|--------------|--------|
| Bradford, PA | 45,861                                | 35,797                                   | <b>78.05%</b>                                    | 67.92%       | 62.79% |
| Sullivan, PA | <b>no data</b>                        | <b>no data</b>                           | <b>no data</b>                                   | 67.92%       | 62.79% |

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

### Community Benefit Plan

As the process to identify community needs continues to evolve within Towanda Memorial Hospital (TMH), unmet needs will be evaluated, prioritized and incorporated as necessary. Moreover, new community partnerships will be formed, and public comments will be reviewed as received and incorporated when applicable. The community benefit plan along with the community needs assessment will continue to have the overall approach of documenting unmet community health needs, identifying strengths/assets within TMH, and targeting programs for implementation where these two areas intersect. Through the review of all relevant data sources the CHNA group identified three areas for community benefit to be addressed. These three areas were identified as priorities as they showed the greatest potential for improvement in the overall health status of the community TMH serves. The implementation strategy for TMH will be presented in a separate document.

In addition to the CHNA group, this report in its entirety will be shared during regular meetings throughout 2020 and 2021 with the S2AY Rural Health Network, East Central Division of the American Cancer Society, Tioga Partnership for Community Health, and the County Health Departments for their review, input, and solicitation of written comments.