

Titusville Area Hospital Community Health Needs Assessment Improvement Plan

Introduction

The Community Health needs Assessment (CHNA) is a written report that summarizes and prioritizes the health needs in a specific area. The goal is to collect, analyze and use reliable data to develop a framework to improve community health in the hospitals service area. CHNA is mandated by the Patient Protection Act of 2010 and requires all non-profit hospitals to complete the assessment every three years.

Titusville Area Hospital (TAH) conducted the CHNA in partnership with Meadville Medical Center and Allegheny College. The CHNA focused on the needs of Crawford County as a whole. Public data was collected via a community survey. National statistics including demographic information was also analyzed.

Methodologies

Quantitative and qualitative methods were used to collect the data necessary to identify the health priorities in Crawford County. A KAP (Knowledge, Attitudes and Practices) survey was administered online and in-person throughout Crawford County. Over 1,100 adults participated in the survey. The survey focused on knowledge, attitudes, practices, risk factors and access to health care in the county. Many of the questions focused on cancer. This was identified as a focus due to the results of the 2015 CHNA. Additional data including publically reported statistics was collected to identify cancer rates in Crawford County compared to state and national rates.

Assessment Summary

The assessment indicated that there is an increased incidence of lung (48% higher than national rate), cervical (20% higher than national rate) and colon (28% higher than national rate) cancer in Crawford County. There is also an increased cancer mortality rate in Crawford County (183.5 per 100,000) compared to state (171.6 per 100,000) and national (163.5 per 100,000) rates.

The KAP survey assisted in identifying the risk factors and socio-economic reasons for the increased rates. Cancer risk factors include smoking, public knowledge, understanding of human papillomavirus (HPV) and whether individuals have a primary care provider (PCP). Among those surveyed, 35% report smoking (current and former tobacco users). 70% of individuals that reported smoking are age 18-54 and continue to smoke. The majority (of the 70%) has a lower level of education, lower rate of cancer screening and do not have a PCP.

The survey also indicated that over the past three years, there has been a 14% decrease in the number of individuals that have a PCP. This is due to affordability and it also connects to the utilization of cancer screening.

Many individuals reported that they have heard of HPV. The majority of females are aware that it can be prevented with a vaccine. But, only 68% of males were aware.

Questions regarding cancer screening were also included in the survey to identify if individuals are receiving appropriate testing to detect cancer. Screening results indicated that a high percentage of females have had a breast cancer screening (95.1%) and cervical cancer screening (96.1%). Additional results include colon cancer screening (77%), prostate screening (64.2%) and lung cancer (Lung CT – 26.5%).

Implementation Plan

Based on the findings, the primary objective is to reduce the cancer incidence in Crawford County. TAH will address this by providing anti-smoking education, increasing HPV vaccine rates, increasing the rate of patients with PCP and increasing knowledge of and access to cancer screening. Details of the initiatives are below:

Tobacco – Reduce usage

- Collaborate with Northwest PA Tobacco Control program coordinator to provide public smoking cessation classes at TAH or in the community.
- Decrease TAH employee tobacco use by including tobacco use as a key measure in the wellness program.

HPV – Increase vaccination rate

- Provide education to parents/individuals regarding HPV and Gardasil (HPV vaccination) at pediatric and family practice offices. Providers will encourage and offer the vaccine at wellness appointments.
- Collaborate with (and promote) Family Planning Services of Titusville as a secondary source (at no cost to the patient) of the Gardasil vaccine. This is for patients that do not have insurance to cover the cost of the vaccine.

- Provide educational handouts at public events such as health fairs and the school district.
- Post HPV information on social media to educate the public.

PCP – Increase rate of individuals with a PCP

- Schedule follow-up appointment (with PCP) for Emergency Department patients or in-patients that do not have a PCP. This will establish a PCP for the patient and help to decrease the rate of unnecessary visits to the emergency department for the individual. It will also provide a means for the patient to be referred for appropriate cancer screening tests.
- Open PCP offices in outlying areas to increase access to care in our region. Provide financial assistance programs at the offices to ensure all individuals have access to care regardless of the ability to pay.

Cancer Screening

- Promote cancer screening by means of education through advertising and social media during nationally recognized months (October – breast cancer awareness month, March – colorectal cancer awareness month, January – cervical cancer awareness month, etc.)
- Continue to offer and promote the breast cancer awareness fund through TAH that provides mammograms free of charge to qualified individuals.
- Review the feasibility of providing Lung Cancer CT testing at the TAH.

TAH continues to evaluate the needs of the community and implement necessary plans to ensure the community is receiving the highest level of care.