

Mercy Hospital Watonga Community Health Needs Assessment Summary and Implementation Strategy



Oklahoma Office of Rural Health
OSU Center for Rural Health

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Introduction

New requirements for nonprofit, 501 (c)(3), hospitals were enacted under the Patient Protection and Affordable Care Act (ACA), passed on March 23, 2010. One of the most significant of the new requirements is the Community Health Needs Assessment (CHNA) that must be conducted during taxable years after March 23, 2012 and submitted with IRS form 990. A CHNA must then be completed every three years following.

While the requirements are fairly new, the IRS has made strides in defining hospitals that must complete the CHNA as well as details of what is expected in the CHNA report to be submitted. At this time the only entities that must complete the CHNA are hospital organizations defined as:

- An organization that operates a State-licensed hospital facility
- Any other organization that the Secretary determines has the provision of hospital care as its principal function or purpose constituting the basis for its exemption under section 501 (c)(3).

The general goal behind the requirement is to gather community input that leads to recommendations on how the local hospital can better meet and serve residents' needs. The community input is typically derived from a community survey and a series of open meetings. Local health data are presented. Community members then identify and prioritize their top health needs.

After listening to community input, the hospital defines an implementation strategy for their specific facility. The implementation strategy is a written plan that addresses each of the health needs identified in the community meetings. To meet Treasury and IRS guidelines an implementation strategy must:

- Describe how the hospital facility plans to meet the health need, or
- Identify the health need as one the hospital facility does not intend to meet and explain why the hospital facility does not intend to meet the health need¹

After the needs are identified that the hospital can address, the implementation strategy must take into account specific programs, resources, and priorities for that particular facility. This can include existing programs, new programs, or intended collaboration with governmental, nonprofit, or other health care entities within the community.²

¹ Internal Revenue Service. 2011. Notice and Requests for Comments Regarding the Community Health Needs Assessment Requirements for Tax-Exempt Hospitals. Internal Revenue Bulletin: 2011-30.

² Ibid

The facility must make the recommendations and implementation strategy widely available to community members. The facility must adopt the implementation strategy in that same taxable year.

Oklahoma Office of Rural Health Partnership

The Oklahoma Office of Rural Health makes this program available to all rural facilities in Oklahoma free of charge. The Oklahoma Office of Rural Health works closely with the hospital and community members to develop an economic impact of the local health sector, develop and analyze a local health services survey, and gather and analyze local health data. The community meetings are facilitated by a resource team that includes Corie Kaiser and Lara Brooks of the Oklahoma Office of Rural Health.

After the meetings conclude, the resource team assists the hospital in developing their implementation strategy. After implementation, the resource team will assist in evaluation of the strategies implemented and provide continued assistance with data and resources.

This document discusses the steps taken to conduct a CHNA for Mercy Hospital Watonga in 2021. It begins with a description of the hospital's steps to addressing priorities identified during the 2018 CHNA along with the impacts, followed by a description of the medical service area, including a demographic analysis, and then summarizes each meeting that took place during the CHNA process. The report concludes by listing the recommendations that came out of the process and presenting the hospital's implementation strategy and marketing plan.

This report along with the implementation strategy was presented and approved by the governing board on January 28, 2022.

Previous Community Health Needs Assessment- Priorities, Implementation, and Evaluation

Mercy Hospital Watonga worked with the Oklahoma Office of Rural Health in 2018 to complete their third Community Health Needs Assessment. The previous assessments were completed in 2015 and 2013. During that time, health concerns were identified by community members and then prioritized by community members in focus group-style meetings. The following identifies each priority, implementation taken, and an evaluation or impact of the implementation.

The Covid-19 pandemic greatly impacted nearly two of the project years since the completion of the previous CHNA. Therefore, community outreach, education and interaction was greatly hindered.

Area of concern: Physical activity

Activity 1: Assist with annual Watonga grade school track meet- The track meet includes students pre-K through 5th grades. Mercy Hospital Watonga coworkers assisted in keeping classes in the correct lines and making sure students made it back to their teachers. Coworkers were also available to assist with the timing of the races. Also, a first aid station was provided and operated by Mercy Hospital Watonga. It is estimated roughly 300 students participated and benefited from this event.

Activity 2: Alliance House Lawn games- The Alliance House is the local men's shelter that is available to men in the community who are indigent and trying to become positive members of the community through workforce program. Examples of the games included corn hole and horse shoes. It is estimated that 5-6 individuals benefited from this offering.

Activity 3: Block party- This event was sponsored by Mercy Hospital Watonga. Activities provided at this event include a bouncy house, water slide, outdoor movies, and therapeutic petting zoo. Mercy Hospital Watonga provides lunch at each venue along with Mercy Kids t-shirts, and back packs with hand sanitizer were provided at the petting zoo. This is an annual event; therefore, over the span of 3 years, 90 area youth have benefitted from this offering.

Area of concern: Mental health

Activity 1: Block party- This event was sponsored by Mercy Hospital Watonga. Activities provided at this event include a bouncy house, water slide, outdoor movies, and therapeutic petting zoo. Mercy Hospital Watonga provides lunch at each venue along with Mercy Kids t-shirts, and back packs with hand sanitizer were provided at the petting zoo. This is an annual event; therefore, over the span of 3 years, 90 area youth have benefitted from this offering.

Activity 2: Middle School Mentor Program- This is an ongoing event that has grown significantly from inception. Mercy Hospital Watonga coworkers volunteer and complete a training before partnering with a middle school student to be their mentor. In total, 240 Watonga middle school students have benefitted from this offering since the 2018 CHNA.

Activity 3: Alliance House- Funds were raised by co-workers to support the local men's shelter in community. The funds raised were used to purchase a new washer and dryer.

Activity 4: Thanksgiving and Christmas Dinner Adoption- Mercy Hospital Watonga coworkers sponsored two local families each year. In addition to providing the holiday meals, Christmas gifts were provided for the children of each family. Since 2018, 15 individuals have benefitted from this offering.

Area of concern: Healthy eating and childhood nutrition

Activity 1: Grand Prairie Low Income Housing Sponsorship- Mercy Hospital Watonga provided apples and oranges to residents of the Grand Prairie Low Income Housing division. Two events were held, and to date, 80 individuals have benefited from this event.

Activity 2: Alliance House- Mercy Hospital Watonga donated grocery gift cards to 5 residents to shop for food items at the local grocery store.

Mercy Hospital Watonga Medical Services Area Demographics

Figure 1 displays the Mercy Hospital Watonga medical services area. Mercy Hospital Watonga and all area hospitals are delineated in the figure. The surrounding hospitals are identified in the table below by county along with their respective bed count.

Figure 1. Mercy Hospital Watonga Primary and Secondary Medical Service Areas

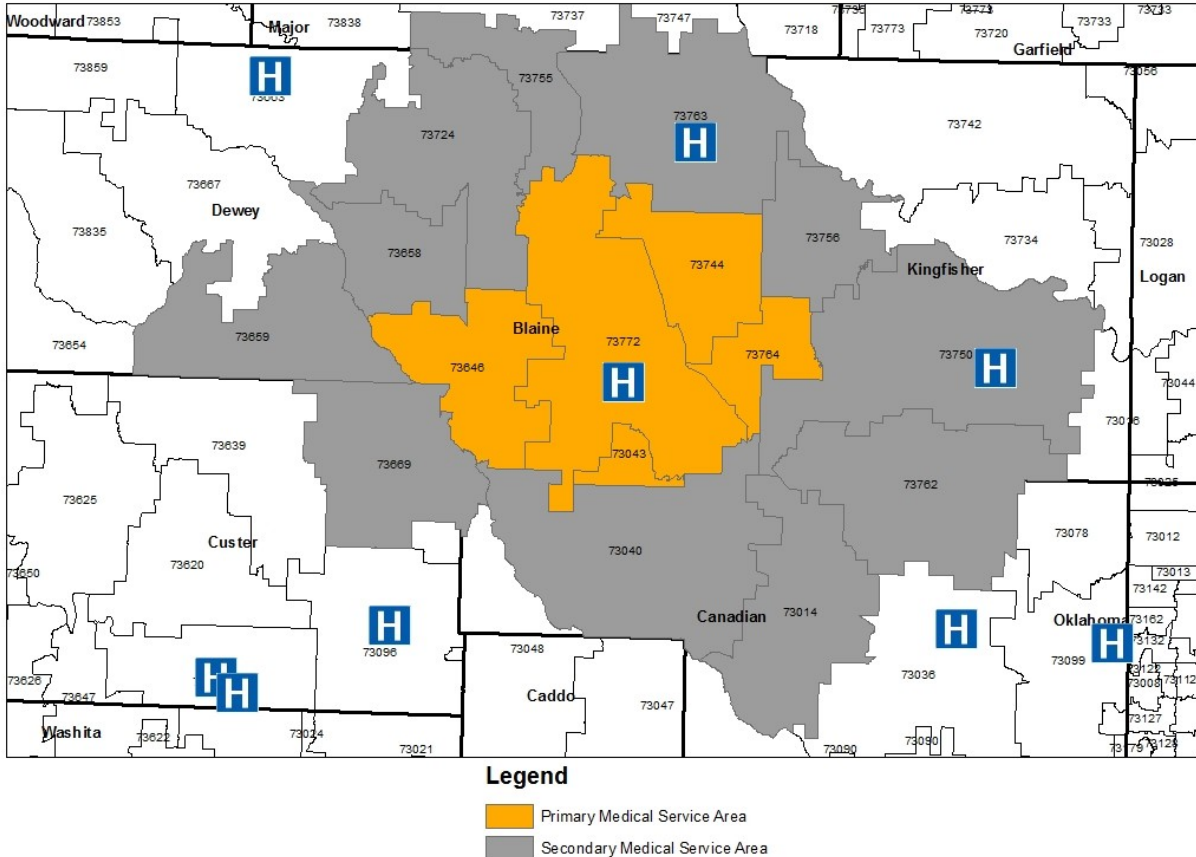


Figure 1. Mercy Hospital Watonga Medical Service Areas

City	County	Hospital	No. of Beds
Watonga	Blaine	Mercy Hospital Watonga	25
Okeene	Blaine	Okeene Municipal Hospital	25
Oklahoma City	Canadian	Integrus Canadian Valley Regional Hospital	40
El Reno	Canadian	Park View Hospital	54
Clinton	Custer	Clinton Indian Hospital	n/a
Clinton	Custer	Integrus Clinton Regional Hospital	64
Weatherford	Custer	Weatherford Regional Hospital	25
Seiling	Dewey	Seiling Municipal Hospital	18
Kingfisher	Kingfisher	Kingfisher Regional Hospital	25

As delineated in Figure 1, the primary medical service area of Mercy Hospital Watonga includes the zip code area of Watonga, Greenfield, Hitchcock, Fay, and Omega. The primary medical service area experienced a population decrease of 1.8 percent from the 2000 Census to the 2010 Census (Table 1). This same service area experienced another population decrease of 30.3 percent from the 2010 Census to the latest available, 2015-2019, American Community Survey.

The secondary medical services area is comprised of the zip code Calumet, Canton, Geary, Kingfisher, Longdale, Loyal, Oakwood, Okarche, Okeene, Putnam and Thomas. The secondary medical service area experienced an increase in population of 4.1 percent from 2000 to 2010 followed by a population decrease of 0.8 percent from 2010 to the 2015-2019 American Community Survey.

Table 1. Population of Mercy Hospital Watonga Medical Service Area

Population by Zip Code	2000 Population	2010 Population	2015-2019 Population	% Change 2000-2010	% Change 2010-15-19
<i>Primary Medical Service Area</i>					
73043 Greenfield	165	125	181	-24.2%	44.8%
73744 Hitchcock	378	267	161	-29.4%	-39.7%
73646 Fay	448	384	390	-14.3%	1.6%
73764 Omega	182	144	196	-20.9%	36.1%
73772 Watonga	5,992	6,119	3,978	2.1%	-35.0%
Total	7,165	7,039	4,906	-1.8%	-30.3%
<i>Secondary Medical Service Area</i>					
73014 Calumet	1,531	1,431	1,718	-6.5%	20.1%
73724 Canton	1,143	1,190	1,125	4.1%	-5.5%
73040 Geary	1,972	1,976	1,741	0.2%	-11.9%
73750 Kingfisher	6,551	7,025	7,416	7.2%	5.6%
73755 Longdale	901	905	759	0.4%	-16.1%
73756 Loyal	289	352	383	21.8%	8.8%
Oakwood and	275	260			
73658 Eagle City			217	-5.5%	-16.5%
73762 Okarche	1,966	2,156	2,114	9.7%	-1.9%
73763 Okeene	1,609	1,623	1,624	0.9%	0.1%
73659 Putnam	182	160	184	-12.1%	15.0%
73669 Thomas	1,596	1,675	1,617	4.9%	-3.5%
Total	18,015	18,753	18,898	4.1%	0.8%

SOURCE: Population data from the U.S. Bureau of Census, Decennial Census 2000, 2010 and American Community Survey 2015-2019 (June 2021)

Table 2 displays the current existing medical services in the primary service area of the Mercy Hospital Watonga medical services area. Most of these services would be expected in a service area of Watonga's size: two physician offices and clinics, two dental offices, and two optometry offices. Mercy Hospital Watonga is a 25 bed critical access hospital located in Blaine County. The hospital provides acute and swing bed inpatient services, 24-hour emergency department, MRI, CT, Ultrasound, rehabilitation services, and specialists referrals. A complete list of hospital services and community involvement activities can be found in Appendix A.

Table 2. Existing Medical Services in the Mercy Hospital Watonga Medical Services Area

Count	Service
1	Hospital: Mercy Hospital Watonga
2	Physician offices and clinics
2	Dental offices
2	Optometry offices
2	Home health providers
1	Hospice provider
1	EMS provider
1	County Health Department: Blaine County
1	Mental health provider
2	Pharmacies

In addition to examining the total population trends of the medical service areas, it is important to understand the demographics of those populations. Table 3 displays trends in age groups for the primary and secondary medical service areas as well as Blaine County in comparison to the state of Oklahoma. Overall, the over 65 age group has experienced an increase in population across all geographies from the 2010 Census to the latest, 2015-2019 American Community Survey. This cohort accounted for 16.1 percent of the total population at the state level. This is compared to 15.7 percent of the population of the primary medical service area, 17.6 percent of the secondary medical service area, and 18.1 percent of Blaine County. The 45-64 age cohort accounts for the largest share of the primary (32.2%), secondary (26.3%), and county (29.5%) population.

Table 3. Percent of Total Population by Age Group for Mercy Hospital Watonga Medical Service Areas, Blaine County and Oklahoma

Age Groups	Primary Medical Service Area	Secondary Medical Service Area	Blaine County	Oklahoma
2010 Census				
0-14	15.5%	21.5%	18.0%	20.7%
15-19	4.4%	7.2%	5.7%	7.1%
20-24	8.7%	4.8%	7.0%	7.2%
25-44	36.6%	23.5%	30.5%	25.8%
45-64	23.1%	28.3%	24.4%	25.7%
65+	<u>11.7%</u>	<u>14.7%</u>	<u>14.4%</u>	<u>13.5%</u>
Totals	100.0%	100.0%	100.0%	100.0%
Total Population	7,039	18,753	11,943	3,751,351
15-19 ACS				
0-14	12.0%	22.2%	17.3%	20.1%
15-19	4.7%	6.1%	4.9%	6.9%
20-24	4.1%	5.6%	4.3%	6.8%
25-44	31.2%	22.2%	25.9%	26.2%
45-64	32.2%	26.3%	29.5%	23.9%
65+	<u>15.7%</u>	<u>17.6%</u>	<u>18.1%</u>	<u>16.1%</u>
Totals	100.0%	100.0%	100.0%	100.0%
Total Population	4,906	18,898	9,556	3,956,971

SOURCE: U.S. Census Bureau, Decennial Census data for 2010 and American Community Survey data for 2015-2019 (www.census.gov [June 2021]).

Changes in racial and ethnic groups can impact the delivery of healthcare services, largely due to language barriers and dramatically different prevalence rates for specific diseases, such as diabetes. A noticeable trend in Oklahoma is the growth in the Hispanic origin population. In 2010, those of Hispanic origin accounted for 8.9 percent of the total state population. The latest American Community Survey data of 2015-2019 suggest that this population group has experienced an increase to 11.1 percent of the total population. This trend

is evident in Blaine County and both medical service areas. The share of the population identified as of Hispanic Origin accounted for 18.1 percent of the primary medical service area's population in 2015-2019 and 8.1 percent of the secondary medical service area during the same time period.

Table 4. Percent of Total Population by Race and Ethnicity for Mercy Hospital Watonga Medical Service Areas, Blaine County and Oklahoma

Race/Ethnic Groups	Primary Medical Service Area	Secondary Medical Service Area	Blaine County	Oklahoma
2010 Census				
White	78.5%	85.1%	79.7%	72.2%
Black	4.2%	0.7%	2.6%	7.4%
Native American ¹	5.8%	6.8%	8.0%	8.6%
Other ²	7.4%	4.0%	5.9%	5.9%
Two or more Races ³	4.1%	3.4%	3.8%	5.9%
Hispanic Origin ⁴	35.7%	7.5%	24.1%	<u>8.9%</u>
Total Population	7,039	18,753	11,943	3,751,351
15-19 ACS				
White	75.6%	86.9%	79.6%	72.4%
Black	7.4%	1.0%	4.2%	7.3%
Native American ¹	6.8%	4.4%	7.5%	8.0%
Other ²	5.1%	2.9%	3.1%	4.7%
Two or more Races ³	5.1%	4.8%	5.6%	7.6%
Hispanic Origin ⁴	<u>18.1%</u>	<u>8.1%</u>	<u>11.1%</u>	<u>11.1%</u>
Total Population	4,906	18,898	9,556	3,956,971

SOURCE: U.S. Census Bureau, Decennial Census data for 2010 and American Community Survey data for 2015-2019 (www.census.gov [June 2021]).

Summary of Community Input for CHNA

Due to the unprecedented Covid-19 pandemic, Mercy Hospital Watonga was not able to host three community meetings to seek feedback from key stakeholders. In an effort to promote social distancing and following recommendations outlined the CDC's website, the hospital hosted one community listening session via Zoom. Key stakeholders that were unable to attend this session on October 28, 2021, received individual follow up calls that were completed similar to key informant interviews. All stakeholders received all of the typical primary and secondary data prior to their respective meetings. The meeting presentations and handouts can be found in Appendices C-E. The Oklahoma Office of Rural Health facilitated the gathering of the secondary data, the completion of the survey, and the Zoom meeting and follow up interviews. Data summaries are provided in the following sections.

Community members who were included to provide input:

- Mercy Hospital Watonga representatives
- Watonga Chamber of Commerce
- Local church leader
- Mercy Hospital Watonga Auxiliary
- Blaine County Extension

Key stakeholders were identified due to their expertise of health conditions and concerns in the Watonga area along with the respective populations they represent. In particular, Blaine County Health Department was invited to participate for their expertise of public health in Blaine County. Significant efforts were made to include those who represented low-income and racially diverse populations.

Economic Conditions of Blaine County and Economic Impact of Health Sector

Economic indicators for Blaine County in comparison to Oklahoma and the United States are outlined in Table 5. Blaine County tends to lag Oklahoma and the United States in terms of per capita income, or the total income divided by the population. Oklahoma as a state tends to lag the national average. In terms of employment and unemployment, there have been many changes during 2020. The 2020 annual unemployment rate for Blaine County was 5.9 percent. This rate is lower than the state (6.1%) and the national (8.1%). All of these rates are non-seasonally adjusted. The most recent monthly estimates show Blaine County to be lower than 2020 with a 2.2 percent rate. This is lower than the state (2.8%) and the national (5.3%) rates.

The share of individual captured below the poverty threshold for income and household size is calculated by the U.S. Census Bureau. In 2019, the poverty rate for all ages in Blaine County was 14.9 percent. This is lower than the state but higher than the national rates. The share of children, or those under the age of 18, was higher in Blaine County when compared to the rates in Oklahoma and the nation. All economic indicators can be found in Table 5.

Table 5. Economic Indicators for Blaine County, the State of Oklahoma and the Nation

Indicator	County	State	U.S.
Total Personal Income (2019)	\$398,436,000	\$187,327,489,000	\$18,542,262,000,000
Per Capita Income (2019)	\$42,256	\$47,341	\$56,490
Employment (2020)	4,160	1,734,924	147,785,000
Unemployment (2020)	261	113,561	12,947,000
Unemployment Rate (2020)	5.9%	6.1%	8.1%
Employment (August 2021)*	4,314	1,800,273	153,232,000
Unemployment (August 2021)*	99	51,570	8,556,000
Unemployment Rate (August 2021)*	2.2%	2.8%	5.3%
Percentage of People in Poverty (2019)	14.9%	15.1%	12.3%
Percentage of Under 18 in Poverty (2019)	21.8%	19.7%	16.8%
Transfer Dollars (2019)	\$90,629,000	\$36,444,712,000	\$3,125,174,000,000
Transfer Dollars as Percentage of Total Personal Income (2019)	22.7%	19.5%	16.9%
Medical Benefits as a share of Transfer Payments (2019)	41.5%	35.1%	39.8%

*County and state estimates are considered preliminary

SOURCES: 2021 Bureau of Labor Statistics; 2021 Bureau of Economic Analysis; 2021 U.S. Census Bureau.

Table 6 displays various education variables for Blaine County. The first three lines are education attainment percentages for the population aged 25 years and greater. In Blaine County, 82.7 percent of the population has at least their high school diploma, 46.8 percent has at least some college, and 16.5 percent of the population has at least a bachelor’s degree. The far-right handed column provides a ranking within the state based on the highest, or most favorable percentages. The free and reduced lunch rate is the share of children in Blaine County who are enrolled in public school and eligible for free and reduced lunches. Blaine County’s rate is 65.2 percent. This is higher than the state average of 60.2 percent. This is the 40th lowest rate in the state.

Table 6. Education Data for Blaine County and the State of Oklahoma

Indicator	County	State	Blaine County Ranking
At Least High School Diploma	82.7%	88.0%	66th Highest
Some College	46.8%	56.7%	54th Highest
At Least Bachelor's Degree	16.5%	25.5%	51st Highest
Free and Reduced Lunch Rate	65.2%	60.2%	40th Lowest

Sources: U.S. Census Bureau, American Community Survey, 2015-2019, National Center for Education Statistics 2018-2019.

Table 7 includes payer source data for Blaine County residents in comparison to the state. A ranking is also provided with the lowest percentages as the more favorable ranking. In 2019, 18.1 percent of individuals under the age of 65 were categorized as uninsured. This is higher than the state rate of 16.6 percent. In terms of children, or those under the age of 19, this rate was 11.1 percent. This was also higher than the state rate of 8.6 percent. In 2019, 21.6 percent of the population had Medicare as a payer for healthcare. This includes Medicare parts A, B and Advantage. In terms of Medicaid, 28 percent of the population in Blaine County had Medicaid as a payer source. The Medicare and Medicaid data were gathered from different sources, and duplicates have not been removed.

Table 7. Payer Source Data for Blaine County and the State of Oklahoma

Indicator	County	State	Blaine County Ranking
2019 Uninsured rate (under 65)	18.1%	16.6%	34th Lowest
2019 Uninsured rate (under 19)	11.1%	8.3%	57th Lowest
2019 Medicare share of total population	21.6%	18.7%	33rd Lowest
2019 Medicaid share of total population	28.0%	26.8%	41st Lowest

Sources: U.S. Census Bureau Small Area Health Insurance Estimates, 2019; Centers for Medicare and Medicaid Services, Medicare Parts A, B and Advantage Recipients by State and County, 2019; Oklahoma Health Care Authority, Total Enrollment by County, 2019

Table 8 below summarizes the overall economic impact of the health sector on the Blaine County, Oklahoma economy. A form requesting information was sent to all health care providers in the medical service area. Local providers were asked to share their employment levels and of those employees how many were physicians/optometrists/dentists/pharmacists/etc. When available, payroll information was also collected from the establishments. When payroll information was not available, payroll was estimated using state level averages from the Bureau of Labor Statistics.

The health sector in the Mercy Hospital Watonga medical service area employs 125 FTE individuals. After applying a county-specific employment multiplier to each respective sector, there is a total employment impact of 150 FTE employees. The same methodology is applied to income. The local health sector has a direct income impact of over \$8.9 million. When the appropriate income multiplier is applied, the total income impact is over \$10.2 million. The last two columns examine the impact this has on the retail sector of the local community. Recent data suggest that just 33.6% of personal income in Blaine County will be spent on taxable goods and services locally. Therefore, if we just examine the impact made on retail from those employed in the health sector, this would account for over \$3.4 million spent locally, generating \$34,461 on a 1% tax. A copy of the meeting materials that were distributed can be found in Appendix C.

Table 8. Mercy Hospital Watonga Medical Service Area Health Sector Impact on Employment and Income, and Retail Sales and Sales Tax

Health Sectors	Employment			Income			Retail	1 Cent
	Direct	Multiplier	Impact	Direct	Multiplier	Impact	Sales	Sales Tax
Hospitals	61	1.27	78	\$4,733,382	1.17	\$5,543,131	\$1,862,492	\$18,625
Physicians, Dentists & Other Medical Professionals	33	1.16	38	\$2,804,913	1.09	\$3,071,074	\$1,031,881	\$10,319
Other Medical & Health Services, Home Health & Pharmacies	<u>31</u>	1.11	<u>34</u>	<u>\$1,458,755</u>	1.13	<u>\$1,641,993</u>	<u>\$551,710</u>	<u>\$5,517</u>
Total	125		150	\$8,997,050		\$10,256,198	\$3,446,083	\$34,461

SOURCE: 2019 IMPLAN database, Minnesota IMPLAN Group, Inc.; Local data for employment, employee compensation and proprietor's income; income estimated based on state average incomes if local data not available; employment data from local survey.

* Based on the ratio between Oklahoma taxable sales and income (33.6%) – from 2020 Sales Tax Data and 2019 Personal Income Estimates from the Bureau of Economic Analysis.

Health Data

Various sources of health data were examined including data from the County Health Rankings and Roadmaps Program through the University of Wisconsin Population Health Institute, and the Robert Wood Johnson Foundation. The County Health Rankings program evaluates and ranks counties based on two distinct areas: Health Factors and Health Outcomes. Along with these two areas counties receive an overall rank within their state; therefore 1=best and 77=worst.

Health factors, considered tomorrow's health, are comprised of health behaviors (rank: 37), clinical care (rank: 16), social and economic factors (rank: 34), and physical environment (rank: 38). Blaine County's overall health factors rank is 34. This suggests, in general, the health status of Blaine County residents is somewhat comparable to that of neighboring counties. Areas of concern include Blaine County's smoking rate, obesity rate, and teen birth rate are all less desirable than the top U.S. performers. Also, the rate of uninsured and mammography rates of Medicare beneficiaries are all areas of concern in Blaine County. All health factors variables are presented in Table 9 along with Blaine County specific data, the top U.S. performers, and the state average. The yellow highlighted categories are the areas identified by the County Health Rankings and Roadmaps as areas to explore (generally where Blaine County ranks very poorly compared to the national benchmark). The green highlighted areas are identified by County Health Rankings and Roadmaps as areas of strength for Blaine County.

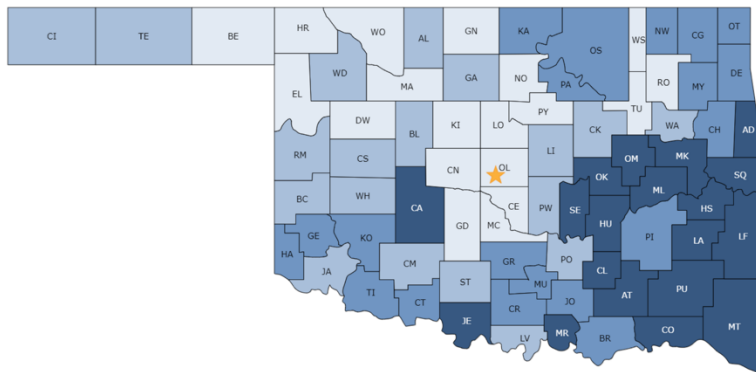
Table 9. Health Factors (Overall Rank 34)

Category (Rank)	Blaine County	Error Margin	Top U.S. Performers	Oklahoma
Health Behaviors (37)				
Adult Smoking	23%	21-26%	16%	20%
Adult Obesity	35%	28-44%	26%	35%
Food Environment Index	6.7		8.7	5.8
Physical Inactivity	31%	23-40%	19%	28%
Access to Exercise Opportunities	58%		91%	71%
Excessive Drinking	15%	14-15%	15%	15%
Alcohol-Impaired Driving Deaths	24%	14-35%	11%	27%
Sexually Transmitted Infections	326		161	559
Teen Births	46	37-56	12	33
Clinical Care (16)				
Uninsured	16%	14-18%	6%	17%
Primary Care Physicians	2,370:1		1,030:1	1,640:1
Dentists	1,570:1		1,210:1	1,610:1
Mental Health Providers	270:1		270:1	240:1
Preventable Hospital Stays	2,792		2,565	4,781
Mammography Screening	30%		51%	38%
Flu Vaccinations	46%		55%	49%
Social & Economic Factors (34)				
High School Graduation	83%	79-86%	94%	88%
Some College	42%	35-49%	73%	60%
Unemployment	2.0%		2.6%	3.3%
Children in Poverty	22%	13-30%	10%	20%
Income Inequality	4.2	3.4-4.9	3.7	4.6
Children in Single-Parent Household	30%	18-41%	14%	27%
Social Associations	21.1		18.2	11.5
Violent Crime Rate	133		63	428
Injury Deaths	152	119-192	59	94
Physical Environment (38)				
Air-Pollution- Particulate Matter	7.3		5.2	8.2
Drinking Water Violations	Yes			
Severe Housing Problems	9%	6-12%	9%	14%
Driving Alone to Work	89%	86-91%	72%	82%
Long Commute- Driving Alone	25%	19-30%	16%	27%

Source: County Health Rankings & Roadmaps; University of Wisconsin Population Health Institute; Robert Wood Johnson Foundation

The following figure depicts each county's rank by shade. Blaine County's overall health factors ranking is less favorable than Canadian, Dewey, Kingfisher, and Major Counties, comparable to Custer, and is more favorable than Caddo County.

2021 Health Factors - Oklahoma



Health Factor Ranks 1 to 19 20 to 38 39 to 58 59 to 77



In terms of health outcomes, considered, today's health, Blaine County's ranking is 45th in the state. Health outcomes are comprised of two areas: length of life and quality of life. The variables for each of these sections are presented in Table 10.

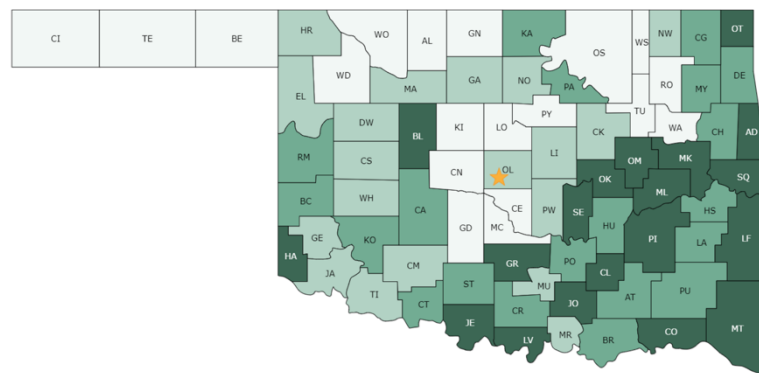
Table 10. Health Outcomes (Overall Rank 45)

Category (Rank)	Blaine County	Error Margin	Top U.S. Performers	Oklahoma
Length of Life (74)				
Premature Death	14,700	11,800-17,700	5,400	9,100
Quality of Life (28)				
Poor or Fair Health	23%	20-26%	14%	21%
Poor Physical Health Days	4.9	4.5-5.4	3.4	4.5
Poor Mental Health Days	5.1	4.8-5.5	3.8	4.8
Low Birth Weight	7%	6-9%	6%	8%

Source: County Health Rankings & Roadmaps; University of Wisconsin Population Health Institute; Robert Wood Johnson Foundation

The following figure shows county health outcomes rankings by shades. Blaine County's ranking is less favorable than all of the surrounding counties. All meeting materials related to the health indicators and outcomes can be found in Appendix D.

2021 Health Outcomes - Oklahoma



Health Outcome Ranks 1 to 19 20 to 38 39 to 58 59 to 77



Community Survey Methodology and Results

A survey was designed to gauge hospital usage, satisfaction, and community health needs. The survey was available in both paper and web format. The survey link was posted on the hospital’s Facebook page. Hard copy surveys and announcements of the electronic version of the survey were made at the Lions Club, Kiwanis, and local clinics and pharmacies. A copy of the survey form and results can be found in Appendix E. Community members were asked to return their completed surveys to Mercy Hospital Watonga.

The survey ran from June 3 through July 31, 2021. A total of 27 surveys from the Mercy Hospital Watonga medical service area were completed. Of the surveys returned, all were electronic surveys completed via Survey Monkey.

Table 11 below shows the survey respondent representation by zip code. The largest share of respondents was from the Watonga (73772) zip code with 17 responses or 63 percent of the total. Canton followed with 3 responses.

Table 11. Zip Code of Residence

Response Category	No.	%
73772- Watonga	17	63.0%
73724- Canton	3	11.1%
73763- Okeene	2	7.4%
73047- Hinton	1	3.7%
73632- Cordell	1	3.7%
73646- Fay	1	3.7%
74032- Dougherty	1	3.7%
74074- Stillwater	1	3.7%
Total	27	100.0%

The survey focused on several health topics of interest to the community. Highlights of the results include:

Primary Care Physician Visits

- 51.9% of respondents had used a primary care physician in the Watonga service area during the past 24 months
- 100% of those responded being satisfied
- Only 4 respondents or 14.8% of the survey respondents believe there are enough primary care physicians practicing in the Watonga area
- 77.8% responded they were able to get an appointment with their primary care physician when they needed one
- 40.7% of respondents indicated that they have used the services of an urgent care in the past 12 months
- 55.6% responded that they would utilize urgent care or after hours services offered in Watonga

Specialist Visits

Summary highlights include:

- 88.9% of all respondents report some specialist visit in past 24 months
- Most common specialty visited are displayed in Table 12
- No specialist visits occurred in Watonga

Table 12. Type of Specialist Visits

Type of Specialist	No.	Percent
<i>Top 5 Responses</i>		
Orthopedist/Orthopedic Surg. <i>(0 visits in Watonga)</i>	7	17.9%
Endocrinologist <i>(0 visits in Watonga)</i>	4	10.3%
Cardiologist <i>(0 visits in Watonga)</i>	3	7.7%
Dermatologist <i>(0 visits in Watonga)</i>	3	7.7%
Pulmonologist <i>(0 visits in Watonga)</i>	3	7.7%
All others <i>(0 visits in Watonga)</i>	<u>19</u>	<u>48.7%</u>
Total	<u>39</u>	<u>100.0%</u>

Some respondents answered more than once.

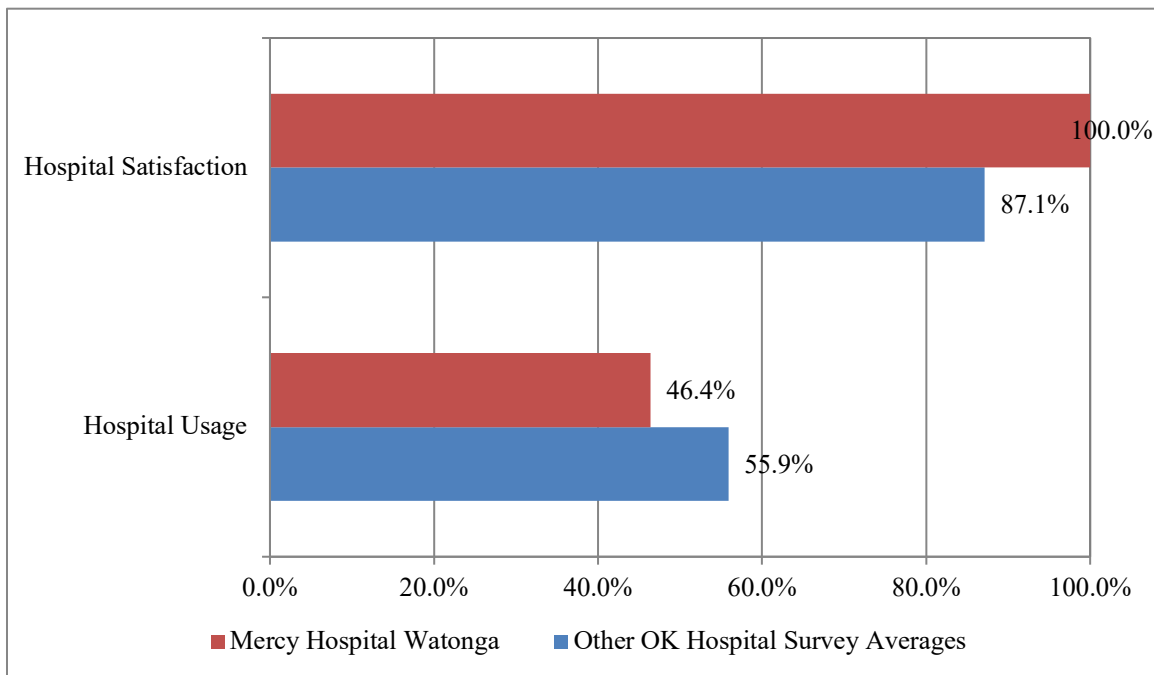
Hospital Usage and Satisfaction

Survey highlights include:

- 46.4% of survey respondents that have used hospital services in the past 24 months used services at Mercy Hospital Watonga
 - o Mercy Hospital Oklahoma City, Okeene Municipal Hospital, Oklahoma Heart Hospital, Weatherford Regional Hospital, and The Children’s Hospital at OU all followed
 - o The most common response for using a hospital other than Mercy Hospital Watonga was availability of specialty care (including surgery and labor and delivery) (52.9%) and physician referral (23.5%)
 - o The usage rate of 46.4% was lower than the state average of 55.9% for usage of other rural Oklahoma hospitals surveyed

- 100% of survey respondents were satisfied with the services received at Mercy Hospital Watonga
 - o This is above the state average for other hospitals (87.1%)
- Most common services used at Mercy Hospital Watonga:
 - o Emergency room (35.9%)
 - o Diagnostic Imaging (X-ray, CT, Ultrasound, MRI) (30.8%)
 - o Laboratory (17.9%)

Figure 2. Summary of Hospital Usage and Satisfaction Rates



Local Healthcare Concerns and Additional Services

Survey respondents were asked what concerns them most about health in their community. The most common response was substance abuse (14%) followed by diabetes (13.1%) and mental health (13.1%). Table 13 displays all responses and the frequencies.

Table 13. Top Health Concerns in the Watonga Area

	No.	%
Substance abuse	15	14.0%
Diabetes	14	13.1%
Mental health	14	13.1%
Heart disease	12	11.2%
Cancers	12	11.2%
Obesity	10	9.3%
Accessing specialty services	8	7.5%
Accessing primary care	7	6.5%
Teen pregnancy	5	4.7%
Dental	5	4.7%
Suicide	3	2.8%
Cancer screenings	1	0.9%
No response	1	0.9%
Total	107	100.0%

Survey respondents also had the opportunity to identify what additional health and wellness services they would like to see offered in their community. The most common response was don't know/no additional services (21.2%) followed by urgent care/after hours care (15.2%) and mental health/substance abuse (12.1%). Table 14 displays the full listing of responses.

Table 14. Additional Health and Wellness Services Respondents Would Like to See Offered in Watonga

Response Category	No.	%
Don't know/No additional services	7	21.2%
Urgent care/After hours care	5	15.2%
Mental health/Substance abuse	4	12.1%
Specialists in general (2), Endocrinologist (1)	3	9.1%
More doctors/Primary Care	2	6.1%
Routine mammograms for women 60 and over and high risk	1	3.0%
Influenza Vaccine given in public spaces	1	3.0%
Nutritionist	1	3.0%
Mercy pharmacy	1	3.0%
Wound care	1	3.0%
Nutrition education for adults and children	1	3.0%
Speech therapy for children	1	3.0%
Walking trail	1	3.0%
Cervical cancer screenings	1	3.0%
Dialysis	1	3.0%
No response	2	6.1%
Total	33	100.0%

Primary Care Physician Demand Analysis

A demand analysis of primary care physicians was completed for the zip codes that comprise the Watonga primary and secondary medical services areas. This analysis examined average primary care physician visit rates by gender and by age groups. Once age- and gender-specific coefficients were applied, total primary care physician visit numbers were calculated by service area. Table 15 displays potential primary care physician rates by shares of service area. For example, if 90% of residents in the primary medical services area and 10% of residents in the secondary medical services area utilize services of primary care physicians in the Watonga medical services area, a total of 10,192 annual visits would occur. This would suggest that the Watonga medical services area would need 2.4 FTE primary care physicians to meet the needs of their existing population. Table 15 displays the estimated number of visits by share of medical services area.

Table 15. Primary Care Physician Office Visits Given Usage by Local Residents in the Watonga, Oklahoma Medical Service Area

		Usage by Residents of Primary Service Area						
		70%	75%	80%	85%	90%	95%	100%
Usage by Residents of Secondary Service Area	5%	6,910	7,273	7,635	7,998	8,361	8,724	9,087
	10%	8,741	9,104	9,467	9,830	10,192	10,555	10,918
	15%	10,573	10,936	11,298	11,661	12,024	12,387	12,749
	20%	12,404	12,767	13,130	13,493	13,855	14,218	14,581
	25%	14,236	14,599	14,961	15,324	15,687	16,050	16,412
	30%	16,067	16,430	16,793	17,156	17,518	17,881	18,244
	35%	17,899	18,262	18,624	18,987	19,350	19,713	20,075
	40%	19,730	20,093	20,456	20,818	21,181	21,544	21,907
	45%	21,562	21,924	22,287	22,650	23,013	23,375	23,738
	50%	23,393	23,756	24,119	24,481	24,844	25,207	25,570

If 90% primary medical service area and 10 to 15% secondary medical service area, then the usage would be: 10,192 to 12,024 total primary care physician office visits in the Watonga area for an estimated 2.4 to 2.9 Total Primary Care Physicians.

(Based on 83.7 average weekly primary care physician visits with a 50 week year)

Community Health Needs- Identification of Priorities

As mentioned previously, due to COVID-19, community meetings were not able to be held to present data and gather data in a town-hall style meeting. Instead Zoom meetings and individual interviews were held. A meeting of community stakeholders was held on October 28. A complete listing of individuals who participated is included in Appendix B.

During the community meeting process, participants were asked the following three questions:

- What are the top health needs of the patients/clients I serve?
- What are the top health needs of the greater community (outside of the hospital or clinic setting)?
- What am I most proud of in the Watonga community?

The concerns listed were:

- Mental health – via telemedicine
- Diabetes education programs (2)
- Diabetes and hypertension
- Youth fitness and activity (3)- indoor activities in the winter months (free activities that promote physical fitness)

- Dialysis- drive to Yukon or Clinton, Enid, El Reno for dialysis services- transportation burden- would like to have an estimate of the number of those with chronic kidney disease
- Mobile mammogram bus- OU does still come, but limited to 1/year- IHS comes 2/year for beneficiaries only- Patients do have to travel for mammography services (3)- in previous years has been struggle to utilize services- increased community input
- Increased telehealth services- how can we grow and keep viable moving forward
- Tricare beneficiary- has to go to Edmond for primary care
- Education's correlation to health- greater focus- support and increase higher education numbers
- Nutrition for seniors- Senior Center provides a meal daily and Wheatheart sends out 40 meals to those homebound
- Healthier food options for eating out- affordable groceries

Watonga does have many strengths. Some of the sources of pride noted by community members include:

- Offer services via telemedicine in community – helps to remain viable
- Community spirit- convenient location, proud of hospital, county health department, Indian Health Services, VA services, local veterinary service, good sanitation service
- Everyone knows each other with great community spirit
- Proud of hospital- incorporates spirit of community- tight community, rural not trying to replicate urban- successful health fairs and services not in competition with others- volunteerism in a rural area is vital to have health fairs, festivals, school events
- Very proud of schools- academics and extracurricular activities
- Senior exercise 3 times per week MWF
- Happy to have local hospital for care
- Great community support for scholarships

Mercy Hospital Watonga Administration utilized these responses to generate the list of priorities based on the frequencies of responses, potential impact the hospital can have on these items, and the opportunity to collaborate with existing organizations and providers in the community. The following items were identified as priorities:

- Mental health – via telemedicine
 - The hospital currently partners with Red Rock Mental and Behavioral Health Services. The hospital does screen each patient for depression and suicide. If there is a concern, a contact is then made with Red Rock for care. The hospital would like to further the partnership to provide greater services and awareness to the community.

- Diabetes and hypertension including education
 - The hospital currently has an outpatient program where patients can request a dietary consult.
 - The hospital also visits the senior citizens' center monthly to provide regular blood pressure and blood sugar checks.
 - Education is provided to patients in an inpatient setting to manage their conditions, care and diet upon discharge.
 - The hospital plans to add outpatient dietary consultations and education for better management of diabetes and hypertension.
 - The hospital is exploring opportunities to provide education in a safe setting to the greater community in the areas of diabetes, foot care, and hypertension.

Community Health Needs Assessment Marketing Plan

The hospital will make the Community Health Needs Assessment Summary available upon request at Mercy Hospital Watonga, and a copy will be available to be downloaded from the hospital's website (<https://www.mercy.net/practice/mercy-hospital-watonga/>). This document will also be available on the OSU Center for Rural Health blog site: (<http://osururalhealth.blogspot.com/p/chna.html>).

Appendix A- Hospital Services/Community Benefits



Organizational Structure

Hospital Divisions	Medical Staff	Other
Nursing Services Ancillary Services Administrative Support Services Business Services Mercy Shared Services	Medical Executive Committee (MEC) Clinical Safety and Quality Council Pharmacy and Therapeutics Infection Control	Foundation Auxiliary

Scope of Services

In accordance with Federal and State regulations, professional practice standards and codes, MHW provides the community with a range of health care services including but not limited to:

Clinical Care Services	Diagnostic / Treatment / Wellness Services
<ul style="list-style-type: none"> Acute and Swing Bed Inpatient Services Emergency Department 	<ul style="list-style-type: none"> Case Management and Discharge Planning Clinical Laboratory and Pathology Community Educational Programs Diagnostic Radiology (including CAT Scan, MRI, Ultrasound) Rehabilitation Services (Physical Therapy, Speech Therapy, and Occupational Therapy,) Inpatient pharmacy services Dietary Consult Specialist Referral

Community Involvement

Charitable care for Uninsured
Watonga Chamber of Commerce
Lions Club
Kiwanis
Oklahoma Blood Institute
Ministerial Alliance
Opportunities Inc .
Watonga Cheese Festival
Hospital Foundation Trail Ride
Local sports sponsorship

Appendix B Community Input Participants

Zoom Community Meeting Attendees

28-Oct-21

Name	Organization
Sandy Henderson	
Casandra Oakes	
Bobby Stitt	Mercy Hospital Watonga
Kenny Thompson	Mercy Hospital Watonga
Kelly Cronister	
Kason Oakes	Watonga Nazarene Church
Jerrica Chebahtah	Watonga Chamber of Commerce
Joel Bryan	
Teri Crawford	Blaine County HCE
Bonnie Franklin	Hospital Aux.
Barbara Meloth	Hospital Aux.
Bernice Haley	Hospital Aux.
Mary Brown	Hospital Aux.
Marie Waiteman	Hospital Aux.
Rose Farris	Hospital Aux.
Mary Mangold	Hospital Aux.
Esther Arnold	Hospital Aux.
Sandra Brown	Hospital Aux.
Elaine Greer	Blaine County HCE
Sandra Maddox	Blaine County HCE
Anida Woodruff	Hospital Aux.
Teresa Bryan	OHCE

Appendix C- Demographic and Economic Data

The Economic and Demographic Analysis of the Mercy Hospital Watonga Medical Service Area *As part of the Community Health Needs Assessment*

Economic Data

2019 Per Capita Income ¹	\$42,256 (31st highest in state)
Employment (August 2021, preliminary) ²	4,314 (3.7% from 2020)
Unemployment (August 2021, preliminary) ²	99 (-62.1% from 2020)
Unemployment rate (August 2021, preliminary) ²	2.2% (16th lowest in state)
2019 Poverty rate ³	14.9% (30th lowest in state)
2019 Child poverty rate ³	21.8% (39th lowest in state)
2019 Transfer Payments ¹	\$90,629,000 (22.7% of total personal income, 30th lowest in state)
2019 Medical Benefits as a share of Transfer Payments ¹	41.5% (40th lowest in state)

¹Bureau of Economic Analysis, Regional Data, 2021, ²Bureau of Labor Statistics 2019-2021, ³U.S. Census Bureau, Small Area Income and Poverty, 2021

Education Data

At Least High School Diploma ¹	82.7% (66th highest in state)
Some College ¹	46.8% (54th highest in state)
At Least Bachelor's Degree ¹	16.5% (51st highest in state)
2018-2019 Free and Reduced Lunch Eligible ²	65.2% (40th lowest in state)

¹U.S. Census Bureau, American Community Survey, 2015-2019, ²National Center for Education Statistics, 2018-2019.

Payer Source Data

2019 Uninsured Rate (under 65) ¹	18.1% (34th lowest in state)
2019 Uninsured Rate (under 19) ¹	11.1% (57th lowest in state)
2019 Medicare share of total population ²	21.6% (33rd lowest in state)
2019 Medicaid share of total population ³	28.0% (41st lowest in state)

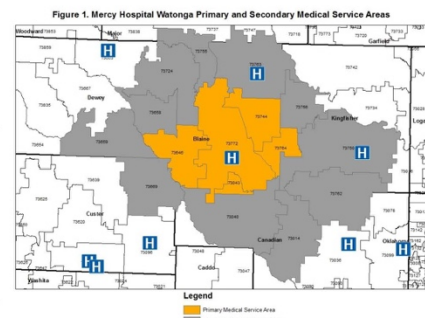
¹U.S. Census Bureau, Small Area Health Insurance Estimates, 2019, ²Centers for Medicare & Medicaid Services, Medicare Aged and Disabled by State and County, 2019

³Oklahoma Health Care Authority, Total Enrollment by County, 2019

Population (2015-2019)

Blaine County	9,556 (-20.0% from 2010)
Oklahoma	3,956,971 (5.5% from 2010)
Primary Medical Service Area	4,906 (-30.3% from 2010)
Secondary Medical Service Area	18,898 (0.8% from 2010)

U.S. Census Bureau, 2015-2019 American Community Survey 2010 Decennial Census



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Percent of Total Population by Age Group for Mercy Hospital Watonga Medical Service Areas, Blaine County and Oklahoma

Age Groups	Primary Medical Service Area	Secondary Medical Service Area	Blaine County	Oklahoma
15-19 ACS				
0-14	12.0%	22.2%	17.3%	20.1%
15-19	4.7%	6.1%	4.9%	6.9%
20-24	4.1%	5.6%	4.3%	6.8%
25-44	31.2%	22.2%	25.9%	26.2%
45-64	32.2%	26.3%	29.5%	23.9%
65+	<u>15.7%</u>	<u>17.6%</u>	<u>18.1%</u>	<u>16.1%</u>
Totals	100.0%	100.0%	100.0%	100.0%
Total Population	4,906	18,898	9,556	3,956,971

SOURCE: U.S. Census Bureau, Decennial Census data for 2010 and American Community Survey data for 2015-2019 (www.census.gov [June 2021]).

Percent of Total Population by Race and Ethnicity for Mercy Hospital Watonga Medical Service Areas, Blaine County and Oklahoma

Race/Ethnic Groups	Primary Medical Service Area	Secondary Medical Service Area	Blaine County	Oklahoma
15-19 ACS				
White	75.6%	86.9%	79.6%	72.4%
Black	7.4%	1.0%	4.2%	7.3%
Native American ¹	6.8%	4.4%	7.5%	8.0%
Other ²	5.1%	2.9%	3.1%	4.7%
Two or more Races ³	5.1%	4.8%	5.6%	7.6%
Hispanic Origin ⁴	<u>18.1%</u>	<u>8.1%</u>	<u>11.1%</u>	<u>11.1%</u>
Total Population	4,906	18,898	9,556	3,956,971

SOURCE: U.S. Census Bureau, Decennial Census data for 2010 and American Community Survey data for 2015-2019 (www.census.gov [June 2021]).

For additional information, please contact:
 Lara Brooks, Rural Health Analyst, lara.brooks@okstate.edu
 Corie Kaiser, Director, corie.kaiser@okstate.edu
 Oklahoma Office of Rural Health

This project is/was supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number U2WRH33319 and title: Medicare Rural Hospital Flexibility Grant Program for \$673,496, 0% financed with nongovernmental sources. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.



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Mercy Hospital Watonga Economic Impact



Healthcare, especially a hospital, plays a vital role in local economies.

Mercy Hospital Watonga **directly** employs **61** individuals with an annual payroll of over **\$4.7 million** including benefits

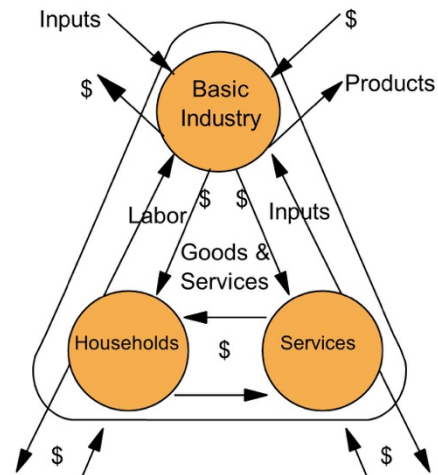
- These employees and income create an additional **17** jobs and over **\$809,000** in income as they interact with other sectors of the local economy
- **Total impacts= 78 jobs and over \$5.5 million**
- Other segments of the healthcare sector (Pharmacies, EMS, etc.) provide another **64 jobs** and an additional **\$4.2 million** in wages
- Their interactions and transactions within the local economy including the hospital's impact create:
 - **Total health sector impacts= 150 jobs and \$10.2 million**
 - Over **\$3.4 million** in retail sales generated from the presence of the health sector

Healthcare and Your Local Economy:

- Attracts retirees and families
- Appeals to businesses looking to establish and/or relocate
- High-quality healthcare services and infrastructure foster community development
- Positive impact on retail sales of local economy

Consider what could be lost without the hospital:

- Pharmacies
- Other Healthcare Providers and Services
- Physicians/Specialists
- Potential Retail Sales



Source: Doeksen, G.A., T. Johnson, and C. Willoughby. 1997. Measuring the Economic Importance of the Health Sector on a Local Economy: A Brief Literature Review and Procedures to Measure Local Impacts

For additional information, please contact:

Lara Brooks, Rural Health Analyst, lara.brooks@okstate.edu

Corie Kaiser, Director, corie.kaiser@okstate.edu

Oklahoma Office of Rural Health

Phone: 405.945.8609



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Multipliers were derived from IMPLAN 2019, sales tax data were derived from County FY2020 Oklahoma Tax Commission data, and 2019 personal income estimates from Bureau of Economic Analysis.

Appendix D- Blaine County Health Indicators and Outcomes

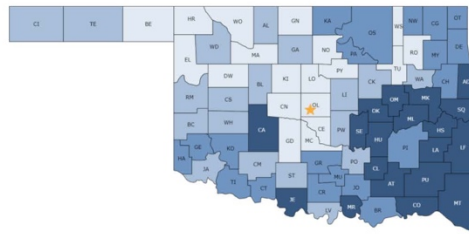
Health Indicators and Outcomes for Blaine County As part of the Community Health Needs Assessment

Table 1. Health Factors (Overall Rank 34)

Category (Rank)	Blaine County	Error Margin	Top U.S. Performers	Oklahoma
Health Behaviors (37)				
Adult Smoking	23%	21-26%	16%	20%
Adult Obesity	35%	28-44%	26%	35%
Food Environment Index	6.7		8.7	5.8
Physical Inactivity	31%	23-40%	19%	28%
Access to Exercise Opportunities	58%		91%	71%
Excessive Drinking	15%	14-15%	15%	15%
Alcohol-Impaired Driving Deaths	24%	14-35%	11%	27%
Sexually Transmitted Infections	326		161	559
Teen Births	46	37-56	12	33
Clinical Care (16)				
Uninsured	16%	14-18%	6%	17%
Primary Care Physicians	2,370:1		1,030:1	1,640:1
Dentists	1,570:1		1,210:1	1,610:1
Mental Health Providers	270:1		270:1	240:1
Preventable Hospital Stays	2,792		2,565	4,781
Mammography Screening	30%		51%	38%
Flu Vaccinations	46%		55%	49%
Social & Economic Factors (34)				
High School Graduation	83%	79-86%	94%	88%
Some College	42%	35-49%	73%	60%
Unemployment	2.0%		2.6%	3.3%
Children in Poverty	22%	13-30%	10%	20%
Income Inequality	4.2	3.4-4.9	3.7	4.6
Children in Single-Parent Household	30%	18-41%	14%	27%
Social Associations	21.1		18.2	11.5
Violent Crime Rate	133		63	428
Injury Deaths	152	119-192	59	94
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Long Commute- Driving Alone	25%	19-30%	16%	27%

Source: County Health Rankings & Roadmaps; University of Wisconsin Population Health Institute; Robert Wood Johnson Foundation



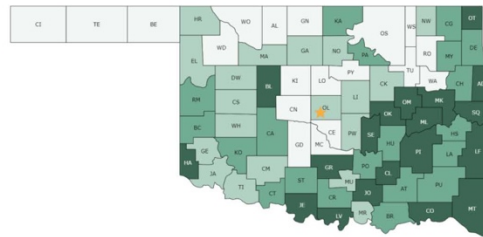


Health Factor Ranks 1 to 19 20 to 38 39 to 58 59 to 77

Table 2. Health Outcomes (Overall Rank 70)

Category (Rank)	Blaine County	Error Margin	Top U.S. Performers	Oklahoma
Length of Life (74)				
Premature Death	14,700	11,800-17,700	5,400	9,100
Quality of Life (28)				
Poor or Fair Health	23%	20-26%	14%	21%
Poor Physical Health Days	4.9	4.5-5.4	3.4	4.5
Poor Mental Health Days	5.1	4.8-5.5	3.8	4.8
Low Birth Weight	7%	6-9%	6%	8%

Source: County Health Rankings & Roadmaps; University of Wisconsin Population Health Institute; Robert Wood Johnson Foundation



Health Outcome Ranks 1 to 19 20 to 38 39 to 58 59 to 77

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This project is/was supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number U2WRH33319 and title: Medicare Rural Hospital Flexibility Grant Program for \$673,496, 0% financed with nongovernmental sources. This information or content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government



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Appendix E- Survey Form and Survey Results

Mercy Hospital Watonga Local Health Services Survey Please return completed survey by July 31, 2021



The zip code of my residence is: _____

What is your current age: _____

1. Has your household used the services of a hospital in the past 24 months?
 Yes (*Go to Q2*) No (*Skip to Q7*) Don't know (*Skip to Q7*)
2. At which hospital(s) were services received? (*please check/list all that apply*)
 Mercy Hospital Watonga (*Skip to Q4*) Other (*Please specify Hospital and City, then go to Q3*)

- If you responded in Q2 that your household received care at a hospital other than Mercy Hospital Watonga, why did you or your family member choose that hospital? (*Please answer then skip to Q6*)
3. Physician referral Quality of care/Lack of confidence
 Closer, more convenient location Availability of specialty care
 Insurance reasons Other (*Please list below*)

- If you responded in Q2 that your household received care at Mercy Hospital Watonga, what hospital service(s) were used?
4. Diagnostic imaging (X-ray, MRI, CT, Ultrasound) Hospital Inpatient
 Laboratory Skilled nursing (swing bed)
 Outpatient infusion/Shots Emergency room (ER)
 Physician services Surgical services
 Physical, speech, or occupational therapy Urgent care
 Other (*Please list below*)

5. How satisfied was your household with the services you received at Mercy Hospital Watonga?
 Satisfied Dissatisfied Don't know
6. Has your household been to a specialist in the past 24 months?
 Yes No (*Skip to Q10*) Don't know (*Skip to Q10*)

What type of specialist has your household been to in the past 24 months and in which city were they located?

7.

Type of Specialist	City

8. Did the specialist request further testing, laboratory work and/or x-rays?
 Yes No Don't know
9. If yes, in which city were the tests or laboratory work performed?

Continue on reverse side...

10. What kind of medical provider do you use for routine care *(Please select all that apply)* ?
- | | |
|-----------------------------------------------------|----------------------------------------------------------------------|
| <input type="checkbox"/> Primary Care physician | <input type="checkbox"/> Mid-Level Clinic (Nurse Practitioner or PA) |
| <input type="checkbox"/> Tribal Health Center | <input type="checkbox"/> Emergency Room/Hospital |
| <input type="checkbox"/> Income Based Health Center | <input type="checkbox"/> Specialist |
| <input type="checkbox"/> Urgent care/Walk in clinic | <input type="checkbox"/> Other <i>(Please list below)</i> |
| <input type="checkbox"/> Health Department | |
-

11. Has your household been to a primary care (family) doctor in the Watonga area?
- | | | |
|-------------------------------------------------|--------------------------------------------------|----------------------------------------------------------|
| <input type="checkbox"/> Yes <i>(Go to Q12)</i> | <input type="checkbox"/> No <i>(Skip to Q13)</i> | <input type="checkbox"/> Don't know <i>(Skip to Q13)</i> |
|-------------------------------------------------|--------------------------------------------------|----------------------------------------------------------|

12. How satisfied was your household with the quality of care received in the Watonga area?
- | | | |
|------------------------------------|---------------------------------------|-------------------------------------|
| <input type="checkbox"/> Satisfied | <input type="checkbox"/> Dissatisfied | <input type="checkbox"/> Don't know |
|------------------------------------|---------------------------------------|-------------------------------------|

13. Do you think there are enough primary care (family) doctors practicing in the Watonga area?
- | | | |
|------------------------------|-----------------------------|-------------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Don't know |
|------------------------------|-----------------------------|-------------------------------------|

- Are you able to get an appointment, within 48 hours, with your primary care (family) doctor when you need one?
- | | | |
|------------------------------|-----------------------------|-------------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Don't know |
|------------------------------|-----------------------------|-------------------------------------|

15. Have you used the services of a walk-in, urgent care or after hours clinic in the past 24 months?
- | | | |
|------------------------------|-----------------------------|-------------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Don't know |
|------------------------------|-----------------------------|-------------------------------------|

16. Would you utilize a walk in and/or after hours clinic if offered in Watonga?
- | | | |
|------------------------------|-----------------------------|-------------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Don't know |
|------------------------------|-----------------------------|-------------------------------------|

17. What concerns you most about health in the Watonga area *(Please select all that apply)* ?
- | | |
|-----------------------------------------|-------------------------------------------------------|
| <input type="checkbox"/> Heart disease | <input type="checkbox"/> Substance abuse |
| <input type="checkbox"/> Cancers | <input type="checkbox"/> Obesity |
| <input type="checkbox"/> Diabetes | <input type="checkbox"/> Accessing primary care |
| <input type="checkbox"/> Dental | <input type="checkbox"/> Accessing specialty services |
| <input type="checkbox"/> Teen Pregnancy | <input type="checkbox"/> Motor vehicle crashes |
| <input type="checkbox"/> Suicide | <input type="checkbox"/> Other |
| <input type="checkbox"/> Mental health | |
-

18. What additional health and wellness services would you like to see offered in the Watonga area?
-

- Has your household used telemedicine services, a visit either by telephone or video with your provider, in the past year?
- | | | |
|------------------------------|--------------------------------------------------|----------------------------------------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No <i>(Skip to Q21)</i> | <input type="checkbox"/> Don't know <i>(Skip to Q21)</i> |
|------------------------------|--------------------------------------------------|----------------------------------------------------------|

20. How satisfied was your household with the quality of care received via telemedicine?
- | | | |
|------------------------------------|---------------------------------------|-------------------------------------|
| <input type="checkbox"/> Satisfied | <input type="checkbox"/> Dissatisfied | <input type="checkbox"/> Don't know |
|------------------------------------|---------------------------------------|-------------------------------------|

21. How would you prefer to be notified of community events?
(Please select all that apply)
- | | | |
|------------------------------------|----------------------------------|---------------------------------------|
| <input type="checkbox"/> Newspaper | <input type="checkbox"/> Email | <input type="checkbox"/> Social Media |
| <input type="checkbox"/> Radio | <input type="checkbox"/> Website | |


Please mail completed survey to:
Mercy Hospital Watonga
 500 N Clarence Nash Blvd.
 Watonga, OK 73772

Or, return to hospital administration

Mercy Hospital Watonga Survey Results and Primary Care Physician Demand Analysis

Corie Kaiser, Director
Lara Brooks, Rural Health Analyst

Oklahoma Office of Rural Health



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Photo Courtesy of David Waters

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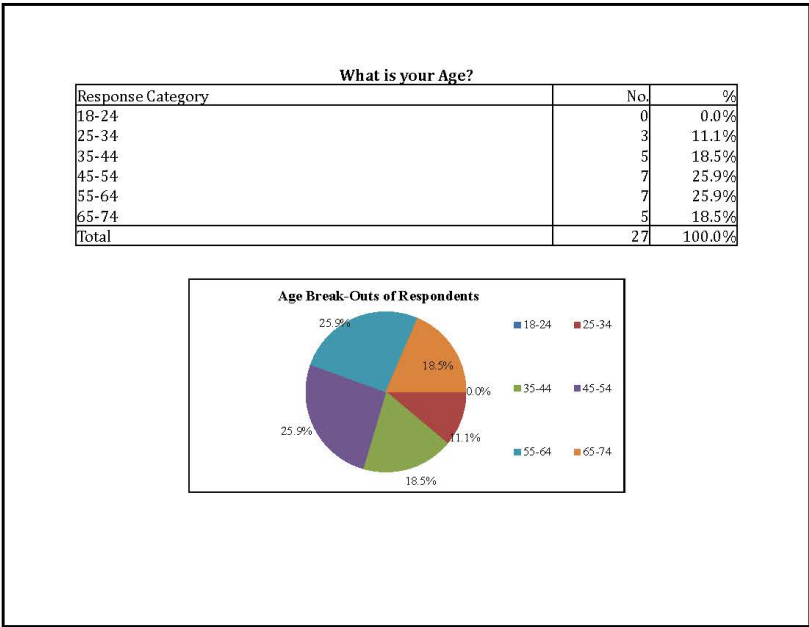
1

Zip Code of Residence		
Response Category	No.	%
73772- Watonga	17	63.0%
73724- Canton	3	11.1%
73763- Okeene	2	7.4%
73047- Hinton	1	3.7%
73632- Cordell	1	3.7%
73646- Fay	1	3.7%
74032- Dougherty	1	3.7%
74074- Stillwater	1	3.7%
Total	27	100.0%

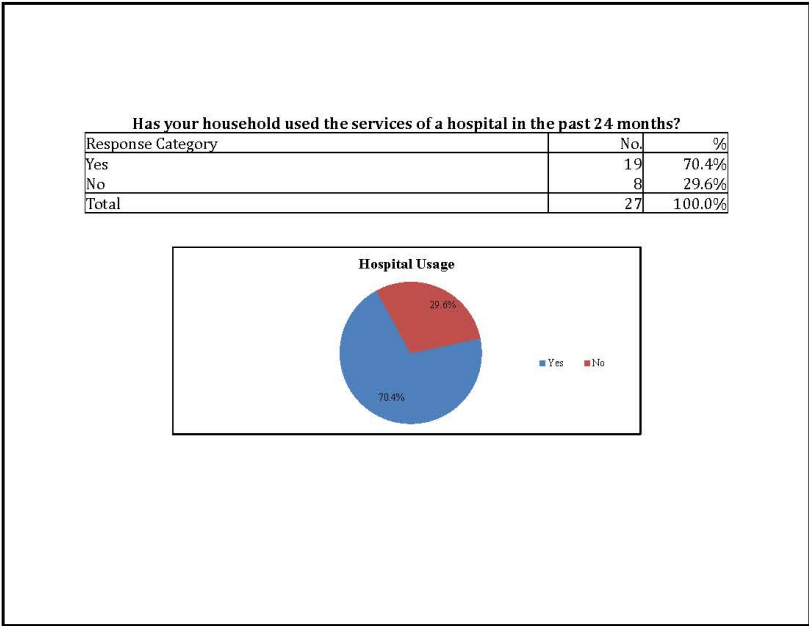
*282 Responses in 2018

** The 2018 survey was completed in collaboration with Blaine County Health Department and Okeene Municipal Hospital

2



3



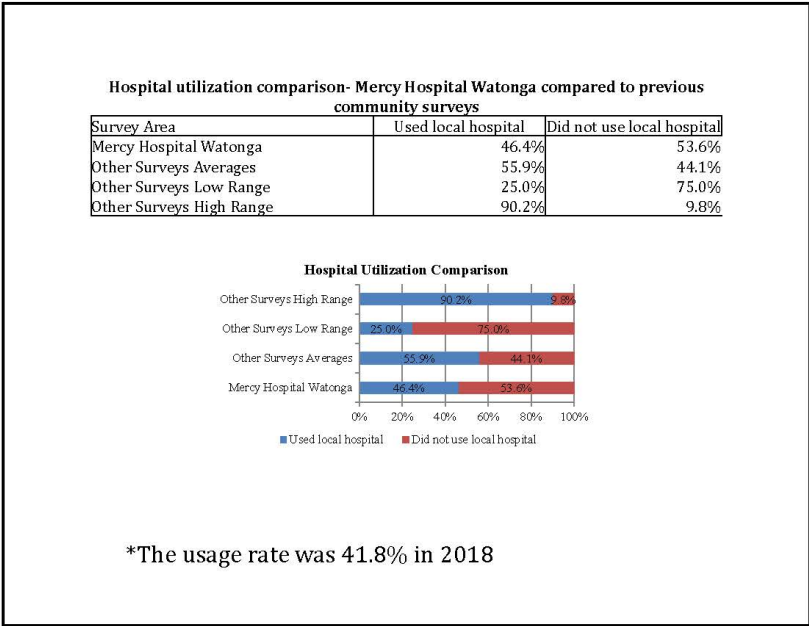
4

Where did you receive hospital services?

Response Category	No.	%
Mercy Hospital Watonga	13	46.4%
Mercy Hospital Oklahoma City	2	7.1%
Okeene Municipal Hospital, Okeene	2	7.1%
Oklahoma Heart Hospital, Oklahoma City	2	7.1%
Weatherford Regional Hospital, Weatherford	2	7.1%
The Children's Hospital at OU, Oklahoma City	2	7.1%
Integrus Baptist Medical Center, Oklahoma City	1	3.6%
Mercy Outpatient Surgery Center (I-35), Edmond	1	3.6%
Integrus Canadian Valley Hospital, Yukon	1	3.6%
Integrus Lakeside Women's Hospital, Oklahoma City	1	3.6%
Stillwater Medical Center, Stillwater	1	3.6%
Total*	28	100.0%

*Some respondents answered more than once. Average hospitals visited per respondent = 1.47

5



6

If you responded in question 2 that your household received care at a hospital other than Mercy Hospital Watonga, why did you or your family member choose that hospital?

Response Category	No.	%
Availability of specialty care (Including surgery, labor and delivery)	9	52.9%
Physician referral	4	23.5%
Closer, more convenient location	3	17.6%
Quality of care/Lack of confidence	1	5.9%
Total*	17	100.0%

*Some respondents selected more than one category.

7

What hospital services were used at Mercy Hospital Watonga?

Response Category	No.	%
Emergency room (ER)	14	35.9%
Diagnostic imaging (X-ray, CT, Ultrasound, MRI)	12	30.8%
Laboratory	7	17.9%
Physician services	3	7.7%
Outpatient services	2	5.1%
Hospital inpatient	1	2.6%
Total*	39	100.0%

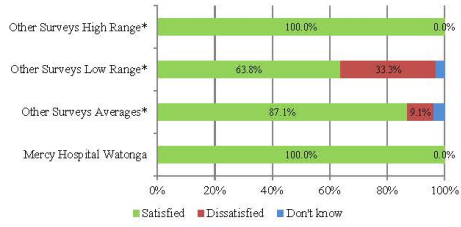
*Some respondents selected more than one category. Average number of services used per respondent = 3

8

How satisfied were you or someone in your household with the services you received at Mercy Hospital Watonga?

Survey Area	Satisfied	Dissatisfied	Don't know
Mercy Hospital Watonga	100.0%	0.0%	0.0%
Other Surveys Averages*	87.1%	9.1%	3.8%
Other Surveys Low Range*	63.8%	33.3%	2.9%
Other Surveys High Range*	100.0%	0.0%	0.0%

Satisfaction with Mercy Hospital Watonga



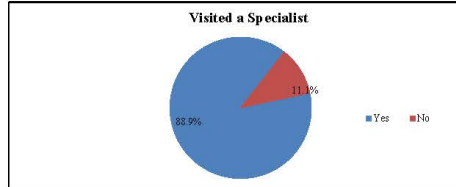
*Hospital satisfaction rate= 86.1% in 2018

9

Has your household been to a specialist in the past 24 months?

Response Category	No.	%
Yes	24	88.9%
No	3	11.1%
Total	27	100.0%

Visited a Specialist



10

What type of specialist has your household been to and in which city did you receive that care?

Type of Specialist	City	No.	%
Orthopedist/Ortho Surg.	Oklahoma City (3); No location (3); Enid (1)	7	17.9%
Endocrinologist	Oklahoma City (2); Edmond (1); No location (1)	4	10.3%
Cardiologist	Oklahoma City (2); No location (1)	3	7.7%
Dermatologist	No location (2); Oklahoma City (1)	3	7.7%
Pulmonologist	Enid (1); Oklahoma City (1); No location (1)	3	7.7%
OB/GYN	No location (2); Oklahoma City (1)	3	7.7%
Oncologist	Oklahoma City (1); Houston, TX (1); No location (1)	3	7.7%
Gastroenterologist	No location (2)	2	5.1%
Oral Surgeon	Enid (1); Oklahoma City (1)	2	5.1%
Adolescent Psychiatrist	Oklahoma City (1)	1	2.6%
Allergist	Oklahoma City (1)	1	2.6%
Behavioral Health/Neurofeedback	Oklahoma City (1)	1	2.6%
Dental	No location (1)	1	2.6%
Otolaryngologist	Oklahoma City (1)	1	2.6%
Pediatric Rheumatologist	Oklahoma City (1)	1	2.6%
Pediatric Allergist	Oklahoma City (1)	1	2.6%
Pediatric Gastroenterologist	Oklahoma City (1)	1	2.6%
Vein Specialist	Oklahoma City (1)	1	2.6%
Total*		39	100.0%

*Some respondents answered more than once. 24 respondents had seen a specialist. Those 24 respondents reported visiting an average of 1.63 specialists.

*Top 3 Specialists in 2018: Cardiologist (43); Orthopedist/Ortho Surg. (36); OB/GYN (28)

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Did the specialist request further testing, laboratory work and/or x-rays?

Response Category	No.	%
Yes	13	54.2%
No	10	41.7%
Don't know/No response	1	4.2%
Total	24	100.0%

If yes, in which city were the tests or laboratory work performed?

Response Category	No.	%
Oklahoma city	9	47.4%
Watonga	3	15.8%
Edmond	2	10.5%
Enid	1	5.3%
Clinton	1	5.3%
Weatherford	1	5.3%
Yukon	1	5.3%
Houston, TX	1	5.3%
Total*	19	100.0%

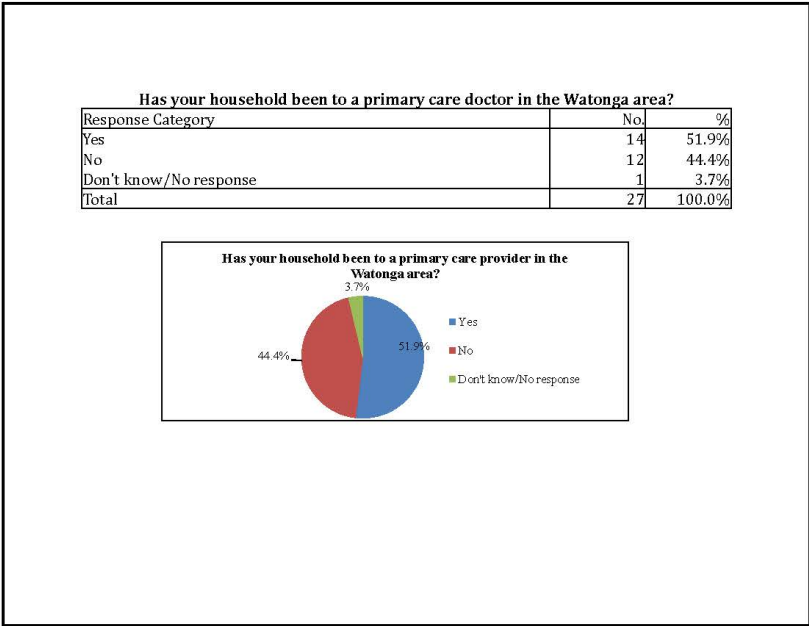
*Some respondents answered more than once. Average responses equal 1.46

12

What type of medical provider do you use for routine care?

Response Category	No.	%
Primary care physician	24	63.2%
Mid-level clinic (Nurse practitioner or PA)	4	10.5%
Specialist	4	10.5%
Health department	2	5.3%
Tribal health center	1	2.6%
Urgent care/Walk in clinic	1	2.6%
VA	1	2.6%
No response	1	2.6%
Total	38	100.0%

13



14

How satisfied were you or someone in your household with the quality of care received in the Watonga area?

Response Category	Satisfied	Dissatisfied	Don't know
Watonga Area	100.0%	0.0%	0.0%
Other Surveys Averages	91.5%	5.5%	3.0%
Other Surveys Low Range	80.0%	20.0%	0.6%
Other Surveys High Range	100.0%	0.0%	0.0%



*Primary Care satisfaction rate= 90.1% in 2018

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Do you think there are enough primary care (family) doctors practicing in the Watonga area?

Response Category	No.	%
Yes	4	14.8%
No	17	63.0%
Don't know/No response	6	22.2%
Total	27	100.0%

Are you able to get an appointment, within 48 hours, with your primary care doctor when you need one?

Response Category	No.	%
Yes	21	77.8%
No	3	11.1%
Don't know/No response	3	11.1%
Total	27	100.0%

16

Have you used the services of a walk-in, urgent care or after hours clinic in the past 24 months?

Response Category	No.	%
Yes	11	40.7%
No	15	55.6%
Don't know/No response	1	3.7%
Total	27	100.0%

Would you utilize a walk in and/or after hours clinic if offered in Watonga?

Response Category	No.	%
Yes	15	55.6%
No	2	7.4%
Don't know/No response	10	37.0%
Total	27	100.0%

17

What concerns you most about health in the Watonga area?

	No.	%
Substance abuse	15	14.0%
Diabetes	14	13.1%
Mental health	14	13.1%
Heart disease	12	11.2%
Cancers	12	11.2%
Obesity	10	9.3%
Accessing specialty services	8	7.5%
Accessing primary care	7	6.5%
Teen pregnancy	5	4.7%
Dental	5	4.7%
Suicide	3	2.8%
Cancer screenings	1	0.9%
No response	1	0.9%
Total	107	100.0%

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What additional health and wellness services would you like to see offered in the Watonga area?

Response Category	No.	%
Don't know/No additional services	7	21.2%
Urgent care/After hours care	5	15.2%
Mental health/Substance abuse	4	12.1%
Specialists in general (2), Endocrinologist (1)	3	9.1%
More doctors/Primary Care	2	6.1%
Routine mammograms for women 60 and over and high risk	1	3.0%
Influenza Vaccine given in public spaces	1	3.0%
Nutritionist	1	3.0%
Mercy pharmacy	1	3.0%
Wound care	1	3.0%
Nutrition education for adults and children	1	3.0%
Speech therapy for children	1	3.0%
Walking trail	1	3.0%
Cervical cancer screenings	1	3.0%
Dialysis	1	3.0%
No response	2	6.1%
Total	33	100.0%

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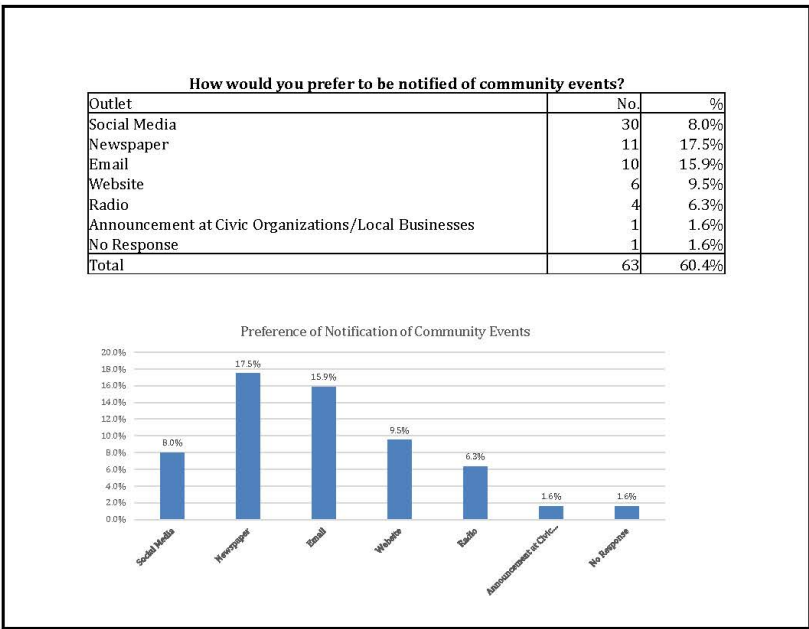
Has your household used telemedicine services, a visit either by telephone or video with your provider, in the past year?

Response Category	No.	%
Yes	12	44.4%
No	14	51.9%
Don't know/No response	1	3.7%
Total	27	100.0%

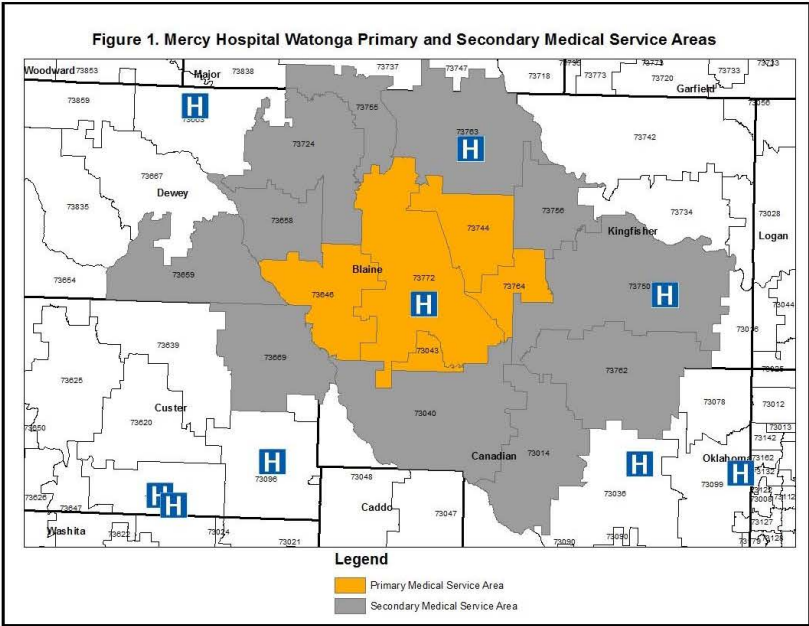
How satisfied was your household with the quality of care received via telemedicine?

Response Category	No.	%
Satisfied	11	91.7%
Dissatisfied	1	8.3%
Total	12	100.0%

20



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Table 1. Mercy Hospital Watonga Medical Service Areas

Zip Code	City	2015-2019 ACS Population
<i>Primary Medical Service Area</i>		
73043	Greenfield	181
73744	Hitchcock	161
73646	Fay	390
73764	Omega	196
73772	Watonga	3,978
Totals		<u>4,906</u>
<i>Secondary Medical Service Area</i>		
73014	Calumet	1,718
73724	Canton	1,125
73040	Geary	1,741
73750	Kingfisher	7,416
73755	Longdale	759
73756	Loyal	383
73658	Oakwood	217
73762	Okarche	2,114
73763	Okeene	1,624
73659	Putnam	184
73669	Thomas	1,617
Totals		<u>18,898</u>

SOURCE: Population data from the U.S. Bureau of Census, 2015-2019 American Community Survey

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Table 2a. Annual Primary Care Physician Office Visits Generated in the Watonga, Oklahoma, Medical Service Areas

PRIMARY MEDICAL SERVICE AREA							
Age	Male			Female			Total Visits
	15-19 Population	Visit Rate ⁽³⁾	Visits	15-19 Population	Visit Rate ⁽³⁾	Visits	
Under 15	288	2.7	778	303	2.5	758	1,535
15-24	242	1.1	266	190	1.9	361	627
25-44	1,098	1.3	1,427	435	2.8	1,218	2,645
45-64	929	2.6	2,415	649	3.4	2,207	4,622
65-74	220	4.6	1,012	187	4.7	879	1,891
75+	<u>161</u>	5.4	<u>869</u>	<u>204</u>	5.5	<u>1,122</u>	<u>1,991</u>
Total	2,938		6,768	1,968		6,544	13,312

Primary Medical Service Area - Local Primary Care Physician office visits per year: 7,255

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SECONDARY MEDICAL SERVICE AREA							
Age	Male			Female			Total Visits
	15-19 Population	Visit Rate ⁽³⁾	Visits	15-19 Population	Visit Rate ⁽³⁾	Visits	
Under 15	2,030	2.0	4,060	2,164	2.1	4,544	8,604
15-24	1,283	2.4	3,079	933	1.9	1,773	4,852
25-44	2,084	3.0	6,252	2,118	2.9	6,142	12,394
45-64	2,510	4.2	10,542	2,455	3.8	9,329	19,871
65-74	852	6.1	5,197	927	6.0	5,562	10,759
75+	568	7.4	4,203	974	6.7	6,526	10,729
Total	9,327		33,334	9,571		33,876	67,210

Secondary Medical Service Area - Local Primary Care Physician office visits per year:
36,629

Source: U. S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center of Health Statistics, "National Ambulatory Medical Care Survey: 2016 Summary.

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Table 3. Primary Care Physician Office Visits Given Usage by Local Residents in the Watonga, Oklahoma Medical Service Area

		Usage by Residents of Primary Service Area						
		70%	75%	80%	85%	90%	95%	100%
Usage by Residents of Secondary Service Area	5%	6,910	7,273	7,635	7,998	8,361	8,724	9,087
	10%	8,741	9,104	9,467	9,830	10,192	10,555	10,918
	15%	10,573	10,936	11,298	11,661	12,024	12,387	12,749
	20%	12,404	12,767	13,130	13,493	13,855	14,218	14,581
	25%	14,236	14,599	14,961	15,324	15,687	16,050	16,412
	30%	16,067	16,430	16,793	17,156	17,518	17,881	18,244
	35%	17,899	18,262	18,624	18,987	19,350	19,713	20,075
	40%	19,730	20,093	20,456	20,818	21,181	21,544	21,907
	45%	21,562	21,924	22,287	22,650	23,013	23,375	23,738
	50%	23,393	23,756	24,119	24,481	24,844	25,207	25,570

If 90% primary medical service area and 10 to 15% secondary medical service area, then the usage would be: 10,192 to 12,024 total primary care physician office visits in the Watonga area for an estimated 2.4 to 2.9 Total Primary Care Physicians.
 (Based on 83.7 average weekly primary care physician visits with a 50 week year)

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