



# FLORIDA HOSPITAL NORTH PINELLAS

## 2016 COMMUNITY HEALTH NEEDS ASSESSMENT



Community Benefit Managers Name & Email: Chaplain Gregg Aguirre, [ebenezer.aguirre@ahss.org](mailto:ebenezer.aguirre@ahss.org) and

Jason Dunkel, [Jason.dunkel@ahss.org](mailto:Jason.dunkel@ahss.org)

Director of Community Development – West Florida Region: Mary Willis, [mary.willis2@ahss.org](mailto:mary.willis2@ahss.org)

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## 1. Executive Summary: The Community Health Needs Assessment Process

### Goals

Florida Hospital North Pinellas (FHNP) in Tarpon Springs, Florida conducted a Community Health Needs Assessment in 2016. The goals of the assessment were to:

- Engage public health and community stakeholders including Low-income, minority and other underserved populations
- Assess and understand the community's health issues and needs
- Understand the health behaviors, risk factors and social determinants that impact health
- Identify community resources and collaborate with community partners
- Publish this Community Health Needs Assessment
- Use Assessment findings to develop and implement a 2016-2019 Community Health Plan (implementation strategy) based on the Hospital's prioritized issues

### Methods for Engaging the Community in the Assessment

The 2016 Community Health Needs Assessment was built on input from people representing the broad community, as well as low-income, minority and medically underserved populations. This input was solicited throughout 2016, and was gathered and considered in multiple ways:

1. The Hospital formed a Community Health Needs Assessment Committee (CHNAC) that included representatives of the hospital and community with a special focus on underserved populations within the hospital community/service area. The Committee's role was to guide the Assessment process and select the priority issues for the hospital community. Those members of the Committee (see Section 5) who serve members of minority, low-income and medically underserved populations are indicated in the listing. Specific Committee functions include:
  - a. Review of all primary and secondary data
  - b. Prioritization of key issues identified in the Assessment
  - c. Selection of Priority Issues to be addressed by the hospital
  - d. Assistance with the development of a Community Asset Inventory (see Section 8)
  - e. Participation in community stakeholder surveys
  - f. Development of the Community Health Plan (implementation strategies) to address the Priority Issues identified in the Assessment
2. Community Member and Stakeholder Surveys
3. Public Health input and expertise
  - a. Membership on the Community Health Needs Assessment Committee
  - b. Reliance on Public Health input and expertise throughout the Assessment process
  - c. Use of Public Health Data

### Community Health Needs Assessment Committee (CHNAC)

In order to assure broad community input, Florida Hospital North Pinellas created a Community Health Needs Assessment Committee (CHNAC) to help guide the hospital through the Assessment process. The Community Health Needs Assessment Committee included representation not only from the hospital, public health and the broad community, but from Low-income, minority and other underserved populations. The Community Health Needs Assessment Committee met 4 times in 2016. They reviewed the primary and secondary data, helped define the Priority Issues to be addressed by the hospital, and helped develop the Community Health Plan (implementation strategies) to address the Priority Issues. *See Section 5 for a list of Community Health Needs Assessment Committee members.*

## Data

Florida Hospital collected both primary and secondary data. The primary data included stakeholder interviews and internal hospital utilization data (inpatient and emergency department). This utilization data showed the top reasons for visits to Florida Hospital North Pinellas in 2015.

Much of the secondary data report was compiled by Community Commons/chna.org. and Florida CHARTS. Overall, secondary data sources included publicly available data from state and nationally recognized data sources.

## Asset Inventory

The next step was a Community Asset Inventory. This Inventory was designed to help the Florida Hospital North Pinellas and the Community Health Needs Assessment Committee (1) understand existing community efforts to address these particular issues and (2) prevent duplication of efforts as appropriate.

## Selection Criteria

Using the data findings and the Community Asset Inventory, the Community Health Needs Assessment Committee narrowed the list of 8-12 issues to 5 Priority Health and Health Behavior/Risk Factor Issues (determinants of health).

Next, the Community Health Committee used a Decision Tree tool that uses clearly defined criteria to select the top Health and Health Behavior/Risk Factor Issues.

The Decision Tree criteria included:

- A. How **acute** is the need? (based on data and community concern)
- B. What is the **trend**? Is the need getting worse?
- C. Does the hospital **provide services** that relate to the priority?
- D. Is someone else – or multiple groups – in the community **already working** on this issue?
- E. If the hospital were to address this issue, are there opportunities to **work with community partners**?

## Priority Issues

The Priority Issues selected by the Community Health Needs Assessment Committee were:

1. Diabetes
2. Heart Disease
3. Asthma (with a focus on Tobacco cessation)
4. Access to Care/Preventable Hospital Events
5. Obesity

*See Section 14 for an explanation of the issues chosen and not chosen – and the reasons why or why not.*

## Approvals

The Community Health Needs Assessment findings and selected Priority Issues were approved by the Florida Hospital North Pinellas Hospital Board in Fall 2016. The final Needs Assessment was posted on the hospital's web site prior to December 31, 2016.

## **Next Steps**

Next, the Community Health Needs Assessment Committee will work with Florida Hospital North Pinellas to develop a measurable 2017-2019 Community Health Plan (implementation strategy) to address the priority issues. The Plan will be completed and posted on the hospital's web site prior to May 15, 2017.

## **2. Hospital Description**

Florida Hospital North Pinellas is part of Adventist Health System (AHS), which has 44 hospitals in 10 states. AHS is a national leader in quality, safety and patient satisfaction. Although separated in geography, our facilities are united by the common values of Christian mission, community wellness, quality and service excellence, high ethical standards, compassion and cultural diversity. Our facilities practice the tradition of whole-person care in all that we do.

Florida Hospital North Pinellas (FHNP) is a full-service, 168-bed facility located in beautiful Tarpon Springs, Florida. As a regional medical center, we offer a comprehensive list of services, testing and education opportunities focused on meeting the needs of the residents of the North Pinellas community. Florida Hospital North Pinellas has an 89-year tradition of care as a community-based, not-for-profit health care provider. With a medical staff of more than 430 physicians, including primary care and specialists, our physicians bring a tremendous resource of medical expertise to our hospital and the communities we serve.

Before joining Adventist Health System (AHS), the hospital was community owned and operated. Throughout the years, it has served as the regional medical center and was a leader in medical advancements and quality. Prior to AHS acquiring the facility, the physical plant was not invested in due to a lack of access to capital. Furthermore, the impact of changing reimbursement hit the hospital hard, and other competing hospitals began to erode its market share. The hospital also pulled back in community outreach and support. For over ten years, the hospital lost money and the balance sheet continued to soften. The reputation and image of the hospital suffered.

In 2000, the hospital joined a three-hospital system called University Community Hospital (UCH). Then, in 2010, UCH joined Adventist Health System. AHS has 44 hospitals nationwide along with 78,000 employees. The AHS merger brought a much-needed capital infusion of 45 million dollars, new services, vision, and focus. Since 2010, the financial position of the hospital has shown a dramatic increase and is now profitable. As a result, the hospital can invest in the physical plant and operations along with growth initiatives that will ensure the success of the hospital for the long-term. Currently, the hospital is investing over 30 million dollars in a new ER, both on-campus and off-campus.

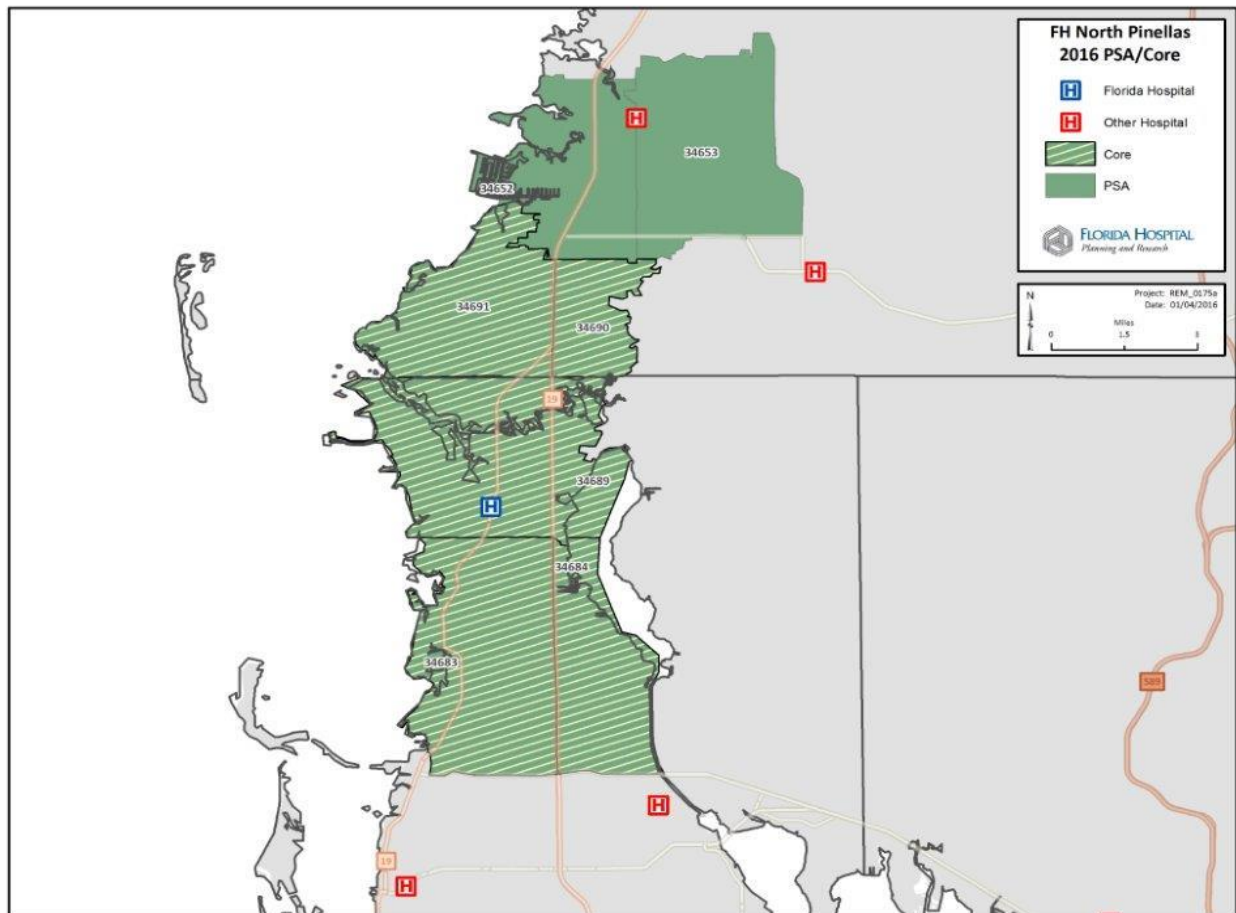
During the last three years, AHS has deployed over 45 million dollars to improve the quality, enhance the number of services, and strengthen the hospital. Without the vital infusion of capital and support of AHS, the hospital would likely have closed its doors and left a healthcare void in the community. As one of the area's largest employers, a safety net for healthcare for the residents of the area and a leader in health promotion and screening, Florida Hospital North Pinellas is vital to the physical, emotional, spiritual, and economic health of the community.

With 44 hospitals in 10 states, Adventist Health System cares for over four million patients each year.

### 3. Choosing the Community

Florida Hospital North Pinellas defined its “community” as its Primary Service Area (PSA) from which 75-80% of its patients come.

Florida Hospital North Pinellas PSA Zip Codes								
34652	34653	34655	34668	34683	34684	34688	34689	34690
34691	34698							



#### **4. Community Description & Demographics**

Florida Hospital North Pinellas is located in northern Pinellas County. Our core service area spans both northern Pinellas and Western Pasco counties. The counties have a total combined population in excess of 1.4 million residents. The largest population for our core zip code is that of Tarpon Springs with an estimated residence of 24,605.

Tarpon Springs and the surrounding communities see an influx of seasonal, mostly retired residents each year. Estimates put the seasonal influx equal 10-12% of core community residents each year. During November through April, we see the greatest demand for hospital services.

Tarpon Springs has been a large community consisting of people of Greek origin. Some put it as the largest population of people of Greek origin outside of Greece.

Florida Hospital North Pinellas resides in the northern part of Pinellas County but our core market area also spans to western Pasco County for the Holiday community. Florida Hospital North Pinellas' primary service area includes three distinct communities comprised of six zip codes. The three communities are Tarpon Springs: 34689 and 34688, Holiday: 34691 and 34690, and Palm Harbor: 34683 and 34684. The great majority of our admissions, Emergency Department visits, clinic visits, and screenings come from these zip codes, which have comprised the hospital's core service area for the past 75 years.

##### **Pinellas County**

Pinellas County is located on the west coast of Florida directly west of Hillsborough County and South of Pasco County. Its county seat is Clearwater, and its largest city is St. Petersburg.

Pinellas County is estimated to have had 949,827 residents.

82.91% of the Pinellas County population is White, 5.8% is Black, 9.1% is Hispanic, and 3.5% is Asian.

23.4% of residents are ages 65 or older, another 16.8% are under age 18. Overall, residents are 52.1% Female and 47.9% are Male.

89.4% of Pinellas residents have at least a high school diploma, but just 28.3% have a Bachelor's degree or higher. The median household income is \$45,574. 15.2% of residents of Pinellas County residents have incomes below the poverty.

##### **Pasco County**

Pasco County is located in west central Florida directly north of Hillsborough County (home of the city of Tampa). It is considered a rural county but has larger cities on its far left side. Dade City is the county seat. The largest city is New Port Richey on the west coast.

Pasco County is estimated to have 497,909 residents.

89.1% of the Pasco County population is White, 5.8% is Black, 14% is Hispanic, and 2.5% is Asian.

22.7% of residents are ages 65 or older, another 20.4% are under age 18. Overall, residents are 51.5% Female and 48.5% are male. Pasco County has large numbers of winter residents, "snowbirds."

87.5% of Pasco residents have at least a high school diploma, but just 21.1% have a Bachelor’s degree or higher. The median household income is \$44,518. 4.7% of residents of Pasco County residents have incomes below the poverty.

The source for the demographics of Pasco County is the US Census Quick Facts retrieved 6/29/16 from: <http://www.census.gov/quickfacts/table/PST045215/12101>.

**Provider Service Area (PSA)**

185,845 individuals live in the 89 square mile report area based on the U.S. Census Bureau American Community Survey 2009-2013 5 year estimates.

The Race and Ethnicity demographic breakdown is as follows. 92.52% are White, 2.77% are Black, 1.87% are Asian, 0.15% are Native American/Alaska Native, 0.07% are Native Hawaiian/Pacific Islander, 1.08% are Some Other Race, and 1.55% are Multiple Races. 7.47% of the PSA population is Hispanic.

24.51% of residents are ages 65 or older, another 18.2% are under age 18. Overall, residents are 47.8% female and 52.2% are male.

10.2% of PSA residents do not have a high school diploma or equivalent. 12.3% are living in households with income below the Federal Poverty Level.

**Hospital Patient Demographics for 2015**

Description	Statistics
Discharges	4,845
Avg. Patient Age	65
Medicare Patient	65.08% (including managed care)
Medicaid Patients	11.00% (including managed care)
Self-Pay Patients	7.72%
Race	92.3% Caucasian, 4.79% African American, 0.00% Multicultural, 0.29% Asian, and 2.62% Other
Gender Distribution	46.67% Male, and 53.33% Female
Avg. Length of Stay	4
Capacity	37.66%



## 5. Community Health Needs Assessment Committee (CHNAC)

A Community Health Needs Assessment Committee met regularly in 2016 to help Florida Hospital North Pinellas conduct a comprehensive assessment of the community. The Committee included representation from the broad community, public health, and low-income, minority and other underserved populations.

Name	Entity/Agency Represented	Title	The Stakeholder represents:			
			Minority	Low-income	Public Health	Other Medically Underserved
Kathy Adams	Shepherd's Center – free clinic for the underserved/homeless	Administration		x	x	x
Gregg Aguirre	FH North Pinellas	Chaplain	x			x
David Archie	Former Mayor, Tarpon Springs; CAP Center	Director	x	x		x
Peter Bath	Florida Hospital West Region	VP Mission and Ministry				x
Olivia Blaskvitch	FH North Pinellas	Registered Nurse Telemetry Unit				x
Uylee Choe	FL Dept. of Health Pinellas – public health services	Director	x	x	x	x
Ada Del-Torres	Shepherd's Center – free clinic for the underserved/homeless	Director		x	x	x
Jason Dunkel	FH North Pinellas	VP, Business Development				x
Tracy Evans	FH North Pinellas	Director, Healthy Living Center				x
Ron Haddad	Community Wellness Advocate	Community Partner			x	
Jocelyn Howard	FL Dept. of Health Pinellas – public health services	Community Health Improvement Plan Coordinator	x	x	x	x
Christine Longley	FH North Pinellas – community health programming	Director, Community Outreach	x	x	x	x
Laura Maiocco	Community Wellness Advocate & Marketing	FHNP Community Partner				x
Dr. Dipti Mehta	FH North Pinellas	Hospitalist		x		x
Darlene Parker	Shepherd's Center – free clinic for the underserved	Administration		x	x	x
Naomi Patterson	FH North Pinellas	Community Ambassador				x
Charles Samarkos	Foundation Board Member	Director; FHNP Community Partner				x
Tiffany Scurlock	FH North Pinellas	Registered Nurse-Emergency Department		x		x
Milton Smith	Mt. Herman Missionary Baptist Church – church serving a low-income, minority congregation	Retired EMS; Pastor	x	x		x
Curt Snare	St. Timothy's Lutheran Church – faith community	Pastor	x	x		x
Ray Ward	FH North Pinellas	Director, Cardiology				x
Mary Willis	Florida Hospital West Region	Director, Community Development				x

## 6. Public Health

Public Health was represented in the Community Health Needs Assessment process through participation of Jocelyn Howard who coordinates the Community Health Improvement Plan and local Public Health Accreditation efforts at the Florida Department of Health in Pinellas County. She returned to Pinellas after living in New York City, where she worked as a patient advocate at Memorial Sloan-Kettering Hospital and as a program coordinator for Health Leads, which trains college students to serve as resource connectors for patients in public hospitals. During this time, she also conducted and published research about dental care access for Low-income cancer patients. Jocelyn studied Medical Anthropology at Columbia University and has contributed to the Journal of Community Health, City Limits magazine, and the Tampa Bay Times.

## 7. Primary & Secondary Data Sources

### *Primary Data*

- a. Community Health Needs Assessment Committee
- b. Stakeholder Surveys/Interviews (*See Appendix A for a copy of the Survey and Appendix B for the Stakeholder Interview/Survey Log results*)
- c. Hospital Utilization Data (Top 10 Inpatient and Emergency Department diagnoses by payer)

### *Secondary Data*

- a. Cardiac Arrest Registry to Enhance Survival (CARES), 2011-2012
- b. Centers for Disease Control & Prevention (CDC), Behavioral Risk Factor Surveillance System (BRFSS)
- c. Centers for Disease Control & Prevention (CDC), National Center for Chronic Disease Prevention & Health Promotion, 2012
- d. Centers for Disease Control & Prevention (CDC), National Vital Statistics System
- e. Centers for Disease Control (CDC), Wide-Ranging Online Data for Epidemiologic Research, 2006-2010
- f. Dartmouth Atlas of Health Care, Clinical Practice, 2012
- g. Dartmouth College Institute for Health Policy
- h. Federal Bureau of Investigation (FBI), FBI Uniform Crime Reports with additional analysis by the National Archive of Criminal Justice Data
- i. Florida CHARTS – Pasco County and Pinellas County Health Status Reports, 2016
- j. Healthy People 2020
- k. National Institutes of Health (NIH); National Cancer Institute (NCI); Surveillance, Epidemiology and End Results Program; State Cancer Profiles; 2007-2011
- l. University of Wisconsin Population Health Institute, County Health Rankings, 2015
- m. US Census Bureau, American Community Survey (ACS), 2009-2013
- n. US Census Bureau, Small Area Health Insurance Estimates, 2013
- o. US Census Bureau, Quick Facts, 2015 estimates
- p. US Dept. of Agriculture (USDA), Economic Research Service, USDA Food Access Research Atlas, 2010
- q. US Dept. of Health & Human Services (HHS), Center for Medicare & Medicaid Services (CMS), Provider of Services File, Sept. 2015

- r. US Dept. of Health & Human Services (HHS), Health Indicators Warehouse
- s. US Dept. of Health & Human Services (HHS), Health Resources & Services Administration (HRSA), Area Health Resource File, 2013
- t. US Dept. of Labor (DOL), Bureau of Labor Statistics, Sept. 2015

## 8. Asset Inventory

The Asset Inventory includes the top health priorities for the Florida Hospital North Pinellas community, and shows the services related to these areas of concern both in the community and at Florida Hospital. An Asset Inventory can help prevent the duplication of services and was therefore important to the Community Health Needs Assessment Committee and Florida Hospital North Pinellas staff in determining the hospital’s top health priorities. (See Appendix A which includes the full Asset Inventory).

## 9. Data Summary & Priority Selection

The Community Health Needs Assessment Committee for Florida Hospital Tampa reviewed the data from each of the data primary and secondary sources described above. They aggregated those findings into a list (See Section 12) that reflected all data sources.

The Committee then looked at the acuity of each issue, determined who in the community was working on the issue, and discussed the “fit” with hospital services. Based on those criteria, they narrowed the list to the Florida Hospital North Pinellas’s community’s top needs. Those needs would be addressed in the Florida Hospital North Pinellas Community Health Plan (Implementation Strategies) also posted on this website.

## 10. Preliminary Data – High Level Findings regarding Top Health Issues

*Note: The health priorities for all sources are ranking in random, not priority, order.*

Health priorities determined by <b>Primary</b> Data from <b>Community Stakeholder Interviews/Surveys</b> (including the Community Health Needs Assessment Committee)			
1	HEART DISEASE	6	LACK OF EXERCISE
2	HIGH BLOOD PRESSURE/CHOLESTEROL	7	LACK OF INSURANCE/ACCESS TO CARE
3	DIABETES	8	LOW-INCOMEFAMILIES/POVERTY
4	OBESITY	9	UNEMPLOYMENT
5	POOR NUTRITION	10	LOW EDUCATION LEVELS

Health priorities determined by Primary Data from <b>Hospital</b> Utilization data (In-Patient (IP)) by top ten conditions by zip code)			
1	SEPTICEMIA	6	ACUTE RESP. FAILURE
2	PNEUMONIA, ORGANISM	7	CORONARY ATHRSCLEROTIC DISEASE
3	ACUTE KIDNEY FAILURE	8	ATRIAL FIB
4	CHRONIC BRONCHITIS	9	URINARY TRACT INFECTION
5	OBS CHRONIC BRONCHITIS	10	SUB ENDO INFARC.

Health priorities determined by <b>Primary</b> Data from <b>Hospital Utilization</b> data (Emergency Room (ER) top ten conditions by zip code)			
1	HEADACHE	6	CHEST PAIN NOS
2	URINARY TRACT INFECTION	7	SPRAIN OF NECK
3	ABDOMINAL PAIN UNSPECIFIED SITE	8	NAUSEA WITH VOMITING
4	ACUTE BRONCHITIS	9	OTITIS MEDIA NOS
5	ACUTE URI NOS	10	ACUTE PHARYNGITIS

Health priorities determined by <b>Primary</b> Data from <b>Hospital Utilization</b> data (IP by top ten conditions by zip code by Self-Pay/Medicaid payer source)			
1	SEPTICEMIA NOS	6	CELLULITIS OF LEG
2	PNEUMONIA ORGANISM NOS	7	CELLULITIS OF ARM
3	OBS CHR BRONC W (AC) EXAC	8	ACUTE RESPIRATORY FAILURE
4	DMI KETOAC D UNCONTROL	9	ACUTE PANCREATITIS
5	CHRONIC OBSTRUCTIVE PULMONARY DISEASE W(ACUTE) EXACERBATION	10	ACUTE KIDNEY FAILURE

Health priorities determined by <b>Primary</b> Data from <b>Hospital Utilization</b> data (ER by top ten conditions by zip code by Self-Pay/Medicaid payer source)			
1	URINARY TRACT INFECTION NOS	6	CHEST PAIN
2	SPRAIN OF NECK	7	ACUTE URI NOS
3	OTITIS MEDIA NOS	8	ACUTE PHARYNGITIS
4	NAUSEA WITH VOMITING	9	ACUTE BRONCHITIS
5	HEADACHE	10	ABDOMINAL PAIN UNSPF SITE

Health priorities determined by <b>Secondary</b> Data from the <b>Florida Hospital North Pinellas Secondary Data Report</b> . <i>See the FHNP Secondary Data Report published on the Florida Hospital North Pinellas website.</i>			
1	LOW-INCOME	15	HEART DISEASE PREVALENCE
2	USE OF PUBLIC TRANSPORTATION FOR COMMUTE TO WORK	16	HIGH CHOLESTEROL
3	BREAST CANCER SCREENING (MAMMOGRAM)	17	OVERWEIGHT (ADULT)
4	COLON CANCER SCREENING (SIGMOID/COLONOSCOPY)	18	POOR DENTAL HEALTH
5	ACCESS TO DENTISTS	19	SUICIDE
6	PREVENTABLE HOSPITAL EVENTS	20	ACCIDENT MORTALITY
7	HEAVY ALCOHOL CONSUMPTION	21	ASTHMA PREVALENCE
8	TABACO USAGE-CURRENT SMOKERS	22	CANCER MORTALITY
9	PHYSICAL INACTIVITY-ADULT	23	DEPRESSION-MEDICARE POPULATION
10	BREAST CANCER INCIDENCE	24	DIABETES PREVALENCE
11	HEART DISEASE MORTALITY (ALL)	25	LUNG DISEASE MORTALITY
12	HIGH BLOOD PRESSURE PREVALENCE	26	OBESITY (ADULT)
13	LUNG CANCER INCIDENCE	27	POOR/FAIR GENERAL HEALTH
14	LACK OF PRENATAL CARE	28	PREMATURE DEATH

Health priorities determined by <b>Secondary</b> Data collected from the most recent <b>Florida CHARTS</b> Pasco County Health Status Summary.			
1	ADULTS WHO ARE CURRENT SMOKERS	6	REPORTABLE AND INFECTIOUS DISEASES
2	HIGH BLOOD PRESSURE - ADULTS	7	ADULTS WHO ARE OVERWEIGHT
3	LUNG CANCER (AGE-ADJUSTED DEATH RATE)	8	ADULTS WHO ARE OBESE
4	CERVICAL CANCER SCREENING - ADULTS	9	ACCESS TO DENTISTS
5	ASTHMA (AGE-ADJUSTED HOSPITALIZATION RATE)	10	HEART DISEASE & STROKE

Health priorities determined by <b>Secondary</b> Data collected from the most recent Florida <b>CHARTS</b> Pinellas County Health Status Summary			
1	ADULTS WHO ARE OVERWEIGHT	6	CERVICAL CANCER AGE ADJUSTED DEATH RATE
2	HEART DISEASE AGE-ADJUSTED DEATH RATE	7	ASTHMA AGE ADJUSTED HOSPITALIZATION RATE
3	ADULTS WHO HAVE EVER BEEN TOLD THEY HAD HYPERTENSION	8	REPORTABLE AND INFECTIOUS DISEASES
4	ADULTS WHO HAVE EVER BEEN TOLD THEY HAVE HIGH CHOLESTEROL	9	CHILD IMMUNIZATIONS
5	WOMEN AGED 40-74 YEARS WHO RECEIVED A MAMMOGRAM IN THE PAST YR.	10	DOMESTIC VIOLENCE

### 11. Aggregated Service Area Priorities based on the Issues listed above

Florida Hospital North Pinellas staff aggregated the above priorities into the following list. The Community Health Needs Assessment Committee reviewed the list to determine its accuracy, and then prioritized Florida Hospital North Pinellas' top community priorities.

	Priority Issue	Ethnic Group	Age Group	Specific Geographic Area
1	Heart Disease	Added focus on African Americans	Adults	FHNP PSA
2	High Blood Pressure/ Cholesterol	All	Adults	FHNP PSA
3	Respiratory Disease - Asthma	All	Adults and Children	FHNP PSA
4	Access to Care/Insurance	All	All	FHNP PSA
5	Low Income/Poverty	All	All	FHNP PSA
6	Preventable Hospital Events	All	Adults	FHNP PSA
7	Diabetes	All	All	FHNP PSA
8	Obesity	All	All	FHNP PSA
9	Lack of Exercise	All	All	FHNP PSA
10	Cancer Incidents/Screenings	All	Adults	FHNP PSA

### 12. Priority Selection

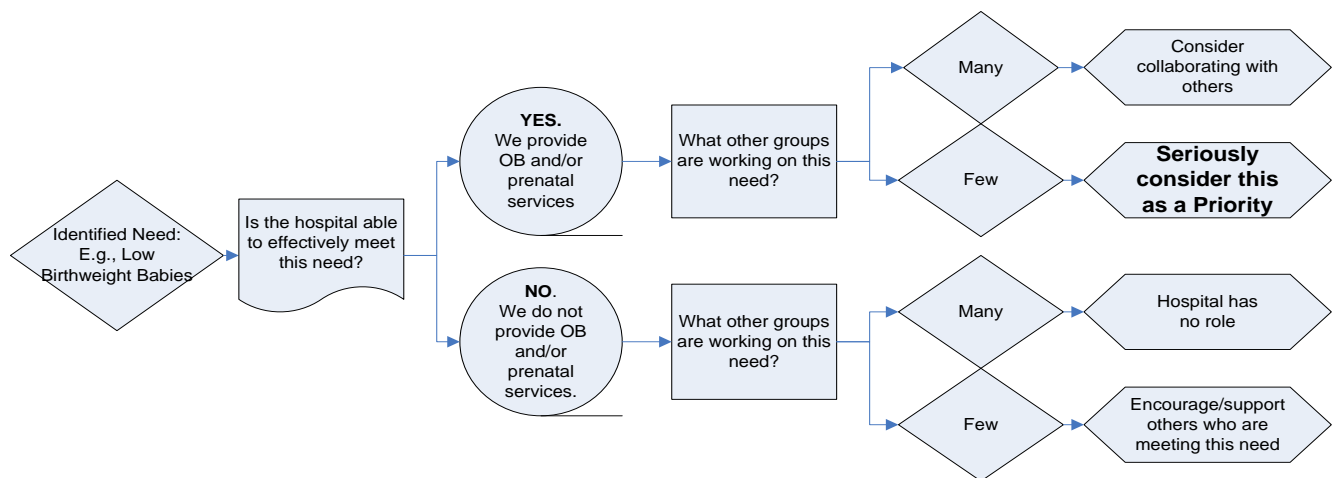
As noted in the DATA SUMMARY section above, the primary and secondary data, along with the ASSET INVENTORY, were used to narrow down the top areas of significant community health need for Florida Hospital North Pinellas. This discussion and decisions took place at the Florida Hospital North Pinellas Community Health Needs Assessment Committee in July, 2016.

The Committee used a “decision tree” format to prioritize the top needs down that Florida Hospital North Pinellas will address in its Community Health Plan.

### 13. Decision Tree

The Community Health Needs Assessment Committee used the decision tree to narrow down the aggregated priorities (above) into three priority areas. The decision tree Criteria for inclusion included:

1. How acute is the identified issue in the region?
2. How acute is the identified issue in the primary service area, the immediate area around Florida Hospital North Pinellas and the over-65 population?
3. Are other community resources/organizations already addressing the need? (*See Section 8 Asset Inventory*)
4. Can Florida Hospital North Pinellas effectively influence the issue?
  - a. Does Florida Hospital North Pinellas offer related services?
  - b. Does Florida Hospital North Pinellas have the ability to influence the issue through the implementation/expansion of programs, services, and other actions?



### 14. Key Issues to be Addressed

The following health priority areas were chosen by the Community Health Needs Assessment Committee as a focus for the 2017-2019 Community Health Plan. The Committee believes an impact can be made by collaborating with community resources, increasing existing hospital resources, and to provide new community programs.

#### a. Diabetes

In the Florida Hospital North Pinellas Primary Service Area, 8.9% of adults aged 20 and older have been diagnosed by a physician as diabetic. 9.4 % in Pasco County, 8.4% in Pinellas County, and the state average is 8.89%. Diabetes is a prevalent health problem in the USA and may indicate an unhealthy lifestyle and puts individuals at risk for further health issues. While there are resources in the community and at the hospital, this Community Health Needs Assessment Committee believes there is an opportunity to impact this prevalence in the community.

**b. Heart Disease (High Blood Pressure and Cholesterol)**

The death rate due to coronary heart disease per 100,000 population is 160.66. Pasco County has a rate of 163.5, Pinellas county at 157.1, and the state rate is 156.1. This indicator is relevant because heart disease is a leading cause of death in the United States. 7.5% of adults aged 18 and older have been diagnosed by a physician with coronary heart disease or angina. Whereas the state average is only 5.6%. Heart disease is also related to high blood pressure, high cholesterol, and heart attacks. The PSA boasts of 29.11% of adults aged 18 and older that have been diagnosed by a physician with high blood pressure or hypertension. 29.2% in Pasco County, 29% in Pinellas County, and the state average is 28.3%. 47.59% of the PSA adult population have been diagnosed with High Cholesterol. 48.94% in Pasco County, 45.44 % in Pinellas County, and the state average is 41.90%. Of Florida Hospital North Pinellas' Self-Pay/Medicaid ED patients and for the general ED population, Chest Pain was one of the top 10 diagnoses in 2015. Sub Edno Infarction and Atrial Fibrillation were 2 of the top 10 in-patient diagnosis in 2015 for the total patient population. Therefore, with all the community and hospital resources, heart disease remains a key health problem in the community served.

**c. Respiratory Problems**

15.5% of the population in the Primary Service Area has been diagnosed with asthma. This indicator is relevant because asthma is a prevalent problem in the U.S. that is often exacerbated by poor environmental conditions. In 2015, at Florida Hospital North Pinellas, respiratory disease related diagnoses were 4 of the top 10 reasons for hospital in-patient admissions for Medicaid and Self-Pay patients.

**d. Access to Care (Preventable Hospital Events)**

In Pinellas county, 25.44% of adults aged 18-64 are uninsured. In Pasco County, the rate is 25%, and the state rate is 28.78%. This indicator is relevant because lack of insurance is a primary barrier to health care access including regular primary care, specialty care, and other health services that contributes to poor health status. 20.6% of adults aged 18 and older self-report that they do not have a personal doctor or health care provider. This is relevant because access to regular primary care is important to preventing major health issues and emergency department visits. Urinary Tract Infections, Upper Respiratory Infections, Acute Pharyngitis are three of the top 10 ED diagnosis for Medicaid – Self/Pay patients at Florida Hospital North Pinellas in 2015. These are preventable hospital visits that should be handled of a lower level of care.

**e. Obesity**

37.8% of adults in the PSA have a Body Mass Index (BMI) between 25.0 and 30 (overweight) and 27.7% of adults aged 20 and older self-report that they have a BMI greater than 30.0% (obese) in the PSA. Excess weight may indicate an unhealthy lifestyle and puts individuals at risk for further health issues.

**15. Issues that will Not Be Addressed** *(Statistics taken from the Florida Hospital North Pinellas Secondary Data Report published on the Florida Hospital North Pinellas website)*

**a. Low-income/Poverty**

In the PSA, 12.3% of the population are living in households with income below the Federal Poverty Level. Poverty is relevant because poverty creates barriers to access including health services, healthy food, and other necessities that contribute to a poor health status. However, this was not chosen as a top 5 priority because the hospital as an institution does not have the capability to affect the poverty level in the community.

**b. Cancer Incidents-Screenings**

Cancer Incidence or Screening	PSA Rate	Pasco County Rate	Pinellas County Rate	Florida State Rate
Mammograms for women enrolled in Medicare 2010-2012(age 67-69)	67.5%	68	66.8	67.7
Colon Cancer Screening (adults 50 and older that have not had a colonoscopy nor sigmoidoscopy)	60.6	58.9	62.6	61.5
Breast Cancer Incidence	117.14 (incidence rate per 100,000 Pop.)	115 (incidence rate per 100,000 Pop.)	119.6 (incidence rate per 100,000 Pop.)	114.6 (incidence rate per 100,000 Pop.)
Cancer Mortality	173 (Per 100,000 Pop.)	178 (Per 100,000 Pop.)	166.7 (Per 100,000 Pop.)	161.5 (Per 100,000 Pop.)
Lung Cancer Incidence	73.81 (Per 100,000 Pop.)	77.3 (Per 100,000 Pop.)	69.7 (Per 100,000 Pop.)	65.6 (Per 100,000 Pop.)

The Committee noted that the community and hospital had screening opportunities for Low-income individuals but the hospital does not employ oncologists for ongoing patient care once a patient receives a positive test result. Therefore, cancer incidence and screenings will not be a focus for the Community Health Plan.

**16. Next Steps**

After Identifying the top 5 health priority focus areas, the Committee will work in collaboration with Florida Hospital North Pinellas to develop a Community Health Plan that details programs and collaborations to address and impact these community health indicators. The plan will include metrics by which to measure impact.



## 17. Public Comments on 2013 Assessments

Florida Hospital North Pinellas did not receive any written comments from the public regarding the 2013 Community Health Needs Assessment or Community Health Plan (Implementation Strategies).

## 18. Review of the Strategies Undertaken in the 2013 Community Health Plan

The Hospital conducts an annual Evaluation of the progress made on its Community Health Plan (Implementation Strategies). The Evaluation is reported to the IRS in the hospital's Form 990. The following narrative is a copy of the 2015 Community Health Plan Evaluation as noted in Form 990, Schedule H, Part V, Section B, Line 11.

### **Priority: Heart Disease**

2013 Description of the Issue: Pinellas and Pasco Counties have twice the state and national levels for adults with high total blood cholesterol levels (240 mg or greater), and are 10% above state and national levels for adults with hypertension. These higher-than-average rates of heart disease lead to a higher incidence of cardiac-related ER visits, cardiac complications, and cardiac-related deaths.

2015 Update: In 2014, Florida Hospital North Pinellas established a Congestive Heart Failure (CHF) clinic for both insured and uninsured adults. Interventions included bedside visits/education by a nurse to all CHF patients, help with transitioning home, and use of the Stanford Chronic Disease Self-Management Program (CDMSP). The CDMSP is a train-the-trainer education program recognized by the CDC as effective in teaching self-management skills and reducing preventable hospitalizations and ED visits related to CHF. In 2015, the Hospital held four CDMSP classes (six weeks each) and hosted 26 CHF support group sessions. The Hospital saw a 7.95% decrease in CHF admissions from the prior year.

The CHF Clinic incorporates the eight principles of CREATION Health: choice, rest, environment, activity, trust, interpersonal relationships, outlook and nutrition.

### **Priority: Cancer Screening**

2013 Description of the Issue: Pinellas and Pasco Counties have much lower rates (than the state averages) of compliance with current cancer screening guidelines. Screening tests can help find cancer at an early stage, before symptoms appear. By the time symptoms appear, the cancer may have grown and spread. This can make the cancer harder to treat or cure. By increasing compliance with cancer screenings, we hope to reduce the stage at which cancer is detected, improve long-term survival, improve quality of life, and reduce the cost/burden of care for cancer in our community. The rate of skin cancer is higher in the North Pinellas community because it is a beach community.

2015 Update: The Operation Sunshine program screened 1,675 people for melanoma and other skin cancers; 610 were referred for further testing (the expected referral numbers was 445). Florida Hospital North Pinellas also provided PSA screenings for prostate cancer for 300 men (the goal was 100); 75 were referred for further testing.

### **Priority: Flu Shot Education**

2013 Description of the Issue: While there have been increases in the number of individuals who get the flu vaccine in Pinellas and Pasco County, the area still falls below state and national averages. There are also a higher number of hospitalizations and deaths related to influenza in our area. Senior Citizens and Blacks are nearly two times as likely in our area to die from complications of the flu.

2015 Update: Florida Hospital North Pinellas used community lectures and its Health Happening magazine to educate community residents on the importance of flu shots. The Health Happenings magazine reached 50,000 people of all incomes, ages and ethnicities. The Hospital also provided 830 flu shots.

### **Priority: Lack of Physical Exercise/Provision of Community Health Education**

2013 Description of the Issue: In both Pinellas and Pasco Counties, the lack of moderate-to-vigorous exercise 150 and 75 minutes per week is significantly less than that of the nation and far below the HP 2020 goal. The lack of physical exercise has been shown to have a high degree of correlation with the increase in other diseases such as diabetes, heart disease and some cancers. By elevating the issue of physical activity and increasing the number of active individuals in our area, we believe we can positively impact other disease categories.

2015 Update: Florida Hospital North Pinellas sponsored multiple exercise and walking events in 2015. Examples include the Beach to Bayou 5K Race, American Heart Association 5K Run, the Tarpon Springs Triathlon, and the American Cancer Society's Relay for Life. The Hospital also reached several hundred people at Healthy Happenings screenings and lectures. 100% of participants reported an increased understanding of healthy living principles.

### **Priorities Considered but Not Selected**

Lack of health insurance: The Community Health Needs Assessment Committee did not choose to address the lack of health insurance. The Committee believed that the Hospital was not equipped to address enrollment in the new federal health care exchanges. However, the University of South Florida received a large federal grant for Marketplace Navigators in the Pasco/Pinellas area. The Hospital enrolls eligible patients in Medicaid and has a strong partnership with the local Federal Qualified Health Center that sees uninsured patients on a sliding fee basis. In addition, the Florida Hospital North Pinellas area has large numbers of people 65+ who are enrolled in Medicare.

Mental Health: Florida Hospital North Pinellas does not offer mental health services. The Pinellas County Health and Human Services department links patients with the various not-for-profits, Veterans Administration and other mental health facilities in the county. The County also has a 2-1-1 crisis line.

## Appendix A

<b>2016 Asset Inventory Florida Hospital North Pinellas</b>		
<b>Top 8-12 Areas of Focus defined by Primary/Secondary Data</b>	<b>Current Community Programs</b>	<b>Current Hospital Programs</b>
Access to primary care/ underinsured	Clearwater Free Clinic - for residents, citizens without health insurance; Pinellas County Health Plan, Community Health Center of Pinellas - Sliding Fee Discount Program available; Premiere Health Centers (FQHC)	Discharged In-Patients are recommended for follow-up care to a PC.
Cancer	American Cancer Society	Fun in the Sun - A Win for Your Skin - Dr. Reintgen; Melanoma Monday Screenings (1 per year)
Cancer- Screenings	Pinellas County Health Program, Department of Health provides women of 50 with free cervical and breast health screenings; American Cancer Society	Operation Sunshine
Cancer - Lung	American Cancer Society	6 week- Chronic Pain Self-Management Workshop (Quarterly)
Cancer - Breast	American Cancer Society	Mammograms, Moms and Me ~ 4 Thursdays in October (Mammograms), Girl Talk Mammogram Appointments
Chronic Disease - diabetes	Pinellas County Health Program, Diabetes Prevention Program offered at the YMCA	6-week Diabetes Self-Management Workshop (Quarterly)
Chronic Disease - respiratory/asthma	Pinellas County Health Program; School System Educational Programs	6 week- Chronic Pain Self-Management Workshop (Quarterly)
Obesity	Community Health Centers of Pinellas, Inc.; WICK nutritional counseling at the Health Department for mothers. SNAP; Health Department Voucher program for fresh produce, Pinellas County Extension IFAS-Nutrition/Gardening program.	Life Changing Weight Loss - Dr. Kotak; How to Lose Weight Using Technology - Dr. Raxwal; Controlling Your Weight (2 parts) Dr. Dean Cosgrove
Health Literacy and Education	Bay Care Talks	Annual "Girl Talk"; Annual "Ask the Experts Dinner with the Docs"; Annual "Men's Only Morning"; Healthy Happenings Events - Variety of Educational programs for everyone

**2016 Asset Inventory  
Florida Hospital North Pinellas**

<b>Top 8-12 Areas of Focus defined by Primary/Secondary Data</b>	<b>Current Community Programs</b>	<b>Current Hospital Programs</b>
Heart Disease and Stroke	American Heart Disease; Community Health Centers of Pinellas, Inc.	Early Heart Attack Care (1-2 each quarter - Jennifer Segur, MSN, RN; Different Strokes in Different Folks- Dr. Pat Agdamag; Do You Have Leg, Thigh or Calf Pain? - Dr. Rias Ali; No More Pain From Varicose Veins! - Dr. Raxwal; Do You Want to Live to Be 100? - Dr. Norman Abbott; Cholesterol ~ How Low Can You Go? - Dr. Norman Abbott; Weekly class for discharged CHF patients - Tracy Evans, RN
Prenatal Care	Healthy Families; Community Health Centers of Pinellas, Inc. Premiere (FQHC)	Childbirth Super Prep Class - 2 x's per month
Smoking Cessation	Operation Par: Personal Enrichment Through Mental Health Services for addiction and mental health services for all ages, Tobacco Free Florida	I Quit with AHEC! Preventative Smoking Cessation Class (Gulfcoast North AHEC and the Florida Dept. of Health - 1 each month)
Immunizations	Community Health Centers of Pinellas, Inc.; Minute Clinics; School System	Flu, Shingle - FHNP Employee Health; Flu lectures - Tory Flood, RN
Aging Population Services	Hospice; nursing homes; Area Agency on Aging; CARES; SHINE program linking seniors to insurance plans appropriate for their medications and health care needs	Healthy Happenings Lectures & Healthy Happenings Publications
Alcohol Cessation	Rehab. Centers; Operation Par	Family Caregiver Support Group Meetings
Lack of Physical Exercise	YMCA; Local Rec. Center; School Sports; SNAP Fitness by the Health Department; Health Department partners with community organizations to improve signage for bicycle/walking trails	Participation with Tampa Bay Buccaneers; Getting Fit & Staying Fit Classes (Anytime Fitness), Annual Mayor's Challenge (5K run/walk)
Low-income/Poverty	Department of Health Social Services; Pinellas County Adult Emergency Financial Assistance Programs; Food Banks; Clothes to Kids.org; Pinellas Opportunity Council Financial Assistance; Salvation Army Social Services; The Shepherd Center; Community Assistance Program Prescription Drug Discount Card	Hospital Social Workers assist patients with safe discharge plans

## Appendix B

Florida Hospital North Pinellas surveyed community stakeholders representing public health, minorities, and Low-income populations with the following questionnaire:

1. How would you rate the following?

	Excellent	Good	Fair	Poor	Very Poor
Overall community health status					
Your personal health status					
Community understanding of health risks					
Your own understanding of health risks					
Community quality of life					
Your own quality of life					

2. What do you see as the greatest **health problems/conditions** in our community? *(circle 3)*

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>Cancer</li> <li>Heart disease</li> <li>High blood pressure / cholesterol</li> <li>Respiratory disease – adults</li> <li>Asthma – children</li> <li>Diabetes</li> </ul> | <ul style="list-style-type: none"> <li>Mental Health disorders</li> <li>Immunizations – children</li> <li>Immunizations – adults</li> <li>Teen pregnancy rates / low birth-weight babies</li> <li>Other (describe)</li> </ul> |
|---|---|

3. Which health **behaviors/risk factors** are the most common in our community? *(circle 3)*

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>Obesity</li> <li>Lack of exercise</li> <li>Smoking</li> <li>Poor nutrition</li> <li>Seatbelt use</li> <li>Firearms in homes</li> </ul> | <ul style="list-style-type: none"> <li>Substance abuse – alcohol</li> <li>Substance abuse – drugs</li> <li>Lack of family / religious support systems</li> <li>Risky sexual behaviors</li> <li>Aging population</li> <li>Other (describe)</li> </ul> |
|---|--|

4. Which **community conditions** most impact the health of people in our community? *(circle 3)*

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>Unemployment</li> <li>Low-income families / poverty</li> <li>Crime / violence</li> <li>Homelessness</li> <li>Low education levels/literacy</li> <li>Inadequate transportation</li> </ul> | <ul style="list-style-type: none"> <li>Lack of grocery stores / access to healthy food</li> <li>Lack of health insurance / affordable care</li> <li>Access to dental care</li> <li>Air &amp; water quality</li> <li>Other (describe)</li> </ul> |
|---|---|

5. Who in our community promotes good health?

6. What are one or two things that they do that are effective?

7. If you were in charge of promoting good health, what would you do first?

8. Who else should we talk to?

## Appendix C

### Primary Data Collection 2016 Stakeholder Interview Log

*Surveys taken anonymously in June 2016 from the Florida Hospital North Pinellas CHNA committee members representing minority, low-income, and public health entities.*

Top 3 Health Conditions	Top 3 Health Behaviors	Top 3 Community Conditions
Heart Disease, HBP, Diabetes	Lack of Exercise, Poor Nutrition, Aging Population	Low Education Levels/ Literacy, Lack of Insurance/Affordable Care, Over-abundance of unhealthy restaurants
Heart Disease, HBP, Diabetes	Obesity, Poor nutrition, Aging Population	Low-income Families/Poverty, Inadequate Transportation, Lack of Health Insurance/Affordable Care
Cancer, Diabetes, Mental Health Disorders	Obesity, Lack of Exercise, Poor Nutrition	Low-income Families/Poverty, Homelessness, Access to Dental Care
Cancer, Diabetes, Mental Health Disorders	Obesity, Poor Nutrition, Substance Abuse Alcohol and Drugs	Unemployment, Low Education Levels, Literacy
HBP/Cholesterol, Diabetes, Drugs/Alcohol use	Obesity, Lack of Exercise, Poor Nutrition	Unemployment, Low-income Families/Poverty, Low Education Levels/Literacy
Heart Disease, Diabetes, Mental Health Disorders	Obesity, Lack of Exercise, Poor Nutrition	Unemployment, Low Education Levels/Literacy, Lack of Grocery Stores/Access to Healthy Food, Lack of Health Insurance/Affordable Care
Heart Disease, High blood Pressure/Cholesterol, Respiratory Disease, Diabetes	Obesity, Substance Abuse-Alcohol, Substance Abuse - drugs	Unemployment, Low-income Families/ Poverty, Lack of Health Insurance/Affordable Care
Heart Disease, High Blood Pressure/Cholesterol, Mental Health disorders	Obesity	Low-income Families
Heart Disease, High blood Pressure/Cholesterol, Diabetes	Smoking, Substance Abuse - Drugs, Aging population	Unemployment, Low-income Families/Poverty, Lack of Health Insurance/Affordable Care
Cancer, Heart Disease, Diabetes	Obesity, Lack of Exercise, Poor Nutrition	Low-income Families/Poverty, Homelessness, Inadequate Transportation.
Heart Disease, High Blood Pressure/Cholesterol, Mental Health disorders	Obesity, Poor Nutrition, Aging Population	Unemployment, Low-income Families/Poverty, Inadequate Transportation