



# Healthier Tomorrows

EXECUTIVE SUMMARY of the  
2019 COMMUNITY HEALTH NEEDS ASSESSMENT  
and 2020-2022 IMPLEMENTATION STRATEGY



## Overview of Hampshire Memorial Hospital and Valley Health

Valley Health began its journey to bring better quality health to local communities in 1994. When Winchester Medical Center and Warren Memorial Hospital collaborated, a vision to better serve the region was realized. That vision was to bring communities together with quality health care and to meet their unique needs by providing access to the latest advancements, technology, and developments in medical services. With hospitals and medical facilities in West Virginia and the Top of Virginia region, Valley Health is a community partner. Based in Winchester, Virginia, Valley Health is composed of six core hospitals: Hampshire Memorial Hospital, Page Memorial Hospital, Shenandoah Memorial Hospital, War Memorial Hospital, Warren Memorial Hospital and Winchester Medical Center. Valley Health brings together 604 licensed inpatient beds, 166 long-term care beds, 6,000 employees, and a medical staff exceeding 600 professionals.

Valley Health does much more than simply care for individuals within our hospitals. Valley Health contributes to health education, prevention, and accessible healthcare for those with limited resources. We inspire hope and promote health as the community's first – and best – choice for high quality, safe, and affordable care. Our focus always remains on patients first, rooted in our commitment to maintain compassion, integrity, collaboration, courage, innovation and excellence.

Hampshire Memorial Hospital was founded in 1957 after action was taken by the Hampshire County Court and the Hampshire County Commission. The hospital opening was truly a community affair, with the completely county coming together to raise money for the development fund. The hospital officially opened to the public on February 2, 1959. Over the years, the hospital's services were expanded and in 2008, it was the first West Virginia hospital to join Valley Health. On June 4, 2011, a newly constructed facility opened to the community.



## Our Mission, Vision, and Values



### Our Mission

Serving Our  
Community by  
Improving Health.



### Our Vision

Inspire hope and promote health as the  
community's first – and best – choice  
for high quality, safe and affordable care



### Our Values

Integrity  
Compassion  
Collaboration  
Courage  
Innovation  
Excellence  
Integrity

## 2018 Key Stats at a Glance: Hampshire Memorial Hospital



Emergency  
Room Visits  
**9,586**



Hospital Based  
Outpatient Encounters  
**32,264**



Total  
Discharges



Financial Assistance  
& Means-Tested  
Programs  
**\$2,360,146**



Total Outpatient  
Laboratory Tests  
& Imaging Exams  
**95,665**

# 2019 Community Health Needs Assessment Summary

## Introduction and Background

Every three years, Hampshire Memorial Hospital conducts a collaborative community health needs assessment (CHNA) to meet IRS regulatory requirements and to identify and prioritize the health needs of the residents, particularly those who experience health inequities.

This community health needs assessment (CHNA) was conducted by Hampshire Memorial Hospital (HMH or the hospital) to identify community health needs and to inform the subsequent development of an Implementation Strategy to address those needs. The hospital's assessment of community health needs also responds to regulatory requirements.

## Methodology Summary

Community health needs were identified by collecting and analyzing data and information from multiple sources. Statistics for numerous health status, health care access, and related indicators were analyzed, including comparisons to benchmarks where possible. The principal findings of recent health assessments conducted by other organizations were reviewed as well.

Input from 56 groups/individuals was received through key informant interviews. Interviews and community response sessions included (a) individuals with special knowledge of, or expertise in, public health, (b) representatives from local and state health agencies with current data and information about the health needs of the community, and (c) leaders representing medically underserved, low-income, minority populations, and populations with chronic diseases. Feedback from community response sessions helped validate findings and prioritize identified health needs.

A community health survey was administered between January 2, 2019 and March 31, 2019. The survey was translated into Spanish. A total of 2,429 completed surveys from across the region were received. Among those, 108 surveys were received from the Hispanic community. Valley Health applied a ranking methodology to prioritize the community health needs identified, incorporating both quantitative and qualitative data throughout. Scores for the severity and scope of identified health needs were assigned and calculated using weighted averages taking into account multiple data sources. Major themes discussed in the community response sessions were compared to the scored health issues to aid in identifying the prioritized list of health needs.

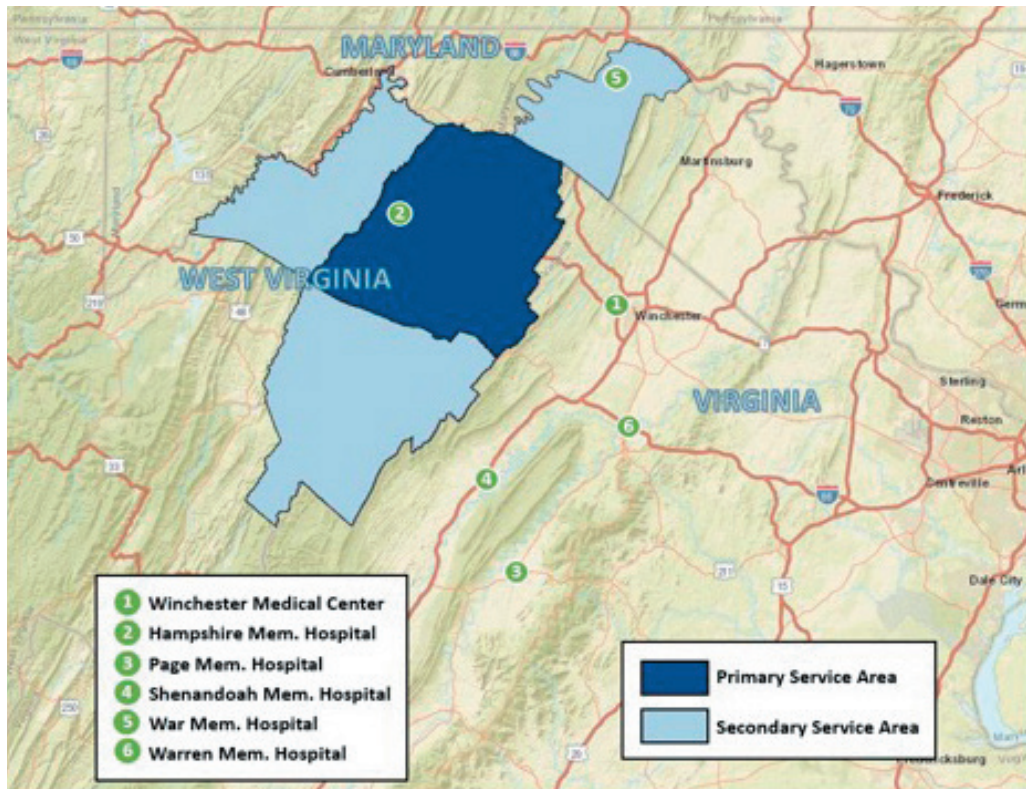
Community health needs were determined to be "significant" if they were identified as problematic in at least three of the four following data sources: (1) the most recently available secondary data regarding the community's health, (2) recent assessment develop by other organizations, (3) community input provided by the key informants who participated in the interview process, or (4) the community health survey.

No information gaps have affected the hospital's ability to reach reasonable conclusions regarding priority community health needs.



## Highlights of the Community Served

Hampshire Memorial Hospital is located in Romney, West Virginia. The hospital's primary service area includes Hampshire county, while Grant, Mineral, and Morgan counties comprise the hospital's secondary service area.



Source: ESRI 2019,  
Created by Planning  
and Business  
Development

In 2018, these communities included an estimated 87,050 persons. Hampshire, Hardy and Morgan counties are expected to grow as a whole by 2023 (approximately 3.07, 1.98 and 3.35 percent respectively), while Mineral County is projected to experience a population decline of .10 percent by 2023. Hampshire, Hardy and Mineral counties reported poverty rates lower than the West Virginia average. The poverty rates for Hampshire, Hardy and Mineral counties, and for West Virginia as a whole, were higher than the U.S. average, which was 14.6 percent. Hampshire County had the highest percent [35.7 percent] of households with incomes under \$25,000 in 2018. Of those in Hampshire County over 25 years old, 13.7 percent do not have a high school diploma.

## Summary of Findings

The CHNA identified and prioritized community health needs using the data sources, analytic methods, and prioritization process and criteria described in the Methodology section. These needs are listed below in priority order and described on the following pages, with examples of the data supporting the determination of each health need as a priority. Further detail regarding supporting data, including sources, can be found in the CHNA Data and Analysis section of this report.

### **Prioritized list of health needs identified by CHNA:**

1. Behavioral and Health Status Factors
2. Access to Primary, Preventative and Specialty Care
3. Social and Economic Factors
4. Mental Health and Substance Abuse

### **Health Need #1: Behavioral and Health Status Factors**

Physical Activity, Obesity, and Other Chronic Diseases



A lack of physical activity and poor nutrition are contributing factors to being overweight. Obesity can also lead to a wide range of health problems and chronic diseases among all age groups. This includes high cholesterol, hypertension, diabetes, heart disease, stroke, and some cancers. Nationally, the increase in both the prevalence of being overweight and obesity and associated chronic diseases is well-documented, and has negative consequences for individuals and society. Low-income and poverty often contribute to poor nutrition and to hunger.



## Health Need #2: Access to Primary, Preventive and Specialty Care

Primary, Specialty and Dental Care



Access to primary and preventive health care services through a doctor's office, clinic or other appropriate provider is an important element of a community's health care system, and is vital to the health of the community's residents. The ability to access care is influenced by many factors, including insurance coverage and the ability to afford services, the availability and location of health care providers, an understanding of where to find services when needed, and reliable personal or public transportation.

## Health Need #3: Social & Economic Factors

Poverty, Housing & Homelessness, Low Income Families



Income levels, employment and economic self-sufficiency correlate with the prevalence of a range of health problems and factors contributing to poor health. People with lower income or who are unemployed/underemployed are less likely to have health insurance or the ability to afford out of pocket health care expenses. Lower income is associated with increased difficulties securing reliable transportation, which impacts access to medical care, and the ability to purchase an adequate quantity of healthy food on a regular basis. For these and other reasons, the assessment identified financial hardship and basic needs insecurity as a priority health need in the community.



## Health Need #4: Mental Health and Substance Abuse

Smoking, Alcohol and Drug Abuse, and Mental Health Services



### Mental Health

Mental and behavioral health includes both mental health conditions (e.g., depression, bi-polar) and behavioral problems (e.g., bullying, suicidal behavior). Poor mental and behavioral health causes suffering for both those afflicted and the people around them. It can negatively impact the ability of children to learn in school, and the ability of adults to be productive in the workplace and to provide a stable and nurturing environment for their families. Poor mental or behavioral health frequently contributes to or exacerbates problems with physical health and illness.

### Substance Abuse

Substance abuse includes the use of illicit substances (e.g., cocaine, heroin, methamphetamine, and marijuana), misuse of legal over-the-counter and prescription medications, and abuse of alcohol. Substance abuse affects not only the individual substance user, but those around them; negatively impacting health, safety and risky behaviors, including violence and crime, adult productivity, student ability to learn, and families' ability to function. Tobacco smoking is well-documented to be a risk factor for various forms of cancer, heart disease and other ailments, and to pose health risks for those exposed to secondhand smoke.



## **2020-2022 Implementation Strategies:** **Significant Health Needs the Hospital Will Address**

The CHNA implementation strategy describes how Winchester Medical Center plans to address the significant community health needs identified in the 2019 Community Health Needs Assessment. To achieve maximum impact, WMC chooses to identify three health needs for its primary of focus and will support other agencies in taking a lead role in addressing the remaining health needs.

### **Prioritized Health Need #1: Behavioral and Health Status Factors**

Physical Activity, Obesity and Chronic Disease

The hospital intends to address physical activity, obesity and chronic disease by taking the following actions:

- The hospital will partner with Hampshire Wellness & Fitness, (an affiliate of Valley Health) to continue to provide the Next Steps medically integrated fitness program for individuals with chronic disease.
- Hampshire Wellness & Fitness will provide the Fit4Kidz program to area youth (ages 10 to 14).
- Scholarships will be provided to Hampshire Wellness & Fitness for those individuals who have been diagnosed with diabetes mellitus.
- The hospital will explore partnership opportunities with the local Parks & Recreation Department to highlight physical fitness opportunities available throughout the community.

### **Anticipated Impact and Plan to Evaluate:**

Through implementing the above strategies, Hampshire Memorial Hospital anticipates the following impacts:

- Increased knowledge of and participation in physical fitness activities, including those offered at both the Hampshire Wellness & Fitness and those sponsored by the local Parks and Recreation Department.
- Improvement for program participants in cardiovascular strength, flexibility and self-efficacy surrounding exercise habits.
- Increased knowledge contributing to improved health behaviors and better management of chronic conditions, like diabetes, preventing or delaying complications associated with those chronic conditions.
- Increased awareness of existing physical fitness opportunities throughout the service region.
- The hospital will monitor program performance annually, including the actions taken; the number of people reached, and program outcome data where available.

## Prioritized Health Need #2: Access to Primary, Preventive and Specialty Care

### Primary, Specialty, Dental Care and Home Health

The hospital intends to address access to primary, specialty and dental health care by taking the following actions:

- Hampshire Memorial Hospital will provide financial assistance through both free and discounted health care services, consistent with Valley Health's financial assistance policy.
- Hampshire Memorial Hospital will assist patients in determining eligibility for federal, state, or local entitlement programs and in enrolling in the appropriate programs, including actual completion of necessary paperwork on-line.
- Hampshire Memorial Hospital will complete a demonstration project to provide free transportation for patients of Hampshire Memorial Hospital and affiliated clinics several days each week for health care services.
- Hampshire Memorial Hospital will explore referral partnerships with area providers, including EA Hawse, to extend and enhance access to care, particularly mental health services and dental care.

#### **Anticipated Impact and Plan to Evaluate:**

Through implementing the above strategies, Hampshire Memorial Hospital anticipates the following impacts:

- Increased access to care through improved care coordination among, and referrals to, appropriate care providers, and the provision of financial assistance to eligible hospital patients.
- The availability of consistent and regular transportation options, which will mean increased access to and compliance with health-related appointments and a reduction in no show rates.
- Expanded partnerships with area providers will increase access to a variety of health care services.

## Prioritized Health Need #3: Mental Health and Substance Abuse

### Smoking, Alcohol, and Drug Abuse and Mental Health Services

The hospital intends to address access to primary, specialty and dental health care by taking the following actions:

- Utilize the Hampshire Memorial Hospital Respiratory Therapy department team to support anti-vaping education program within the schools.
- Support the Hampshire County Health Department's *Harm Reduction Program*, an evidenced based program that includes syringe exchange services and peer recovery coaching.
- Explore possible referral partnerships to expand access to mental health providers.
- Explore and support opportunities with school-based clinics that provide mental health services to high school and middle school students.
- Explore opportunities to offer telemental health services and consults hospital-wide.
- Support the *Peer Recovery Program*, a partnership with Hampshire County Pathways, which helps members of our community with a substance abuse disorder.



## Anticipated Impact and Plan to Evaluate:

Through implementing the above strategies, Hampshire Memorial Hospital anticipates the following impacts:

- Increased awareness of substance abuse and its prevention and treatment options among community residents and school-aged youth.
- Increase in treatment tools and resources available for individuals requiring mental health services.
- Individuals will be assisted in identifying barriers to recovery, be connected to resources and assisted in developing wellness recovery plans.

## Needs the Hospital Will Not Directly Address

No hospital can address all of the health needs present in its community. Hampshire Memorial Hospital is committed to serving the community by adhering to its mission, using its skills and capabilities, and remaining a strong organization so that it can continue to provide a range of important health care services and community benefits.

This implementation strategy does not include specific plans to address **Social & Economic Factors** (poverty, housing & homelessness, low income families), which were needs mentioned during the 2019 Community Health Needs Assessment.

As a Critical Access Hospital, Hampshire Memorial Hospital is not ideally suited to be the lead organization in addressing these needs. In these instances, the hospital does not have services or specific expertise in these areas and is directing its limited resources to other identified significant community health needs.

Nonetheless, while Hampshire Memorial Hospital does not intend to be the lead organization in all areas, we will continue to partner with agencies that are more closely aligned and suited to have an impact on these issues. Such organizations include, but are not limited to, the Hampshire, Hardy, Grant, and Mineral County Health Departments, Hampshire County Public Schools, and Hampshire County Pathways, Inc.

## Conclusion

Hampshire Memorial Hospital and the CHNA Steering Committee are proud of their collaborative relationship with local community organizations and are committed to “Serving our Community by Improving Health”. The 2019 CHNA report and implementation strategy will be made available to the broader community and are intended to be useful resources to both residents and health care providers.

The CHNA report and implementation strategy were adopted by the Valley Health Board of Trustees on December 10, 2019.

For more information or a copy of the complete Community Health Needs Assessment, please visit [www.valleyhealthlink.com/chnareports](http://www.valleyhealthlink.com/chnareports).





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