



North Canyon
MEDICAL CENTER



COMMUNITY HEALTH NEEDS ASSESSMENT

July 2022

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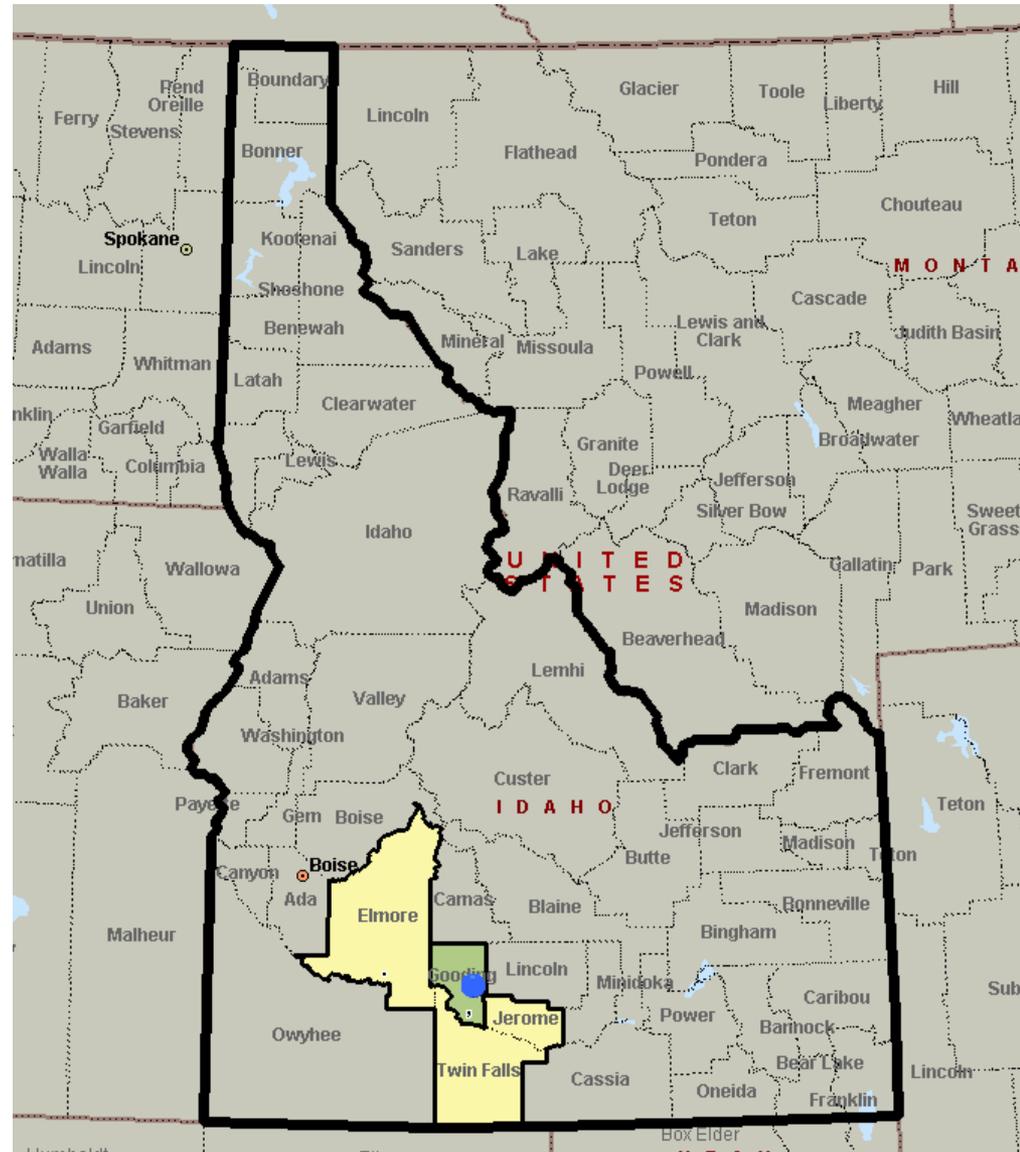


OVERVIEW

In the spring of 2022, North Canyon Medical Center conducted a Community Health Needs Assessment (CHNA) for the residents of Elmore, Gooding, Jerome, and Twin Falls Counties.

The CHNA was conducted with assistance from Eide Bailly LLP, an accounting and consulting firm specializing in financial, operational, and strategic consulting with healthcare organizations.

A CHNA is a tool used to help communities assess their strengths as well as their weaknesses when it comes to the health of the community. It is also the foundation for improving and promoting the health of the community. The process helps to identify factors that affect a population's health and determines the availability of resources within the community to adequately address these factors and any additional health needs.



OVERVIEW

The CHNA process fulfills the requirements set forth by Internal Revenue Code 501(r)(3), a statute established within the Patient Protection and Affordable Care Act, which requires not-for-profit hospitals to conduct a CHNA every three years. This report includes qualitative and quantitative information from local, state, and federal sources. In addition, input was received from persons that represented a broad range of interests in the community, persons with public health knowledge and expertise, and persons representing medically underserved and vulnerable populations.

Input received from the public on our 2019 CHNA would have been considered in the process, but no feedback was received. NCMC will create an implementation plan to clarify how it and other community resources will address the needs identified during the CHNA process.



ORGANIZATION OVERVIEW

North Canyon Medical Center features an 18-bed critical access hospital in Gooding along with clinic locations in Buhl, Jerome, Mountain Home and Twin Falls. We embrace patient-first values in serving our neighbors in the Magic Valley. We want to ensure that our patients can stay close to home without forfeiting the quality of medical care, so we are committed to providing levels of professionalism, advanced medical technology, and patient comfort that are without equal.

We are a small, rural medical center. The people we serve are our families, friends and neighbors. We want to ensure that our patients can stay close to home without sacrificing the quality of medical care. Our size should not limit their access to the finest health care available, and we are passionately committed to providing levels of professionalism, advanced medical technology, and patient comfort that are without equal.

Although we may be the closest medical center for those we serve, we make certain no one is sacrificing quality for the sake of convenience. Patients at North Canyon receive the medical care they need and deserve. In addition to our wide range of medical offerings, we have a relationship with the Mayo Clinic that allows us to take advantage of the talent, expertise and support of one of the world's finest medical resources.

We are in a constant state of improvement. We want the experience for everyone who interacts with North Canyon Medical Center to be positive. Whether they're patients, visitors, vendors, medical professionals, administrators, support staff, or volunteers, we strive to ensure they feel valued.

ORGANIZATION OVERVIEW

North Canyon Medical Center provides the following services:

- Addiction Medicine
- Behavioral Health
- Dermatology
- Diabetes & Nutrition
- Diagnostic Imaging
- Emergency Medicine
- Family Medicine
- Foot & Ankle
- General Surgery
- Hand & Wrist
- Laboratory
- Orthopedics
- Pain Management
- Pediatrics
- Quick Care
- Rehabilitation
- Respiratory Therapy
- Sleep Studies
- Urology

ORGANIZATION OVERVIEW

North Canyon Medical Center and its 300+ employees endeavor to perform with integrity, compassion, and fairness; continuing to earn the respect of the communities we serve, while nurturing our reputation as a cherished resource and source of pride for all.

Mission:

Powered by excellence, we are a growing medical organization that serves our communities.

Vision:

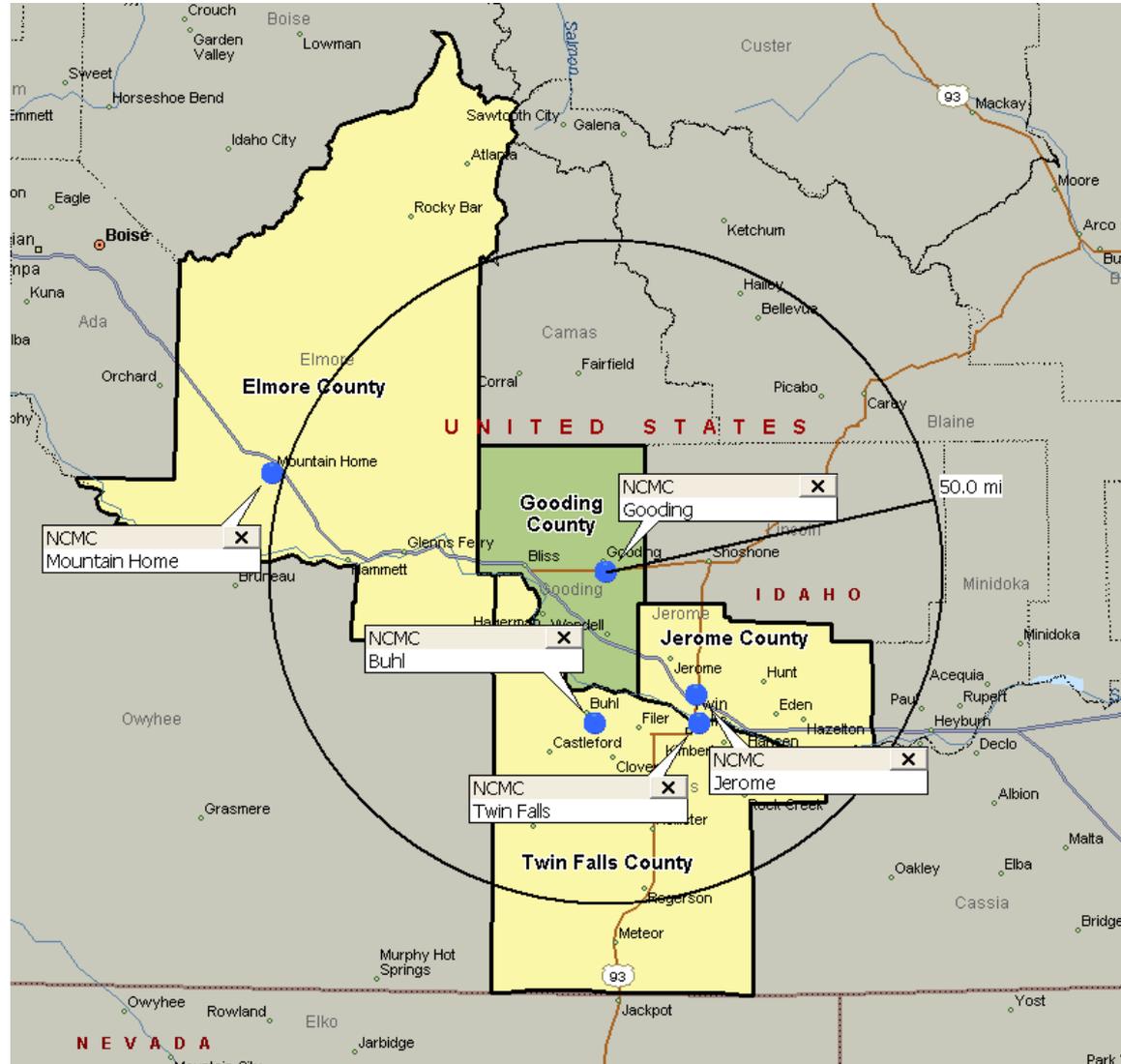
We aspire to be your first choice for healthcare through an expanded network of medical services of the highest quality.

COMMUNITY SERVED

For this needs assessment, “community” is defined as the residents of four Idaho counties, noted in green and yellow on the map. All residents of this region are considered members of the community, including low-income, medically underserved, and all races and ethnicities, regardless of ability to pay and/or whether they are eligible for financial assistance.

Gooding County (green) is the home of NCMC’s critical access hospital. The yellow regions are home to NCMC’s clinics (Mountain Home, Buhl, Twin Falls, and Jerome).

This four-county region was identified as the “community” due to the presence and locations of NCMC’s hospital and clinics as well as this being the region where most of NCMC’s patients reside.



COMMUNITY SERVED

Total Population	Est. 2017	Est. 2022	Proj. 2027	5yr change 2017 - 2022	5yr change 2022 - 2027
Gooding County	15,731	15,922	16,812	1.2%	5.6%
Jerome County	23,992	25,148	26,894	4.8%	6.9%
Twin Falls County	85,200	90,893	97,915	6.7%	7.7%
Elmore County	27,551	27,918	29,425	1.3%	5.4%
Four-County Total	152,475	159,881	171,046	4.9%	7.0%
Idaho	1,756,255	1,891,021	2,045,126	7.7%	8.1%
United States	323,640,489	334,279,739	344,999,336	3.3%	3.2%

65+ Population	Est. 2017	Est. 2022	Proj. 2027	5yr change 2017 - 2022	5yr change 2022 - 2027
Gooding County	2,716	2,993	3,422	10.2%	14.3%
Jerome County	3,096	3,517	4,098	13.6%	16.5%
Twin Falls County	13,084	14,782	17,039	13.0%	15.3%
Elmore County	3,536	4,121	4,728	16.6%	14.7%
Four-County Total	22,431	25,413	29,287	13.3%	15.2%
Idaho	270,600	324,837	386,654	20.0%	19.0%
United States	50,909,097	58,509,892	67,436,990	14.9%	15.3%

Source: EnviroNics Analytics

All counties in the community saw population growth from 2017 to 2022 with the strongest growth seen in Twin Falls County (6.7%). Looking ahead, all four counties are projected to have population growth from 2022 to 2027. The aggregate four-county region is projected to have 7.0% population growth. This is stronger growth than what is projected for the United States (3.2%) but not as strong as what is projected for the State of Idaho (8.1%). The 65+ population of the four-county region is projected to grow 15.2% over the next five years, which is in-line with the United States (15.3%) but not as strong as what is projected for the state of Idaho (19.0%). An aging population can impact need for health services, swing bed utilization, senior living, payer mix, etc.

U.S. Census Bureau 2020 census data and American Community Survey (ACS) data are incorporated into EnviroNics' population estimates for 2022 and 2027.

COMMUNITY SERVED

For the estimated 5,668 households in the Gooding County, the median household income is \$54,521. This is about \$12,000 below that of the State of Idaho. Projected Gooding County income growth in the next five years is 12.7%, stronger growth than what is projected for the United States, but slightly less strong than for the State of Idaho.

Income can impact housing, food, childcare, stress, alcohol and tobacco use. Income also impacts utilization of preventive care services. This can increase the risk of health problems developing or worsening over time.

	Gooding County	State of Idaho	United States
Total Households			
Estimated 2022	5,668	705,176	127,073,679
Projected 2027	5,976	765,700	131,388,249
Median Household Income			
Estimated 2022	\$ 54,521	\$ 66,258	\$ 72,191
Projected 2027	\$ 61,456	\$ 75,304	\$ 80,735

Projected Median Household Income Growth 2022 - 2027

Gooding County	12.7%
State of Idaho	13.7%
United States	11.8%

Source: Environics Analytics

Cunningham, Peter J. "Why Even Healthy Low-Income People Have Greater Health Risks Than Higher-Income People" To The Point, The Commonwealth Fund, Sept 27, 2018, <https://www.commonwealthfund.org/blog/2018/healthy-low-income-people-greater-health-risks>

COMMUNITY SERVED

Poverty rates for the four Community counties are slightly higher when compared to the State of Idaho. Jerome County's poverty rate is the highest at 12.3%.

Unemployment rates for all regions peaked in 2020 and then declined in 2021 but not nearly to pre-pandemic levels. The four Community counties and the State of Idaho all had lower unemployment rates than the United States from 2017 to 2021.

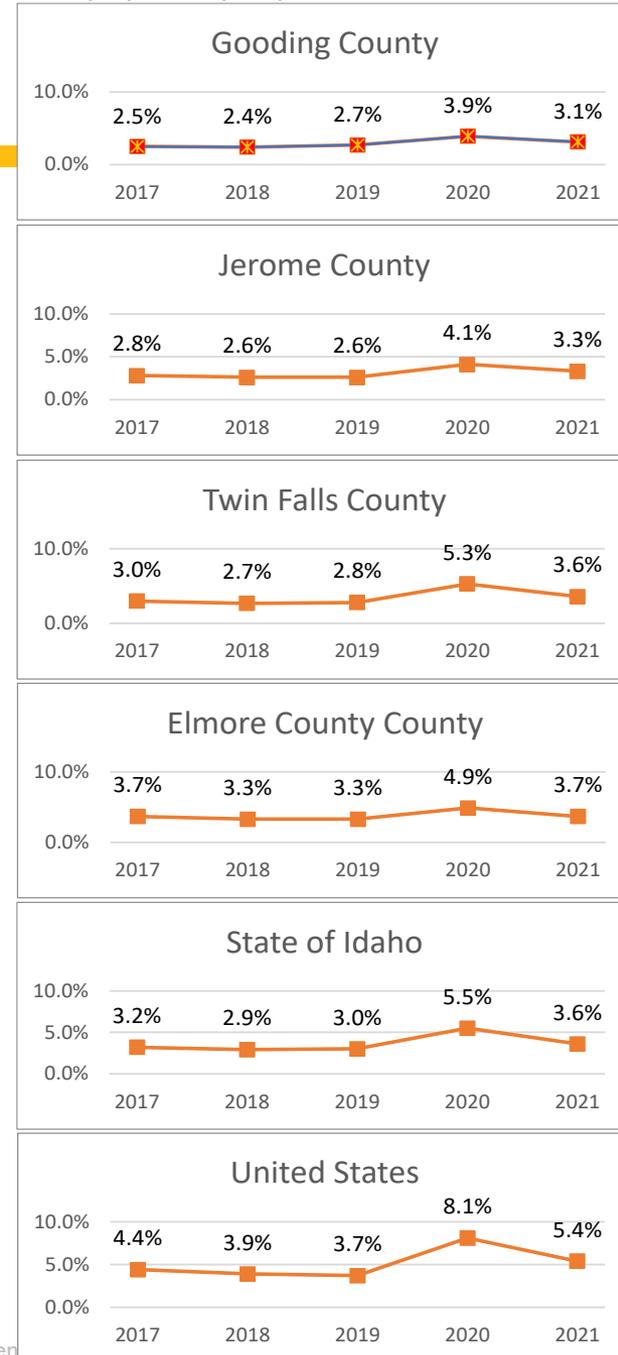
	Percent of Persons in Poverty
Gooding County	11.2%
Jerome County	12.3%
Twin Falls County	11.1%
Elmore County	11.7%
State of Idaho	10.1%
United States	11.4%

Source: US Census Bureau American FactFinder

Unemployment	2017	2018	2019	2020	2021
Gooding County	2.5%	2.4%	2.7%	3.9%	3.1%
Jerome County	2.8%	2.6%	2.6%	4.1%	3.3%
Twin Falls County	3.0%	2.7%	2.8%	5.3%	3.6%
Elmore County	3.7%	3.3%	3.3%	4.9%	3.7%
State of Idaho	3.2%	2.9%	3.0%	5.5%	3.6%
United States	4.4%	3.9%	3.7%	8.1%	5.4%

Source: Bureau of Labor Statistics - all rates are not seasonally adjusted

Unemployment by Region:



HEALTH DATA

To examine health areas of strength and health areas to explore, *County Health Rankings* is utilized. The County Health Rankings & Roadmaps program is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute. Counties are ranked among their state peers based on health outcomes and health factors. Subcategories are as follows:

Health Outcomes

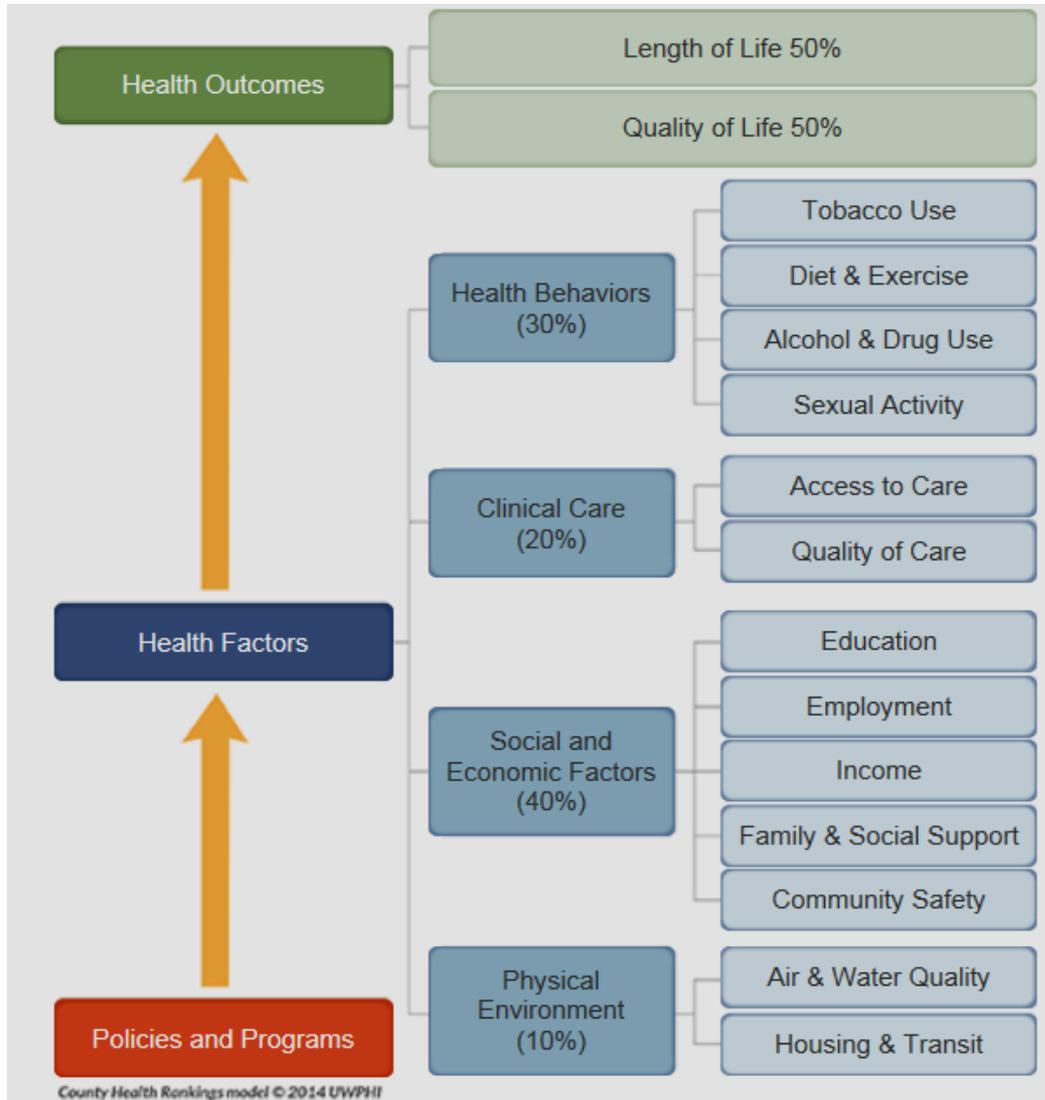
- Length of life
- Quality of life

Health Factors

- Health behaviors
- Clinical care
- Social and economic factors
- Physical environment

The report provides information by county on “Areas of Strength” and “Areas to Explore” (pages 15 & 16), as determined by the County Health Rankings.

COUNTY HEALTH RANKINGS



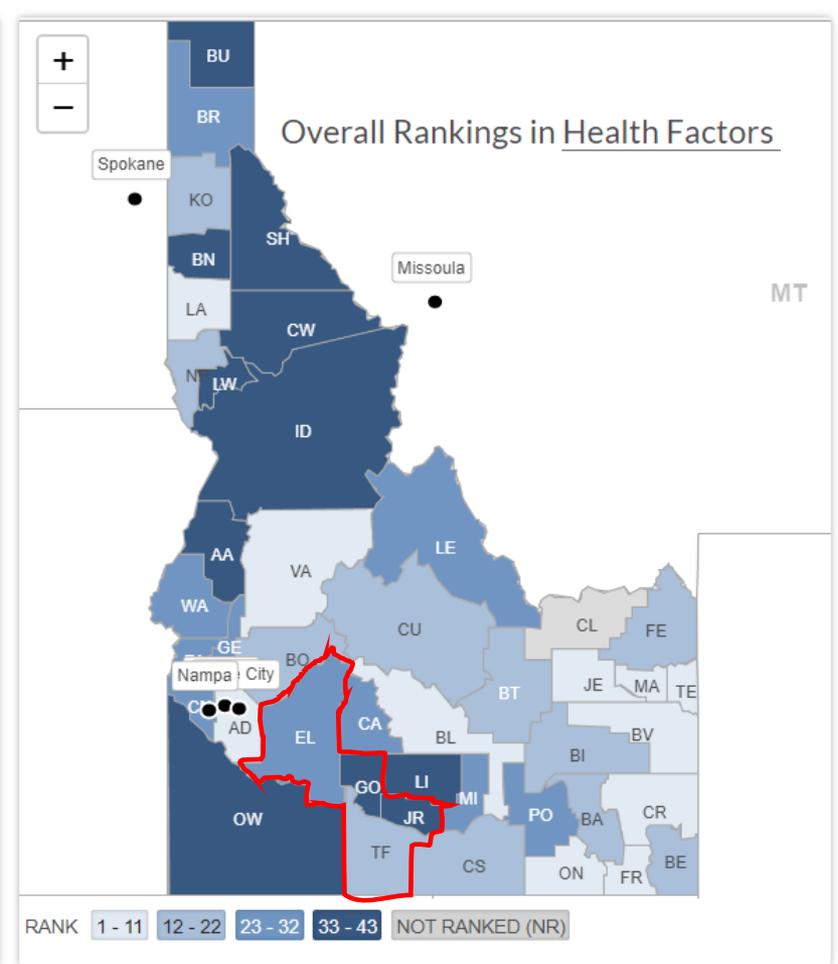
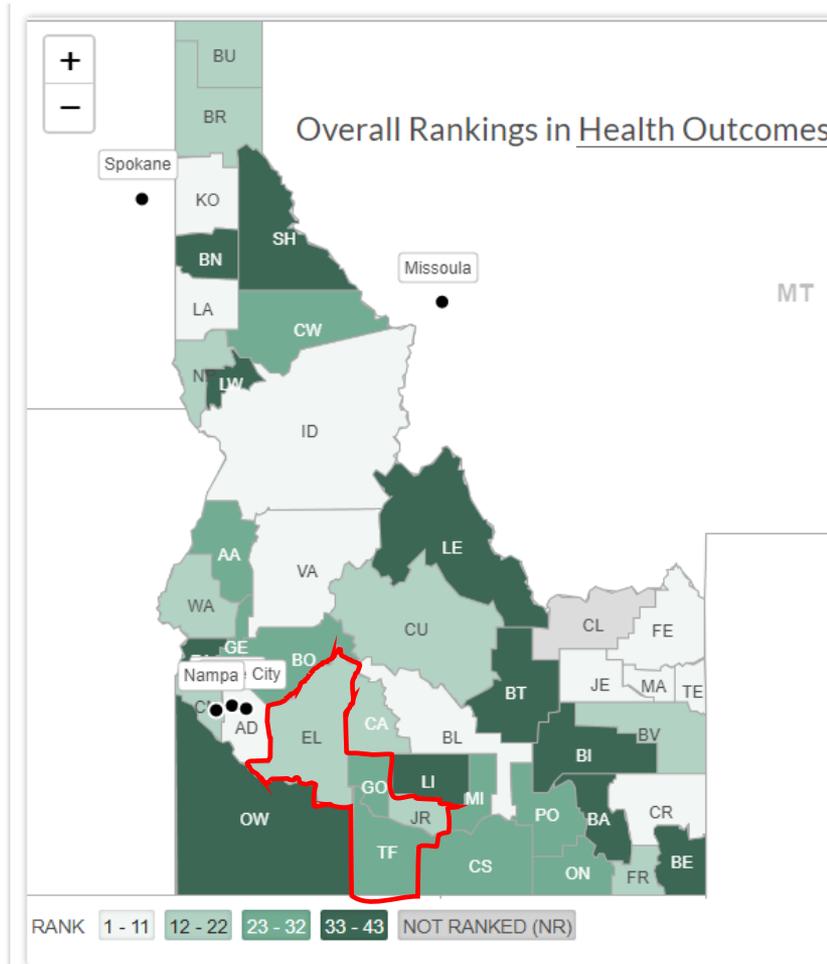
The County Health Rankings are based on a model of community health that emphasizes the many factors that influence how long and how well we live. The Rankings use more than 30 measures that help communities understand how healthy their residents are today (**health outcomes**) and what will impact their health in the future (**health factors**).

COUNTY HEALTH RANKINGS - HEALTH OUTCOMES

These *heat maps* show county health rankings for 2022 (the lower ranking the better).



County Health
Rankings & Roadmaps
A Healthier Nation, County by County



HEALTH DATA RESULTS – GOODING COUNTY

Explanation for areas of strength and areas to explore: The County Health Rankings uses a variety of techniques to identify the health factors for your county that seem to have the greatest potential opportunity for improvement, or assets your community may want to build on while also accounting for the relative influence of each measure on health outcomes. CHR identifies measures where there are meaningful differences between your county's values and either your state average, the national average, or the state average in the best state.

Gooding County	
Areas of Strength	Areas to Explore
Preventable hospital stays	Adult smoking
Unemployment	Adult obesity
Income inequality	Physical inactivity
Air pollution - particulate matter	Teen births
	Uninsured
	Primary care physicians
	Mammography screening
	Flu vaccinations
	High school completion
	Some college
	Children in poverty

Gooding (GO)



Health Outcomes

Gooding (GO) is ranked in the lower middle range of counties in Idaho (Lower 25%-50%)



Health Factors

Gooding (GO) is ranked among the least healthy counties in Idaho (Lowest 0%-25%)

HEALTH DATA RESULTS – ELMORE, JEROME, TWIN

Explanation for areas of strength and areas to explore: The County Health Rankings uses a variety of techniques to identify the health factors for your county that seem to have the greatest potential opportunity for improvement, or assets your community may want to build on while also accounting for the relative influence of each measure on health outcomes. CHR identifies measures where there are meaningful differences between your county's values and either your state average, the national average, or the state average in the best state.

Areas to Explore	Counties		
	Elmore	Jerome	Twin Falls
Adult smoking	X	X	X
Adult obesity	X	X	X
Uninsured	X	X	X
Mammography screening	X	X	X
Flu vaccinations	X	X	
Preventable hospital stays	X		X
Physical inactivity		X	X
Teen births	X	X	
High school completion		X	X
Primary care physicians		X	
Some college		X	
Sexually transmitted infections	X		
Children in poverty		X	
Driving alone to work			X
Violent crime		X	

Elmore (EL)



Health Outcomes

Elmore (EL) is ranked in the higher middle range of counties in Idaho (Higher 50%-75%)



Health Factors

Elmore (EL) is ranked in the lower middle range of counties in Idaho (Lower 25%-50%)

Jerome (JR)



Health Outcomes

Jerome (JR) is ranked in the lower middle range of counties in Idaho (Lower 25%-50%)



Health Factors

Jerome (JR) is ranked among the least healthy counties in Idaho (Lowest 0%-25%)

Twin Falls (TF)



Health Outcomes

Twin Falls (TF) is ranked in the lower middle range of counties in Idaho (Lower 25%-50%)



Health Factors

Twin Falls (TF) is ranked in the higher middle range of counties in Idaho (Higher 50%-75%)

COMMUNITY FOCUS GROUP

Two focus groups were held with community stakeholders to facilitate discussion and get input around the health needs and resources in the community. These were held on April 12th & 13th, 2022.

Organizations represented are as follows:

- Gooding School District (social services, homeless liaison)
- United Way
- Jerome School District
- St. Luke's Community Health
- Gooding County Commissioner
- Hospital CEO
- Hospital Business Development
- Hospital Community Relations
- Hospital Physical Therapy
- Jerome 2020
- Hospital Addiction Treatment

Organizations invited but could not attend:

Local physicians
Family Health Services
Idaho Home Health & Hospice
Lincoln County Care Center
Hagerman School District
Id. School for Deaf & Blind
Sherriff's Dept
Helping Hearts & Hands
Office on Aging

Gooding School Nurse & Nutrition
Pro Active Behavioral Health
Hospice Visions
Bridgeview Estates
Wendell School District
N. Canyon Diabetes Education
County EMS
S. Central Community Action
YMCA

Public Health
Gooding Pharmacy
Serenity Nursing Home
Buhl School District
CSI
Fire Dept.
Area Chambers of Commerce
Area Churches
Senior Centers

COMMUNITY FOCUS GROUP

Questions asked at the focus groups:

1. What do you like best about this community?
2. What are your biggest concerns living in this community?
3. What issues are facing the medically underserved / low income in this community?
4. What are the most beneficial health resources or services in this community?
5. What are the most serious health issues facing this community?

Feedback and input were documented and shared with NCMC leadership to assist in prioritizing community health areas of importance. Below is a summary of input received:

- There is a tight-knit, family feel here in this community. The hospital has warmth and people are caring.
- There has been an increase in obesity, especially among young people.
- Access to dental care is limited.
- Mental and behavioral health are major concerns.
- Early childhood education and resources/support are in need, especially among lower-income population.
- Transportation is a challenge, especially among older adults.
- People sometimes delay getting the care they need, due to fear, cost, convenience, busy with work or providing childcare, uninsured or underinsured.
- Housing shortage, especially affordable housing.
- There is a lack of understanding around what Medicare covers / can provide.
- There are challenges with affordability of medications, copays, etc.
- Drug/alcohol use is a concern.
- Younger population isn't as physically active as in years past.

COMMUNITY SURVEY

In order to obtain input from the broader community, a survey was administered starting in March 2022. The survey was promoted in the following ways:

- Local news media
- Cards printed with QR code link to survey
- Survey invitations emailed to Chambers of Commerce
- Link to survey on NCMC website
- Survey invitation and link on NCMC Facebook page
- Survey invitations emailed to NCMC stakeholders
- Survey invitations emailed to area civic groups
- Ongoing reminders through social media and email

There were 234 respondents. Summary information follows:

- Most respondents live in Gooding and Twin Falls Counties.
- There was wide distribution of respondents' ages. The group most represented was age 40-54 (34%).
- Most but not all identified their race as white. Most identified their ethnicity as non-Hispanic or Latino.
- The pandemic deeply affected young peoples' mental and behavioral health and disrupted learning.
- Isolation affected everyone; aggravated mental health issues.
- Young people don't exercise as much as they used to.
- Childcare and preschool options are in need.
- Drug and alcohol use has increased in the last few years. More education and support is needed.
- Mental/behavioral health & suicide, drug/tobacco/alcohol use, bullying, and poor diet were identified as the most significant health issues in the community (over 40% of respondents selected each as being *very significant*).
- Groups identified as having limited or no access to health care were migrant/undocumented, indigenous, low income, working poor, elderly, non-English speaking, families with young children, those with limited health knowledge.
- Recommended changes in healthcare services were expanded provider hours, greater knowledge/marketing of available resources, health education, increased dental care access, more specialty services, more mental/behavioral health resources, more OB/GYN and pediatrics, financial support/resources.
- Underlying issues that contribute to health care challenges were noted as childcare shortages, transportation challenges, language barriers, hours and options of availability, lack of health education/awareness, affordability, drug/alcohol use.

PRIORITIZATION OF NEEDS

The core CHNA work group was comprised of the following staff:

- Community Relations Director
- Business Development Director
- Executive Council

This group met to review the needs identified through the community health needs assessment process. After analyzing input from the focus groups, survey, and community health data, they did a preliminary prioritization that identified needs based on potential impact on community health, the urgency of the need, and the ability to meet these needs. The following health areas are determined to be prioritized, in no particular order:

Prioritized items:

- Better coordination of resources
- Women's Health
- Diabetic resources
- Health Education

Some health issues or needs that were identified through the CHNA process are not prioritized as this time due to being outside the scope/abilities of North Canyon Medical Center and/or the issue is being addressed by other community resources or organizations. In other instances, there are already initiatives in place at North Canyon Medical Center to address some needs. North Canyon Medical Center is not ignoring these issues but intends to collaborate (within its ability) with other organizations to address and make progress.

COMMUNITY RESOURCES

In addition to North Canyon Medical Center, the following organizations provide health and health-related services in and around Gooding County:

- School district nurses
- Gooding Pharmacy and Ridley's Pharmacy, extended hours; other pharmacies throughout the valley
- Associates in Family Practice Clinic, Family Health Services
- St. Luke's clinics
- Valley House Homeless Center
- Proactive Behavioral Health
- Canyon View
- Walker Center & its addiction medicine program partnership
- Meals on Wheels
- Rec. District & athletic programs
- YMCA and community centers
- Senior Citizens Center
- 5-10 food banks / pantries in the area e.g., Helping Hearts and Hands food bank, clothing, other resources
- Libraries
- Faith organizations
- Head Start programs
- Gooding Eye Care Center
- Local dentists
- College of Southern Idaho; Over 60 and Fit program
- Voices Against Violence
- Idaho State School for the Deaf and Blind
- Office on Aging
- South Central Community Action
- Urgent Care Clinics throughout the valley
- Boys & Girls Club

EVALUATION OF IMPACT OF PRIOR CHNA

North Canyon Medical Center completed a Community Health Needs Assessment in 2019. No written comments have been received from this assessment. North Canyon Medical Center prioritized the following needs during this assessment and have conducted the following activities in order to address the needs identified:

1. Transportation

- a) The transportation program provided over 390 free rides to patients seeking medical care.
- b) Approximately 98% of those trips are round trips averaging 30 miles each way.

2. Substance Abuse

- a) Through the Addiction Medicine program- saw over 4000 visits since 2019.
- b) Partnered with the Walker Center on the HOPE project for a year long addiction rehab program with capitated payments.

3. Awareness of Services

- a) Increased advertisement of services via traditional and digital platforms.
- b) Re-designed the website to be more user-friendly and support digital marketing strategies.
- c) Opened new clinics in neighboring communities to help open access to additional health services.

4. Behavioral & Mental Health

- a) The Behavioral Health program in collaboration with the University of Utah had 365 visits.
- b) Partnered with the Crisis Center of South Central Idaho to provide 24/7 access to behavioral health.

5. Obesity / Physical Care / Preventive Care Education

- a) Diabetic education program-1500+ visits.
- b) Participants work with Certified Diabetes Educator on medication, meal planning, activity and exercise needs etc.
- c) Classes were held each year to teach and educate patients on living a healthier lifestyle to manage their Type II Diabetes.
- d) Training programs were held each year train health care professionals to be Lifestyle Coaches for the Diabetes Prevention Program.

NEXT STEPS

This Community Health Needs Assessment report was approved by the North Canyon Medical Center Board of Directors on July 26, 2022.

North Canyon Medical Center is required to adopt an organization-specific implementation strategy in response to the Community Health Needs Assessment report. This will be completed, approved by the board, and made available to the public by February 15, 2023. The implementation strategy will be reviewed on an annual (or more frequent) basis. The CHNA process, public report, and implementation strategy will be repeated every three years, as required by Internal Revenue Code 501(r)(3).

CONTACT INFORMATION

Community members who would like to provide comments on the needs identified or provide input on the next CHNA process are encouraged to contact North Canyon Medical Center with their inquiries, suggestions or comments.

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