2019 Community Health Needs Assessment
Introduction

Asante Ashland Community Hospital is owned and operated by Asante, a 501 (c) (3) organization. As part of the Affordable Care Act enacted into law in 2010, tax-exempt hospitals must develop and make publicly available a Community Health Needs Assessment (CHNA) at least every three years. For Asante Ashland Community Hospital, the 2019 CHNA and related implementation strategies are available for public viewing on www.Asante.org.

Approach

The IRS encourages hospitals to collaborate with other health care providers within the region to conduct jointly sponsored Community Health Needs Assessments to identify and prioritize community health needs. As such, Asante hospitals joined 13 public health departments, hospitals, coordinated care organizations, Federally Qualified Health Centers and other health care provider organizations in Jackson and Josephine counties to conduct a regional Community Health Assessment (CHA) under the auspices of Jefferson Regional Health Alliance.

The results of this CHA were used in part by Asante to develop its implementation strategies to address the prioritized needs.

The themes that emerged from Asante’s Community Health Needs Assessment for Jackson County and the 2019 regional Community Health Assessment were expected for our primary service area.

The areas of opportunity identified through the community health survey were: access to health care services; cancer; dementia, including Alzheimer’s Disease; diabetes; heart disease and stroke; infant health and family planning; injury and violence; mental health; nutrition, physical activity and weight; potentially disabling conditions; respiratory diseases; substance abuse; and tobacco use.

Asante has based its top five priorities for the hospital’s implementation strategy based on the top four health care needs identified in the Asante Ashland Community Hospital CHNA, combined with the top three issues identified in the regional CHA. They are: access to health care services; substance abuse; mental health; heart disease and stroke; and infant health.

Other identified themes, as well as the social determinants of health, are more effectively addressed by individual organizations or a broad coalition of community groups. As a member organization of the Jefferson Regional Health Alliance, Asante is participating in the development of a collaborative 2019 regional Community Health Improvement Plan.

Key themes identified in this community health assessment were: substance use; affordable housing; mental health and well-being; poverty and employment; parenting and life skills; and education and workforce development.

Methodology

Community Health Needs Assessment (CHNA):

This assessment incorporates data from both quantitative and qualitative sources. Quantitative data includes primary research (the PRC Community Health Survey) and secondary research (vital statistics and other existing health-related data). These quantitative components allow for trending and comparison to benchmark data at the state and national levels. Qualitative data input includes primary research gathered through an Online Key Informant Survey.

For the purpose of this assessment, Asante’s Total Service Area (TSA) is Jackson and Josephine counties combined. Most patients of Asante Ashland Community Hospital reside in Jackson County. As such, Jackson County is considered the primary service area for this CHNA.
Community Health Assessment (CHA):
Social, economic and health data were drawn from existing data sources, such as the U.S. Census, Oregon Health Authority, and both Jackson and Josephine County public health departments, among others. Input was received from about 1,270 persons who represent the broad interests of the community between April and July 2018 through key informant interviews, focus groups, community forums and online surveys. The research included input from seniors, youth, rural area residents, Spanish-speaking residents and disabled.

Access to health care services
Access to comprehensive, quality health care services is important for the achievement of health equity and for increasing the quality of a healthy life for every person. It can impact overall physical, social and mental health status; prevention of disease and disability; detection and treatment of health conditions; quality of life; preventable death; and life expectancy. Access to health services means the timely use of personal health services to achieve the best achievable health outcomes. It requires three distinct steps: 1) Entering the health care system; 2) Accessing a health care location where needed services are provided; and 3) Finding a health care provider with whom the patient can communicate and trust. Improving health care services depends in part on ensuring that people have a usual and ongoing source of care. People with a usual source of care have better health outcomes and fewer disparities and costs. Having a primary care provider as the usual source of care is especially important. PCPs can develop meaningful and sustained relationships with patients and provide integrated services while practicing in the context of family and community. Improving health care services includes increasing access to and use of evidence-based preventive services. Clinical preventive services are services that: prevent illness by detecting early warning signs or symptoms before they develop into a disease (primary prevention); or detect a disease at an earlier, and often more treatable, stage (secondary prevention).

Overview (CHNA):
A total of 45.3% of adults in Jackson County report some type of difficulty or delay in obtaining health care services in the past year. This is higher than the national findings at 35%. The trend marks a statistically significant increase from 2014 survey findings of 37.9%.

Of the tested barriers, difficulty obtaining a doctor’s appointment impacted the greatest share of Asante’s Total Service Area (TSA) adults (21.6% say that difficulty getting in to see a doctor prevented them from obtaining a visit to a physician in the past year). The proportion of TSA adults affected was worse than that found nationwide for cost of prescription medications and difficulty getting in to see a physician. Findings were statistically similar in Jackson County for each barrier surveyed. Over time, difficulty getting in to see a physician has grown worse in the TSA, while the barrier of cost of a physician visit has decreased.

<table>
<thead>
<tr>
<th>Barriers to physician care</th>
<th>Jackson</th>
</tr>
</thead>
<tbody>
<tr>
<td>Getting an appointment</td>
<td>22.2%</td>
</tr>
<tr>
<td>Cost (Rx)</td>
<td>16.6%</td>
</tr>
<tr>
<td>Cost (visit)</td>
<td>13.1%</td>
</tr>
<tr>
<td>Finding a doctor</td>
<td>10.4%</td>
</tr>
</tbody>
</table>

Mental health care was identified as the most difficult health care service to access in the community (65.2%) per key informants. Second most difficult was substance abuse treatment (17.4%) followed by primary care (13%).

Substance abuse
Substance use and abuse is a critical public health issue that affects not only the individual, but also has serious direct and indirect impacts on families, communities and society as a whole. The causes of
substance use disorders are multi-faceted and include biological, social and environmental factors. Trauma and adverse childhood experiences increase the chances of substance use and addiction. Individuals with substance use disorders can experience negative health and social outcomes including higher rates of infectious disease (HIV, hepatitis), cancer, mental illness, domestic violence, crime, financial hardship, housing instability and homelessness, child-abuse and overdose. The current opioid epidemic, along with existing and emerging alcohol and marijuana use, strains available resources among a range of community organizations - from law enforcement to social and health services.

Overview (CHNA):

Between 2012 and 2014, there was an annual average age-adjusted drug-induced mortality rate of 18.9 deaths per 100,000 population in Asante’s Total Service Area. That’s higher than the state (14.1) and national (14.6) rates. It also fails to satisfy the Healthy People 2020 target of 11.3 or lower. While the local mortality rate has not shown a clear trend, it has remained above statewide and national rates over the past decade. In Jackson County, the rate was 19.4 deaths per 100,000.

Survey respondents indicate their lives have been negatively affected by substance abuse. At 50.2% for the TSA, this is much higher than the national figure of 32.2%. In Jackson County, it’s 50.6%.

Additionally, key informants characterized substance abuse as a major problem in the community (75.6%), with methamphetamines and heroin or other opioids as the most problematic (32.1% and 25% respectively.)

Overview (CHA):

As seen across all the data sources for this assessment, substance abuse emerged as a top issue. Looking at the community survey conducted as part of this assessment, substance abuse was the third most frequently selected health issue having the largest impact on the community (59.6%) and the fourth most frequently selected health issue having the largest impact on themselves, their family or their patients. Middle-income households (those making $50,000-$99,999) were more likely to view substance abuse as a top health issue in the community (65.3%). In general, respondents were more likely to report substance abuse as a top issue impacting the community compared to as an issue impacting themselves, their family or their patients.

Alcohol use is most commonly and reliably measured among adults. Adults were more likely to report current binge drinking statewide (17.9%) and in Jackson County (17.6%) compared to adults nationwide (16.3%).

The number of eleventh grade students who reported alcohol consumption was much higher in Jackson County (34.3%) than in Oregon (29.8%).

Adults in Jackson County were more likely to report current cigarette smoking (19.6%) than across Oregon as a whole (17.7%).

In 2016, eleventh grade students in Jackson County were more likely to report current marijuana use (26.3%) than in Oregon overall (21.6%).

Opioid use was of concern to community survey respondents. The opioid overdose hospitalization rates were higher for Jackson County (14.5 hospitalizations per 100,000 population) compared to Oregon overall (10.5 per 100,000 population).

Despite the existence of several local resources to address substance use disorders, over half of health care providers selected substance abuse services as a health and social service currently lacking in the community, which was higher than survey respondents overall (40.4%) and community members (32.4%).
Mental health

Mental health is essential to overall well-being and is closely connected to physical health. Mental health issues, such as anxiety and depression, can arise from genetic factors and from several individual and societal factors – incidence of trauma, poor nutrition and poverty. Mental illness affects people’s ability to participate in health-promoting behaviors, and thus affects their ability to maintain good physical health. Substance use and mental health go hand in hand, as addiction to substances is a form of mental illness. The relationship between mental health and physical health is bidirectional. Issues with physical health, such as chronic diseases, can seriously impact mental health and decrease a person’s ability to participate in treatment and recovery. Mental illness can also impact other areas of life including attending and focusing at school, obtaining and maintaining a job, finding and keeping housing, and having beneficial relationships with friends and family.

Overview (CHNA):

Most key informants taking part in an online survey characterized mental health as a “major problem” in the community (77.9%). The most common reasons stated include: limited access; not enough providers; insufficient inpatient services; long wait-times to see a provider; and affordability.

Between 2012 and 2014, there was an annual average age-adjusted suicide rate of 22.3 deaths per 100,000 population in the Total Service Area. That is higher than the state (17.7) and national (12.7) rates. It also fails to satisfy the Healthy People 2020 target of 10.2 or lower. The area suicide rate has overall trended upward. In Jackson County, it’s 21.9 deaths per 100,000 population.

A total of 37.6% of Total Service Area adults acknowledge having ever sought professional help for a mental or emotional problem. This is higher than the U.S. percentage (27.4%) and is much higher in Jackson County at 41.3%.

A total of 25.8% of Total Service Area adults have been diagnosed by a physician as having a depressive disorder such as depression, major depression, dysthymia, or minor depression. This is similar to the state finding (24%), but worse than the national figure (17.9%). The TSA percent marks a statistically significant increase since 2014, which was 20.2%. In Jackson County, it’s 26.2%.

Overview (CHA):

Over half of overall survey respondents selected mental health and stress as a top health issue impacting their community, compared to 67.7% of health care providers reporting mental health and stress as an issue impacting their patients or clients.

Mental health was one of the two most frequently mentioned health issues among focus group and interview participants. Depression and anxiety were noted as prevalent across the lifespan. For working age adults, mental health was discussed in the context of experiencing stress related to the high cost of living and raising a family. Social isolation was the most commonly cited stressor for seniors. Compared to the U.S., adults were more likely to report a depression diagnosis in Jackson County (27.9%) and Oregon (25.4%).

Approximately 70% of overall survey respondents reported that mental health and stress among homeless (68.9%) and among veterans (67.4%) were of high concern.

Mental health of youth was especially concerning to assessment participants, who noted that trauma at home and peer pressure were primary issues facing youth. The percent of eleventh grade students reporting signs of depression was 31.2% in Jackson County and 31.9% in Oregon.

The number of these students who reported seriously considering suicide was 16.9% in Jackson County, lower than the 18.1% statewide.
Between 2015 and 2016, suicide rates in Oregon and Jackson County were consistently higher than that of the U.S. In 2017, the suicide rate for Jackson County (22.4 deaths per 100,000 population) was higher than Oregon (19.0 deaths per 100,000 population).

The ratio of the population to one mental health provider decreased between 2015 and 2017 across Oregon and Jackson County, indicating an increase in availability of mental health providers. In 2017, the ratio was highest for Jackson County (signifying higher need), with 290 people to one mental health provider, compared to Oregon.

**Cardiovascular disease and stroke**

*Heart disease is the leading cause of death in the United States, with stroke following as the third leading cause. Together, heart disease and stroke are among the most widespread and costly health problems facing the nation today. Fortunately, they are also among the most preventable.*

*The risk of Americans developing and dying from cardiovascular disease would be substantially reduced if major improvements were made across the population in diet and physical activity, control of high blood pressure and cholesterol and smoking cessation.*

*Cardiovascular health is significantly influenced by the physical, social and political environment, including: maternal and child health; access to educational opportunities; availability of healthy foods, physical education and extracurricular activities in schools; opportunities for physical activity including access to safe and walkable communities; access to healthy foods; quality of working conditions and worksite health; availability of community support and resources; and access to affordable, quality health care.*

**Overview (CHNA):**

Between 2012 and 2014 there was an annual average age-adjusted heart disease mortality rate of 130.2 deaths per 100,000 population in the Total Service Area, which is similar to the Oregon rate (132.5) and lower than the national rate (169.1). The heart disease mortality rate has decreased in the TSA, echoing the decreasing trends across Oregon and the U.S. overall.

Between 2012 and 2014, there was an annual average age-adjusted stroke mortality rate of 41.7 deaths per 100,000 population in the Total Service Area, which is less favorable than the Oregon (37.4) and national (36.5) rates. The rate also fails to satisfy the Healthy People 2020 target of 34.8 or lower. The stroke rate has declined in recent years, though not as steadily as the rates reported across Oregon and the U.S. overall. In Jackson County, it’s 40.0 deaths per 100,000 population.

Risk factors for cardiovascular disease in Jackson County often exceed most state and national numbers and continue to rise. A total of 40.5% of Total Service Area adults have been told at some point that their blood pressure was high. This is worse than the Oregon prevalence (31.8%) and fails to satisfy the Healthy People 2020 target of 26.9% or lower. In Jackson County, it’s 39.5%.

In Jackson County, a total of 35.8% of adults have been told by a health professional that their cholesterol level was high. This is similar to the national prevalence, but far from satisfying the Healthy People 2020 target of 13.5% or lower.

A total of 87.7% of Total Service Area adults report one or more cardiovascular risk factors, such as being overweight, smoking cigarettes, being physically inactive, or having high blood pressure or cholesterol. This is notably higher than national findings (83.0%). In Jackson County, it’s 87.2%.

The greatest share of key informants taking part in an online survey characterized heart disease and stroke as a moderate problem (42%) in the community and a major problem (30%). Many cited the economic impact of a heart attack and stroke, the number of younger people having a heart incident, poor diet, inactivity and the large elderly population in the area.
Infant health

Improving the well-being of mothers, infants and children is an important public health goal. Their well-being determines the health of the next generation and can help predict future public health challenges for families, communities and the health care system. Healthy birth outcomes and early identification and treatment of health conditions among infants can prevent death or disability and enable children to reach their full potential. Many factors can affect pregnancy and childbirth, including pre-conception health status, age, access to appropriate health care and poverty. Infant and child health are similarly influenced by socio-demographic factors, such as family income, but are also linked to the physical and mental health of parents and caregivers.

Overview (CHNA):

Between 2007 and 2010, 22.2% of all Total Service Area births did not receive prenatal care in the first trimester of pregnancy. This is less favorable than the Oregon (20.2%) and U.S. (17.3%) proportions.

Between 2012 and 2014, there was an annual average of 5.7 infant deaths per 1,000 live births in the TSA, which is higher than the Oregon rate (5.1). After decreasing steadily, the TSA infant mortality rate has trended upward in recent years (3.9 in 2009 to 5.7 in 2014). In Jackson County, it’s 4.4 infant deaths per 1,000 live births.

Of key informants surveyed, 22.5% perceive infant health as a problem in the community. Their reasons include: living in poverty; substance abuse in the family setting; poor diet; lack of pediatric health care services; minimal public health programs; homeless families; and childhood trauma.
2019 Evaluation of Community Health Improvement Plan Initiatives & Activities

Asante Ashland Community Hospital

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Introduction
Project Overview

Project Goals
This purpose of this evaluation study is to solicit input and feedback from community stakeholders around the work Asante Ashland Community Hospital has done in 2017 and 2018 to help address the top health needs in the community (the 11 priority health issues identified through the hospital’s 2016 Community Health Needs Assessment). This will help guide the hospital in understanding if it is on the right path, as well as get further suggestions for improvement efforts and identify additional potential partners and community resources.

To accomplish this, Asante engaged an independent research firm, Professional Research Consultants, Inc. (PRC), to conduct a survey of community stakeholders (key informants) to evaluate Asante’s work and to better understand their perceptions of these issues.

Methodology
To solicit input from key informants, an Online Key Informant Survey was implemented in February 2019. A list of recommended participants was provided by Asante; this list included names and contact information for physicians, public health representatives, other health professionals, social service providers, and a variety of other community leaders. Many key informants asked to participate in the evaluation of initiatives and activities undertaken since the 2017 Community Health Needs Assessment were the same ones invited to help prioritize the community needs for the 2017 CHNA.

Key informants were first contacted by Asante via email, introducing the purpose of the survey. This email also asked the invitees to review highlights of the initiatives and actions currently underway in the hospital’s Community Health Improvement Plan (see Appendix). PRC then emailed a link to these individuals to take the survey online after affirming that they had reviewed the list of initiatives. Reminder emails were sent as needed to increase participation.

In all, 11 community stakeholders took part in the Online Key Informant Survey. Final participation included representatives of the organizations outlined below.

- Asante Ashland Community Hospital
- Ashland Police Department
- Ashland School District
- City of Talent Police Department
Through this process, input was gathered from several individuals whose organizations work with low-income, minority, or other medically underserved populations.

**Minority/medically underserved populations represented:**
- Children, those with disabilities, Hispanic, the homeless

In the online survey, key informants were asked to:

1) Rate their awareness of Asante Ashland Community Hospital’s activities around the priority health issues (prior to reviewing the referenced document);
2) Rate how well Asante Ashland Community Hospital is addressing the health issues;
3) Offer suggestions of additional actions the hospital could take to improve the health issue; and
4) Identify up to five existing local resources (community organizations or existing programs) that are effectively addressing the issue.

Results of their ratings, as well as their verbatim comments, are included throughout this report. Finally, the respondents were given the opportunity to identify and explain any health issues not specifically addressed in the survey, but ones they feel are major problems in the community.
Summary of Findings

Awareness

The following are the health issues around which Asante Ashland Community Hospital’s work was best recognized by participating key informants:

- Nutrition, Physical Activity & Weight
- Access to Healthcare Services
- Diabetes
- Heart Disease & Stroke

An overview of awareness for all 11 health issues is provided in the following chart.

Key Informants: Prior Awareness of Asante Ashland Community Hospital’s Efforts to Improve Health Issues

Evaluation

The following are the health issues for which respondents rated Asante Ashland Community Hospital’s work most highly (in terms of “excellent” ratings):

- Nutrition, Physical Activity & Weight
- Heart Disease & Stroke
- Respiratory Disease

An overview of ratings for all 11 health issues is provided in the following chart.
### Key Informants: Ratings of Asante Ashland Community Hospital’s Efforts to Improve Health Issues

<table>
<thead>
<tr>
<th>Health Issue</th>
<th>Excellent</th>
<th>Very Good</th>
<th>Good</th>
<th>Fair</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nutrition, Physical Activity &amp; Weight</td>
<td>50.0%</td>
<td></td>
<td>25.0%</td>
<td></td>
<td>25.0%</td>
</tr>
<tr>
<td>Heart Disease &amp; Stroke</td>
<td>37.5%</td>
<td>37.5%</td>
<td></td>
<td>12.5%</td>
<td>12.5%</td>
</tr>
<tr>
<td>Respiratory Diseases</td>
<td>33.3%</td>
<td>33.3%</td>
<td></td>
<td>33.3%</td>
<td></td>
</tr>
<tr>
<td>Infant Health &amp; Family Planning</td>
<td>25.0%</td>
<td>75.0%</td>
<td></td>
<td>33.3%</td>
<td></td>
</tr>
<tr>
<td>Tobacco Use</td>
<td>25.0%</td>
<td>50.0%</td>
<td></td>
<td>25.0%</td>
<td></td>
</tr>
<tr>
<td>Cancer</td>
<td>25.0%</td>
<td>25.0%</td>
<td>25.0%</td>
<td>25.0%</td>
<td></td>
</tr>
<tr>
<td>Disabilities</td>
<td>25.0%</td>
<td>25.0%</td>
<td>25.0%</td>
<td>25.0%</td>
<td></td>
</tr>
<tr>
<td>Injury &amp; Violence Prevention</td>
<td>20.0%</td>
<td>40.0%</td>
<td>20.0%</td>
<td>20.0%</td>
<td></td>
</tr>
<tr>
<td>Diabetes</td>
<td>20.0%</td>
<td>40.0%</td>
<td></td>
<td>20.0%</td>
<td></td>
</tr>
<tr>
<td>Access to Healthcare Services</td>
<td>18.2%</td>
<td>63.8%</td>
<td></td>
<td>9.1%</td>
<td>9.1%</td>
</tr>
<tr>
<td>Mental Health &amp; Substance Abuse</td>
<td>10.0%</td>
<td>30.0%</td>
<td>30.0%</td>
<td>30.0%</td>
<td></td>
</tr>
</tbody>
</table>
Key Informant Evaluations & Feedback
Access to Healthcare Services

Awareness & Evaluation

Prior to reviewing the highlights of Asante Ashland Community Hospital’s initiatives and actions relating to improving access to healthcare:

- Most reported that they were aware to some degree (“very” or “somewhat aware”) of the hospital’s efforts in this area.

After reviewing the highlights of Asante Ashland Community Hospital’s initiatives and actions relating to improving access to healthcare:

- Most gave favorable (“excellent,” “very good” or “good”) evaluations of the hospital’s efforts in this area.

Additional Suggestions

Respondents who rated the hospital as anything other than “excellent” or “very good” offered the following suggestions as to what Asante Ashland Community Hospital could do to further address this issue:

Greater Outreach and Research

- Greater outreach to poor, homeless and marginalized populations. Greater research focusing on the social determinants of health as it relates to poverty and access. - Community Leader

Lower Costs

- Lower your cost to patients. - Community Leader
Resources

Key informants participating in the survey identified the following local resources (community organizations or existing programs) that are currently effectively addressing this issue in the community.

- AllCare
- Asante
- Asante Ashland Community Hospital
- Asante Physician Partners
- Asante Rogue Regional Medical Center
- Ashland Fire and Rescue
- Ashland Senior Center
- Children's Advocacy Center
- Family Solutions
- Jackson Care Connect
- Kairos
- La Clinica
- OHRA (Options for Homeless Residents of Ashland)
- Oregon Health Plan
- Planned Parenthood
- Rogue Community Health
Mental Health & Substance Abuse

Awareness & Evaluation
Prior to reviewing the highlights of Asante Ashland Community Hospital’s initiatives and actions relating to mental health and substance abuse:

- Most reported that they were "somewhat aware" of the hospital’s efforts in this area.

After reviewing the highlights of Asante Ashland Community Hospital’s initiatives and actions relating to mental health and substance abuse:

- Most gave favorable ("excellent," "very good" or "good") evaluations of the hospital’s efforts in this area.

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**Sources:** PRC Online Key Informant Survey, Professional Research Consultants, Inc.

**Notes:** Asked of all respondents.
Additional Suggestions

Respondents who rated the hospital as anything other than "excellent" or "very good" offered the following suggestions as to what Asante Ashland Community Hospital could do to further address this issue:

**Education/Outreach**
- Greater outreach, working with local municipalities on de-escalation with law enforcement, longer-term stays, self-check-ins, more bed space. - Community Leader
- Outreach in schools and services in schools. - Community Leader

**Lower Costs**
- Lower your cost. - Community Leader

**Secure Treatment**
- Provide secure mental health treatment for acute cases. - Community Leader

Resources

Key informants participating in the survey identified the following local resources (community organizations or existing programs) that are currently effectively addressing this issue in the community.

- ARC (Addictions Recovery Center)
- Asante Ashland Community Hospital
- Asante Rogue Regional Medical Center
- Ashland Fire and Rescue
- Ashland High School
- Ashland Police Department
- Jackson County Mental Health
- Kairos
- Kolpia Counseling
- OnTrack Rogue Valley
- William H. Moore Center
Heart Disease & Stroke

Awareness & Evaluation

Prior to reviewing the highlights of Asante Ashland Community Hospital’s initiatives and actions relating to heart disease and stroke:

- Most reported that they were aware to some degree (“very” or “somewhat aware”) of the hospital’s efforts in this area.

After reviewing the highlights of Asante Ashland Community Hospital’s initiatives and actions relating to heart disease and stroke:

- Most gave favorable (“excellent, “very good” or “good”) evaluations of the hospital’s efforts in this area.

Heart Disease & Stroke

Prior Awareness of Asante Ashland Community Hospital’s Efforts to Improve This Issue

Rating of Asante Ashland Community Hospital’s Efforts to Address This Issue

Sources: PRC Online Key Informant Survey, Professional Research Consultants, Inc.
Notes: Asked of all respondents.

Additional Suggestions

Respondents who rated the hospital as anything other than “excellent” or “very good” offered the following suggestion as to what Asante Ashland Community Hospital could do to further address this issue:

More Specialists and Education

Have a presence of cardiologists, education offerings in Ashland. - Other Health Provider
Resources
Key informants participating in the survey identified the following local resources (community organizations or existing programs) that are currently effectively addressing this issue in the community.

- American Heart Association
- Asante Ashland Community Hospital
- Asante Rogue Regional Medical Center
- Ashland Fire and Rescue
- Ashland Senior Center
- Providence Medford Medical Center
Infant Health & Family Planning

Awareness & Evaluation

Prior to reviewing the highlights of Asante Ashland Community Hospital’s initiatives and actions relating to infant health and family planning:

- No one reported high awareness (“very aware”) of the hospital’s efforts in this area.

After reviewing the highlights of Asante Ashland Community Hospital’s initiatives and actions relating to infant health and family planning:

- All gave favorable (“excellent” or “very good”) evaluations of the hospital’s efforts in this area.

### Infant Health & Family Planning

<table>
<thead>
<tr>
<th>Prior Awareness of Asante Ashland Community Hospital's Efforts to Improve This Issue</th>
<th>Rating of Asante Ashland Community Hospital's Efforts to Address This Issue</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Aware</td>
<td>Somewhat Aware</td>
</tr>
<tr>
<td>0.0%</td>
<td>50.0%</td>
</tr>
</tbody>
</table>

**Sources:** PRC Online Key Informant Survey, Professional Research Consultants, Inc.

**Notes:** Asked of all respondents.

### Additional Suggestions

Respondents who rated the hospital as anything other than “excellent” or “very good” offered the following suggestion as to what Asante Ashland Community Hospital could do to further address this issue:

**Lower Costs**

Lower your costs. - Community Leader
Resources
Key informants participating in the survey identified the following local resources (community organizations or existing programs) that are currently effectively addressing this issue in the community.

- Asante Ashland Community Hospital
- Asante Physician Partners
- Asante Rogue Regional Medical Center
- Jackson County Health Department
- La Clinica
- Planned Parenthood
Diabetes

Awareness & Evaluation

Prior to reviewing the highlights of Asante Ashland Community Hospital’s initiatives and actions relating to diabetes:

- Half reported that they were “not at all aware” of the hospital’s efforts in this area.

After reviewing the highlights of Asante Ashland Community Hospital’s initiatives and actions relating to diabetes:

- Most gave favorable (“excellent,” “very good” or “good”) evaluations of the hospital’s efforts in this area.

Diabetes

Prior Awareness of Asante Ashland Community Hospital’s Efforts to Improve This Issue

Rating of Asante Ashland Community Hospital’s Efforts to Address This Issue

Additional Suggestions

Respondents who rated the hospital as anything other than “excellent” or “very good” offered the following suggestions as to what Asante Ashland Community Hospital could do to further address this issue:

More Educators

- More educators. And when patients leave the hospital due to diabetes, provide them with some insulin supplies. - Community Leader
- Have diabetic nurse educators located in Ashland. - Other Health Provider

More Providers

- Not enough doctors or caregivers in the community for all of the patients who are affected by diabetes and the issues that come with it. - Community Leader
Resources
Key informants participating in the survey identified the following local resources (community organizations or existing programs) that are currently effectively addressing this issue in the community.

- Asante Ashland Community Hospital
- Asante Physician Partners
- Asante Rogue Regional Medical Center
- Diabetes Care Center
- Doctors’ Offices
- OHSU Outreach Clinic
- Providence Medford Medical Center
Nutrition, Physical Activity & Weight

Awareness & Evaluation
Prior to reviewing the highlights of Asante Ashland Community Hospital’s initiatives and actions relating to nutrition, physical activity and weight:

- Most reported that they were “not at all aware” of the hospital’s efforts in this area.

After reviewing the highlights of Asante Ashland Community Hospital’s initiatives and actions relating to nutrition, physical activity and weight:

- Most gave favorable (“excellent” or “very good”) evaluations of the hospital’s efforts in this area.

### Additional Suggestions
Respondents who rated the hospital as anything other than “excellent” or “very good” offered the following suggestion as to what Asante Ashland Community Hospital could do to further address this issue:

**Lower Costs**

*Reduce your costs.* - Community Leader
Resources
Key informants participating in the survey identified the following local resources (community organizations or existing programs) that are currently effectively addressing this issue in the community.

- Asante Ashland Community Hospital
- Ashland Chamber of Commerce
- Blue Zones
- Weight Watchers
Respiratory Diseases

Awareness & Evaluation

Prior to reviewing the highlights of Asante Ashland Community Hospital’s initiatives and actions relating to respiratory diseases:

- Most reported that they were “not at all aware” of the hospital’s efforts in this area.

After reviewing the highlights of Asante Ashland Community Hospital’s initiatives and actions relating to improving respiratory diseases:

- All gave favorable (“excellent,” “very good” or “good”) evaluations of the hospital’s efforts in this area.

Additional Suggestions

Respondents who rated the hospital as anything other than “excellent” or “very good” offered the following suggestion as to what Asante Ashland Community Hospital could do to further address this issue:

Community Partnership

Become an active community partner regarding wildfire and smoke. - Other Health Provider
Resources

Key informants participating in the survey identified the following local resources (community organizations or existing programs) that are currently effectively addressing this issue in the community.

- American Lung Association
- Asante Ashland Community Hospital
- Asante Physician Partners
- Asante Rogue Regional Medical Center
Cancer

Awareness & Evaluation
Prior to reviewing the highlights of Asante Ashland Community Hospital’s initiatives and actions relating to cancer:

- Most reported that they were “somewhat aware” of the hospital’s efforts in this area.

After reviewing the highlights of Asante Ashland Community Hospital’s initiatives and actions relating to cancer:

- Most gave favorable (“excellent, “very good” or “good”) evaluations of the hospital’s efforts in this area.

Additional Suggestions
Respondents who rated the hospital as anything other than “excellent” or “very good” offered the following suggestion as to what Asante Ashland Community Hospital could do to further address this issue:

*Increase Community Education & Screenings*

*Increase educational offerings. Increase free screenings. - Other Health Provider*
Resources

Key informants participating in the survey identified the following local resources (community organizations or existing programs) that are currently effectively addressing this issue in the community.

- American Cancer Association
- Asante Ashland Community Hospital
- Asante Rogue Regional Medical Center
- Doctors' Offices
- Nurse Navigator Services
Disabilities

Awareness & Evaluation
Prior to reviewing the highlights of Asante Ashland Community Hospital’s initiatives and actions relating to disabilities:

- Most reported that they were “not at all aware” of the hospital’s efforts in this area.

After reviewing the highlights of Asante Ashland Community Hospital’s initiatives and actions relating to disabilities:

- Most gave favorable (“excellent,” “very good” or “good”) evaluations of the hospital’s efforts in this area.

Additional Suggestions
Respondents who rated the hospital as anything other than “excellent” or “very good” offered the following suggestion as to what Asante Ashland Community Hospital could do to further address this issue:

Support Accessibility

Support community efforts for accessibility. - Other Health Provider
Resources
Key informants participating in the survey identified the following local resources (community organizations or existing programs) that are currently effectively addressing this issue in the community.

- ACCESS
- Asante Ashland Community Hospital
- Asante Rogue Regional Medical Center
- Home Medical
- Jackson County Public Health
- Providence Medford Medical Center
Injury & Violence Prevention

Awareness & Evaluation
Prior to reviewing the highlights of Asante Ashland Community Hospital’s initiatives and actions relating to injury and violence prevention:

- Most reported that they were “somewhat aware” of the hospital’s efforts in this area.

After reviewing the highlights of Asante Ashland Community Hospital’s initiatives and actions relating to injury and violence prevention:

- Most gave favorable (“excellent,” “very good” or “good”) evaluations of the hospital’s efforts in this area.

Injury & Violence Prevention

Prior Awareness of Asante Ashland Community Hospital’s Efforts to Improve This Issue

Rating of Asante Ashland Community Hospital’s Efforts to Address This Issue

Sources: PRC Online Key Informant Survey, Professional Research Consultants, Inc.
Notes: Asked of all respondents.

Additional Suggestions
Respondents who rated the hospital as anything other than “excellent” or “very good” offered the following suggestions as to what Asante Ashland Community Hospital could do to further address this issue:

Increased Partnership

- Increased partnership with Ashland Police Department (APD).
- Other Health Provider
Resources

Key informants participating in the survey identified the following local resources (community organizations or existing programs) that are currently effectively addressing this issue in the community.

- APD (DHS Aging and People with Disabilities)
- Asante Ashland Community Hospital
- Asante Rogue Regional Medical Center
- Jackson County SART (Sexual Assault Response Team)
- Law Enforcement
Tobacco Use

Awareness & Evaluation
Prior to reviewing the highlights of Asante Ashland Community Hospital’s initiatives and actions relating to tobacco use:

- Most reported that they were “not at all aware” of the hospital’s efforts in this area.

After reviewing the highlights of Asante Ashland Community Hospital’s initiatives and actions relating to tobacco use:

- Most gave favorable (“excellent” or “very good”) evaluations of the hospital’s efforts in this area.

Additional Suggestions
Respondents who rated the hospital as anything other than “excellent” or “very good” offered the following suggestion as to what Asante Ashland Community Hospital could do to further address this issue:

*Lower Costs*

*Reduce your costs to patients.* - Community Leader

Resources
Key informants participating in the survey identified the following local resources (community organizations or existing programs) that are currently effectively addressing this issue in the community.

- American Cancer Society
• Asante Ashland Community Hospital
Other Issues Identified

Near the end of the survey, respondents were given the opportunity to identify any health issues not addressed in the survey, but which they consider to be a major problem in the community. The following illustrates the issue identified, as well as the respondent’s reason for their perception:

**Senior Care**

*Senior care and resources for 'aging in place'. There are currently few resources for seniors living in poverty to access that support and promote staying out of institutions and/or providing respite for family caregivers.* - Other Health Provider
Highlights of Initiatives & Actions

From the 2017 Asante Community Health Improvement Plan:

1. ACCESS TO HEALTH CARE SERVICES

   **Asante Ashland Community Hospital**
   1. New providers were hired for medical clinics in Ashland to increase the availability of primary and specialty care.
   2. Funding the school nurse program in the Ashland and Phoenix/Talent school districts brings health care services to nearly 2,800 school children in K-8th grade.
   3. Funding of a district-employed athletic trainer and drop-in clinics for sports physicals helps ensure student health.
   4. Our discounted or free prescription drug program provides medications to patients financially unable to get prescriptions when discharged from the hospital.
   5. Access to tele-intensivists has been made available 24/7 for doctors in the hospital's intensive care unit treating patients needing advanced care.

2. MENTAL HEALTH & SUBSTANCE ABUSE

   **Asante Ashland Community Hospital**
   1. The hospital partnered with Ashland Police Department and On Track to create and operate a drug-surrender program for people with chemical dependency.
   2. Complementary services have been added to promote mental well-being in the hospital, including Reiki and aromatherapy, canine pet therapy and music therapy.

3. HEART DISEASE AND STROKE

   **Asante Ashland Community Hospital**
   1. As the primary financial sponsor of PulsePoint, the heart attack notification app, we partnered with several community groups to bring this potentially life-saving tool to Jackson County. When a cardiac emergency is in a public place, the location-aware app alerts nearby CPR-trained citizens at the same time a 9-1-1 call is made.

4. INFANT HEALTH AND FAMILY PLANNING

   **Asante Ashland Community Hospital**
   1. A midwifery program was created to provide women with more options for giving birth.
   2. The Family Birth Center was renovated and expanded to accommodate the growing number of patients in Ashland and surrounding areas who choose to give birth in a non-traditional setting such as water birth.
   3. Free classes and support groups are offered for new parents, as well as breastfeeding education for moms.
5. DIABETES

Asante Ashland Community Hospital
1. An endocrinologist was hired in Ashland to provide care for people with diabetes.

2. Inpatient consultations are available for people with diabetes to help prepare for post-discharge care and nutrition.

3. The hospital cafeteria revamped its menu to make food more nutritious and reduced the number of sugar-laden beverages for drinks that are more healthful.

6. NUTRITION, PHYSICAL ACTIVITY AND WEIGHT

Asante Ashland Community Hospital
1. Inpatient and outpatient nutrition counselors were hired to help patients learn how their diet affects their health condition and how to make better food choices.

2. The hospital is a sponsor of the Ashland Chamber of Commerce community-wide health and wellbeing initiative.

3. Our funding of the Ashland High School athletic trainers helps ensure player safety.

4. As presenting sponsor of the Pear Blossom Run, scholarships and access to the YMCA are provided to families who do not have the financial means to exercise regularly.

7. RESPIRATORY DISEASES

Asante Ashland Community Hospital
1. Cardiopulmonary testing services were added at the hospital, so patients do not need to travel for the service.

2. Discharged patients with pneumonia and respiratory issues are scheduled to see an Asante pulmonologist to ensure a continuum of care and reduce their chance of being readmitted.

3. Telemedicine pulmonary intensivist consultations were implemented for medical providers treating patients in the hospital to give advanced care to patients.

8. CANCER

Asante Ashland Community Hospital
1. 3-D mammography technology was installed at the imaging center for enhanced detection of breast cancer.

2. National Breast Cancer Awareness Month activities and education are provided to inform people of breast cancer detection, treatment and support.

3. Meeting rooms are provided at no cost for community-based education and support groups with cancer and its associated medical conditions.
9. DISABILITY AND HEALTH

Asante Ashland Community Hospital

1. Asante Ashland was established as an Infection Control, Assessment and Response Center of Excellence to serve as the regional isolation unit for people in Southern Oregon with any highly infectious disease.

2. Asante Ashland was established as a Tier 2 Ebola Virus Disease regional assessment hospital.

10. INJURY AND VIOLENCE PREVENTION

Asante Ashland Community Hospital

1. The hospital’s Sexual Assault Response Team helps victims of assault. Exams are performed and submitted by certified sexual assault nurse examiners at no cost to the patient.

2. The hospital’s sponsorship of the “Ashland is Ready” disaster preparedness event provided education for community members at no cost.

11. TOBACCO USE

Asante Ashland Community Hospital

1. The Asante tobacco use policy has been revised to restrict hospital-inpatient tobacco use to nicotine patches and gum to promote better health. Smoking cessation education is also provided.

2. An eight-week Freedom from Smoking program has been implemented at no cost for anyone in the community who wants to stop smoking.