Asante Rogue Regional Medical Center

2019 Community Health Needs Assessment
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Introduction

Asante Rogue Regional Medical Center 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 Rogue Regional Medical Center, 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 and Josephine counties 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 Rogue Regional Medical Center 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 Rogue Regional Medical Center reside in Jackson and Josephine counties. As such, the combined counties are 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 43.9% of Asante’s Total Service Area (TSA) adults 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%.

- Jackson County: 45.3%
- Josephine County: 40.5%

Of the tested barriers, difficulty obtaining a doctor’s appointment impacted the greatest share of 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 impacted was worse than that found nationwide for cost of prescription medications and difficulty getting in to see a physician. Findings were statistically similar by 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.

Barriers to physician care

<table>
<thead>
<tr>
<th>County</th>
<th>Getting an appointment</th>
<th>Cost (Rx)</th>
<th>Cost (visit)</th>
<th>Finding a doctor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jackson</td>
<td>22.2%</td>
<td>16.6%</td>
<td>13.1%</td>
<td>10.4%</td>
</tr>
<tr>
<td>Josephine</td>
<td>20.2%</td>
<td>15.1%</td>
<td>11.5%</td>
<td>13.5%</td>
</tr>
</tbody>
</table>

Mental health care was identified as the most difficult health care services to access in the community (65.2%) per key informants. Second most difficult is substance abuse treatment (17.4%), then 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 the 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.

  - Jackson County: 19.4
  - Josephine County: 17.5

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%.

  - Jackson County: 50.6%
  - Josephine County: 49.0%

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 use 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 Josephine County (16.3%) and adults nationwide (16.3%).

The number of eleventh grade students who reported alcohol consumption was much higher in Jackson County (34.3%) than in Josephine County (29.6%) and Oregon (29.8%)

Adults in Josephine County were more likely to report current cigarette smoking (24.7%) than adults in Jackson County (19.6%) and Oregon as a whole (17.7%). It is important to note that Josephine County also experiences higher lung cancer incidence and mortality rates.

In 2016, eleventh grade students in Jackson and Josephine counties were more likely to report current marijuana use (26.3% and 24.3%, respectively) than in Oregon overall (21.6%).
Opioid use was of concern to community survey respondents. The opioid overdose hospitalization rates were higher for Jackson and Josephine counties (14.5 hospitalizations per 100,000 population and 12.8 hospitalizations per 100,000 population respectively) 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 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.

- Jackson County: 21.9
- Josephine County: 23.4

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 than in Josephine County.

- Jackson County: 41.3%
- Josephine County: 28.3%

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%.

- Jackson County: 26.2%
- Josephine County: 24.7%

**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%), Josephine County (26.7%) 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 highest in Josephine County (38.9%) compared to Jackson County (31.2%) and Oregon (31.9%).

The number of these students who reported seriously considering suicide was also highest in Josephine County (21.9%) compared to Jackson County (16.9%) and Oregon (18.1%).

Between 2015 and 2016, suicide rates in Oregon, Jackson County and Josephine County were consistently higher than that of the U.S. In 2017, the suicide rate for Josephine County was 29.5 deaths per 100,000 population, which was higher than that for Jackson County (22.4 deaths per 100,000 population) and 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 and Josephine counties, 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 and Josephine County.

**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.
Risk factors for cardiovascular disease in Jackson and Josephine counties 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.

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%).

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) and much higher in Josephine County. After decreasing steadily, the TSA infant mortality rate has trended upward in recent years (3.9 in 2009 to 5.7 in 2014).

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 Rogue Regional Medical Center

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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 Rogue Regional Medical Center 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 (CHNA) 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, 35 community stakeholders took part in the Online Key Informant Survey. Final participation included representatives of the organizations outlined below.

- ACCESS
- Addictions Recovery Center (ARC)
- CASA of Jackson County
- Children’s Advocacy Center of Jackson County
- Food & Friends Rogue Valley Council of Governments
- Former Jackson County Commissioner
- Hearts With a Mission
- Jefferson Regional Health Alliance
- JWA Public Affairs
- North Medford High School
- Rogue Valley Family YMCA
- United Way of Jackson County
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:**

- African-Americans, Asians, victims of child abuse, children, children who have witnessed violent crimes, those with disabilities, the elderly, children in foster care, Hispanics, the homeless, those with a chronic disease, LGBTQ, low-income individuals, multi-racial individuals, Native Americans, non-English-speaking individuals, single parent households, substance abusers, the uninsured/underinsured

In the online survey, key informants were asked to:

1) Rate their awareness of Asante Rogue Regional Medical Center’s activities around the priority health issues (prior to reviewing the referenced document);
2) Rate how well Asante Rogue Regional Medical Center 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 Rogue Regional Medical Center’s work was best recognized by participating key informants:

- Heart Disease & Stroke
- Cancer
- Mental Health & Substance Abuse
- Access to Healthcare Services

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

Key Informants: Prior Awareness of Asante Rogue Regional Medical Center’s Efforts to Improve Health Issues

<table>
<thead>
<tr>
<th>Health Issue</th>
<th>Very Aware</th>
<th>Somewhat Aware</th>
<th>Not At All Aware</th>
</tr>
</thead>
<tbody>
<tr>
<td>Heart Disease &amp; Stroke</td>
<td>30.8%</td>
<td>53.8%</td>
<td>15.4%</td>
</tr>
<tr>
<td>Cancer</td>
<td>26.3%</td>
<td>63.2%</td>
<td>10.5%</td>
</tr>
<tr>
<td>Mental Health &amp; Substance Abuse</td>
<td>20.7%</td>
<td>58.6%</td>
<td>20.7%</td>
</tr>
<tr>
<td>Access to Healthcare Services</td>
<td>20.6%</td>
<td>55.9%</td>
<td>23.5%</td>
</tr>
<tr>
<td>Diabetes</td>
<td>12.5%</td>
<td>58.3%</td>
<td>29.2%</td>
</tr>
<tr>
<td>Injury &amp; Violence Prevention</td>
<td>11.8%</td>
<td>52.9%</td>
<td>35.3%</td>
</tr>
<tr>
<td>Disabilities</td>
<td>5.9%</td>
<td>29.4%</td>
<td>64.7%</td>
</tr>
<tr>
<td>Respiratory Diseases</td>
<td>6.0%</td>
<td>55.0%</td>
<td>39.0%</td>
</tr>
<tr>
<td>Nutrition, Physical Activity &amp; Weight</td>
<td>3.3%</td>
<td>69.6%</td>
<td>26.1%</td>
</tr>
<tr>
<td>Infant Health &amp; Family Planning</td>
<td>1.8%</td>
<td>57.7%</td>
<td>38.5%</td>
</tr>
<tr>
<td>Tobacco Use</td>
<td>61.1%</td>
<td>38.9%</td>
<td>0%</td>
</tr>
</tbody>
</table>

Evaluation

The following are the health issues for which respondents rated Asante Rogue Regional Medical Center’s work most highly (in terms of “excellent” ratings):

- Heart Disease & Stroke
- Cancer
- Infant Health & Family Planning
- Injury & Violence Prevention

An overview of ratings for all 11 health issues is provided in the following chart.
Key Informants: Ratings of Asante Rogue Regional Medical Center’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>Heart Disease &amp; Stroke</td>
<td>47.8%</td>
<td>21.7%</td>
<td>26.1%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cancer</td>
<td>23.5%</td>
<td>17.6%</td>
<td>52.9%</td>
<td>5.9%</td>
<td></td>
</tr>
<tr>
<td>Infant Health &amp; Family Planning</td>
<td>16.7%</td>
<td>33.3%</td>
<td>41.7%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Injury &amp; Violence Prevention</td>
<td>12.5%</td>
<td>37.5%</td>
<td>25.0%</td>
<td>18.8%</td>
<td>5.3%</td>
</tr>
<tr>
<td>Diabetes</td>
<td>9.1%</td>
<td>40.8%</td>
<td>40.9%</td>
<td>5.5%</td>
<td></td>
</tr>
<tr>
<td>Access to Healthcare Services</td>
<td>8.6%</td>
<td>54.3%</td>
<td>25.7%</td>
<td>11.4%</td>
<td></td>
</tr>
<tr>
<td>Mental Health &amp; Substance Abuse</td>
<td>7.1%</td>
<td>42.9%</td>
<td>32.1%</td>
<td>17.9%</td>
<td></td>
</tr>
<tr>
<td>Disabilities</td>
<td>6.7%</td>
<td>33.3%</td>
<td>40.0%</td>
<td>20.0%</td>
<td></td>
</tr>
<tr>
<td>Tobacco Use</td>
<td>5.9%</td>
<td>23.5%</td>
<td>41.2%</td>
<td>11.8%</td>
<td>17.6%</td>
</tr>
<tr>
<td>Respiratory Diseases</td>
<td>5.6%</td>
<td>22.2%</td>
<td>55.6%</td>
<td>11.1%</td>
<td>5.6%</td>
</tr>
<tr>
<td>Nutrition, Physical Activity &amp; Weight</td>
<td>8.8%</td>
<td>28.6%</td>
<td>47.6%</td>
<td>9.5%</td>
<td>9.5%</td>
</tr>
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</table>
Key Informant Evaluations & Feedback
Access to Healthcare Services

Awareness & Evaluation
Prior to reviewing the highlights of Asante Rogue Regional Medical Center’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 Rogue Regional Medical Center’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.

Access to Healthcare Services

Prior Awareness of Asante Rogue Regional Medical Center’s Efforts to Improve This Issue

<table>
<thead>
<tr>
<th>Prior Awareness</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Very Aware</td>
<td>20.6%</td>
</tr>
<tr>
<td>Somewhat Aware</td>
<td>55.9%</td>
</tr>
<tr>
<td>Not At All</td>
<td>23.5%</td>
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Rating of Asante Rogue Regional Medical Center’s Efforts to Address This Issue

<table>
<thead>
<tr>
<th>Rating</th>
<th>Percentage</th>
</tr>
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<tr>
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<tr>
<td>Very Good</td>
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<tr>
<td>Good</td>
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<tr>
<td>Fair</td>
<td>11.4%</td>
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<tr>
<td>Poor</td>
<td>0.0%</td>
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</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 suggestions as to what Asante Rogue Regional Medical Center could do to further address this issue:

Improve Community Partnerships/Cooperation

- Better partnership and coordination with its community partners. - Other Health Provider
- Continue to work with community service partners on social determinants of health. - Social Services Provider
- Cooperate with Providence. - Community Leader
**Assist With Health Coverage**

Small-time employers could use on-site visits to assist their employees to sign up for health benefits. Also, they could do the same with BBSI, who employs many people in jobs that do not have medical benefits. - Community Leader

**Community Education/Outreach**

Develop better communication for folks around these issues. Hopefully this is being well-communicated to partners, but the general public should understand this as well. - Social Services Provider

**Increase Diversity**

Hire more diverse service providers at all levels of the hospital system. - Other Health Provider

**Mental Health Services for Minors**

Residential services for minors with mental health needs. Services for minors who need detox and drug addiction residential. - Social Services Provider

**Provide Medications**

Ensure patients leave hospitals with medication in hand. Reduce wait times at immediate care. - Community Leader

**Work With Vulnerable Populations**

Speak the language of the poor, not just increase services. - Social Services 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
- Addictions Recovery Center (ARC)
- Age Friendly Innovators
- AllCare Health
- Asante
- Asante Ashland Community Hospital
- Asante Physician Partners
- Asante Rogue Regional Medical Center
- Asante Three Rivers Medical Center
- Asante Urgent Care - Black Oak
- Care Navigators
- Children's Advocacy Center
- Columbia Care
- Community Health Center (CHC)
- Coordinated Care Organization
- Doctors' Offices
- Federally Qualified Health Center
- Hearts With a Mission
- Hospice House
- Hospitals
- Jackson Care Connect
- Jackson County Health and Human Services
- Jackson County Public Health
- La Clinica
- Maslow Project
- Mental Health Services
- Non-Emergency Medical Transport
- OnTrack Rogue Valley
- Options for Southern Oregon
- Oregon State Legislature
• Providence Medford Medical Center
• Retail Care
• Rogue Community Health
• Rogue Retreat
• RVOG (Rogue Valley Council of Governments)
• RVOG (Rogue Valley Council of Governments) Senior and Disability Services
• Southern Oregon Pediatrics
• TeleHealth
• United Way
• Urgent Care
Mental Health & Substance Abuse

Awareness & Evaluation
Prior to reviewing the highlights of Asante Rogue Regional Medical Center’s initiatives and actions relating to mental health and substance abuse:

- 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 Rogue Regional Medical Center’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.

### Mental Health & Substance Abuse

<table>
<thead>
<tr>
<th>Prior Awareness of Asante Rogue Regional Medical Center’s Efforts to Improve This Issue</th>
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</tr>
</thead>
<tbody>
<tr>
<td>20.7%</td>
<td>58.6%</td>
</tr>
<tr>
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<td>Somewhat Aware</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 suggestions as to what Asante Rogue Regional Medical Center could do to further address this issue:

**Improve Access**
- More access for inpatient care and better coordination with community partners. - Other Health Provider
- Assist in providing residential support for minors with mental health needs and drug addiction. - Social Services Provider
- Continue to have sufficient hospital space for the emergency medical care. Is 24 beds from 18 enough? I don’t know. Were there more in the past? - Community Leader
- More direct referrals to BH providers. Support transitional and recovery housing. - Other Health Provider
Education/Outreach

Publicly share with community agencies and community members what efforts have been made to address these issues.

- Other Health Provider
  Mental health presence and partnership with schools.

- Community Leader

More Psychiatrists

We need to continue hiring more psychiatrists. Access is still limited.

- Physician
  Hiring psychiatrists and having good access has been helpful. Asante could meet the needs of seniors by incentivizing their psychiatrists to accept Medicare.

- Community Leader

Focus on Opioids

More focus on opioid addiction.

- Community Leader

 Partnerships for Transitional Housing

Partner with other organizations to develop supportive and/or transitional housing for those discharged from the hospital who need additional care.

- Other Health Provider

Reduce Stigma

Reduce stigma among ED providers and support teams regarding addiction and Mental Health issues. In particular, improve access for emergent treatment of dangerous withdrawal systems with referral to detox centers or follow-up case management services.

- Social Services Provider

Strategic Planning

I am only aware that no one agency in this community is doing very well at addressing the overall mental health crisis in Jackson County.

- Social Services 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
- Addictions Recovery Center (ARC)
- Asante
- Asante Behavioral Health
- Asante Physician Partners
- Asante Rogue Regional Medical Center
- Columbia Care Services
- Compass House
- Community Health Center (CHC)
- DHS (Department of Human Services)
- Family Nurturing Center
- Family Solutions
- Foundations for Recovery
- Hospitals
- Jackson County Health and Human Services
- Jackson County Mental Health Services
- Kairos
- Kolpia Counseling
- La Clinica
- Maslow Project
- OnTrack Rogue Valley
- Options for Southern Oregon
- Rogue Community Health
- Rogue Retreat
- RVCOG (Rogue Valley Council of Governments) Senior and Disability Services
Heart Disease & Stroke

Awareness & Evaluation

Prior to reviewing the highlights of Asante Rogue Regional Medical Center’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 Rogue Regional Medical Center’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 Rogue Regional Medical Center’s Efforts to Improve This Issue

Rating of Asante Rogue Regional Medical Center’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 Rogue Regional Medical Center could do to further address this issue:

Community Outreach/Collaboration
- Partner with other organizations that are looking to increase health outcomes in this area, like CCOs. - Other Health Provider
- More community outreach and education. - Other Health Provider

More Involvement in Nutritional Support
- Even more involvement in supporting nutritional support for individuals within the community. - Social Services Provider

Provide Medications
- Ensure patients leave with medications. Stronger follow-up with Cardiac care. - Community Leader

Remain Advanced
- Continue to be on the cutting edge. - 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 Heart Association
- Anytime Fitness
- Asante
- Asante Ashland Community Hospital
- Asante Rogue Regional Medical Center
- Asante Three Rivers Medical Center
- Cath Lab
- Cell Phone Alert
- Fred Meyer Produce Department
- Hospitals
- Jackson County Parks and Recreation
- La Clinica
- Providence Medford Medical Center
- Rogue Community Health
- Southern Oregon Cardiology
Infant Health & Family Planning

Awareness & Evaluation

Prior to reviewing the highlights of Asante Rogue Regional Medical Center’s initiatives and actions relating to infant health and family planning:

- Most reported that they were aware to some degree (“very” or “somewhat aware”) of the hospital’s efforts in this area, although a plurality reported being “not at all aware.”

After reviewing the highlights of Asante Rogue Regional Medical Center’s initiatives and actions relating to infant health and family planning:

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

Infant Health & Family Planning

Prior Awareness of Asante Rogue Regional Medical Center’s Efforts to Improve This Issue

Rating of Asante Rogue Regional Medical Center’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 Rogue Regional Medical Center could do to further address this issue:

Community Education/Outreach

- Helping educate young families earlier so that better nutrition is part of their lives before having children. - Social Services Provider

- More communication to the community on services. - 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.

- Asante
- Asante Ashland Community Hospital
- Asante Physician Partners
- Asante Rogue Regional Medical Center
- Asante Three Rivers Medical Center
- Children’s Miracle Network
- Community Health Center (CHC)
- Doctors’ Offices
- Eat, Sleep, Console (Asante)
- Headstart
- Health Care Coalition of Southern Oregon
- Healthy Start of Southern Oregon
- Home Visiting Programs
- Jackson Care Connect
- Jackson County Family Planning Clinic
- Jackson County Health and Human Services
- Jackson County Public Health
- Jackson County WIC
- La Clinica
- NICU (Asante)
- Planned Parenthood
- Providence Medford Medical Center
- Rogue Community Health
- Southern Oregon Early Learning Services
- Southern Oregon Pediatrics
- The Family Nurturing Center
- The Pregnancy Center
Diabetes

Awareness & Evaluation

Prior to reviewing the highlights of Asante Rogue Regional Medical Center’s initiatives and actions relating to diabetes:

- 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 Rogue Regional Medical Center’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

<table>
<thead>
<tr>
<th>Prior Awareness of Asante Rogue Regional Medical Center’s Efforts to Improve This Issue</th>
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</tr>
</thead>
<tbody>
<tr>
<td>Very Aware</td>
<td>Somewhat Aware</td>
</tr>
<tr>
<td>12.5%</td>
<td>58.3%</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 suggestions as to what Asante Rogue Regional Medical Center could do to further address this issue:

**Community Education/Outreach**
- More involvement in nutrition education within the community. - Social Services Provider
- Marketing. - Community Leader
- Billboards. - Community Leader

**Improve Community Partnerships**
- I think there are more partnership opportunities for this issue, which is a significant one in our community. - Other Health Provider
Increase Diversity

Be fully bicultural and bilingual. - Social Services Provider

More to Address

I feel that even though work is being done to address obesity and diabetes, it's not enough. We aren't going to be able to address these health issues due to the sheer numbers. It's staggering. - Social Services 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.

- ADA
- AllCare Health
- Asante
- Asante Physician Partners
- Asante Rogue Regional Medical Center
- Community Health Center (CHC)
- Diabetic Education
- Doctors' Offices
- Jackson Care Connect
- Jackson County Health
- La Clinica
- Living Well Workshops- SO Healthy Oregon
- OSU Moore Institute
- Providence Medford Medical Center
- Rogue Community Health
- RVCOG (Rogue Valley Council of Governments) Senior and Disability Services
- Smullin Health Education Center (Asante)
Nutrition, Physical Activity & Weight

Awareness & Evaluation
Prior to reviewing the highlights of Asante Rogue Regional Medical Center’s initiatives and actions relating to nutrition, physical activity and weight:

- 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 Rogue Regional Medical Center’s initiatives and actions relating to nutrition, physical activity and weight:

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

Nutrition, Physical Activity & Weight

![Bar chart showing awareness and ratings]

Prior Awareness of Asante Rogue Regional Medical Center’s Efforts to Improve This Issue

- Very Aware: 4.3%
- Somewhat Aware: 69.6%
- Not At All Aware: 26.1%

Rating of Asante Rogue Regional Medical Center’s Efforts to Address This Issue

- Excellent: 4.8%
- Very Good: 28.6%
- Good: 47.6%
- Fair: 9.5%
- Poor: 9.5%

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 Rogue Regional Medical Center could do to further address this issue:

Community Education/Outreach
- More community outreach and awareness. Continue to fund the SNAP match at the Grower’s Market.
- Support more lifestyle change in the community.
- Given the fact I’m not aware of the programs, I would say increased marketing.
Easier Access to Physical Activities

Encourage easier access to physical activities for families. The exercise area at Hawthorne Park is great; it would be nice to have something similar in other areas. - Social Services Provider
Free health club access for public employees. - Community Leader

Improve Community Partnerships

Partner with YMCA and other organizations to try to create affordable access for patients with chronic disease. - Physician
Improve community partnerships. - Other Health Provider

Certification

Get certified as a center of excellence. - Community Leader

Improve Hospital Nutrition

Better cafeteria, better hospital food. - Social Services 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
- Anytime Fitness
- Asante
- Asante Physician Partners
- Asante Rogue Regional Medical Center
- Food & Friends
- Great Start, Eat Smart
- Grocery Stores
- La Clinica
- Medford Growers’ and Crafters’ Market
- Medford Parks and Recreation
- OSU Extension Service
- Parks and Recreation
- Peak Medical
- Providence Medford Medical Center
- Rogue Community Health
- Southern Oregon Bariatric Center
- Southern Oregon Head Start
- The Right Plan Nutrition Counseling
- Weight Watchers
Respiratory Diseases

Awareness & Evaluation
Prior to reviewing the highlights of Asante Rogue Regional Medical Center’s initiatives and actions relating to respiratory diseases:

- Most reported that they were aware to some degree (“very” or “somewhat aware”) of the hospital’s efforts in this area, although a plurality reported being “not at all aware.”

After reviewing the highlights of Asante Rogue Regional Medical Center’s initiatives and actions relating to improving respiratory diseases:

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

Respiratory Diseases

Prior Awareness of Asante Rogue Regional Medical Center’s Efforts to Improve This Issue

Rating of Asante Rogue Regional Medical Center’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 Rogue Regional Medical Center could do to further address this issue:

Community Partnerships/Collaboration
- Get involved with the Chamber’s Natural Resource Team to engage doctors in the area to reduce forest fires and smoke in the region. - Community Leader
- Improve community partnerships. - Other Health Provider

Community Education/Outreach
- Increased awareness. - Community Leader
More Specialists
- Hire more pulmonologists. Support primary care to better use and interpret spirometry. - Physician

Restart Pulmonary Rehabilitation Program
- Asante dropped its pulmonary rehab program years ago. Restarting that, and smoking cessation interventions, could help. I've not seen any advertising about a smoking cessation program and how that would be any better than 1-800 QUIT-NOW. - Community Leader

Work with Vulnerable Populations
- Speak the language of the poor. - Social Services 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.

- AllCare Health
- Allergy and Asthma Center of Southern Oregon
- Asante
- Asante Rogue Regional Medical Center
- Asante Sleep Center
- Chamber Natural Resource Team
- County Woodsmoke Enforcement
- Flu Shot Clinic
- Jackson County Health
- La Clinica
- Masking Policy (Providence)
- Providence Medford Medical Center
Cancer

Awareness & Evaluation

Prior to reviewing the highlights of Asante Rogue Regional Medical Center’s initiatives and actions relating to cancer:

- 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 Rogue Regional Medical Center’s initiatives and actions relating to cancer:

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

Cancer

Prior Awareness of Asante Rogue Regional Medical Center’s Efforts to Improve This Issue

<table>
<thead>
<tr>
<th>Awareness Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very Aware</td>
<td>26.3%</td>
</tr>
<tr>
<td>Somewhat Aware</td>
<td>63.2%</td>
</tr>
<tr>
<td>Not At All Aware</td>
<td>10.5%</td>
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Rating of Asante Rogue Regional Medical Center’s Efforts to Address This Issue

<table>
<thead>
<tr>
<th>Rating</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Excellent</td>
<td>23.5%</td>
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<td>Very Good</td>
<td>17.6%</td>
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<tr>
<td>Good</td>
<td>52.9%</td>
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<tr>
<td>Fair</td>
<td>5.9%</td>
</tr>
<tr>
<td>Poor</td>
<td>0.0%</td>
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</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 suggestions as to what Asante Rogue Regional Medical Center could do to further address this issue:

Community Education/Outreach

You engaged a navigator and support group, which I think is excellent. I am not aware of additional services for cancer survivors. - Community Leader

Marketing, community outreach. - Community Leader

Improve Facilities

The upstairs chemo room is too crowded and overworked. - Social Services 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 Society
- Asante
- Asante Rogue Regional Medical Center
- Francis Cheney Family Place (Asante)
- Hematology Oncology Associates
- Oregon Integrative Oncology
- Providence Medford Medical Center
- Oregon Tobacco Quit Line
- Radiation and Oncology Consultants
- Spears Cancer Center
Disabilities

Awareness & Evaluation
Prior to reviewing the highlights of Asante Rogue Regional Medical Center’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 Rogue Regional Medical Center’s initiatives and actions relating to disabilities:

Disabilities

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 Rogue Regional Medical Center could do to further address this issue:

Address Health Disparities
- Look at health disparities for people with disabilities and address inequities for this population. - Other Health Provider

Sponsor United Athletics
- Sponsor United Athletics, provide social connectedness activities. - 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.

- ACCESS
- Addictions Recovery Center (ARC)
- Asante
- Asante Rogue Regional Medical Center
- Ashland Supportive Housing, Inc. (ASH)
- Dogs for Better Lives
- Jackson County Developmental Disabilities Service
- Living Opportunities
- Medford Disability Services
- Mobility Services
- Pathway Enterprises
- Providence Medford Medical Center
- RVCOG (Rogue Valley Council of Governments) Senior and Disability Services
- State of Oregon Disabilities
- United Way
- Veterans Affairs
**Injury & Violence Prevention**

**Awareness & Evaluation**
Prior to reviewing the highlights of Asante Rogue Regional Medical Center’s initiatives and actions relating to injury and violence prevention:

- 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 Rogue Regional Medical Center’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 Rogue Regional Medical Center’s Efforts to Improve This Issue

<table>
<thead>
<tr>
<th>Level</th>
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</tr>
</thead>
<tbody>
<tr>
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<td>11.8%</td>
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<tr>
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<td>52.9%</td>
</tr>
<tr>
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<td>35.3%</td>
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Rating of Asante Rogue Regional Medical Center’s Efforts to Address This Issue

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<thead>
<tr>
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<td>18.8%</td>
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</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 suggestions as to what Asante Rogue Regional Medical Center could do to further address this issue:

**Community Outreach**
- More visible with their involvement. - Social Services Provider

**Protect Against Workplace Violence**
- Train workers and protect workers from workplace violence. - Social Services 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.

- 211
- Addictions Recovery Center (ARC)
- Asante
- Asante Rogue Regional Medical Center
- Children's Advocacy Center
- Community Works
- DHS (Department of Human Services)
- Dunn House Shelter
- First Responders
- Home Medical
- Jackson County Sheriff
- La Clinica
- Law Enforcement
- Medford Police Department
- Peace House
- SART (Jackson County Sexual Assault Response Team)
- School System
- Southern Oregon Success
Tobacco Use

Awareness & Evaluation

Prior to reviewing the highlights of Asante Rogue Regional Medical Center’s initiatives and actions relating to tobacco use:

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

After reviewing the highlights of Asante Rogue Regional Medical Center’s initiatives and actions relating to tobacco use:

- 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 Rogue Regional Medical Center could do to further address this issue:

**Education/Outreach in Schools**

- Work with schools and teen prevention, especially with vaping. Need to educate children at an early age. - Community Leader
- Education in schools starting in the 6th grade. - Social Services Provider

**Hospital Employees Smoking Outside Hospital**

- It looks disgusting to see employees walking the perimeter of the hospital’s smoking. - Social Services Provider

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**Tobacco Use**

**Prior Awareness of Asante Rogue Regional Medical Center’s Efforts to Improve This Issue**

- **Very Aware**: 0.0%
- **Somewhat Aware**: 61.1%
- **Not At All Aware**: 38.9%

**Rating of Asante Rogue Regional Medical Center’s Efforts to Address This Issue**

- **Excellent**: 5.9%
- **Very Good**: 23.5%
- **Good**: 41.2%
- **Fair**: 11.8%
- **Poor**: 17.6%
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 Health
- Asante
- Asante Rogue Regional Medical Center
- Department of Human Services (DHS)
- Jackson Care Connect
- Jackson County Health
- Jackson County Health and Human Services/Public Health
- Jackson County Tobacco Prevention and Education
- La Clinica
- Oregon Health Authority
- Oregon Tobacco Quit Line
- Providence Medford Medical Center
- Rogue Community Health
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 issues identified, as well as respondents’ reasons for their perceptions:

**Housing and Homelessness**
- *The bio-psycho-social causes of homelessness. Life expectancy of a homeless person is short.* - Community Leader
- *Housing, specifically transitional and respite housing.* - Other Health Provider
- *Housing.* - Social Services Provider

**Sleep for Students**
- *Student lack of sleep due to poor management of screen time. Some students are only getting a few hours of sleep per night. Mostly in poverty situations, but it impacts school attendance negatively.* - Community Leader

**Social Isolation**
- *Social isolation of the elder population and associated mental and physical health problems, as well as high suicide rates.* - Other Health Provider
Appendix
Highlights of Initiatives & Actions

From the 2017 Asante Community Health Improvement Plan:

1. ACCESS TO HEALTH CARE SERVICES

   Asante Rogue Regional Medical Center
   1. New providers were hired for medical clinics in Medford to increase the availability of primary and specialty care.
   2. Our discounted or free prescription drug program provides medications to patients who are financially unable to get prescriptions upon discharge.
   3. The hospital’s pediatric hospitalist donates nearly 100 hours of care each year at the Children’s Advocacy Center for children who are medically underserved.
   4. Level II trauma center status was attained to expand trauma services, so patients could be treated locally rather than be transferred out of the area.
   5. An urgent care clinic opened in Medford and White City to address the growing demand for non-emergency care in surrounding communities.

2. MENTAL HEALTH & SUBSTANCE ABUSE

   Asante Rogue Regional Medical Center
   1. Critical incident training is provided to the Medford Police Department and other law enforcement agencies to care for mentally ill citizens in crisis. Training includes the full spectrum of mental illness and de-escalation techniques to increase safety for this vulnerable population.
   2. The Psychiatric Crisis Unit in the emergency department was remodeled and another room added to accommodate patients of all ages, including young children and teens.
   3. The Sanctuary trauma-informed model of care was adopted for mental health patients and their health care providers to improve treatment and patient outcomes.
   4. Asante is renovating the hospital’s Behavioral Health Unit to increase the number of beds from 18 to 24 to accommodate increased demand.
   5. Ongoing financial support is given to Compass House to provide transitional care for mental health patients from the hospital to their home.

3. HEART DISEASE AND STROKE

   Asante Rogue Regional Medical Center
   1. As the primary financial sponsor of PulsePoint, when a cardiac emergency is in a public place, the app alerts nearby CPR-trained citizens at the same time a 9-1-1 call is made.
   2. A transcatheter aortic valve replacement program was added to provide leading-edge heart care to patients.
   3. A co-management agreement was established with Southern Oregon Cardiology to expand and improve heart care services in the community.
4. The scope and physical space for cardiac rehabilitation services was expanded to accommodate an increased number of heart patients.

5. Our support of the Oregon Cardiovascular Symposium helps ensure continuing medical education for nurses and advanced health care practitioners.

4. INFANT HEALTH AND FAMILY PLANNING

Asante Rogue Regional Medical Center
1. More maternal fetal medicine providers were hired to help meet the growing demand for this medical specialty, the only specialty of its kind in the region.

2. An isolette transporter was purchased for fragile infants who need to be medically transported to or from the medical center.

3. Six pediatric hospitalists were hired to ensure young patients receive age-appropriate care in the hospital and not need to travel for care.

4. A pediatric oncologist was hired so children can receive cancer care close to home.

5. The eat, sleep, console model of care was implemented for infants born to opioid-addicted mothers. Babies stay with moms during their hospital stay instead of moving to the neonatal intensive care unit. Hospital staff provide special education to moms caring for their newborns.

5. DIABETES

Asante Rogue Regional Medical Center
1. Diabetes Care Center and Nutrition Services was established to offer medical diagnosis and treatment, as well as free support groups and education.

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

3. An endocrinologist was hired to improve access to diabetes care in Medford.

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

6. NUTRITION, PHYSICAL ACTIVITY AND WEIGHT

Asante Rogue Regional Medical Center
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. A partnership with Southern Oregon Bariatric Center and Oregon Surgical Specialists was created to provide healthy-weight services.

3. Annual funding of the ACCESS food share program provides hundreds of meals to the underserved in the community.

4. A large donation was made to the Medford Growers and Crafters market enabling low-income families to get fresh produce during the growing season.

5. 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 Rogue Regional Medical Center
1. Seven pulmonologists and two pulmonary nurse practitioners were hired for our Medford clinic to help meet the demand for this medical specialty.
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 Asante hospitals in Grants Pass and Ashland.
4. The Asante Sleep Center provides mask PAP therapy fittings, troubleshooting and education to nearly 200 community members to improve the health of patients with obstructive sleep apnea.

8. CANCER

Asante Rogue Regional Medical Center
1. A gynecologic cancer support group and a lung cancer support group were established, the only ones of their kind in Southern Oregon.
2. A pediatric oncologist was hired for young patients with cancer, so they would not need to travel for care.
3. The hospital partnered with OHSU to bring a cancer specialist and surgeon to the hospital monthly, so patients would not need to travel.
4. 3-D mammography technology and breast MRI were installed for enhanced detection of breast cancer.
5. An oncology nurse navigator was hired for all cancer types to help patients through diagnosis, treatment and recovery.

9. DISABILITY AND HEALTH

Asante Rogue Regional Medical Center
1. An endocrinologist and advanced practitioner were hired for patients with chronic autoimmune diseases (e.g., rheumatoid arthritis and lupus) to help meet the demand for this medical specialty.
2. Several neurologists were hired for patients with chronic neuromuscular diseases (e.g., multiple sclerosis, muscular dystrophy and ALS) to help meet the demand for this medical specialty.

10. INJURY AND VIOLENCE PREVENTION

Asante Rogue Regional Medical Center
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. A pediatric SANE program is funded in partnership with Children’s Advocacy Center.
2. Licensed clinical social workers were hired at Asante medical clinics in Medford to help victims of abuse in an outpatient setting.

3. Asante sponsors Hearts & Vines to benefit women and children programs that help reduce domestic violence through education, prevention and intervention.

4. Our sponsorship of the American Red Cross Prepare Out Loud earthquake and disaster preparedness events in Jackson County provide education about medical preparedness and steps to take to reduce the impact of disasters.

5. Our sponsorship of the Maslow Project’s Southern Oregon Smoked Salmon Festival benefits homeless children by providing basic needs, crisis intervention, advocacy, street outreach and essential support services.

11. TOBACCO USE

Asante Rogue Regional Medical Center

1. The Asante tobacco use policy was 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.