

2013 Community Health Needs Assessment

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INTRODUCTION

Sioux Center Community Hospital & Health Center Avera is a 25-bed critical access hospital located in Sioux Center, Iowa. The not-for-profit community hospital was founded in 1946 by a group of local leaders who envisioned a health ministry, guided by gospel values, to serve the health needs of the surrounding area. Their vision became a reality in 1951 when they first opened their doors to a new hospital. The health system is governed by a local Board of Directors and has a management agreement with Avera McKennan Hospital & University Health Center, which provides shared administrative and support to hospitals in the region.

Two medical clinics in Sioux Center and Hull feature experienced primary care physicians and medical professionals for patients with health concerns or routine checkups. The hospital continues to offer a variety of specialty clinics and outreach services allowing patients to stay close to home.

For local area seniors, the organization provides a full continuum of senior living facilities. Royale Meadows Care Center, a 69 bed skilled nursing facility, provides 24 hour nursing care in a newer state-of-the art home-like setting. Crown Pointe and Franken Manor Independent and Assisted Living facilities offer a variety of services that promote independence and choice in a supervised and caring environment.

The objectives of this Community Health Needs Assessment (CHNA) are to:

1. To identify common health needs and concerns through data collection.
2. To integrate CHNA recommendations into actionable plans.
3. And most importantly, to improve the health and lives of people in our communities.

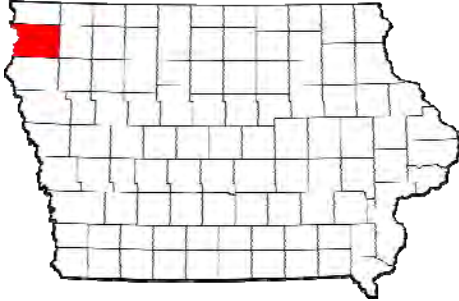
EXECUTIVE SUMMARY

Sioux Center Community Hospital & Health Center Avera will conduct a community health needs assessment every three years to evaluate the health of the community, prioritize health needs and develop strategies to address the needs of the community. Although conducting a CHNA is an IRS requirement, the awareness of needs, through data collection and collaboration with the community, fits our mission to bring hope, health and healing to life. This process provides direction for prioritizing our future strategies in developing community-driven goals that improve the health and wellness of residents in our service area.

Data collection for our community health needs assessment began in the fall of 2011. The Sioux Center hospital gathered quantitative and qualitative data to determine the most suitable health initiatives that impact our communities. The data gathered includes demographic (population, age, race, sex and household) information, community health statistics and resident feedback through focus groups, personal interviews and surveys.

COMMUNITY SERVED - DEMOGRAPHICS

Sioux Center Community Hospital & Health Center Avera serves the residents of Sioux County, Iowa. Approximately 92% of the hospital's discharges originate from Sioux County, making it the primary and secondary service area. Sioux County is located on the northwest corner of Iowa, which has a total area of 769 square miles.



A majority of the hospital's patients (73%) came from Sioux Center and Hull, Iowa in fiscal year 2012. Although the hospital may attract a large market share in some of these remaining towns in Sioux County, the percentage of admissions is lower because of population size.

Table 1: Sioux Center Community Hospital & Health Center Avera Patient Origin

	Patient Origin
Sioux Center	54%
Hull	19%
Rock Valley	4%
Orange City	3%
Boyd	3%
Ireton	3%
Doon	2%
Maurice	2%
Hawarden	2%
Other	8%

Source: SCCH & HC, Financial statistics

Table 2: US Census Bureau State & County Quick Facts – Population, 2010

As of the 2010 census, Sioux County has a population of 33,704 people and 11,549 households residing in the county. The population density is 43.9 people per square mile. The median age is 32.7.

Population	Sioux County
Population, 2010	33,704
Under 5 years old	2,639 / 7.80%
5 - 19 years old	8,030 / 23.83%
Age 20-64 years old	18,227 / 54.00%
Age ≥ 65 years old	4,808 / 14.3% %

Source: US Census Bureau, 2010 Demographic Profile Data

Table 3: Racial/Ethnic Composition for the Sioux County Service Area

Sioux Center Community Hospital & Health Center Avera’s service area population remains predominately White at 93.3%. There has been an increase in the Hispanic/Latino population in Sioux County, which grew from 808 persons in 2000 to 3,001 in 2010.

Race	Sioux County
White	31,441 / 93.3%
Black/African American	129 / .4%
Asian	272 / 0.80%
2 or more races	314 / .9%
Other	1,448 / 4.3%

Source: US Census Bureau, 2010 Demographic Profile Data

Table 4: Social & Economic Factors: Income, Poverty level & education in Sioux County

The overall economy in Sioux County is very well positioned with a low unemployment rate and poverty level compared to Iowa and National averages. The median household income of \$53,922 is above the state of Iowa average of \$50,451. Educational graduation rates are below the Iowa average by a few percentage points.

	Sioux County
Median Household Income	\$53,922
Living Below Poverty	7.20%
Children in Poverty	6.50%
High School Graduation	86.80%
Bachelors Degree	22.50%
Unemployment	2.40%

Source: US Census Bureau, State & County Quick Facts 2010

UNDERSTANDING COMMUNITY HEALTH ISSUES

Focus groups, personal interviews and surveys were held in the spring of 2012 to better understand community health issues. Our first focus group consisted of eight Sioux Center Community Hospital & Health Center Avera healthcare professionals with a variety of responsibilities in patient care services. Our second focus group consisted of eight mothers, of which several were from the Mothers of Preschool Children (MOPS) group. Our last group consisted of nine women from the Latina Health Coalition, led by Kim Westerholm, representing the minority and medically underserved population.

A meeting in January 2013 was conducted with public health experts from Sioux County Community Health Partners (Deb VanderPlas, Community Health Services Director) and neighboring hospitals in Sioux County (Orange City Area Health System, Hegg Memorial Health Center and Hawarden Regional Healthcare) to assess the major health priorities in the region. This meeting helped identify common health problems/disparities and future collaboration needs to accomplish addressing the key issues.

A survey was available online at www.schospital.org for residents to share their thoughts about community health. The ranking survey asked questions in the following categories: health services, health education and information resources, additional community support, and quality of life. The same survey was distributed at a Community Unity Meal on July 12, 2012, which serves lower-income individuals throughout Sioux County. A total of seven surveys were returned and used in this analysis.

Primary data was collected through focus groups, personal interviews and surveys. Answers for each question were compiled and analyzed. Questions utilized for data collection were as follows:

- What is healthy about our community?
- What is unhealthy about our community?
- In what ways do you think the hospital is serving the community well?
- In what ways do you think the hospital can serve the community better?
- What is the most pressing health care related need facing you, your family or community?
- In what ways do you think the hospital can address this need?

Q: What is healthy about our community?

Overall, Sioux Center was portrayed as a “healthy” community because of our strong economy with many options available to residents. Some of the key categories include excellent access to basic healthcare, a variety of recreational programs, strong academics for children and a spiritual culture with an abundance of churches available.

Many suggested that every age group has some community and recreational activities to get involved in. They also felt that there is a significant amount of non-profit social groups available for people with substance or physical abuse, along with a support for lower-income families in

need. Fitness facilities and daycares in the area were also viewed as adequate. For public health, the community felt that there are a number of screenings and immunizations available to the public, with access to quality healthcare throughout their lifetime. This includes hospitals, medical clinics, dentists, chiropractors, optometrists and nursing facilities. All of which are vital to a healthy community.

Q: What is unhealthy about our community?

Obesity was a common concern for our children and adults. Participants thought that the culture of fast food and improper diet has caused our residents to become overweight. Although there is access to fitness facilities, many suggested that the price of a membership was extremely high and unreasonable.

Another major concern was the environmental impact of our agricultural farmland. Many expressed a concern about chemicals and pesticides that continue to be sprayed and drained into the soil. They wonder if these affects have caused or contributed to a high rate of cancer in our area. The high rate of motor-vehicle accidents was also a concern.

Q: In what ways do you think the hospital is serving the community well?

The hospital was recognized as a quality healthcare provider with a number of qualified physicians and staff who are caring and trustworthy. The mother's group commented that our physicians and nurse midwife were very valuable, along with a variety of prenatal classes offered to them. Others were happy with the availability of preventive screenings, hospital equipment, payment options/charity care, and Sioux Center Community Hospital & Health Center Avera's improved presence in the community.

Q: In what ways do you think the hospital can serve the community better?

There were several common themes on how Sioux Center Community Hospital & Health Center Avera could serve the community better. One of the common themes was more bilingual staff for the growing Hispanic population. They felt that our cultural differences need to be recognized, providing more educational material and pictures in Spanish.

It was felt that access to specialists and outpatient services was another key issue. This includes more general surgery, dermatology, orthopedics and cardiology. Several also mentioned that the clinic hours and urgent care hours could be expanded so they don't have to go to the Emergency Room. Others wanted an updated facility with more modern amenities.

Q: What is the most pressing health care related need facing you, your family or community?

The most pressing healthcare issues relate to obesity, unhealthy lifestyle choices and health insurance. The major concern of obesity was not having a balanced diet and the abundance of fast food restaurants in Sioux Center. It is our Midwestern culture of high meat and protein with

a decreased emphasis of fruits and vegetables in our schools and dinner table. These unhealthy habits can lead to diabetes, high blood pressure, strokes and other health issues.

Another area of concern was cancer, specifically breast, colon and skin cancer. Many of the individuals have close family or relatives who were diagnosed with some form of cancer. They fear cancer for their kids and family, and want improved preventive screenings and education to detect and treat cancer in the early stages. Although access to healthcare is good in Sioux County, many believe that lack of insurance is an issue along with high deductibles and premiums.

Q: In what ways do you think the hospital can address this need?

The general consensus to improve obesity and healthy lifestyle choices was to increase collaboration between the hospital and other organizations, such as public and private schools, businesses and community programs. There are a number of community programs that could be more collaborative rather than competitive; many of them include fitness/wellness programs.

The community would like more education about preventive screenings and health resources available to individuals over the age of 50. They also want the hospital to be more active in the Hispanic population and reach out to the lower-income families in need.

COMMUNITY HEALTH STATISTICS

In addition to understanding resident needs, Sioux Center Community Hospital & Health Center Avera also gathered health statistics from county, state and national sources to better understand the health environment of Sioux County.

Table 5: Sioux County Health Rankings (2012)

According to the data, Sioux County has the 2nd highest county health ranking in Iowa. Motor vehicle crash death rate in Sioux County is above both Iowa and the national benchmark. Another area of concern is the primary care physician to population ratio of 1,688:1 which is well above the national benchmark recommendation, but Sioux County is not designated as an HPSA shortage area. Sioux County also sees an above average number of fast food restaurants and below average recreational facilities, which drastically reduced the Physical Environment ranking.



	Sioux County	Iowa	National Benchmark	Rank
Mortality				6
Premature death	4,511	6,012	5,466	
Morbidity				6
Poor or fair health	9%	12%	10%	
Poor physical health days	2.1	2.8	2.6	
Poor mental health days	1.9	2.7	2.3	
Low birthweight	5.10%	6.80%	6.00%	
Health Behaviors				4
Adult smoking	13%	19%	14%	
Adult obesity	26%	29%	25%	
Physical inactivity	24%	25%	21%	
Excessive drinking	13%	20%	8%	
Motor vehicle crash death rate	16	15	12	
Sexually transmitted infections	75	313	84	
Teen birth rate	18	33	22	
Clinical Care				18
Uninsured	10%	10%	11%	
Primary care physicians	1,688:1	1,492:1	631:1	
Preventable hospital stays	63	63	49	
Diabetic screening	89%	88%	89%	
Mammography screening	73%	71%	74%	
Social & Economic Factors				5
High school graduation	91%	89%		
Some college	59%	67%	68%	
Unemployment	3.90%	6.10%	5.40%	
Children in poverty	9%	16%	13%	
Inadequate social support	12%	16%	14%	
Children in single-parent households	12%	27%	20%	
Violent crime rate		291	73	
Physical Environment				45
Air pollution-particulate matter days	0	1	0	
Air pollution-ozone days	0	0	0	
Access to recreational facilities	6	11	16	
Limited access to healthy foods	0%	6%	0%	
Fast food restaurants	49%	44%	25%	








Source: County Health Rankings & Roadmaps: www.countyhealthrankings.org

Table 6: Measures of Birth and Death

According to the latest analysis from the Community Status Health Indicators report in 2009, Sioux County fared well in most measures of Birth and Death. The two indicators that received less than favorable results, compared with peer counties, were Colon Cancer and Motor Vehicle Injuries.

Several positive measures for Sioux County that were well above the national average include: births to unmarried women, coronary heart disease, lung cancer and unintentional injury.

-  Indicates a status favorable to peer county median value
-  Indicates that a closer look and perhaps reduction to the percent or rate may be needed
- Blank indicates no comparison.

County Percent	Status	Peer County Range	Birth Measures	U.S. Percent 2005	Healthy People 2010 Target
4.9		5.3 - 8.4	Low Birth Wt. (<2500 g)	8.2	5.0
0.7		0.7 - 1.3	Very Low Birth Wt. (<1500 g)	1.5	0.9
10.1		9.5 - 12.9	Premature Births (<37 weeks)	12.7	7.6
1.6		1.5 - 3.5	Births to Women under 18	3.4	No objective
1.1		1.2 - 3.1	Births to Women age 40-54	2.7	No objective
14.0		19.4 - 34.9	Births to Unmarried Women	36.9	No objective
11.3		6.7 - 23.1	No Care in First Trimester ²	16.1	10.0

Source: Community Health Status Indicators: www.cdc.gov/CommunityHealth

County Rate	Status	Peer County Range	Infant Mortality ³	U.S. Rate 2005	Healthy People 2010 Target
4.2		3.4 - 8.3	Infant Mortality	6.9	4.5
4.9		3.4 - 8.5	White non Hispanic Infant Mortality	5.8	4.5
nrf		0.0 - 0.0	Black non Hispanic Infant Mortality	13.6	4.5
nrf		0.0 - 6.2	Hispanic Infant Mortality	5.6	4.5
3.0		1.9 - 5.5	Neonatal Infant Mortality	4.5	2.9
1.3		1.0 - 3.2	Post-neonatal Infant Mortality	2.3	1.2

Source: Community Health Status Indicators: www.cdc.gov/CommunityHealth

County Rate	Status	Peer County Range	Death Measures ⁴	U.S. Rate 2005	Healthy People 2010 Target
17.1		16.9 - 31.6	Breast Cancer (Female)	24.1	21.3
18.4		14.1 - 27.5	Colon Cancer	17.5	13.7
128.3		100.5 - 191.4	Coronary Heart Disease	154.0	162.0
nrf		0.0 - 5.0	Homicide	6.1	2.8
27.2		27.8 - 75.8	Lung Cancer	52.6	43.3
20.9		13.5 - 28.1	Motor Vehicle Injuries	14.6	8.0
39.2		38.5 - 70.9	Stroke	47.0	50.0
7.9		7.8 - 18.0	Suicide	10.9	4.8
12.0		13.2 - 32.5	Unintentional Injury	39.1	17.1

Source: Community Health Status Indicators: www.cdc.gov/CommunityHealth

nrf = No report, fewer than 500 births and 5 events (birth measures and infant mortality) or fewer than 10 events (death measures) occurred during the specified time period.

nda = No data available

cdna = Comparable data not available.

Table 7: Health Insurance Coverage

An analysis was done to evaluate our current commercial insurance and the amount of uninsured residents in Sioux County. Medicare was the largest payer source for Sioux Center Community Hospital & Health Center Avera in fiscal year 2012, with Blue Cross coming in a close second. This data covers patients who were admitted in Acute Care, Obstetrics, SW-Skilled and SW-ICF.

	Pay Source
Medicare	32%
Medicaid	5%
Blue Cross	28%
Commercial	18%
Private Pay	17%

Source: SCCH & HC, Financial statistics

In Sioux County, the uninsured population represents 12.1% of the under 65 year of age population according to the US Census. This is 1.4 percentage points above the statewide average. This has some cause for concern considering the median household income is above the statewide average. These estimates do not include recent shifts in the market due to the economic downturn.

	Sioux County	Iowa
# Insured	23,338	2,246,653
# Uninsured	3,224	270,219
% Uninsured	12.10%	10.70%

Source: US Census Bureau, Small Area Health Insurance Estimates, 2010

COMMUNITY BENEFITS REPORT (2012)

Sioux Center Community Hospital & Health Center has policies in place for community benefit, financial assistance and billing and collections. The hospital strives to ensure that the financial capacity of people who need health services does not prevent them from seeking or receiving care.

Charity Care and Patient Assistance

Charity care and patient assistance includes free or discounted health and health-related services to persons who cannot afford to pay their bill. This includes persons who are uninsured and low-income patients using an income-related schedule. The dollar amount provided for charity care is based on the actual cost of providing that service.

- Amount: \$218,231
- # of Persons Benefited: 188

Unpaid Costs of Government and Other Programs

Medicaid, State Children's Health Insurance Program (SCHIP), local and state government programs that reimburse health care providers for persons not eligible for Medicaid, and other government programs provide health coverage for thousands of individuals in our region. However, they generally do not reimburse our hospital and doctors for the full costs of services. In many instances, payment is based on data from previous years that does not accurately reflect the rapidly changing nature of health services, such as new processes, new equipment, new technologies and rising costs for supplies.

- Amount: \$2,319,751
- Actual Benefit to Community: \$511,421

Additional Community Benefits

Community benefits are programs or activities that provide treatment and/or promote health and healing as a response to identified community needs. These programs and services are not provided for marketing purposes. A community benefit must meet at least one of the following criteria: generate a low or negative margin; respond to needs of special populations, such as people living in poverty and other disenfranchised persons; supply services or programs that would likely be discontinued (or would need to be provided by another nonprofit or government provider) if the decision was made on a purely financial basis; respond to public health needs; and involve education or research that improves overall community health. Included in the category are community health services, subsidized services, community building activities, health research, health professional education and cash or in-kind donations to other community agencies that undertake health-related programs and projects.

- Expenses: \$3,800,290
- Revenue: \$3,220,839
- Benefit: \$579,450
- # of Persons Benefited: 21,004

HEALTH PRIORITIES

Upon completion of the community health needs assessment, Sioux Center Community Hospital & Health Center Avera identified three community health priorities that should be addressed in order to meet the healthcare needs of the residents and improve the quality of life in Sioux County. These categories were prioritized by Sioux Center Community Hospital & Health Center Avera leadership to certain areas where the necessary resources could be provided to make the most impact on community health. These priorities should be a focus for 2013-2016.

1) Accessibility and Affordability: One of the major concerns expressed during the focus groups was access to more specialty physicians in the service area. There was a growing challenge for access to primary care physicians at both the Sioux Center and Hull Medical Clinics as well. Table 5 shows there is a lack of primary care physicians in Sioux County to meet those needs. Another area of concern was the growing amount of uninsured families in the area, and the increasing costs of medical insurance that now include higher deductible and co-pay amounts.

2) Healthy Lifestyle Choices: A majority of residents surveyed mentioned that obesity, especially in children, was a primary concern for their family. Although overall obesity in Sioux County is below the state average (not national), they requested community education and wellness programs targeted at services that could help them stay healthy or support them in the management of their current health conditions. As you can see in Table 5, Sioux County has a large number of fast food restaurants in the area, and many are concerned that this will lead to more obesity, diabetes and other health risks.

3) Healthcare Prevention & Education: Cancer was a major concern for individuals in the focus groups. Table 5 shows that colon cancer is something to be concerned about in Sioux County and is above the national and peer county average. Sioux Center Community Hospital & Health Center Avera offers a variety of healthcare resources to earlier detect cancer, but preventive screenings and education should be a larger area of focus. Sioux County also continues to have a high rate of Motor Vehicle Injuries, which indicates above normal risk for injury or death compared to statewide and national averages. Although collaboration has already happened with the hospital, Sioux County Sheriff and Iowa State Patrol, more partnerships within the community could further help improve driver safety.

COMMUNITY ASSETS IDENTIFIED

As a non-profit community health system, Sioux Center Community Hospital & Health Center Avera is committed to serving the healthcare needs of all ages, race and gender no matter their financial situation. From routine check-ups to specialized surgeries, the Sioux Center health system provides comprehensive care for all aspects of an individual's life. Each patient receives the utmost care and attention with access to advanced, up-to-date medical equipment and technology.

Sioux Center Community Hospital & Health Center Avera is a 21-bed acute care facility with a "swing bed" (skilled nursing) program for continued stay after being dismissed from acute care. Through a partnership with Avera McKennan Hospital & University Health Center, e ICU is provided for intensive care monitoring so patients can stay close to home while receiving round-the-clock care.

Sioux Center Community Hospital & Health Center Avera

605 S. Main Ave, Sioux Center, IA 51250
(712) 722-1271

The Sioux Center and Hull Medical Clinics feature seven experienced primary care physicians and one nurse practitioner for patients with health concerns or routine check-ups. The hospital continues to offer 40+ specialty clinics and outreach services for specialized care and treatment close to home.

Sioux Center Medical Clinic

645 S. Main Avenue, Sioux Center, IA 51250
(712) 722-2609

Hull Medical Clinic

807 Main Street, Suite D, Hull, IA 51239
(712) 439-1315

Sioux Center Specialty Clinic

605 S. Main Ave, Sioux Center, IA 51250
(712) 722-1271

Senior Living facilities in Sioux Center include a full continuum of care for local area residents. Royale Meadows Care Center, a 69 bed skilled nursing facility, provides 24 hour nursing care in a newer state-of-the art home-like setting. Crown Pointe and Franken Manor Independent and Assisted Living facilities offer a variety of services that promote independence and choice in a supervised and caring environment. A Home Health & Hospice program also resides in Sioux Center for professionally managed home care services.

Franken Manor - Independent/Assisted Living

527 S. Main Avenue, Sioux Center, IA 51250
(712) 722-8174

Crown Pointe - Independent/Assisted Living
1400 7th Ave. SE, Sioux Center, IA 51250
(712) 722-8260

Royale Meadows - Long Term Care
1400 7th Ave. SE, Sioux Center, IA 51250
(712) 722-8305

Sioux Center Home Health & Hospice
1400 7th Ave. SE, Sioux Center, IA 51250
(712) 722-8108

The organization also has a Cardiac Centre facility for comprehensive heart and vascular services including: exercise, education, diagnostic imaging, encouragement and rehab. The Early Childhood Centre is a licensed child care facility that provides a positive, developmentally appropriate environment for infants to school-age children.

Cardiac Centre
38 19th St. SW, Sioux Center, IA 51250
(712) 722-8335

Early Childhood Center
1070 7th Ave. NE, Sioux Center, IA 51250
(712) 722-8270

Other Healthcare Facilities in Sioux County

Hawarden Regional Healthcare
1111 11th St, Hawarden, IA 51023
(712) 551-3100

Hegg Memorial Health Center Avera
202 21st Ave, Rock Valley, IA 51247
(712) 476-8000

Orange City Area Health System
1000 Lincoln Cir, Orange City, IA 51041
(712) 737-4984

Promise Community Health Center
338 1st Ave NW, Sioux Center, IA 51250
(712) 722-1700

Other Community Health & Social Services

Atlas of Sioux Center

315 1st Ave NE, Sioux Center, IA 51250
(712) 722-4900

Center for Financial Education

315 1st Ave NE, Sioux Center, IA 51250
(712) 722-3527

Community Health Partners of Sioux County

211 Central Ave SE, Orange City, IA 51041
(712) 737-2971

Family Crisis Center

PO Box 295, Sioux Center, IA 51250
(712) 722-4404

Mid-Sioux Opportunities

313 N Main Ave, Sioux Center, IA 51250
(712) 722-3611