



Potomac Valley Hospital Community Health Needs Assessment

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Potomac Valley Hospital

Potomac Valley Hospital (PVH) is a Critical Access Hospital located in Keyser, West Virginia, the county seat of Mineral County. PVH opened in 1931, moved to a new location in 2007, and became part of the West Virginia University Health System (WVUHS) in 2014. Prior to joining WVUHS, PVH was investor-owned (i.e., for-profit). As a not-for-profit hospital, PVH is subject to provisions of the Affordable Care Act requiring the hospital to conduct a Community Health Needs Assessment (CHNA) every three years.

The Assessment Process

This CHNA, the organization's first, was prepared by PVH leadership with the assistance of Lifton Associates, LLC. Data used in the CHNA were obtained from PVH records and public sources, as noted in the following tables. Selected information from the Mineral County Health Department (MCHD) CHNA and Strategic Plan has been reviewed and incorporated. Interviews with key informants from the community and health care providers were used to interpret data, and identify health needs and priorities.

Mission Statement

The Potomac Valley Hospital mission statement expresses an awareness of, and a commitment to, improving the health of the community. The organization's mission is to *provide high quality patient focused care to meet the needs of each individual in our community. The hospital work force will be educated, trained, organized, and responsible for providing these individuals and their communities with high quality, cost-effective, and compassionate services which improve health status and promote community wellness. While our major responsibility is the diagnosis, treatment and management of the acutely ill patient in a hospital environment: we also strive to improve the total health status of area residents and provide supportive care for the chronically and/or terminally ill patient at home. Potomac Valley Hospital recognizes health as a condition to which everyone has a just claim and will make a priority of meeting the changing needs of the community within the limits of available resources. Each member of our health care team shares the vision of providing quality and compassionate care for the individuals in our community.*

Source: PVH website, accessed 9/24/15; emphases added

Area Served by Potomac Valley Hospital

An analysis of inpatient discharges, presented in Table 1, indicates that PVH serves mainly residents of Mineral County, but also draws patients from Maryland, as well as a few from other counties in West Virginia and other areas.

Table 1. Potomac Valley Hospital Inpatient Origin

Area	Discharges
Mineral County	77.2%
All other West Virginia Counties	4.2%
Maryland, all counties	16.7%
All other areas	1.9%
	100.0%

Source: Potomac Valley Hospital Records

Potomac Valley Hospital Health Care Resources

Hospital

Potomac Valley Hospital is licensed for 25 inpatient beds (the maximum permitted under Critical Access Hospital designation) including both general medical-surgical and intensive care beds.

PVH ancillary services include an emergency room, inpatient and outpatient surgery including endoscopy, a broad range of diagnostic imaging services, laboratory, cardio-pulmonary rehab, and physical therapy. Occupational therapy and speech and language pathology are provided on contract.

In addition, and related to community health needs, PVH provides community health education, a health fair and health screening, diabetes education and nutrition programs, social work services, and tobacco cessation services. PVH also assists schools on lifestyle (e.g., diet, exercise) improvement. PVH operates a hospice.

(Source: AHA Guide, 2013 Edition.)

Off-Campus PVH Facilities

In addition to the hospital in Keyser, PVH operates two Rural Health Clinics; Riverside located in Piedmont and Elk Garden located in Elk Garden. Each clinic is staffed by a nurse practitioner supported by a consulting physician. The clinics, which function as primary care resources, are open Monday through Thursday and offer a range of services including general medical services such as physical examinations (Welcome to Medicare, Department of Transportation, sports, etc.), testing including lab and EKGs, and minor surgical procedures.

Physicians

As shown in Table 2, there are thirteen attending physicians, primary care as well as surgeons, on active staff at PVH. There are three physicians, a dentist and a podiatrist who have courtesy or consulting privileges, though some (e.g., the ophthalmologist) have little or no involvement at PVH. PVH also has hospital-based physicians (emergency medicine, radiology, pathology, and anesthesiology) on staff.

Table 2. Potomac Valley Hospital Attending Medical Staff

Specialty	Active Staff	All Providers
Dentistry	0	1
Family Medicine	5	5
General Surgery	2	3
Internal Medicine	3	3
Neurology (EEG)	0	1
Ophthalmology	0	1
Orthopedic Surgery	2	2
Pediatrics	1	1
Podiatry	0	1
Source: PVH Records	13	18

Other Area Health Care Resources

In addition to PVH, its medical staff and the Rural Health Clinics, there are other health and related resources available to residents of Mineral County. Table 3 lists facilities and programs that are licensed through the West Virginia Department of Health & Human Resources.

Table 3. Other Health Care Facilities and Programs

Licensure Category	Resources
Skilled Nursing*	Heartland (122 beds)
	Dawn View (66 beds)
Intermediate Care	Cornell Street Group Home
End Stage Renal Disease	Renal Center of Keyser
Behavioral Health Services	Developmental Center & Workshop
	Sycamore Run
	REM Community Options; Rescare WV
	Houses I-IV
	Potomac Highlands Guild
	Burns Crisis Respite
	Coord. Council for Independent Living
Behavioral Health, Special Foster Care	Burlington United Methodist Fam. Svcs.
Behavioral Health, Residential Child Care	Burlington Main Campus; Craig House
	Keyser Boys Home
	Pathways
Nurse Aide Educational Program	Mineral County Vo-Tech
Legally Unlicensed Care Home	Open Arms Forever Care Home

Source: West Virginia Office of Health Facility Licensure & Certification

Area Population and Demographic Profile

Mineral County is located on the northeastern border of West Virginia, adjacent to Maryland. This location accounts for the nearly 17% of PVH inpatient discharges residing in Maryland, as shown in Table 1.

As shown in Table 4, Mineral County 2015 population is estimated to be about 27,400, ranking it 22nd in population of the 55 counties in West Virginia. County population has decreased slightly since the 2010 census and is projected to decrease again through 2020. During the same period, West Virginia population has been, or is projected to be, essentially unchanged.

Table 4. Population Profile		
	Mineral County	West Virginia
2010 Census	28,212	1,852,994
2015 Estimate	27,401	1,852,699
2020 Projection	26,767	1,853,198
% Change, 2010-2015	-2.87%	-0.02%
% Change, 2015-2020	-2.31%	0.03%

Source: The Nielsen Company

Table 5 presents selected demographic data for Mineral County, the state of West Virginia, and the United States. The picture painted by these data is one of a county with few non-white residents, and that is older and less affluent than either the state or nation.

Table 5. Demographic Profile, 2015			
	Mineral County	West Virginia	United States
White Population	94.7%	93.2%	71.1%
Age 0-14	16.4%	16.8%	19.1%
Age 65 and Over	19.5%	18.0%	14.7%
Average Age	42.0	41.4	39.7
Average Household Income	\$43,998	\$58,588	\$74,165

Source: The Nielsen Company

Table 6 profiles Mineral County employment, showing data for each industry employing at least 500 persons. Employment can influence health status. For instance, some industries are more likely to have employer-based health insurance; other industries may be especially hazardous.

Table 6. Mineral County Employment Profile, 2013

Category	Number
Government; State, Local, Federal	1,728
Manufacturing	1,719
Retail Trade	1,293
Health Care*	1,230
Construction	611
Accommodation and Food	500
All Other	3,635
Total Employment	10,716

Source: WVU Bureau of Economic Analysis

* 2011 data; 2013 data not reported

Community Health Status

Statistics and surveys from the West Virginia Department of Health & Human Resources Health Statistics Center provide data on health status and behavior in the state and for each county. The most recent report of vital statistics has data from 2011 and the most recent behavioral risk factor survey report was published in 2013. Selected findings from these documents are used to describe the health status of Mineral County residents and compare county health status to the state and nation.

Table 7 presents three statistics relating to birth – birth rate, percent of low birthweight births, and percent of women receiving prenatal care in the first trimester of pregnancy – and two relating to the leading causes of death.

Table 7. Selected Vital Statistics, 2011

Statistic	Mineral County	West Virginia	United States
Births per 1,000 Population	10.3	11.2	12.7
Low Birthweight Births	6.5%	9.6%	8.1%
First Trimester Prenatal Care	73.9%	83.7%	73.7%
Cancer Death Rate*	248	258	185
Cardiovascular Death Rate*	404	346	192

Sources: West Virginia Vital Statistics, 2011; National Vital Statistics Reports, Vol. 62., No. 1 & Vol 64., No. 7; Child Health USA, 2013

* Per 100,000 population

These data suggest that Mineral County is performing better with regard to pregnancy and childbirth than West Virginia, on average; has a lower proportion of low birthweight babies than the U.S.; and performs comparably on prenatal care. West Virginia death rates for cancer and cardiovascular conditions are higher than the U.S., while Mineral County has a slightly lower cancer death rate than the state and a higher cardiovascular death rate. Because Mineral County has a small population, however, rates and percentages must be interpreted carefully, as even a few cases (e.g., low birthweight births) could significantly change the rates reported.

Table 8 presents data from the most recent Risk Factor Surveillance report for seven health status factors. Prevalence is shown for Mineral County, West Virginia and the U.S. along with the state rank for Mineral County (out of 55 counties) and the U.S. rank for West Virginia. (Since these factors reflect negative health status, a low rank is negative and a high rank is positive.)

Table 8. Selected Behavioral Risk Factors, 2013

Factor	Mineral County		West Virginia		United States
	Prevalence	WV Rank	Prevalence	US Rank	
Fair or Poor Health	19.4%	51	24.6%	2	18.2%
Obesity	33.4%	31	33.2%	1	27.4%
Smoking	22.8%	48	27.3%	1	18.1%
Hypertension	35.7%	35	41.0%	2	29.3%
Cardiovascular Disease	10.3%	46	13.0%	1	8.4%
Diabetes	9.2%	50	12.4%	2	9.8%
Cancer	11.5%	29	11.7%	10	11.1%

Source: West Virginia Behavioral Risk Factor Surveillance System Report, 2013

Additional Input Regarding Community Health Needs

Mineral County Health Department Planning Activities and Reports

MCHD conducted a needs assessment and planning process beginning the summer of 2012 and concluding in 2013. Primary and secondary data were synthesized summaries to identify common themes and priority areas. Primary data included results of a survey of county residents (468 respondents) and interviews.

Both qualitative and quantitative information identified the following as health priorities: Teen pregnancy; substance abuse; obesity, nutrition, exercise; tobacco use, smoking; mental health and counseling services; and access to health services

Key Informant Interviews

The following individuals were interviewed on October 27. They were selected because of their familiarity with Mineral County, Potomac Valley Hospital, and health services and needs in the area.

<u>Interviewee</u>	<u>Position</u>
Charles Bess, MD	Family medicine; Medical Director, Mineral County Health Department; Medical Director, Regional EMS
Harshad Bokil, MD	Internal medicine; Medical Director, Potomac Valley Hospital Emergency Department
Amy Boothe	Controller, Potomac Valley Hospital
Connie Moore	Director of Social Work, Potomac Valley Hospital
Holly Paugh	Director of Utilization Review, Potomac Valley Hospital
A.J. Root	Administrator, Mineral County Health Department
Linda Shroyer	Chief Executive Officer, Potomac Valley Hospital
Rabie Zalzal, MD	Internal medicine; Medical Director, Elk Garden and Riverside Rural Health Clinics

Health Needs and Priorities Identified by the Interviewees

The importance of maintaining the hospital and physician resources, which are uniquely available at or through PVH, was mentioned by all interviewees. In particular, having primary care physicians and selected specialists available in Keyser, was mentioned by most interviewees.

- An internist who is comfortable caring for critically ill inpatients and a general surgeon are needed, and are being recruited, to replace physicians who have retired or otherwise left the area, or have plans to do so.
- Being part of WVUHS raises the possibility of establishing specialty clinics (e.g., ENT, cardiology, urology, and oncology) in Keyser. PVH needs facilities to accommodate visiting physicians, which would allow discussions with WVUHS to proceed.
- Keeping both rural clinics staffed and open is key to maintaining access for the entire county. A nurse practitioner was recently recruited to Elk Garden, and both clinics are now in full operation.

Additional needs identified during the interview process include:

- Dental care for the uninsured; Mineral County Health Department is currently exploring options for initiating a program
- Mental health care, including substance abuse, especially for adolescents.

The possibility of establishing a wellness center in conjunction with Potomac State University (part of the WVU system) was identified. There have reportedly been discussions about funding the center.

Poverty and being in a rural/remote area are factors contributing the community health needs. In addition, proximity to Maryland presents a challenge when uninsured Maryland residents come to PVH for care. PVH is legally required to provide some level of care, yet Maryland will only pay a token amount for the care.

Community Health Priorities – Goals and Strategies for Potomac Valley Hospital

First and foremost PVH must maintain primary/secondary care resources in Mineral County.

- Goal: Recruit an internist and a general surgeon as soon as possible
 - Strategies: Continue with ongoing recruitment activities; expand dialog with WVUHS regarding physician recruitment

Second, maintaining and/or adding specialty resources would build on the primary care base, and is something that only PVH (through WVUHS) is in a position to accomplish.

- Goal: By the end of 2016, have space available in which to conduct specialty clinics
 - Strategy: Continue with plans to convert part of the building on campus for use as a specialty clinic
- Goal: Identify requirements for local support, determine priority specialties for the clinic and specific physicians to provide the identified services
 - Strategy: Continue, expand discussions with WVUHS

Third, alone or in collaboration with other providers and agencies, PVH should look to expand access to screening and preventive services.

- Strategy: Continue ongoing dialog with the Mineral County Health Department and other area stakeholders

Finally, PVH should continue to develop the resources and relationships to address community health needs and, looking to 2018, to conduct the next CHNA.

- Goal: Before the end of 2016, conduct a strategic planning process that involves and informs the board
 - Strategy: Explore options for securing strategic planning and governance development assistance