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**2022-2024**  
**Baptist Health Richmond**  
**Community Health Needs Assessment**

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## Community Health Needs Assessment Committee

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## Introduction

This Community Health Needs Assessment provides the foundation for Baptist Health Richmond and other local organizations to strategically plan services and improve the health of the community we serve. This document builds on Baptist Health Richmond's third Community Health Needs Assessment, published in August 2018.

### *Organization Description*

#### ***Baptist Health Richmond***

Baptist Health Richmond is a fully accredited, non-profit 501 (c) (3) hospital in Richmond, Kentucky. Licensed for 105 beds, Baptist Health Richmond is a rural, acute care facility with approximately 120,000 visits per year from our patient population; 28,000 of which are emergency room visits. Established in 1892, the hospital has served Madison and surrounding counties with primary and secondary services for more than a century.

Its core programs include inpatient, outpatient, diagnostic and community services. Its doctors provide care in 20 specialty areas and also employ board-certified hospitalists. It offers cardiac rehabilitation; occupational, physical and respiratory therapy; and women's health and childbirth services. Staffed with board-certified emergency physicians and nurses, the Emergency Department treats more than 31,000 patients a year and trains for disaster preparedness annually with the federal government's Chemical Stockpile Emergency Preparedness Program (CSEPP). The hospital offers outpatient surgery and infusion services on campus. The diagnostic services include a clinical laboratory, CT, MRI and radiologic imaging, nuclear medicine, cardiac catheterization, angioplasty, and sleep disorders.

The original hospital mission—to care for all members of our community regardless of their race, creed or ability to pay—still guides the hospital today. Seventy-five thousand patients sought care at Baptist Health Richmond last year; many of them were among the area's rural poor. More than one third of its patients are from low-income households or underserved populations, and 97% of them live in Appalachia.

The hospital is an active community partner, working with local government, businesses and civic organizations, education systems, and social service agencies to strengthen the community and provide opportunities for those less fortunate. The hospital participates in Bowl for Kids' Sake, Paint the Town Pink, Salvation Army holiday meal bags, hosts blood drives, supports the United Way and offers a Patient Assistance Fund. The hospital also offers numerous free health care classes, medical screenings and health fairs, and the staff members serve on boards and local committees, speak at meetings, and give freely of their time as volunteers.

### ***Community Served***

Baptist Health Richmond is located in Richmond, Kentucky. Richmond is the county seat of Madison, one of Kentucky's larger counties, and is located in the Appalachian region of the state. Interstate 75 bisects the county from North to South and runs through both Richmond, the county seat, and Berea, the county's other principal city. Richmond lies about 40 minutes south of Lexington (26 miles) and 90 minutes southeast of Louisville (103 miles). It is 106 miles south of Cincinnati, Ohio and 147 miles northwest of Knoxville, Tennessee.

Originally part of Virginia, Madison became one of Kentucky's original counties in 1792. Today, it is a blend of urban, suburban, and rural environments measuring 443 square miles, 441 of which is land and two is covered in water. Two major cities and several smaller communities make up the county. The centrally located city of Richmond was established in 1798, and Berea was incorporated in 1854 near the southern boundary of the county. Both cities lie along Interstate 75. In addition to the two cities, there are also several distinctive communities, among them Boonesborough, Waco, Baldwin, Union City, Kirksville, Kingston, Bybee, and a portion of Paint Lick, which also lies in neighboring Garrard County. Bybee is widely known for its distinctive pottery and the Berea area is recognized nationwide for its crafts and artisans.

Madison County is one of Kentucky's fastest growing areas. According to the U.S. Census Bureau, the population of Madison County in 2019 was 92,987 and that is projected to increase to 94,196 by 2022. Richmond is the seventh largest city in Kentucky with a population of 35,133, and Berea's population has increased to 15,474. The population is predominantly white, followed by African-Americans, Hispanic and Latinos, and people who reported being two or more races. There are only a few reported American Indians and Asians.

Madison County is home to Eastern Kentucky University, Berea College and Madison County Schools. Eastern Kentucky University offers more than 160 degree programs at the associate, baccalaureate, master's and doctoral levels. Its five academic colleges include Arts and Sciences, Business and Technology, Health Sciences, Education and Justice and Safety. Student enrollment in the fall of 2018 was 15,816.

Berea College is a liberal arts college offering bachelor degrees in 32 majors as well as independent student-designed majors and a dual degree engineering program in cooperation with Washington University, St. Louis and the University of Kentucky. Enrollment for the 2020 semester was approximately 1,600 undergraduates, representing nearly every U.S. state and 60 foreign countries. Seventy percent (70%) of the student body is from Kentucky or Appalachia

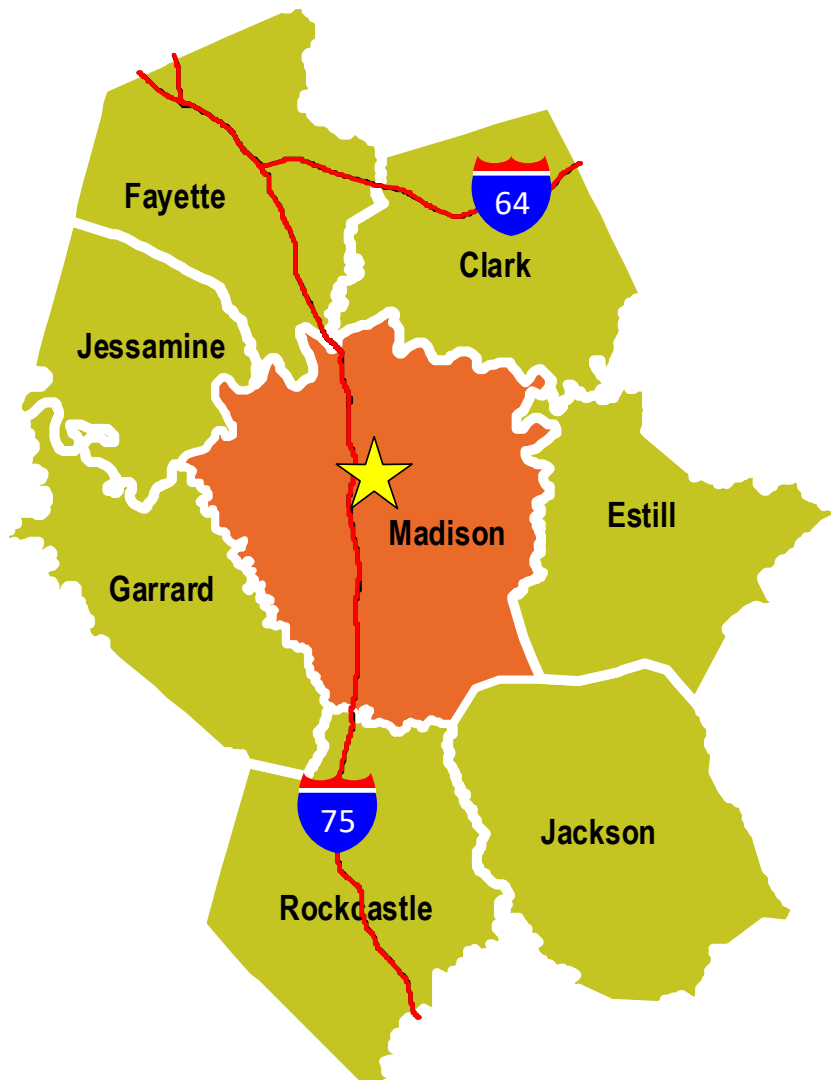
### ***Baptist Health***

Baptist Health Richmond is part of Baptist Health, a not-for-profit, 501(c)(3) healthcare corporation that owns and operates nine hospitals with 2,770 licensed beds located in Paducah, Madisonville, Louisville, La Grange, Lexington, Richmond, Corbin and Elizabethtown in the commonwealth of Kentucky and in New Albany, Indiana. In addition, Baptist Health Medical Group (BHMG), a wholly owned subsidiary of Baptist Health, employs over 1,556 primary care physicians, specialty physicians, and mid-level providers and operates occupational health, physical therapy services, sports medicine, Express Care Clinics, hospice and home care services, and urgent care facilities. Baptist Health Home Care (BHHC) provides home health services in 40 counties in Kentucky, six in southern Indiana, and six in southern Illinois.

### **Service Area**

Madison County was chosen as the service area because 70% to 80% of its patients live in the county. Last year, 77% of patients lived in Madison County, and assuming patients with out-of-state addresses are Eastern Kentucky University students, the proportion of patients from Madison County is actually closer to 80%.

#### ***Baptist Health Richmond CHNA Service Area***

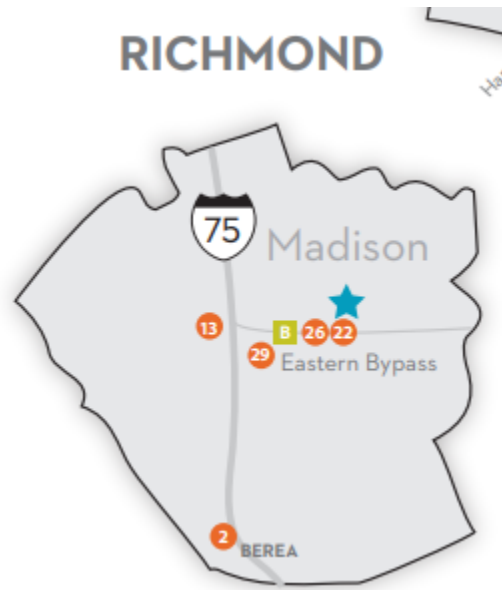




Total Discharges Patient Origin By County		
County	Discharges	% of Total
Madison County	2,149	76.9%
Estill County	349	12.5%
Jackson County	152	5.4%
Rockcastle County	94	3.4%
Garrard County	51	1.8%
<b>Total CHNA Service Area</b>	<b>2,795</b>	<b>90.0%</b>
*Other Areas	309	10.0%
Baptist Health Richmond Discharges		

Source: KHA InfoSuite, 10/1/2019 - 9/30/2020 discharges excluding normal newborns

**Baptist Health Locations in Baptist Health Richmond Service Area**



- ★ Baptist Health Hospital
- Baptist Health Physician or Specialist Office
- Baptist Health Clinic

## ***Mission, Vision, and Values***

All Baptist Health Richmond employees are expected to help fulfill the mission, vision and value statements adopted by the system.

### ***Mission***

Baptist Health demonstrates the love of Christ by providing and coordinating care and improving health in our communities.

### ***Vision***

Baptist Health will lead in clinical excellence, compassionate care, and growth to meet the needs of our patients.

### ***Faith-based Values***

Integrity, Respect, Compassion, Excellence, Collaboration and Joy.

## ***Purpose***

The Patient Protection and Affordable Care Act enacted March 23, 2010, added new requirements that hospital organizations must satisfy in order to be described in section 501(c)(3). Two of these requirements for hospitals are to assess the health needs of its communities and adopt implementation strategies to address identified needs.

This Community Health Needs Assessment is performed for a variety of reasons, including:

- To help meet the hospital's mission to demonstrate the love of Christ by providing and coordinating care and improving health in our communities.
- To comply with the Patient Protection and Affordable Care Act of 2010 and maintain the hospital's tax-exempt status.
- To establish community health needs for the hospital's service area to help prioritize resource allocation.
- To gather data that can be used in other efforts to obtain grants and qualify for awards and certifications.
- To determine available resources in the hospital's service area and how the hospital can coordinate activities with other agencies.
- To involve appropriate individuals and groups in the process to ensure needs are identified, efforts are not duplicated, and the correct agencies to handle specific issues are identified in the strategic implementation plan.
- To create a sustainable process for conducting a Community Health Needs Assessment that can be replicated and continued for future assessments.

## Executive Summary

The Patient Protection and Affordable Care Act of 2010 included a provision that requires every tax-exempt, non-governmental hospital to:

- Conduct a Community Health Needs Assessment (CHNA) at least every three years
- Adopt a Strategic Implementation Plan (SIP) that identifies how the needs identified in the assessment will be met and by whom
- Report to the Internal Revenue Service via its 990 tax form how it is meeting its implementation plan

The CHNA must show how broad input from the community served by the hospital was collected and must be made widely available to the public.

This report details the process used to gather, disseminate, and prioritize the information used in the assessment. Baptist Health Richmond worked closely with numerous institutions, agencies, and individuals representing public health, other hospitals, and community members.

## Framework

A wide variety of community resources were consulted during this process. It began with meetings between Baptist Health hospitals. During these meetings, updates to the 2018 CHNA were discussed.

Baptist Health Richmond determined its service area for the project using the most recent patient origin data (FY 2020), including 77% of its discharges in the ZIP codes chosen. Further information about this area is found in the section headed *Service Area*, on page seven.

Baptist Health Richmond also solicited public opinion on community health needs using a survey distributed via social media, the Baptist Health Richmond website and in paper form. Survey responses, coupled with the information from the health department, were considered as primary data.

Secondary data, from demographics and socioeconomic sources, Kentucky vital statistics, disease prevalence, and health indicators and statistics were collected. National, state, and local sources were used. This data will be shared in the next section.

Finally, the Community Health Needs Assessment Committee met to consider all the information. They discussed the data presented and created a revised list of the health issues that were identified in both primary and secondary data sources. After robust interaction, the committee prioritized the list and discussed various ways the hospital could help to meet these needs. This report was written

and sent to all committee members for additional comments and suggestions. After these were incorporated, the CHNA was approved by hospital and system boards for approval.

## Profile of the Community

### Demographics and Socioeconomics

Baptist Health Richmond serves Madison County. The following table shows the demographics and socioeconomic characteristics of Baptist Health Richmond’s CHNA service area for the most recent period available.

2019 Demographic Snapshot					
Area: BH Richmond					
Level of Geography: Primary Service Area by ZIP Code					
DEMOGRAPHIC CHARACTERISTICS					
	Selected Area		USA		
	2019	2024	2019	2024	% Change
2010 Total Population			308,745,538		
2019 Total Population	93,620	98,384	329,236,175		
2024 Total Population			340,950,101		
% Change 2019 - 2024	5.1%	3.6%			
Average Household Income	\$57,189	\$89,646			

POPULATION DISTRIBUTION					
Age Group	Age Distribution				USA 2019
	2019	% of Total	2024	% of Total	% of Total
0-13	14,928	15.9%	15,158	15.4%	18.6%
14-20	12,011	12.8%	12,345	12.5%	3.9%
21-24	8,044	8.6%	7,187	7.3%	9.6%
25-34	12,026	12.8%	13,751	14.0%	13.5%
35-54	22,451	24.0%	22,713	23.1%	25.3%
55-64	10,753	11.5%	11,270	11.5%	12.9%
65+	13,407	14.3%	15,960	16.2%	16.2%
<b>Total</b>	<b>93,620</b>	<b>100.0%</b>	<b>98,384</b>	<b>100.0%</b>	<b>100.0%</b>

HOUSEHOLD INCOME DISTRIBUTION			
2019 Household Income	Income Distribution		
	HH Count	% of Total	% of Total
<\$15K	5,813	16.1%	11.2%
\$15-25K	5,133	14.2%	9.6%
\$25-50K	8,329	23.1%	22.6%
\$50-75K	6,208	17.2%	17.4%
\$75-100K	3,985	11.1%	12.4%
Over \$100K	6,591	18.3%	26.9%
<b>Total</b>	<b>36,059</b>	<b>100.0%</b>	<b>100.0%</b>

EDUCATION LEVEL				
2019 Adult Education Level	Education Level Distribution			
	Pop Age 25+	% of Total	USA	
			% of Total	% of Total
Less than High School	3,303	5.6%	5.4%	
Some High School	4,649	7.9%	7.3%	
High School Degree	17,264	29.4%	27.3%	
Some College/Assoc. Degree	16,949	28.8%	29.0%	
Bachelor's Degree or Greater	16,610	28.3%	31.0%	
<b>Total</b>	<b>58,775</b>	<b>100.0%</b>	<b>100.0%</b>	

RACE/ETHNICITY			
Race/Ethnicity	Race/Ethnicity Distribution		
	2019 Pop	% of Total	USA
		% of Total	% of Total
White Non-Hispanic	84,165	89.5%	60.0%
Black Non-Hispanic	4,209	4.5%	12.4%
Hispanic	2,318	2.5%	18.4%
Asian & Pacific Is. Non-Hispanic	1,103	1.2%	5.9%
All Others	2,258	2.4%	3.3%
<b>Total</b>	<b>94,053</b>	<b>100.0%</b>	<b>100.0%</b>

Source: Truven Health Analytics LLC  
 Service Area Defined: Madison County in Kentucky

There are approximately 76,864 persons in the adult population (16+) with a labor force of 46,124. Residents are less wealthy and much more racially and ethnically homogenous than the U.S. as a whole.



**Labor Force Characteristics**  
**Area: BH Richmond Service Area**  
**2019 ZIP Code Report**  
 Ranked on 2019 Total Population 16+ (Desc)

ZIP Code	ZIP City Name	2019 Total Population 16+		Total Labor Force		Employed in Civilian Labor Force		Employed in Armed Forces		Unemployed in Labor Force		Females in Labor Force	
		Count	%Down	Count	%Across	Count	%Across	Count	%Across	Count	%Across	Count	%Across
40475	Richmond	51,754	67.3%	31,216	60.3%	29,089	56.2%	25	0.0%	2,102	4.1%	14,876	47.7%
40403	Berea	22,009	28.6%	13,094	59.5%	12,306	55.9%	16	0.1%	772	3.5%	6,426	49.1%
40385	Waco	2,703	3.5%	1,558	57.6%	1,432	53.0%	5	0.2%	121	4.5%	737	47.3%
40404	Berea	398	0.5%	256	64.3%	245	61.6%	0	0.0%	11	2.8%	108	42.2%
<b>Total</b>		<b>76,864</b>	<b>100.0%</b>	<b>46,124</b>	<b>60.0%</b>	<b>43,072</b>	<b>56.0%</b>	<b>46</b>	<b>0.1%</b>	<b>3,006</b>	<b>3.9%</b>	<b>22,147</b>	<b>48.0%</b>

Source: Truven Health Analytics LLC  
 Service Area Defined: Madison County in Kentucky

**Households by Socioeconomic Characteristics**  
**Area: BH Richmond Service Area**  
**2019 ZIP Code Report**  
 Ranked on 2019 Households (Desc)

ZIP Code	ZIP City Name	2019 Total Households		2019 Median HH Income	Median Age of Total Population	Median Home Value
		Count	%Down			
40475	Richmond	24,444	0.1%	\$45,766	33.5	\$177,482
40403	Berea	10,261	0.0%	\$46,547	37.3	\$141,903
40385	Waco	1,267	0.0%	\$44,578	43.1	\$126,491
40404	Berea	87	0.0%	\$35,313	21.4	\$143,182
<b>Total</b>		<b>36,059</b>		<b>\$43,051</b>	<b>33.8</b>	<b>\$147,265</b>

Source: Truven Health Analytics LLC  
 Service Area Defined: Madison County in Kentucky

## Mortality

The following table shows mortality rates by several leading causes of death in each county: These rates are age-adjusted and signify the number of persons who expired per 100,000 population.

Cause of Death by County	Madison	Kentucky	USA
Accident	*	10.2	11.5
Cancer	118.1	182.5	149.3
COPD & Pneumonia	69.1	78.5	52.1
Coronary Heart Disease	79.8	189.7	163.6
Diabetes	*	28	21.2
Homicide	*	6.1	5.6
Motor Vehicle	*	15.8	11
Stroke	24.5	40.5	37.1
Suicide	8.8	16.6	13.7
All Other Causes	269.1	324.7	240.2
<b>Grand Total</b>	<b>569.4</b>	<b>892.6</b>	<b>705.3</b>

Source: wonder.cdc.gov; CDC Underlying Cause of Death, 2015-2019

\* Per CDC, There is no output if the data is unavailable or statistically unreliable

	Significantly Below KY Rate
	Significantly Above Ky Rate

## Cancer Incidence Rates

Cancer Incidence rates are from the Kentucky Cancer Registry and cover a five-year span.

Age Adjusted Cancer Incidence	KY	Madison
<b>All Cancers</b>	<b>519.6</b>	<b>505.4</b>
Prostate	104.1	96.5
Lung	91.0	90.4
Breast	67.7	71.7
Female Genitalia	54.4	56.2
Skin	27.3	30.2
Pancreas	13.5	13.5
<b>All Other Cancers</b>	<b>161.6</b>	<b>146.9</b>

	Significantly Below
	Significantly Above

Source: Ky Cancer Registry, cancer-rates.info/ky 2013-2017

## Health Statistics and Rankings

Baptist Health Richmond collected health statistics and outcome measures from a wide variety of sources. The most recent data came from the Robert Wood Johnson County Health rankings, which were published in 2017. The table shows health outcomes, health behaviors, clinical care availability, socioeconomic factors, and physical environment risks for each county in Baptist Health Richmond's service area. The rankings are based on the 120 counties in Kentucky. Madison County is ranked 29 out of 120 Kentucky counties in health outcomes. The numbers in green are significantly below the Kentucky rates while the numbers shown in red are significantly higher.

	Kentucky	Madison (MI)
<b>Health Outcomes</b>		<b>29</b>
<b>Length of Life</b>		<b>25</b>
Premature death	9,700	8,800
Quality of Life		<b>46</b>
Poor or fair health	24%	20%
Poor physical health days	5.1	4.7
Poor mental health days	5.0	4.7
Low birthweight	9%	9%
<b>Health Factors</b>		<b>13</b>
<b>Health Behaviors</b>		<b>27</b>
Adult smoking	25%	19%
Adult obesity	34%	35%
Food environment index	7.0	6.9
Physical inactivity	29%	23%
Access to exercise opportunities	71%	66%
Excessive drinking	17%	18%
Alcohol-impaired driving deaths	26%	31%
Sexually transmitted infections	433.7	495.5
Teen births	34	21
<b>Clinical Care</b>		<b>20</b>
Uninsured	6%	6%
Primary care physicians	1,520:1	1,850:1
Dentists	1,540:1	2,150:1
Mental health providers	440:1	770:1
Preventable hospital stays	5,949	4,451
Mammography screening	40%	44%
Flu vaccinations	45%	46%
<b>Social &amp; Economic Factors</b>		<b>20</b>
High school graduation	90%	95%
Some college	62%	70%
Unemployment	4.30%	3.9%
Children in poverty	22%	18%
Income inequality	5.1	5.3
Children in single-parent households	34%	30%
Social associations	10.7	9.6
Violent crime	222	173
Injury deaths	93	84
<b>Physical Environment</b>		<b>22</b>
Air pollution - particulate matter	10.7	10.1
Drinking water violations		No
Severe housing problems	14%	16%
Driving alone to work	82%	80%
Long commute - driving alone	30%	35%

Source: Robert Wood Johnson, CountyHealthRankings.org 2020 County Rankings  
 Data extracted: 2/2/21

Significantly Below KY Rate
  Significantly Above KY Rate

### *Primary Data*

The committee evaluated the Madison County Health Department’s community improvement plan and those initiatives were considered throughout the process of determining the goals for the Baptist Health Richmond Community Health Needs Assessment.

Baptist Health Richmond also solicited public opinion on community health needs using a survey distributed via social media, the Baptist Health Richmond website and via email to Baptist Health Richmond patients. Survey responses, coupled with the information from the respective health departments, were considered as primary data.

### *Community Healthcare Resources*

There are many healthcare resources in Baptist Health Richmond’s service area. The Baptist Health Planning Department catalogued the various types and locations of these resources.

#### **Hospitals**

There are two hospitals in the service area. The following table lists the hospitals in the service area.

Hospital	Type	Licensed Beds	Location
Baptist Health Richmond	ACUTE	105	Madison
Saint Joseph Berea	CAH	25	Madison

Source: Kentucky Office of the Inspector General, Hospital Directory, as of 2/9/21



### **Other Licensed Facilities**

According to the Kentucky Office of the Inspector General, there are a number of other licensed healthcare facilities in Baptist Health Richmond's service area. There are too many to mention for this report.

### **Health Departments**

As stated earlier in this document, the Madison County Health Department serves the Baptist Health Richmond service area.

### **Physicians**

Baptist Health conducted a primary care strategic plan in 2018, including a physician manpower study that counts the number of physicians in its service area as defined by Stark II regulations, which is slightly different from the CHNA service area. This plan guides Baptist Health Richmond to recruit and/or employ primary care to the area. The plan will be adjusted over time as strategic plans are implemented and patient access locations are opened throughout the service area.

## **Committee Discussion**

During the Community Health Needs Assessment Committee meeting, members expressed their thoughts about several health concerns in the area and where Baptist Health Richmond should concentrate its resources over the next three years. The committee included senior hospital leadership and specific department directors.

After studying the primary and secondary data, the committee discussed the issues. First and foremost, the team unanimously agreed that the opioid crisis is the top-of-mind community health issue. The committee agreed that this health issue is creating additional stress on agencies throughout the community, including the hospital. The committee members briefly discussed the services Baptist Health Richmond already provides.

## Prioritized Health Issues

The committee identified a number of community health issues. Using a voting methodology, the team then identified the top three the hospital will focus on over the next three years. They are:

- Behavioral Health and Substance Abuse
- Social Determinants of Health
- Obesity and Healthy Lifestyles

Baptist Health Richmond has made behavioral health a priority as community need continues to increase. The committee ranked expanding access to these services as the most important community health initiative.

Opioid abuse has become an epidemic across the country. The committee ranked it as their second priority in terms of public health issues. Locally, we are seeing a similar surge of opioid usage admissions and emergency room visits. Similar to obesity, opioid abuse has an impact on overall health and can lead to other co-morbidities. In addition, the service area is seeing a greater presence of drug-addicted newborns that must be sent to neonatal intensive care units to treat withdrawal symptoms.

Social determinants of health is increasingly becoming a major issue in Richmond and Madison County. Many people in the community are without safe housing, transportation and access to nutritious foods. These issues inevitably lead to a decrease in the quality of a person's health. Baptist Health Richmond has many patients whose poor health began with social determinants that could have been prevented with more community resources.

Obesity has a significant impact on other health issues such as cardiovascular disease, diabetes, pulmonary disease and joint deterioration. Through the combined efforts of medical professionals, schools, churches, and government agencies, we will be successful in educating and engaging individuals in caring for themselves. Kentucky has some of the highest rates in the nation for preventable health conditions and for behaviors that have been identified as unhealthy.

## Communications Plan

The IRS guidelines for a Community Health Needs Assessment call for making the results of the process widely available. To meet this requirement, Baptist Health Richmond will publish this document on its website and make hard copies available to the public upon request. These results will be incorporated into Baptist Healthcare System's annual IRS tax form 990 submission.

## Conclusions

Baptist Health Richmond will continue to use this Community Health Needs Assessment and Strategic Implementation Plan to allocate resources to improve the health of its service area. This is in keeping with its mission and is in its best interest, because improving population health will reduce healthcare costs.

## Strategic Implementation Plan

The strategic implementation plan is outlined by each prioritized health need, with a goal(s) for each need, and specific strategies to meet those goals.

## Behavioral Health and Substance Abuse

# Identified Health Need: Behavioral Health and Substance Abuse

### Goal 1: Expand access to ensure patients receive timely treatment with behavioral health services.

<i>Strategy</i>	<i>Action Plan</i>	<i>Evaluation Plan</i>	<i>Internal Resource(s)</i>	<i>External Partner(s)</i>
<b>1.1 Increase Providers</b>	Increase the number of providers in market.	The goal is to have five new behavioral health providers.	Director, Emergency Services	TBD
<b>1.2 Reduce Time to Appointment</b>	Decrease the number of days for a new patient to have a behavioral health appointment.	Track for the number of days to new appointment in comparison to baseline.	Clinical Manager, Behavioral Health  Director, Operations (BHMG)	(none)
<b>1.3 Inpatient Service</b>	Open inpatient behavioral health service.	Open new service by Fall 2022.	Manager, Marketing	TBD

### Goal 2: Reduce stigma for behavioral health services.

<i>Strategy</i>	<i>Action Plan</i>	<i>Evaluation Plan</i>	<i>Internal Resource(s)</i>	<i>External Partner(s)</i>
<b>2.1 Community Events</b>	Host community engagement events.	Host four events annually.	Director, Emergency Services  Clinical Manager, Behavioral Health	Various community partners
<b>2.2 ED Treatment Area</b>	Open Emergency Department behavioral health treatment area.	Open new treatment area by Fall 2022.	Director, Operations (BHMG)  Manager, Marketing	TBD



<b>Goal 3: Develop community stakeholder partnerships.</b>				
<i>Strategy</i>	<i>Action Plan</i>	<i>Evaluation Plan</i>	<i>Internal Resource(s)</i>	<i>External Partner(s)</i>
<b>3.1 Partnerships</b>	Identify community partnership opportunities.	Develop two new collaborations.	Director, Emergency Services  Clinical Manager, Behavioral Health  Director, Operations (BHMG)  Manager, Marketing	TBD

### *Social Determinants of Health*

<b>Identified Health Need: Social Determinants of Health</b>				
<b>Goal 1: Determine top SDOH issues for our community.</b>				
<i>Strategy</i>	<i>Action Plan</i>	<i>Evaluation Plan</i>	<i>Internal Resource(s)</i>	<i>External Partner(s)</i>
<b>1.1 Address SDoH</b>	Develop plan to address specific social determinants of health in this community.	Develop plan by Spring 2022.	Manager, Marketing  Director, Case Management	TBD
<b>Goal 2: Establish community partnerships.</b>				
<i>Strategy</i>	<i>Action Plan</i>	<i>Evaluation Plan</i>	<i>Internal Resource(s)</i>	<i>External Partner(s)</i>
<b>2.1 New Partnerships</b>	Identify key stakeholders.	Develop two new collaborations.	Manager, Marketing  Director, Case Management	TBD
<b>Goal 3: Implement SDOH EPIC screening tool usage for inpatients.</b>				
<i>Strategy</i>	<i>Action Plan</i>	<i>Evaluation Plan</i>	<i>Internal Resource(s)</i>	<i>External Partner(s)</i>
<b>3.1 SDoH Screening Tool</b>	Provide appropriate training for staff to utilize screening tool.	Track the number of patients screening for SDoH needs.	Manager, Marketing  Director, Case Management	Various community partners

## Obesity and Healthy Lifestyles

### Identified Health Need: Obesity and Healthy Lifestyles

#### Goal 1: Increase awareness and education on obesity & healthy lifestyle related issues.

<i>Strategy</i>	<i>Action Plan</i>	<i>Evaluation Plan</i>	<i>Internal Resource(s)</i>	<i>External Partner(s)</i>
<b>1.1 Screenings</b>	Host community screening and education events	Host four events annually.	Director, Emergency Services	TBD
<b>1.2 Community Tool</b>	Develop community tool to easily identify resources available.	Track the number of patient served through tool.	Manager, Marketing Chief Dietitian	TBD

## Appendix A – Data Sources

### *Health Departments*

Madison County Health Department  
<http://madisoncountyhealthdept.org/>

Kentucky Department of Public Health  
<http://chfs.ky.gov/dph/>

### *National Sources*

Robert Wood Johnson Foundation County Health Ranking and Roadmap  
<http://www.countyhealthrankings.org>

Centers for Disease Control and Prevention  
<http://www.cdc.gov/>

Rural Assistance Center  
<http://www.raonline.org/states/kentucky.php>

U.S. Department of Health and Human Services – *Healthy People 2020*  
<http://healthypeople.gov/2020/>

U.S. Department of Health and Human Services – Community Health Status Indicators  
<http://www.communityhealth.hhs.gov/homepage.aspx>

## *State Sources*

CEDIK – Community & Economic Development Initiative of Kentucky  
<http://www2.ca.uky.edu/CEDIK/CountyDataProfiles>

Foundation for a Healthy Kentucky's Kentucky Health Facts  
<http://www.kentuckyhealthfacts.org/>

Kentucky Department of Public Health's Center for Performance Management  
<http://chfs.ky.gov/dph/CenterforPerformanceManagement.htm>

Kentucky Public Health Association  
<http://www.kpha-ky.org/>

Kentucky Hospital Association  
<http://www.kyha.com/>

Kentucky Office of the Inspector General  
<http://chfs.ky.gov/os/oig/>

Kentucky State Data Center  
<http://ksdc.louisville.edu/>

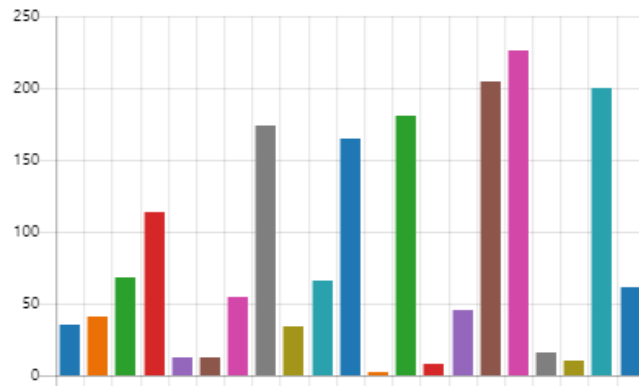
Seven Counties Services, Inc.  
<http://www.sevencounties.org/>

## Appendix B – 2018 Baptist Health Richmond Public Survey Instrument

### Baptist Health Richmond Community Health Needs Assessment Survey 2021

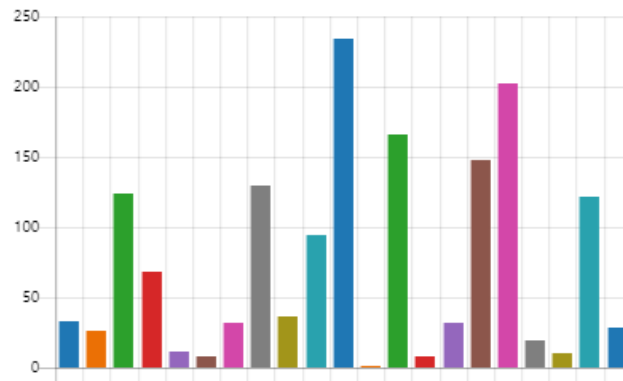
1. Please select the top health challenge YOU or YOUR FAMILY MEMBERS face.

● Alcohol overuse	35
● Alzheimer's or dementia	41
● Arthritis	68
● Cancer	114
● Colon polyps	12
● Contagious disease (COVID)	13
● Chronic illnesses	55
● Diabetes	174
● Drug addiction (prescription, il...	34
● Heart disease	66
● High blood pressure	165
● Infectious disease (Hepatitis A...	2
● Joint pain or back pain	181
● Liver disease	8
● Lung disease (asthma, COPD/...	46
● Mental health issues (depressi...	205
● Overweight/obese	226
● Stomach pain	16
● Stroke	10
● I do not have health challenges	200
● Other	61



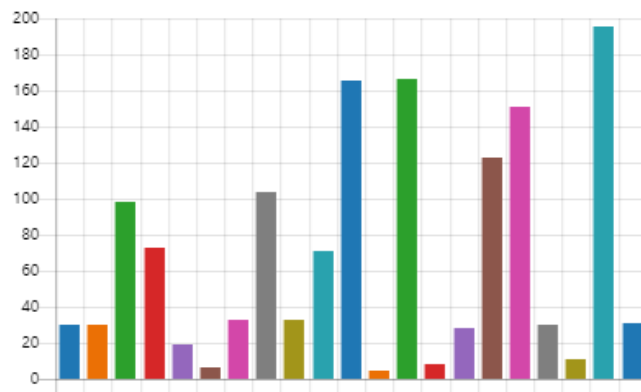
2. Please select the second top health challenge YOU or YOUR FAMILY MEMBERS face.

● Alcohol overuse	33
● Alzheimer's or dementia	26
● Arthritis	124
● Cancer	68
● Colon polyps	11
● Contagious disease (COVID)	8
● Chronic illnesses	32
● Diabetes	130
● Drug addiction (prescription, il...	36
● Heart disease	94
● High blood pressure	234
● Infectious disease (Hepatitis A...	1
● Joint pain or back pain	166
● Liver disease	8
● Lung disease (asthma, COPD/...	32
● Mental health issues (depressi...	148
● Overweight/obese	202
● Stomach pain	19
● Stroke	10
● I have no other health challen...	122
● Other	28



3. Please select the third top health challenge YOU or YOUR FAMILY MEMBERS face.

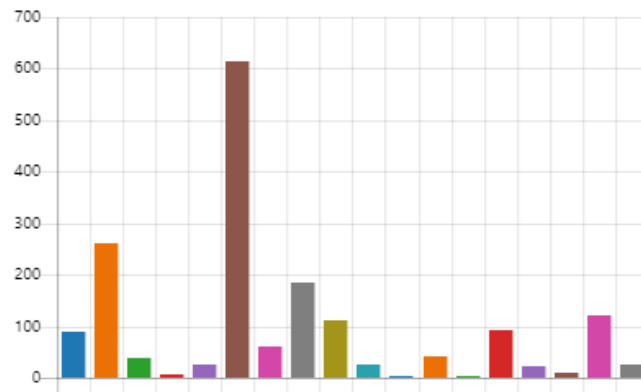
● Alcohol overuse	30
● Alzheimer's or dementia	30
● Arthritis	98
● Cancer	73
● Colon polyps	19
● Contagious disease (COVID)	6
● Chronic illnesses	33
● Diabetes	104
● Drug addiction (prescription, il...	33
● Heart disease	71
● High blood pressure	165
● Infectious disease (Hepatitis A...	5
● Joint pain or back pain	166
● Liver disease	8
● Lung disease (asthma, COPD/...	28
● Mental health issues (depressi...	123
● Overweight/obese	151
● Stomach pain	30
● Stroke	11
● I have no other health challen...	195
● Other	31





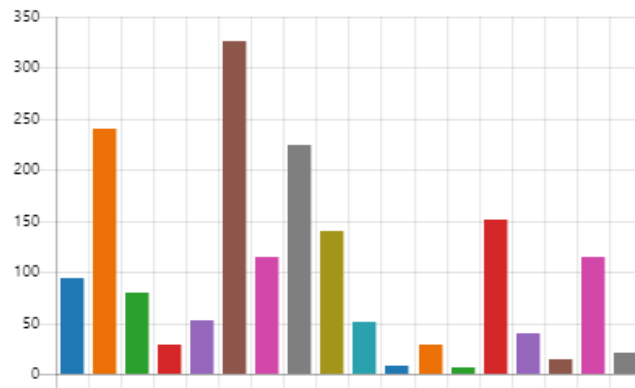
4. Please select the top health challenge our COMMUNITY faces.

● Healthcare access (hospital, h...	88
● Social determinants (housing/...	262
● Prevention Services (educatio...	37
● Environmental quality (air, wat...	7
● Injury and violence (crime, gu...	25
● Substance abuse disorders (pr...	615
● Tobacco use (including secon...	60
● Mental Health (depression, an...	183
● Heart disease, stroke, diabetes...	112
● Cancer	25
● Infectious disease (Hepatitis A...	3
● Contagious disease (COVID)	40
● Maternal, Infant, Child health (...)	3
● Obesity and Nutrition (lack of ...)	92
● Physical Health (spaces to wal...	23
● Oral Health	9
● Knowledge of resources availa...	122
● Other	26



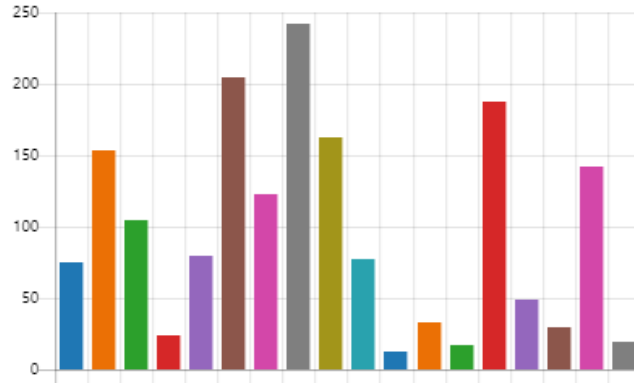
5. Please select the second top health challenge our COMMUNITY faces.

● Healthcare access (hospital, h...	94
● Social determinants (housing/...	240
● Prevention Services (educatio...	80
● Environmental quality (air, wat...	29
● Injury and violence (crime, gu...	52
● Substance abuse disorders (pr...	326
● Tobacco use (including secon...	114
● Mental Health (depression, an...	224
● Heart disease, stroke, diabetes...	140
● Cancer	51
● Infectious disease (Hepatitis A...	8
● Contagious disease (COVID)	28
● Maternal, Infant, Child health (...)	7
● Obesity and Nutrition (lack of ...)	151
● Physical Health (spaces to wal...	40
● Oral Health	14
● Knowledge of resources availa...	114
● Other	20



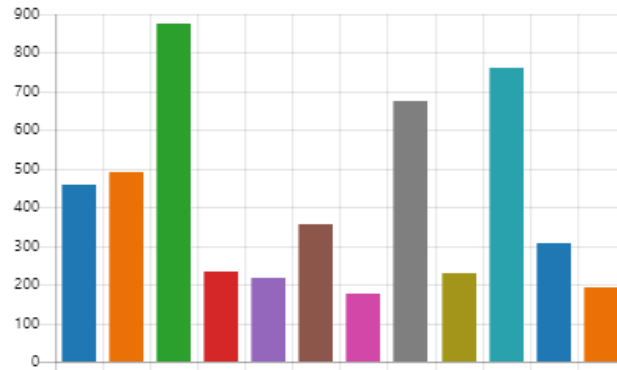
6. Please select the third top health challenge our COMMUNITY faces.

● Healthcare access (hospital, h...	75
● Social determinants (housing/...	153
● Prevention Services (educatio...	105
● Environmental quality (air, wat...	24
● Injury and violence (crime, gu...	79
● Substance abuse disorders (pr...	204
● Tobacco use (including secon...	123
● Mental Health (depression, an...	242
● Heart disease, stroke, diabetes...	162
● Cancer	77
● Infectious disease (Hepatitis A...	12
● Contagious disease (COVID)	33
● Maternal, Infant, Child health (...)	17
● Obesity and Nutrition (lack of ...)	187
● Physical Health (spaces to wal...	49
● Oral Health	29
● Knowledge of resources availa...	142
● Other	19



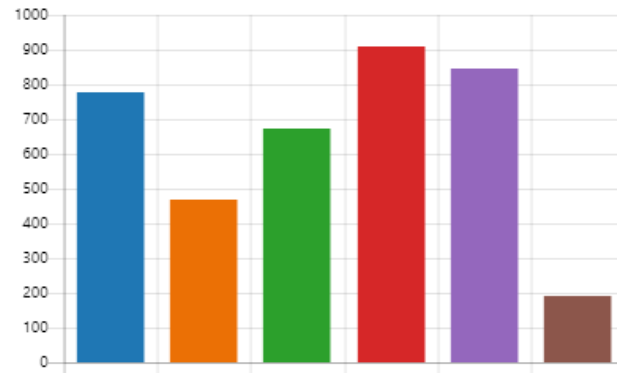
7. Pick 3 items needed to improve the health of our community.

● Access to healthy food (fresh ...	458
● Job opportunities	492
● Mental health services	877
● Recreation facilities (parks, co...	233
● Public transportation	215
● Wellness services (employee o...	356
● Specialty physicians	176
● Free or affordable health scree...	677
● Safe places to walk/play	230
● Substance use disorder rehabi...	762
● Access to doctor/healthcare p...	308
● Public housing	193



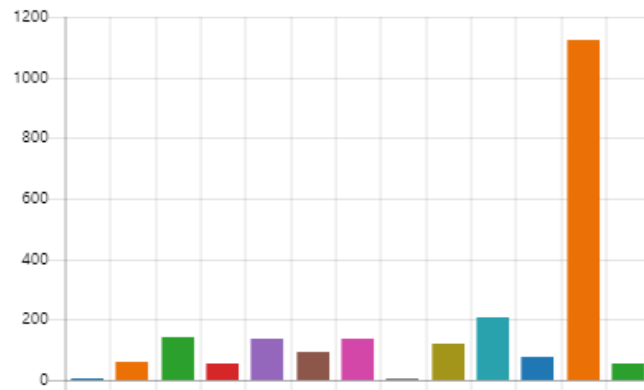
8. Please choose all the statements below that apply to you.

● I exercise at least 3 times per ...	778
● I eat at least 5 servings of fruit...	468
● I routinely get more than 8 ho...	674
● I use sunscreen or protective c...	907
● I have access to a wellness pro...	844
● None of the above applies to ...	190



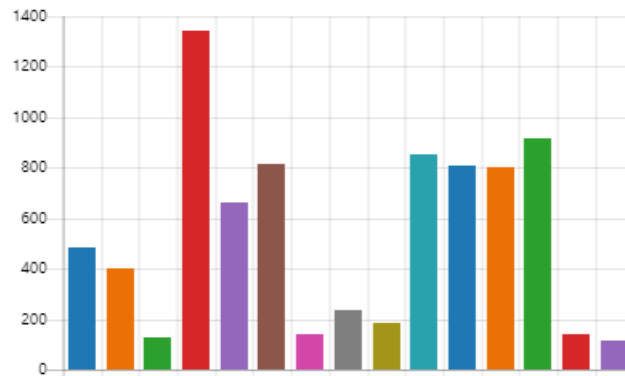
9. Are there any issues that prevent you from accessing care? (Check all that apply)

● Cultural/religious beliefs	5
● Don't know how to find a med...	59
● Lack of trust of the medical co...	140
● Child care	56
● Fear (not ready to face/discus...	139
● Lack of availability of medical ...	93
● Lack of availability of mental h...	137
● Language barrier	4
● No insurance or unable to pay...	120
● Unable to pay co-payment/de...	205
● Transportation	75
● I have no issues accessing care	1122
● Other	52



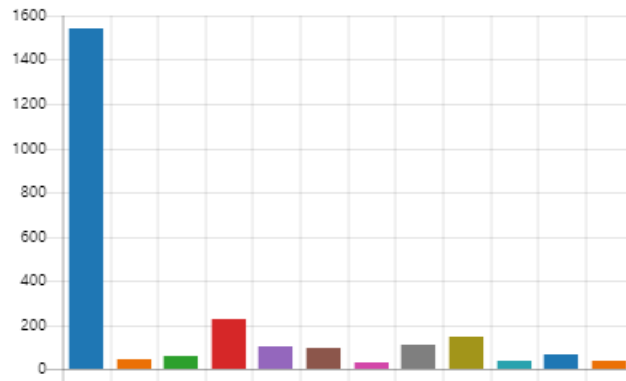
10. Which of the following preventive procedures have you had in the last 12 months? (Check all that apply)

● Mammogram (female)	485
● Pap smear (female)	401
● Prostate cancer screening (ma...	126
● Vaccinations (COVID, flu shot, ...	1345
● Cholesterol screening	662
● Vision screening	817
● Hearing screening	140
● Cardiovascular screening	238
● Colon/rectal exam (colonosco...	187
● Blood pressure screening	853
● Dental cleaning/exam	806
● Physical exam	799
● Blood test	918
● Hepatitis A/B/C/HIV screening	140
● None of the above	114



11. Where do you receive routine health care? (Check all that apply)

● Physician's office	1540
● Health department	42
● Emergency room	56
● Urgent Care clinic	229
● Virtual Care/Telemedicine	104
● Retail clinic (Kroger, Walgreen'...	95
● Federally qualified clinic	26
● Chiropractor	111
● Mental health care provider (p...	142
● Holistic measures (acupunctur...	33
● I do not seek health care	63
● Other	36



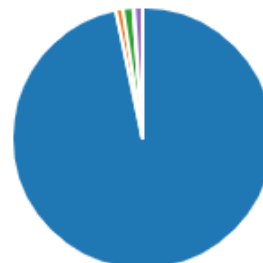
12. Do you have access to safe housing?

● Yes	1688
● No	44



13. What is your main source of transportation?

● Automobile (personal, family, ...	1675
● Public transportation	15
● Walking	22
● Bicycle	2
● No main source of transportat...	18





14. Do you or anyone in your household currently smoke?

● Yes	372
● No	1360



15. Do you have any children under the age of 18 living with you?

● Yes	509
● No	1223



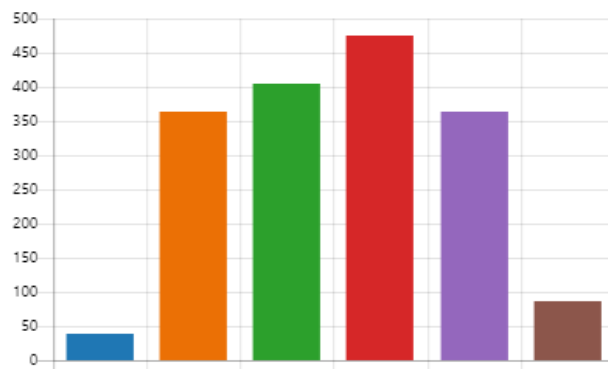
16. What is your gender?

● Female	1155
● Male	552
● Prefer not to say	25



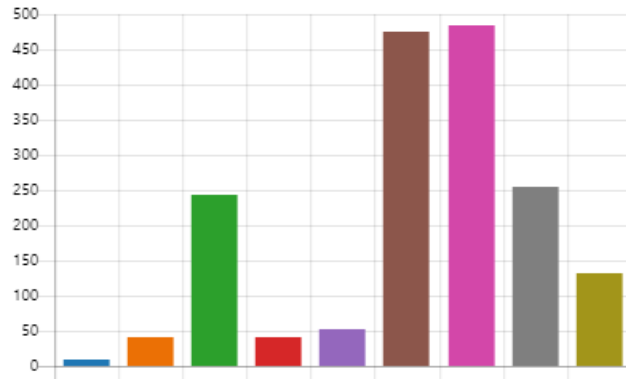
17. What category is your age?

● Under 18	39
● 18-29	363
● 30-45	404
● 46-60	476
● 61-74	363
● 75+	87



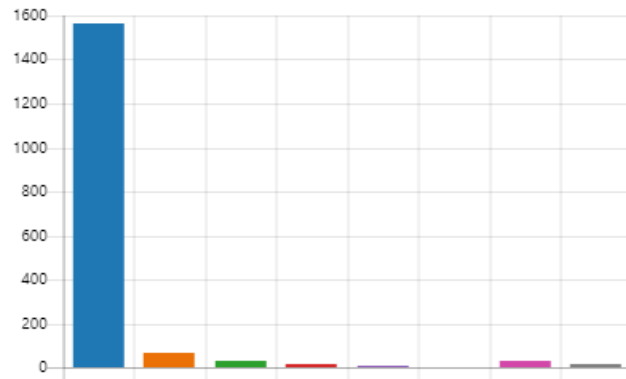
18. What is your highest level of education?

● K-8th grade	9
● Some high school	42
● High school	244
● GED	40
● Technical school	53
● Some college	475
● College graduate	483
● Graduate school	254
● Post graduate	132



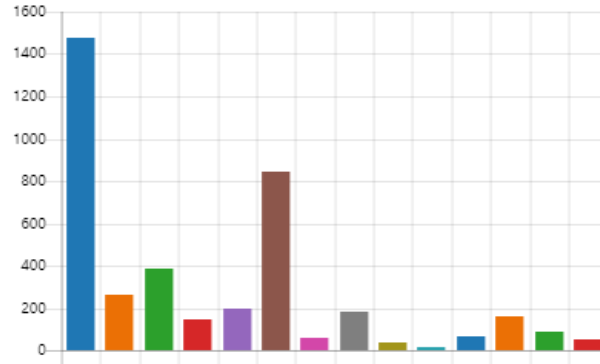
19. What is your race?

● Caucasian/white	1567
● African American	68
● Hispanic	32
● Asian	16
● American Indian/Alaska Native	6
● Native Hawaiian/Pacific Islander	1
● Biracial	26
● Other	16



20. Where do you get most of your health information? (Check all that apply)

● Doctor/health care provider	1473
● Social media (Facebook, Twitt...	259
● Family, friends, neighbor	384
● Health department	143
● Hospital	199
● Internet	847
● Library	59
● Newspaper/magazines	182
● Radio	40
● Church group	17
● School	64
● TV	163
● Worksite	85
● Other	53



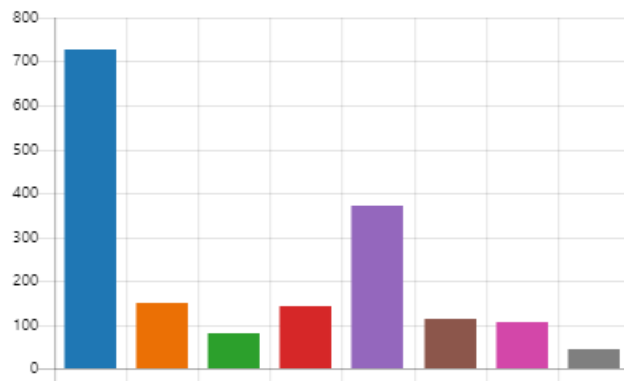
21. Do you have health insurance?

● Yes	1650
● No	63
● No, but have within the last 1...	19



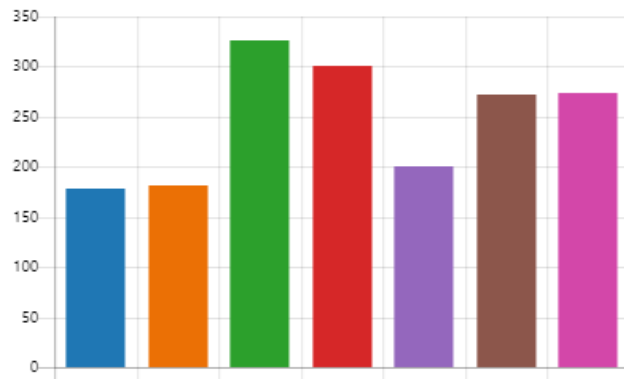
22. What is your employment status?

Full time	726
Part time	150
Self employed	80
Unemployed	143
Retired	371
Student	113
Disabled	104
Unemployed, but actively seek...	45



23. What is your annual household income?

Less than \$15,000	178
\$15,000 to \$25,000	182
\$25,000 to \$50,000	326
\$50,000 to \$75,000	301
\$75,000 to \$100,000	200
Over \$100,000	272
I prefer not to answer	273



24. What is your zip code?

40385	49
40403	269
40404	3
40405	14
40475	1104
40476	8
40461	12
40336	64
40472	9
Other	200

