

**PALACIOS COMMUNITY MEDICAL
CENTER**

**COMMUNITY HEALTH NEEDS
ASSESSMENT**

**ACTION/IMPLEMENTATION PLAN
2019**

INTRODUCTION

A Community Health Needs Assessment (“CHNA”) was conducted for Palacios Community Medical Center May 1ST - 3RD, 2019 by Dave Clark, Senior Consultant, TORCH Management Services, Inc. (“TMSI”). The value of the Assessment is that it allows healthcare organizations to better understand the needs of the communities they serve, with the ultimate goal of improving the overall health of the local citizens.

The process incorporated reviewing and extracting information from numerous data sets: the Hospital’s directory of services; Texas Health Data Center for Health Statistics; Medicare.gov. Survey of Patients’ Experiences (HCAHPS); the US Bureau of Labor Statistics; and, the U.S. Census Bureau, among others. Additionally, PCMC staff arranged for and facilitated numerous “focus groups” of local individuals that; according to TMSI staff: “represented an excellent cross culture of this rural community in the coastal area. Individuals in Focus Groups consisted of members of various, races, income levels, education levels, government, schools, banking, churches, law enforcement services, healthcare and general businesses with varying household statuses” to inform the process on and of local concerns and perceptions.

Whether or not an organization is required to conduct a Community Health Needs Assessment, it is an extremely valuable tool for fulfilling its role in the community. An old adage goes, “You can’t provide the right kind of services when you haven’t asked the customers you serve what they like or not.” By listening to members of the community and reviewing demographic data, the Hospital can gain information on health status and where gaps in healthcare delivery currently exist. Further, it solidifies the Hospital’s role in the community as a partner in improving overall health status, as well as in areas beyond health, such as education and economic development.

HISTORY

Palacios Community Medical Center; or PCMC as it is more commonly known, was originally called Wagner General Hospital and first opened in 1961. Wagner General succeeded Bayview General Hospital. The first hospital in Palacios, Bayview opened in 1947 and was housed in the old WWII Camp Hulen USO building. In 1965 the organization was folded in to the Matagorda County Hospital District where it continued to provide for the healthcare needs of Southern Matagorda County until 2000 when the Palacios Medical Foundation (501C3 as of 1974) and PCMC (501c3 as of 2002), with a lot of help from not only within the community but across the state, took possession of the property and hospital management respectively. The facility was converted to the PCMC hospital we know today in 2001.

Notable accomplishments across the years include serving as a “shelter” during Hurricane Carla in 1961 because, according to reports in the local paper, “it was the only place not affected by the tide.”

Today PCMC’s operations include the Texas licensed Medicare certified 17 bed “Critical Access Hospital” providing inpatient and outpatient programs; a 24/365 ER; and imaging, laboratory and therapy services, as well as Palacios Medical Clinic, providing primary care services for all ages and members of the family. Since the recent administrative changes in the hospital senior management, there is approximately 50 staff with an annual local payroll of \$2,400,000.

TARGET AREA/POPULATION

Palacios is located on the Gulf Coast about halfway between Houston and Corpus Christi in Matagorda County. It is connected to both cities by State Highway 35.

According to the United States Census Bureau, the city has a total area of 5.3 square miles (14 km²), of which, 5.0 square miles (13 km²) of it is land and 0.2 square miles (0.52 km²) of it (4.36%) is covered by water. It is located on the shores of Tres Palacios Bay, an arm of Matagorda Bay. The total service area of PCMC includes not only the City of Palacios but the neighboring community of Blessing, as well as open rural farm and ranch land in Southern Matagorda County and Eastern Jackson County, estimated to cover approximately 300 square miles.

Palacios Community Medical Center provides for a diverse community. The 2010 US Census indicates the area population stats were: Hispanic 60.4%, White 25.4%, African American 3.9%, Asian 8.8% and other of 1.5%. In comparison, the Palacios ISD 2017-18 student population breakdown shows 66.6% Hispanic, 22.3% White, 1.97% African American, 7.2% Asian, and 1.9% other. Of Palacios ISD’S total 1,423 students; 59.3% were from families classified as economically disadvantaged and eligible for the federal free/reduced lunch program. Further, data indicates that the most prolific users of medical services; those over the age of 60, comprise 24% of the population, with 27% of that group below the poverty level.

According to Texas Health Data, the general poverty level is over 20% and the uninsured rate is 25.6%, which creates pressure on public and social service agencies; such as PCMC, to make ends meet.

Beyond those that call the area home, Palacios Community Medical Center also provides for:

- an ever growing population of “winter Texans;” those who travel to the community to enjoy the temperate climate over the winter months
- the emergency planning programs of the South Texas Project; a nuclear power plant that employees approximately 2,000 (estimate at peak staffing), less than 15 miles from the front door of PCMC
- “Summer Campers” who travel to the “Baptist Encampment” over the summer months for fellowship and continuing education

Palacios is home to a large shrimping fleet, a very active marina/wharf operation, and hosts numerous travelers throughout the year attracted by the local parks and recreation opportunities. The Palacios Chamber and others sponsor many events throughout the year including the Matagorda Bay Bird Fest, the Harmonie Club Valentine’s Day parade, and, the Winter Texan Chili Dinner, to name a few.

At any given point in time, any of these could make use of; even desperately need, the services provided by Palacios Community Medical Center.

PRIORITIES

According to TMSI staff, the following topics were most often repeated by a significant number of focus group participants, and are listed as priorities for the Hospital Board and Administration to consider as future planning is being developed.

The CHNA identified the following “priority needs:”

- Lack of Usable Insurance for Low Income Households
- Other Health Insurance Issues
- Chronic Diseases and Healthy Living
- The “One Stop Shopping” Bias
- Working Effectively Across Organizations and Sectors
- Mental Health Needs
- Male and Female Health Needs
- Alcohol and Substance Abuse
- Pregnant Women/Abusive Relationships/Home Environment
- School Programs and Hospital Partnership

- Communications

With this serving as a starting point, the staff of PCMC; under the direction of the Board of Directors, reviewed and considered the information developed from the CHNA performed and provided by TMSI. The primary intent and focus of this activity was to identify those needs that PCMC staff believed to be achievable by PCMC; considering the limited resources available to PCMC, as well as within the abilities and skills of PCMC staff to accomplish.

Accordingly, the staff suggests and recommends that the organization focus on the following priorities:

- Chronic Diseases and Healthy Living
- Working Effectively Across Organizations and Sectors
- Mental Health Needs
- Male and Female Health Needs
- School Programs and Hospital Partnership

IMPLEMENTATION OPPORTUNITIES

Chronic Diseases and Healthy Living

- Continue to provide free educational workshops on different topics that would benefit the community and attempt to make available in all three of our local languages
- Work with local organizations (ie: HUB/Community Organizations/churches) to provide educational materials/workshops
- Implement a dietary/fitness program to our patients and the community (a weight loss program with weigh in's and after so many months the person with the most weight loss won money)
- Partner with a local gym to develop and offer a fitness program.

Working Effectively Across Organizations and Sectors

- Continue to promote PCMC in and at local and surrounding area activities
- Refer patients to providers that are willing to refer them back to us for future need
- Continue to work and collaborate with the Wellness Council and PMF to find more ways to help in our community; develop local "healthcare council."

Mental Health Needs

- Encourage/support development of local support groups in our area
- Facilitate/host local support groups
- Partnership with MEHOP
- Consider development of behavioral health telemedicine program

Male and Female Health Needs

- Develop female/male specific programs providing hormone/testosterone injections, bone density testing, mammograms, family planning among others
- Renew partnership with The Rose; use as anchor for development of Women's Health program
- Develop Dr. Ogdee's practice
- Have local providers develop specific female/male curricula to be presented at local schools
- Develop programs to build on national female/male health events - Breast Cancer Awareness month; "Movember;" etc.

School Programs and Hospital Partnership

- Develop relationship with local ISD's to identify and address healthcare and medical needs of students and staff
- Request membership in ISD's SHAC programs
- Develop and provide age appropriate educational information to and for each school campus
- Provide annual athletic physicals
- Develop and facilitate after school "healthy kid" program leveraging existing school resources

As with every community, there are always those who do not seek care until the disease processes and/or illnesses require hospitalization. Reasons for not seeking care include the inability to afford routine healthcare visits or medications, the inability to take time off from work and/or the lack of transportation. Accordingly, one of the greatest challenges for health providers is to provide incentives for participation other than "it will help your overall health and risks."

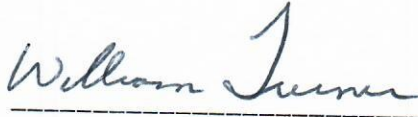
Priorities were evaluated according to issue prevalence and severity, informed by community and secondary data. Input provided by key informants, focus group participants, and other community stakeholders was also heavily considered, especially for priority areas where

secondary data are less available. The organization considered a number of criteria in distilling top priorities, including magnitude and severity of each problem, the organizational capacity to address the problem, the impact of the problem on vulnerable populations, existing resources already addressing the problem, and potential risk associated with delaying intervention on the problem. The organization's final listing of priorities detailed above is presented in no particular order.

Accepted, approved and authorized by the Palacios Community Medical Center Board of Directors December 17, 2019



Gail Purvis, Chair



William Turner, Secretary