

# Purcell Municipal Community Health Needs Assessment Summary and Implementation Strategy

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Oklahoma Office of Rural Health

OSU Center for Rural Health

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## Introduction

New requirements for nonprofit, 501 (c)(3), hospitals were enacted under the Patient Protection and Affordable Care Act (ACA), passed on March 23, 2010. One of the most significant of the new requirements is the Community Health Needs Assessment (CHNA) that must be conducted during taxable years after March 23, 2012 and submitted with IRS form 990. A CHNA must then be completed every three years following.

While the requirements are fairly new, the IRS has made strides in defining hospitals that must complete the CHNA as well as details of what is expected in the CHNA report to be submitted. At this time the only entities that must complete the CHNA are hospital organizations defined as:

- An organization that operates a State-licensed hospital facility
- Any other organization that the Secretary determines has the provision of hospital care as its principal function or purpose constituting the basis for its exemption under section 501 (c)(3).

The general goal behind the requirement is to gather community input that leads to recommendations on how the local hospital can better meet and serve residents' needs. The community input is typically derived from a community survey and a series of open meetings. Local health data are presented. Community members then identify and prioritize their top health needs.

After listening to community input, the hospital defines an implementation strategy for their specific facility. The implementation strategy is a written plan that addresses each of the health needs identified in the community meetings. To meet Treasury and IRS guidelines an implementation strategy must:

- Describe how the hospital facility plans to meet the health need, or
- Identify the health need as one the hospital facility does not intend to meet and explain why the hospital facility does not intend to meet the health need<sup>1</sup>

After the needs are identified that the hospital can address, the implementation strategy must take into account specific programs, resources, and priorities for that particular facility. This can include existing programs, new programs, or intended collaboration with governmental, nonprofit, or other health care entities within the community.<sup>2</sup>

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<sup>1</sup> Internal Revenue Service. 2011. Notice and Requests for Comments Regarding the Community Health Needs Assessment Requirements for Tax-Exempt Hospitals. Internal Revenue Bulletin: 2011-30.

<sup>2</sup> Ibid

The facility must make the recommendations and implementation strategy widely available to community members. The facility must adopt the implementation strategy in that same taxable year.

### **Oklahoma Office of Rural Health Partnership**

The Oklahoma Office of Rural Health makes this program available to all rural facilities in Oklahoma free of charge. The Oklahoma Office of Rural Health works closely with the hospital and community members to develop an economic impact of the local health sector, develop and analyze a local health services survey, and gather and analyze local health data. The community meetings are facilitated by a resource team that includes Corie Kaiser and Lara Brooks of the Oklahoma Office of Rural Health.

After the meetings conclude, the resource team assists the hospital in developing their implementation strategy. After implementation, the resource team will assist in evaluation of the strategies implemented and provide continued assistance with data and resources.

This document discusses the steps taken to conduct a CHNA for Purcell Municipal Hospital in 2019. It begins with a description of the hospital's medical service area, including a demographic analysis, and then summarizes each meeting that took place during the CHNA process. The report concludes by listing the recommendations that came out of the process and presenting the hospital's implementation strategy and marketing plan.

### **Previous Community Health Needs Assessment- Priorities, Implementation, and Evaluation**

Purcell Municipal Hospital worked with the Oklahoma Office of Rural Health to complete a CHNA during 2016. The following identifies each priority, implementation taken, and an evaluation or impact of the implementation.

Priority: Mental health and behavioral health

Service Implemented/Partnerships: Implemented depression, suicide and self-harm screenings in the ED, inpatients, and clinic setting

Screening questions have been added to the EHR to screen for depression, suicide, and self-harm for every patient the hospital or clinic sees. When a patient is flagged through this process, a physician then works with the patient to develop a care plan which could include referrals if

deemed necessary. Since implementation in 2017, an estimated 16,000 of patients have been screened.

Priority: Health education, eating healthy, and lowering the outcome of obesity

Service Implemented/Partnerships: Dietician available for dietary consults

This has been a community-wide focus with each respective organization focusing on their strengths and resources. For example, the City of Purcell has started a community garden. The hospital has extended the availability of the dietician to provide a broader reach of services which now include education and dietary consults for the lay individual. This is a service that is provided at no cost for community members. It is estimated that 150 have benefited from this service.

### **Awareness of Community Outreach**

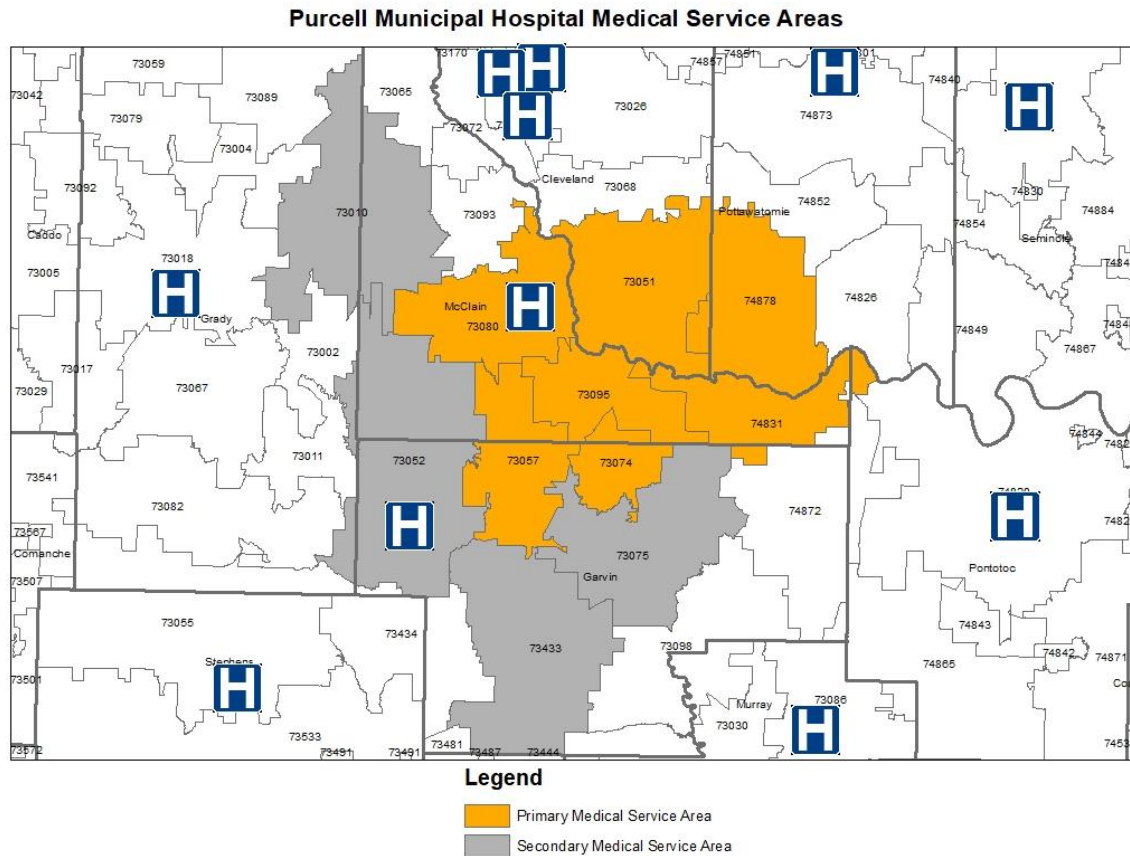
A question was included on the community survey (complete methodology detailed on page 15) to gauge survey respondents' awareness of current community programs offered by the hospital. Eighteen individuals or 14.4 percent of the total indicated they were aware of community programs. Survey respondents were then asked to list which programs they knew. Diabetic education was the most common response with six responses. The table below outlines all programs listed by the survey respondents.

**Community Programs Identified by Survey Respondents**

Response Category	No.	%
Diabetic education	6	24.0%
Blood drives	5	20.0%
Birthday Program	3	12.0%
Beautiful Day	3	12.0%
School pantry	2	8.0%
Annual health screenings at local businesses	1	4.0%
Free medical clinic	1	4.0%
Health fairs	1	4.0%
Smoking Cessation	1	4.0%
Dietary	1	4.0%
Purcell Clinic	1	4.0%
Total	25	100.0%

## Purcell Municipal Hospital Medical Services Area Demographics

Figure 1 displays the Purcell Municipal Hospital medical services area. Purcell Municipal Hospital and all area hospitals are delineated in the figure. The surrounding hospitals are identified in the table below by county along with their respective bed count.



**Figure 1. Purcell Municipal Hospital Medical Service Areas**

City	County	Hospital	No. of Beds
Norman	Cleveland	Norman Regional Health System- Norman	495
Norman	Cleveland	Norman Specialty Hospital	50
Lindsay	Garvin	Lindsay Municipal Hospital	26
Chickasha	Grady	Grady Memorial Hospital	99
<b>Purcell</b>	<b>McClain</b>	<b>Purcell Municipal Hospital</b>	<b>39</b>
Sulphur	Murray	Arbuckle Memorial Hospital	25
Ada	Pontotoc	Valley View Regional Hospital	156
Shawnee	Pottawatomie	SSM Health St. Anthony Hospital	96
Seminole	Seminole	INTEGRIS Seminole Medical Center	32
Duncan	Stephens	Duncan Regional Hospital	145

As delineated in Figure 1, the medical service area of Purcell Municipal Hospital includes the zip code areas of Purcell, Lexington, Maysville, Paoli, Wayne, Byars, and Wanette. The primary medical service area experienced a population increase of 9.9 percent from the 2000 Census to the 2010 Census (Table 1). This same service area experienced another increase in population of 0.4 percent from the 2010 Census to the latest available, 2011-2017, American Community Survey. The secondary medical service area is comprised of the zip code areas of Blanchard, Lindsay, Pauls Valley, and Elmore City. The secondary medical service area experienced a substantial population increase of 21.4 percent from the 2000 to the 2010 Census. This area also experienced another population increase of 6.5 percent from the 2010 decennial Census to the latest available, 2013-2017 American Community Survey.

**Table 1. Population of the Purcell Municipal Hospital Medical Service Areas**

Population by Zip Code	2000 Population	2010 Population	2013-2017 Population	% Change 2000-2010	% Change 2010-13-17
<i>Primary Medical Service Area</i>					
73051 Lexington	9,092	10,264	10,469	12.9%	2.0%
73057 Maysville	2,584	2,384	2,360	-7.7%	-1.0%
73074 Paoli	1,102	1,190	1,078	8.0%	-9.4%
73080 Purcell	8,086	9,276	9,592	14.7%	3.4%
73095 Wayne	1,836	1,895	1,857	3.2%	-2.0%
74831 Byars	868	923	792	6.3%	-14.2%
74878 Wanette	1,456	1,565	1,450	7.5%	-7.3%
<b>Total</b>	<b>25,024</b>	<b>27,497</b>	<b>27,598</b>	<b>9.9%</b>	<b>0.4%</b>
<i>Secondary Medical Service Area</i>					
73010 Blanchard	12,039	17,563	19,439	45.9%	10.7%
73052 Lindsay	5,901	6,315	6,618	7.0%	4.8%
73075 Pauls Valley	9,163	9,519	9,448	3.9%	-0.7%
73433 Elmore City	2,677	2,761	2,995	3.1%	8.5%
<b>Total</b>	<b>29,780</b>	<b>36,158</b>	<b>38,500</b>	<b>21.4%</b>	<b>6.5%</b>

SOURCE: Population data from the U.S. Bureau of Census, Decennial Census 2000, 2010 and American Community Survey 2013-2017 (February 2019)

Table 2 displays the current existing medical services in the primary service area of the Purcell Municipal Hospital medical services area. Most of these services would be expected in a



service area of Purcell's size: four physician offices, five dental offices, two optometry offices, one chiropractic office, four nursing homes, four home health providers, one EMS provider, two rehabilitation and physical therapy providers, one assisted living facility, a county health department, one mental health and counseling provider, one community health provider, and five pharmacies. Purcell Municipal Hospital is a 39 bed facility located in McClain County. The hospital provides emergency room services, radiology (CT, Ultrasound, X-ray, Nuclear Medicine, Fluoroscopy, Bone Density), walk-in/after hours care, primary stroke care, Advanced Cardiac Life Support and Pediatric Advanced Life Support. A complete list of hospital services and community involvement activities can be found in Appendix A.

**Table 2. Existing Medical Services in Purcell Municipal Hospital Medical Services Area**

<b>Count</b>	<b>Service</b>
1	Hospital: Purcell Municipal Hospital
4	Physician offices and clinics
5	Dental offices
2	Optometry offices
1	Chiropractic office
4	Nursing homes
1	Assisted living facility
4	Home health providers
1	EMS provider
1	County Health Department: McClain County
1	Mental health and counseling provider
1	Addiction treatment provider
2	Outpatient rehabilitation provider
5	Pharmacies

In addition to examining the total population trends of the medical service areas, it is important to understand the demographics of those populations. Table 3 displays trends in age groups for the primary and secondary medical service area as well as McClain County in comparison to the state of Oklahoma. Overall, the over 65 age group has experienced an increase in population across all geographies from the 2010 Census to the latest, 2013-2017 American Community Survey. This cohort accounted for 14.7 percent of the total population at the state level. In terms of the medical service areas, this age group accounted for 15 percent of the population of the primary medical service area and 15.3 percent of the secondary. McClain County mirrored the state with 14.7 percent of the total. The 45-64 age group accounts for the largest share of the population in the primary medical service area (27.8%) and McClain County (26%). This is compared to the state share of 24.7 percent of the total population.

**Table 3. Percent of Total Population by Age Group for Purcell Municipal Hospital  
Medical Service Areas, McClain County and Oklahoma**

Age Groups	Primary Medical Service Area	Secondary Medical Service Area	McClain County	Oklahoma
<b>2010 Census</b>				
0-14	19.0%	21.5%	22.2%	20.7%
15-19	6.7%	6.6%	6.8%	7.1%
20-24	5.6%	5.0%	4.6%	7.2%
25-44	27.5%	25.1%	25.6%	25.8%
45-64	27.5%	27.5%	27.5%	25.7%
65+	<u>13.7%</u>	<u>14.3%</u>	<u>13.2%</u>	<u>13.5%</u>
Totals	100.0%	100.0%	100.0%	100.0%
Total Population	27,497	36,158	34,506	3,751,351
<b>13-17 ACS</b>				
0-14	17.8%	21.5%	21.5%	20.5%
15-19	7.1%	7.1%	6.8%	6.7%
20-24	6.8%	5.1%	5.6%	7.2%
25-44	25.4%	25.7%	25.4%	26.1%
45-64	27.8%	25.3%	26.0%	24.7%
65+	<u>15.0%</u>	<u>15.3%</u>	<u>14.7%</u>	<u>14.7%</u>
Totals	100.0%	100.0%	100.0%	100.0%
Total Population	27,598	38,500	37,919	3,896,251

SOURCE: U.S. Census Bureau, Decennial Census data for 2010 and American Community Survey data for 2013-2017 (www.census.gov [February 2019]).

Changes in racial and ethnic groups can impact the delivery of healthcare services, largely due to language barriers and dramatically different prevalence rates for specific diseases, such as diabetes. A noticeable trend in Oklahoma is the growth in the Hispanic origin population. In 2010, those of Hispanic origin accounted for 8.9 percent of the total state population. The latest American Community Survey data of 2013-2017 suggest that this population group has experienced an increase to 10.1 percent of the total population. This trend

is evident in McClain County and the medical service areas. The share of the population identified as of Hispanic Origin accounted for 8.5 percent of the primary and 7.8 percent of the secondary medical service areas' population in 2013-2017 and 7.8 percent of the population in McClain County during the same time period.

**Table 4. Percent of Total Population by Race and Ethnicity for Purcell Municipal Hospital Medical Service Areas, McClain County and Oklahoma**

Race/Ethnic Groups	Primary Medical Service Area	Secondary Medical Service Area	McClain County	Oklahoma
<b>2010 Census</b>				
White	80.3%	84.9%	84.5%	72.2%
Black	3.3%	1.4%	0.7%	7.4%
Native American	7.4%	5.9%	6.4%	8.6%
Other	3.6%	3.0%	3.1%	5.9%
Two or more Races	5.3%	4.8%	5.3%	5.9%
Hispanic Origin	<u>7.4%</u>	<u>6.1%</u>	<u>6.3%</u>	<u>8.9%</u>
Total Population	27,497	36,158	34,506	3,751,351
<b>13-17 ACS</b>				
White	82.8%	85.8%	84.2%	72.6%
Black	2.8%	1.7%	1.1%	7.3%
Native American	6.0%	5.2%	5.7%	7.4%
Other	2.4%	1.2%	2.9%	4.9%
Two or more Races	6.1%	6.1%	6.1%	7.8%
Hispanic Origin	<u>8.5%</u>	<u>7.8%</u>	<u>7.8%</u>	<u>10.1%</u>
Total Population	27,598	38,500	37,919	3,896,251

SOURCE: U.S. Census Bureau, Decennial Census data for 2010 and American Community Survey data for 2013-2017 (www.census.gov [February 2019]).

## **Summary of Community Meetings**

Purcell Municipal Hospital hosted three community meetings between April 2, 2019 and April 30, 2019. The Oklahoma Office of Rural Health facilitated these meetings. Summaries of the information presented at each meeting are included below in chronological order.

Community members in attendance at these meetings included:

- Purcell Municipal Hospital representatives
- Local business owner
- Dental provider
- Local banker
- Rob's Ranch for Men
- Financial advisor
- Purcell Municipal Hospital board member

Average attendance at the community meetings was 10-18 community members. Those who were invited to participate include all business owners, community leaders, and anyone involved in healthcare and social services. Community members invited to participate received a mailed invitation with follow up phone calls and emails as reminders of subsequent community meetings. The hospital made significant efforts to reach a diverse and representative population of the medical service area and patients served including low income and racially diverse populations. Representatives from the public health sector were invited to attend to provide insight into what they see from a public health and underserved population perspective of community needs.

### **Economic Impact and Community Health Needs Assessment Overview, April 2, 2019**

A meeting was held to discuss the economic impact of the health sector and explain the process and need for the Community Health Needs Assessment. The economic impact of the health sector was reviewed at this meeting (and is summarized below).

Table 5 below summarizes the overall economic impact of the health sector on the McClain County, Oklahoma economy. A form requesting information was sent to all health care providers in the medical service area. Local providers were asked to share their employment levels and of those employees how many were physicians/optometrists/dentists/pharmacists/etc. When available, payroll information was also collected from the establishments. When payroll information was not available, payroll was estimated using state level averages from the Bureau of Labor Statistics.

The health sector in the Purcell Municipal Hospital medical service area employs 587 FTE individuals. After applying a county-specific employment multiplier to each respective sector, there is a total employment impact of 792 FTE employees. The same methodology is applied to income. The local health sector has a direct income impact of over \$27.7 million.

When the appropriate income multiplier is applied, the total income impact is over \$32.9 million. The last two columns examine the impact this has on the retail sector of the local community. Recent data suggest that just 29.5% of personal income in Oklahoma will be spent on taxable goods and services locally. Therefore, if we just examine the impact made on retail from those employed in the health sector, this would account for over \$9.7 million spent locally, generating \$97,296 on a 1% tax. A copy of the meeting materials that were distributed can be found in Appendix C.

At the conclusion of the meeting, community members were asked to identify their top health concerns based on the demographic information presented and their local expertise. The following concerns were identified:

- More primary physicians- Succession planning for retirement, recruitment of providers (Norman as competition) (3)
  - Utilizing PMTC, NHSC
- Specialist is located in OKC- EMS patients want to go directly to specialists' hospitals- increasing their availability in Purcell, so patients can get in Purcell rather than going to OKC (2)- Offering different types of specialists (Cardiologists and Ortho)
- New hospital and medical office park will assist with recruitment of PCPs and have space available for specialists- Need to have amenities to attract providers and families
- Vision and dental care- many don't have insurance coverage for these services
- Dialysis services
- Preventative and health and wellness- More leagues- baseball, softball, etc. cycling clubs more access and encouraging physical activity
- Detox beds- few available and quality varies

**Table 5. Purcell Municipal Hospital Medical Service Area Health Sector Impact on Employment and Income, and Retail Sales and Sales Tax**

Health Sectors	Employment			Income			Retail	1 Cent
	Direct	Multiplier	Impact	Direct	Multiplier	Impact	Sales	Sales Tax
Hospitals	134	1.59	213	\$5,116,317	1.22	\$6,226,333	\$1,836,768	\$18,368
Physicians, Dentists & Other Medical Professionals	57	1.37	78	\$4,783,075	1.19	\$5,706,062	\$1,683,288	\$16,833
Nursing Home & Home Health	322	1.25	404	\$13,466,170	1.16	\$15,613,823	\$4,606,078	\$46,061
Other Medical & Health Services	39	1.32	52	\$1,977,102	1.23	<u>\$2,426,962</u>	\$715,954	\$7,160
Pharmacies	<u>35</u>	1.30	<u>46</u>	<u>\$2,423,736</u>	1.24	<u>\$3,008,496</u>	<u>\$887,506</u>	<u>\$8,875</u>
<b>Total</b>	<b>587</b>		<b>792</b>	<b>\$27,766,400</b>		<b>\$32,981,676</b>	<b>\$9,729,594</b>	<b>\$97,296</b>

SOURCE: 2016 IMPLAN database, Minnesota IMPLAN Group, Inc.; Local data for employment, employee compensation and proprietor's income; income estimated based on state average incomes if local data not available; employment data from local survey.

\* Based on the ratio between Oklahoma taxable sales and income (29.5%) – from 2017 Sales Tax Data and 2016 Personal Income Estimates from the Bureau of Economic Analysis.

## **Health Data, April 16, 2019**

A community meeting was held April 16, 2019, to examine various sources of local health data. Various sources of health data were examined including data from the County Health Rankings and Roadmaps Program through the University of Wisconsin Population Health Institute, and the Robert Wood Johnson Foundation. The County Health Rankings program evaluates and ranks counties based on two distinct areas: Health Factors and Health Outcomes. Along with these two areas counties receive an overall rank within their state; therefore 1=best and 77=worst.

Health factors, considered tomorrow's health, are comprised of health behaviors (rank: 6), clinical care (rank: 18), social and economic factors (rank: 4), and physical environment (rank: 59). McClain County's overall health factors rank is 6. Areas of concern include McClain County's smoking rate, adult obesity rate, rate of excessive drinking, uninsured rate, and the mammography screening rate of Medicare recipients are all less desirable than the top U.S. performers. All health factors variables are presented in Table 6 along with McClain County specific data, the top U.S. performers, and the state average. The yellow highlighted categories are the areas identified by the County Health Rankings and Roadmaps as areas to explore (generally where McClain County ranks very poorly compared to the national benchmark). The green highlighted areas are identified as areas of strength for McClain County.

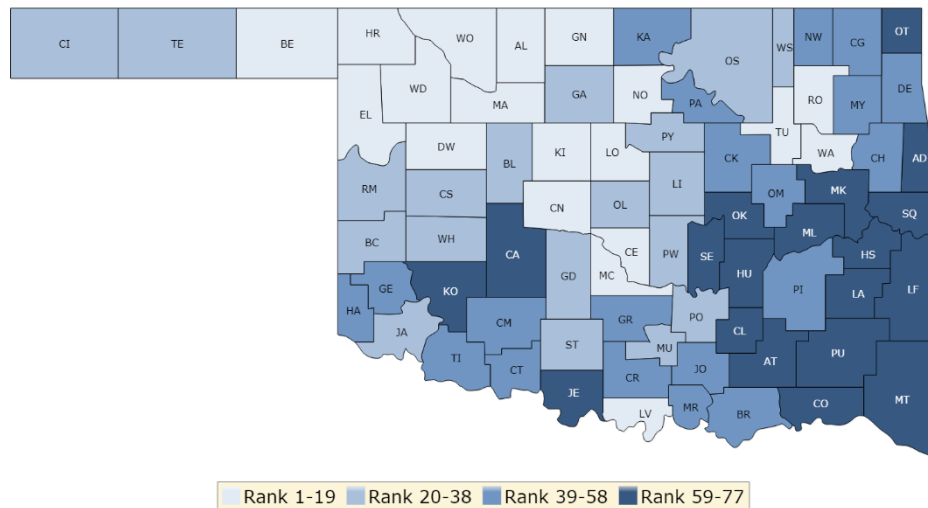
**Table 6. Health Factors (Overall Rank 6)**

Category (Rank)	McClain County	Error Margin	Top U.S. Performers	Oklahoma
<b>Health Behaviors (6)</b>				
Adult Smoking	16%	16-17%	14%	20%
Adult Obesity	33%	28-39%	26%	33%
Food Environment Index	8.3		8.7	5.7
Physical Inactivity	29%	24-35%	19%	28%
Access to Exercise Opportunities	62%		91%	72%
Excessive Drinking	14%	14-15%	13%	13%
Alcohol-Impaired Driving Deaths	25%	17-32%	13%	27%
Sexually Transmitted Infections	273		153	548
Teen Birth Rate	27	24-31	14	39
<b>Clinical Care (18)</b>				
Uninsured	15%	13-16%	6%	16%
Primary Care Physicians	2,420:1		1,050:1	1,590:1
Dentists	3,280:1		1,260:1	1,660:1
Mental Health Providers	760:1		310:1	260:1
Preventable Hospital Stays	4,535		2,765	4,862
Mammography Screening	35%		49%	36%
Flu Vaccinations	48%		52%	46%
<b>Social &amp; Economic Factors (4)</b>				
High School Graduation	89%		96%	83%
Some College	63%	56-68%	73%	60%
Unemployment	3.6%		2.9%	4.3%
Children in Poverty	14%	10-18%	11%	21%
Income Inequality	4.1	3.6-4.7	3.7	4.6
Children in Single-Parent Household	24%	19-29%	20%	34%
Social Associations	12.4		21.9	11.5
Violent Crime Rate	128		63	428
Injury Deaths	97	83-111	57	93
<b>Physical Environment (59)</b>				
Air-Pollution- Particulate Matter	9.8		6.1	9.4
Drinking Water Violations	Yes			
Severe Housing Problems	11%	9-13%	9%	14%
Driving Alone to Work	85%	83-87%	72%	83%
Long Commute- Driving Alone	44%	40-48%	15%	26%

Source: County Health Rankings & Roadmaps; University of Wisconsin Population Health Institute; Robert Wood Johnson Foundation



The following figure depicts each county's rank by shade. McClain County's health factors rank is comparable to Cleveland County's and is more favorable than all of the other surrounding counties.



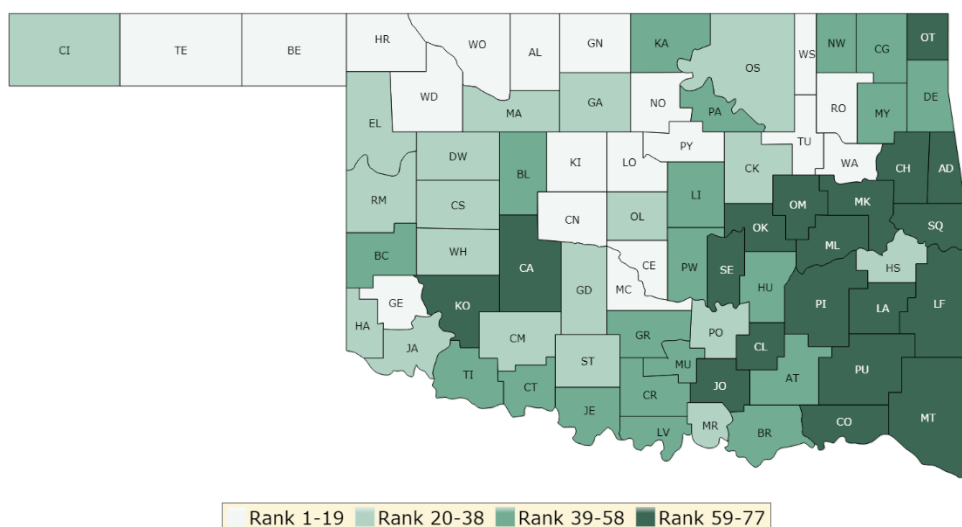
In terms of health outcomes, considered, today's health, McClain County's ranking is 12th in the state. Health outcomes are comprised of two areas: length of life and quality of life. The variables for each of these sections are presented in Table 7.

**Table 7. Health Outcomes (Overall Rank 12)**

Category (Rank)	McClain County	Error Margin	Top U.S. Performers	Oklahoma
<b>Length of Life (24)</b>				
Premature Death	9,100	8,000-10,200	5,400	9,300
<b>Quality of Life (10)</b>				
Poor or Fair Health	15%	15-16%	12%	20%
Poor Physical Health Days	4.0	3.9-4.2	3.0	4.5
Poor Mental Health Days	4.2	4.0-4.4	3.1	4.5
Low Birth Weight	7%	6-8%	6%	8%

Source: County Health Rankings & Roadmaps; University of Wisconsin Population Health Institute; Robert Wood Johnson Foundation

The following figure shows county health outcomes rankings by shades. McClain County's ranking is again comparable to Cleveland County's rank and is more favorable than all of the other surrounding counties. All meeting materials distributed at this meeting can be found in Appendix D.



At the conclusion of the meeting, community members were once asked to identify what health concerns stand out in the data the presented and their local expertise. The health concerns identified include:

- More primary care access
- More preventative health and wellness including access to leagues

### Community Survey Methodology and Results, April 2, 2019- April 30, 2019

A survey was designed to gauge hospital usage, satisfaction, and community health needs. The survey was available in both paper and web format. Hard copy surveys were distributed at the hospital and to hospital employees. The electronic survey link was placed on the hospital's website. Surveys were also distributed at the first community meeting on April 2, 2019. Community members in attendance also received a follow-up email with a PDF copy of the survey and the electronic survey link. A copy of the survey form and results can be found in Appendix E. Community members were asked to return their completed surveys to Purcell Municipal Hospital.

The survey ran from April 2, 2019 to April 16, 2019. A total of 125 surveys from the Purcell Municipal Hospital medical service area were completed. Of the surveys returned, 44

were electronic responses, and 81 were hard copy surveys. The survey results were presented at the April 30, 2019, community meeting.

Table 8 below shows the survey respondent representation by zip code. The largest share of respondents was from the Purcell (73080) zip code with 52 responses or 41.6 percent of the total. Lexington followed with 12 responses, and Wayne had 10 responses.

**Table 8. Zip Code of Residence**

Response Category	No.	%
73080- Purcell	52	41.6%
73051- Lexington	12	9.6%
73095- Wayne	10	8.0%
73075- Pauls Valley	9	7.2%
73072- Norman	6	4.8%
73057- Maysville	5	4.0%
73071- Norman	4	3.2%
73074- Paoli	3	2.4%
73010- Blanchard	3	2.4%
73052- Lindsay	3	2.4%
73093- Washington	3	2.4%
73433- Elmore City	3	2.4%
73068- Noble	2	1.6%
73069- Norman	2	1.6%
73170- Oklahoma City	2	1.6%
73434- Foster	2	1.6%
73173- Oklahoma City	1	0.8%
73160- Moore	1	0.8%
74865- Roff	1	0.8%
73090- Union City	1	0.8%
Total	125	100.0%

The survey focused on several health topics of interest to the community. Highlights of the results include:

***Primary Care Physician Visits***

- 57.6% of respondents had used a primary care physician in the Purcell service area during the past 24 months
- 94.4% of those responded being satisfied
- Only 24 respondents or 19.2% believe there are enough primary care physicians practicing in Purcell

- 80.8% of the respondents would consider seeing a midlevel provider for their healthcare needs
- 73.6% responded they were able to get an appointment, within 48 hours, with their primary care physician when they needed one

### ***Specialist Visits***

Summary highlights include:

- 60.8% of all respondents report some specialist visit in past 24 months
- Most common specialty visited are displayed in Table 9
- Only 3.1% of specialist visits occurred in Purcell

**Table 9. Type of Specialist Visits**

Type of Specialist	No.	Percent
<b><i>Top 5 Responses</i></b>		
Cardiologist (3 visits in Purcell)	23	18.0%
Orthopedist/Ortho Surg. (1 visit in Purcell)	14	12.5%
OB/GYN (0 visits in Purcell)	12	9.4%
Oncologist (0 visits in Purcell)	11	8.6%
Surgeon (0 visits in Purcell)	7	5.5%
All others (0 visits in Purcell)	<u>59</u>	<u>46.1%</u>
<b>Total</b>	<u>128</u>	<u>100.0%</u>

Some respondents answered more than once.

### ***Hospital Usage and Satisfaction***

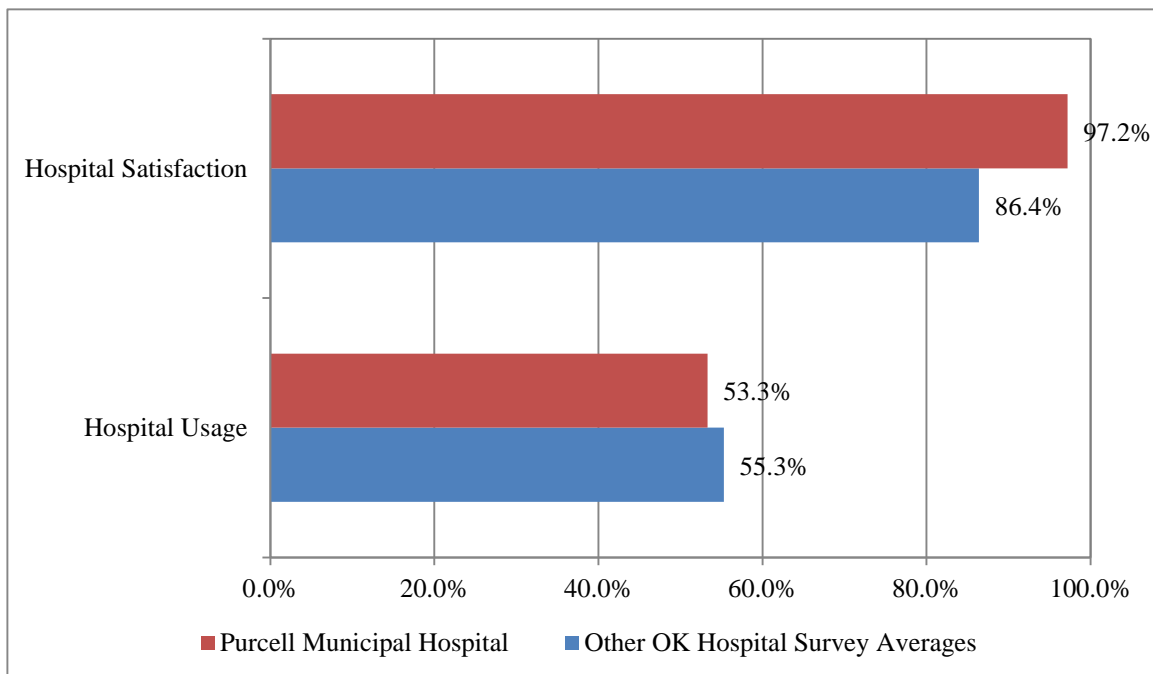
Survey highlights include:

- 53.3% of survey respondents that have used hospital services in the past 24 months used services at Purcell Municipal Hospital
  - o Norman Regional Health System (20.4%), SSM Health St. Anthony Hospital (4.4%), and Chickasaw Nation Medical Center followed
  - o The most common response for using a hospital other than Purcell Municipal Hospital was availability of specialty care, including surgery, labor and

delivery, and mammography (38.2%) followed by physician referral/Transfer (30.3%)

- The usage rate of 53.3% was lower than the state average of 55.3% for usage of other rural Oklahoma hospitals surveyed
- 97.2% of survey respondents were satisfied with the services received at Purcell Municipal Hospital
  - This is near the state average for other hospitals (86.4%)
- Most common services used at Purcell Municipal Hospital:
  - Laboratory (29.4%)
  - Physician services (22.8%)
  - Diagnostic imaging (22.3%)

**Figure 2. Summary of Hospital Usage and Satisfaction Rates**



### ***Local Healthcare Concerns and Additional Services***

Survey respondents were asked what concerns them most about healthcare in their community. The most common response was lack of physicians/difficult to see provider/retiring physicians/physician recruitment (17.9%) followed by no concerns/received good care/don't know (15.7%). Table 10 displays all responses and the frequencies.

**Table 10. Top Healthcare Concerns in the Purcell Area**

	No.	%
Lack of physicians/Difficult to see provider/Retiring physicians/Physician recruitment	24	17.9%
No Concerns/Receive good care/Don't know	21	15.7%
Emergency room care	9	6.7%
Need updated facilities/Equipment/Better equipment	8	6.0%
Access to specialists/Lack of specialist services	8	6.0%
Losing services/Hospital/Emergency care	7	5.2%
Quality of care/Compassion for patient	5	3.7%
Availability of care	2	1.5%
Easy access to care/Urgent care/Emergency care	2	1.5%
Labor and delivery	1	0.7%
Not enough preventative services	1	0.7%
Surgeons when needed	1	0.7%
Lack of community resources	1	0.7%
Lack of staff and services due to shortage	1	0.7%
Access to mental health services	1	0.7%
Pediatrician that does private vaccines	1	0.7%
Federal and state support of health care	1	0.7%
Community attitudes	1	0.7%
No response	39	29.1%
Total	134	100.0%

Survey respondents also had the opportunity to identify what additional services they would like to see offered at Purcell Municipal Hospital. The most common response was specialists including specialists in general, otolaryngologist, dermatologist, neurologist, urologist, rheumatologist, pediatrician, psychiatrist, orthopedist, oncologist, OB/GYN, gastroenterologist, pediatric specialty clinic (collectively, 16.9%). No additional services/satisfied with what is available/don't know (14.2%) followed. Table 11 displays the full listing of responses.

**Table 11. Additional Services Survey Respondents Would Like to See Offered at Purcell Municipal Hospital**

	No.	%
Lack of physicians/Difficult to see provider/Retiring physicians/Physician recruitment	24	17.9%
No Concerns/Receive good care/Don't know	21	15.7%
Emergency room care	9	6.7%
Need updated facilities/Equipment/Better equipment	8	6.0%
Access to specialists/Lack of specialist services	8	6.0%
Losing services/Hospital/Emergency care	7	5.2%
Quality of care/Compassion for patient	5	3.7%
Availability of care	2	1.5%
Easy access to care/Urgent care/Emergency care	2	1.5%
Labor and delivery	1	0.7%
Not enough preventative services	1	0.7%
Surgeons when needed	1	0.7%
Lack of community resources	1	0.7%
Lack of staff and services due to shortage	1	0.7%
Access to mental health services	1	0.7%
Pediatrician that does private vaccines	1	0.7%
Federal and state support of health care	1	0.7%
Community attitudes	1	0.7%
No response	39	29.1%
<b>Total</b>	<b>134</b>	<b>100.0%</b>

### **Primary Care Physician Demand Analysis, April 30, 2019**

A demand analysis of primary care physicians was completed for the zip codes that comprise the Purcell primary and secondary medical services areas. This analysis examined average primary care physician visit rates by gender and by age groups. Once age- and gender-specific coefficients were applied, total primary care physician visit numbers were calculated by service area. Table 12 displays potential primary care physician rates by shares of service area. For example, if 90% of residents in the primary medical area and 10% of the secondary medical service area utilize services of primary care physicians in the Purcell medical services area, a total of 47,818 annual visits would occur. This would suggest that the Purcell medical services area would need 11.4 FTE primary care physicians to meet the needs of their existing population. Table 12 displays the estimated number of visits by share of medical services areas.

**Table 12. Primary Care Physician Office Visits Given Usage by Local Residents in the Purcell, Oklahoma Medical Service Area**

		Usage by Residents of Primary Service Area						
Usage by Residents of Secondary Service Area		70%	75%	80%	85%	90%	95%	100%
	5%	35,294	37,571	39,848	42,125	44,402	46,679	48,955
	10%	38,710	40,987	43,264	45,541	<b>47,818</b>	50,095	52,372
	15%	42,127	44,404	46,681	48,958	<b>51,235</b>	53,512	55,788
	20%	45,543	47,820	50,097	52,374	54,651	56,928	59,205
	25%	48,960	51,237	53,514	55,791	58,068	60,345	62,621
	30%	52,376	54,653	56,930	59,207	61,484	63,761	66,038
	35%	55,793	58,070	60,347	62,624	64,901	67,178	69,454
	40%	59,209	61,486	63,763	66,040	68,317	70,594	72,871
	45%	62,626	64,903	67,180	69,457	71,734	74,011	76,287
	50%	66,042	68,319	70,596	72,873	75,150	77,427	79,704

If 90% primary medical service area and 10 to 15% secondary medical service area, then the usage would be: 47,818 to 51,235 total primary care physician office visits in the Purcell area for an estimated 11.4 to 12.2 total Primary Care Physicians.

(Based on 83.7 average weekly primary care physician visits with a 50 week year)

At the conclusion of the meeting, community members were once again asked what stood out to them from the survey results and physician demand analysis as health concerns.

- Access to primary care including increasing the number of providers

### Community Health Needs Implementation Strategy

During the April 30, 2019, meeting, hospital representatives and community members discussed how these concerns can be addressed. The following lists the concerns along with steps the hospital and community plan to take to remedy the situation.

- Access to primary care including increasing the number of providers
  - The hospital is working with local providers to develop a plan to recruit an additional provider. This will allow the clinic to continue extended hours (until 10 pm and open weekends). By adding another provider, this will allow greater reach for low-income patients to take advantage of sliding-scale visits.



## **Community Health Needs Assessment Marketing Plan**

The hospital will make the Community Health Needs Assessment Summary and Implementation Strategy Plan available upon request at Purcell Municipal Hospital, and a copy will be available to be downloaded from the hospital's website ([www.purcellhospital.com](http://www.purcellhospital.com)). This document will also be available on the OSU Center for Rural Health blog site: (<http://osururalhealth.blogspot.com/p/chna.html>).

## Appendix A- Hospital Services/Community Benefits

### Purcell Municipal Hospital Services and Community Benefits

#### Hospital Services:

Emergency Room

Primary stroke center

Advanced Cardiac Life Support (ACLS)  
certified

Pediatric Advanced Life Support (PALS)  
certified

Surgery (Outpatient and inpatient)

General

Endoscopy

Ophthalmology

Pain Management

Respiratory therapy

Oxygen therapy

Aerosol therapy

Aerosol oxygen tents

Patient education

Chest physiotherapy

Pulse oximetry

Patient critical care

Pediatric care

Cardiac resuscitation

Electrocardiograms (12 lead ECG or EKG)

Cardiac stress tests or exercise tolerance  
tests



Pulmonary function tests

Walk-in/After hours clinic

24 hour and 48 hour holter monitor tests

Radiology (including X-ray)

CT

Ultrasound

Nuclear Medicine

Fluoroscopy

Diagnostic Radiography Services

Bone density testing

Laboratory services

Swingbed

Specialty Clinic Services:

Cardiology

Pain Management

Ophthalmology

Pulmonology

General Surgery

Nephrology

Urology

Gastroenterology

Orthopedics

**Community Services**

Free medical Clinic

Heartland Community Health Fair

Purcell Employee Health Fair

Reality Check- MATC, MATC LPN orientation

Tobacco Free McClain County

Sponsor local 5K

Sponsor Relay for Life

McClain County Extension Service board meeting

Medical Surgical Consortium

Regional Planning Group (RPMG)

Free Diabetic Education

## **Appendix B Community Meeting Attendees**

### **Purcell Municipal Hospital Community Health Needs Assessment**

#### **Meeting 1: Overview, Economic and Demographic Data and Economic Impact**

**2-Apr-19**

<b>Name</b>	<b>Title</b>	<b>Organization</b>
C Sherman		McClain Bank
Adam Wadley	Owner	Wadley's Funeral
Kathleen Heck	Administrator	Wadley's EMS
Jackie Wadley	Owner	Wadley's EMS
David Shirley	Hospital Board Chair	Purcell Municipal Hospital
Danny Jacobs	City Council	Purcell
Erin Dunn	PA	Purcell Municipal Hospital
Brad Butts	Administrator	Healthback Home Health
Rick Horton	Administrator	Lexington Nursing Home, Inc
Tamara Hicks	Director of Nursing	Lexington Nursing Home, Inc
Jesse Bain		Edward Jones Investments
Cody Barton	Insurance Provider	Farmers Insurance
Wade Jarlsberg	Director of Nursing	Mid America Tech Center
Cody Plunk	Clinical Director	Therapy in Motion
Doug Hayes	Exec Director	Rob's Ranch for Men/Addiction Treatment
Glenn Mead, DDS	Dentist	Dentist
Kem Scully	CEO	Purcell Municipal Hospital
Beth Herron	Admin. Asst.	Purcell Municipal Hospital

## **Purcell Municipal Hospital Community Health Needs Assessment**

### **Meeting 2: Health Data**

**16-Apr-19**

<b>Name</b>	<b>Title</b>	<b>Organization</b>
Cody Plunk	Clinical Director	Therapy in Motion
Doug Hayes	Exec Director	Rob's Ranch for Men/Addiction Treatment
Glenn Mead, DDS	Dentist	Dentist
Kem Scully	CEO	Purcell Municipal Hospital
Beth Herron	Admin. Asst.	Purcell Municipal Hospital
Jesse Bain		Edward Jones Investments
Cody Barton	Insurance Provider	Farmers Insurance
Danny Jacobs	City Council	Purcell
Kristin Frankenberg	PN Instructor	Mid-America Tech Center
Mary Morris	CFO	Purcell Municipal Hospital
Charlie Sherman	Banker	McClain Bank
John D. Montgomery	Publisher	Purell Register

## **Purcell Municipal Hospital Community Health Needs Assessment**

### **Meeting 2: Health Data**

**16-Apr-19**

<b>Name</b>	<b>Title</b>	<b>Organization</b>
Cody Plunk	Clinical Director	Therapy in Motion
Jake Hill	CFOO	Rob's Ranch for Men/Addiction Treatment
Glenn Mead, DDS	Dentist	Dentist
Kem Scully	CEO	Purcell Municipal Hospital
Beth Herron	Admin. Asst.	Purcell Municipal Hospital
Cody Barton	Insurance Provider	Farmers Insurance
Danny Jacobs	City Council	Purcell
Mary Morris	CFO	Purcell Municipal Hospital
Charlie Sherman	Banker	McClain Bank
Wade Jarlsberg	Director of Nursing	Mid America Tech Center

# The Economic and Demographic Analysis of the Purcell Municipal Hospital Medical Service Area

## *As part of the Community Health Needs Assessment*

### Economic Data

2017 Per Capita Income <sup>1</sup>	\$43,323 (13th highest in state)
Employment (December 2018, preliminary) <sup>2</sup>	18,348 (0.4% from 2017)
Unemployment (December 2018, preliminary) <sup>2</sup>	682 (-34.3% from 2017)
Unemployment rate (December 2018, preliminary) <sup>2</sup>	2.4% (19th lowest in state)
2017 Poverty rate <sup>3</sup>	10.4% (5th lowest in state)
2017 Child poverty rate <sup>3</sup>	14.1% (6th lowest in state)
2017 Transfer Payments <sup>1</sup>	\$313,999,000 (18.4% of total personal income, 16th lowest in state)
2017 Medical Benefits as a share of Transfer Payments <sup>1</sup>	36.4% (6th lowest in state)

<sup>1</sup>Bureau of Economic Analysis, Regional Data, 2019, <sup>2</sup>Bureau of Labor Statistics 2017-2018, <sup>3</sup>U.S. Census Bureau, Small Area Income and Poverty, 2019

### Education Data

At Least High School Diploma <sup>1</sup>	88.5% (17th highest in state)
Some College <sup>1</sup>	55.0% (14th highest in state)
At Least Bachelor's Degree <sup>1</sup>	24.1% (12th highest in state)
2015-2016 Free and Reduced Lunch Eligible <sup>2</sup>	43.8% (2nd lowest in state)

<sup>1</sup>U.S. Census Bureau, American Community Survey, 2013-2017, <sup>2</sup>National Center for Education Statistics, 2015-2016.

### Payer Source Data

2016 Uninsured Rate (under 65) <sup>1</sup>	14.6% (11th lowest in state)
2016 Uninsured Rate (under 19) <sup>1</sup>	8.0% (19th lowest in state)
2016 Medicare share of total population <sup>2</sup>	15.4% (14th lowest in state)
2018 Medicaid share of total population <sup>3</sup>	21.0% (14th lowest in state)

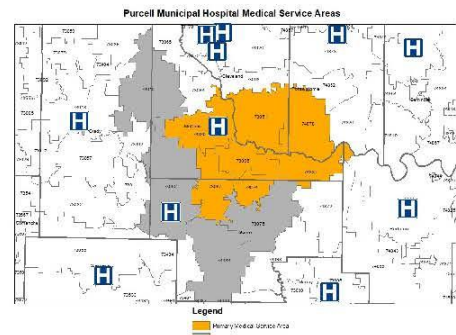
<sup>1</sup> U.S. Census Bureau, Small Area Health Insurance Estimates, 2015, <sup>2</sup> Centers for Medicare & Medicaid Services, Medicare Aged and Disabled by State and County, 2016

<sup>3</sup> Oklahoma Health Care Authority, Total Enrollment by County, 2018

### Population (2013-2017)

McClain County	37,919 (9.9% from 2010)
Primary Medical Service Area	27,598 (0.4% from 2010)
Secondary Medical Service Area	38,500 (6.5% from 2010)
Oklahoma	3,896,251 (3.9% from 2010)

U.S. Census Bureau, 2013-2017 American Community Survey 2010 Decennial Census



**Percent of Total Population by Age Group for Purcell Municipal Hospital Medical Service Areas,  
McClain County and Oklahoma**

Age Groups	Primary Medical Service Area	Secondary Medical Service Area	McClain County	Oklahoma
<b>13-17 ACS</b>				
0-14	17.8%	21.5%	21.5%	20.5%
15-19	7.1%	7.1%	6.8%	6.7%
20-24	6.8%	5.1%	5.6%	7.2%
25-44	25.4%	25.7%	25.4%	26.1%
45-64	27.8%	25.3%	26.0%	24.7%
65+	<u>15.0%</u>	<u>15.3%</u>	<u>14.7%</u>	<u>14.7%</u>
Totals	100.0%	100.0%	100.0%	100.0%
 Total Population	 27,598	 38,500	 37,919	 3,896,251

SOURCE: U.S. Census Bureau, 2013-2017 American Community Survey

**Percent of Total Population by Race and Ethnicity for Purcell Municipal Hospital Medical Service Areas, McClain County and Oklahoma**

Race/Ethnic Groups	Primary Medical Service Area	Secondary Medical Service Area	McClain County	Oklahoma
<b>13-17 ACS</b>				
White	82.8%	85.8%	84.2%	72.6%
Black	2.8%	1.7%	1.1%	7.3%
Native American <sup>1</sup>	6.0%	5.2%	5.7%	7.4%
Other <sup>2</sup>	2.4%	1.2%	2.9%	4.9%
Two or more Races <sup>3</sup>	6.1%	6.1%	6.1%	7.8%
Hispanic Origin <sup>4</sup>	<u>8.5%</u>	<u>7.8%</u>	<u>7.8%</u>	<u>10.1%</u>
 Total Population	 27,598	 38,500	 37,919	 3,896,251

SOURCE: U.S. Census Bureau, 2013-2017 American Community Survey

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 Phone: 405.945.8609



*This project is/was supported by the Health Resources and Services Administration (HRSA) of the U.S. Department of Health and Human Services (HHS) under grant number H54RH00058 and title: Medicare Rural Hospital Flexibility Grant Program for \$670,326, 0% financed with nongovernmental sources. This information of content and conclusions are those of the author and should not be construed as the official position or policy of, nor should any endorsements be inferred by HRSA, HHS or the U.S. Government.*





# Purcell Municipal Hospital Economic Impact

**Healthcare, especially a hospital, plays a vital role in local economies.**

Purcell Municipal Hospital **directly** employs **134** people (including the clinic) with an annual payroll of over **\$5.1 million** including benefits

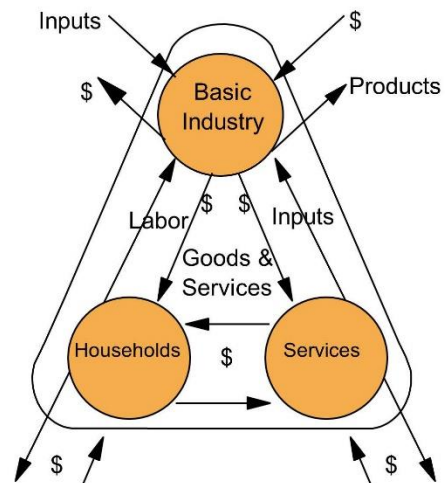
- These employees and income create an additional **79 jobs** and **\$1.1 million** in income as they interact with other sectors of the local economy
- **Total impacts= 213 jobs and over \$6.2 million**
- Other segments of the healthcare sector (Doctors, Nurses, Pharmacies, etc.) provide another **453 jobs** and an additional **\$22.6 million** in wages
- Their interactions and transactions within the local economy create:
- **Total health sector impacts= 792 jobs and \$32.98 million (Including the hospital)**
- Over **\$9.7 million** in retail sales generated from the presence of the health sector

## Healthcare and Your Local Economy:

- Attracts retirees and families
- Appeals to businesses looking to establish and/or relocate
- High-quality healthcare services and infrastructure foster community development
- Positive impact on retail sales of local economy

## Consider what could be lost without the hospital:

- Pharmacies
- Physicians/Specialists
- Potential Retail Sales



Source: Doeksen, G.A., T. Johnson, and C. Willoughby. 1997. Measuring the Economic Importance of the Health Sector on a Local Economy: A Brief Literature Review and Procedures to Measure Local Impacts

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Phone: 405.945.8609



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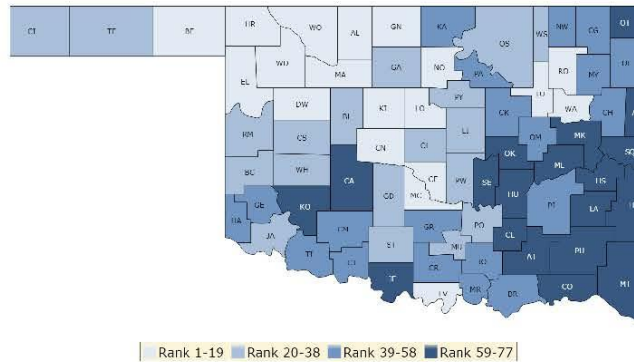
## Health Indicators and Outcomes for McClain County

*As part of the Community Health Needs Assessment*

**Table 1. Health Factors (Overall Rank 6)**

Category (Rank)	McClain County	Error Margin	Top U.S. Performers	Oklahoma
<b>Health Behaviors (6)</b>				
Adult Smoking	16%	16-17%	14%	20%
Adult Obesity	33%	28-39%	26%	33%
Food Environment Index	8.3		8.7	5.7
Physical Inactivity	29%	24-35%	19%	28%
Access to Exercise Opportunities	62%		91%	72%
Excessive Drinking	14%	14-15%	13%	13%
Alcohol-Impaired Driving Deaths	25%	17-32%	13%	27%
Sexually Transmitted Infections	273		153	548
Teen Birth Rate	27	24-31	14	39
<b>Clinical Care (18)</b>				
Uninsured	15%	13-16%	6%	16%
Primary Care Physicians	2,420:1		1,050:1	1,590:1
Dentists	3,280:1		1,260:1	1,660:1
Mental Health Providers	760:1		310:1	260:1
Preventable Hospital Stays	4,535		2,765	4,862
Mammography Screening	35%		49%	36%
Flu Vaccinations	48%		52%	46%
<b>Social &amp; Economic Factors (4)</b>				
High School Graduation	89%		96%	83%
Some College	63%	56-68%	73%	60%
Unemployment	3.6%		2.9%	4.3%
Children in Poverty	14%	10-18%	11%	21%
Income Inequality	4.1	3.6-4.7	3.7	4.6
Children in Single-Parent Household	24%	19-29%	20%	34%
Social Associations	12.4		21.9	11.5
Violent Crime Rate	128		63	428
Injury Deaths	97	83-111	57	93
<b>Physical Environment (59)</b>				
Air-Pollution- Particulate Matter	9.8		6.1	9.4
Drinking Water Violations	Yes			
Severe Housing Problems	11%	9-13%	9%	14%
Driving Alone to Work	85%	83-87%	72%	83%
Long Commute- Driving Alone	44%	40-48%	15%	26%

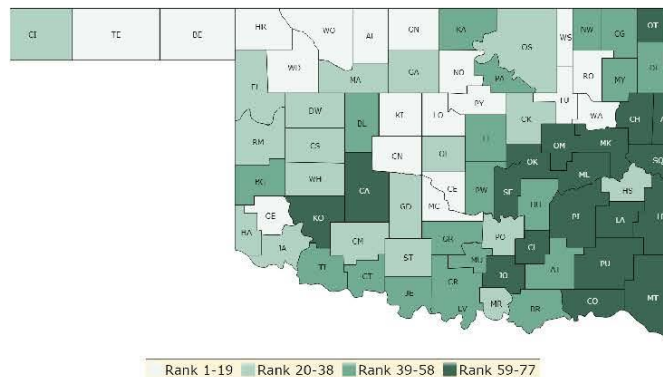
Source: County Health Rankings & Roadmaps; University of Wisconsin Population Health Institute; Robert Wood Johnson Foundation



**Table 2. Health Outcomes (Overall Rank 12)**

Category (Rank)	McClain County	Error Margin	Top U.S. Performers	Oklahoma
<b>Length of Life (24)</b>				
Premature Death	9,100	8,000-10,200	5,400	9,300
<b>Quality of Life (10)</b>				
Poor or Fair Health	15%	15-16%	12%	20%
Poor Physical Health Days	4.0	3.9-4.2	3.0	4.5
Poor Mental Health Days	4.2	4.0-4.4	3.1	4.5
Low Birth Weight	7%	6-8%	6%	8%

Source: County Health Rankings & Roadmaps; University of Wisconsin Population Health Institute; Robert Wood Johnson Foundation



For additional information, please contact  
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## Appendix E- Survey Form and Meeting 3 Materials, April 30, 2019

### Purcell Municipal Hospital Local Health Services Survey

Please return completed survey by April 16, 2019



The zip code of my residence is: \_\_\_\_\_

What is your current age: \_\_\_\_\_ What is your gender: \_\_\_\_\_

1. Has your household used the services of a hospital in the past 24 months?  
☐ Yes (*Go to Q2*)      ☐ No (*Skip to Q7*)      ☐ Don't know (*Skip to Q7*)
2. At which hospital(s) were services received? (*please check/list all that apply*)  
☐ Purcell Municipal Hospital (*Skip to Q4*)      ☐ Other (*Please specify Hospital and City, then go to Q3*)

---

If you responded in Q2 that your household received care at a hospital other than Purcell Municipal Hospital,

3. why did you or your family member choose that hospital? (*Please answer then skip to Q7*)  
☐ Physician referral      ☐ Quality of care/Lack of confidence  
☐ Closer, more convenient location      ☐ Availability of specialty care  
☐ Insurance reasons      ☐ Other (*Please list below*)

---

If you responded in Q2 that your household received care at Purcell Municipal Hospital, what hospital service(s)

4. were used?  
☐ Diagnostic imaging (X-ray, CT, Ultrasound)      ☐ Hospital Inpatient  
☐ Laboratory      ☐ Skilled nursing (swing bed)  
☐ Outpatient infusion/Shots      ☐ Emergency room (ER)  
☐ Physician services      ☐ Other (*Please list below*)  
☐ Physical or speech therapy

- 
5. How satisfied was your household with the services you received at Purcell Municipal Hospital?  
☐ Satisfied      ☐ Dissatisfied      ☐ Don't know

6. Why were you satisfied/dissatisfied with services received at Purcell Municipal Hospital?

- 
7. Has your household been to a specialist in the past 24 months?  
☐ Yes      ☐ No (*Skip to Q11*)      ☐ Don't know (*Skip to Q11*)

What type of specialist has your household been to in the past 24 months and in which city were they located?

8.

Type of Specialist	City

9. Did the specialist request further testing, laboratory work and/or x-rays?  
☐ Yes      ☐ No      ☐ Don't know

10. If yes, in which city were the tests or laboratory work performed?

---

*Continue on reverse side...*

11. Do you use a primary care (family doctor) for most of your routine health care?  
☐ Yes *(Skip to Q13)*      ☐ No *(Go to Q12)*      ☐ Don't know *(Skip to Q13)*

12. If no, then what kind of medical provider do you use for routine care?  
☐ Tribal Health Center      ☐ Specialist  
☐ Income Based Health Center      ☐ Urgent Care  
☐ Mid-Level Clinic (Nurse Practitioner or PA)      ☐ Other *(Please list below)*  
☐ Health Department  
☐ Emergency Room/Hospital

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13. Has your household been to a primary care (family) doctor in the Purcell area?  
☐ Yes *(Go to Q14)*      ☐ No *(Skip to Q16)*      ☐ Don't know *(Skip to Q16)*

14. How satisfied was your household with the quality of care received in the Purcell area?  
☐ Satisfied      ☐ Dissatisfied      ☐ Don't know

15. Why were you satisfied/dissatisfied with the care received in the Purcell area?

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16. Do you think there are enough primary care (family) doctors practicing in the Purcell area?  
☐ Yes      ☐ No      ☐ Don't know

17. Would you consider seeing a midlevel provider (nurse practitioner or PA) for your routine healthcare needs?  
☐ Yes      ☐ No      ☐ Don't know

18. Are you able to get an appointment, within 48 hours, with your primary care (family) doctor when you need one?  
☐ Yes      ☐ No      ☐ Don't know

19. Have you used the services of an after hours or urgent care facility in the past 12 months?  
☐ Yes      ☐ No      ☐ Don't know

20. If you responded Yes in Q19, did you receive those services in Purcell?  
☐ Yes      ☐ No      ☐ Don't know

21. What concerns you most about health care in the Purcell area?

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22. What other services would you like to see offered at Purcell Municipal Hospital?

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23. Are you aware of any community programs offered by the hospital?  
☐ Yes      ☐ No      ☐ Don't know

***Please list the community program(s)***

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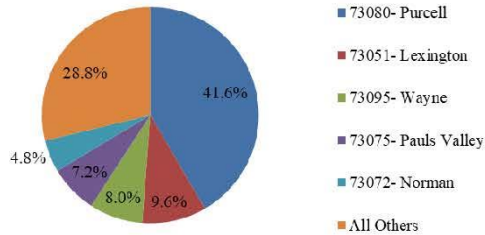
24. How would you prefer to be notified of community events?  
***(Please rank your choices with 1=most preferred and 5=least preferred)***  
\_\_\_\_ Newspaper      \_\_\_\_ Email      \_\_\_\_ Social Media  
\_\_\_\_ Radio      \_\_\_\_ Website

***Please mail completed survey to:***  
Purcell Municipal Hospital  
P.O. Box 511  
Purcell, OK 73080

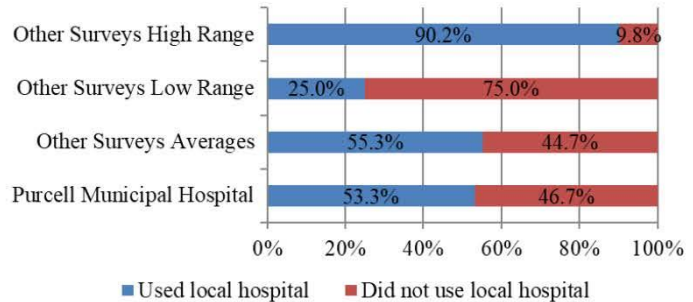
## Purcell Municipal Hospital Community Survey Results

### *As part of the Community Health Needs Assessment*

#### Zip Code of Residence, Top 5 Responses



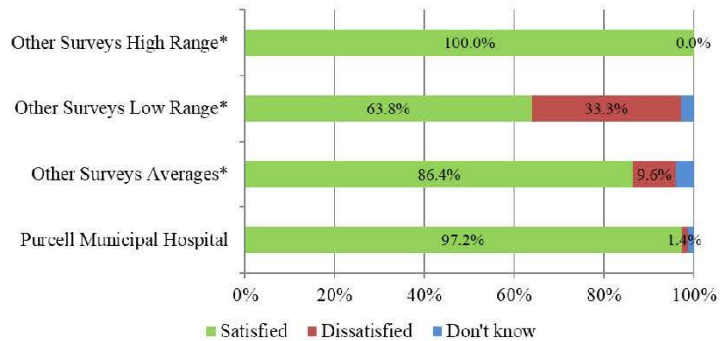
#### Hospital Utilization Comparison



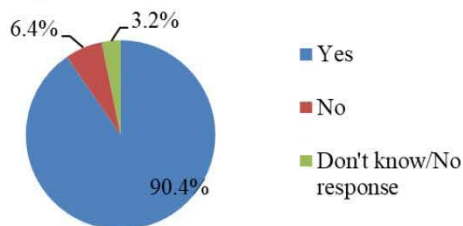
#### Type of Specialist Visits

Specialist	No.	Percent
<b>Top 5 Responses</b>		
Cardiologist (3 visits in Purcell)	23	18.0%
Orthopedist/Ortho Surg. (1 visit in Purcell)	16	12.5%
OB/GYN (0 visits in Purcell)	12	9.4%
Oncologist (0 visits in Purcell)	11	8.6%
Surgeon (0 visits in Purcell)	7	5.5%
All others (0 visits in Purcell)	59	46.1%
<b>Total</b>	<b>128</b>	<b>100.0%</b>

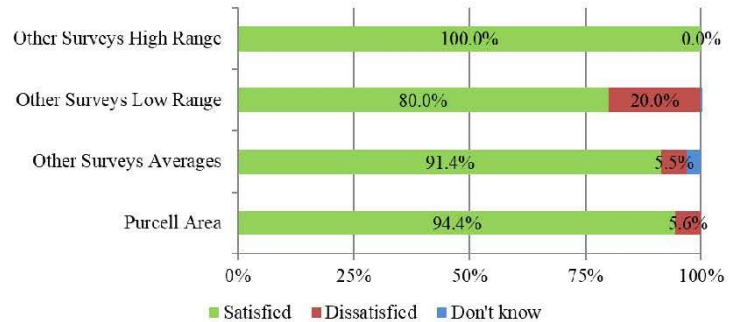
#### Satisfaction with Purcell Municipal Hospital



#### Use Family Doctor for Routine Health Care

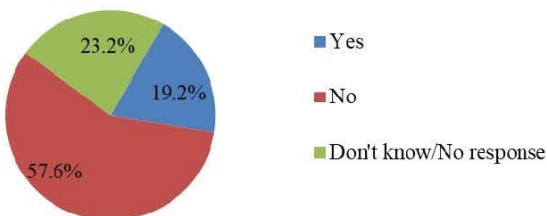


#### Satisfaction with Purcell Area Primary Care Doctor

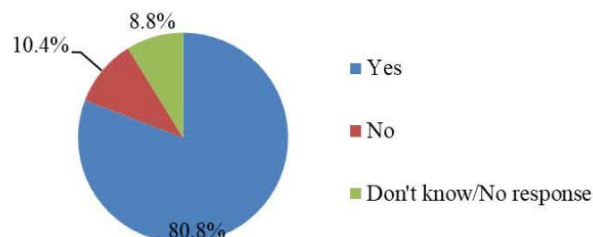




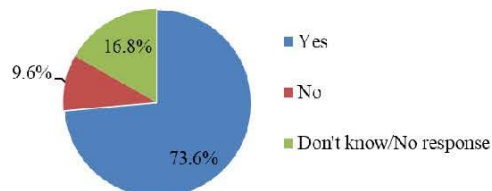
**Do you think there are enough primary care doctors practicing in the Purcell area?**



**Would you see a midlevel provider for routine healthcare needs?**



**Are you able to get an appointment, within 48 hours, with your primary care doctor when needed?**



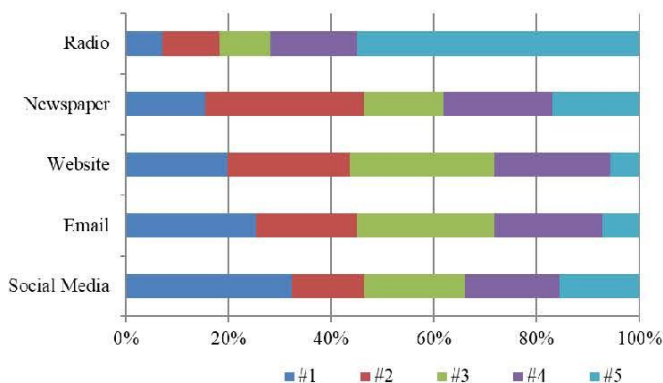
#### Healthcare concerns- Top 3 Responses

Concern	No.	Percent
Lack of physicians/Difficult to see provider/ Retiring physicians/Physician recruitment	24	17.9%
No Concerns/Receive good care/Don't know	21	15.7%
Emergency room care	9	6.7%
All others	80	59.7%
Total	134	100.0%

#### Additional Services to Offer- Top 3 Responses

Services	No.	Percent
Specialists: Specialists in general (8); Otolaryngologist (2); Dermatologist (2); Neurologist (2); Urologist (2); Rheumatologist (2); Pediatrician (1); Psychiatrist (1); Orthopedist (1); Oncologist (1); OB/GYN (1); Gastroenterologist (1); Pediatric Specialty Clinic (1)	25	16.9%
No additional services/Satisfied with what is available/Don't know	21	14.2%
Mammograms	18	12.2%
All others	84	56.8%
Total	148	100.0%

#### Preference of Notification of Community Events



For additional information, please contact  
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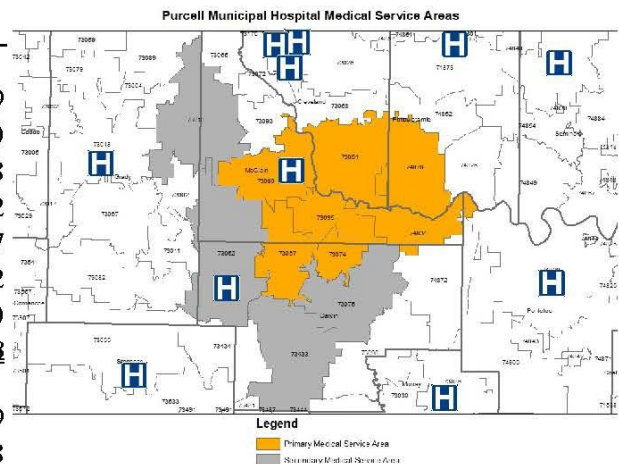


# Primary Care Physician Demand Analysis for the Purcell Medical Service Area

*As part of the Community Health Needs Assessment*

**Table 1. Purcell Municipal Hospital Medical Service Areas**

Zip Code	City	2013-2017 ACS Population
<i>Primary Medical Service Area</i>		
73051	Lexington	10,469
73057	Maysville	2,360
73074	Paoli	1,078
73080	Purcell	9,592
73095	Wayne	1,857
74831	Byars	792
74878	Wanette	1,450
<b>Totals</b>		<b><u>27,598</u></b>
<i>Secondary Medical Service Area</i>		
73010	Blanchard	19,439
73052	Lindsay	6,618
73075	Pauls Valley	9,448
73433	Elmore City	2,995
<b>Totals</b>		<b><u>38,500</u></b>



SOURCE: Population data from the U.S. Bureau of Census, 2013-2017 American Community Survey

**Table 2a. Annual Primary Care Physician Office Visits Generated in the Purcell, Oklahoma, Medical Service Areas**

PRIMARY MEDICAL SERVICE AREA							
Age	Male			Female			Total Visits
	13-17 Population	Visit Rate <sup>[3]</sup>	Visits	13-17 Population	Visit Rate <sup>[3]</sup>	Visits	
Under 15	2,643	2.0	5,286	2,270	2.1	4,767	10,053
15-24	2,233	2.4	5,359	1,620	1.2	1,944	7,303
25-44	3,937	3.0	11,811	3,071	1.3	3,992	15,803
45-64	4,114	4.2	17,279	3,557	3.1	11,027	28,306
65-74	1,417	6.1	8,644	1,166	5.6	6,530	15,173
75+	714	7.4	5,284	856	8.0	6,848	12,132
<b>Total</b>	<b>15,058</b>		<b>53,662</b>	<b>12,540</b>		<b>35,108</b>	<b>88,770</b>

***Primary Medical Service Area - Local Primary Care Physician office visits per year: 45,537***

**Table 2b. Annual Primary Care Physician Office Visits Generated in the Purcell, Oklahoma, Medical Service Areas**

SECONDARY MEDICAL SERVICE AREA							
Age	Male			Female			Total Visits
	13-17 Population	Visit Rate <sup>[3]</sup>	Visits	13-17 Population	Visit Rate <sup>[3]</sup>	Visits	
Under 15	4,434	2.0	8,868	3,843	2.1	8,070	16,938
15-24	2,549	2.4	6,118	2,133	1.9	4,053	10,170
25-44	5,008	3.0	15,024	4,892	2.9	14,187	29,211
45-64	4,817	4.2	20,231	4,930	3.8	18,734	38,965
65-74	1,661	6.1	10,132	1,779	6.0	10,674	20,806
75+	949	7.4	7,023	1,505	6.7	10,084	17,106
<b>Total</b>	<b>19,418</b>		<b>67,396</b>	<b>19,082</b>		<b>65,801</b>	<b>133,197</b>

***Secondary Medical Service Area - Local Primary Care Physician office visits per year: 68,330***

Source: U. S. Department of Health and Human Services, Centers for Disease Control and Prevention, National Center of Health Statistics, "National Ambulatory Medical Care Survey: 2015 Summary.

**Table 3. Primary Care Physician Office Visits Given Usage by Local Residents in the Purcell, Oklahoma Medical Service Area**

		Usage by Residents of Primary Service Area						
		70%	75%	80%	85%	90%	95%	100%
Usage by Residents of Second-ary Service Area	5%	35,294	37,571	39,848	42,125	44,402	46,679	48,955
	10%	38,710	40,987	43,264	45,541	47,818	50,095	52,372
	15%	42,127	44,404	46,681	48,958	51,235	53,512	55,788
	20%	45,543	47,820	50,097	52,374	54,651	56,928	59,205
	25%	48,960	51,237	53,514	55,791	58,068	60,345	62,621
	30%	52,376	54,653	56,930	59,207	61,484	63,761	66,038
	35%	55,793	58,070	60,347	62,624	64,901	67,178	69,454
	40%	59,209	61,486	63,763	66,040	68,317	70,594	72,871
	45%	62,626	64,903	67,180	69,457	71,734	74,011	76,287
	50%	66,042	68,319	70,596	72,873	75,150	77,427	79,704

If 90% primary medical service area and 10 to 15% secondary medical service area, then the usage would be: 47,818 to 51,235 total primary care physician office visits in the Purcell area for an estimated 11.4 to 12.2 total Primary Care Physicians.

(Based on 83.7 average weekly primary care physician visits with a 50 week year)

For additional information, please contact  
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