

King's Daughters' Health
Community Needs Assessment
Hospital Leadership Interviews

Conducted September 2013
With 30 Leaders

Background on KDH Leaders' Interviews

- King's Daughters' Health arranged interviews with 30 top leaders including board members, management staff and medical staff. Each interview averaged between 15 to 30 minutes and asked individuals to rate health issues and to indicate the level of responsibility KDH has on major issues.
- Each individual also had the opportunity to provide comments about health needs and concerns during their individual interview.

KDH Leaders' Opinions on Health Issues in the Communities served *(Using a 7 point scale with 5, 6 and 7 being a major problem; 3 and 4 being a minor problem; 1 and 2 being not a problem)*

	Major Problem	Minor Problem	Not a Problem
Overweight and Obesity	100%	0%	0%
Substance Abuse/Addictions	97%	3%	0%
Chronic Disease	93%	7%	0%
Tobacco Use	90%	10%	0%
Physical Activity	87%	13%	0%
Access to Health Care	87%	7%	6%
Mental Health	77%	23%	0%
Maternal and Child Health (Teen Pregnancy)	73%	24%	3%
Responsible Sexual Behavior	57%	37%	6%
Occupational and Safety Health	53%	37%	10%
Injury and Violence (Domestic Abuse/Sexual Assault)	50%	50%	0%
Special needs/Disabled /Impaired	47%	47%	6%
Infectious Disease	23%	67%	10%
Environmental Quality	23%	50%	27%
Immunization	20%	57%	23%

KDH Leaders' Opinions on KDH's Role in Addressing Issues

Physical Activity/Overweight & Obesity

- "A program addressing physical activity/obesity is more effective when it comes from a leader (KDH) in the community. Such a program is needed here in Madison."
- An Obesity Prevention Coordinator is needed that offers nutritional counseling starting in schools.
- There is a definite link between increased childhood obesity and the increase in diabetes.
- "We need to address obesity among our employees by offering healthier food in both the cafeteria and in our vending machines."
- Make weight watchers meetings more convenient to all KDH employees including those at satellite offices.

Tobacco Use

- "We need to set an example for the community by making our campus truly smoke-free. Smoking is still an issue at our facility."
- "We have employees smoking along the highway which gives us a bad image as a health provider."
- The number of mothers smoking while pregnant needs to be addressed.

Substance Abuse/Addictions

- There needs to be more consequences for when a mother takes drugs while pregnant. "There is a significant increase in "morphine babies." A good number coming from Dearborn County - the hospital there is "firing" patients who are on drugs. There is concern over what the long-term effects will be on these babies.
- The OB is seeing Methodone/Subutex/Prescription Drug use among its patients.
- "KDH needs to take the leadership role and educate our community on the drug issue. We need to start by educating all of our own employees"
- "Heroin addiction is out of control."
- "Everyone needs to utilize drug checker. We need to do our part to not help people get addicted."
- "We are only treating symptoms. There is no support/treatment program to maintain sobriety."
- "Substance abuse is an issue for hospice families. We have family members taking patient's meds."
- There is no local physician in the ER for pain meds
- Several mentioned that substance abuse/mental health needs to be taken on with area churches. KDH needs to take the lead role to coordinate.

KDH Leaders' Opinions on KDH's Role in Addressing Issues continued...

Responsible Sexual Behavior

- Sex Education needs to be started at an earlier age (no later than 5th grade).
- "KDH needs to get back involved in the CPR (Creating Positive Relationships) program."

Mental Health

- Mental health is a huge issue in the area. With the close of long-term facilities, there are many walking around in need of care and medication. "I know KDH does not want to get into mental health, but this is a huge issue in our community."
- Lots of behavioral issues - no where to put them.
- Drug use and mental health issues go hand-in-hand.
- "Telemed has been very successful for peds. We need a version for older patients that provides us with a more proactive approach."
- "We are having to use ambulances to transport mental health patients. KDH needs to look into providing some type of alternative transportation."
- "It is very frustrating when we transport these patients to a facility that we have found for them and then they sign out of the facility."
- 75 to 80% of those seen with mental health issues have no insurance.
- "Our mental health partners are not doing anything to help."

Injury and Violence

- Need SANE (Sexual Assault Nurse Examiner) trained nurses. We currently have to send patients to Floyd County to be examined.
- Turning Point is a valuable resource.

Environmental Quality

- "KDH is having a negative effect on the environment by not recycling." The lack of recycling by KDH was cited by many.

KDH Leaders' Opinions on KDH's Role in Addressing Issues continued ...

Immunization

- “The Health Department is doing a wonderful job getting our kids immunized.”
- One physician cited that there has been an increased number in pertussis cases lately.

Access to Healthcare

- “ClaimAid has been a blessing.”
- “The hours of our Convenient Care need to be changed. It is not convenient and open when people need it.”
- “We are seeing patients who say they cannot get into see a doctor, so they go to the ER to be seen.”

Maternal & Child Health

- There is a need for more preventative OB/GYN care.
- There is an increased number of new mothers who have received no pre-natal care.
- There have been several fetal demise cases of full-term babies lately with no specific cause.
- An estimated 80% of pregnancies in the area are unplanned.

Infectious Disease

- There has been an increase in Hepatitis "C".
- More instances of MRSA have been seen lately.
- There has been an uptick in Chlamydia reoccurrences.
- The public needs to be educated more on E. coli.

Occupational & Safety Health

- “Industries are going elsewhere for their Occ Med needs. We need to bring KDH and industry back together. It is vital that KDH repair and strengthen its relationship with industry.”

KDH Leaders' Opinions on KDH's Role in Addressing Issues continued...

Special Needs/Disabled/Impaired

- "We need to offer Tele-med services to those that are hearing impaired."
- "With the closure of the Madison State Hospital, there are several with special needs on the streets with no where to go."

Chronic Disease

- "We need to work on education and programming addressing physical activity, obesity, tobacco - all contributing factors to chronic health concerns."
- Several felt that there is a need to educate the public about pediatric/adolescent asthma. It is a chronic disease, but instances can be reduced.
- There is a battle with non-compliance with patients who suffer from chronic disease.
- "We need to educate patients on chronic pain management. There are other ways to treat pain other than taking a pill."

KDH Leaders' Suggestions for Specialties and Services continued...

Specialities

- Bariatric Surgery
- Cardiology with on-site procedures
- Endocrinology
- Rheumatology
- Pulmonology
- Dermatology
- Infectious Disease Specialist
- Urology: "We need to bring our own urologist back on staff. The group hired in does not have a good relationship with the community. We have received complaints from patients who have an appointment with a physician, but is seen by a nurse practitioner instead."
- Plastic Surgery which offers breast reconstruction one to two days each week.

Services

- SANE Nurse
- Obesity Prevention Counselor
- Develop a treatment program dealing with withdrawal.
- Offer more "Orchard" type support groups. Apple Orchard - plant one seed in a safe environment leads to a beautiful orchard.
- A Diet Clinic focusing on lifestyle modifications and promoting a high protein/low carb diet.
- Pre-conceptual counseling.
- KDH needs to offer flu shots that are cost effective and readily available. It is easier and cheaper to get a flu shot at Wal-mart than through the hospital.
- More resources/support groups for Postpartum Depression/New Mommy Groups. Hold them in the downtown MOB. People can then walk to the meetings.
- Address the needs of a geriatric population since our area is aging such as caregiver support groups and adding Transitional Care.

KDH Leaders' Suggestions for Specialties and Services

Services continued....

- Offer tobacco cessation education classes to the surrounding counties.
- Create a Palliative care program for chronic disease. Reduce the number of hospital re-admits. Offer to satellite offices.
- "We need to offer counseling and other services to our patients - not just meds."
- Need to promote genetic testing on cancers
- "We need more family practice docs at the main campus."
- "KDH needs more programs aimed at getting kids more active."
- Open the Convenient Care Center that is designed to be next to the ER.
- Educate the public on Safety for Kids such as the need to wear helmets when riding a bike/skateboarding, why booster seats are important etc.

KDH Leaders' Additional Comments

- "It is embarrassing that we've built a "green" hospital, but we have no recycling in place for plastics, metal or cardboard."
- "We are the largest employer in the area - we need to act as the leader."
- "Transportation is a huge issue. We need a non-emergency van to transport patients (oncology, mental health) that is more flexible than an ambulance and more cost effective than cab vouchers. Catch a Ride does not run after 5 p.m. or on weekends."
- "We need to have physician hours available for those working second and third shifts."
- "I hope something is done with the Needs Assessment this time."
- "We need to be more involved in the community like we used to be. We need to get back into the companies. They are now adding their own health professionals or going elsewhere."
- "KDH needs to be a leader. We are the area's largest employer who touches a lot of people's lives. We need to remember that."
- "Our community image the last five years has deteriorated. I am excited that we seem to be moving in the right direction, but concerned by our lack of participation in community outreach. We also need to work on improving the KDH Foundation's image in the community."
- "The downtown KDH buildings need to be better cleaned and maintained. They are still part of the KDH image. All the signage needs to be uniform and professional looking. The parking garage downtown needs better security especially at night."
- "We need to get all the staff of KDH to utilize our facilities."
- "The phone system needs to be looked at. Patients have a hard time getting calls to go through."
- Homelessness needs to be addressed. Several living in tents by the bridge. KDH needs to lead the charge to get a shelter built. Aurora's facility is the closest shelter to Madison.
- "KDH needs to do a better job communicating/marketing all that KDH offers."
- "We need to offer fresh grab and go fruit in the cafeteria instead of doughnuts or at least offer doughnuts one day a week instead of every day. We have a brand new beautiful cafeteria, but the same old (and unhealthy) food. "
- "We need to get our area business leaders into the new hospital, so they can see first hand how we have changed."