



YAVAPAI REGIONAL
MEDICAL CENTER

Two Great Hospitals ... One Caring Spirit

Y R M C W E S T • Y R M C E A S T

COMMUNITY HEALTH NEEDS
ASSESSMENT REPORT

YAVAPAI REGIONAL MEDICAL CENTER
WEST CAMPUS AND EAST CAMPUS

2013 Joint CHNA Report

1003 WILLOW CREEK ROAD
PRESCOTT, AZ 86301
AND
7700 E. FLORENTINE ROAD
PRESCOTT VALLEY, AZ 86314

CHNA DOCUMENTATION REPORT

COMMUNITIES SERVED

The community served by Yavapai Regional Medical Center's West Campus and East Campus is the same. The community, or service area, is defined as the western portion of Yavapai County, consistent with YRMC's Strategic Plan. This includes the Quad-Cities area of Prescott, Prescott Valley, Chino Valley and Dewey/Humboldt. Also included are the unincorporated areas surrounding these municipalities. The service area ranges from Bagdad on the eastern border, to Mayer on the western border, from Paulden in the north, to Skull Valley in the south. This region has historically been served by YRMC since its inception in 1942.

RESEARCH METHODOLOGY

YRMC worked with Dixon Hughes Goodman, certified public accountants and advisors, to develop and execute the research as well as the prioritization process. The methodology entailed both secondary and primary research.

Secondary research involved identifying, gathering and reviewing data from a variety of sources. Those included Medicare Claims/Dartmouth Atlas, National Center for Education Statistics, US Department of Agriculture, Centers for Disease Control, Health Indicators Warehouse, National Center for Health Statistics, Community Health Status Indicators, Small Area Health Insurance Estimates, County Health Rankings, Thomson Reuters – Medstat, Nielsen Claritas, Healthcare Advisory Board, US Census Bureau, and Healthy People 2020.

Primary research was divided into a web-based survey process and personal interviews with key local organizations. Individual interviews were conducted involving open-ended questions and recording the feedback provided. Those interviewed included the Prescott Yavapai Indian Tribe President, Mr. Ernie Jones, and staff; the West Yavapai Guidance Clinic CEO, Larry Green; and the Yavapai County Health Department Director, Robert Resendes, and staff.

The internet web survey tool was conducted with the agency directors and leaders of fifty other major community organizations who interact regularly with people in our service area. Those organizations included YRMC service

line directors, post-acute care providers, senior services, organizations serving those with disabilities, Veterans healthcare providers, education/children's organizations, and organizations serving the low income and underserved population in our region.

PRIORITIZATION METHODOLOGY

The information gathered from secondary and primary sources was reviewed, analyzed and compiled into a prioritization matrix. The matrix depicts the results of evaluating YRMC's ability to impact the specific community need against the significance of the particular need to the community.

The resulting matrix provides a clear representation of community needs with those items depicted in a scattergram along the X axis (significance of community need) and the Y axis (ability to impact need). Those items falling above the diagonal midline of the matrix were those that were considered first.

IDENTIFIED PRIORITIES

Based on this methodology, the initial stage of prioritization indicates the following needs to be considered by YRMC in its programming:

1. Access to Healthcare Insurance, i.e, Affordable Healthcare
2. Access to Mental Health Services
3. Access to Specialists
4. Mental Health Needs for Seniors
5. Health Promotion and Wellness
6. Childhood Obesity
7. Breast Cancer Prevention and Early Detection

POTENTIAL MEASURES AND RESOURCES

In order to maximize efficacy of YRMC's programs that will be implemented as a result of this Community Health Needs Assessment, it is essential that a realistic approach to resource allocation and community collaboration be utilized. In order for YRMC to effectively fulfill its goal of improving the health status of the communities in its service area, it will require careful

consideration of the YRMC resources available as well as the potential for collaboration with other like-minded community organizations.

YRMC will allocate internal resources to the best of its ability to meet the prioritized health needs of the communities served by the West Campus and the East Campus. Not all the priorities can be addressed by YRMC for several reasons:

1. Other local agencies are in place to address those needs.
2. The identified need, although important in our community, is not consistent with YRMC's mission and skills, e.g., graduation rate.
3. YRMC's available resources limit the degree to which the identified community need can be addressed.

Consequently, in addition to providing internal resources of personnel and/or financial support, YRMC will also actively seek collaboration opportunities with other local agencies such as the County Health Department, West Yavapai Guidance Clinic, local firefighters, etc. These collaborative efforts will be outlined in YRMC's plan of action and programs for community health needs.

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