

# Healthier Tomorrows

**EXECUTIVE SUMMARY of the  
2019 COMMUNITY HEALTH NEEDS ASSESSMENT  
and 2020-2022 IMPLEMENTATION STRATEGY**



## Overview of War Memorial Hospital and Valley Health:

Valley Health began its journey to bring better quality health to local communities in 1994. When Winchester Medical Center and Warren Memorial Hospital collaborated, a vision to better serve the region was realized. That vision was to bring communities together with quality health care and to meet their unique needs by providing access to the latest advancements, technology, and developments in medical services. With hospitals and medical facilities in West Virginia and the Top of Virginia region, Valley Health is a community partner. Based in Winchester, Virginia, Valley Health is composed of six core hospitals: Hampshire Memorial Hospital, Page Memorial Hospital, Shenandoah Memorial Hospital, War Memorial Hospital, Warren Memorial Hospital and Winchester Medical Center. Valley Health brings together 604 licensed inpatient beds, 166 long-term care beds, 6,000 employees, and a medical staff exceeding 600 professionals.

Valley Health does much more than simply care for individuals within our hospitals. Valley Health contributes to health education, prevention, and accessible healthcare for those with limited resources. We inspire hope and promote health as the community's first – and best – choice for high quality, safe, and affordable care. Our focus always remains on patients first, rooted in our commitment to maintain compassion, integrity, collaboration, courage, innovation and excellence.

War Memorial Hospital has 25 inpatient beds, 16 long-term care beds, and an eight-bed emergency department. War Memorial Hospital is a licensed Critical Access Hospital, innovating the way we provide health care to our community. The 87,000 square-foot facility boasts upgraded technologies along with new operation rooms and a helipad. The hospital's medical professionals address long-term care, cardiac care, rehabilitation, surgical procedures, diabetes management, and much more. War Memorial Hospital also offers medically based fitness services in a safe and monitored environment, for individuals of all fitness levels.



## Our Mission, Vision, and Values



### Our Mission

Serving Our  
Community by  
Improving Health.



### Our Vision

Inspire hope and promote health as the  
community's first – and best – choice  
for high quality, safe and affordable care



### Our Values

Integrity  
Compassion  
Collaboration  
Courage  
Innovation  
Excellence  
Integrity

## 2018 Key Stats at a Glance: War Memorial Hospital



Emergency  
Room Visits  
**7,342**



Hospital Based  
Outpatient Encounters  
**21,275**



Total  
Discharges  
**498**



Financial Assistance  
& Means-Tested  
Programs  
**\$1,296,046**



Total Outpatient  
Laboratory Tests  
& Imaging Exams  
**70,768**

# 2019 Community Health Needs Assessment Summary

## Introduction and Background

Every three years, War Memorial Hospital conducts a collaborative community health needs assessment (CHNA) to meet IRS regulatory requirements and to identify and prioritize the health needs of the residents, particularly those who experience health inequities.

This community health needs assessment (CHNA) was conducted by War Memorial Hospital (War Memorial or the hospital) to identify community health needs and to inform the subsequent development of an Implementation Strategy to address those needs. The hospital's assessment of community health needs also responds to regulatory requirements.

## Methodology Summary

Community health needs were identified by collecting and analyzing data and information from multiple sources. Statistics for numerous health status, health care access, and related indicators were analyzed, including comparisons to benchmarks where possible. The principal findings of recent health assessments conducted by other organizations were reviewed as well.

Input from 56 groups/individuals was received through key informant interviews. Interviews and community response sessions included (a) individuals with special knowledge of, or expertise in, public health, (b) representatives from local and state health agencies with current data and information about the health needs of the community, and (c) leaders representing medically underserved, low-income, minority populations, and populations with chronic diseases. Feedback from community response sessions helped validate findings and prioritize identified health needs.

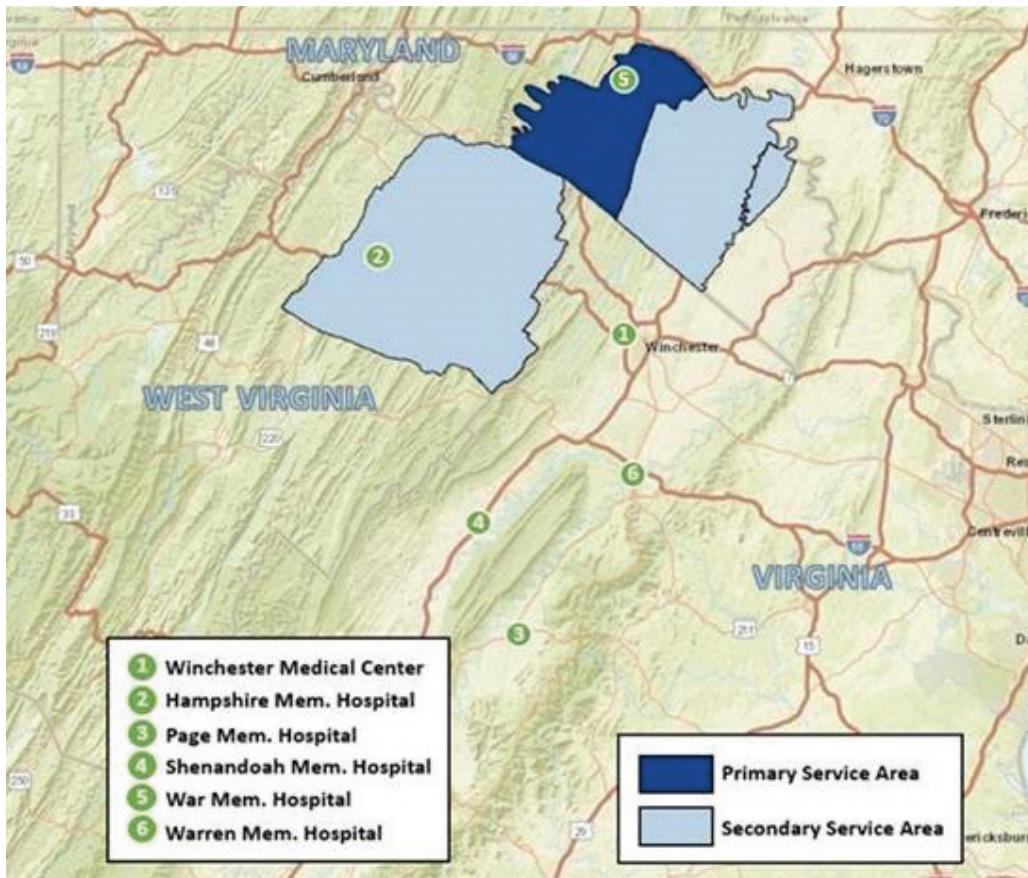
A community health survey was administered between January 2, 2019 and March 31, 2019. The survey was translated into Spanish. A total of 2,429 completed surveys from across the region were received. Among those, 108 surveys were received from the Hispanic community. Valley Health applied a ranking methodology to prioritize the community health needs identified, incorporating both quantitative and qualitative data throughout. Scores for the severity and scope of identified health needs were assigned and calculated using weighted averages taking into account multiple data sources. Major themes discussed in the community response sessions were compared to the scored health issues to aid in identifying the prioritized list of health needs.

Community health needs were determined to be "significant" if they were identified as problematic in at least three of the four following data sources: (1) the most recently available secondary data regarding the community's health, (2) recent assessment develop by other organizations, (3) community input provided by the key informants who participated in the interview process, or (4) the community health survey.

No information gaps have affected the hospital's ability to reach reasonable conclusions regarding priority community health needs.

## Highlights of the Community Served

War Memorial Hospital is located in Berkeley Springs, West Virginia. The hospital's primary service area includes Morgan county, while Hampshire and Berkeley counties comprise the hospital's secondary service area.



Source: ESRI 2019,  
Created by Planning  
and Business  
Development

In 2018, this community included an estimated 162,605 persons. Overall, the population of Morgan County is expected to increase by 3.35 percent between 2018 and 2023. Berkeley County is expected to grow at a rate of 12.62 percent, while Hampshire County is projected to experience growth of 3.07 percent for the same time period. Morgan County reported a 2017 poverty rate of 11.1 percent and Berkeley County a rate of 13 percent. The poverty rates for Berkeley and Morgan counties were lower than the West Virginia and U.S. rates of 17.8 percent and 14.6 percent respectively. Of the 25 and older population in Morgan County, 11.7 percent did not have a high school diploma while 33 percent had a high school diploma as their terminal degree. In 2019, Morgan County was designated as a primary and dental health professional shortage area.

# Summary of Findings

The CHNA identified and prioritized community health needs using the data sources, analytic methods, and prioritization process and criteria described in the Methodology section. These needs are listed below in priority order and described on the following pages, with examples of the data supporting the determination of each health need as a priority. Further detail regarding supporting data, including sources, can be found in the CHNA Data and Analysis section of this report.

## Prioritized list of health needs identified by CHNA:

1. Behavioral and Health Status Factors
2. Access to Primary, Preventive and Specialty Care
3. Social & Economic Factors
4. Mental Health and Substance Abuse
5. Health Outcomes

### Health Need #1: Behavioral and Health Status Factors

Physical Activity, Obesity, and Other Chronic Diseases



A lack of physical activity and poor nutrition are contributing factors to being overweight. Obesity can also lead to a wide range of health problems and chronic diseases among all age groups. This includes high cholesterol, hypertension, diabetes, heart disease, stroke, and some cancers. Nationally, the increase in both the prevalence of being overweight and obesity and associated chronic diseases is well-documented, and has negative consequences for individuals and society. Low-income and poverty often contribute to poor nutrition and to hunger.

## **Health Need #2: Access to Primary, Preventive and Specialty Care**

Primary, Specialty and Dental Care



Access to primary and preventive health care services through a doctor's office, clinic or other appropriate provider is an important element of a community's health care system, and is vital to the health of the community's residents. The ability to access care is influenced by many factors, including insurance coverage and the ability to afford services, the availability and location of health care providers, an understanding of where to find services when needed, and reliable personal or public transportation.

## **Health Need #3: Social & Economic Factors**

Poverty, Housing & Homelessness, Low Income Families



Income levels, employment and economic self-sufficiency correlate with the prevalence of a range of health problems and factors contributing to poor health. People with lower income or who are unemployed/underemployed are less likely to have health insurance or the ability to afford out-of-pocket health care expenses. Lower income is associated with increased difficulties securing reliable transportation, which impacts access to medical care, and the ability to purchase an adequate quantity of healthy food on a regular basis. For these and other reasons, the assessment identified financial hardship and basic needs insecurity as a priority health need in the community.

## Health Need #4: Mental Health and Substance Abuse

Smoking, Alcohol and Drug Abuse, and Mental Health Services



### Mental Health

Mental and behavioral health includes both mental health conditions (e.g., depression, bi-polar) and behavioral problems (e.g., bullying, suicidal behavior). Poor mental and behavioral health causes suffering for both those afflicted and the people around them. It can negatively impact the ability of children to learn in school, and the ability of adults to be productive in the workplace and to provide a stable and nurturing environment for their families. Poor mental or behavioral health frequently contributes to or exacerbates problems with physical health and illness.

### Substance Abuse

Substance abuse includes the use of illicit substances (e.g., cocaine, heroin, methamphetamine, and marijuana), misuse of legal over-the-counter and prescription medications, and abuse of alcohol. Substance abuse affects not only the individual substance user, but those around them; negatively impacting health, safety and risky behaviors, including violence and crime, adult productivity, student ability to learn, and families' ability to function. Tobacco smoking is well-documented to be a risk factor for various forms of cancer, heart disease and other ailments, and to pose health risks for those exposed to secondhand smoke.



## **Health Need #5: Health Outcomes**

### Length of Life & Quality of Life



Health Outcomes represent how healthy a county is right now. They reflect the physical and mental well-being of residents within a community through measures representing both length of life and the quality of life.

Length of Life measures how long people within a community live and whether the people are considered to be dying too early. Quality of Life refers to how healthy people feel while alive. It represents the well-being of a community, and represents the importance of physical, mental, social and emotional health from birth to adulthood.

# **2020-2022 Implementation Strategies:**

## **Significant Health Needs the Hospital Will Address**

The CHNA implementation strategy describes how War Memorial Hospital (War Memorial) plans to address the significant community health needs identified in the 2019 Community Health Needs Assessment (CHNA). To achieve maximum impact, War Memorial chooses to identify three health needs for its primary of focus and will support other agencies in taking a lead role in addressing the remaining health needs.

### **Prioritized Health Need #1: Behavioral and Health Status Factors**

Physical Activity, Obesity and Chronic Disease

The hospital intends to address physical activity, obesity and chronic disease by taking the following actions:

- Complete a feasibility study to operate both a Congestive Heart Failure Clinic [CHF] and Chronic Obstructive Pulmonary Disease [COPD] Clinic to help patients better manage their illness and symptoms for improved quality of life.
- Embed coverage at our Internal Medicine Facility to assist with diabetes education and insulin pump instruction.
- Launch Fit4Kidz at Valley Health Physical Rehabilitation & Fitness|Berkeley Springs, a comprehensive program for area youth, ages 10 to 14, puts children first by putting them to play.

### **Anticipated Impact and Plan to Evaluate:**

Through implementing the above strategies, War Memorial Hospital anticipates the following impacts:

- Increased knowledge of, and participation in, physical fitness activities with an improvement for program participants in cardiovascular strength, flexibility and self-efficacy surrounding exercise habits.
- Increased knowledge contributing to improved health behaviors and better management of chronic conditions, like diabetes.
- Increased knowledge of and participation in preventive health screenings and activities.
- Better patient management and self-care for insulin control for our diabetic patients, preventing or delaying the complications that arise from diabetes or hyperglycemia.
- Improved quality of life for patients with chronic conditions like COPD and CHF.

### **Prioritized Health Need #2: Access to Primary, Preventive and Specialty Care**

Primary, Specialty, Dental Care and Home Health

The hospital intends to address access to primary and specialty health care by taking the following actions:

- Continue coordination with Winchester Medical Center for sharing of specialty providers.
- Promotion of Transportation On Demand [TOD] and other area transportation providers, including UBER Health.
- Conversion of the Valley Health-Hancock Family Medicine to a Rural Health Clinic.
- Participation in the Maryland Medicaid Managed Care Organization for the Hancock Family Practice.

### **Anticipated Impact and Plan to Evaluate:**

Through implementing the above strategies, War Memorial Hospital anticipates the following impacts:

- Increased access to care through greater community awareness of available health care resources.
- Improved care coordination among and referrals to appropriate care providers, and the provision of financial assistance to eligible hospital patients.
- Ease of access and reduced no show rates through partnerships and collaboration with area transportation providers.

### **Prioritized Health Need #3: Mental Health and Substance Abuse**

Smoking, Alcohol, and Drug Abuse and Mental Health Services

The hospital intends to address mental and behavioral health by taking the following action:

- Launch an anti-vaping education initiative in the schools in order to decrease youth tobacco exposure, access and use.
- Explore a partnership with East Ridge Health Systems for providing high quality and comprehensive programs and services for persons with mental illness and substance abuse disorders in order to optimize quality of life within the community.
- Participate on the Morgan County Rural Communities Opioid Response Program Planning Grant.
- Investigate possible partnerships for telehealth mental health consults.

### **Anticipated Impact and Plan to Evaluate:**

Through implementing the above strategies, War Memorial Hospital anticipates the following impacts:

- Increased awareness of mental health issues and its prevention and treatment options among community residents.
- An increase in treatment tools and resources available for those individuals requiring mental health services.
- Increased access to case management services for vulnerable populations.
- Identification of gaps in mental health services.
- Mobilization of leaders who can begin to address a continuum of care for the opioid crisis, including stigma reduction, treatment services, and harm reduction.
- Increased awareness among youth regarding the dangers of vaping and all tobacco products.

## Needs the Hospital Will Not Directly Address

No hospital can address all of the health needs present in its community. Hampshire Memorial Hospital is committed to serving the community by adhering to its mission, using its skills and capabilities, and remaining a strong organization so that it can continue to provide a range of important health care services and community benefits.

This implementation strategy does not include specific plans to address **Social and Economic Factors** (poverty, housing and homelessness) and **Health Outcomes** (length of life and quality of life: cancer diseases), significant health needs that were identified in the 2019 Community Health Needs Assessment.

As a Critical Access Hospital, War Memorial Hospital is not ideally suited to be the lead organization in addressing these identified needs. The hospital does not have services or specific expertise in these areas and is directing its limited resources to other identified significant community health needs.

Although War Memorial Hospital does not intend to be the lead organization, we will continue to partner with agencies that are more closely aligned and suited to have an impact on these issues. Such organizations include, but are not limited to, East Ridge Health System, Morgan County Health Department, Morgan County Public Schools, and Morgan County Partnership.

## Conclusion

War Memorial Hospital and the CHNA Steering Committee are proud of their collaborative relationship with local community organizations and are committed by “Serving our Community by Improving Health”. The 2019 CHNA report and implementation strategy will be made available to the broader community and is intended to be a useful resource to both residents and health care providers.

The CHNA report and implementation strategy was adopted by the Valley Health Board of Trustees on December 10, 2019.

For more information or a copy of the complete Community Health Needs Assessment, please visit  
[www.valleyhealthlink.com/chnareports](http://www.valleyhealthlink.com/chnareports).



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