

COMMUNITY HEALTH NEEDS ASSESSMENT 2013



Dear Community Resident:

Conway Medical Center welcomes you to review this document as we strive to meet the health and medical needs in our community. All not-for-profit hospitals are required to develop this report in compliance with the Accountable Care Act.

The “2013 Community Health Needs Assessment” identifies local health and medical needs and provides a plan to indicate how Conway Medical Center will respond to such needs. This document suggests areas where other local organizations and agencies might work with us to achieve desired improvements and illustrates one way we, as a medical community, are meeting our obligations to efficiently deliver medical services.

CMC will conduct this effort at least once every three years. As you review this plan, please see if, in your opinion, we have identified the primary needs and if our intended response should make appropriate needed improvements.

We do not have adequate resources to solve all the problems identified. Some issues are beyond the mission of the hospital and action is best suited for a response by others. Some improvements will require personal actions by individuals rather than the response of an organization. We view this as a plan for how we, along with other organizations and agencies, can collaborate to bring the best each has to offer to address the more pressing identified needs.

Please think about how to help us improve the health and medical services our area needs. I invite your response to this report. We all live and work in this community together and our collective efforts can make living here more enjoyable and healthier.

MISSION STATEMENT

Conway Medical Center will improve the overall health of our community by being a leader in health care.

VISION STATEMENT

As the medical center of choice, Conway Medical Center will be a trusted partner for healthcare, providing exceptional service to meet the diverse needs of our community.

VALUES - Our Shared Beliefs

These values have guided Conway Medical Center's mission since 1928, as an expression and intent of our original founders.

EXCELLENCE - Deliver the best outcomes and highest quality service through dedicated effort of every team member.

COMPASSION - Treat all individuals with sensitivity, empathy, dignity and respect.

HEALING - Inspire hope and nurture the well-being of the whole person, respecting physical, emotional and spiritual needs.

TEAMWORK - Value the contributions of all, blending the skills of individuals in unsurpassed collaboration and shared accountability.

STEWARDSHIP - Sustain and reinvest in our mission by wisely managing our human, natural and material resources.

INNOVATION - Inspire and energize the organization, enhancing the lives of those we serve, through the creative ideas and unique talents of each individual.

INTEGRITY - Take personal accountability for the highest standards of behavior, worthy of the trust our community places in us.

About Conway Medical Center

A private, not-for-profit hospital, Conway Medical Center began in downtown Conway approximately 60 years ago with 6 physicians on staff. Today, the medical staff has grown to more than 200 representing many specialties and sub-specialties. The hospital employs approximately 1400 people and is one of the county's largest employers.

After more than three years of construction work, Conway Medical Center dedicated its new Patient Bed Tower on July 28th, 2009.

Everything in the Tower has been designed to promote healing. There are streamlined nursing stations, the latest technology, large rooms that can accommodate patients and families, and countless amenities.

"Although we pride ourselves on our people – their care, compassion, professionalism – we also know that patient outcomes are improved when the healing environment is optimized. We have built in many components that will have a positive impact on our patients and help us better meet their needs and expectations," explained Phil Clayton, Chief Executive Officer.

"The new bed tower contains 64 new patient rooms, bringing the total beds of Conway Medical Center to 210," Clayton noted. "With a community growing as quickly as Horry County, these additional beds are greatly needed. Yet, there is more to the expansion than just additional space. The new Tower is designed to allow the nursing team to provide care in revolutionary ways."

Process and Methodology

Conway Medical Center identified community health needs by undergoing an assessment process. This process incorporated a comprehensive review by the hospital's Community Needs Assessment Team along with secondary and primary data input using the expertise of Dixon Hughes Goodman LLP. The team used several sources of quantitative health measures and social and demographic data specific to CMC's home county (Horry) provided by local public health agencies, health care associations and various other data outlets. CMC took advantage of this opportunity to collaborate with its administrators, physicians, outreach programs, and local organizations as well.

Conway Medical Center sought outside assistance from the Dixon Hughes Goodman CHNA team in this process. DHG provided data, organized community input, facilitated priority sessions, and supported the report drafting process.

The assessment process consists of five steps pictured below:



The data assessment piece was completed during February and March of 2013. In this step, service areas were defined, external data research was completed and key findings were summarized. As the data assessment was completed, the community input phase was started.

Phone interviews were conducted with persons with special knowledge of public health. In addition, hospital personnel, local organizations, and community outreach advocates were interviewed in person. A summary of this dialog was created and is included in this report. A prioritization session was then held to summarize and overlay data elements with key community input findings.

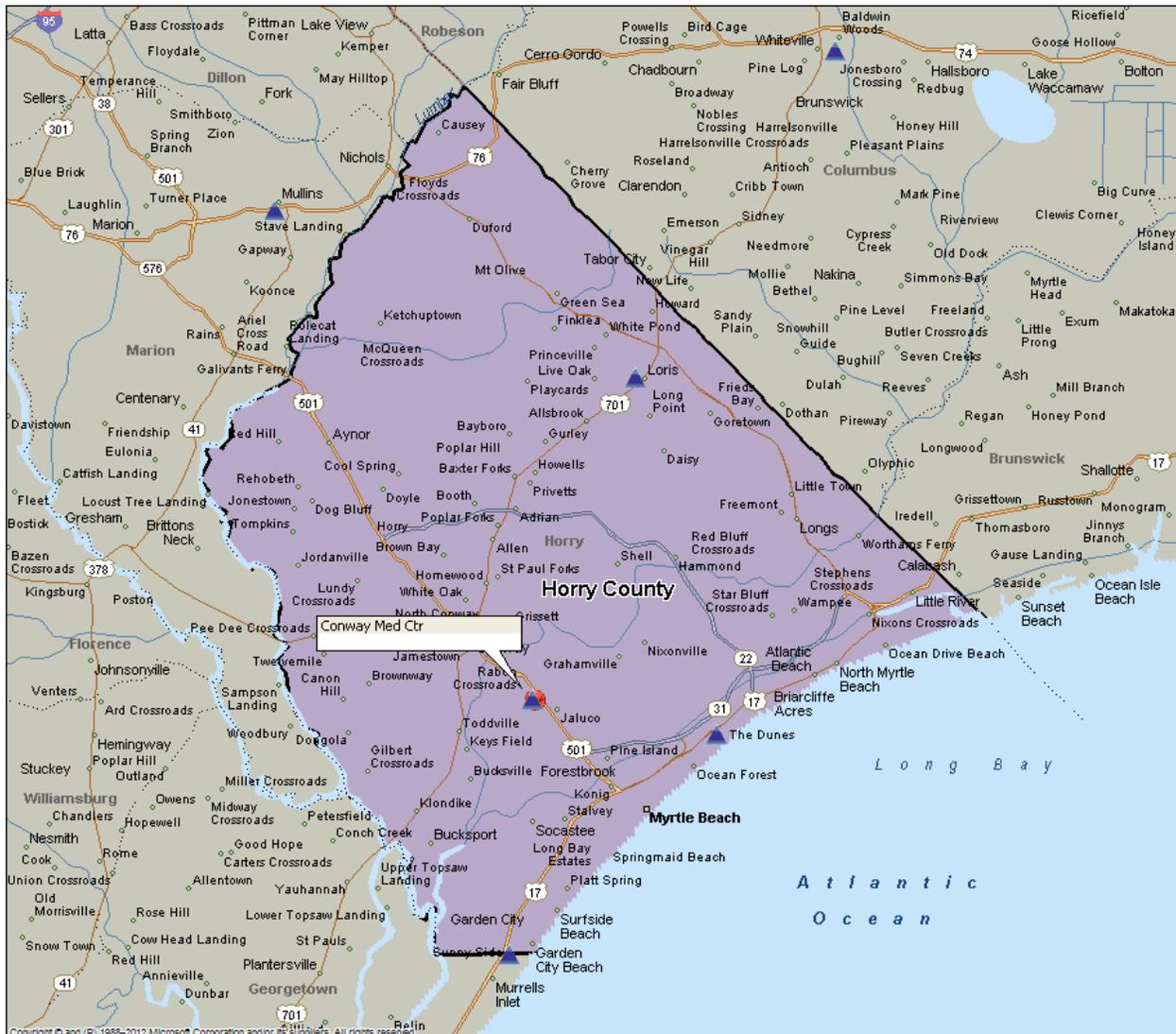
From this session, priorities were decided on based upon the significance of the need to the service area, and CMC's ability to impact the need. Based on these priorities, CMC decided on which priorities would be included in their implementation strategy and which priorities would not be addressed. These can be found in the Implementation Strategy document. This report and strategy were then approved by the board and made "widely available" on the Conway Medical Center website.

Below is a list of steps that were taken in each phase of the process:

Data Assessment
Compile Initial Data Assessment for County Area
Identify Other Community Assessments
Incorporate Access Health Studies
Community Input
Develop Interview List
Develop Interview Guide
Conduct Phone Interviews
Conduct In-Person Interviews
Summary of Interview Themes
Prioritization and Implementation Strategies
Overlay Data with Community Input
Develop Prioritization Worksession Materials
Facilitate Priority Worksession Resulting in Setting Priorities
Preliminary Organization and Assignment of Priorities
Hospital Work-session to Confirm Implementation Strategies
Finalize Implementation Strategies
Reporting
CHNA Report Developed (web posted)
Implementation Strategies Developed
Board Approval of CHNA and Implementation Strategies
Post CHNA Summary Report to Website
Attach Implementation Strategy to 990

Community Served

Conway Medical Center’s service area is defined as Horry County for this assessment. A majority of CMC’s patient origin is encompassed within this geographical area. Using a county definition as the service area is crucial for our analysis as many of our secondary data sources are county specific and serve as a comparison tool to other counties, the state of South Carolina, and the United States. Also, many of our community input sources consider Horry County their primary service area. These include public health officials, as well as many different community advocacy groups with whom CMC has relationships.



Data Assessment - Secondary Data

In order to present the data in a way that would tell a story of the community and also identify needs, the framework of Healthy People 2020 was selected to guide secondary data gathering and also community input. This framework was selected based on its national recognition as well as its mission listed below:

- Identify nationwide health improvement priorities.
- Increase public awareness and understanding of the determinants of health, disease, and disability and the opportunities for progress.
- Provide measurable objectives and goals that are applicable at the national, state, and local levels.
- Engage multiple sectors to take actions to strengthen policies and improve practices that are driven by the best available evidence and knowledge.
- Identify critical research, evaluation, and data collection needs.

Within this framework, 12 Topics were chosen as “Leading Health Indicators”. These topics guide discussion and research related to this CHNA.



Sources Used in Data Assessment Process

Nielsen Claritas: Nielsen Claritas demographics were used to create maps and tables of total population and breakdowns of certain other population segments. This information was pulled for Horry County and the state of South Carolina. 2013 and 2018 demographics were included. Nielsen Claritas also provided certain education and income level data used in the social determinants section.

2012 County Health Rankings: This source is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute. It gives a general snapshot of how healthy each county is in relation to others in the same state. It measures and ranks both health outcomes and health factors that lead to those outcomes. Each indicator is weighed, standardized, and ranked in order to come up with an overall ranking of health for each county in South Carolina. Ranking areas included:

Health Outcomes: Mortality and Morbidity

Health Factors: Tobacco Use, Diet and Exercise, Alcohol Use, Sexual Activity, Access to Care, Quality of Care, Education, Income, Family and Social Support, Community Safety

Health Indicators Warehouse: The HIW is a collaboration of many Agencies and Offices within the Department of Health and Human Services. The HIW is maintained by the CDC's National Center for Health Statistics. HIW has many county level statistics that allow for comparison to state and national benchmarks.

The Advisory Board Company- The Oncology Roundtable Cancer Incidence Estimator was used at a county level to estimate % growth in cancer incidence by site over the next five and ten years.

Kids Count Data Center- This source houses South Carolina and county level data. For South Carolina, some data elements are provided by the Children's Trust of South Carolina, while others are provided by National Kids Count.

Truven Health Analytics: The population based Physician Need tool was used to discover possible physician shortages by specialty. Also, various ICD-9 based outpatient volume estimators were used to show increased demand over the next five years

Data Assessment Highlights and Findings

The data assessment piece of the CHNA process included data tables, graphs, and maps from various sources widely available. These data elements were used to identify at-risk populations, underserved populations, health need areas, and professional shortage areas. A summary of findings was then created to highlight areas of need within the service area.

Demographics: Nielsen Claritas demographics were used to create maps and tables of total population and breakdown other population segments. This information was pulled for Horry County and the state of South Carolina. 2013 and 2018 demographics were included. Below is a snapshot of the Horry County population showing growth in all age groups over the next five years.

Age Group	Pop 2013	Pop 2018	Net Growth Total Pop 2013-2018	% Growth Total Pop 2013-2018
Age 00-04	16,286	17,920	1,634	10.03%
Age 05-09	15,998	17,484	1,486	9.29%
Age 10-14	15,710	17,222	1,512	9.62%
Age 15-17	9,252	9,797	545	5.89%
Age 18-44	96,820	101,122	4,302	4.44%
Age 45-54	37,923	38,197	274	0.72%
Age 55-64	40,046	41,008	962	2.40%
Age 65-74	32,919	41,095	8,176	24.84%
Age 75-84	14,791	17,442	2,651	17.92%
Age 85+	4,923	6,276	1,353	27.48%
Total	284,668	307,563	22,895	8.04%

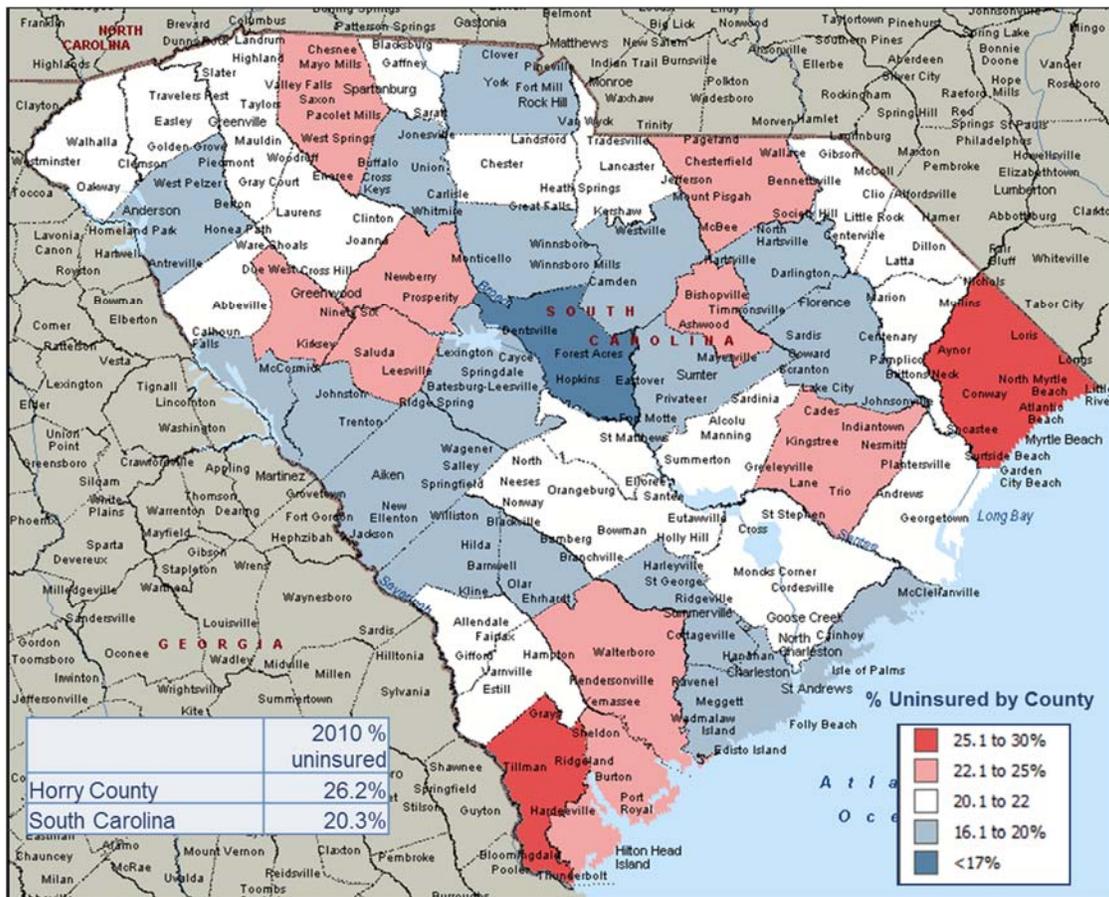
Additionally, many races will see their population grow over the next five years in Horry County.

	Total Population	White	African American	American Indian	Asian	Pacific Islander	Other	Two or more races
Population 2013	284,668	226,891	36,582	1,401	3,157	365	10,096	6,176
Population 2018	307,563	245,044	36,189	1,591	3,664	466	12,916	7,693
Net Growth 2013-2018	22,895	18,153	-393	190	507	101	2,820	1,517
% Growth 2013-2018	8.04%	8.00%	-1.07%	13.56%	16.06%	27.67%	27.93%	24.56%
Population Under 65 2013	232,035	178,756	33,066	1,287	2,835	343	9,913	5,835
Population Under 65 2018	242,750	186,382	32,100	1,351	3,124	403	12,407	6,983
Net Growth Under 65 2013-2018	10,715	7,626	-966	64	289	60	2,494	1,148
% Growth Under 65 2013-2018	4.62%	4.27%	-2.92%	4.97%	10.19%	17.49%	25.16%	19.67%
Population 65+ 2013	52,633	48,135	3,516	114	322	22	183	341
Population 65+ 2018	64,813	58,662	4,089	240	540	63	509	710
Net Growth 65+ 2013-2018	12,180	10,527	573	126	218	41	326	369
% Growth 65+ 2013-2018	23.14%	21.87%	16.30%	110.53%	67.70%	186.36%	178.14%	108.21%

Access to Health Services-

Healthy People 2020 Overview- “A person’s ability to access health services has a profound effect on every aspect of his or her health, yet at the start of the decade, almost 1 in 4 Americans do not have a primary care provider (PCP) or health center where they can receive regular medical services. Approximately 1 in 5 Americans (children and adults under age 65) do not have medical insurance. People without medical insurance are more likely to lack a usual source of medical care, such as a PCP, and are more likely to skip routine medical care due to costs, increasing their risk for serious and disabling health conditions. When they do access health services, they are often burdened with large medical bills and out-of-pocket expenses.”

Insurance Coverage Estimates: According to SAHIE (Small Area Health Insurance Estimates), in 2010, 26.2% of Horry County residents under 65 years of age were uninsured. This was higher than South Carolina as a whole (20.3%).



Projected Outpatient Volumes: Truven Health Analytics Outpatient Forecaster estimates that outpatient volumes of Emergency Room visits, Urgent Care visits, Ambulatory Surgery visits, and Diagnostic test visits are all projected to grow more than 11% each from 2012 to 2017. South Carolina projected visits in these areas are expected to grow approximately 6-7%.

Clinical Preventative Services

Healthy People 2020 Overview - “Clinical preventive services, such as routine disease screening and scheduled immunizations, are key to reducing death and disability and improving the Nation’s health. These services both prevent and detect illnesses and diseases—from flu to cancer—in their earlier, more treatable stages, significantly reducing the risk of illness, disability, early death, and medical care costs. Yet, despite the fact that these services are covered by Medicare, Medicaid, and many private insurance plans under the Affordable Care Act, millions of children, adolescents, and adults go without clinical preventive services that could protect them from developing a number of serious diseases or help them treat certain health conditions before they worsen.”

Cancer Incidence Volume and % Growth Estimates: The Advisory Board’s Cancer Incidence Estimator estimates that volumes of all cancer sites will increase over the next five and ten year periods in Horry County and South Carolina. Below is a summary table:

	HORRY COUNTY					SOUTH CAROLINA	
	2011 Volume	2016 Volume	2021 Volume	5YR Growth	10YR Growth	5YR Growth	10YR Growth
Brain and Other Nervous System	22	26	29	16%	32%	10%	20%
Breast	292	338	385	16%	32%	10%	20%
GI	322	382	444	19%	38%	13%	26%
Gynecologic	85	99	112	16%	31%	11%	20%
Head and Neck	75	88	100	17%	34%	12%	24%
Hematological	142	167	194	18%	37%	12%	25%
Lung and Bronchus	260	311	365	20%	40%	15%	30%
Melanomas of the Skin	67	78	89	16%	33%	11%	21%
Other	5	6	7	18%	38%	13%	27%
Thyroid	39	44	49	12%	24%	7%	12%
Urologic	363	431	499	19%	37%	15%	29%

Preventative Services: Though Horry County may not be worse than the state of South Carolina in many preventative statistics, they are well below Healthy People 2020 targets in the following areas:

- Adults (65+) who reported a flu vaccination
- Adults (50+) who report ever having a sigmoidoscopy or colonoscopy
- Adults reporting high blood pressure
- Colorectal Cancer death rates (per 100,000)

Environmental Quality-

Healthy People 2020 Overview -“Poor environmental quality has its greatest impact on people whose health status is already at risk. For example, nearly 1 in 10 children and 1 in 12 adults in the United States have asthma, which is caused, triggered, and exacerbated by environmental factors such as air pollution and secondhand smoke.”

The number of ozone days or particulate matter days does not appear to be an issue in Horry County, however, other indicators not available at a county level such as children exposed to second hand smoke could emerge from Horry County’s high level of adult smoking.

Injury and Violence-

Healthy People 2020 Overview - “Motor vehicle crashes, homicide, domestic and school violence, child abuse and neglect, suicide, and unintentional drug overdoses are important public health concerns in the United States. In addition to their immediate health impact, the effects of injuries and violence extend well beyond the injured person or victim of violence, affecting family members, friends, coworkers, employers, and communities. Witnessing or being a victim of violence is linked to lifelong negative physical, emotional, and social consequences.”

Motor Vehicle Deaths: from 2001-2007 Horry County had a motor vehicle death rate per 100,000 population of 27.0. Comparatively, South Carolina had a rate of 24.4. Though these are similar, they are more than twice the Healthy People 2020 target of 12.4 deaths per 100,000 population.

Maternal, Infant, Child Health-

Healthy People 2020 Overview – “The well-being of mothers, infants, and children determines the health of the next generation and can help predict future public health challenges for families, communities, and the medical care system. Moreover, healthy birth outcomes and early identification and treatment of health conditions among infants can prevent death or disability and enable children to reach their full potential. “

Infant Mortality: In 2010, Horry County had 7.5 infant deaths per 1,000 live births (South Carolina had 7.4). The Healthy People 2020 target for infant death rate is 6.0 deaths per 1,000 live births. According to the Kids Count Data Center, 36.1% of babies born in 2010 were born to Mothers with less than adequate prenatal care. Prenatal care is important not only to reducing risk of infant mortality and pregnancy complications, but also can identify existing risks in women.

Mental Health-

Healthy People 2020 Overview –“Mental health is essential to a person’s well-being, healthy family and interpersonal relationships, and the ability to live a full and productive life. People, including children and adolescents, with untreated mental health disorders are at high risk for many unhealthy and unsafe behaviors, including alcohol or drug abuse, violent or self-destructive behavior, and suicide.”

Suicide: Horry County's suicide rate from 2004-2008 was 13.6 deaths per 100,000 population. South Carolina and the USA had rates of 11.8 and 11.2 respectively. The Healthy People 2020 target for suicide rate is 10.2/100,000 population.

Access: Both County Health Rankings and Truven Physician Need model identified a shortage of mental health providers in the Horry County area. In 2007, the mental health provider rate of Horry County was less than half of the state of South Carolina's rate. Horry County had 5.4 MHP per 100,000 people, while the state of South Carolina had 11.6.

Nutritional, Physical Activity and Obesity-

Healthy People 2020 Overview-“Good nutrition, physical activity, and a healthy body weight are essential parts of a person's overall health and well-being. Together, these can help decrease a person's risk of developing serious health conditions, such as high blood pressure, high cholesterol, diabetes, heart disease, stroke, and cancer. A healthful diet, regular physical activity, and achieving and maintaining a healthy weight also are paramount to managing health conditions so they do not worsen over time. “

Obesity: According to County Health Rankings, from 2008-2010, 28.7% of adults in Horry County were considered obese. This was better than South Carolina (30.6%) and the Healthy People 2020 target of 30.6%.

Nutrition: Data showed that there are no food deserts in Horry County which indicates that there are healthy food options in the area. This does not, however, measure if residents take advantage of these healthy food outlets.

Physical Activity: Horry County does not appear to have a shortage of recreational facilities in the area. In fact, according to County Health Rankings, in 2009, approximately 8% of recreational facilities in South Carolina were located in Horry County.

Oral Health-

Healthy People 2020 Overview – “Oral diseases ranging from dental caries (cavities) to oral cancers cause pain and disability for millions of Americans. The impact of these diseases does not stop at the mouth and teeth. A growing body of evidence has linked oral health, particularly periodontal (gum) disease, to several chronic diseases, including diabetes, heart disease, and stroke. “

According to the Office of Research and Statistics, SC Budget and Control Board, in 2008, Dental Conditions was the #1 top reason for emergency room visits for ambulatory care sensitive conditions (avoidable reasons).

Social Determinants-

Healthy People 2020 Overview – “A range of personal, social, economic, and environmental factors contribute to individual and population health. For example, people with a quality education, stable employment, safe homes and neighborhoods, and access to preventive services tend to be healthier throughout their lives. Conversely, poor health outcomes are often made worse by the interaction between individuals and their social and physical environment.

According to Nielsen Claritas, Horry County has 13.5% of families living below the poverty level. The county also has 8.7% of adults (25+) with no high school diploma.

In 2009, 25.5% of children in Horry County were said to be living in poverty, according to Kids Count Data center. Additionally, in 2008, 50.3% of children were considered eligible for free or reduced lunch.

Substance Abuse/Tobacco-

Healthy People 2020 Overview –“Substance abuse—involving drugs, alcohol, or both—is associated with a range of destructive social conditions, including family disruptions, financial problems, lost productivity, failure in school, domestic violence, child abuse, and crime.”

“Tobacco use is the single most preventable cause of disease, disability, and death in the United States, yet more deaths are caused each year by tobacco use than by all deaths from human immunodeficiency virus (HIV), illegal drug use, alcohol use, motor vehicle injuries, suicides, and murders combined”

Substance abuse: Particularly as it relates to alcohol, from 2006-2010 17.2% of Horry County residents reported excessively drinking. In addition, according to the Truven outpatient forecaster, alcohol and drug related hospital based and physician office visits are expected to grow by 7.7% of from 2012-2017.

Tobacco: The Healthy People 2020 target for adult smokers is 12%. From 2006-2010, Horry County’s percentage of adult smokers was 25.7%, more than double this target.

Next Steps-

Data collected in this phase will be overlaid with community input findings to prioritize needs of Horry County and ultimately lead to strategies on many of the issues identified above.

Community Input Findings

Subsequent to the secondary data assessment, the Community Needs Assessment Team entered into dialogue with key hospital administrators, physicians, those with knowledge/expertise in public health, and those serving underserved and chronic disease populations. During this phase, the team conducted face to face interviews, phone interviews, and written questionnaires in which respondents were able to comment and discuss general community health issues of their specific service area. Through these numerous interviews and surveys, a summary of community input was created. This summary would eventually be used to help focus in on priorities and ultimately, implementation strategies.

The list below includes respondents who participated in this phase. They included experts in the field of public health, hospital administration members, community outreach groups, and other local organizations. All input was collected and summarized during April 2013. Respondents included:

Phil Clayton- CEO, Conway Medical Center

Crystal Squires- Director of Case Management, Conway Medical Center

Tony Minshew- VP of Nursing Services

Janie Smith- HEALTHREACH Coordinator (Community Outreach)

Stacey Mott- HEALTHREACH Educator

Terri Harris- Director, Friendship Medical Clinic

Tammy Trulove- Director of School Nurses, Horry County Schools

Roscia Hardee- Director, AccessHealth – Horry

Suzette McClellan- Community Systems Director, Pee Dee Region- SCDHEC (Public Health Department)

Respondents were asked what they viewed at the top health issues facing Horry County and its residents. They were then asked to elaborate on certain barriers and strategies to addressing these needs. After combining input from these individuals, a summary table was created to illustrate the frequency in which certain issues were mentioned.

Frequency Table

Issue	Count
Obesity/Nutrition	7
Access to Care (Insurance/Financial Barriers)	6
Diabetes	5
Preventative Care- Immunizations, HBP, Cholesterol Screenings	4
Mental Health	3
Exercise	3
Tobacco Use	3
Oral Health	3
Heart Disease	2
Access- Transportation	2
Medication Management	2
Substance Abuse (Teens)	1
Gang Influence (Teens)	1
Abstinence	1
Personal Hygiene	1
Follow-up care (discharge planning)	1
Asthma	1

Obesity/Nutrition-

Poor food options: Unhealthy food is usually cheaper than healthy foods. Also, the taste of salt is somewhat addicting causing poor food choices. Smart Snacks Program through HEALTHREACH is a great program to combat this issue with children. Also, some may not buy fruits and vegetables because they do not know how to prepare them.

Lack of Exercise: People do not exercise the appropriate amount. This may be due to lack of access to facilities (memberships are expensive), no safe playgrounds/walkways, or a general laziness (people want a pill to do all the work)

Unhealthy lifestyle choices: Tobacco use continues to be an issue in Horry County. Many health providers offer smoking cessation classes.

Access to Care-

Insurance Coverage: This includes the uninsured having access to care and the underinsured finding care that accepts their insurance. A huge problem is finding a Primary Care Physician that will accept patients that are un- or underinsured.

Children: Keeping children in school is most important; therefore a school based clinic for children to avoid absence is necessary

“Red tape” of free care: Due to possible abuse of the system, a substantial amount of paperwork is required to receive care at free clinics. This can take weeks when the issue may need to be dealt with immediately.

Transportation: Limited public transportation is available, which makes accessing health care difficult, especially for rural residents

Primary Care Access: Many uninsured residents are being seen in hospital settings for conditions that could be managed in primary care settings. This may due to a lack of PCPs or a lack of knowledge by residents of those services available.

Follow up Care: Discharge planning is tough because many people do not have that primary care physician and end up back in the hospital. This is also an issue with medication

Medication Management: Pharmaceutical companies are starting to remove many medicines from their patient assistance programs causing access to medication to become increasingly tough. (Pfizer has already done it, probably more to follow)

Disease/Prevention:

Diabetes: #1 reason for avoidable inpatient discharges in Horry County 2009. One issue identified is screening machines are often free and strips cost too much, also often caught too late which leads to more issues

Preventative Screenings: Important to identifying issues at an early stage. The goal is to make these services available to those who may be uninsured or underinsured, as well as making sure those who can afford them are taking advantage.

Mental Health:

Access to Mental/Behavioral Health services: General lack of providers is a major issue. Waccamaw Mental Health is the major provider in the area but there can be barriers to accessing these services.

Adolescent Mental Issues: Problem in schools, often leads to absence from school and in extreme cases, home schooling.

Oral Health:

Access to Dental Care: #1 reason for preventable emergency room visits, Access Health study revealed that approximately half of dentists available work less than 35 hours a week which could cause an access issue.

Inventory of Services Addressing Community Needs:

Conway Medical Center offers the following services currently to address many of the needs identified in this assessment, as well as many not mentioned.

Center for Wound Healing & Hyperbaric Medicine is the first of its kind in Horry County and has two state-of-the-art hyperbaric oxygen chambers.

Critical Care Services provides cardiac monitoring and general medical/surgical care for adults and geriatric patients 24 hours a day and 7 days a week.

Diabetes Management offers a Diabetic Self-Management Training program to help people make better lifestyle choices to manage their disease and prevent complications.

Diagnostic Services, also known as Radiology, includes imaging capabilities such as MRI, CT, PET, ultrasound, angiography, mammography, stereotactic breast biopsy, bone scan and bone density testing.

Endoscopy Center specializes in the examination and treatment of disorders of the esophagus, stomach, colon (large intestine), small intestine, liver, pancreas and lungs.

Heart Center provides state-of-the-art cardiac catheterization laboratory in our new expansion. In addition we offer services including telemetry, echocardiography, nuclear medicine, and other cardiology services.

Hospice, also known as Mercy Hospice of Horry County, provides in-home services for persons living with progressive and life-limiting illness who have a skilled nursing need and may be seeking palliative or aggressive treatment.

Joint Replacement Center, is backed by the latest advances in joint replacement technology. Our physicians have trained at the top medical schools and orthopedic surgery residency programs in the country.

Laboratory Services is a CAP accredited laboratory and adheres to all regulatory compliance associated with performance and resulting of lab tests.

Long Term Care partners include specialists in nursing, rehabilitation, nutrition, social services, activities, environmental services, and geriatric medical care.

Mammography captures sharp images for detecting breast cancer, using state-of-the-art technology machines.

Medical Services Center of Conway Medical occupies the third floor west wing of Conway Medical Center. Many of the patients serviced are elderly with complex medical-surgical problems. The unit is designed to care for patients 24 hours a day, 7 days a week.

Palliative Care works with the patient, family and primary physician when the patient is affected by chronic illness.

Pastoral Care is available to patients of all ages and their family members; visitors; hospital employees; and medical staff. Our professional and volunteer chaplains are here to address your spiritual needs and provide pastoral care.

Pediatric Center welcomes you and your child to our facility. Should you and your child need to stay with us, please know that we will strive to make your stay as pleasant as possible.

Pulmonary Rehabilitation Program includes both exercise and education geared towards improving the symptoms of respiratory disease. It is a safe and effective way to help the participant feel better faster, become stronger, and improve the overall quality of life.

Rehabilitation provides physical therapy using the most advanced technology available and, through continuing education programs, are constantly exposed to the latest techniques.

Senior Privileges Club is a Free Membership to receive discounts from local merchants, a Senior Health Guide, a Medication Recorder and updates on Conway Medical Center news and events.

Sleep Disorders Center at Conway Medical Center introduced comprehensive sleep studies to the region. Staffed by technologists who are credentialed by the Board of Registered Polysomnographic Technologists, the Sleep Disorders Center assesses each patient through various measures.

Subacute Care, also known as Medstar, provides quality, patient-focused care for patients following hospitalization for an acute illness or condition.

Surgical Services provides an experienced surgical team specializing in weight loss, orthopedics, vascular surgery, spinal surgery, gynecology, laparoscopic procedures, and many other specialties.

The Birthplace is located on the second floor above the Patient Service entrance. It is designed with your comfort and privacy in mind and contains two exam rooms, seven birthing rooms, a caesarian section room, a caesarian section stabilization room, a 27-bed nursery and a 16-bed postpartum unit.

Wellness & Fitness Center offers an extensive variety of equipment, classes and programs in hope that they will provide you with overall health through regular exercise.

Weight Loss Surgery offers surgery for patients who suffer from a major health concern, such as Type II diabetes, high blood pressure, edema, orthopedic conditions, etc.

Outreach Services Addressing Community Needs:

In addition to these services mentioned above, Conway Medical Center offers screenings and other programs through its HEALTHREACH community outreach program.

HEALTHREACH is funded by donations from the Conway Medical Center Foundation. HEALTHREACH services include and/or supports:

Services to over 10,000 adults and approximately 1,000 children in Horry County

Screenings and education for the underserved and indigent population free of charge.

Conway Medical Center's Diabetes Education Initiative

CMC Smart Snacks Program, a food and nutrition program for children in the Horry County School District. Elementary aged children in need at Waccamaw Elementary, Homewood Elementary, Midland Elementary, and Conway Elementary receive nutritious snacks every weekend during the school year.

The CMC Mammography Initiative: Providing free mammograms for individuals ages 40-47 who are uninsured and do not qualify for government assistance.

FREE Community Screenings:

- *Finger stick Full Lipid Panel (Total Cholesterol, HDL, LDL, Triglycerides, and Blood Sugar)

- *Blood Pressure

Specialty Screenings: Thyroid and Prostate

Flu Clinics

Community Education Classes: CPR, Quit Smart Smoking Cessation, and Safe Sitter.

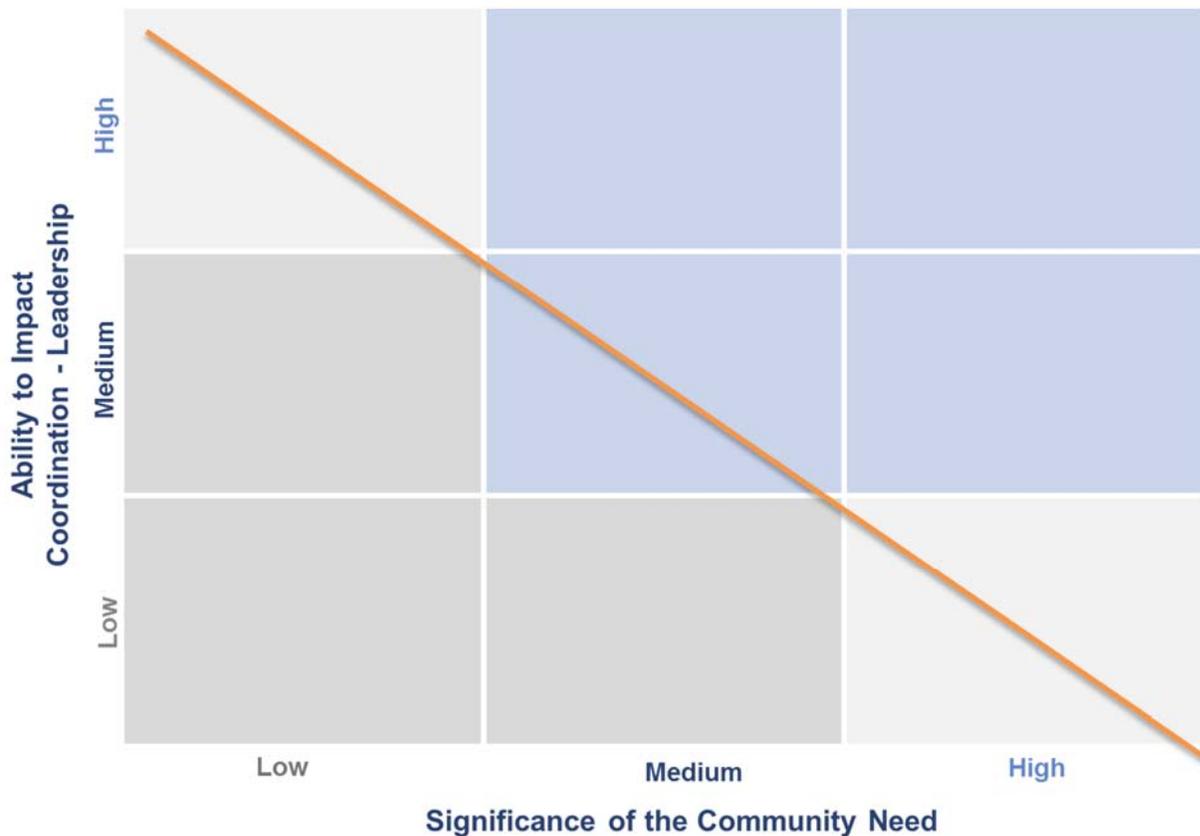
Horry County Worksite Screenings

Corporate Wellness Screenings

Prioritization of Needs

In June 2013, a priority session was held at Conway Medical Center with members of the Conway Medical Center leadership team. The purpose of this session was to discuss data and input that had been collected and to prioritize the needs of the hospital’s defined community. Criteria used to prioritize these needs included importance to the service area, relevance of the health issues to the population served, and the ability of CMC to effectively impact and improve the health issue. Also discussed in this session were those needs that were already being addressed by other community partners or organizations.

A prioritization grid was created that compared CMC’s ability to impact to the need to how significant the need was in the community. Those needs identified in the upper right sectors of the grid were viewed as the most significant needs that CMC’s leadership team felt they had the ability to impact. These are the needs that would ultimately be chosen as priorities. A sample is shown below:



Based on this grid, the following issues were chosen as priorities:

- Access to care for the uninsured
- Prevention/Screenings
- Diabetes
- Smoking
- Infant Mortality
- Oral Health
- Transportation
- Obesity/Nutrition
- Mental Health

Many of these issues were chosen as the framework of Conway Medical Center's implementation strategies. Also, in accordance with IRS proposed regulations, the team also identified which of these priorities would not be addressed in the implementation strategy and why. After discussing these priorities in depth and examining CMC's expertise, the expertise of other community organizations and outreach, and CMC's wide range of services currently available, the following issues were chosen for implementation:

- **Access to care for the uninsured-** Partner with local clinic to continue assisting in providing care at reduced costs through support in areas of rent, utility bills, and hospital services.
- **Prevention/Screenings-** Provide preventative screenings while finding innovative ways to address financial and transportation barriers of receiving these screenings. This priority will also have a special focus on CMC's mammography initiative and HEALTHREACH van services.
- **Diabetes-** Continue to support and educate medically underserved diabetics in the community.
- **Smoking-** Address Horry County high tobacco use rates through assessing current tobacco prevention efforts, and offering smoking cessation and education classes
- **Infant Mortality-** Increase awareness through health education and outreach opportunities. Also possibly addressing the barriers of prenatal care that stand between underserved populations and adequate care.

CMC's Community Needs Assessment Team then initiated the development of implementation strategies for each health priority identified above. This Implementation Plan will be rolled out over the next three years. The team will work with community partners and health issue experts on the following for each of the approaches to addressing health needs listed:

- Identify what other local organizations are doing to address the health priority
- Develop support and participation for these approaches to address health needs
- Develop specific and measurable goals so that the effectiveness of these approaches can be measured
- Develop detailed work plans
- Communicate with the assessment team and ensure appropriate coordination with other efforts to address the issue

The team will then develop a monitoring method at the conclusion of the Implementation Plan to provide status and results of these efforts to improve community health. CMC is committed to conducting another health needs assessment in three years.

In addition, CMC will continue to play a leading role in addressing the health needs of those within our community. As such, community benefit planning is integrated into our Hospital's annual planning and budgeting processes to ensure we continue to effectively support community benefits.

Board Approval

This Community Health Needs Assessment Report for fiscal YE September 30, 2013 was approved by the Conway Medical Center Board of Directors at its meeting held on August 26th, 2013.