

GREATER WICKENBURG REGION
COMMUNITY HEALTH NEEDS ASSESSMENT
FINAL REPORT December 2019



Wickenburg Community Hospital

Submitted by
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and Foundation Executive Director

Table of Contents

Introduction	3
Acknowledgements	4
About Greater Wickenburg Region	5
History of Wickenburg	6
Wickenburg Demographics	8
History and Demographics of Congress	12
History and Demographics of Salome	14
Market Overview	15
Wickenburg Community Hospital at a Glance	21
Mission, Vision, and Values	22
Community Health Needs Assessment	
Process/Methodology	23
Survey Data	24
Analysis	39
Strategic Plan	41

Introduction

Beginning January 2019, Wickenburg Community Hospital in partnership with the Town of Wickenburg, Wickenburg Chamber of Commerce, and the Wickenburg Unified School District began conducting a comprehensive, region-wide Community Health Needs Assessment.

A Community Health Needs Assessment (CHNA) is defined as:

The ongoing process for a hospital to evaluate the health needs of its region-wide service area which, facilitates a prioritization of needs and develops strategies to address them.

Our purpose for conducting the CHNA was to:

- ✓ Define self-identified health status of our regional members
- ✓ Discover self-identified barriers to accessing health care
- ✓ Outline the type of services regional members are using
- ✓ Recognize a consensus definition that would constitute a healthy community
- ✓ Identify major health challenges
- ✓ Determine what would improve access to health care throughout the region

CHNA outcomes were used to develop strategies to address region-wide population health improvement in collaboration with our community partners and residents.

It is our great pleasure to integrate CHNA strategies into our long-term operational strategic plan as it supports our vision to be the world-class health and wellness leader for all communities served.

Acknowledgements

I would like to recognize the CHNA Project Team along with our integral community partners for developing and distributing the CHNA survey. The Survey was circulated to team and partner clients, employees, families, and other community members through electronic measures and printed material. It is our hope to again, work with this group and to expand our collaborative efforts in all future assessments.

Community Partners

Town of Wickenburg, Vincent Lorefice, Town Manager
Wickenburg Chamber of Commerce, Julie Brooks, Executive Director
Wickenburg Unified School District, Howard C. Carlson, Ed.D., Superintendent

2019 Project Team

Terrie Davidson, Community Relations Manager
Linda Brockwell RN, Director of Nursing – Administrative
Tammy Olk RN, Director of Nursing - Clinical
Peter Stachowicz, Director of Ambulatory Services
Richard Wedig, Chief of Surgical & Clinical Services Officer
Brenda Crissman, Public Information Officer

WCH Board of Directors

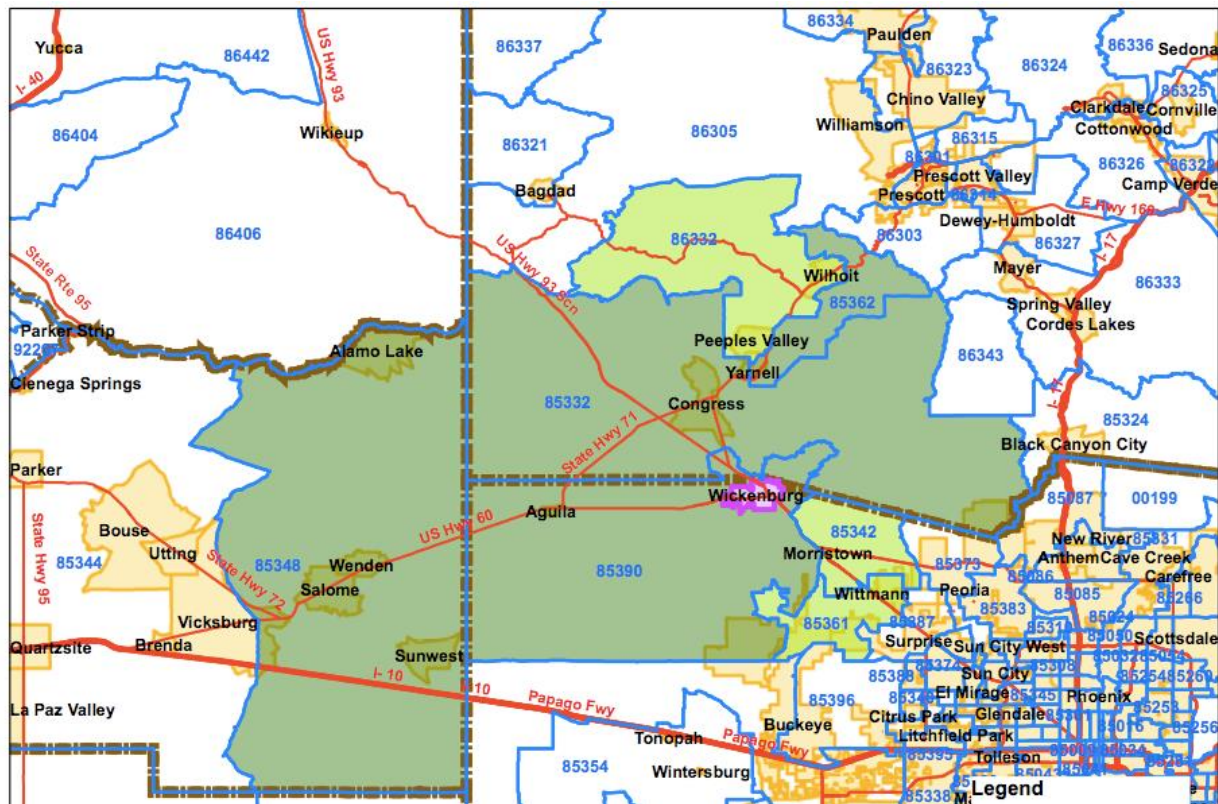
Dee Pollock, Chairman	Richard Abbuhl MD JD, Vice Chairman
Betsy Deibel, Secretary	Jeanne Morris, Treasurer
Todd Kravetz MD, Chief of Staff	Jim Tavary, President & CEO
Brian Warnock, Director	Bobby E. Johnson, Director
Gary Turner, Director	John Cook, Director
Jan Currier, Director	Jenifer Finley, Director
Troy Jones DDS, Director	Leonard Kirschner MD, Ex-officio

About the Geographic Region

Wickenburg Community Hospital serves a large geographic region between Surprise, Arizona and the Prescott Valley, including Highway 93 – a major thoroughfare to Las Vegas, Nevada.

Primary Service Area	
Wickenburg	85390
Congress	85332
Yarnell	85362
Salome	85348
Secondary Service Area	
Kirkland	85390
Morristown	85332
Wittman	85362

- Dark green = primary service area
- Light green = secondary service area



SOURCE: ESI Corporation

History of Wickenburg, Arizona

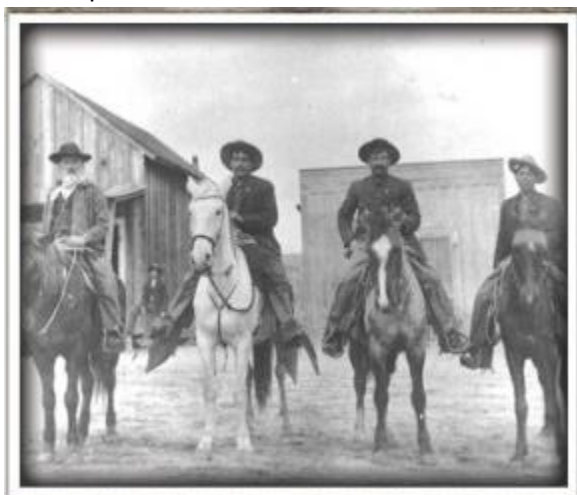
Words like tradition and authenticity aren't just jargon and babble in Wickenburg. We are tradition. We are authentic. And Wickenburg fills a glorious chapter in the history of Arizona and the West. Though less than an hour away (54 freeway miles) from the hustle and bustle of modern Phoenix, Arizona's most western community stands guarded from the metropolitan masses.

After all, Mother Nature herself kissed Wickenburg. Resting on the northern edge of the Sonoran Desert, just below Arizona's mountainous country, the Wickenburg area abounds in natural beauty. Stoic saguaros. Shadow mountains. Lush desert flanking the river. And while the area's geological treasures attracted the miners from around the world, the Hassayampa River flood plain provided fertile soil for **farming and ranching**.

For centuries, the western Yavapai (or Tolkapaya as they called themselves), made the banks of this oasis their home, irrigating their crops of corn, beans, squash, and tobacco with river water. They named this place Haseyamo, "following the water as far as it goes," from which the word Hassayampa derived.

Though within the claimed territories, neither the Spanish Empire nor the Mexican Republic ever extended their authority this far north. However, **Hispanic culture and trade** did reach the Yavapai tribe which was Wickenburg's first family.

In the early 1820's, stalwart **hunters and trappers** explored the Hassayampa River in search of beavers, whose pelts were sold to hat makers back east and in Europe. Their reports helped pique American interest in the West. The Wickenburg area and much of the West became part of the United States following the Mexican American War in 1848.



An 1862 gold strike on the Colorado River near present-day Yuma inspired hardy prospectors and miners, predominantly from California and Mexico, to search for minerals throughout central Arizona. The names of these Argonauts now grace many of the surrounding geographic landmarks, including the Weaver Mountains and Peeple's Valley.

Among the gold searches was the adventurer, **Henry**

Wickenburg. He came from far-off lands, lured by the dream of abundant gold. He quest was rewarded by the discovery of the Vulture Mine, where over \$30 million in gold has been dug from the ground. Throughout the foothills surrounding Wickenburg are relics of other mines that stand as a tribute to the **pioneer miner and prospector**. The mining lore of the region, past and present, adds much to the charm of the area.

Ranchers and farmers who built homes along the fertile plain of the Hassayampa River accompanied the miners. Many of the resourceful and



committed settlers came from Sonora, Mexico, giving this area the distinction of being the northern edge of the Hispanic ranching frontier. Together with Henry Wickenburg and the miners, they helped found the young community of Wickenburg in 1863.

The infant town went through many trials and tribulations in those first decades, surviving Indian wars, mine closures, desperadoes, drought, and a disastrous flood in 1890 when the Walnut Creek Dam burst, killing nearly 70. Through it all, the town continued to grow. Its prosperity was issued with the coming of the railroad in 1895. The historic depot still stands today as the Wickenburg Chamber of Commerce and Visitor's Center.

Along the town's main historic district, early businesses built beautiful structures that still grace Wickenburg's downtown area. The abundant clean air and wide-open spaces attracted a whole new and exciting aspect of the Wickenburg neighborhood. **Guest ranches** offered a unique western experience to tourists who fell in love with the West. The Bar FX Ranch became the first true guest ranch in 1923, followed by the Remudas, Kay El Bar, Rancho de los Caballeros, and Flying E ranches, just to mention a few. The construction of the Phoenix to California highway (Highway 60) brought even more tourists, making Wickenburg the Dude Ranch Capital of the World. Today, some of these ranches still offer their unique brand of Western hospitality and are among the reasons True West Magazine recognized Wickenburg among the 10 best Western towns in the world.

The Hassayampa community became a vital contributor to America's patriotic war effort during World War II when the US Army trained thousands of men to fly gliders at a newly constructed airfield west of Wickenburg. After the War, **modern pioneers and home builders** developed Wickenburg into a



splendid American community. Wickenburg of today is a modern town with over 600 businesses providing a full range of accommodations, services, shopping, conveniences, specialty shops and galleries for gifts of western distinction.

SOURCE: Town of Wickenburg

Town of Wickenburg Information

Business Information

Business	Phone Number
Wickenburg Chamber of Commerce	928-684-5479
Out Wickenburg Way	928-684-0977

Elevation

Location	Elevation
Wickenburg	2,100 Feet
Airport	2,386 Feet

Events

Event Organization	Phone Number
Wickenburg Chamber of Commerce	928-684-5479
Out Wickenburg Way	

Hospital

Hospital	Phone Number
Wickenburg Community Hospital	928-684-5421

Location Information

Location Data	Data
Latitude	33 Degrees, 58.4 Minutes North
Longitude	112 Degrees, 47.91 Minutes West
Distance to Phoenix	58 Miles
Distance to Tucson	169 Miles
Highways	US 60 and 93
Our Counties	Maricopa County and Yavapai County

Newspaper

Newspaper	Phone Number
Wickenburg Sun (Weekly)	928-684-5454

Performing Arts

Art Center	Phone Number
Del E. Webb Center	928-684-6624

Population

Census	Population
2000 Census	5,082 in town
2005 Census	6,077 in town
2010 Census	6,363 in town
2016 Maricopa Association of Governments' (MAG)	7,004 in town

Schools

School	Phone Number
<u>Wickenburg School District</u>	928-668-5350
<u>Wickenburg High School</u>	928-684-6600
<u>Vulture Peak Middle School</u>	928-684-6700
<u>Hassayampa Elementary School</u>	928-684-6750
<u>Wickenburg Christian Academy</u> - Preschool to 12th	928-684-5916

Employer	Full Time Employees	Part-Time Employees
<u>The Meadows</u>	236	51
<u>Wickenburg Community Hospital</u>	200	60
<u>Rosewood Treatment Center</u>	160	None
<u>Wickenburg School District</u>	136	56
<u>Remuda Ranch</u>	102	56
<u>Rancho de los Caballeros</u>	100	None
<u>Town of Wickenburg</u>	87	11
<u>Safeway</u>	85	None
<u>Bashas'</u>	60	None

Month	Average Daily Minimum	Temperature Daily Maximum	Average Total Precipitation (Inches)
January	31.2	64.5	1.16
February	34.3	67.9	1.22
March	38.4	73.3	1.04
April	43.	81.5	0.49
May	50.4	90.6	0.17
June	58.7	100.2	0.13
July	69.6	103.6	1.29
August	68.7	101.1	1.90
September	60.5	96.2	1.12
October	48.5	85.7	0.65
November	37.7	73.7	0.75
December	31.5	65.4	1.18
Yearly Average	47.7	83.6	11.11

SOURCE: Town of Wickenburg

Demographic Profile: 2010

Wickenburg town

Subject	Number	Percent	Subject	Number	Percent
Total Population	6,363	100.0	HISPANIC OR LATINO ORIGIN AND RACE		
SEX AND AGE			Total Population	6,363	100.0
Male.....	3,027	47.6	Hispanic or Latino (of any race).....	854	13.4
Female.....	3,336	52.4	Mexican.....	786	12.4
Under 5 Years.....	283	4.4	Puerto Rican.....	3	0.0
5 to 9 Years.....	286	4.5	Cuban.....	1	0.0
10 to 14 Years.....	337	5.3	Other Hispanic or Latino [4].....	64	1.0
15 to 19 Years.....	364	5.7	Not Hispanic or Latino.....	5,509	86.6
20 to 24 Years.....	321	5.0	White alone.....	5,324	83.7
25 to 34 Years.....	458	7.2			
35 to 44 Years.....	525	8.3	RELATIONSHIP		
45 to 54 Years.....	805	12.7	Total Population	6,363	100.0
55 to 59 Years.....	424	6.7	In Households.....	6,174	97.0
60 to 64 Years.....	562	8.8	Householder.....	2,909	45.7
65 to 74 Years.....	1,054	16.6	Spouse [5].....	1,412	22.2
75 to 84 Years.....	683	10.7	Child.....	1,257	19.8
85 Years and over.....	261	4.1	Own child under 18 years.....	960	15.1
Median Age (years).....	52.7	(X)	Other relatives.....	279	4.4
18 Years and over.....	5,239	82.3	Under 18 years.....	118	1.9
Male.....	2,489	39.1	Nonrelatives.....	317	5.0
Female.....	2,750	43.2	Unmarried partner.....	168	2.6
21 Years and over.....	5,021	78.9	In group quarters.....	189	3.0
62 Years and over.....	2,364	37.2	Institutionalized population.....	186	2.9
65 Years and over.....	1,998	31.4	Noninstitutionalized population.....	3	0.0
Male.....	952	15.0			
Female.....	1,046	16.4	HOUSEHOLD BY TYPE		
RACE			Total households	2,909	100.0
One race.....	6,267	98.5	Family households (families) [6].....	1,749	60.1
White.....	5,756	90.5	With own children under 18 years.....	512	17.6
Black or African American.....	15	0.2	Husband-wife family.....	1,412	48.5
American Indian and Alaska Native.....	88	1.4	With own children under 18 years.....	319	11.0
Asian.....	35	0.6	Female householder, no husband present.....	234	8.0
Asian Indian.....	4	0.1	With own children under 18 years.....	128	4.4
Chinese.....	4	0.1	Nonfamily households [6].....	1,160	39.9
Filipino.....	6	0.1	Householder living alone.....	992	34.1
Japanese.....	15	0.2	Householder 65 years and over.....	587	20.2
Korean.....	1	0.0	Households with individuals under 18 years.....	580	19.9
Vietnamese.....	5	0.1	Households with individuals 65 years and over.....	1,413	48.6
Other Asian [1].....	0	0.0	Average household size.....	2.12	(X)
Native Hawaiian and Other Pacific Islander.....	2	0.0	Average family size [6].....	2.69	(X)
Native Hawaiian.....	0	0.0	HOUSING OCCUPANCY		
Guamanian or Chamorro.....	0	0.0	Total housing units	3,619	100.0
Samoa.....	0	0.0	Occupied housing units.....	2,909	80.4
Other Pacific Islander [2].....	2	0.0	Vacant housing units.....	710	19.6
Some other race.....	371	5.8	For seasonal, recreational or occasional use.....	260	7.2
Two or more races.....	96	1.5	Homeowner vacancy rate (percent) [7].....	6.1	(X)
<i>Race alone or in combination with one or more other races: [3]</i>			Rental vacancy rate (percent) [8].....	18.1	(X)
White.....	5,846	91.9	HOUSING TENURE		
Black or African American.....	36	0.6	Occupied housing units	2,909	100.0
American Indian or Alaskan Native.....	126	2.0	Owner-occupied housing units.....	2,009	69.1
Asian.....	53	0.8	Renter-occupied housing units.....	900	30.9
Native Hawaiian and Other Pacific Islander.....	7	0.1	Average household size of owner-occupied units.....	2.16	(X)
Some other race.....	403	6.3	Average household size of renter-occupied units.....	2.04	(X)

Notes:

(X) Not applicable; [1] Other Asian alone, or two or more Asian categories; [2] Other Pacific Islander alone, or two or more Native Hawaiian and Other Pacific Islander categories; [3] In combination with one or more of the other races listed. The six numbers may add to more than the total population, and the six percentages may add to more than 100 percent because individuals may report more than one race; [4] This category is composed of people whose origins are from the Dominican Republic, Spain, and Spanish-speaking Central or South American countries. It also includes general origin responses such as "Latino" or "Hispanic." [5] "Spouse" represents spouse of the householder. It does not reflect all spouses in a household. Responses of "same-sex spouse" were edited during processing to "unmarried partner." [6] "Family households" consist of a householder and one or more other people related to the householder by birth, marriage, or adoption. They do not include same-sex married couples even if the marriage was performed in a state issuing marriage certificates for same-sex couples. Same-sex couple households are included in the family households category if there is at least one additional person related to the householder by birth or adoption. Same-sex couple households with no relatives of the householder present are tabulated in nonfamily households. "Nonfamily households" consist of people living alone and households which do not have any members related to the householder. [7] The homeowner vacancy rate is the proportion of the homeowner inventory that is vacant "for sale." It is computed by dividing the total number of vacant units "for sale only" by the sum of owner-occupied units, vacant units that are "for sale only," and vacant units that have been sold but not yet occupied; and then multiplying by 100. [8] The rental vacancy rate is the proportion of the rental inventory that is vacant "for rent." It is computed by dividing the total number of vacant units "for rent" by the sum of the renter-occupied units, vacant units that are "for rent," and vacant units that have been rented but not yet occupied; and then multiplying by 100.

SOURCE: U.S. Census Bureau, 2010 Decennial Census

PREPARED BY: Maricopa Association of Governments www.magcensus.com

Maricopa Association of Governments
Summary Projections of Population, Housing, and Employment
July 1, 2010 and Projections July 1, 2020 to July 1, 2040

Wickenburg				
Year	2010	2020	2030	2040
Total Population	7,983	10,651	16,215	27,685
Population in Households	7,773	10,376	15,802	27,173
Population in Group Quarters	210	275	413	512
Housing Units	4,408	5,481	8,371	13,584
Occupied Housing Units	3,444	4,666	7,170	12,358
Vacant Housing Units	964	815	1,201	1,226
Occupancy Rate	0.78	0.85	0.86	0.86
Persons per Occupied Unit	2.26	2.22	2.20	2.20
Average Annual Change in Housing Units		107	289	521
Average Annual Housing Unit Growth Rate (%)		2.2%	4.3%	5.0%
Total Employment	3,504	5,254	7,325	10,315
Employment by Sector:				
Retail	1,434	2,231	2,957	4,321
Office	659	896	1,039	1,202
Industrial	253	483	670	1,170
Public	237	307	616	1,014
Other*	921	1,337	2,043	2,608
Average Annual Change in Employment		175	207	299
Average Annual Employment Growth Rate (%)		4.1%	3.4%	3.5%
Job/Housing Balance	1.02	1.13	1.02	0.83
Jobs per 100 Persons	44	49	45	37

* Other Employment includes work-at-home, non-site based, and construction employment. Because non-site based and construction employment follow development, employment projections may show declines in future years.

Note: These projections include only the Maricopa County portions for Apache Junction, Peoria, Queen Creek, Wickenburg, and the Gila River Indian Community.

Source: Maricopa Association of Governments (MAG) Socioeconomic Projections of Population, Housing and Employment by Municipal Planning Area (MPA) and Regional Analysis Zone (RAZ), May 2013

For explanation of variables and complete notation on this series, please refer to the Notes and Caveats in Appendix A.

History of Congress, Arizona

On March 25, 1884 Dennis May discovered the gold mine responsible for the boom in Congress. The mine was worked and then sold in 1887 and again in 1894 when the flourishing period began. Congress was a growing mining town that employed more than 400 men during its heyday. Santa Fe, Prescott, and Phoenix Railroads passed three miles from town in 1893. In 1899 Congress Consolidated Railroad was finished between the mine and Congress. The functional stop became known as Congress Junction and gave this little community life outside of the mine.

There were two sections in town: Mill Town and Lower Town. Mill Town was close to the mines and included company offices, one hospital, and living quarters. Lower Town was located to the south and incorporated shopping areas such as restaurants, a mercantile, saloon, two churches, a post office, and one school. Many structures are still seen today including the old cemetery.

SOURCE: Bobby Zlatervski

Town of Congress Information

Congress is a census-designated place in Yavapai County, Arizona. Once a gold mining ghost town, Congress now serves as a retirement and bedroom community for nearby Wickenburg.

Demographics

Population in 2010	1,975
Males	912 (46.2%)
Females	1,063 (53.8%)
Median resident age	66.3 years
AZ median age	36.8 years
Median household Income	
Congress	\$35,391
Arizona	\$48,510
Median house/condo	
Congress	\$112,525
Arizona	\$166,000
Median gross rent	\$584
Race	
White alone	1,692 (86.7%)
Hispanic	226 (11.4%)
Two or more races	28 (1.4%)
American Indian alone	13 (.7%)
Black alone	9 (.6%)

Asian alone	6 (.3%)
Native Hawaiian and Other Pacific Islander	3 (.2%)

Most common industries

Transportation and Warehousing	(29%)
Agriculture	(15%)
Accommodation and Food Services	(15%)
Professional	(14%)
Retail	(13%)
Finance/insurance	(12%)

SOURCE: City Data

History of Salome, Arizona

The town of Salome is in the beautiful McMullen Valley, between the Harquahala and Harcuvar Mountain Ranges on Hwy 60 between Wickenburg and Quartzsite. Established in 1904 by American humorist Dick Wick Hall and others, Salome soon became the home of the Salome Sun, a newsletter containing tall tales and humorous prose.

Demographics

Population in 2010	1,530	Education	(10%)
Males	844 (55.2%)	SOURCE:	City Data
Females	686 (44.8%)		
Median resident age	60.4 years		
AZ median age	36.8 years		
Median household Income			
Salome	\$34, 936		
Arizona	\$48,510		
Median house/condo			
Salome	\$88,781		
Arizona	\$166,000		
Median gross rent	\$581		
Race			
White alone	1,266 (82%)		
Hispanic	241 (16.8%)		
Two or more races	16 (1%)		
American Indian alone	4 (.3%)		
Black alone	6 (.3%)		
Asian alone	6 (.4%)		
Native Hawaiian and Other Pacific Islander	3 (.2%)		
Most common industries			
Transportation and Warehousing	(3%)		
Agriculture	(41%)		
Accommodation and Food Services	(26%)		
Professional	(4%)		
Retail	(10%)		

Market Overview



Market Overview

Situational Assessment

Market Overview – Service Area



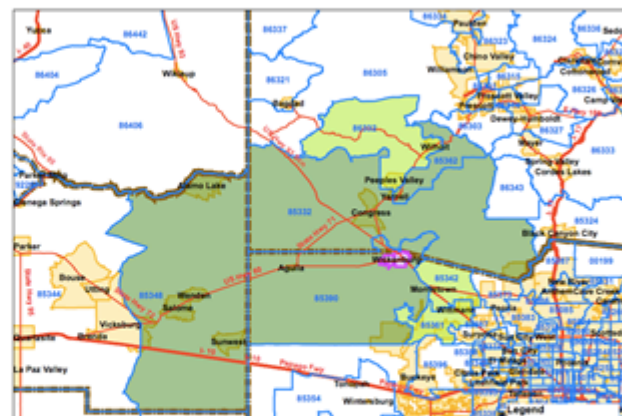
- The Hospital serves a large geographic region between Surprise, Arizona and the Prescott Valley, including Highway 93 - a major thoroughfare to Las Vegas, Nevada

Primary Service Area

Wickenburg	85590
Congress	85552
Yarnell	85562
Salome	85540

Secondary Service Area

Kirkland	85590
Momola	85552
Wickenburg	85562



- Dark green = primary service area
- Light green = secondary service area

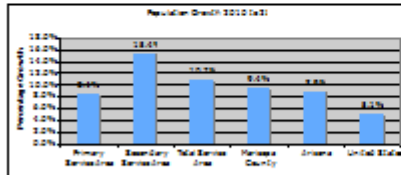


SOURCE: ESI Corporation

Market Overview – Population Projections



	2010	2015	% Change
Primary Service Area	17,325	19,791	8.4%
Secondary Service Area	9,446	9,745	15.4%
Total Service Area	25,791	29,536	10.7%
Maricopa County	3,852,700	4,217,000	9.4%
Arizona	6,407,100	6,977,000	8.9%
United States	210,076,000	225,692,000	5.1%



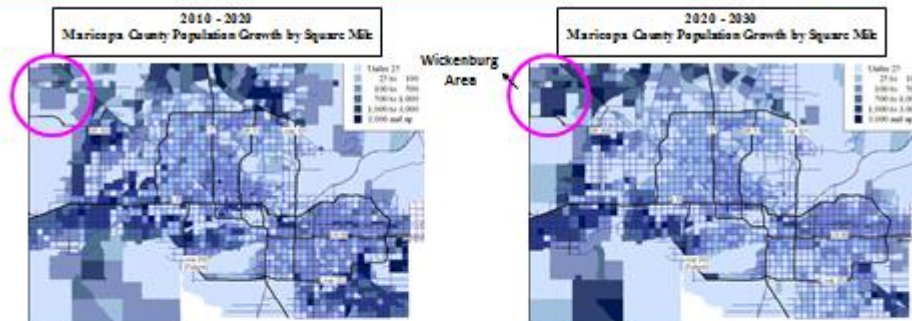
- The service area population is expected to grow 11% between 2010 and 2015, which is slightly higher than that anticipated for Maricopa County and the state
- Compared to the United States, the growth rate is more than double
- The primary service area represents two-thirds of the population served by WCH
- The Town of Wickenburg is the largest population zone with over 8,000 people
- Between October and April, the Town's population nearly doubles with seasonal residents



SOURCES: ESI Corporation, U.S. Department of Commerce, AZ Department of Economic Security

3

Market Overview – Population Growth by Decade



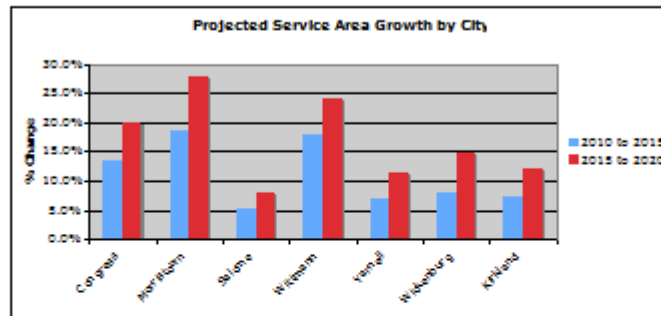
- Population growth is expected to be on the extreme edges of Maricopa County over the next two decades
- Wickenburg is situated in the far northwest corner of the County and will be a recipient of this expected growth
- The Town is actively pursuing commercial development
 - Two companies are currently evaluating Wickenburg for relocation
 - Wickenburg Ranch will develop 3,129 housing units over 20 years



SOURCE: Elliott D. Pollack & Co.

4

Market Overview – Projected Service Area Growth



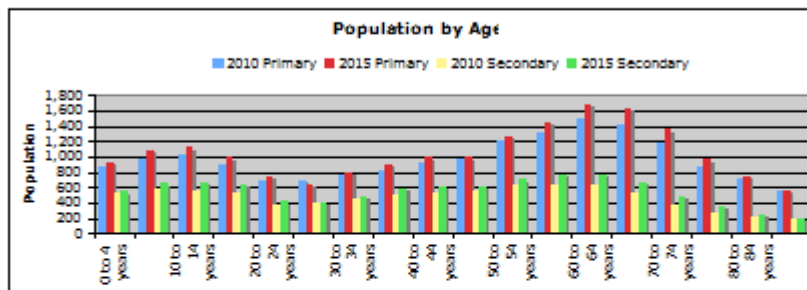
- Significant growth is projected for WCH's service area by 2020
- The highest percentage growth is projected for Morristown and Wittman, which are between 10 and 20 miles south and east of the Hospital on U.S. 60 - *Opportunities?*
- The largest population increase in terms of real numbers, however, between 2010 and 2020 is projected for the Town of Wickenburg (2,627) followed by Wittman (2,348) and Congress (1,058)
 - 3,129 new homes are planned near the golf course at the intersection of U.S. 93 and 89 to accommodate this growth



SOURCE: ESI Corporation

5

Market Overview – Population by Age



- All age groups are expected to grow in the service area between 2010 and 2015 with the exception of those who are 25 to 29 years of age
- Double digit growth is expected for children and teens in the primary service area along with the older age groups (55 and older)
 - *These two age cohorts will drive the future need for healthcare services at WCH*
- High growth is expected for nearly every age bracket in the secondary service area



SOURCE: ESI Corporation

6

Market Overview – Area Competitors



Hospital Name	Location	Distance (miles)	Available Beds	Admissions	ALOS	% Occupancy	EM Visits	Net Patient Revenue (millions)	Ownership	System Affiliation
Wickenburg Community Hospital	Wickenburg	N/A	19	564	4.36	35.0%	5,219	\$15.1M	Not-for-profit	None
Banner Del E. Webb Medical Center	Sun City West	31 miles	375	19,783	4.21	61.2%	54,529	\$257.9M	Not-for-profit	Banner Health, Phoenix, AZ
Banner Sawmill Medical Center	Sun City	38 miles	418	22,860	4.18	61.8%	42,519	\$319.8M	Not-for-profit	Banner Health, Phoenix, AZ
Arrowhead Community Hospital	Glendale	42 miles	217	12,516	5.54	56.0%	45,121	\$167.2M	For-profit	Tenet Healthcare Corporation, Dallas, TX
Banner Thunderbird Medical Center	Glendale	44 miles	480	32,792	4.05	75.4%	78,501	\$445.8M	Not-for-profit	Banner Health, Phoenix, AZ
West Valley Hospital	Goodyear	45 miles	184	10,724	5.19	57.2%	34,555	\$129.6M	For-profit	Tenet Healthcare Corporation, Dallas, TX
Mayfield Hospital Medical Center	Phoenix	48 miles	118	6,001	5.55	46.7%	30,516	\$87.1M	For-profit	Tenet Healthcare Corporation, Dallas, TX

- The closest hospital is 31 miles South and East of Wickenburg - roughly a 40-minute drive
- WCH is the closest healthcare facility for the residents of Congress, Bagdad and Salome
- John C. Lincoln Health Network recently opened the Sonoran Health and Emergency Center at the I-17 and the Carefree Highway - approximately 40 miles away
 - It includes a Freestanding Emergency Room, Diagnostic Center and Medical Offices
 - The long-term plan is to build a 120-bed hospital



SOURCE: Uniform Accounting Report, 2012

7

Market Overview – Area Competitors



- Recent merger/affiliation activity
 - Abrazo Health Care, part of Vanguard Health Systems, became part of Tenet Healthcare on 10/1
 - Tenet Healthcare is now paired up with Dignity Health in the Arizona Care Network ACO which includes the University of Arizona Cancer Center
 - Tenet has plans to grow aggressively through national employer contracts and insurance narrow network products
 - John C. Lincoln Health Network and Scottsdale Healthcare finalized their affiliation agreement on 10/1
 - The new entity is Scottsdale Lincoln Health Network
 - It will focus on ambulatory care development, care management and insurance products - their goal is to stave off competition from Banner Health and to own northern Maricopa County
 - Arizona Integrated Physicians, Banner Health's ACO partner, was purchased by DaVita Healthcare Partners in mid-September
 - AIP/DaVita has plans to develop a statewide physician network



8

Market Overview – WCH Market Share



- WCH's market share in 2010 was 19.7%
- The addition of the primary care clinics sparked market share growth of 3 to 4 points between 2007 and 2010
- Focused efforts on redirecting outmigration will be necessary to strengthen the Hospital's financial position - some existing WCH initiatives in this regard include:
 - Expansion of Primary Care Services
 - Telemedicine Development
 - Addition of Surgical Services
 - Focused marketing
- It is highly recommended that WCH seriously consider strategic alliances to protect and grow market share



SOURCES: ESI Corporation and AZ Department of Health Services

9

Market Overview – Health Insurance Exchanges



- Eleven insurance companies are offering individual health insurance plans through Arizona Health Insurance Exchange. The carriers include:
 - Aetna
 - Blue CrossBlue Shield of Arizona, Inc.
 - Cigna Health and Life Insurance Company
 - CoventryOne
 - HealthChoice Insurance Co
 - Health Net Life Insurance Company
 - Health Net of Arizona
 - Humana Health Plan, Inc
 - Meritus Health Partners
 - Meritus Mutual Health Partners
 - University of Arizona Health Plans - University Healthcare Marketplace
- These insurance companies will be offering 98 different plans throughout the state.

SOURCE: Zanebenefits.com

10

Market Overview – Physician Needs Analysis



Physician Need

- There is currently a need for 19 additional physicians in the Hospital's service area, including 5.78 in primary care:
 - 1.14 Family Practitioner
 - 2.77 Internal Medicine
 - 1.67 Pediatricians
- Select specialties that could support one or more physician FTEs are:

– Cardiology	1.33
– General Surgery	1.65
– OB/GYN	2.11
– Orthopedics	1.29
– Ophthalmology	1.21

WCH Response

- WCH hired a part-timer Pediatrician to join the Clinic in 9/2012
- WCH will hire a General Surgeon, an Orthopedic Surgeon and possibly a Gastroenterologist to staff the procedural center
- Hiring physicians is expensive
 - Hiring vs. Partnering?
 - What is the future of the specialty clinic?



SOURCE: Physician to population ratios were taken from The Hospital Executives Guide for Physician Staffing

11

Wickenburg Community Hospital at a Glance



Wickenburg Community Hospital is a non-profit organization owned and operated by its citizens. Established in 1926 and like the tenacious Western spirit that built Wickenburg, our Community Hospital and Clinics are committed to quality health and wellness services where the patient, family, and community come first. We promise to:

- Serve all patients
- Offer discounted fees for patients who qualify
- Not deny services based on a person's race, color, sex, national origin, disability, religion, or sexual orientation
- Accept contracted insurance plans, including Medicare and AHCCCS

Wickenburg Community Hospital is federally designated as a Critical Access Hospital and state designated as a Level IV Trauma Center supporting the needs of residents and surrounding rural communities within approximately 3,300 square miles. Our campus includes Specialized Emergency Medicine, Advanced Life Saving Technology, Critical Cardiac Care, Mayo Clinic Telestroke Partner, Community Clinics, Surgical and Diagnostic Services, Licensed 19 Bed Acute Care Unit, Laboratory, Medical Imaging, Cardiopulmonary, Pharmacy, Rehabilitation Center, Infusion Center, Wound Care Center, Surgical Center, Internal Medicine, Family Medicine, Sports Medicine, Allergy Program, Interventional Pain Management Program, Venous Insufficiency Program, and Visiting Specialty Physicians.



Mission, Vision, and Values

Our mission is to provide quality health and wellness services where the patient, family, and community come first.

Our vision is to be the world class health and wellness leader for all communities served.

Our values

Commitment: To fulfill the health and wellness needs of our communities.

Integrity: Honesty, sincerity, and truthfulness reflected in everything we do.

Empathy: We care for patients and family with sensitivity and compassion.

Accountability: We make practical and prudent decisions insuring our future viability.

Excellence: We measure our performance by world class standards.

Creativity: We apply our unique talents and ideas to better serve our communities.

Teamwork: We foster effective partnerships and alliances.

Affordability: We will offer programs and services at the most reasonable cost allowed.

Process/Methodology

Development of the CHNA survey process began by forming the 2019 Project Team in November 2018. The Team decided to remove 12 repetitive questions from the original 2016 and 2013 surveys. It was agreed the remaining 38 questions upheld value and diverse standards into issues most likely relevant to the regional population. Also, in agreement amongst the Team, was to evaluate 2019 data together with 2016 and 2013 data. This would facilitate a comprehensive overview to aid in prioritization of needs and strategies to address them.

The survey was created in both English and in Spanish. Wickenburg Community Hospital and each community partner distributed and collected the survey digitally, online and/or by paper to their clients, employees, families, and other community members throughout the region. Also, Wickenburg Community Hospital published display ads in the town newspaper to garner additional survey participation. In all cases and by all methods of distribution, respondents remained anonymous.

Surveys data was collected both online through Survey Monkey and by paper. Paper surveys were entered manually into Survey Monkey to organize the information.

The Team met on several occasions to review, discuss, and analyze survey results. Following, the Team outlined areas of prioritization and developed strategies to address them. The proposed CHNA Strategic Plan may be found at the end of this report.

Survey Data

1. Where do you live?				
Answer Options	Response Percent	Response Count 2019	2016	2013
Aguila	.5%	1	3	3
Bagdad	.5%	1	0	2
Circle City	2%	4	1	0
Congress	1.5%	3	22	19
Morristown	1.5%	3	11	5
Peeples Valley	0%	0	2	0
Salome	26.5%	53	7	12
Wenden	1%	2	1	2
Wickenburg	62.5%	125	144	96
Wittman	4%	8	5	3
Yarnell	0%	0	2	0
<i>answered question</i>		207	198	144
<i>skipped question</i>		8	9	4

2. How do you learn about health services available in your local area?				
Answer Options	Response Percent	Response Count 2019	2016	2013
Word of mouth	71.70%	146	89	88
Website/Internet	19.70%	74	20	21
Social Media	18.20%	36	1	3
Health Care Provider	39.90%	79	47	50
News Paper	28.30%	56	25	53
Mailings	8.08%	16	0	16
Public Health	1.52%	3	2	0
Radio	2.53%	5	0	4
Presentations	9.09%	18	2	9
Other (please specify)		3	18	11
<i>answered question</i>		198	186	132
<i>skipped question</i>		17	21	16

3. Do you have a regular doctor or healthcare provider, in general, in the last 12 months?				
Answer Options	Response Percent	Response Count 2019	2016	2013
Yes	81.10%	163	174	128

No	18.90%	38	26	12
<i>answered question</i>		201	200	140
<i>skipped question</i>		14	7	8

4. How satisfied are you with the health care you have received, in general, in the last 12 months?

Answer Options	Response Percent	Response Count 2019	2016	2013
Very Satisfied	38.00%	76	82	47
Satisfied	32.00%	64	70	61
Somewhat Satisfied	13.00%	26	27	15
Not Satisfied	2.00%	4	7	7
Very Disappointed	3.50%	7	2	1
N/A	11.50%	23	12	8
<i>answered question</i>		200	200	139
<i>skipped question</i>		15	7	9

5. Which of the following services have you or a member of your family used in the past 12 months? Check all that apply.

Answer Options	Response Percent	Response Count 2019	2016	2013
Well Baby or Well Child Check UP	6.28%	12	18	13
Cholesterol Check	40.31%	77	89	75
Colonoscopy	13.61%	26	26	17
Flu Shot	53.40%	102	105	92
Pneumonia Shot	10.47%	20	36	7
Tdap Shot	1.57%	3	7	8
Mammography		68	63	59
Pap Smear	9.42%	18	29	24
Routine Blood Pressure Check	51.83%	99	104	74
Routine Blood Sugar Check	37.70%	72	63	51
Routine/Annual Health Check Up	51.31%	98	103	65
Routine Dental Care	41.36%	79	76	70
Vaccinations	7.85%	15	28	22
Taken a Matter of Balance Class	1.05%	2	1	0
Taken a Chronic Disease Self-Management Class	1.05%	2	1	0
Prostate (PSA) Check	15.71%	30	29	24
None	10.47%	20	14	11
<i>answered question</i>		191	194	133
<i>skipped question</i>		24	13	15

6. In the past 12 months, have you or a member of your family received care in a hospital? (i.e., hospitalized overnight, emergency room, day surgery, obstetrical care, rehabilitation, radiology, labs, etc...)

Answer Options	Response Percent	Response Count 2019	2016	2013
Yes	64.17%	120	117	70
No	35.83%	67	76	63
<i>answered question</i>		187	193	133
<i>skipped question</i>		28	14	15

7. Thinking about the hospital you use or would use most frequently, what are the 3 most important reasons for selecting that hospital?

Answer Options	Response Percent	Response Count 2019	2016	2013
Cost of care	20.74%	39	50	32
Close to home	68.09%	128	124	73
Closest to work	7.45%	14	14	8
Hospital's reputation for quality	65.43%	123	104	70
Prior experience with hospital	41.49%	78	71	46
Recommendation by family/friends	20.21%	38	32	29
Referred by healthcare provider	35.64%	67	63	56
Required by insurance plan	20.21%	38	47	27
VA/Military requirement	3.19%	6	3	3
Other (please specify)		5	2	0
<i>answered question</i>		188	192	133
<i>skipped question</i>		27	15	15

8. If you or a member of your family needed to be hospitalized in the future, where would that hospital be located?

Answer Options	Response Percent	Response Count 2019	2016	2013
Wickenburg	51.87%	97	103	56
Phoenix	21.93%	41	56	49
Prescott	1.60%	3	1	1
Other Hospital in Arizona	12.83%	24	10	10
VA	53.00%	1	1	1
Hospital Outside of the United States	0.00%	0	1	0

Other (please specify)	49	26	27
<i>answered question</i>	187	172	117
<i>skipped question</i>	28	35	31

9. In the past 12 months, have you gone to a hospital emergency room to get medical care for yourself or a member of your family?

Answer Options	Response Percent	Response Count 2019	2016	2013
Yes	47.06%	88	78	52
No	52.94%	99	112	80
Do not recall	0.00%	0	1	1
<i>answered question</i>		187	191	133
<i>skipped question</i>		28	16	15

10. Why did you go to the emergency room?

Answer Options	Response Percent	Response Count 2019	2016	2013
Serious illness or injury	60.42%	58	62	38
I do not have a regular health provider	2.08%	2	2	2
Could not get an appointment soon enough with my regular healthcare provider	9.38%	9	5	3
Could not get to my regular healthcare provider when office was open	4.17%	4	2	3
Directed to go there by the healthcare provider	8.33%	8	8	5
Did not know where else to go	4.17%	4	3	2
Other (please specify)		16	20	13
<i>answered question</i>		96	82	46
<i>skipped question</i>		119	125	102

11. In the last 12 months, how many times did you go to a hospital emergency room?

Answer Options	Response Percent	Response Count 2019	2016	2013
None	60.50%	112		88
1 time	23.20%	43		35
2-3 times	13.00%	24		7
4 or more times	3.20%	6		2

<i>answered question</i>	185	132
<i>skipped question</i>	22	16

12. Do you have medical insurance for yourself and/or your family?

Answer Options	Response Percent	Response Count 2019	2016	2013
Yes, for everyone in my household	52.13%	98	105	65
Yes, only for myself	21.28%	40	45	33
Yes, only for my spouse (significant other)	0.53%	1	2	4
Yes, for myself and my spouse (significant other)	20.74%	39	33	26
No	4.26%	8	3	1
Other (please specify)		2	4	3
<i>answered question</i>		188	188	132
<i>skipped question</i>		27	19	16

13. How do you pay for prescription medications?

Answer Options	Response Percent	Response Count 2019	2016	2013
I have insurance that covers all or part of prescription medications	64.52%	120	154	115
I have insurance that covers part of prescription medications. I purchase medications in another country to reduce costs.	18.28%	34	11	4
I don't have insurance. I take prescription medications less often.	0.54%	1	1	0
I don't have insurance. I do not fill prescriptions I am given.	5.91%	11	1	9
I don't have insurance. I pay for prescription medications myself.	5.91%	11	8	9
I don't have insurance. I purchase medications in another country to reduce costs.	1.08%	2	1	0
I can't afford the costs. I don't take prescription medications.	1.08%	2	1	0
Not applicable. I am not taking any prescription medications	5.91%	11	11	8
Other (please specify)		8	4	3
<i>answered question</i>		186	188	132
<i>skipped question</i>		29	19	16

14. Have you seen a dentist in the last 12 months?

Answer Options	Response Percent	Response Count 2019	2016	2013
Yes	70.11%	129	126	99
No	29.89%	55	63	33
Not sure	0.00%	0	1	1
<i>answered question</i>		184	190	133
<i>skipped question</i>		31	17	15

15. How would you rate your overall health?

Answer Options	Response Percent	Response Count 2019	2016	2013
Very good	18.58%	34	49	35
Good	62.84%	115	95	73
Fair	16.39%	30	39	19
Poor	2.19%	4	4	4
Very Poor	0.00%	0	2	0
<i>answered question</i>		183	189	131
<i>skipped question</i>		32	18	17

16. Do you have any of the following diseases or health problems? Check all that apply.

Answer Options	Response Percent	Response Count 2019	2016	2013
None	21.14%	37	57	38
Arthritis, Rheumatism	26.86%	47	47	35
Back or Neck Pain	33.14%	58	54	40
Bone or Joint Injury	18.29%	32	16	19
Cancer	4.00%	7	6	9
Mental Illness	2.86%	5	3	3
Diabetes	16.00%	28	17	12
Heart Disease	12.57%	22	16	9
Hypertension or High Blood Pressure	44.00%	77	54	35
Lung or Breathing Challenges (Asthma, COPD)	15.43%	27	16	16
Walking, Mobility Problems	9.14%	16	14	13
Stroke	1.71%	3	3	4
Alzheimer's Disease	0.57%	1	0	0

Other (please specify)	20	16	3
<i>answered question</i>	175	171	125
<i>skipped question</i>	40	36	23

17. Describe your current level of physical activity or exercise.

Answer Options	Response Percent	Response Count 2019	2016	2013
I do vigorous activity that causes heavy sweating or a large increase in heart rate.	10.93%	20	19	22
I do moderate activity that causes light sweating or a slight increase in heart rate.	55.74%	102	95	72
I do light activity that does not cause sweating or an increase in heart rate.	28.42%	52	62	32
I don't do any physical activity.	4.92%	9	11	6
<i>answered question</i>		183	187	132
<i>skipped question</i>		32	20	16

18. Tell us how you feel about your weight.

Answer Options	Response Percent	Response Count 2019	2016	2013
I believe my weight is just right.	25.54%	47	59	40
I believe I am underweight.	3.26%	6	2	4
I believe I am overweight.	54.89%	101	102	70
I believe I am obese.	15.22%	28	18	12
I believe I am very obese.	1.09%	2	7	2
I don't know.	0.00%	0	0	1
<i>answered question</i>		184	188	129
<i>skipped question</i>		31	19	19

19. How many times per week do you or member of your family eat fast food or food from a convenience store?

Answer Options	Response Percent	Response Count 2019	2016	2013
Never	37.14%	65	70	46
1-2 times per week	56.57%	99	101	75
3-5 times per week	5.14%	9	10	6
6-10 times per week	1.14%	2	4	0
More than 10 times per week	0.00%	0	0	0

<i>answered question</i>	175	185	127
<i>skipped question</i>	40	22	21

20. Do you currently smoke or use smokeless tobacco?

Answer Options	Response Percent	Response Count 2019	2016	2013
Yes	8.38%	15	24	14
No	91.62%	164	164	16
<i>answered question</i>		179	188	130
<i>skipped question</i>		36	19	18

21. For how long have you smoked or used smokeless tobacco?

Answer Options	Response Percent	Response Count 2019	2016	2013
Less than 1 year	10.53%	2	1	0
1-5 years	10.53%	2	3	2
6-10 years	5.26%	1	6	3
More than 10 years	73.68%	14	23	13
<i>answered question</i>		19	33	91
<i>skipped question</i>		196	174	57

22. Would you like to quit?

Answer Options	Response Percent	Response Count 2019	2016	2013
Yes	31.58%	6	13	6
No	31.58%	6	7	0
Maybe	36.84%	7	6	67
<i>answered question</i>		19	26	80
<i>skipped question</i>		196	181	68

23. If you would like to quit, do you now where to go for help if you needed it?

Answer Options	Response Percent	Response Count 2019	2016	2013
Yes	62.96%	17	16	26
No	7.41%	2	3	5
I don't know	3.70%	1	4	7
Other (please specify)		8	4	3
<i>answered question</i>		27	23	38
<i>skipped question</i>		188	184	110

24. Do you have any children (yours or in your care, such as a grandchild) under 3 years of age?

Answer Options	Response Percent	Response Count 2019	2016	2013
Yes	8.47%	15	15	13
No	91.53%	164	166	115
<i>answered question</i>		177	181	128
<i>skipped question</i>		38	26	20

25. Are the children's immunizations all current?

Answer Options	Response Percent	Response Count 2019	2016	2013
Yes	74.36%	29	47	32
No	7.69%	3	6	5
Not sure	17.95%	7	4	5
<i>answered question</i>		39	57	42
<i>skipped question</i>		176	150	106

26. Please tell us why these children have not been immunized? Check all that apply.

Answer Options	Response Percent	Response Count 2019	2016	2013
I can't afford it	28.57%	2	1	0
Medical reasons	14.29%	1	0	0
Religious reasons	14.29%	1	0	0
I can't get a convenient appointment	28.57%	2	0	0
Personal reasons	28.57%	2	0	2
I don't believe in immunizations	14.29%	1	0	0
I believe immunizations cause other medical problems	28.57%	2	0	1
I was not aware immunizations were recommended	14.29%	1	0	0
Other (please specify)		2	7	7
<i>answered question</i>		7	1	3
<i>skipped question</i>		208	206	145

27. In the last 12 months, which community health resources have you used and where have you gone to get medical care for yourself or your family? Check all that apply.

Answer Options	Response Percent	Response Count 2019	2016	2013
Doctor's Office or Clinic	82.94%	141	175	115
Urgent Care	12.35%	21	24	11
Hospital (ER, Outpatient, Inpatient, Labor/Delivery)	53.53%	91	74	43
Dentist	55.88%	95	96	81
Pharmacy	66.47%	113	98	86
VA	5.88%	10	5	5
Public Health Department	0.59%	1	2	0
Area Agency on Aging	0.00%	0	0	0
Other (please specify)	5.29%	9	13	7
<i>answered question</i>		170	184	123
<i>skipped question</i>		45	23	25

28. What is the name or location of the place where you received medical care?

Answer Options	Response Percent	Response Count 2019	2016	2013
Wickenburg	68.86%	115	136	110
Phoenix	10.78%	18	24	47
Prescott	0.60%	1	2	7
Other Hospital in Arizona	6.59%	11	5	5
VA	2.40%	4	0	5
Hospital Outside of the United States	1.20%	2	1	1
Other (please specify)		49	38	21
<i>answered question</i>		167	168	120
<i>skipped question</i>		48	39	28

29. If you routinely seek health care outside of your community, why? Check all that apply.

Answer Options	Response Percent	Response Count 2019	2016	2013
Cost of Care	12.20%	15	19	17
Closer to Work			7	4
Quality of Equipment	17.07%	21	18	11
Quality of Staff	32.52%	40	22	28

Prior Relationship with Provider	31.71%	39	36	22
More Privacy	10.57%	13	11	14
Required by Insurance Plan	10.57%	13	19	12
VA/Military Requirement	6.50%	8	2	3
N/A-Only use Local Services	4.88%	6	25	15
Other (please specify)		37	22	24
<i>answered question</i>		123	112	83
<i>skipped question</i>		92	95	65

30. In the past 3 years have you or a member of your family seen a health care specialist (other than your primary care provider/family doctor) for healthcare?

Answer Options	Response Percent	Response Count 2019	2016	2013
Yes	86.75%	144	139	107
No	13.25%	22	38	21
<i>answered question</i>		166	177	128
<i>skipped question</i>		49	30	20

31. What type of healthcare specialist was seen? Check all that apply.

Answer Options	Response Percent	Response Count 2019	2016	2013
Allergist	8.33%	13	11	6
Cancer Doctor	8.97%	14	15	7
Cardiologist	42.95%	67	53	32
Chiropractor	12.82%	20	14	14
Dentist	46.15%	72	59	62
Dermatologist	25.64%	40	36	26
Dietician	1.92%	3	3	2
Endocrinologist	8.33%	13	14	11
ENT (Ear, Nose, Throat)	14.10%	22	18	18
Gastroenterologist	17.95%	28	32	25
General Surgeon	15.38%	24	11	8
Neurologist	10.26%	16	15	6
Mental Health Counselor	1.92%	3	5	7
Neurosurgeon	3.21%	5	6	6
Obstetrician/Gynecologist	12.82%	20	19	14
Occupational Therapist	1.28%	2	2	2
Oncologist	7.05%	11	12	6
Ophthalmologist (Eye Doctor)	27.56%	43	37	34
Orthopedic Surgeon	25.64%	40	22	16

Pediatrician	8.33%	13	9	9
Physical Therapist	28.21%	44	35	26
Psychiatrist (MD)	4.49%	7	2	5
Psychologist	0.64%	1	2	2
Pulmonologist	8.33%	13	8	4
Radiologist	16.03%	25	21	16
Rheumatologist	2.65%	4	8	3
Speech Therapist	0.64%	1	1	2
Social Worker	1.28%	6	1	0
Substance Abuse Counselor	1.28%	2	1	1
Urologist	20.51%	32	23	18
Other (please specify)		12	21	8
<i>answered question</i>		156	145	107
<i>skipped question</i>		59	62	41

32. Please tell us why you believe you were not able to get medical care. Check all that apply.

Answer Options	Response Percent	Response Count 2019	2016	2013
I was not able to pay	16.07%	9	25	19
The provider was not accepting Medicare	12.50%	7	3	0
The provider was not accepting Medicaid (AHCCCS) plans			3	0
It was too far to go-transportation problems	3.57%	2	1	2
Could not find a provider who was taking new patients	5.36%	3	3	1
The provider was not accepting my insurance	5.36%	3	7	4
Office was not open when I could go	12.50%	7	5	6
Unsure if services were available	10.71%	6	0	0
Had no one to care for my children	3.57%	2	0	0
Could not get off work	7.14%	4	2	2
Did not know where to go	5.36%	3	1	0
My insurance did not cover it	23.21%	13	12	5
Not treated with respect	8.93%	5	1	2
Too nervous or afraid	1.79%	1	2	1
Language barriers	1.79%	1	0	0
Do not like doctors	5.36%	3	4	5
Other (please specify)		19	8	8
<i>answered question</i>		56	44	31

<i>skipped question</i>	159	163	117
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33. Have you or a member of your family seen a behavioral or mental health provider in the last 12 months?

Answer Options	Response Percent	Response Count 2019	2016	2013
Yes	11.11%	18	15	10
No	85.80%	139	160	106
Wanted to but couldn't afford to pay for it.	3.09%	5	1	5
Wanted to but could not get to a provider.	0.00%	0	1	1
<i>answered question</i>		162	177	122
<i>skipped question</i>		53	30	26

34. Please tell us which 3 of the following behavioral or mental health issues are of biggest concern in your community.

Answer Options	Response Percent	Response Count 2019	2016	2013
Alcohol Abuse	43.81%	46	55	46
Suicide Prevention	13.33%	14	8	3
Depression	57.14%	60	45	26
Drug Abuse (Illegal and/or Prescription)	59.05%	62	66	58
Access to behavioral/mental healthcare providers	38.10%	40	28	19
Access to behavioral/mental healthcare facilities	25.71%	27	15	13
Lack of insurance coverage for behavioral/mental health needs	26.67%	28	24	25
Lack of insurance coverage for behavioral/mental health medicaltions	14.29%	15	9	13
Other (please specify)		6	5	5
<i>answered question</i>		105	95	79
<i>skipped question</i>		110	112	69

35. Please tell us which 5 of the following are the most serious health concerns in your community.

Answer Options	Response Percent	Response Count 2019	2016	2013
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Aging problems (i.e. hearing, vision loss, etc.)	71.25%	114	108	72
Availability of Medical Services	39.38%	63	33	30
Cancer	25.62%	41	53	29
Diabetes	29.38%	47	49	29
Domestic Violence	10.63%	17	15	15
Emergency Room Services	25.00%	40	16	17
Gun Related Injuries	1.88%	3	0	6
Elder Abuse/Neglect	8.13%	13	21	12
Heart Disease/Stroke	41.25%	66	75	50
High Blood Pressure	27.50%	44	52	38
HIV/AIDS	1.25%	2	3	0
Immunization Rates	1.88%	3	1	3
Infant Death	0.63%	1	0	1
Obesity	26.88%	43	55	42
Motor Vehicle Accidents	12.50%	20	22	14
Respiratory/Lung Disease	18.75%	30	25	21
Tobacco Use	11.25%	18	25	26
Lack of Preventative Healthcare	23.75%	38	30	16
Lack of Physical Activity/Exercise	26.88%	43	30	30
Dementia/Alzheimer's Disease	24.38%	39	37	17
Unprotected Sex-STD's	5.63%	9	7	5
Teenage Pregnancy	8.75%	14	15	15
Other (please specify)		12	10	5
<i>answered question</i>		160	155	112
<i>skipped question</i>		55	52	36

36. Please select the 3 items below that you believe are most important for a healthy community.

Answer Options	Response Percent	Response Count 2019	2016	2013
Affordable Housing	36.54%	37	80	36
Arts and Cultural Events	2.56%	4	10	5
Clean Environment	28.21%	44	38	21
Religious or Spiritual Values	25.00%	29	44	27
Good Jobs and Healthy Economy	43.59%	68	100	70
Community Involvement	23.72%	37	24	25
Good Schools	26.28%	41	54	40
Strong Family Life	30.77%	48	53	44
Healthy Behaviors and Lifestyles	30.13%	47	37	28
Low Crime, Safe Neighborhoods	42.31%	66	41	37
Low Death and Disease Rates	3.21%	5	5	1

Low Level of Domestic Violence	1.92%	3	10	9
Tolerance for Diversity	7.05%	11	12	10
Parks and Recreations	10.90%	17	13	10
Other (please specify)		1	0	0
<i>answered question</i>		156	158	111
<i>skipped question</i>		59	49	37

37. What would improve our community's access to healthcare? Check all that apply.

Answer Options	Response Percent	Response Count 2019	2016	2013
Greater Health Education Services	27.27%	42	58	38
Improved Quality of Care	44.81%	69	51	34
Interpreter Services	10.04%	17	20	15
More Primary Care Providers	56.49%	87	69	45
More Specialty Care Providers	51.30%	79	62	57
Transportation Assistance	31.17%	48	57	29
Outpatient Services Expanded Hours	39.61%	61	50	36
Telemedicine	15.58%	24	23	14
Cultural Sensitivity	5.19%	8	14	4
Other (please specify)		14	12	12
<i>answered question</i>		154	145	97
<i>skipped question</i>		61	62	51

38. What Services would you like to see offered in your community that are not currently available?

Answer Options	2019	2016	2013
	70	46	46
<i>answered question</i>	70	46	46
<i>skipped question</i>	145	161	102

Analysis

Respondents – 215 respondents participated in the 2019 assessment. Participation increased by approximate 4% over 2016. 2016 participation (207) increased 40% over 2013 (148). 2013 was the CHNA inaugural year. Of note, the relative low respondent rate, though increasing, is of concern.

Self-identified Health Status – of the 183 respondents who described their health status, 62.84% reported being in *good health*. Of concern, 18.58% of respondents reported their health status as *fair to poor*. Of the 175 respondents who identified a disease or health problem, 87.43% reported suffering from pain (bone or joint, back or neck, arthritis, or mobility), 44% reported hypertension, 12.57% reported heart disease, and 4% report cancer. Of 184 respondents, 71.2% feel overweight, obese, or very obese.

WCH provides health care services for pain and other health concerns through rehabilitation services, interventional pain management, orthopedic services, and nutrition services. Of note, regional awareness of such services is of concern.

Self-identified Barriers to Accessing Health Care – 159 respondents did not provide an answer to this question. However, of the 56 respondents who did, 23.21% (13) reported their insurance did not cover medical care, 16.07% (9) was unable to pay for medical care, and 25% (14) reported the office was not open when they could schedule an appointment, or the provider did not take Medicare.

WCH has a mission to meet the 501r guidelines and the community need through the provision of financial assistance for medically necessary “voice recorded interpretation” based on CMS guidelines and services healthcare in a fair, consistent, respectful, and objective manner to low-income patients who do not have insurance coverage or the ability to pay Co-Pays or Coinsurance or Deductibles. We do not discriminate or deny care to anyone based on inability to pay or financial circumstances.

Use of Services – of 170 respondents seeking medical care for themselves or a family member, 82.94% visited a doctor’s office or clinic, 53.53% visited a hospital (ER, outpatient, inpatient, labor/delivery), 12.35% visited an urgent care facility, and 66.47 visited a pharmacy. Of the 170 respondents, 68.86 received medical care in Wickenburg, 10.78% in Phoenix, and 6.59% to other hospitals in Arizona. 86.75% of respondents or a family member received care from a specialty provider. Of the specialty providers, 42.95% went to a cardiologist, 28.21% to a physical therapist, 27.56% to an ophthalmologist, 25.64% to an orthopedic surgeon, 25.64% to a dermatologist, 17.95% to a gastroenterologist, and 15.38% to a general surgeon.

WCH provides the above indicated health care services through programs or agreements with specialty providers.

Definition of a Healthy Community – of the 156 respondents, 43.59% reported *good jobs and a healthy economy, low crime and safe neighborhoods* (42.31%), and *strong family life* (30.77%) define a healthy community.

WCH is the largest employer in Wickenburg, employing 231 full-time employees and 49 part-time employees. Full-time employees may choose to “opt-in” to health care benefits for themselves and/or their families.

Top 5 Major Health Challenges – of 160 respondents, 71.25% reported aging problems, 41.25% heart disease/stroke, 39.38% available medical services, 29.28% diabetes, and 27.50% high blood pressure.

WCH serves a growing retirement community where additional “medical services” needs to be more clearly defined in order to assess regional health challenges.

What Would Improve Access to Health Care – of the 154 respondents, 56.49% reported a need for more primary care providers, 51.30% reported a need for more specialty care providers, and 44.81% reported a need to improve Quality of Care.

WCH administration assesses patient to provider/specialty provider ratio on an ongoing basis to meet the growing healthcare need of the region. Also, WCH has components of a Quality of Care program. However, more attention is needed to develop a program to guide further healthcare quality improvements.

Strategic Plan

Respondents - Project Team should increase its number of community partners to include other rural communities within the region. Partnerships should include but not be limited to the towns of Wittmann, Morristown, Aguila, Salome, Congress, Yarnell, and Bagdad.

Self-identified Health Status - Project Team recommends an evaluation of internal referral procedures to learn of any inefficiencies in protocols, policies and/or service knowledge. Evaluation should include but not be limited to clinic providers, referral specialist, registration personnel, and telephone operators. Also, an evaluation into community service knowledge and new patient utilization is recommended.

Self-identified Barriers to Accessing Health Care – Project Team should continue to monitor self-identified barriers to accessing health care in future CHNAs.

Use of Services – Project Team should continue to monitor use of health care services in future CHNAs.

Definition of a Healthy Community – Project Team should continue to monitor regional definition of a healthy community in future CHNAs.

Top 5 Major Health Challenges – Project Team should expand its 2022 CHNA survey to include a delineation of “medical services” to more adequately assess regional health challenges.

What Would Improve Access to Health Care – Project Team recommends further development of a robust patient and family experience program. The program should not only measure Hospital Consumer Assessment of Healthcare Providers and Systems (HCAHPS) but should also grow peer-based and measurable action plans to improve quality that should result in better overall health outcomes for the patient.