

**University Community Hospital, Inc.  
d/b/a Florida Hospital Carrollwood  
2013 Community Health Needs Assessment**

**Joe Johnson  
President & CEO**

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Community Benefit Manager**

**EXECUTIVE SUMMARY**

As the new health care dynamic continues to evolve, it becomes even more critically important for Florida Hospital Carrollwood to know and understand the communities we serve. Our 2013 Community Health Needs Assessment is timely and enables the hospital to exhibit its mission, “extending the healing ministry of Christ” in more direct ways, working with the community to ensure they are receiving hope and healing with dignity.

Florida Hospital Carrollwood (FHCW)), a hospital division of University Community Hospital, Inc., is a member of Adventist Health System. FHCW is part of a network of five Adventist Health System Florida Hospitals in the Tampa Bay area. Each hospital in the network provides excellent healthcare for the communities they serve. While this Community Health Needs Assessment (CHNA) report includes some shared data with University Community Hospital, Inc. d/b/a Florida Hospital Tampa, it is focused primarily on Florida Hospital Carrollwood. The close proximity of the two hospitals (nine miles ) as well as strong overlap in patient base enables both campuses to join together to benefit a landscape broader than their respective service areas. The goals of the assessment include:

- Assess the community’s health needs and interests;
- Identify resources and collaborate with community partners;
- Establish a Community Health Needs Assessment Committee (CHNAC) to advise and assist with the Community Health Needs Assessment and the successful implementation of our Community Health Plan; and
- Develop a community health plan based on the Hospital’s prioritized community needs assessment.

This assessment was based on primary data interviews and surveys, secondary data from local, regional and national health-related sources, and prevalence data that guided us in determining the health needs of the communities we serve. Florida Hospital Carrollwood made a particular effort to define the needs of low-income, minority and underserved populations in our service area. We did this through the members of our Community Health Needs Assessment (whose members are listed on page 10 and who represented low-income, minority and other vulnerable populations) and through stakeholder interviews/meetings with a number of community stakeholders including the Judeo-Christian Coalition (a free clinic) and Egypt Lake Elementary school (which serves low-income families).

Beginning in early 2013, Florida Hospital Tampa and Florida Hospital Carrollwood came together to forge and establish relationships with key public health, healthcare and community leaders. This group

formed the nucleus of what became our Community Health Needs Assessment Committee. They were instrumental in providing us with information about the health issues of the community; they also gave us access to others who we might not have been exposed to under other circumstances. The Committee and hospital staff spent considerable time meeting, and collecting and analyzing data, in order to better understand healthcare needs and barriers. Based on discussions and collaborative interactions, such as creating inventories of needs resources throughout the community, the Committee collectively determined that the top 11 needs for Florida Hospital Carrollwood are:

- Respiratory
- UTI
- Gastrointestinal distress
- Chest Pain
- Lack of access to free/affordable healthcare
- Lack of primary care physicians/lack of access to primary care
- Lack of access to specialized care
- Diabetes
- Lack of Utilization
- Mental Health
- High Cholesterol/Hypertension.

The Community Health Needs Assessment Committee narrowed this list down to five top issues for FHCW to address (the prioritization process is explained later in this document):

- Lack of Primary Care/Access to Primary Care
- Lack of Education
- High Cholesterol/Hypertension
- Diabetes
- Asthma/Respiratory Diseases.

Throughout our research and discussions, it became abundantly clear that our population, whether insured or not, is underserved when it comes to the receipt of healthcare. There are many resources available, but a good part of the population is either unaware of or has no way to access care. There is no one “owner” of the provision of basic healthcare or a process in place for a logical pathway to available resources. This results in a fragmented system that in turn results in the perpetuation of untreated or undertreated chronic illness.

The FHCW Community Health Needs Assessment was approved by the Hospital Board on November 14, 2013.

## **HOSPITAL DESCRIPTION**

Florida Hospital Carrollwood is a 120-bed community hospital specializing in Spine and Orthopedic Surgery, General Surgery, Cardiac Services, Neurological Services, General Medicine, Wound Healing, ENT, Diabetes Management, Metabolic & Bariatric Weight Loss Surgery, as well as other services that

meet our mission of healing the mind, body and spirit. Our Knee and Metabolic & Bariatric Weight Loss Surgeons are known for their revision work, correcting procedures done elsewhere. Spine Surgeons at Florida Hospital Carrollwood perform specialized procedures not available elsewhere in the world. In addition, Florida Hospital Carrollwood is the only hospital in the eight-county Tampa Bay area to utilize the Mazor Renaissance™ Spine Robot. The Radiation Department provides the only nuclear camera with low dose in the state of Florida and utilizes the first KineGraph VMA™ available in the world for Spine. Florida Hospital Carrollwood is a HIMSS Level 7-designated hospital, one of only 2% in the United States. Its new 25 all private room Surgical Care Unit is a model for the safe hospital of the future. Florida Hospital Carrollwood has earned The Joint Commission's Gold Seal of Approval® Accreditation in Advanced Inpatient Diabetes and Certification in Spine Surgery. Florida Hospital Carrollwood holds the Surgical Review Corporation Center of Excellence designation for Metabolic and Bariatric Surgery. The Hospital collaborates with its physicians and clinicians to provide wellness education for a healthier community.

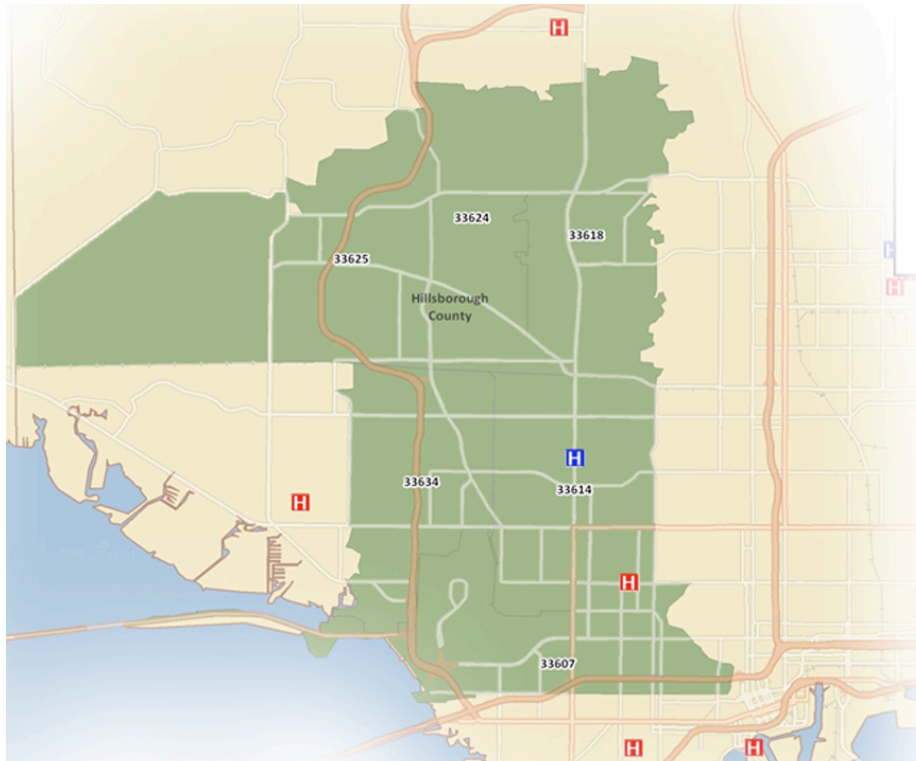
### **CHOOSING OUR COMMUNITY**

By understanding the makeup and needs of the communities we serve, we can help to create and engage in community coalitions, support their respective cultural environments and improve their quality of life.

Florida Hospital Carrollwood has seven core service areas (CSA)--zip codes that represent at least 75% of patient visits. The zip codes are 33607 (Tampa), 33614 (Egypt Lake-Leto), 33618 (Carrollwood/Northdale/Lake Magdalene), 33624 (Northdale/Carrollwood), 33625 (Citrus Park), 33626 (Westchase) and 33634 (Town 'n Country). The hospital is located in 33614.

The CSA represents a microcosm of Hillsborough County. In 2012, the population in Hillsborough County was 1,277,746. The total population in the CSA was approximately 212,018.

## CORE SERVICE AREA-FLORIDA HOSPITAL CARROLLWOOD



### DEFINED COMMUNITY

Florida Hospital Carrollwood is located in unincorporated Hillsborough County, one of eight counties in the Tampa Bay area and the third largest in the State. At 1.26 million square miles, Hillsborough County is a diverse community with diverse healthcare needs. Historically a Spanish/German/Italian community, it has welcomed substantial groups of Asians and African Americans to help enrich an already robust culture and business climate. Approximately 13 percent of Hillsborough County residents live below the federal poverty level and approximately 65% of the population has a high school diploma or higher. 74.2% of the county's residents have health insurance. Again, this community health needs assessment was conducted in the seven core zip codes that contribute to 75% of our patient visits.

Using the most recently available data, the overall population in 2012 was 1,277,746, of which females comprised 51.3%. The median income in our CSA, per capita, was \$49,536 (2010); 14.2% of the population lives below the poverty level, higher than the Hillsborough County figure of 13%. This is centered in the 33607, 33614 and 33634 zip codes. The High school graduate rate is 79.1%, higher than the County rate; 26% of the population are college graduates.

On Race/Ethnic breakdowns: 75.8% are Caucasian/White; 84.7% have some type of healthcare. Among the 17.6% Black Americans, 80.4% have some type of healthcare. In addition, among 3.6% Asians, 11% have some type of healthcare. Age breakout is as follows: 18-34=6%; 35-54=28.6%; 55-64=10.5%; and, 65+=11.9%. Of those with healthcare, 76.6% are female. (Source: Health Council of West Central Florida 2011 Health Profile.)

The CSA is made up of 19 distinct communities, each with its own racial, socioeconomic and housing conditions. The service area for Florida Hospital Carrollwood is, in general, more affluent than much of the Tampa/Carrollwood area. Zip codes 33607 and 33614 are the exceptions, showing lower household and per capita incomes as well as higher uninsured rates.

Zip code 33607 has the highest percentage of uninsured residents and the lowest median household income (MHI). Zip codes 33607 66614, 33625 and 33634 have the lowest per capita income (PCI) levels. The second chart below shows that zip code 33614 has the highest numbers of Hispanic residents.

33607 is made up of 13 distinct neighborhoods. Eleven have a high number of residents who live below the poverty line, ranging from 10%-41%. Two are within the city limits of Tampa; the 11 others are in the unincorporated County.

In 33618 and 33618/33624, 8.5% live below the poverty line. Median family income was \$60,824 in 2011. 33624 has a median family income of \$60,596 and 5% live below the poverty line. A portion of 33624 is split with 33618.

33614, where Florida Hospital Carrollwood is located, has a median family income of \$36,864. 10.2% live below 50% of the poverty line. Unlike the other zip codes, 54.9% in 33614 speak Spanish as the primary language in the home.

33625 has a median family income of \$61,709 and 7.9% live below the poverty line.

33634 has a median family income of \$45,517 and 6.9% live below the poverty line.

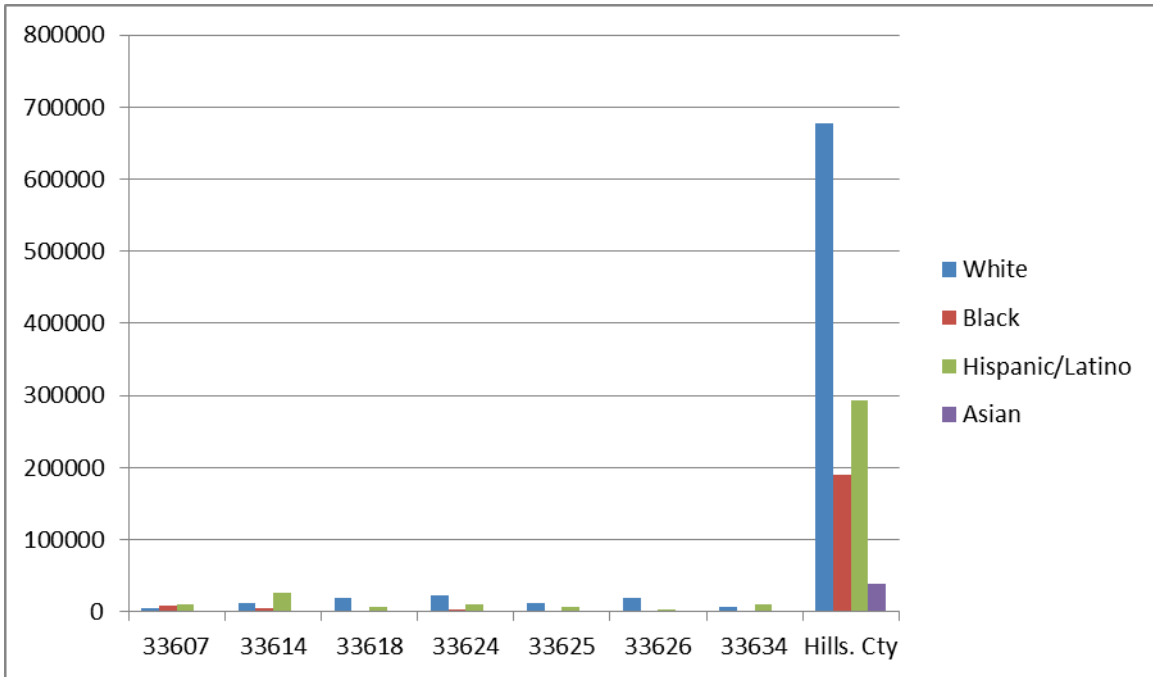
33626 is one of the wealthiest areas in the County and has a median family income of \$94,690. 3.9% live below the poverty level.

*Source: city-data.com*

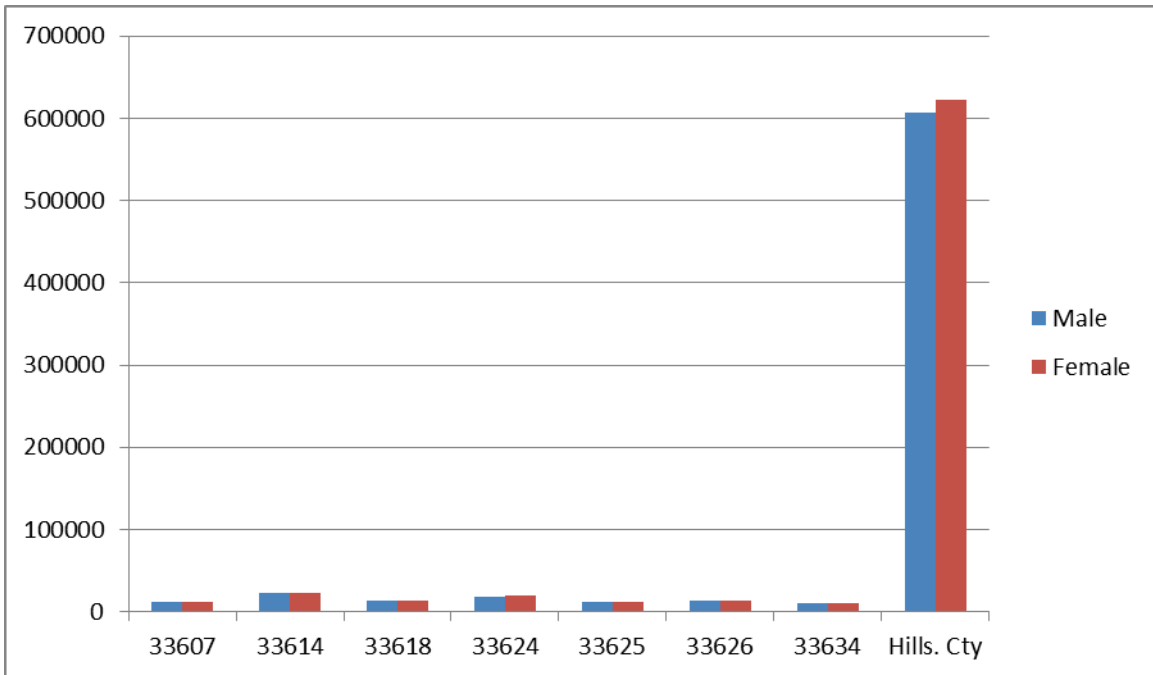
Zip Code	Population	Uninsured	MHI	PCI
33607	23,541	10,127	38,064	25,217
33614	46,449	13,896	42,747	22,078
33618	25,570	4,199	65,555	40,269
33624	37,457	4,326	68,351	32,881
33625	24,645	2,566	71,368	27,813?
33626	21,557	1,529	99,353	46,475
33634	20,225	3,612	56,588	25,761
Hillsborough County	1,229,226	273,869	53,425	29,654

2011 data: City-data.com, CLR Search, 2010 U.S. Census Bureau, Market Planner Plus

## Race: Core Service Area Zip Codes vs. Hillsborough County



## Gender: Core Service Zip Codes vs. Hillsborough County



## **ENGAGING STAKEHOLDER AND COMMUNITY LEADERS**

As noted above, University Community Hospital, Inc. d/b/a Florida Hospital Carrollwood and Florida Hospital Tampa conducted much of their primary data collection jointly given the close geographical proximity of the hospitals. Florida Hospital Carrollwood and Florida Hospital Tampa relied heavily on stakeholder input from the Community Health Needs Assessment Committee (CHNAC), whose members (listed on page 10) represented a broad cross-section of the community, including vulnerable populations. In addition, Florida Hospital Carrollwood turned to two specific local groups that have first-hand experience with the healthcare needs of the low-income population in our community: the Judeo-Christian Coalition and Egypt Lake Elementary School. They are directly tied to the communities that are un- and underserved. They have a deep commitment to improving the quality of life for the members of their communities.

The Judeo Christian Coalition, the oldest, largest and most dominant free clinic in Hillsborough County, lies in the 33607 zip code. There are three additional clinics out of the CSA range; all three feed into the Judeo Christian Coalition (JCC) at some point. The JCC provided information on the prevalence of disease among its constituency and access to health care, the overriding barriers to health care for this group.

The Executive Director of the JCC, who sits on our CHNAC, was asked to provide her insights into the health of our communities and barriers to health care access due to her knowledge of the community, her reach throughout the community, proven commitment to improving the health of the community and her involvement in the community at many different levels. Discussions were face-to-face and by telephone.

Located in 33614, Egypt Lake Elementary School is among the poorest in the Hillsborough County school district. The school has very high numbers of children in the free and reduced-fee lunch program. At various times, entire families sleep in their cars on the school property. In many cases, both parents are employed but unable to afford housing. The Principal works with these families to improve their quality of life: access to housing, food and healthcare.

## **KEY INFORMANTS/STAKEHOLDERS**

We interviewed members of the community who have a stake in the communities they serve. Many of them are directly tied to the communities that are low-income and un- and underserved. All have a deep commitment to improving the lives of the members of their respective communities. They identified diabetes, hypertension, high cholesterol, asthma, lack of affordable primary care and mental health services, transportation, a lack of education, and underemployment as the key issues of the communities they serve.

Stakeholders (in addition to the Community Health Needs Assessment Committee) included:

- Kelly Bell, executive director, Judeo-Christian Coalition: largest free-clinic in the County
- Lydia Sierra, principal, Egypt Lake Elementary School

- Cindy Hardy, RN, community health nursing manager, Florida Department of Health: expert on needs resources. Cindy is a “keeper” of providers for the un- and underserved in Hillsborough County.
- Diana Baker, CEO-president, Suncoast United Way: front-line provider to the underserved
- Vipul Kabaria, MD, president, Florida Association of Physicians of Indian Descent (FAPI): Indian physicians play a leading role in providing healthcare to the un- and underserved in our community.
- Ashok Modh, MD, FAPI. Dr. Modh is a leading pulmonologist and intensivist in the market and a physician leader at Florida Hospital Carrollwood. He coordinates an annual clinic for the community at which Florida Hospital Carrollwood provides clinical support.
- Pastor Brad Cassell, Tampa First Seventh-day Adventist Church. Involved in community clinic project with Florida Hospital Tampa and Carrollwood
- Pastor Anselm Paul, First University Seventh-day Adventist Church. Involved in community clinic project with Florida Hospital Tampa and Carrollwood
- Nainan Desai, MD, Indian Cultural Center
- Gwen Williams, RN, Mount Cavalry Seventh-day Adventist Church. Gwen directs community health outreach programs for the Church, which serves an underserved and underserved population. While Gwen is not in our CSA, Florida Hospital Carrollwood supports some of her community health outreach activities.
- Kay Perrin, PhD, RN, University of South Florida College of Public Health
- Coy Ingram, regional director, Florida Hospital Tampa Patient Financial Services. Coy provides internal data on hospital use by uninsured and Medicaid patients.
- Jan Cutcher, Tampa Family Health Center: Coordinates FQHCs. There is a FQHC (Federally Qualified Health Center) across the street from the hospital. FQHCs receive federal grants, must serve an underserved area or population, and must offer a sliding fee scale to low-income patients.
- Frances Wilczynski, Florida Department of Health: expert on public health needs and resources as well as sovereign immunity for physicians
- Ravi Seepersad, JD, MS, Bisk Education, FAPI
- Rebecca Saint Fort, Florida State University student, assisted with research
- Lynda Leedy, JD, ONE BAY Healthy Communities: managed the Diversities Dashboard and data collection
- Ed Peachy, director, Tampa Bay Workforce Alliance. TBWA offers career planning services for professional and entry level candidates, including low-income workers.

### **COMMUNITY HEALTH NEEDS ASSESSMENT COMMITTEE (CHNAC)**

Our Community Health Needs Assessment Committee (CHNAC) that serves both Florida Hospital Carrollwood and Florida Hospital Tampa provided input on the entire needs assessment process, guided the selection of priority needs and will help develop our Community Health Needs Plan (implementation strategy) that will address the top needs identified in the assessment. Florida Hospital Carrollwood and Tampa selected CHNAC members who represented the broad needs of the community, including low-income, minority and underserved populations. A number of the churches represented on the CHNAC



are part of the Florida Hospital Carrollwood and Tampa Congregational Health Network. The CHNAC added members as more information came to the fore. In addition, community representatives also contacted us to volunteer their services. Our core CHNAC members are:

- Hillsborough County Deputy Sheriff David Tabor
- Hillsborough County Deputy Sheriff Willie Edom
- Parnell Dickinson, community activist, local business owner
- Ernestine Dickinson, community activist, child care professional
- Anthony Wagener Smith, Tampa Bay Church planting coordinator, Seventh-day Adventist Church
- Kay Perrin, PhD, RN, University of South Florida College of Public Health
- Ashok Modh, MD, FAPI Dr. Modh is a leading pulmonologist and intensivist in the market and a physician leader at Florida Hospital Carrollwood. He coordinates an annual clinic for the community at which Florida Hospital Carrollwood provides clinical support.
- Dan Jurman, director and CEO, University Area Community Development Corporation. The UACDC is working to revitalize very low-income areas of the Tampa area.
- Pastor Brad Cassell, Tampa First Seventh-day Adventist Church
- Pastor Ron Smith, Jr., Mount Cavalry Seventh-day Adventist Church
- Pastor Anselm Paul, First University Seventh-day Adventist Church
- Nzuzi Gosin, First University Seventh-day Adventist Church
- Pastor Russell Meyer, director, Florida Council of Churches
- Pastor Gerly Germain, Haitian Community
- Beverly Ward, Volunteer America. Volunteer America works with at-risk youth, the elderly, men and women returning from prison, homeless individuals, veterans, people with disabilities and those recovering from addiction.
- Gwen Williams, RN, Mount Cavalry Seventh-day Adventist Church. Gwen directs community health outreach programs for the Church, which serves an underserved and underserved population. While Mount Calvary is not in our CSA, Gwen understands the needs of low-income and underserved populations. Florida Hospital Carrollwood supports some of Mount Calvary's community health outreach activities.
- Collin Sullivan, medical student, University of South Florida; Director, Bridge Clinic. The Bridge Clinic is a free clinic that serves low-income people.
- Joe Johnson, CEO, Florida Hospital Carrollwood
- Robin McGuinness, CNO, Florida Hospital Carrollwood
- Alan Schneider, vice president, Outpatient Services, Florida Hospital Tampa
- Kathy Miller, CNO, Florida Hospital Tampa
- Mary Whillock, retired CNO, Florida Hospital Carrollwood, expert on community health care
- Tammy Long, assistant VP, Patient Care, Florida Hospital Tampa
- Mary Ostein, coordinator, Cancer Data Research, Florida Hospital Tampa
- Dr. Peter Bath, vice president, Mission and HR, Florida Hospital Tampa
- Dr. Sandy Swearingen, Florida Hospital Tampa
- Jim Gatton, director, Outpatient Services, Florida Hospital Tampa
- Jan Shirley, administrative director, Research, Florida Hospital Tampa

- Jan Baskin, community benefit manager and marketing director, Florida Hospital Carrollwood and a member of the ONE BAY: Healthy Communities Advisory Board.
- Ethan Bird, MPH, community benefit manager and director of Wellness Programs, Florida Hospital Tampa
- Ashley Gallentine, MPH, Community Health Needs Assessment coordinator, Florida Hospital Tampa

The CHNAC meets quarterly as a whole group and in small specific groups as needed.

## **PUBLIC HEALTH**

The University of South Florida College of Public Health, The Florida Department of Health and Hillsborough County Department of Health provided valuable data and information about community resources, access and needs. Kay Perrin, PhD, at the University of South Florida, served on the CHNAC. The state and Hillsborough Health Departments were part of the ONE BAY effort in which each of the eight counties in the Tampa Bay area conducted their own community health needs assessments that used public data at the local, county, state and federal levels – including Health Department BRFSS data. (ONE BAY is described further on page 11 below.)

## **ONE BAY: HEALTHY COMMUNITIES ADVISORY BOARD**

In preparation for Healthy People 2020, each of the eight counties in the Tampa Bay area is conducting its own version of a community health needs assessment. Using public records at the local, county, state and federal levels, data is deposited into the ONE BAY: Healthy Communities (OBHC) database, an initiative of the Tampa Bay Partnership. ONE BAY provides a Disparities Dashboard that covers disease prevalence by county and zip code, compares to national standards if applicable, presents information on poverty level, area demographics, etc.

The Florida Hospital Carrollwood Community Health Needs Assessment Community Benefits Manager is an active member of the ONE BAY: Healthy Communities Advisory Board, playing a leadership role in determining what data is needed in compiling the most comprehensive and current information available. OBHC is the authoritative and primary resource for developing community health profiles within the Tampa Bay area. It also includes representation of low-income and underserved populations.

The Advisory Board of ONE BAY includes:

- Steve Mason, CEO, BayCare Health System
- Dan Mahurin, chairman, SunTrust Bank, Tampa Bay
- David Pizzo, market president, Florida Blue
- Donna Petersen, ScD, dean, USF College of Public Health
- Diana Baker, CEO-president, Suncoast United Way
- Jennifer Bencie, MD, MSA, administrator, Manatee County Health Department
- Jan Baskin, marketing director and community benefit manager, Florida Hospital Carrollwood
- Alan Bomstein, president, Creative Contractors, Inc.
- Eileen Coogan Boyle, president & CEO, Allegany Franciscan Ministries

- Lynn Kiehne, Pinellas County Health & Human Services
- G. Scott Goyer, executive director, YMCA of the Suncoast
- Daniel Haight, MD, associate VP, Community Health, Lakeland Regional Medical Center
- Jack Kolosky, EVP, COO, H. Lee Moffitt Cancer Center & Research Center
- Rick Lentz, LEED AP, regional VP, Cutler Associates, Inc.
- T. David Lewis, CEO, United Healthcare of Florida, Inc.
- Gwen MacKenzie, CEO, Sarasota Memorial Hospital
- Ernest Marquart, managing partner, Shumaker, Loop & Kendrick, LLP
- Jean Mayer, SVP, strategic services, Tampa General Hospital
- Bill McHugh, CEO, Florida Region, AMERIGROUP Real Solutions
- Tom Pankey, managing director, Advisory Services, KPMG LLP
- Stuart Rogel, president & CEO, Tampa Bay Partnership
- Jayme Rothberg, MS, RT, dean, Health Occupations, Pasco-Hernando Community College
- The Honorable Karen Seel, vice chair, Commissioner-District 5 Pinellas County
- Mickey Smit, CEO, Oak Hill Hospital
- Jim Vett, GM/VP, Vanguard Advanced Pharmacy Systems
- Denise Remus, PhD, RN, consultant
- George Banks, MD, Manatee County Health Department
- Leslene Gordon, PhD, RD, LD/N, Hillsborough County Health Department
- Paul Ruffridge, director, Account Management, United Healthcare
- Elaine Thompson, president/CEO, Lakeland Regional Medical Center
- Michael Spake, MHA, JD, chief compliance/integrity officer, Lakeland Regional Medical Center
- Ken Menefree, exec. director, Lakeland Regional Medical Center
- Elizabeth Rugg, executive director, Health Councils
- Jason Caras, co-CEO, IT Authorities, Inc.
- Jason Ludwig, regional enterprise sales manager, Brighthouse Networks Business Solutions

This valuable information enables Florida Hospital Carrollwood to compare overall health within our CSA with actual patient data to determine the top healthcare needs in the CSA. Additional data referred to throughout this report also helped the hospital's Community Health Needs Assessment Committee (CHNAC) to understand and develop plans for meeting the healthcare needs of our community.

## **DATA SOURCES**

Following is a list of the data sources used to determine the top 11 health needs and the final top five health needs in our CSA:

### **Primary Data**

Internal hospital ED and Inpatient data: 2012 and 2013

Stakeholder interviews – 2012 & 2013 (see page 25)

Judeo Christian Coalition: 2011-2013

## **Secondary Data**

ONE BAY: Healthy Communities: 2008-2013

U.S. Census Bureau: 2008, 2011 and 2012

www.HealthyPeople2020.gov 2008 and 2012

[www.Hillsboroughcounty.org/index.aspx?NID=1972](http://www.Hillsboroughcounty.org/index.aspx?NID=1972): Hillsborough Healthcare Plan, 2008-2009

[www.hillsboroughoralhealth.com](http://www.hillsboroughoralhealth.com): dental resource guide 2013

[www.hillsboroughcounty.org/healthcare.cfm](http://www.hillsboroughcounty.org/healthcare.cfm): Department of Health and Social Services

www.Americashealthrankings.org: 2011-2013

[www.countyhealthrankings.org](http://www.countyhealthrankings.org): 2011-2013

Florida Hospital Planning & Marketing Division: 2010-2012

## **DATA COLLECTION AND ANALYSIS**

Primary and Secondary Data were collected through various sources. Secondary Data came from the sources listed above, from Florida Hospital Carrollwood and from ONE BAY: Healthy Communities. Much of the Primary Data was provided by the Judeo Christian Coalition and Egypt Lake Elementary School, which are located in the Florida Hospital Carrollwood core service area. Egypt Lake is among the poorest of all schools in the County. We also used internal hospital ED and Inpatient data. We gauged community awareness and perceptions of healthcare issues in the communities we serve.

Initial findings show commonality within the CSA and among top reasons to come to our Emergency Department. There is no one disease that is prevalent across all zip codes. For the ED, patients are most commonly treated in the areas of Urology, Gastroenterology, Trauma and Bronchitis/Asthma. Admitted patients most commonly suffer from Gastro, Joint Replacement-Lower Extremity, Sepsis and Heart Failure-Shock. Medicaid/Self-Pay patients are most commonly treated for Gastroenterology, Urology, Trauma to the Skin and Bronchial Asthma. From this point on, the commonality ends.

Florida Hospital Carrollwood has spent considerable time meeting and collecting and analyzing data in order to better understand healthcare needs and issues, access to healthcare and the Hospital's ability and potential for serving our patients within its CSA. Due to the crossover between the two Florida Hospital campuses in Tampa, a portion of Carrollwood's Community Health Needs Assessment was conducted in concert with Florida Hospital Tampa and a portion was conducted solely for Florida Hospital Carrollwood. For the most part, data will focus primarily on the Florida Hospital Carrollwood CSA in this document. In some cases, data is only available in the aggregate throughout our markets; as such, this data will be noted as a combined effort. Our Core Service Area includes zip codes 33607, 33614, 33618, 33624, 33625, 33626 and 33634. Of these zip codes, a portion of 33607, most of 33614 and a part of 33634 are areas in which access to health care and effective health education are needed.

## ***Primary Data***

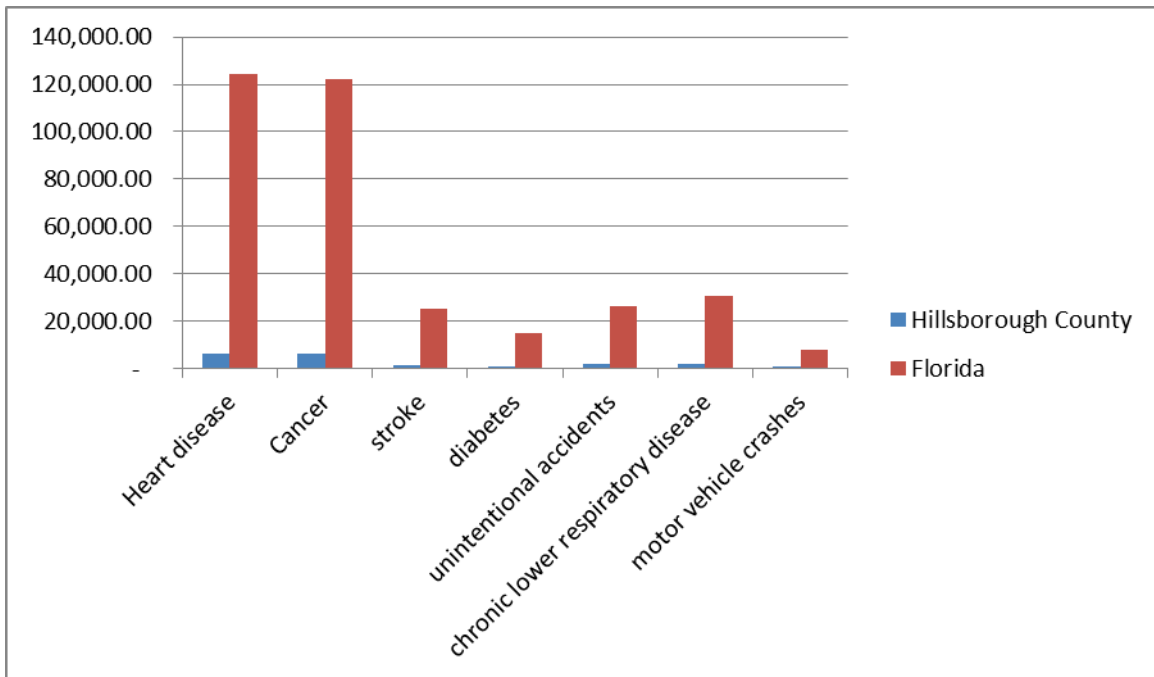
The Florida Hospital Carrollwood CSA presents different dynamics than those found for Florida Hospital Tampa, resulting in a slightly different approach to both primary and secondary data collection.

For primary data collection, we included our internal hospital Emergency Department and Inpatient data. This helped us understand the top reasons people use Florida Hospital Carrollwood. We used this information to measure any correlations or gaps between our patient utilization and the needs of the community.

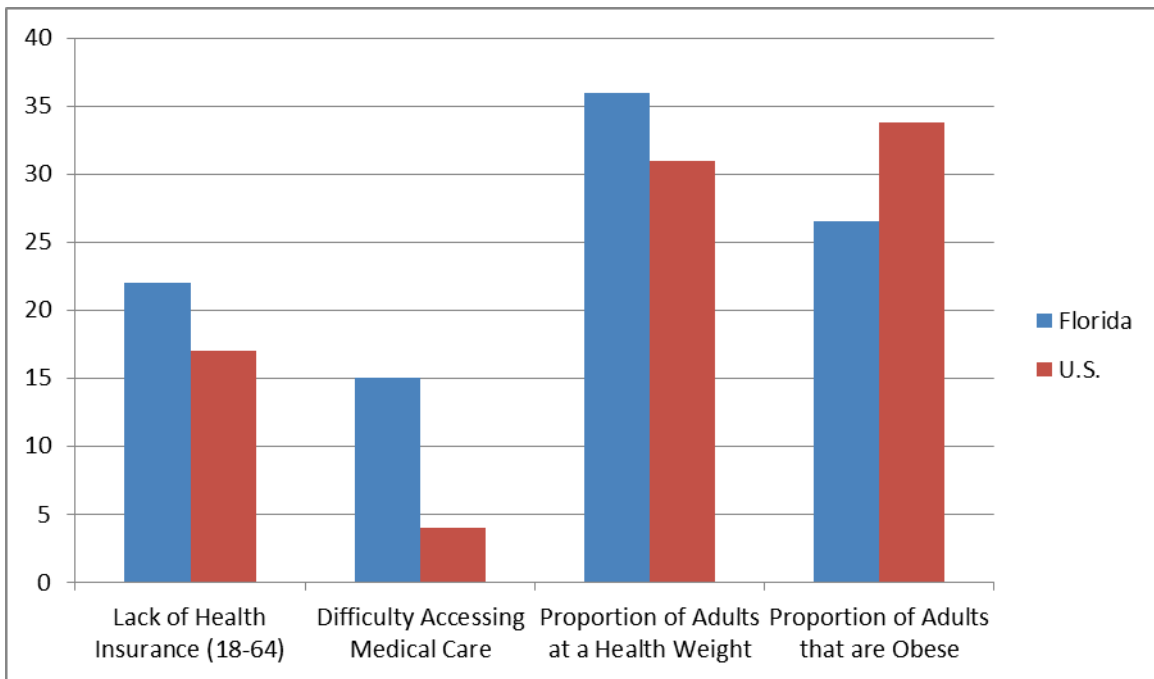
We also reached out to public health officials in the County, interviewed key stakeholders (especially those from low-income and underserved areas) and received input from the members of our Community Health Needs Assessment Committee.

**Secondary Data**

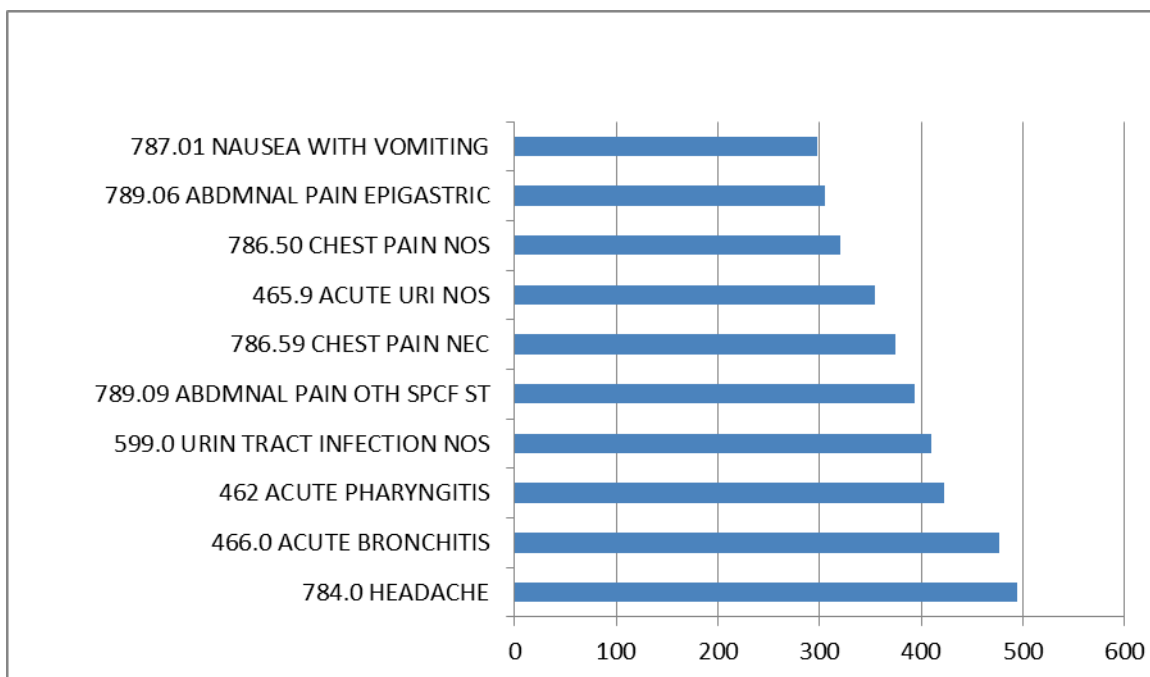
### Age Adjusted Top Causes of Death



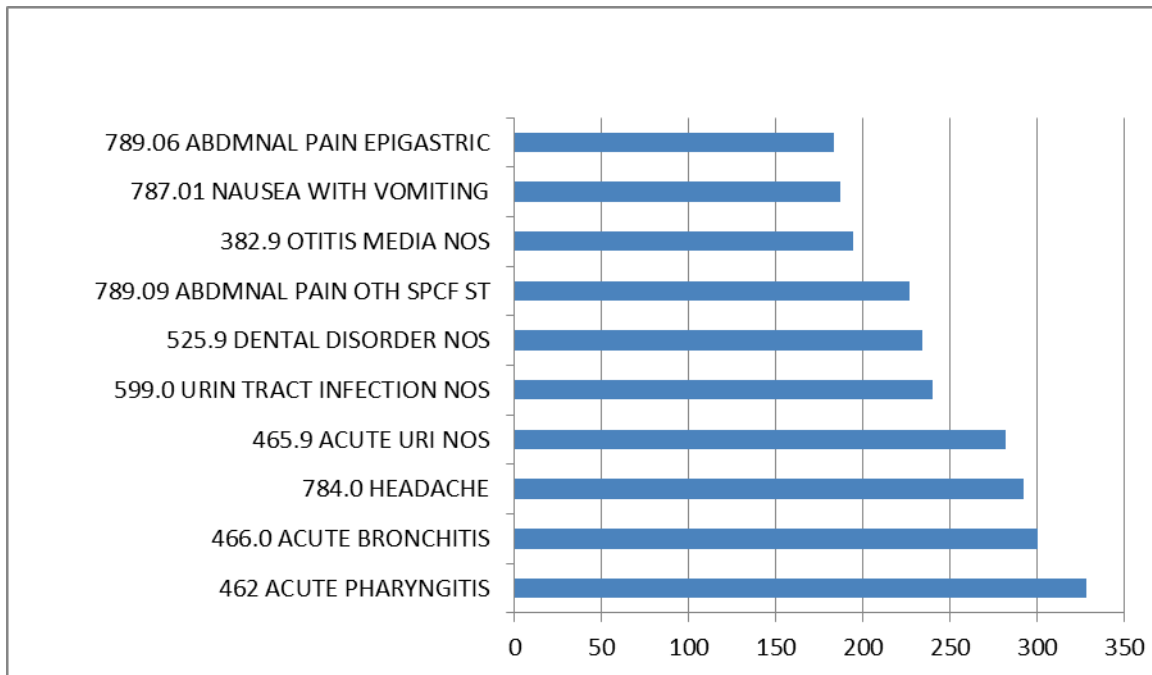
## Comparisons of Health Indicators



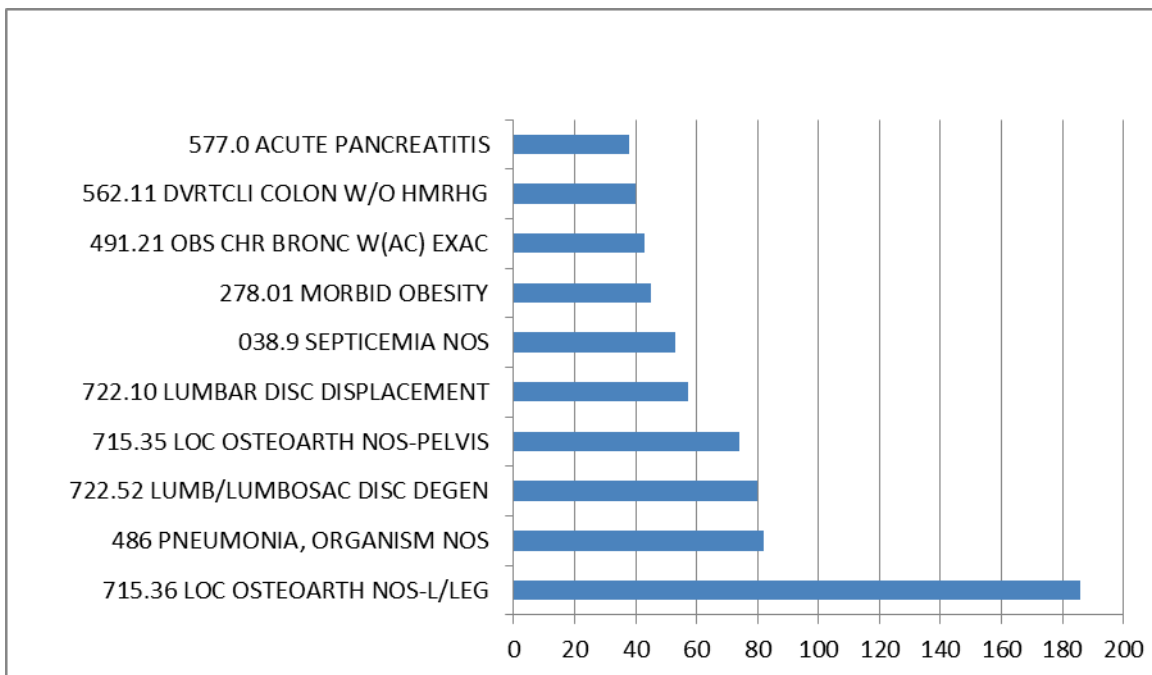
## Top Diagnoses for All ER Visits



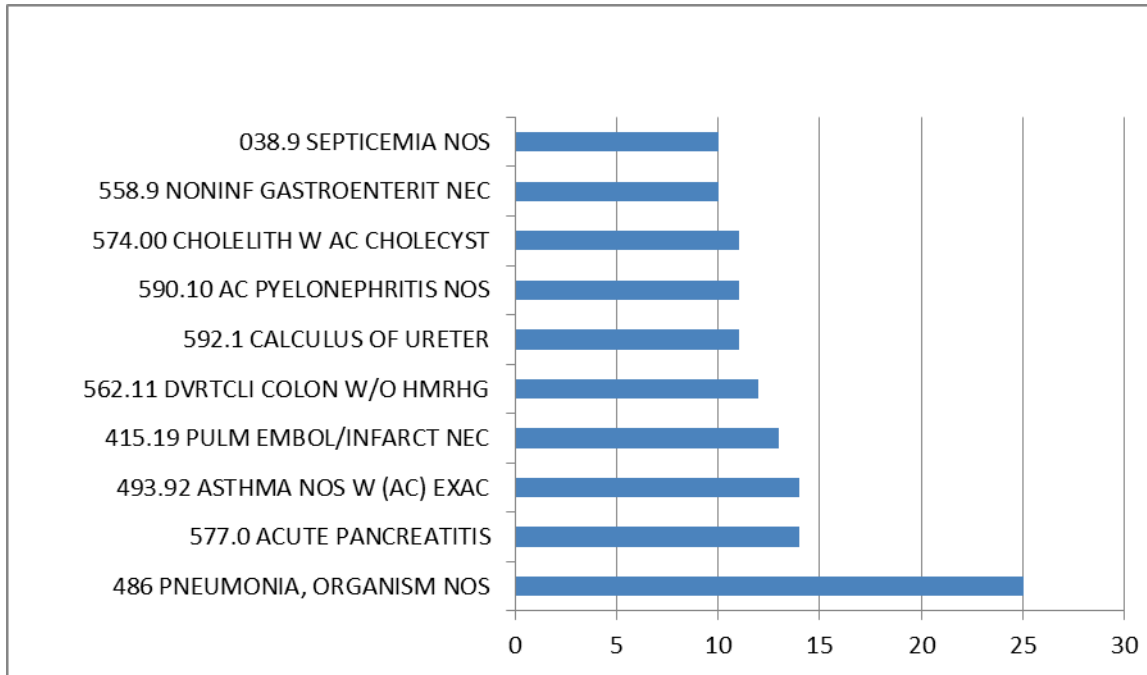
## Top Diagnoses for ER Visits, Medicaid and Self Pay Only



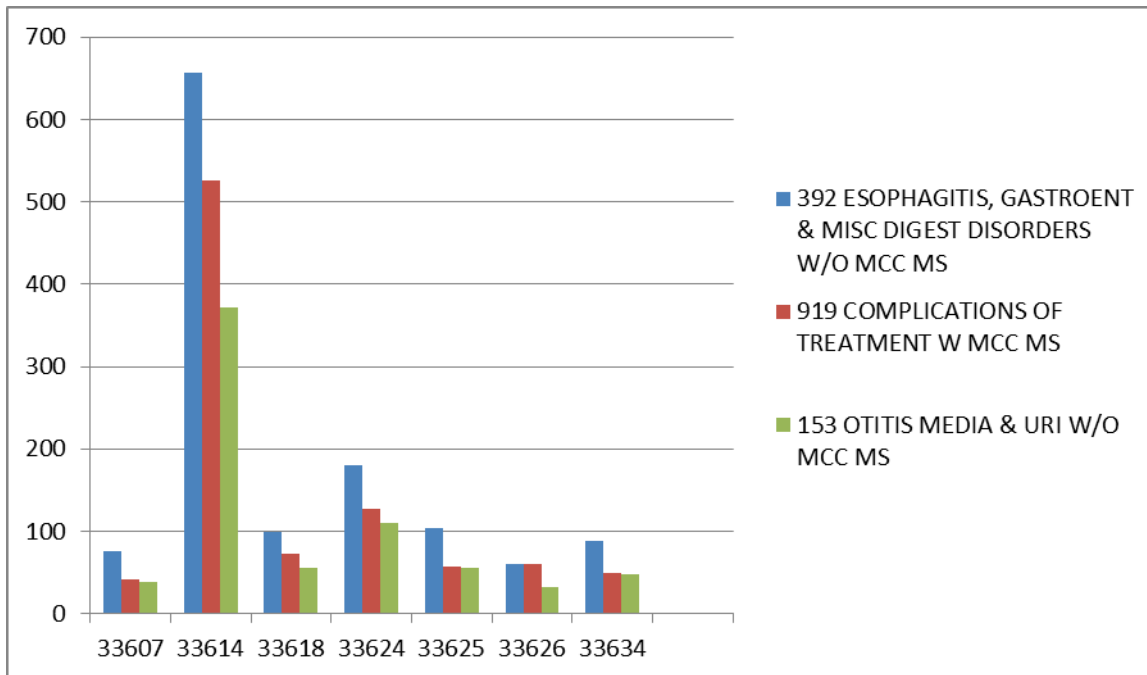
## Top Diagnoses for Inpatient Admissions



## Top Diagnoses for Inpatient Admissions, Medicaid/Self-Pay

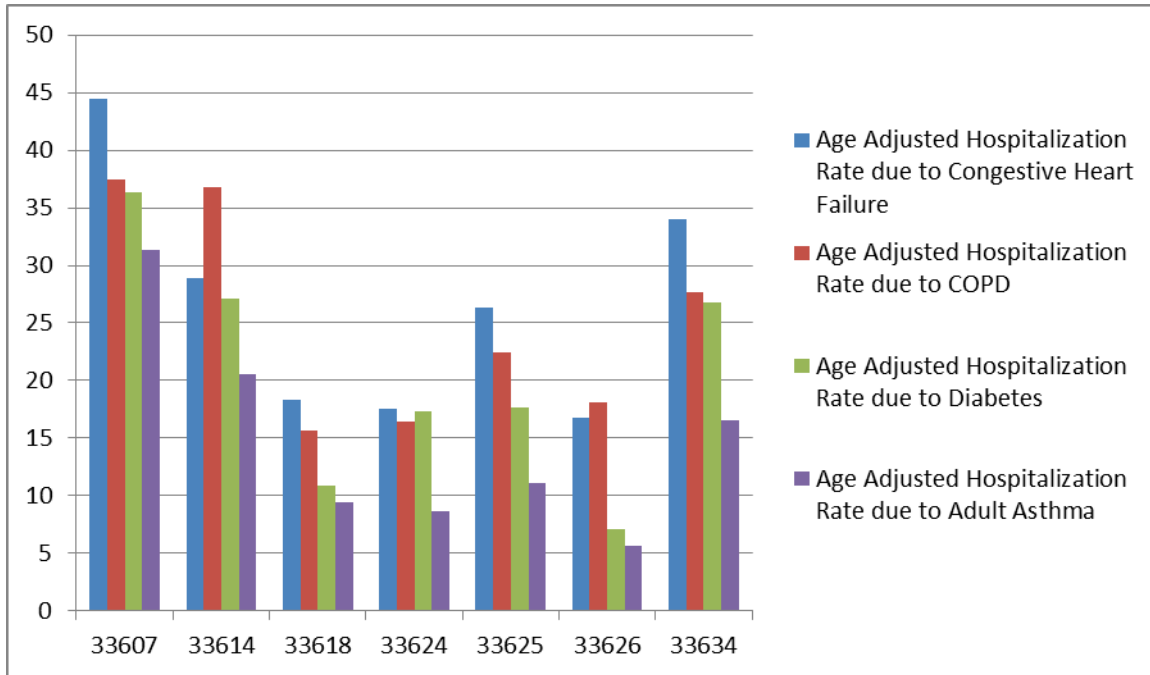


## Top Three Diagnoses for All ER Visits

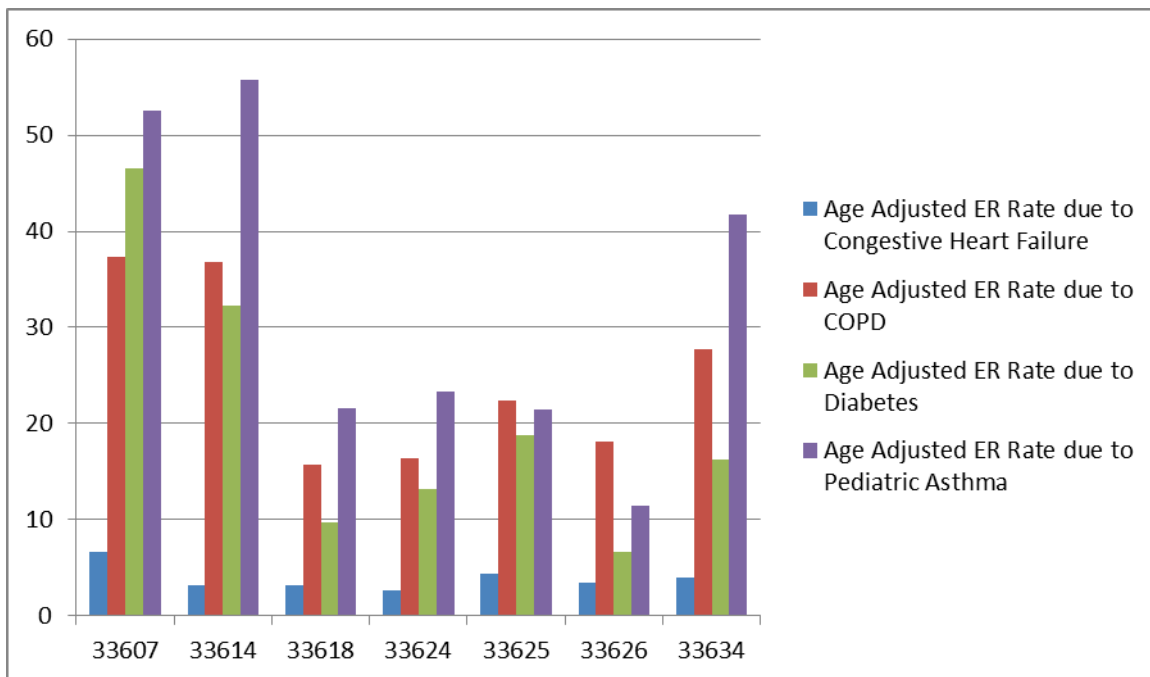




## Indicator Comparison for Age-Adjusted Hospitalization Admissions










## Indicator Comparison for Age-Adjusted ER Rates



## Age-Adjusted ER Rate due to Adult Asthma

Comparison: FL Counties

Location	Status	ER visits/ 10,000 population 18+ years
<a href="#">Zip Code : 33607</a>		53.9
<a href="#">Zip Code : 33614</a>		54.0
<a href="#">Zip Code : 33618</a>		21.2
<a href="#">Zip Code : 33624</a>		23.9
<a href="#">Zip Code : 33625</a>		26.9
<a href="#">Zip Code : 33626</a>		13.5
<a href="#">Zip Code : 33634</a>		42.7

### ASSET INVENTORY

The Community Benefit Manager for FHCW took the list of 11 priorities and surveyed the community to see what assets already exist. The purpose of this Asset Inventory was to help the Community Health Needs Assessment Committee prioritize the areas upon which the hospital will focus. See page 23.

### Hospital Programs:

The FHCW Diabetes & Endocrinology Institute (DEI) provides programming for community members with diabetes. It is staffed with professionals with masters-and doctorate-level degrees in nutrition, exercise physiology and are specialists in diabetes management and education. Some community members are eligible for scholarships to cover the cost of education. The DEI also provides free transportation to prospective patients. Florida Hospital Tampa and Carrollwood also provide free and low-cost glucose screenings at health fairs and in other community settings such as congregations. DEI holds classes in English and in Spanish at Florida Hospital Carrollwood.

Hospital-based case managers educate our patients about hospital and community resources and assist patients in securing these services.

Hospital-based case managers also help with conversion to Medicaid and referrals to medical home. Florida Hospital Carrollwood does not currently have a program that addresses urinary tract infections.

**Community Programs:**

- A Federally Qualified Health Clinic is across the street from the hospital. They provide sliding-scale primary care, pharmacy, dental and diabetes education services.
- County Health Department provides free diabetes education.
- Judeo-Christian Coalition provides free primary and specialty care.
- Catholic Charities offer an array of healthcare services at low or no cost.
- Franciscan Foundation (Sisters of Allegany) provides grants to non-profit community groups that promote wellness.
- Southwest Dental provides low or no cost dental care.
- Metropolitan Ministries provides shelter, food, job training and healthcare.
- United Way serves the general population.
- Islamic Health Clinic provides free healthcare to its members.
- Hillsborough County Dental Association Coalition provides low or no cost dental care.
- Health Council Patient Assistance Program provides healthcare education, assists with access to drugs and refers patients to providers.
- American Diabetes Association provides outreach and educational materials.
- Hillsborough County Health Department offers free or low-cost flu shots and is a resource center.
- Carrollwood Seventh-day Adventist Church
- Tampa Workforce Alliance assists the un-and underemployed.

**DATA SUMMARY**

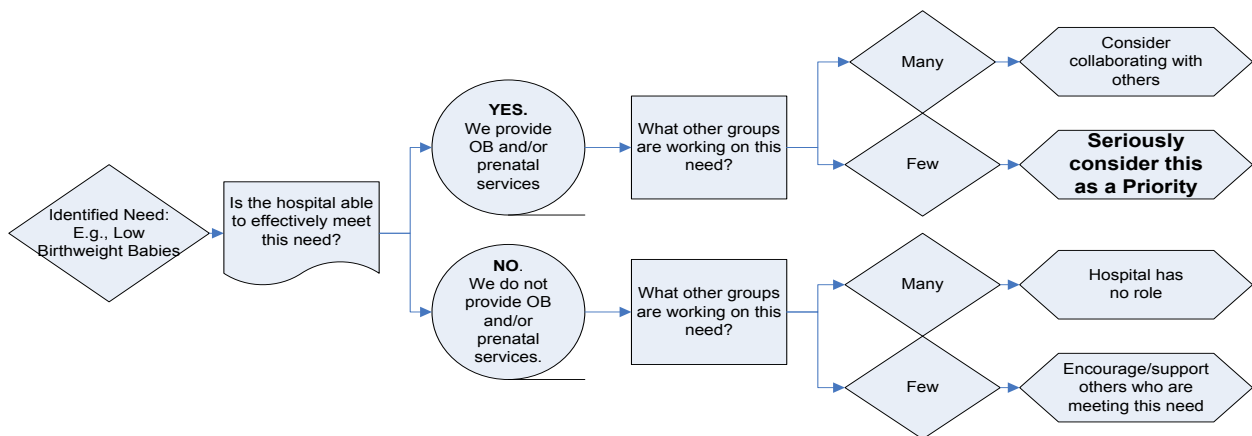
As noted above, Florida Hospital Carrollwood gathered data from both primary and secondary sources. The lists below shows the finding from each data source.

List the top 8-10 health priorities determined by <b>Primary</b> (local) Data collected from local community /multi-hospital health assessments, interviews, surveys, etc.			
1	<b>Diabetes</b>	6	<b>Lack of Primary Care</b>
2	<b>Hypertension</b>	7	<b>Mental Health</b>
3	<b>High Cholesterol</b>	8	<b>Lack of Education</b>
4	<b>Asthma</b>	9	<b>Underemployment</b>
5	<b>Transportation/Access</b>	10	
List the 8-10 health priorities determined by <b>Secondary</b> Data from Healthy People 2020, Public Health, ONE BAY, and other publicly available sources.			
1	<b>Rate of Uninsured</b>	6	<b>Transportation</b>
2	<b>Poverty</b>	7	<b>Lack of Primary Care</b>

3	<b>Asthma</b>	8	
4	<b>Diabetes</b>	9	
5	<b>Mental Health</b>	10	
List the 8-10 health priorities determined by internal <b>Hospital Data</b>			
1	<b>Respiratory Related Diseases</b>	6	<b>Unhealed Wounds</b>
2	<b>Urinary Tract Infection</b>	7	<b>Mental Health</b>
3	<b>Abdominal Related Health Issues/Gastro</b>	8	
4	<b>Headaches</b>	9	
5	<b>Chest Pain</b>	10	

### PRIORITY SELECTION

The primary and secondary data collected resulted in the identification of the top 11 areas of significant community need for the Hospital's community. These top identified needs were analyzed by Community Health Needs Assessment Committee and prioritized using a "decision tree" format.



The decision tree format assisted the CHNAC in focusing on those needs that 1) the Hospital would have the ability to influence through the implementation/expansion of programs, services, and other actions; and 2) that may be the focus of other community resources/organizations that may be already addressing the need in some way. The CHNAC also considered the acuity of the issue. The data was aggregated into 11 priority issues. They are:

- Respiratory conditions
- UTI
- Gastrointestinal distress
- Chest Pain
- Lack of access to free/affordable healthcare
- Lack of primary care physicians/lack of access to primary care
- Lack of access to specialized care

- Diabetes
- Lack of Utilization
- Mental Health
- High Cholesterol/Hypertension

A Priority Selection Report and template were utilized to help identify and aggregate the top health needs of the defined community using the primary and secondary data collected. The CHNAC used this Priority Selection Report tool to assist in the review of data collected and prioritization of the top five health needs. The CHNAC then selected the following focus areas for Florida Hospital Carrollwood:

- Lack of Primary Care/Access to Primary Care
- Lack of Education
- High Cholesterol/Hypertension
- Diabetes
- Asthma/Respiratory Diseases

For further prioritization of the 11 initially identified top health issues, the CHNAC considered the level of community need, the ability of the hospital to provide services related to the need, the work already going on in the community, and the ability to collaborate with community partners. They narrowed the list of issues to five, focusing on those upon which the hospital can have the greatest positive impact.

Selected Issue	Local, County or State Variation	Selection Rationale
Lack of Primary Care/Access to Primary Care		<ul style="list-style-type: none"> <li>▪ Mirroring the decrease in Primary Care Physicians across the country, this issue is compounded by a lack of their participation in caring for the un- and underinsured in this community. This issue also includes lack of transportation needed for access. The Hospital, its community partners and the Congregational Health Network have the ability to create a new paradigm for primary care delivery.</li> </ul>
Lack of Education		<ul style="list-style-type: none"> <li>▪ Education about and how to access resources are not reaching those who need it the most. The Hospital and Congregational Health Network have the ability to address and collaborate on this issue.</li> </ul>
High Cholesterol/Hypertension		<ul style="list-style-type: none"> <li>▪ If not treated, this will lead to chronic disease for those faced with lack of access to care. The Hospital and Congregational Health Network have the ability to address and collaborate on this issue.</li> </ul>
Diabetes	High prevalence in lower socio-economic zip codes	<ul style="list-style-type: none"> <li>▪ If not treated, this will lead to chronic disease for those faced with lack of access to care.</li> <li>▪ The Hospital and Congregational Health Network have the ability to address and collaborate on this issue.</li> </ul>
Asthma/Respiratory Diseases	High prevalence in lower socio-economic zip codes.	<ul style="list-style-type: none"> <li>▪ If not treated, this will lead to chronic disease for those faced with lack of access to care and perpetuate usage of the ED.</li> <li>▪ The Hospital and Congregational Health Network have the ability to address and collaborate on this issue.</li> </ul>

The CHNAC did not choose the following issues for the reasons stated:

Non-selected Issue	Local, County or State Variation	Selection Rationale
Mental Health		<ul style="list-style-type: none"> <li>▪ The Hospital does not provide mental health services.</li> <li>▪ Other community agencies provide these services; there are opportunities for referrals to them.</li> </ul>
Poverty/ Unemployment		<ul style="list-style-type: none"> <li>▪ The University Area Community Development Corporation (UACDC) is working to rejuvenate very low-income areas of the Tampa area. They are part of the CHNAC and are supported by Florida Hospital Carrollwood and Tampa.</li> <li>▪ The One Bay collaboration and Tampa Bay Workforce Alliance are working on issues of unemployment.</li> </ul>
Uninsured		<ul style="list-style-type: none"> <li>▪ The Hospital and the Congregational Health Network will continue to support the area's free clinics and Federally Qualified Health Centers.</li> <li>▪ The University of South Florida has received federal funding for Health Navigators to help Tampa residents enroll in insurance offered on the Federal Insurance Marketplace. This will help increase the coverage level of our community.</li> </ul>

**NEXT STEPS**

The CHNA was approved by the Florida Hospital Carrollwood's board of Directors in December 2013.

Various members of the CHNAC are meeting to prepare for the development and implementation of our Community Health Plan (CHP). The CHP will focus on short-and long-term measurable goals. Additional Community resources will be engaged, as needed, in order to meet our CHP objectives.



## 2013 Florida Hospital Carrollwood Asset Inventory

**Hospital Name: Florida Hospital Carrollwood**

**CB Manager: Jan Baskin**

Area of Focus defined by Primary & Secondary Data	Current Community Programs	Current Hospital Programs	Potential Projects
High prevalence of diabetes and uncontrolled diabetes in portion of Core Service Area	<ul style="list-style-type: none"> <li>✓ 7 Federally Qualified Health Clinics provide sliding scale primary care.</li> <li>✓ FQHCs provide Diabetes Education</li> <li>✓ County Health Department provides free diabetes education</li> <li>✓ YMCA provides free mini-diabetes programming</li> </ul>	<ul style="list-style-type: none"> <li>✓ DEI provides scholarships for diabetes self-management courses.</li> <li>✓ DEI provides free transportation</li> <li>✓ Free screenings for glucose</li> </ul>	<ul style="list-style-type: none"> <li>✓ Open a primary clinic with FAPI, USF, Hillsborough County</li> <li>✓ Work with FQHC on ER Diversion</li> <li>✓ Work with FQHC to better coordinate referrals for primary care</li> <li>✓ Work with community partners to develop a better system for secondary care</li> <li>✓ Develop enrollment outreach program for potential Medicaid patients</li> </ul>
Access to free / affordable care- Low penetration of free primary care services	<ul style="list-style-type: none"> <li>✓ Judeo-Christian Coalition</li> <li>✓ FQHCs providing sliding-scale primary care, pharmacy and dental services</li> <li>✓ Catholic Charities</li> <li>✓ Franciscan Foundation</li> <li>✓ Southwest Dental</li> <li>✓ Metropolitan Ministries</li> <li>✓ Goodwill</li> <li>✓ United Way</li> <li>✓ Islamic Health Clinic</li> <li>✓ Hillsborough County Dental Association Coalition</li> <li>✓ Health Council Patient Assistance Program</li> </ul>	<ul style="list-style-type: none"> <li>✓ Help with conversion to Medicaid</li> <li>✓ Case management referrals to medical home</li> </ul>	<ul style="list-style-type: none"> <li>✓ Work with JCC and FQHC to better coordinate referrals for primary care</li> <li>✓ Work with community partners to develop a better system for secondary care</li> <li>✓ Develop enrollment outreach program for potential Medicaid patients</li> <li>✓ Develop transportation resources/voucher program, work with HART to reconfigure routes to better serve population in need</li> </ul>
Lack of patient utilization	<ul style="list-style-type: none"> <li>✓ American Diabetes Association outreach and educational materials</li> <li>✓ Health Department</li> </ul>	<ul style="list-style-type: none"> <li>✓ Diabetes Education program</li> </ul>	<ul style="list-style-type: none"> <li>✓ Screenings &amp; education programs in Hispanic neighborhoods</li> <li>✓ Take hospital diabetes program out into the community</li> <li>✓ Conduct screenings</li> </ul>

Area of Focus defined by Primary & Secondary Data	Current Community Programs	Current Hospital Programs	Potential Projects
	✓ diabetes education program		✓ Blood glucose monitoring program
GI, Urology, GYN Surgery, Hypertension, High Cholesterol	✓ Judeo-Christian Coalition	✓	✓ Arrange transportation for education and screenings ✓ Congregations sponsor community physical fitness challenges ✓ Assist JCC with physician alignment to increase need for specialty care
Mental Health	Judeo-Christian Coalition	✓	✓ Identify and recruit psychiatrists
Unemployment/Underemployment	✓ Tampa Workforce Alliance	✓ N/A	✓ Work force representatives at JCC and Clinics





## Primary Data Collection Stakeholder Interview Log

Hospital Name: Florida Hospital Carrollwood

Community Benefit Manager: Jan Baskin

Date	Group or Individual Interview	Location	Name of Informant	What community or group does the Stakeholder represent?	Key Health Issues Identified	Hospital Comments
7/15/13	Individual	Acropolis	Nzuzi Gosin	University Seventh-day Adventist Church	Lack of access to primary care physicians and specialists, education	Conducted an in-person interview, discussed options for transportation and community education
1/10/13	Group	FH Carrollwood	Cindy Hardy	Florida Department of Health	Access to specialty resources, coordination of resources.	DOH serves low-income and minority populations.
10/16/13	Group	Judeo-Christian Coalition	Kelly Bell	Judeo-Christian Coalition	Lack of transportation, pediatric care, specialist care	In-person interview at the Clinic, long conversation regarding community issues. This clinic serves low-income patients.
11/6/13	Individual	Judeo-Christian Coalition	Kelly Bell	Judeo-Christian Coalition	Mental Health, Barriers to Care, Need for women's services	In-person interview at the Clinic, long conversation regarding community issues. This clinic serves low-income patients.
3/12/13	Individual	United Way	Diana Baker	Suncoast United Way	Lack of Access to health care	United Way helps fund many social services in the community.
6/6/2013, 7/18/13, 8/1/13	Group	Florida Hospital	Pastor Brad	Tampa First Seventh-day Adventist	Lack of Education and awareness, lack of access to	Church serves broad community including low-

<b>Date</b>	<b>Group or Individual Interview</b>	<b>Location</b>	<b>Name of Informant</b>	<b>What community or group does the Stakeholder represent?</b>	<b>Key Health Issues Identified</b>	<b>Hospital Comments</b>
		Tampa	Cassell	Church	health care	income people
6/6/13	Group	Florida Hospital Tampa	Kay Perrin	USF College of Public Health	Lack of Education and awareness, lack of access to care, lack of coordinated resource base	Public Health focus
11/6/13	Individual	Phone	Lydia Sierra	Egypt Lake Elementary School	Education and awareness, access, pediatric services	Serves many low-income children on free or reduced-fee school lunches