

COMMUNITY HEALTH NEEDS ASSESSMENT



SALEM
MEDICAL
CENTER

Effective December, 2020

Salem Medical Center

Community Health Needs Assessment

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1. Introduction

Salem Medical Center (SMC) takes pride in publishing the 2020 Community Health Needs Assessment (CHNA). The Affordable Care Act (ACA) mandates that, every three years, tax-exempt hospitals conduct a Community Health Needs Assessment (CHNA). By determining and examining the health needs and gaps in communities, these assessments drive hospitals' planning and implementation of initiatives to improve community health. This publication is also an important opportunity to highlight the substantial community contributions SMC with local partners make each day. They include essential health services to support community medical and behavioral well-being.

SMC is licensed for 126 beds, inclusive of medical-surgical, intensive care and behavioral health. SMC provides critical access to the community through its Emergency Department (nearly 20,000 patients annually), Surgical Services (outpatient/inpatient, about 2,500 cases annually) and Inpatient Acute Care (about 2,500 admissions annually) and many other programs that support both medical and behavioral health care access while promoting quality of life.

The community benefit support includes financial assistance, Medicaid losses, subsidized health services provided, and community programs. SMC provides annually approximately \$2 million in free or subsidized healthcare services.

Local hospitals are economic cornerstones in their communities. SMC has approximately 400 employees. Among rural acute care hospitals, the negative operating margins ranged from 42 percent to 63 percent. The economic pressures have the potential to negatively impact health care access and our economy. Despite these challenges, SMC remains committed to serving the community medical and behavioral health needs.

Salem Medical Center is committed to learning from and serving the community. We are guided by a volunteer board, comprised on many local members, with the best interest of the hospital and the community in mind. SMC is dedicated to growing new services and recruiting physicians relevant to our community. In order to understand the needs of the community, SMC conducted a needs assessment. In this document, we will review the results of the assessment and the steps SMC has taken to continue to serve the community.

A handwritten signature in cursive script, appearing to read "Tammy Torres".

Tammy Torres, DNP, MSN, RN
Chief Executive Officer - Salem Medical Center

2020 Salem Medical Center

Community Health Needs Assessment

In 2019, the hospital transitioned to new ownership. This marked a new era as we returned to not-for-profit status under the new name of Salem Medical Center. Salem Medical Center has been providing a wide array of healthcare services to Salem County and surrounding area for more than 100 years.

Mission Statement:

Salem Medical Center, delivering high quality, compassionate healthcare to Greater Salem County.

Vision Statement:

As a not-for-profit hospital, Salem Medical Center (SMC) will focus on patients first, ensuring that the highest quality of care is always priority number one. We are proud to serve Salem County and are committed to working with the community to make the future of healthcare delivery in the region brighter and more sustainable than in the past. SMC will keep a focus on making the services that we provide, both hospital based and outpatient programs, reflective of the evolving needs of the population we serve.

2. Community Served

Salem Medical Center provides healthcare services to approximately 110,000 residents in Salem, Gloucester, and Cumberland counties in southwestern New Jersey. This service area was determined by analyzing the historical source of patients. The following is a profile of the population in the SMC service area.

Demographic Data

SMC Service and Population by Age Cohort

Age Cohort	2019 Population	Projected 2019-2024 Compared Annual Growth Rate
0-17	24,226	-.62%
18-44	38,486	-.48%
45-64	27,671	-1.77%
65-84	16,048	1.92%
85+	2,599	-.54%
Total	109,030	-.46%

Source: NJHCFFA Salem County Report

Salem County Population by Race

White	75.1%
Black/African American	13.1%
Hispanic/Latino	8.3%
Asian	.9%
Other	2.6%

Percentage of Population Below Poverty Level

Salem County – 14.1%
New Jersey – 10.7%

Source: dataUSA.io

Health Risk Profile

According to County Health Rankings, in 2019, out of the 21 counties in New Jersey, Salem County ranked 20th for both health outcomes and health factors. Health Factors are a blend of health behaviors, clinical care and socio-economic measures.

Risk Factor	Salem %	NJ %
Diabetes	14%	10%
Adult Obesity	37%	26%
Uninsured	8%	9%
Low Birth Weight	8%	8%
Smoking	18%	14%

3. Process and Methods

In completing its CHNA, Salem Medical Center utilized various secondary data sources and publicly available data, including but not limited to:

- Rutgers Center for State Health Policy: Improving Health in Salem County Final Report
- Inspira Health Network: Community Health Needs Assessment.
- Study Performed by the New Jersey Health Care Financing Authority on the health needs of Salem County.

These reports which cover the same service area as Salem Medical Center provided comprehensive information regarding community demographics and identified community health needs of Salem's primary service area.

The referenced reports utilized a mixed methodology of primary and secondary data sources to obtain the required information.

In preparation for the change of ownership structure (which took place in February 2019), SMC leadership met extensively with the stakeholders listed below. The input received during these meetings, as well as from subsequent conversations post change in ownership, played a significant role in the development of the SMC Community Health Needs Assessment. The timing of the change in ownership was somewhat fortunate, since the restrictions associated with the Covid-19 pandemic limited personal interaction with community stakeholders. Alternate methods were utilized (e.g., video conferencing) in 2020 to continue to engage with the community in light of the challenges posed by the pandemic.

The following is a list of key stakeholders who had input into the development of the SMC CHNA

NJ Commissioner of Health

NJ Deputy Commissioner of Health

NJ Senate President

NJ Assemblyman for District

Mayor of Salem NJ

Salem County Executive

The leadership of the Salem Health and Wellness Foundation

Members of the SMC Medical Staff

SMC employees

Other Area Healthcare Systems (Cooper Health and Inspira Health)

Local Business leaders primarily through membership in the local Chamber of Commerce

Local Religious leaders

4. Findings and Prioritization of Community Health Needs

Through the help of community groups, community members talked about health in their communities with potential concerns. Our focus on community voice means that our assessment of health needs were framed by the community's perception of needs. Indeed, our most striking finding is the broad theme that the community's definition of health extends far beyond access to health providers and clinical health care to include the upstream determinants of health in their communities. These upstream determinants include things such as easy and affordable access to healthy food, safety, transportation, and time constraints. These community perceptions are consistent with recent research in population health, which suggests that targeted interventions in these upstream determinants could provide cost-savings and improvements in health that are much larger than even the best improvements in the efficiency and delivery of direct clinical care.

Based on the input of community, key stakeholders and the review of relevant health data for the SMC service area, the following were identified as important healthcare issues in need of attention and action:

Obesity

Substance Abuse and Addiction

Behavioral Health

Services for individuals with Intellectual/Developmental Disabilities

Access to Care

Investment in Local Healthcare

Local Response to the Covid 19 Pandemic

Women's Health Services

5. Identification of Resources Available to Address Significant Health Needs Identified

Resources to address the significant Health Needs were identified and secured from a combination of internal and external sources. Internal resources (financial, facilities/space and equipment) were dedicated for these services supplemented with external funding in the form of grants from the State of New Jersey and Salem Health and Wellness Foundation.

6. Exhibits

Exhibit

NJHCFFA Salem Hospital Services Needs Assessment

A

Improving Health in Salem County; Rutgers Center for State Health Policy

B

Inspira Health CHNA

C