



**CAPE REGIONAL**  
**MEDICAL CENTER**

**2013**

**COMMUNITY HEALTH NEEDS ASSESSMENT**



**CAPE MAY  
COUNTY  
NEW JERSEY**



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## FROM THE PRESIDENT



From the President

At Cape Regional Medical Center, we are proud of our strong tradition of community service. Our staff and volunteers work with our community partners to improve the lives of thousands of local residents by continually offering free health screenings, educational seminars, training and classes. We have received numerous awards for our community outreach initiatives, both locally and nationally.

Cape Regional Medical Center has a longstanding and active partnership with many social and civic organizations, faith communities, schools and local employers. This 2013 Community Health Needs Assessment is the result of a collaborative effort of our community partners who worked throughout the past year to identify the most-pressing healthcare needs in Cape May County.

This comprehensive report is the result of a thorough assessment of our area's healthcare profile, including a review of public health data and data obtained by means of focus groups, public forums and a community needs assessment survey. This assessment also includes action items and plans to address the healthcare concerns in our community.

We deeply appreciate the work of our Medical Center Staff and Community Partners who are highlighted in this report. We also thank the hundreds of community residents who provided valuable feedback in our surveys and focus groups.

For more information about the 2013 Community Health Needs Assessment, please contact Bonnie Kratzer, RN, BSN, Parish Nurse/ Lifestyle Management Coordinator at 609-463-4043 or [jkratzer@caperegional.com](mailto:jkratzer@caperegional.com).

Joanne Carrocino, FACHE  
President & CEO

## About the Community Health Needs Assessment

**Health Care Reform 3590 Patient Protection and Affordable Care Act** requires 501c3 nonprofit hospitals to conduct a Community Health Needs Assessment every three years.

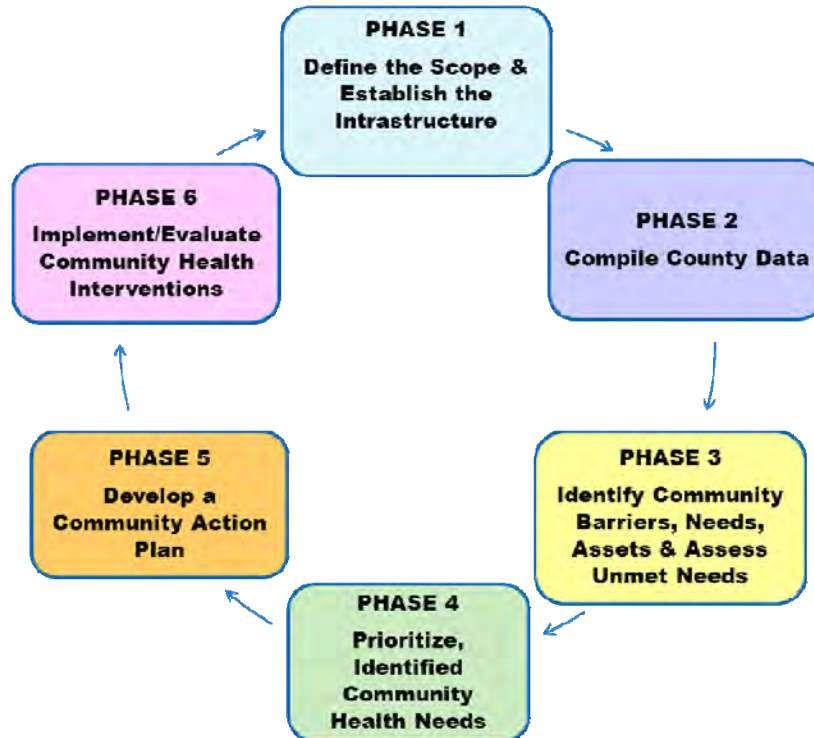
- A strategic plan needs to be adopted and implemented
- Need to collaborate with community health agencies
- Compliance obligation- assessment and planning between March 2010 and ending March 2013
- A \$50,000 penalty for not complying with initial 3-year period and any subsequent 3 year period

## Service Area and Demographics

Cape Regional Medical Center provides healthcare for all of Cape May County.

- Year-round population is 97,265
- Summer season population (May – September) swells to over 700,000
- Breakdown of population
  - 88.7% Caucasian
  - 5.1% Afro-American
  - 4.7% Hispanic
- Major industry is tourism
- Unemployment rate is 16.2%
- Population over 65 is 22%

## CHNA Process 3 Years



## Community Health Needs Assessment Partners

- Cape Regional Medical Center
- Cape Visiting Nurse Association
- Cape May County Department of Health
- Cape May County Department of Aging and Disabilities
- Cape Assist
- Cape Counseling
- Complete Care
- Volunteers in Medicine
- Rutgers Cooperative Extension
- Caring for Kids
- Puerto Rican Action Committee
- Concerned Citizens of Whitesboro
- Cape May County Department of Human Services

## Community Health Needs Assessment Survey

During the months from April through June 2012, a community survey was distributed to participant via in-person at health fairs, support groups, and community events. The survey included 92 multiple choice questions concerning:

- General Information
- Health Status
- Children's Health
- Adult Health (Women and Men's Health Screenings)
- Alcohol, Tobacco and Drug Use
- General Health

People asking for health education concerning smoking cessation, advanced directives, health screening events, AA/Al-Anon and drug dependency were mailed appropriate information.

**SURVEYS COMPLETED: 607**

## Focus Groups

Four 1-hour discussion focus groups, with an 8 question format, were conducted from May through September, 2012, in Wildwood, Woodbine, Cape May Court House and Whitesboro.

Results from the focus group discussions indicated a need for knowledge on healthcare events and a hospital "hotline" for immediate information.

## Five Top Areas of Community Health Needs

After analyzing results gathered from the surveys and from the focus group meetings, the following top five health concerns were identified in Cape May County.

- ❖ **Alcohol and Drug Abuse, Smoking**
- ❖ **Obesity**
- ❖ **Access to Healthcare/Emergency Department**
- ❖ **Cancer Prevention**
- ❖ **Child Trauma/Neglect**

## Barriers to Community Health Needs Programs

- **Program Capacity** – Expansion of existing programs, services, and activities for target health needs in Cape May County
- **Cost** – Funding availability
- **Personnel** – Number of skilled people to meet needs
- **Time** – Times in schedule to meet needs

## Five Top Areas of Community Health Needs

### 1. Alcohol, Drugs, Smoking

**Goal:** Increase education, prevention and treatment of alcohol and drug abuse and promote smoking cessation in Cape May County

**Activities:**

- a) Train Cape Regional Medical Center – Emergency Department Staff in motivational interviewing
  - *Track the # of clients screened through ETOH (ethyl alcohol) to create a baseline for the first 12 months*
- b) Proper disposal of unwanted/expired “take back” medications; measured by number of brochures distributed and pounds of medications collected by law enforcement.
  - *Track the amount of Rx drugs collected to create baseline for first 12 months*
- c) Increase # of people attending the Smoking Cessation Course at Cape Regional Medical Center
  - *Track # of people completing the Smoking Cessation Course at Cape Regional Medical Center*

## **2. Obesity**

**Goal:** Prevent and reduce obesity in Cape May County by promoting a healthy lifestyle

**Activities:**

- a) Expand CRMC **Fit For Life** program through Cape Regional Physicians Associates patients and discharged patients
  - *Track # of participants; compare to previous year*
- b) Expand nutrition program at Cape May City Elementary School by Rutgers Cooperative Extension Services
  - *Track # of participants in program*
- c) Expand Junior Cooking Class sponsored by Rutgers Cooperative Extension Services
  - *Track # of sessions; track # of participants*

## **3. Access to Healthcare/Emergency Department**

**Goal:** Increase awareness among providers and the general population of Cape May County about healthcare services

**Activities:**

- a) Establish a report to identify patients using the Emergency Department three or more times per year
  - *Track # of visits in 2013*
- b) Increase access to appointments to Volunteers in Medicine and Complete Care
  - *Track # visits to Volunteers in Medicine and Complete Care*
- c) Connect with Department of Aging to link intensive case management
  - *Track # cases linked to Cape Regional Medical Center and Department of Aging*



#### 4. Cancer Prevention

**Goal:** Increase awareness, education and prevention of cancer in Cape May County

**Activities:**

- a) Increase # of screenings for prostate cancer by Cape May County Department of Health
  - *Track # prostate cancer screenings compared yearly*
- b) Expand skin cancer program with more screening events by Cape May County Department of Health
  - *Track # skin screenings compared yearly*
- c) Provide skin cancer education brochures and distribute at community events by Cape May County Department of Health
  - *Track # of brochures distributed*
- d) Dedicate web pages to prostate cancer and to skin cancer prevention by Cape May County Department of Health
  - *Track # website hits*
- e) Increase breast health awareness and mammogram screenings by Cape Regional Medical Center
  - *Track # of screening mammograms yearly*

#### 5. Child Trauma/Neglect

**Goal:** Increase awareness, education and access for prevention and intervention of child trauma/neglect in Cape May County

**Activities:**

- a) Outreach to more Fathers and special needs families by Caring for Kids
  - *Track # of Fathers in programs*
- b) Increase participation of schools in anti-bullying and child trauma/neglect
  - *Track # schools participating in program compared to last year*
- c) Increase the number of public awareness presentations about the prevention of child trauma/neglect.
  - *Track # of presentations provided throughout the year*

## **.New Program Possibilities**

- Cape Counseling program on smoking cessation for mental health population
- Therapeutic care for young children in trauma
- Cape Regional Medical Center grant awarded on Chronic Disease Self-Management Program
- Cape Assist grant awarded on Chronic Disease Self-Management Program
- Cape Regional Medical Center program on Faithful Families: Eating Smart and Moving More



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## Community Partners



CMC Department of Aging and Disability Services

Concerned Citizens of Whitesboro, Inc.

Bridge Counseling and Therapy Center

Cape May County- Department of Human Services

The Puerto Rican Action Committee of Southern New Jersey, Inc.