



COMMUNITY HEALTH NEEDS ASSESSMENT SOUTH GEORGIA MEDICAL CENTER BERRIEN CAMPUS

MAY 25, 2021



Photo Courtesy: Berrien Chamber of Commerce

Acknowledgements

We would like to publicly acknowledge and thank the community of Berrien County for their participation in the 2021 community survey. We would also like to thank the South Georgia Medical Center – Berrien Campus team and the CHNA Strategic Task Force for their cooperative work on completing this project.

2021 CHNA Project Participants

- Richard Huth, Administrator, Berrien Campus
- Selena Brady, Director of Nursing, Berrien Campus
- Tammy Stone, Quality and Risk Manager, Berrien Campus
- Jennifer Harrison, Infection and Control Registered Nurse, Berrien Campus
- Martha Phillips, Executive Assistant, Berrien Campus
- Johnny Ball, VP of Marketing and Public Affairs, Berrien Campus
- Gracelynn Wiseman, Marketing and PR Specialist, Berrien Campus
- Mitzi Kent, Partner, Barlow/McCarthy
- David Zirkle, PhD, Senior Consultant, Barlow/McCarthy
- Tony Barlow, Managing Consultant, Barlow/McCarthy

Thank you also to the community members who participated in the interview portion of the 2021 CHNA.

2021 Community Interview Participants

- Jacqueline O’Kane, Family Medicine Physician, Berrien Campus
- Sara Paulk, President, Community Action Committee
- Katie Ray, Counselor, Berrien County Schools
- Alonso Martinez, Owner, Puerto del Sol Restaurant
- Selena Brady, Director of Nursing, Berrien and Lanier Campuses
- Sue Craig, LPN, Berrien County Health Department
- Lisa Smart, Executive Director, Berrien County Chamber of Commerce
- Brent Jarzen, HR Director, Chaparral Boats
- Betty Smith, NP Dupree Center, FQCA



Photo Courtesy: Berrien County Courthouse, courthouses.co

TABLE OF CONTENTS

ACKNOWLEDGMENTS	1
EXECUTIVE SUMMARY	3
INTRODUCTION & BACKGROUND.....	5
PROJECT METHODOLOGY	5
ORGANIZATIONAL PROFILE	6
COMMUNITY PROFILE	6
EXPERT INTERVIEWS	8
COMMUNITY SURVEY	11
COMMUNITY INDICATORS	18
IMPACT OF 2021 CHNA & IMPLEMENTATION PLAN	27
APPENDIX	
Project Participants	28
Interview Participants	28
Community Survey Respondent Profile	29
Healthcare Service Inventory	29
Berrien County Health, Social and Behavioral Profile	30

EXECUTIVE SUMMARY

South Georgia Medical Center (SGMC) is pleased to present our 2021 Community Health Needs Assessment for the Berrien Campus. As a non-profit healthcare organization, we are required to prepare an assessment every three years for all hospitals in our system. This report describes the community served, the process used to conduct the assessment and action plans to address those issues identified as priorities.

SGMC partnered with Barlow/McCarthy, a national healthcare consulting firm with experience in preparing community health needs assessments to complete the project. In order to support the process, data and information was collected from a number of sources including:

1. Virtual interviews with community leaders and key stakeholders knowledgeable about public health.
2. A community survey of Berrien County residents.
3. Secondary data compiled by other agencies and organizations.

The following represents a summary of key findings based on an analysis of the above data and information sources.

Expert Interviews

Social and behavioral risk factors identified as having a negative impact on the community include:

- Illegal substance abuse
- Alcohol abuse
- Obesity in both children and adults
- Child abuse or neglect

Community needs for the following services to improve access and the quality of healthcare available to Berrien County residents include:

- Urgent Care/Walk-In Clinic
- Specialty care including heart disease, stroke, cancer, diabetes
- Treatment for mental health problems
- Treatment for both alcohol and drug abuse
- Healthcare for low-income individuals with fixed pricing
- Healthcare for pregnant women
- Primary care

Other factors affecting the overall health and well-being of the community include:

- Lack of transportation creates access barriers
- Lack of adequate after-hours and weekend care limits access to primary care
- Local knowledge of services provided
- Due to high illegal drug use, grandparents raising grandchildren
- Community still afraid to go to the Berrien Campus emergency department for care due to fear of the pandemic

Community Survey

- The majority of individuals and/or households have some type of health insurance (approximately 90%). By far, the most common reason for lacking insurance coverage is cost.
- Social and behavioral risk factors rated as a major problem include:
 - Illegal substance abuse
 - Obesity in adults
 - Tobacco use
 - Lack of adequate insurance coverage
 - Lack of physical activity and exercise
- Healthcare services not readily available in the local community include:
 - Major surgery
 - Cancer care
 - Weight loss services
 - Pregnancy-related care
- The majority (83%) of county residents have a personal or family doctor to cover their basic healthcare needs. Cost and the lack of doctors and insurance coverage are the primary reasons for not having a personal physician.
- Among those seeing a specialist, over 75% travelled outside the community for care due to lack of local specialists.
- Covid-19 has impacted healthcare access as a result of cancelled physician and dental appointments as well as missed health screenings.

Community Indicators

- Healthcare access is limited by the number of providers available to support the community including primary care physicians, dentists and mental health providers.
- Berrien County falls below the state on several socio-economic indicators such as per capita income, median house value and education level, while those without health insurance, poverty rate and the percent of people with a disability are all higher.
- Health behavior and quality of life indicators that exceed state and national benchmarks include:
 - Adult obesity
 - Physical inactivity
 - Teen births
 - Life expectancy
 - Child mortality
 - Child abuse rate
- Leading causes of death include heart and vascular disease, COPD, respiratory cancers and cerebrovascular disease such as strokes. In all cases, the Berrien County death rate is substantially higher than the state overall.
- Berrien County ranks in the top 25% of GA counties for physical environment indicators. However, the county falls in the lower 25% quartile of counties for clinical care, health behaviors, socio-economic factors and quality of life dimensions.

INTRODUCTION & BACKGROUND

The Patient Protection and Affordable Care Act requires all non-profit hospitals to prepare a Community Health Needs Assessment (CHNA) at least once every three years to maintain their tax-exempt status. The CHNA must include input from “persons who represent the broad interests of the community including those with special knowledge or expertise in public health.” The CHNA must also be made widely available to the public and include an implementation plan describing how the organization will address the community’s health needs.

The role of the CHNA is to identify factors that affect the health of the community and determine the availability and/or need to build resources to address these issues. More specifically, the objectives of the assessment include:

- Explore the current state of the local healthcare market including access to care, quality of care and unmet needs of the community.
- Quantify health status indicators such as disease prevalence/incidence in the community as well as prevention and other programs currently available.
- Compare local results to benchmarks when available to highlight areas of concern.
- Develop an inventory of healthcare facilities, programs and services available in the local community.
- Prioritize community health needs based on analysis of both quantitative and qualitative data.
- Develop an action plan with specific tactics describing how the organization will address community health needs.

PROJECT METHODOLOGY

In order to satisfy regulatory requirements, a multi-step process was employed to conduct and complete a Community Health Needs Assessment for the SGMC Berrien Campus. The process is described below.

Step 1: Establish a Multidisciplinary CHNA Team. The CHNA Team provided project oversight and assisted with the selection of priorities and appropriate responses and interventions.

Step 2: Collect Input from the Community. This phase included both qualitative and quantitative components, which were designed to explore the current state of the local healthcare market including access to care and preventive services, unmet needs and behavioral risk factors present in the community. First, interviews were conducted with individuals who represent the broad interests of the community and knowledgeable about public health issues. Secondly, a survey of Berrien County residents was completed, and the data incorporated with information from public health experts to provide input from the community.

Step 3: Collect Secondary Data Sources. In this phase, secondary data compiled by other agencies and organizations was collected and summarized to quantify a number of health status indicators along with demographics, socioeconomic and other environmental factors that may affect the health of the community. The local community data was compared to state and national benchmarks when available to highlight areas of concern.

Step 4: Develop Healthcare Services Inventory. An inventory of healthcare facilities, programs and services in the community was developed to better understand what resources are available how they can be leveraged to have the greatest positive impact on community.

Step 5: Prioritize Community Health Issues. The key to success is selecting a manageable number of priority issues based on the data and available resources and capabilities. At this stage, the CHNA Team prioritized community health needs using a rating system that includes both qualitative and quantitative factors.

Step 6: Develop Community Health Action Plans. Once priorities were established, the CHNA Team developed specific tactics to address these health issues and concerns including resource requirements, implementation timelines, specific goals and objectives and a plan to measure progress.

Step 7: Make Assessment Available to the Public. The final requirement is to make the assessment widely available to the public. This includes a description of the community, the process used to conduct the assessment, how community input was incorporated and action plans with appropriate interventions to address those health issues identified as priorities.

ORGANIZATIONAL PROFILE

South Georgia Health System is a not-for-profit healthcare delivery system serving a multi-county area in South Georgia and North Florida. The system consists of South Georgia Medical Center, South Georgia Smith Northview, South Georgia Medical Center Lanier Campus and South Georgia Medical Center Berrien Campus. SGMC Berrien Campus has been a part of the Nashville, GA community since 1965 and includes 51 acute care beds and 12 geriatric/psychiatric beds that serve the residents of Berrien County. The hospital provides general medical care for inpatient, outpatient and emergency room services.

COMMUNITY PROFILE

Berrien County is located north of Valdosta, GA in South Georgia. As of 2019, the county population was 19,397 with an age distribution that is older than the state overall. While the state has grown nearly 10 percent in the last 10 years, Berrien County has grown only 0.5 percent. The county is predominantly white/Caucasian (86.8%) with black/African Americans comprising approximately 11.2% of the population and Hispanics/Latinos representing 5.6%. Berrien County falls below the state on several of the socio-economic indicators such as per capita income, median house value and education level, while those without health insurance, poverty rate and the percent of people with a disability are all higher.



**Berrien County
Community Profile (2019)**

Profile	Berrien Co.	GA
Population		
Population	19,397	10,617,423
Percent change (2010-2019)	0.5%	9.6%
Age and Sex		
Persons under 5 years	6.3%	6.2%
Persons under 18 years	23.9%	23.6%
Persons 65 years and over	17.2%	14.3%
Females	50.7%	51.3%
Race and Hispanic Origin		
White	85.8%	60.2%
Black or African American	11.2%	32.6%
Hispanic or Latino	5.5%	9.9%
Housing		
Housing units	8,848	4,378,391
Homeownership	64.2%	63.3%
Median housing value	\$88,000	\$176,000
Families & Living Arrangements		
Households	7,367	3,758,796
Persons per household	2.57	2.70
Education		
High school graduate or higher	79.0%	87.1%
Bachelor's degree or higher	11.4%	31.3%
Health		
Persons with a disability (under age 65)	13.6%	8.7%
Persons without health insurance (under age 65)	20.4%	15.5%
Economy		
Labor force participation age 16 years and over	51.7%	62.6%
Income & Poverty		
Median household income	\$40,415	\$58,700
Per capita income	\$19,547	\$31,067
Persons in poverty	20.1%	13.3%

Source: U.S. Census Bureau American Community Survey (2019)

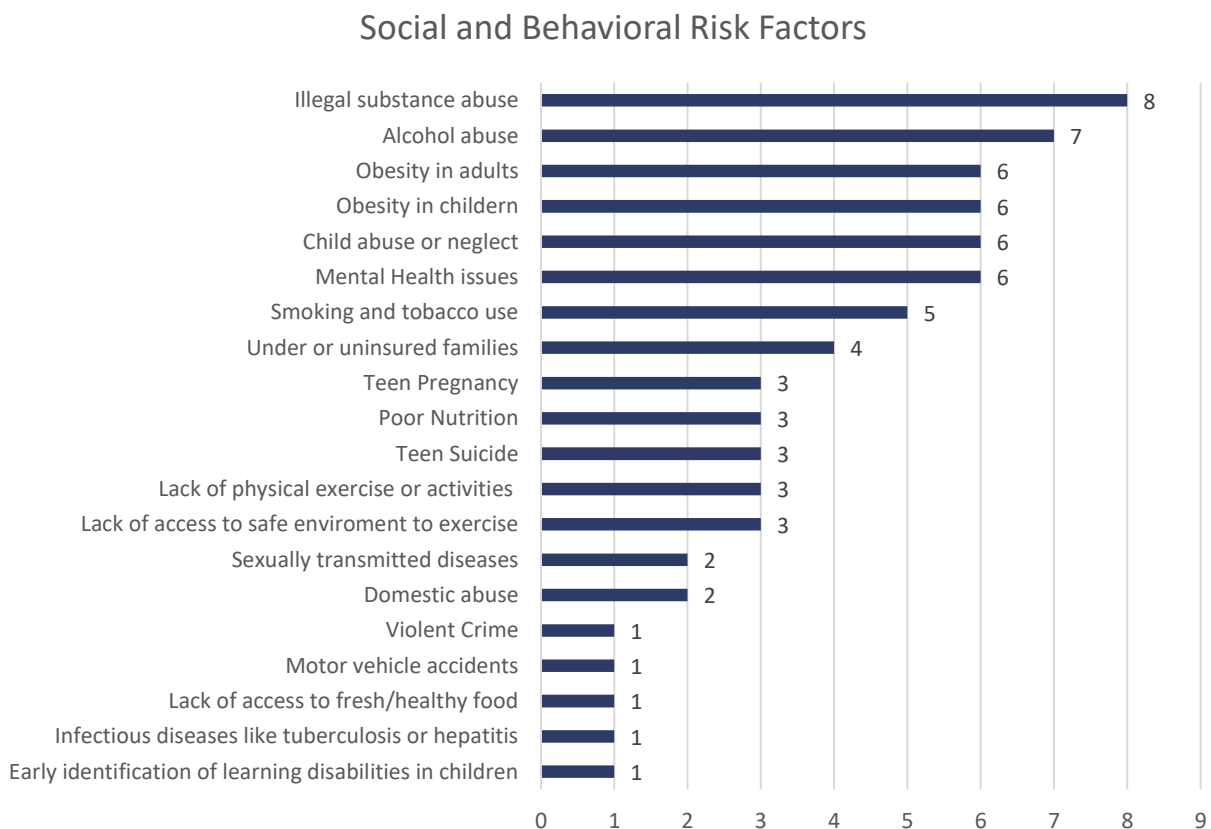
EXPERT INTERVIEWS

A total of nine interviews were completed with key community leaders and public health expertise (a list of participants is included in the Appendix). A script was developed to guide the discussions and ensure consistency in the content and questions across interviews. Discussion topics included:

- Social and behavioral risk factors impacting community health
- Barriers affecting access to healthcare in the local community
- Quality of healthcare available in the local community, including improvement opportunities
- Healthcare not readily available and/or services residents would like to see available in Berrien County
- The impact of COVID-19 on the community

Social & Behavioral Risk Factors

Social and behavioral factors are known to play a crucial role in the health of individuals and the overall community. Respondents identified the following items most frequently when asked to identify social and behavioral risk factors impacting the community. These include illegal substance abuse (meth/cocaine), alcohol abuse, obesity in children, and child abuse or neglect.



Respondents were also asked to identify the top three social and behavioral risk factors and rank them based on the magnitude and severity of the problems. The following is a rank-ordered list of the risk factors identified during the interviews:

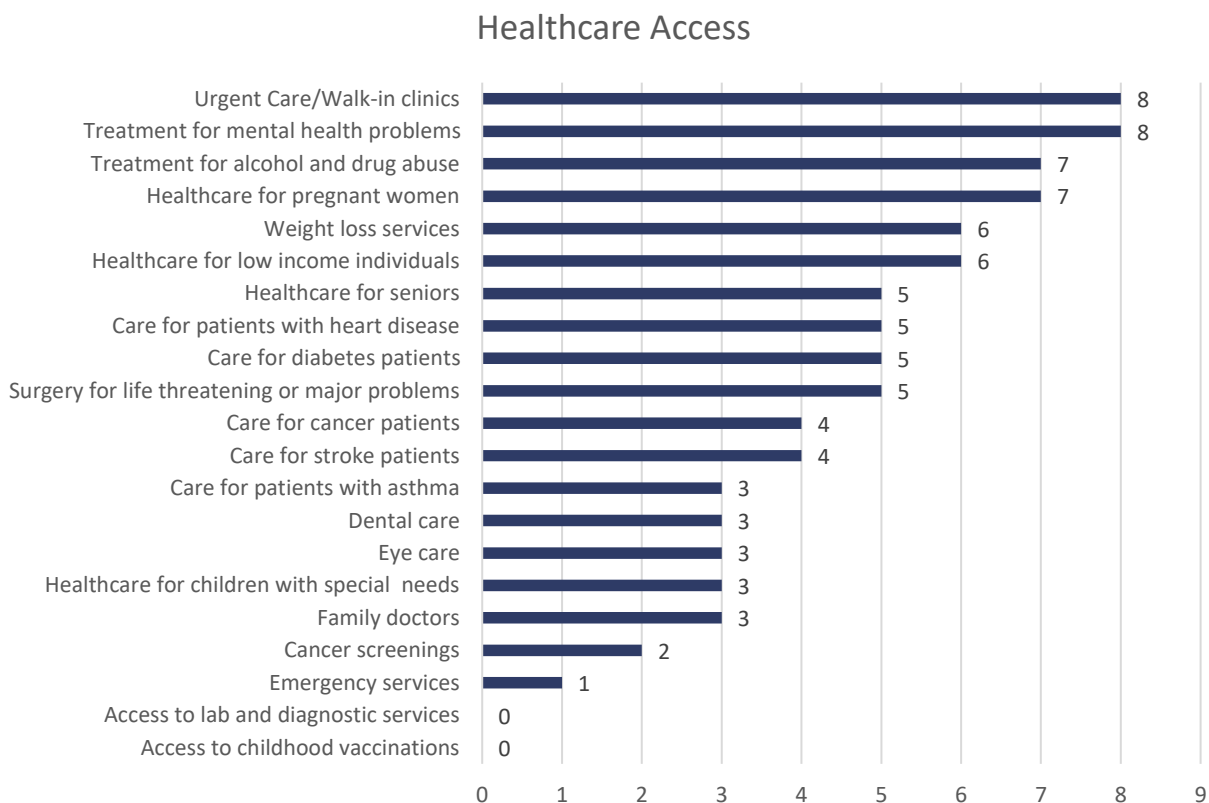
1. Illegal substance abuse
2. Mental health issues
3. Alcohol abuse
4. Child abuse or neglect
5. Obesity
6. Smoking and tobacco use
7. Under or uninsured families

Healthcare Access

Access to healthcare services is necessary to promote the community's health and well-being and achieve the best outcomes. The interviews explored healthcare services not readily available in Berrien County, creating access barriers to care and/or the need for residents to migrate out of their community for care.

Respondents identified a community need for the following services to improve access and the quality of healthcare available to Berrien County residents.

1. Urgent Care/After Hours Care
2. Treatment for mental health problems
3. Treatment for both alcohol and drug abuse
4. Healthcare for pregnant women
5. Most specialty care, e.g., heart disease, stroke, cancer, diabetes
6. Healthcare for low-income individuals



Other Considerations

Other factors identified during the interviews affecting the overall health and well-being of the community include:

Lack of transportation creates access barriers – Many in the community have limitations when it comes to transportation. Public transportation and ride services are not readily available; therefore, residents miss medical appointments or do not seek medical care. If residents have access to transportation, they migrate north to Tifton or South to Valdosta for healthcare services not readily available in the local community.

Access to pediatric care is limited – This includes both primary pediatric care and mental health for children.

Lack of knowledge in the community regarding services – Respondents stated that Berrien County residents are not aware of the updated technology, i.e., 3D mammography and new physicians in the area. Opportunities for a county health fair to educate the residents on services and to schedule screenings.

Access to specialty care – While some services are available in the local community on a visiting capacity, the residents continue to travel north to Tifton for specialty care.



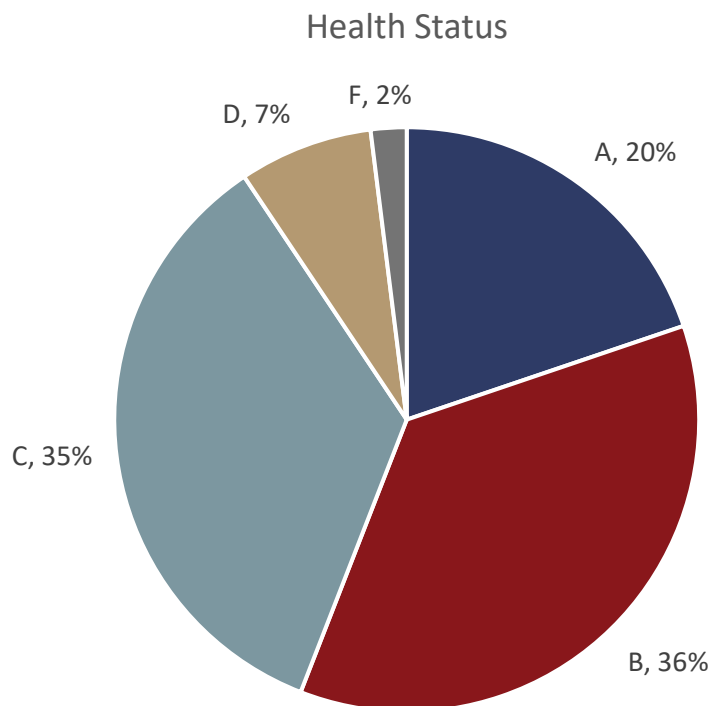
Photo Courtesy: Berrien County School District

COMMUNITY SURVEY

A web-based survey of Berrien County residents was completed to collect input from the public and community at large. A web link to the survey along with instructions was distributed on the SGMC Facebook page and to various organizations and groups located in the county. A total of 234 surveys were completed during April of 2021 which provides a margin of error of approximately +/- 6%. A complete demographic profile of the respondents is provided in the Appendix.

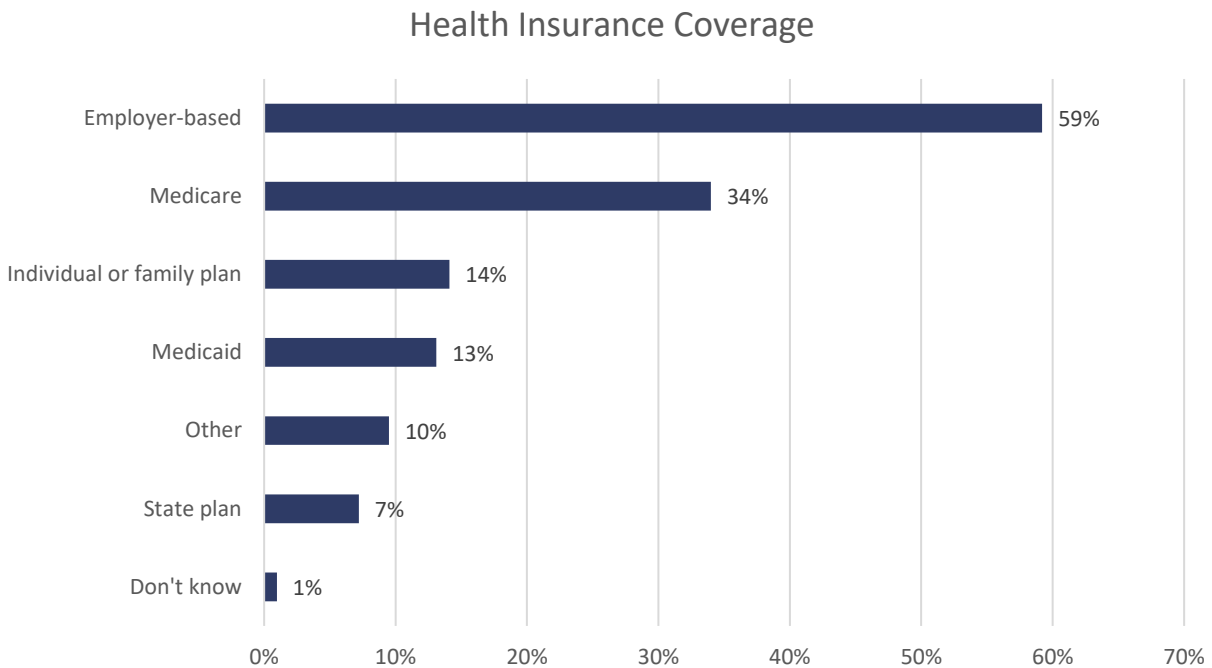
Health Status

When asked to rate their health status on an “A to F” grading scale, approximately 20% of respondents reported being in good health (A = “well and active”) while 9% of residents reported below average health status with a rating of “D” or “F”. The remainder of the respondent base rated their current health status as either “B” (36%) or “C” (35%).



Health Insurance Coverage

The majority of individuals and/or households have some type of health insurance (approximately 90%). Employer-based plans are the most common type of insurance coverage followed by Medicare. Approximately 20% are covered under Medicaid and/or a state plan while 10% of respondents indicated that at least one member of the household currently lacks healthcare insurance coverage. Other types of coverage generally include VA benefits. By far, the most common reason for lacking insurance coverage is cost.



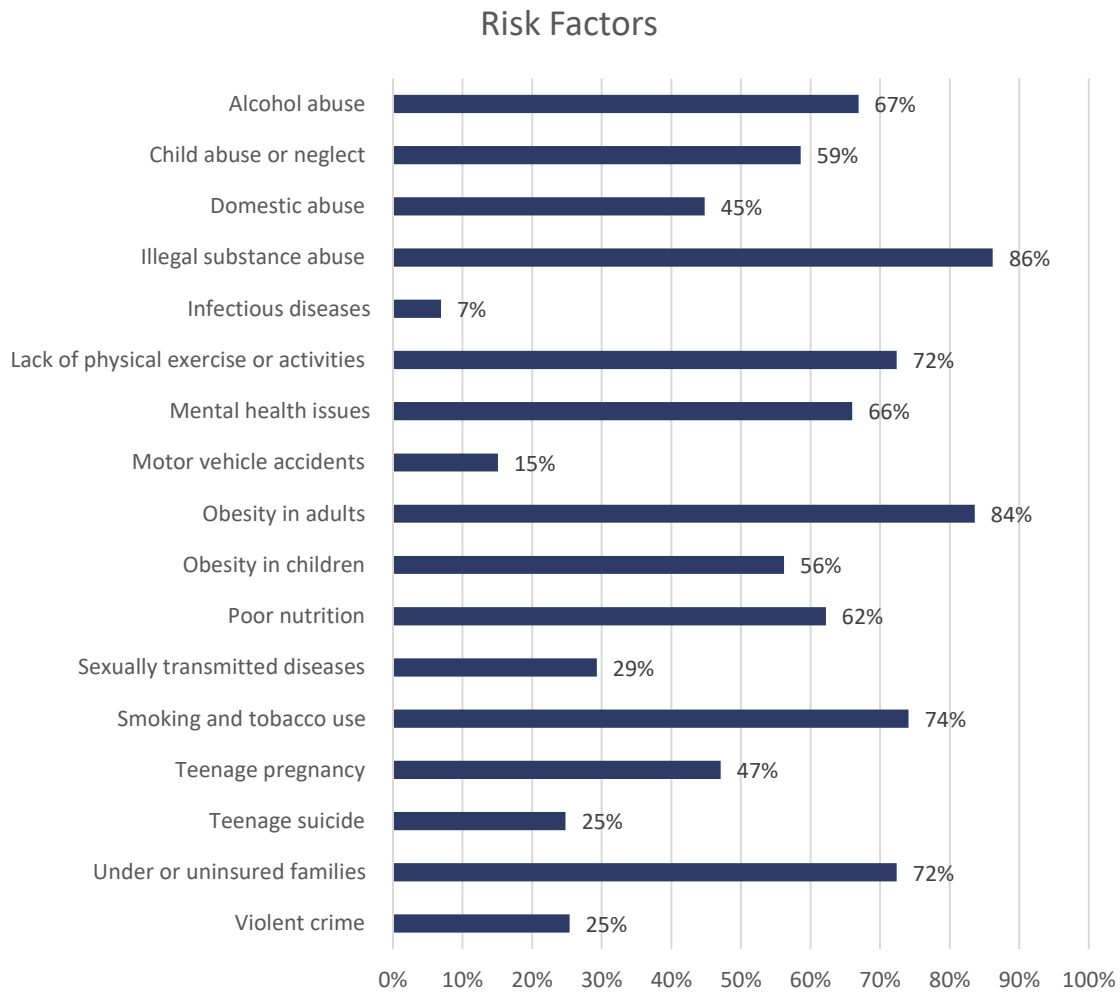
Note: Percentages sum to greater than 100% due to multiple responses



Photo Credit: Old Berrien County Jail, Explore Georgia

Risk Factors

Respondents were asked to identify social and behavioral factors that impact the overall health of the community. Results are summarized below and represent the percentage of respondents rating the factors as a major problem in their community. Risk factors rated as a major problem by 70% or more of respondents include illegal substance abuse, obesity in adults, tobacco use, uninsured families and lack of physical activity and exercise.

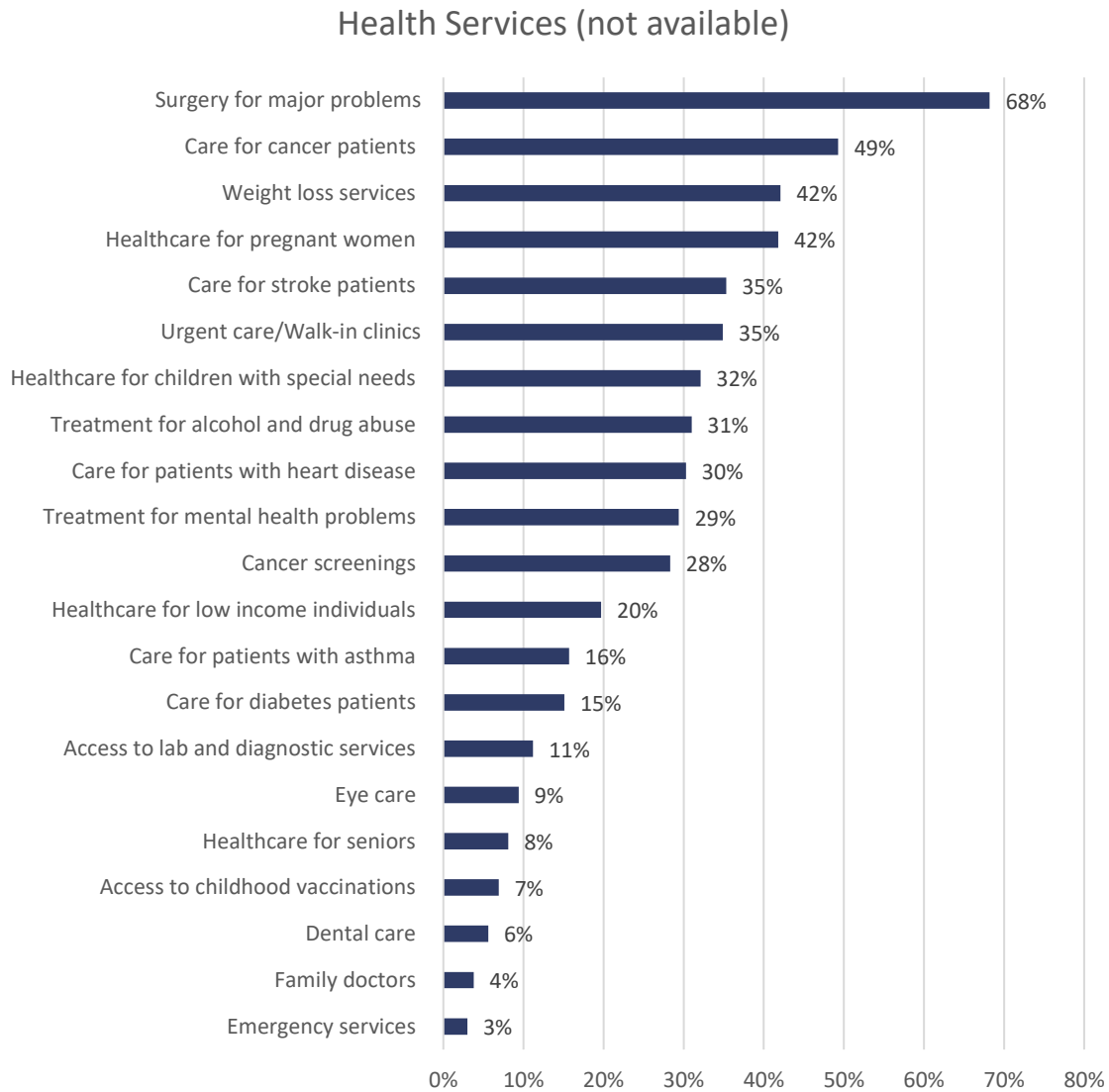


Note: Percentages sum to greater than 100% due to multiple responses

Healthcare Access

Approximately 23% of Berrien County residents reported that a household member had not received healthcare that was needed during the past 12 months. The primary reasons offered for not receiving needed healthcare included cost (both doctors and prescriptions) and the lack of health insurance.

Berrien County residents also identified a number of healthcare services that are difficult to access and not readily available in the local community. These include major surgery, cancer care, weight loss services and pregnancy-related care.

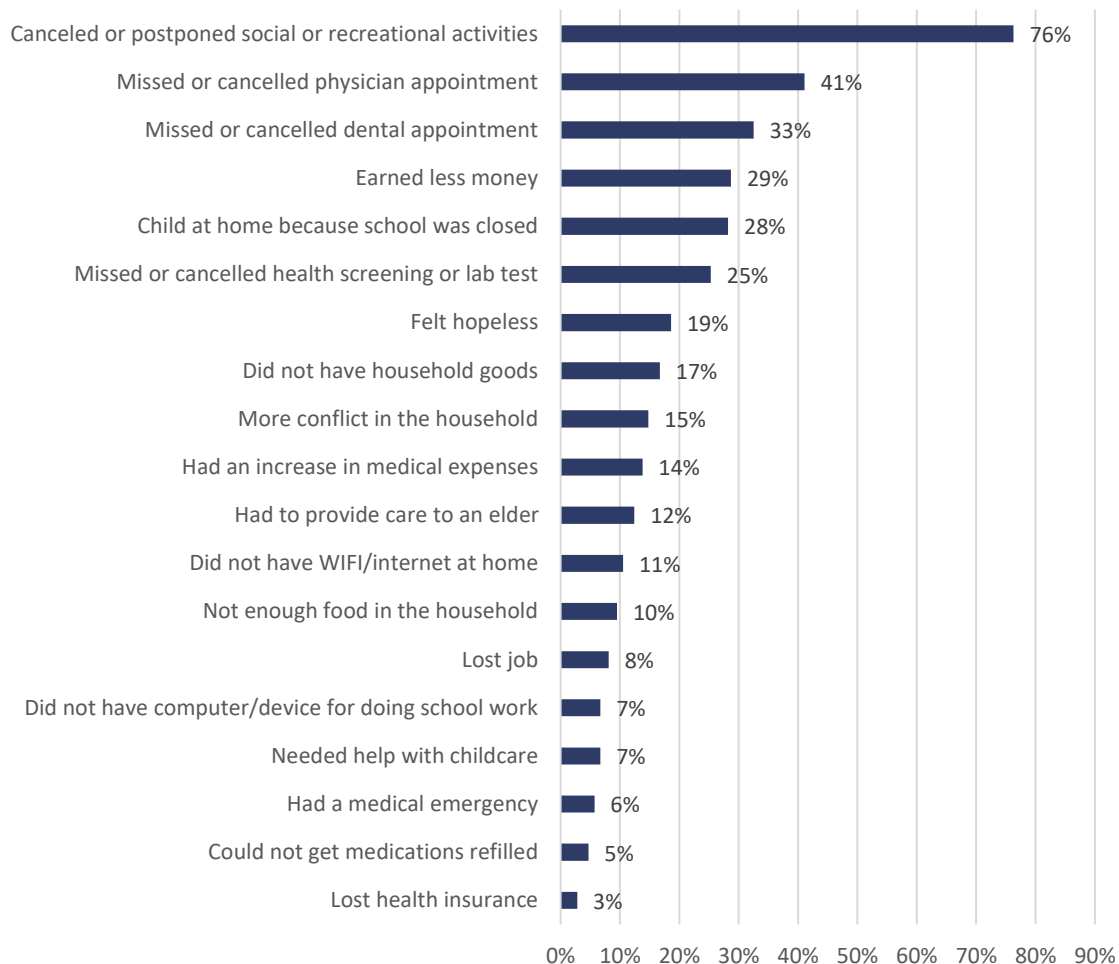


Note: Percentages sum to greater than 100% due to multiple responses

Covid-19 Impact

While the Covid-19 pandemic has affected individuals in many ways, survey respondents by far identified postponement of social and recreational activities as the greatest impact on their households. The pandemic has also impacted healthcare access as a result of cancelled physician and dental appointments as well as missed health screenings. At the same time, nearly 30% of respondents reported Covid-19 has had a financial impact on household income.

Covid-19 Impact



Note: Percentages sum to greater than 100% due to multiple responses

Respondents also offered the following comments when asked what one healthcare service if readily available would have the greatest positive impact on the health of the community:

- Greater access to primary care including 24/7 urgent care/walk-in clinics.
- Additional care and services for patients with heart disease was mentioned frequently.
- Emergency services for more advanced care such as cancer, stroke and heart attack.
- Improve access to pediatric care in the local community.
- More behavioral and mental health services including alcohol and substance abuse counseling and treatment.

Primary Care

The majority (83%) of county residents have a personal or family doctor to cover the basic healthcare needs of the household. Respondents cited cost and the lack of doctors and insurance coverage as the primary reasons for not having a personal or family physician. Approximately 64% of respondents reported appointments for a non-emergency situation could be scheduled in less than one week, while 89% of appointments available in two weeks or less.

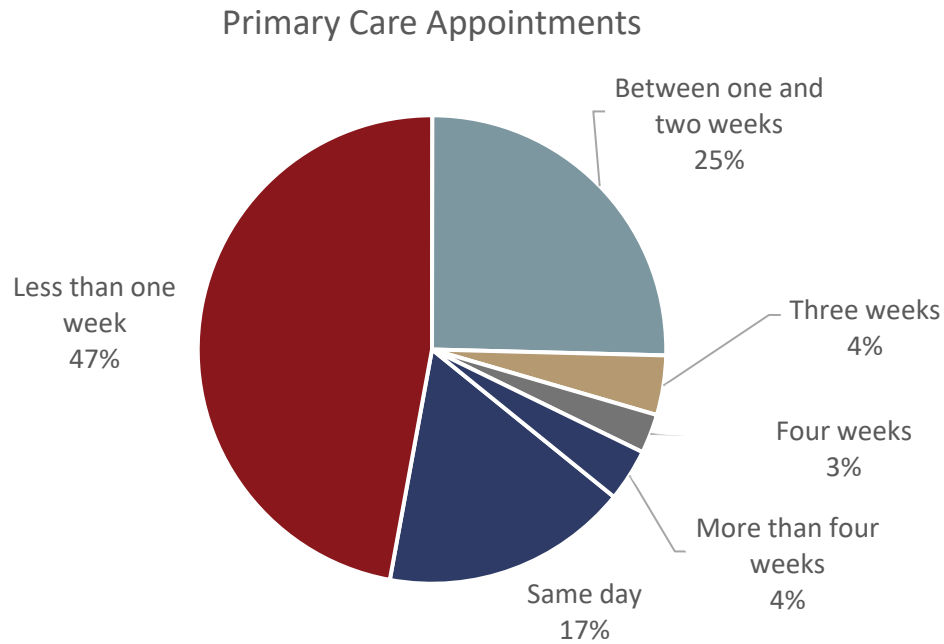
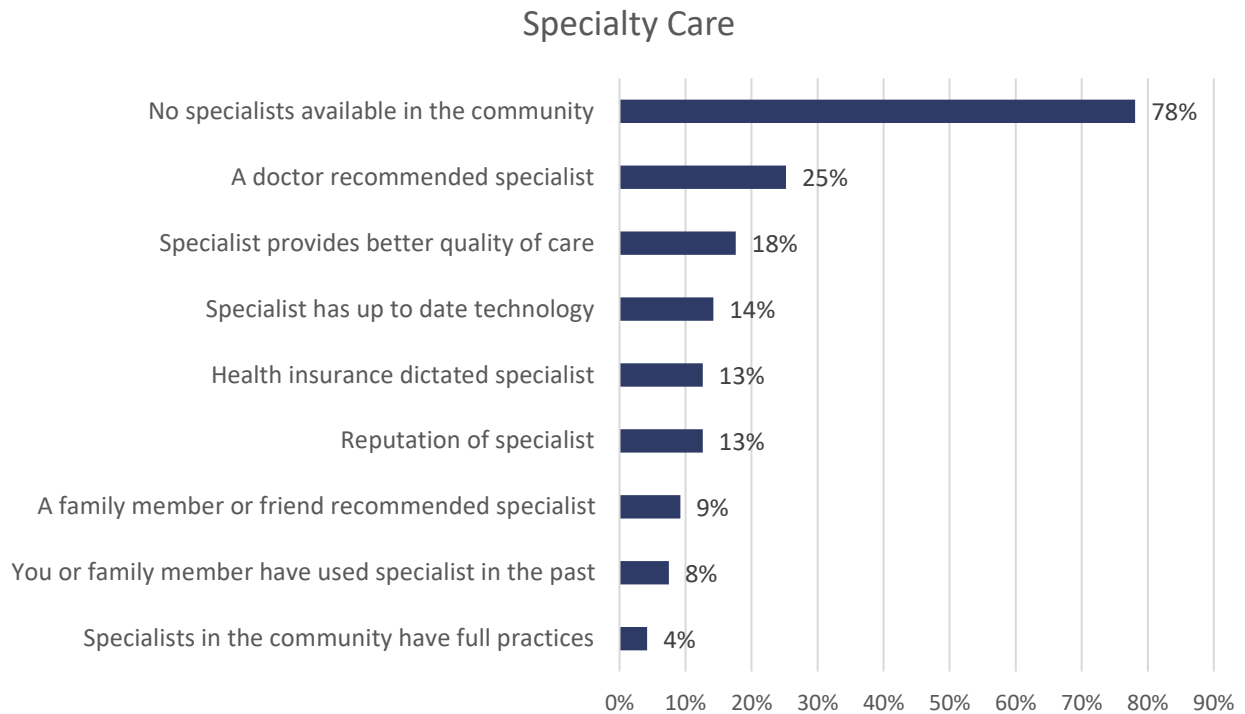


Photo Courtesy: Primary Care Physicians, SGMC

Specialty Care

Over 70% of respondents reported seeing a healthcare specialist in the past two years. Among those seeing a specialist, 76% travelled outside the local community for care. By far, the primary reasons residents migrate out of their community for specialty care is due to the lack of local specialists.



Note: Percentages sum to greater than 100% due to multiple responses



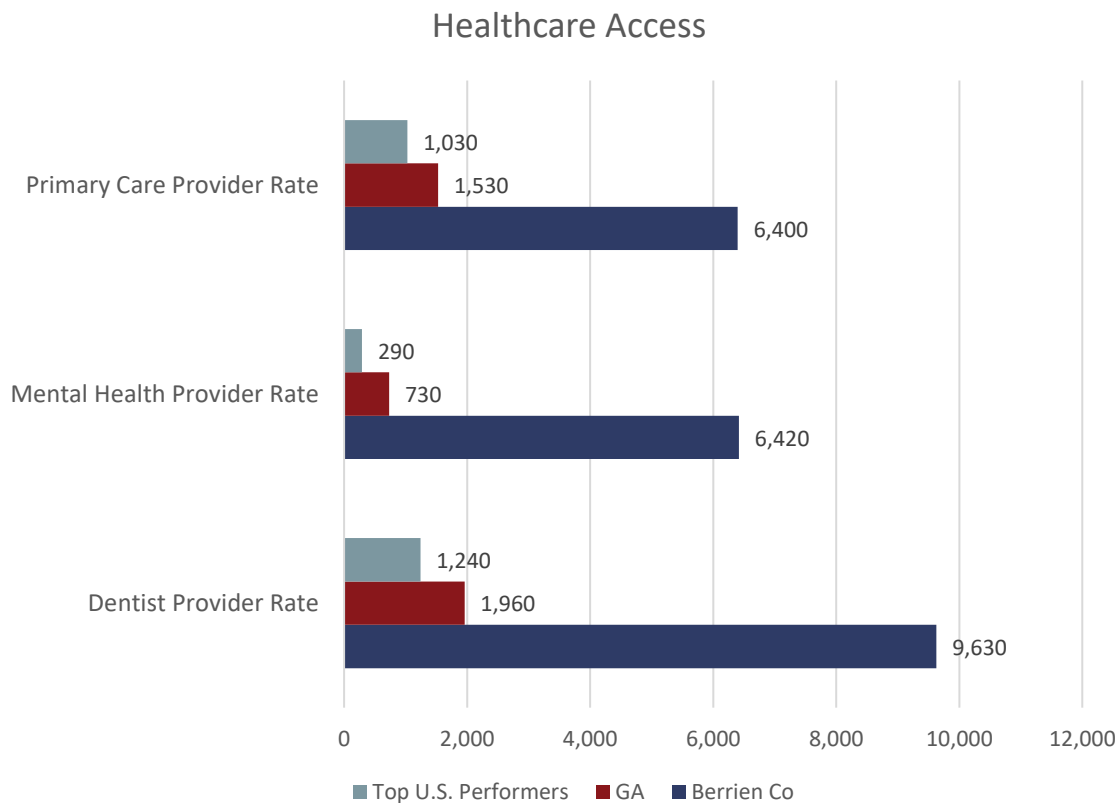
Photo Courtesy: Neurology, SGMC

COMMUNITY INDICATORS

Secondary data compiled by other agencies and organizations was collected and summarized to quantify a number of health status indicators as well as socio-economic and environmental factors that may affect the health of the community. The Berrien County data was compared to state and national benchmarks when available to highlight areas of concern. The following charts and tables show those indicators considered to have the greatest impact on the health and well-being of the community. A complete listing of all compiled secondary data is included in the Appendix.

Healthcare Access

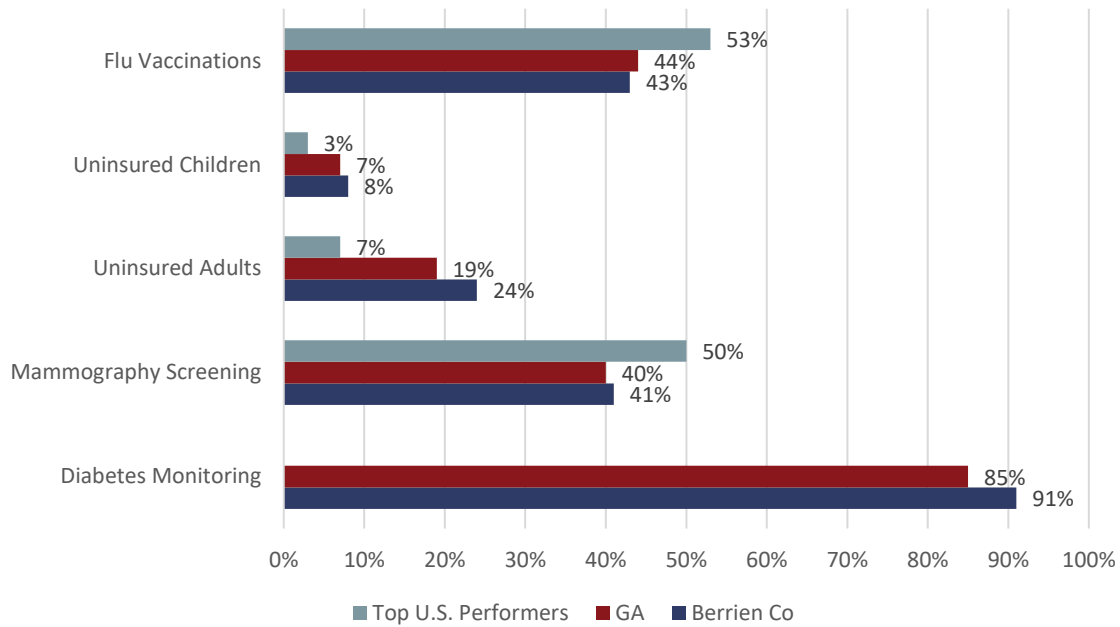
Access to healthcare in Berrien County is limited by the number of providers available to support community needs. The number of residents per provider in Berrien County is much higher when compared to the state overall and top U.S. performers. This includes primary care physicians, dentists, and mental health providers.



Source: *County Health Rankings*, <http://www.countyhealthrankings.org/> (2019)

Clinical Care

Clinical care indicators for Berrien County are comparable to the state overall, although the percentage of adults without health insurance is slightly higher than the state and substantially above the national benchmark.



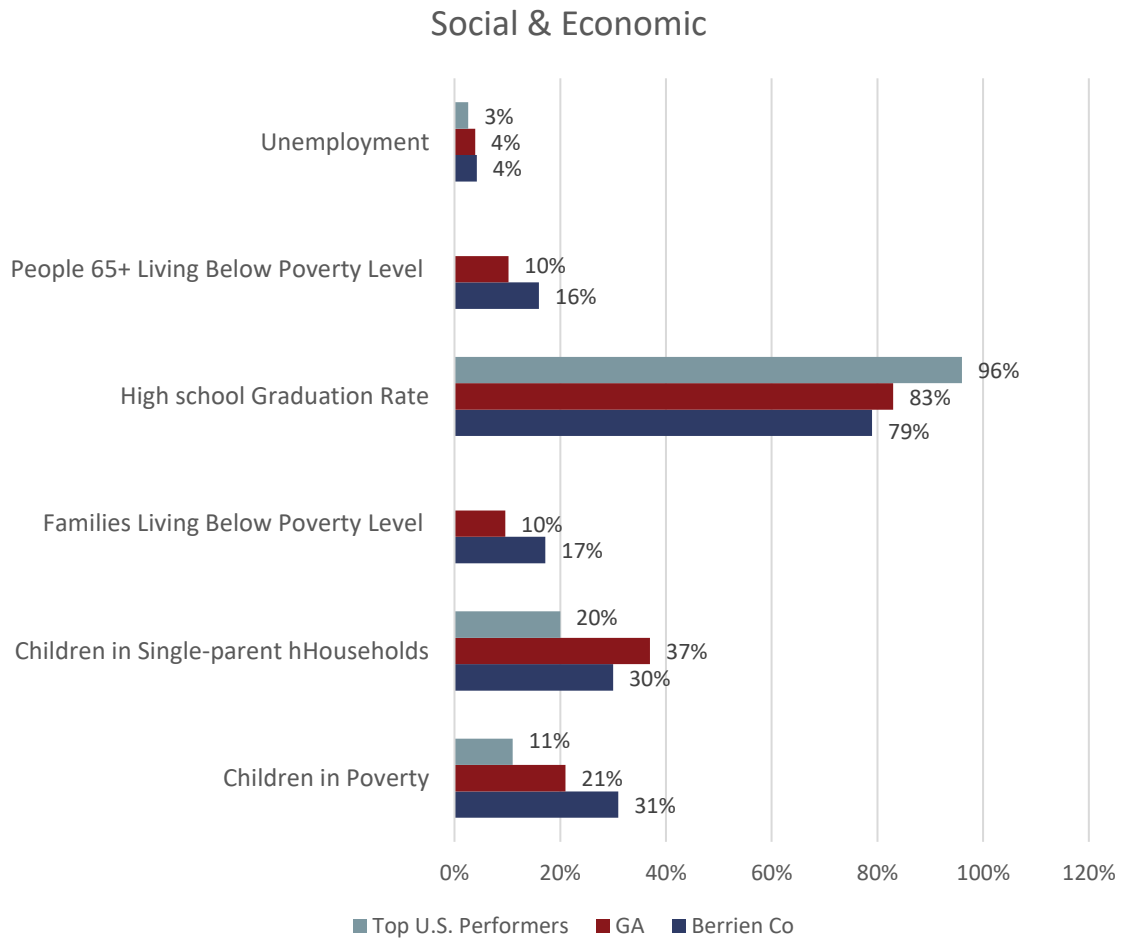
Source: County Health Rankings, <http://www.countyhealthrankings.org/> (2019)



Photo Courtesy: SGMC

Social & Economic

Several socio-economic indicators such as families, children and senior citizens in poverty are substantially higher than state and national benchmarks. However, children living in single-parent households in Berrien County falls below the state overall.



Source: *County Health Rankings*, <http://www.countyhealthrankings.org/> (2019)

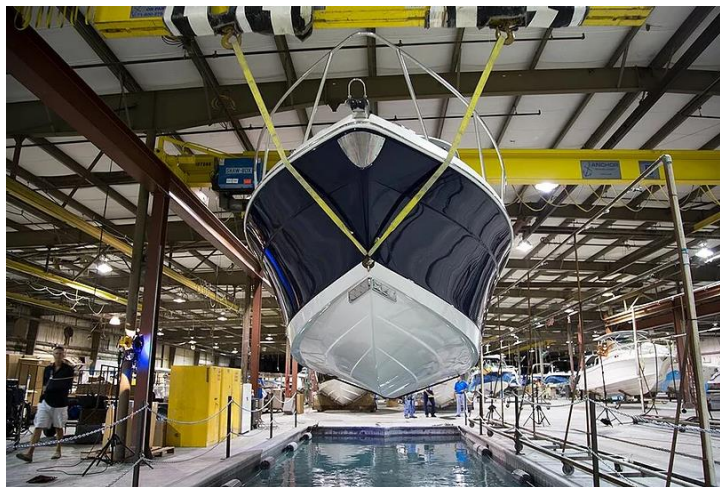
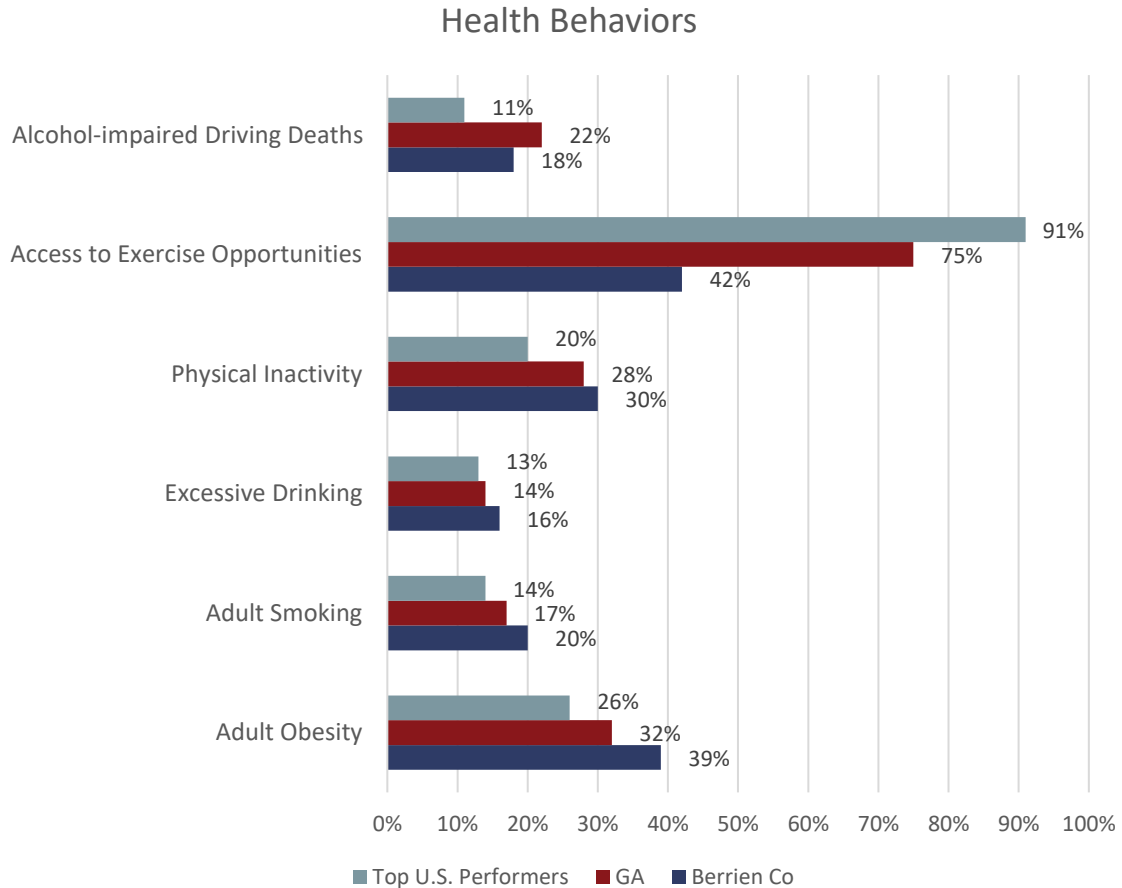


Photo Courtesy: Chaparral Boats, Berrien Chamber

Health Behaviors

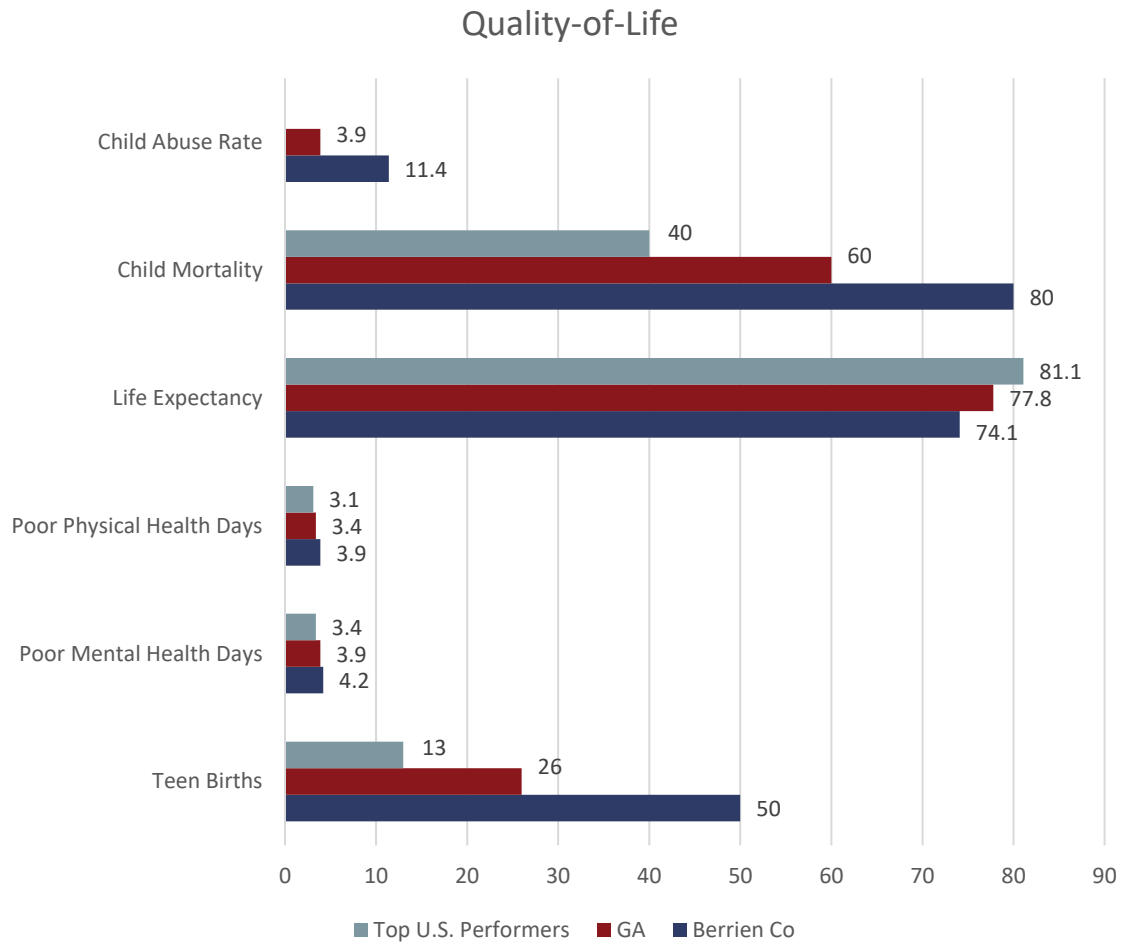
All of the health behavior indicators for Berrien County exceed national benchmarks, but most fall within the margin of error when compared to the state overall. Adult obesity and lack of access to exercise opportunities for Berrien residents exceed state benchmarks by wider margins.



Source: *County Health Rankings*, <http://www.countyhealthrankings.org/> (2019)

Quality-of-Life

Several of the quality-of-life indicators exceed both state and national benchmarks. These include teen births, life expectancy, child mortality and child abuse rate.



Source: *County Health Rankings*, <http://www.countyhealthrankings.org/> (2019)

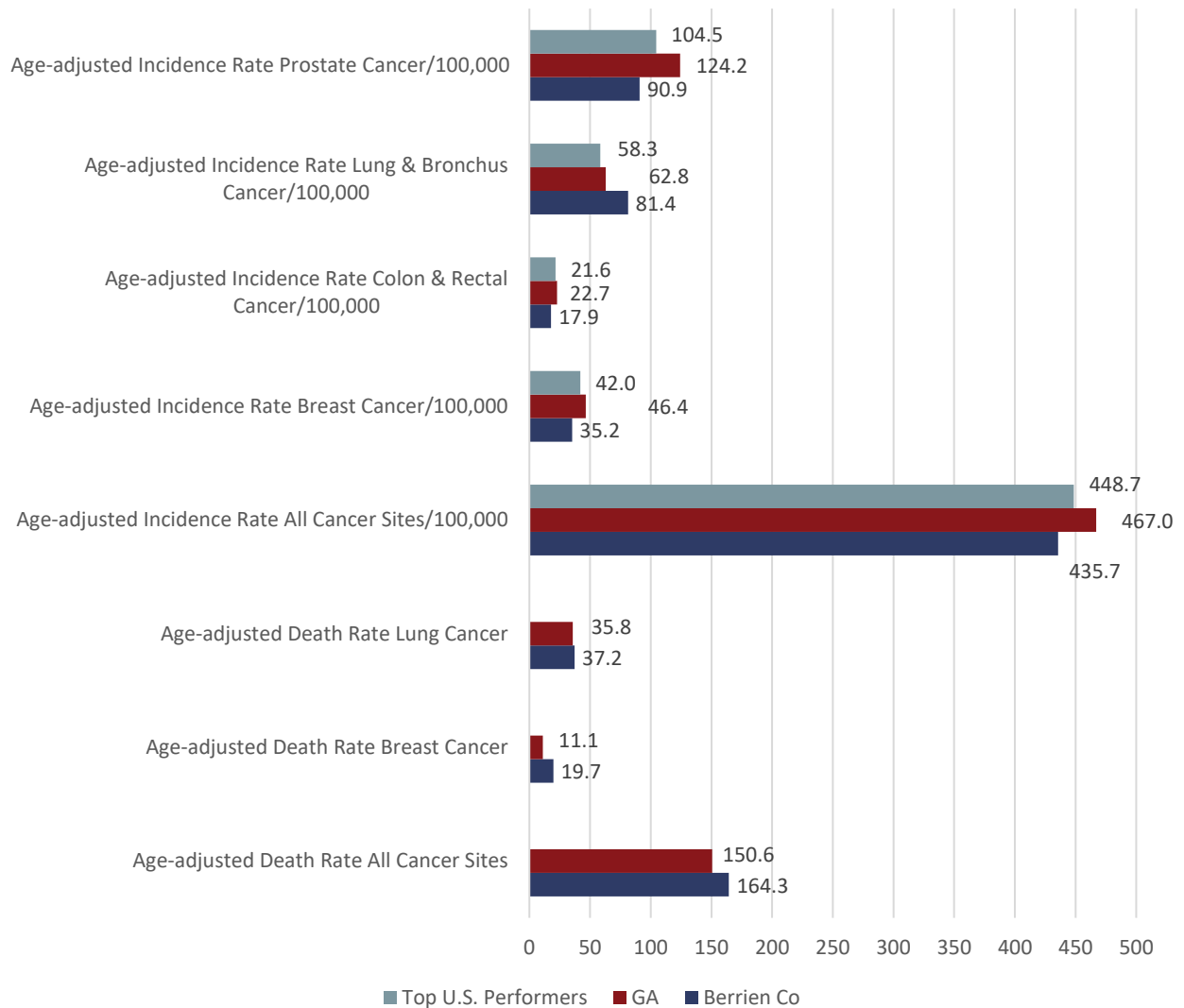


Photo Courtesy: Paradise Public Fishing Area, Explore Georgia

Cancer Disease Profile

Most of the cancer disease indicators for Berrien County fall within the margin of error for both state and national standards. Breast cancer death rate and lung cancer incidence rate are slightly higher than the benchmarks while prostate cancer incidence is below the standards.

Cancer Disease Profile

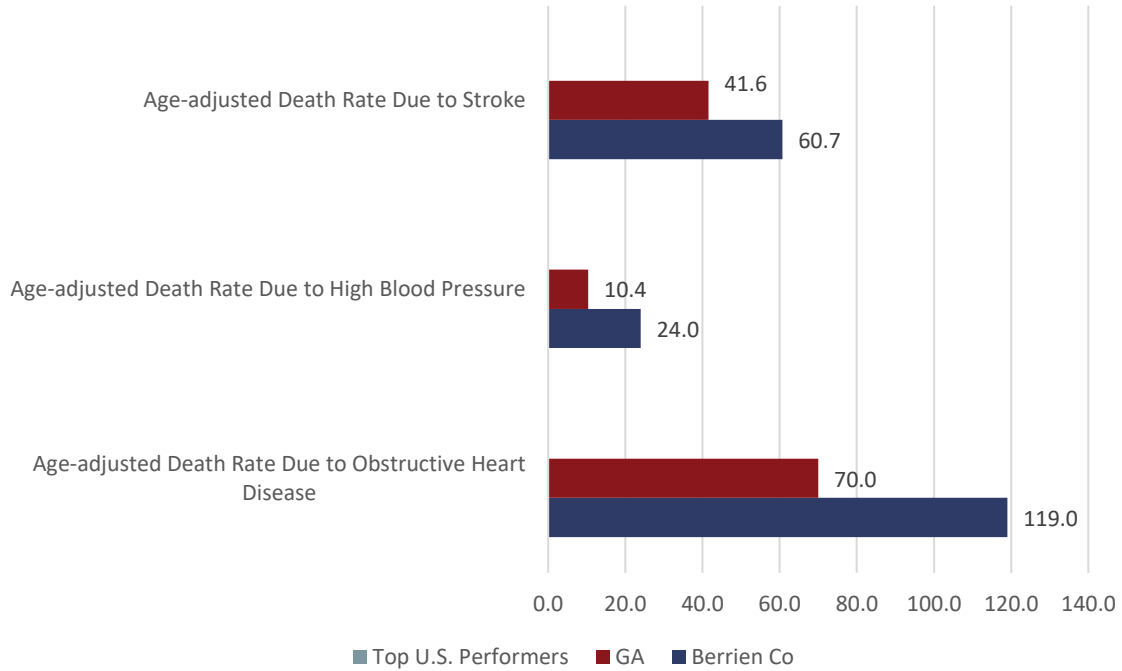


Source: County Health Rankings, <http://www.countyhealthrankings.org/> (2019)

Heart & Vascular Disease Profile

All the Heart & Vascular disease indicators for Berrien County exceed the state benchmarks by a substantial margin.

Heart and Vascular Disease Profile



Source: *County Health Rankings*, <http://www.countyhealthrankings.org/> (2019)

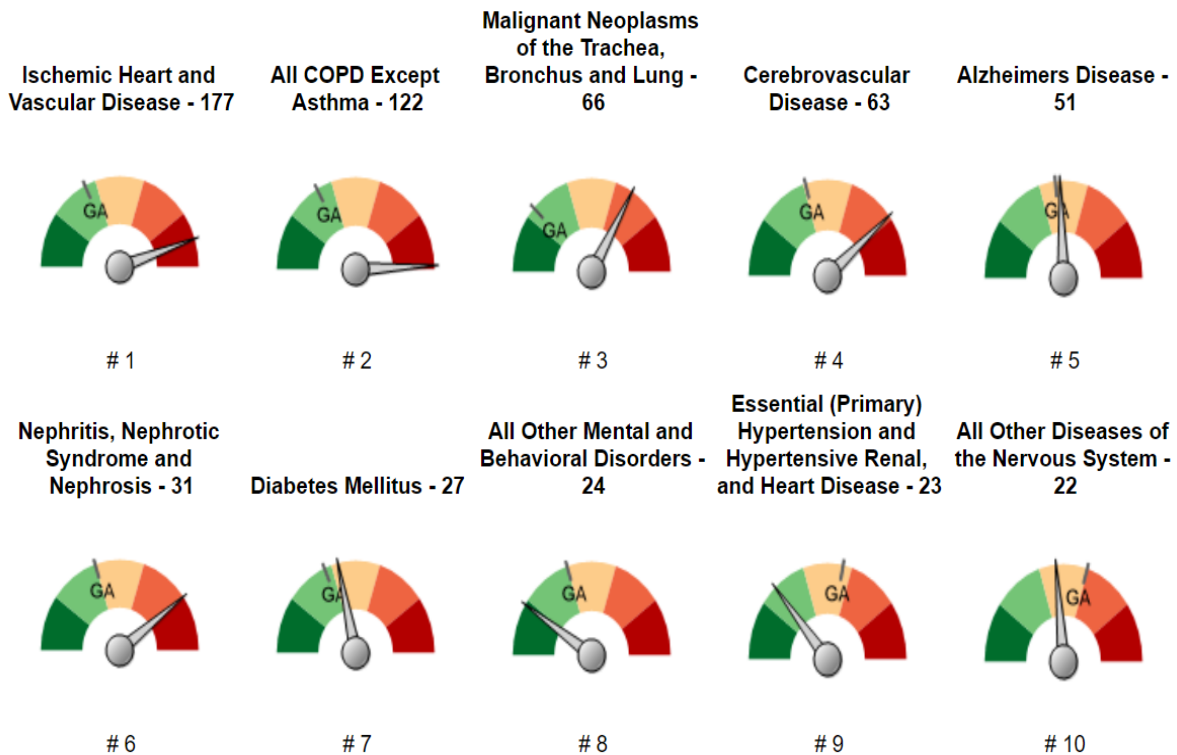


Photo Courtesy: *Historic Berrien County Courthouse, Explore Georgia*

Top 10 Leading Causes of Death

Rates for leading causes of death are the number of deaths from each cause per 100,000 residents in the local community. Cause of death indicators show where health improvement and prevention programs can be targeted to affect the most people. The table below shows the top 10 leading causes of death in Berrien County compared to the state overall. Leading causes of death include heart and vascular disease, COPD, respiratory cancers and cerebrovascular disease such as strokes. In most cases, the Berrien County death rate is substantially higher than the state overall.

Ranked Causes and State/County Comparison, Age-Adjusted Death Rate, Berrien County, 2015 - 2019



Source: Online Analytical Statistical Information System (OASIS), 2019

County Health Rankings

The County Health Rankings is an annual compilation of vital statistics completed by the Georgia Department of Public Health. The initiative measures the health of counties in the nation and their rank within states. The rankings are compiled using county-level measures from a variety of national and state data sources. The model emphasizes those factors that have the greatest impact on the health and well-being of the community.

As shown below, Berrien County ranks in the top 25% of GA counties for physical environment indicators. However, the county falls in the lower quartile of counties for clinical care, health behaviors, socio-economic factors and quality of life dimensions.

Berrien County Health Rankings

Indicator	County Rank (1)
Clinical Care	116
Health Behaviors	124
Physical Environment	31
Quality of Life	114
Social & Economic Factors	112

(1) Represents Berrien County ranking out of 159 GA counties for each indicator.

Source: Office of Health Indicators for Planning (OHIP), Georgia Department of Public Health (2020)



Photo Courtesy: SGMC

Impact of 2021 CHNA & Implementation Plan

In 2021, SGMC Berrien Campus requested Barlow/McCarthy to conduct a Community Health Needs Assessment. The discoveries from this report identified unmet community health needs in Berrien County. SGMC Berrien Campus and its community partners will collaborate to meet these unmet needs. (See below)

This Action Plan takes into consideration the expertise of the Community Health Needs Task Force Committee. The committee's members include hospital employees and community stakeholders. A committee reviewed, evaluated and prioritized the health risks based on the following factors. Ranking criteria used were: 1. Number of people affected; 2. Severity of the problem; 3. Extent to which the identified problem affects or influences other needs; 4. Extent to which other community organizations will collaborate to meet the need; and 5. Determination if health risk indicator is addressed by programs already in place.

An implementation plan was developed based on the findings of the Community Health Needs Assessment in conjunction with stakeholder input.

Selection Approach South Georgia Medical Center's Community Health Needs Task Force Committee reviewed the data submitted by Barlow/McCarthy. Discussion ensued. Consensus was reached that the top four health risks are:

1. Alcohol and substance abuse
2. Obesity in adults and children
3. Need for urgent care/walk in clinic
4. Lack of knowledge of services provided in Berrien County

Implementation Strategy

The Implementation Strategy for South Georgia Medical Center Berrien Campus was developed based on the findings and prioritizations established in the Community Health Needs Assessment Survey Results by the Task Force Committee and approved by the Hospital Authority of Valdosta and Lowndes County, Georgia.

The Implementation Strategy will be executed over the next three fiscal years and will contain measures to monitor and evaluate program effects in order to ensure that these programs are positively affecting our community.

Alcohol & Substance Abuse – Alcohol and substance abuse was identified as high risk factors for the social and behavioral segment of the CHNA report. This finding was also discovered in the 2017 CHNA report for the Berrien Campus. Considering the risk is high again for the county the hospital will focus on this challenge and the ways the Berrien Campus can help combat it.

The hospital implemented a Medical Stabilization program for substance abuse in 2017 at the Berrien Campus that was created for adults, 16 years and older for inpatient medical stabilization and withdrawal management. The inpatient stay includes pre-screening, assessment, admission, medical stabilization and appropriate discharge planning for the patient. To help combat alcohol and substance abuse within the county, the hospital will focus on branding the program. Additionally, SGAS will sponsor and continue to partner with agencies to provide education for mental health. Through digital media, paid ads, direct consumer marketing and patient education the hospital will make patients more aware of the incentives of the program for those dealing with alcohol and substance abuse. It is the goal of the Berrien Campus to see an increase in the number of patients registered for the medical stabilization program by the first quarter of 2022.

Obesity in Adults and Children – The CHNA identified the obesity was prevalent within Berrien County for both adults and children. Adult obesity within the county, according to the CHNA findings, exceeds the state and national benchmarks.

The Berrien Campus will have an American Board Certified physician talk to patients who are struggling with obesity about the benefits of maintaining a healthy lifestyle and provide them with needed materials within the first year. The hospital will also provide a registered dietitian to assist the office practice in a healthy weight loss program. The RD will come to the Berrien physician office twice a month to meet with weight loss patients.

In 2022, the Berrien Campus will work to recruit a full-time registered dietitian who will continue to work directly with patients and hold educational seminars to educate the community on the importance of healthy eating.

Need for an Urgent Care/Walk in Clinic – The CHNA identified that many consumers in Berrien County have a need for care after hours and would prefer to have an Urgent Care within the county.

The SGMC Berrien Campus currently has a fast track Emergency Room, that acts as an urgent care, and allows patients to get the care they need after hours. In order to increase awareness about the fast track ER SGMC will market to Berrien County and surrounding counties to raise overall awareness. With the Berrien Campus fast track ER patients are able to see a provider in less than 13 minutes from the time they walk through the door. A patient will see a nurse in less than 6 minutes from the time they enter the building. Bringing awareness to the fast track ER will meet the need that consumers are having when looking for care after hours. SGMC will create a marketing campaign within Berrien County that centers around the fast track ER within the first year and implement the campaign in the first quarter of 2022 and have the campaign run for the duration of that quarter. The hospital will review data of patients entering the ER before and after the marketing strategy has been implemented to evaluate the effectiveness and outreach.

Lack of knowledge of services provided in Berrien community – The SGMC Berrien Campus has been a part of the Nashville, GA community since 1965. The hospital has 51 acute care beds and 12 geriatric/psychiatric beds to serve the Berrien County region. The CHNA identified that many

participants were unaware of all the services that the Berrien campus provides. The current services the campus provides are:

- SGMC Dogwood Geriatric Psychiatric Unit
- 24 Hour Emergency Services
- Cardiopulmonary Services
- Health Information Management
- Laboratory Services
- Medical Imaging Services
- Hospital-Based Rehabilitation
- Stress Test
- Primary care for adults and children

To increase community education about the services provided within the Berrien Campus the campus will relaunch Lunch and Learn programs starting the first quarter of 2022 and on a quarterly basis for the next three years. The program will feature various speakers from the different service lines will come and speak to the public about their services and the importance of those service lines.

Additionally, the campus will implement marketing campaigns for the service lines as a whole and have billboards, radio ads and social media posts target to consumers within Berrien County and surrounding counties starting the third quarter of 2022 and ending beginning of 2023.

APPENDIX

Project Participants

Name	Title
Richard Huth	Administrator, Berrien Campus
Selena Brady	Director of Nursing, Berrien Campus
Tammy Stone	Quality and Risk Manager, Berrien Campus
Jennifer Harrison	Infection and Control Registered Nurse, Berrien Campus
Martha Phillips	Executive Assistant, Berrien Campus
Johnny Ball	VP of Marketing and Public Affairs, Berrien Campus
Gracelynn Wiseman	Marketing and PR Specialist, Berrien Campus
Mitzi Kent, RN, BSN	Partner, Barlow/McCarthy
Dave Zirkle, PhD	Senior Consultant, Barlow/McCarthy
Tony Barlow	Managing Consultant, Barlow/McCarthy

Interview Participants

Name	Title
Jacqueline O’Kane	Family Medicine Physician at SGMC Berrien Campus
Sara Paulk	President, Community Action Committee
Katie Ray	Counselor, Berrien County Schools
Alonso Martinez	Owner, Puerto del Sol Restaurant
Selena Brady	Director of Nursing, SGMC Berrien & Lanier Campuses
Sue Craig	LPN, Berrien County Health Department
Lisa Smart	Executive Director, Berrien County Chamber
Brent Jarzen	HR Director, Chaparral Boats
Betty Smith	NP, Dupree Center, FQCA

Community Survey Respondent Profile

Gender	Females	Males	No Answer		
	79%	19%	1%		
Age	21-44 Yrs	45-64 Yrs	65+ Yrs		
	31%	50%	19%		
Children under age of 18	Yes	No	No Answer		
	36%	38%	26%		
Household Income	<\$35,000	\$25,000-\$50,000	\$50,001-\$75,000	>\$75,000	No Answer
	18%	27%	14%	28%	13%
Race	African American	Asian	Caucasian	Hispanic	Other/No Answer
	3%	1%	87%	1%	7%

Berrien County Healthcare Service Inventory

Organization	Address	City/St/Zip	Phone
SGMC Berrien Campus	1221 E. McPherson Ave	Nashville, GA 31639	229-433-8600
Nashville Eye Center - Vision Source	205 W. McPherson Ave.	Nashville, GA 31639	229-686-2020
SGMC Dogwood Senior Health Center	1221 East McPherson Ave	Nashville, GA 31639	229-433-8680
Berrien Family Care Clinic	201 W. McPherson Ave	Nashville, GA 31639	229-518-9912
Berrien Nursing Center	405 LAUREL AVE.	Nashville, GA 31639	229-543-7100
Georgia Home Health Services	111 South Davis Street	Nashville, GA 31639	229-686-5502
Fellowship Home of Nashville	1207 E McPherson Ave	Nashville, GA 31639	229-686-2543
Nashville/Berrien County Head Start	204-A Hazel Avenue	Nashville, GA 31639	229-686-3085
Berrien County DFCS	301 South Jefferson Street	Nashville, GA 31639	229-686-5568
Berrien County Ambulance Service	519 County Farm Road	Nashville, GA 31639	229-686-5779
Betty Dupree Healthcare Center	201 North Bartow Street	Nashville, GA 31639	229-686-2774
William Nash, MD	1225 E Mcpherson Ave	Nashville, GA 31639	229-686-3129
Richard E Wheeler, MD	416 E Mcpherson Ave	Nashville, GA 31639	229-686-2093
Jonathon Wade, MD	1221 East McPherson Ave	Nashville, GA 31639	229-433-8600
Stephen Shriver, DMD	410 East McPherson Avenue	Nashville, GA 31639	229-686-7451
Jeffrey Cox & Candace Lauderdale, DMD	211 W McPherson Ave	Nashville, GA 31639	229-686-5525
Berrien County Health Department	600A Jefferson Street	Nashville, GA 31639	229-686-5411
Jacqueline M. O'Kane, DO	603 E. Dennis Avenue	Nashville, GA 31639	229-433-8730
Penfield Christian Home (psychiatric facility for adult males)	15320 Co Rd 129	Alapaha, GA 31622	229-256-4041
Behavioral Health Services of South Georgia	3120 North Oak St.	Valdosta, GA 31602	229-671-6170 (Crisis Hotline 1-800-715-4225)
Behavioral Health Services of South Georgia Berrien County Service Center	508 Laurel	Nashville, GA 31639	229-686-2078
Family Connection/Communities in Schools, Region 11	1015 Exum Rd.	Nashville, GA 31639	229-686-6576
Berrien County Community Service	402 Hazel Ave.	Nashville, GA 31639	229-686-7871

Berrien County
Health, Social and Behavioral Profile

Indicator	Description	Berrien Co	GA	Top US Performers
Clinical Care				
Dentist Provider Rate	Ratio of population to dentists.	9,630	1,960	1,240
Diabetes Monitoring	Percentage of diabetic Medicare enrollees ages 65-75 that receive HbA1c monitoring	91%	85%	
ER Visit Rate	Number of ER visits per 100,000 population	63,072	39,173	
Flu Vaccinations	Percentage of fee-for-service (FFS) Medicare enrollees that had an annual flu vaccination.	43%	44%	53%
Mammography Screening	Percentage of female Medicare enrollees ages 65-74 that received an annual mammography screening.	41%	40%	50%
Mental Health Provider Rate	Ratio of population to mental health providers.	6,420	730	290
Preventable Hospital Stays	Rate of hospital stays for ambulatory-care sensitive conditions per 100,000 Medicare enrollees.	5,256	4,930	2,761
Primary Care Provider Rate	Ratio of population to primary care physicians.	6,400	1,530	1,030
Uninsured Adults	Percentage of adults under age 65 without health insurance.	24%	19%	7%
Uninsured Children	Percentage of children under age 19 without health insurance.	8%	7%	3%
Health Behaviors				
Access to Exercise Opportunities	Percentage of population with adequate access to locations for physical activity	42%	75%	91%
Adult Obesity	Percentage of the adult population (age 20 and older) that reports a body mass index (BMI) greater than or equal to 30 kg/m2.	39%	32%	26%
Adult Smoking	Percentage of adults who are current smokers.	20%	17%	14%
Alcohol-Impaired Driving Deaths	Percentage of driving deaths with alcohol involvement	18%	22%	11%
Excessive Drinking	Percentage of adults reporting binge or heavy drinking	16%	14%	13%
Food Index	Index of factors that contribute to a healthy food environment, from 0 (worst) to 10 (best).	7.1	6.0	8.6
Motor Vehicle Crash Deaths	Number of motor vehicle crash deaths per 100,000 population.	14	14	9
Physical Inactivity	Percentage of adults age 20 and over reporting no leisure-time physical activity.	30%	28%	20%
Sexually Transmitted Infections	Number of newly diagnosed chlamydia cases per 100,000 population.	474.3	624.2	161.4
Teen Births	Number of births per 1,000 female population ages 15-19.	50	26	13

Berrien County
Health, Social and Behavioral Profile
(Continued)

Indicator	Description	Berrien Co	GA	Top US Performers
Health/Cancer				
Age-Adjusted Death Rate All Cancer Sites	Age-adjusted death rate all cancer sites	164.3	150.6	
Age-Adjusted Death Rate Breast Cancer	Age-adjusted death rate breast cancer	19.7	11.1	
Age-Adjusted Death Rate Lung Cancer	Age-adjusted death rate lung cancer	37.2	35.8	
Age-Adjusted Incidence Rate All Cancer Sites/100,000	Age-adjusted incidence rate all cancer sites/100,000	435.7	467.0	448.7
Age-Adjusted Incidence Rate Breast Cancer/100,000	Age-adjusted incidence rate breast cancer/100,000	35.2	46.4	42.0
Age-Adjusted Incidence Rate Colon & Rectal Cancer/100,000	Age-adjusted incidence rate colon & rectal cancer/100,000	17.9	22.7	21.6
Age-Adjusted Incidence Rate Lung & Bronchus Cancer/100,000	Age-adjusted incidence rate lung & bronchus cancer/100,000	81.4	62.8	58.3
Age-Adjusted Incidence Rate Prostate Cancer/100,000	Age-adjusted incidence rate prostate cancer/100,000	90.9	124.2	104.5
Health/Heart Disease & Stroke				
Age-Adjusted Death Rate Due to High Blood Pressure	Age-Adjusted Death Rate by Residence, High Blood Pressure	24.0	10.4	
Age-Adjusted Death Rate Due to Obstructive Heart Disease	Age-Adjusted Death Rate by Residence, Obstructive Heart Disease (incl. Heart Attack)	119.0	70.0	
Age-Adjusted Death Rate Due to Stroke	Age-Adjusted Death Rate by Residence, Stroke	60.7	41.6	
Physical Environment				
Air Pollution	Average daily density of fine particulate matter in micrograms per cubic meter (PM2.5).	10.8	10.9	6.1
Homeownership	Percentage of occupied housing units that are owned.	67%	63%	81%
Severe Housing Problems	Percentage of households with at least 1 of 4 housing problems: overcrowding, high housing costs, lack of kitchen facilities, or lack of plumbing facilities.	13%	17%	9%

Berrien County
Health, Social and Behavioral Profile
(Continued)

Indicator	Description	Berrien Co	GA	Top US Performers
Quality of Life				
Child Mortality	Number of deaths among children under age 18 per 100,000 population.	80	60	40
Diabetes Prevalence	Percentage of adults aged 20 and above with diagnosed diabetes.	14%	12%	7%
HIV Prevalence	Number of people aged 13 years and older living with a diagnosis of human immunodeficiency virus (HIV) infection per 100,000 population.	312	602	41
Length of Life	Measures the years of potential life lost during a three year period (under age 75 per 100,000 people)	11,700	7,700	5,500
Life Expectancy	Average number of years a person can expect to live.	74.1	77.8	81.1
Low Birth Rate	Percentage of live births where the infant weighed less than 2,500 grams (approximately 5 lbs., 8 oz.)	12%	10%	6%
Persons With a Disability	Indicator shows the percentage of the population that are limited in any activities because of physical, mental, or emotional problems.	18.6%	12.4%	
Poor Mental Health Days	Measures the average number of mentally unhealthy days reported in past 30 days	4.2	3.9	3.4
Poor or Fair Health	Measures the percentage of adults in a county who consider themselves to be in poor or fair health	19%	18%	12%
Poor Physical Health Days	Measures the average number of physically unhealthy days reported in past 30 days	3.9	3.4	3.1
Premature Age-Adjusted Mortality	Number of deaths among residents under age 75 per 100,000 population (age-adjusted).	570	380	270

Berrien County
Health, Social and Behavioral Profile
(Continued)

Indicator	Description	Berrien Co	GA	Top US Performers
Social & Economic Factors				
Child Abuse Rate	Indicator shows the number of children under 18 years of age that experienced abuse or neglect in cases per 1,000 children.	11.4	3.9	
Children in Poverty	Percentage of people under age 18 in poverty	31%	21%	11%
Children in Single-Parent Households	Percentage of children that live in a household headed by single parent.	30%	37%	20%
Families Living Below Poverty Level	Indicator shows the percentage of families living below the federal poverty level.	17.2%	9.6%	
Firearm Fatalities	Number of deaths due to firearms per 100,000 population.	22	15	8
High School Graduation Rate	Percentage of ninth-grade cohort that graduates in four years.	79%	83%	96%
Injury Deaths	Number of deaths due to injury per 100,000 population.	78	65	58
Median Household Income	The income where half of households in a county earn more and half of households earn less.	\$39,400	\$58,600	\$69,000
People 65+ Living Below Poverty Level	Indicator shows the percentage of people aged 65 years and over living below the federal poverty level.	16.0%	10.2%	
Suicides	Number of deaths due to suicide per 100,000 population.	21	13	11
Unemployment	Percentage of population ages 16 and older unemployed but seeking work.	4.2%	3.9%	2.6%
Violent Crime	Number of reported violent crime offenses per 100,000 population.	224	388	63

COMMUNITY HEALTH NEEDS ASSESSMENT

SOUTH GEORGIA MEDICAL CENTER

BERRIEN CAMPUS

Completed by Barlow/McCarthy in partnership with:

South Georgia Medical Center – Berrien Campus

