



**CMC**  
CONWAY MEDICAL CENTER

# Community Health Needs Assessment



Horry County, South Carolina  
December 2019



December 31, 2019

Dear Community Resident:

Conway Medical Center is committed to the community we serve throughout northeastern coast of South Carolina. In an effort to understand more about the health and medical needs of our community, we contracted with the healthcare practice of Dixon Hughes Goodman, LLC (DHG Healthcare), a large accounting firm based in Charlotte, NC to assist us with conducting an assessment of better understand these needs. This endeavor is called Community Health Needs Assessment 2019.

The assessment identifies a foundation of knowledge for Conway Medical Center and its board to understand the needs of the community. This will provide valuable information as the board and leadership of the hospital think about strategic responses that can benefit and serve the residents.

We do not have adequate resources to solve all of the problems identified. Some issues are beyond the mission of the hospital; therefore, action is best suited for a response by others in the community. Some improvements will require personal actions by individuals rather than the response of an organization. We view this assessment as a foundation of information for how we, along with other organizations and agencies, can collaborate to bring the best each has to offer to address the more pressing identified needs.

We want to be a vital leader in our region along with other organizations to collaborate together to continue to strive for healthier communities.

Sincerely,

Bret Barr, MHA, FHFMA

Chief Executive Officer

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## Our Mission

Conway Medical Center will improve the overall health of our communities by being a leader in health care.

## Our Vision

CMC will be the regional healthcare system of choice, by delivering high value service across a seamless continuum of care.

## A Message from the CEO

“In fulfilling our mission, the leadership of Conway Medical Center believes we need to provide high quality services while setting an example by making good health a priority in our community. The hospital further recognizes the responsibility to develop an organizational environment in which providers, employees, volunteers and other health professions are held to high standards of performance and take pride in the value and level of care they deliver. Conway Medical Center strives to provide a comprehensive range of inpatient and our patient services, including prevention, wellness, diagnosis, treatment and rehabilitation as well as training and guidance to help our patients lead healthy, productive lives.”

- Bret Barr, MHA, FHFMA, Chief Executive Officer

## About Conway Medical Center

This non-profit medical center’s roots run deep in Horry County. In the 1920s, a group of local physicians recognized the need for a hospital in the county and the application for a charter for Conway Hospital was filed with the South Carolina Secretary of State on November 7, 1928. At the time, the hospital was on Elm Street in the old Burroughs Hospital.

They soon outgrew that location. Work began on constructing and furnishing a new building on 9<sup>th</sup> Avenue with accommodations for 31 patients in single rooms and wards on three floors. An open house for the facility was held on May 30, 1930.

Then in 1982, Conway Hospital moved to its current location on Singleton Ridge Road. However, the growth did not stop. In 2001, the hospital expanded the Emergency Department, Obstetrical Department, and added a three-story medical office building. A new Patient Bed Tower opened in 2009, adding 71,000 square feet and 64 patient rooms including critical and surgical care.

Today, Conway Medical Center has 210 inpatient beds and is one of the county’s largest employers with over 1500 staff members. We are excited about the growth that continues at Conway Medical Center as we work to improve the overall health of our communities by being a leader in healthcare.

Technology and services include, but are not exclusive to:

Diagnostic services include cardiac catheterization, PET scanning, two high-speed GE CT Systems including a 64-slice CT scanner, 3-D Mammography with SmartCurve technology, 3-D heart scans, MRI, breast MRI, bone-density screening, digital mammography, stereotactic breast biopsy, high definition endoscopy/bronchoscopy, and a sleep-disorders lab.

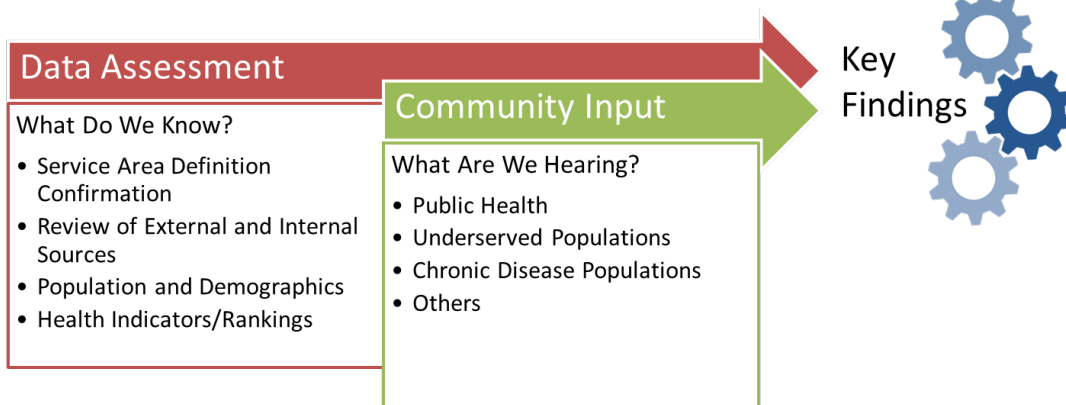
The facility also offers an outpatient physical therapy and cardiac rehabilitation program.

CMC specializes in general and vascular surgery, joint replacement surgery, spine surgery, medical care to include critical care, telemetry, inpatient dialysis, palliative care, obstetrics, pediatrics and women’s services.

At Conway Medical Center (CMC), we are dedicated to providing quality healthcare services. Making our patients feel better is more than just a procedure or prescription; it comes from a kind gesture or welcoming smile. It comes from understanding each patient on an individual basis, where patients are seen as family, not simply a number.

## Process and Methodology

Understanding the community’s health needs is an important component to the Conway Medical Center’s mission. CMC sought outside assistance from DHG Healthcare (the national healthcare practices of Dixon Hughes Goodman LLP). DHG Healthcare is ranked as the 9th largest privately-held healthcare consulting firm by Modern Healthcare and has 300 professional serving a national footprint. DHG Healthcare demonstrated the necessary capabilities and service offerings to assist CMC on this important project. DHG Healthcare provided the project plan, research and organized the secondary data findings, analyzed and compiled focus group input, and provided support and report of the findings.

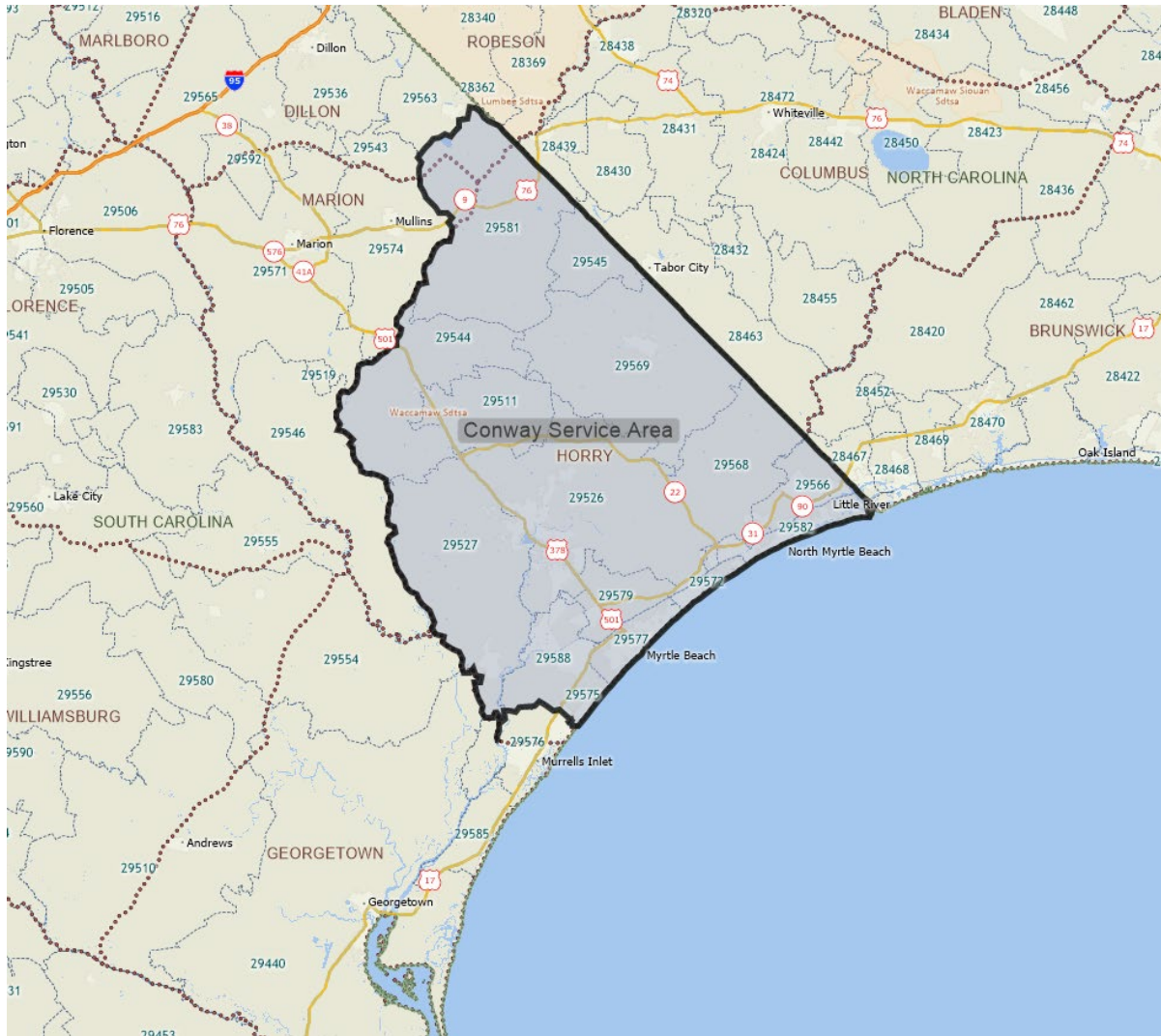


The process has two major elements illustrated above: 1) what do we know? This involved reviewing the secondary information available from a wide variety of sources to understand health needs and behaviors. This included reviewing local, state, and national healthcare and demographic variables. 2) What are we hearing? CMC wanted to gain understanding from the residents we serve. This was a critically important element in this process. We listened as residents shared their thoughts through surveys. Input was sought

from public health leaders, physicians, business leaders, religious leaders, former patients, community advocacy groups, and community members.

## Community Served

The definition for this assessment is Horry County, South Carolina.



## Data Assessment – Secondary Data

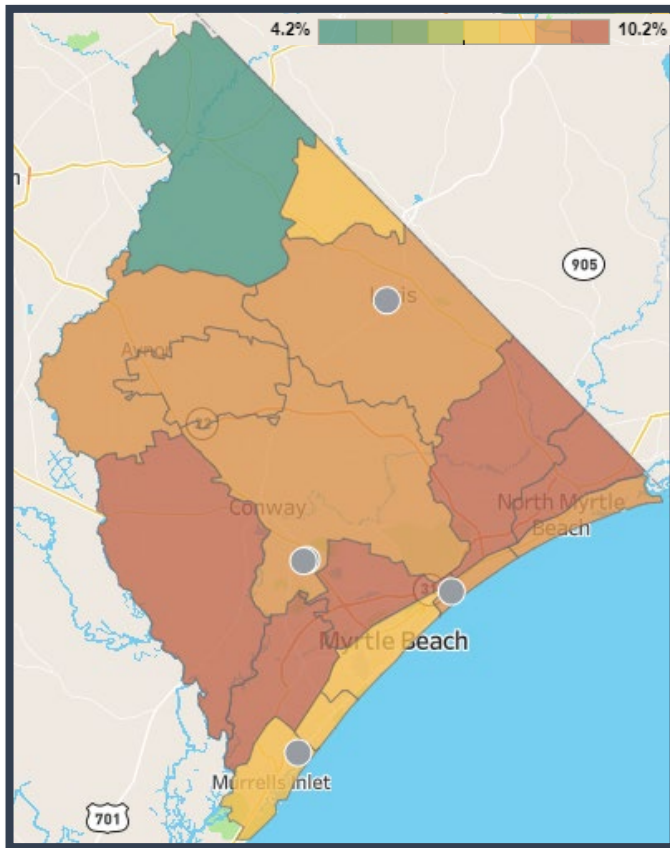
### Demographics

An understanding of the demographics of the residents is an important component of understanding health. It is also important to understand the differences between the communities. Neilson demographic information was reviewed for each individual county in comparison to the state and national norms. In the summary table below, there is variation seen in the average median income and the percent of families below poverty compared to the South Carolina average.

	Pop 2019	Pop 2024	% Growth Total Pop 2019-2024	Net Growth Total Pop 2019-2024	% Growth 65+ 2019-2024	Net Growth 65+ 2019-2024	Average Median HH Income 2019	% Families Below Poverty 2019
Horry County	349,434	384,293	9.98%	34,859	22.16%	18,275	\$49,664	11.65%
State of SC	5,117,956	5,418,360	5.87%	300,404	19.29%	176,599	\$54,001	11.81%
USA	329,236,175	340,950,101	3.56%	11,713,926	16.76%	8,964,296	\$63,174	10.54%

Horry County zip code 29579 shows the highest % growth for the total population in the county.

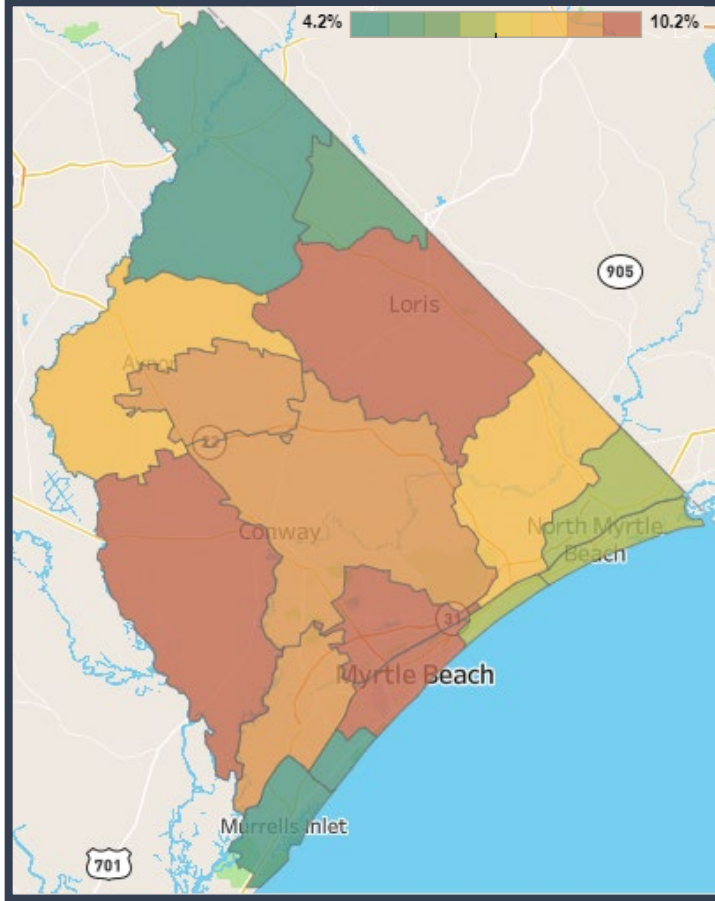
### Total % Population Growth



Horry County Zips	% Growth Total Pop 2019-2024
29511	9.11%
29526	9.74%
29527	10.30%
29544	9.35%
29545	7.90%
29566	10.43%
29568	11.04%
29569	9.02%
29572	9.66%
29575	8.50%
29576	8.96%
29577	8.88%
29579	11.27%
29581	3.82%
29582	10.11%
29588	10.56%
Combined	9.86%
State of SC	5.87%

65+ % Population Growth

Horry County Zips	% Growth 65+ 2019-2024
29511	25.12%
29526	22.99%
29527	24.61%
29544	22.60%
29545	17.98%
29566	20.88%
29568	23.50%
29569	23.63%
29572	19.91%
29575	18.27%
29576	17.97%
29577	23.66%
29579	24.70%
29581	16.84%
29582	20.99%
29588	23.89%
Combined	21.92%
State of SC	19.29%

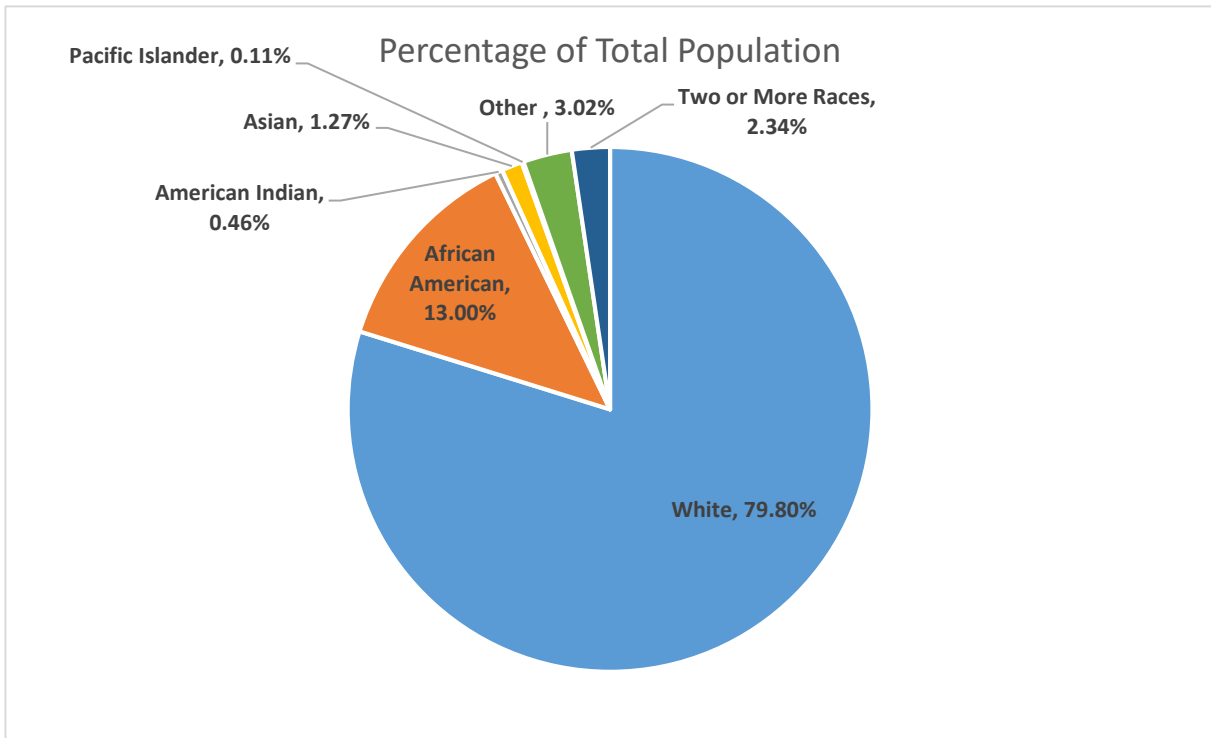


The following table and pie chart display the current racial and ethnic diversity present and anticipated growth in Horry County, South Carolina.

Racial Breakdown of Horry County

Metric	Total Population	White	African American	American Indian	Asian	Pacific Islander	Other	Two or more races
Population 2019	349,434	278,856	45,410	1,610	4,454	393	10,538	8,173
Population 2024	384,293	306,535	48,955	1,739	5,400	431	11,389	9,844
Net Growth 2019-2024	34,859	27,679	3,545	129	946	38	851	1,671
% Growth 2019-2024	9.98%	9.93%	7.81%	8.01%	21.24%	9.67%	8.08%	20.45%
Population Under 65 2019	266,975	203,662	39,630	1,444	3,846	379	10,355	7,659
Population Under 65 2024	283,559	214,846	41,950	1,520	4,563	411	11,152	9,117
Net Growth Under 65 2019-2024	16,584	11,184	2,320	76	717	32	797	1,458

% Growth Under 65 2019-2024	6.21%	5.49%	5.85%	5.26%	18.64%	8.44%	7.70%	19.04%
Population 65+ 2019	82,459	75,194	5,780	166	608	14	183	514
Population 65+ 2024	100,734	91,689	7,005	219	837	20	237	727
Net Growth 65+ 2019-2024	18,275	16,495	1,225	53	229	6	54	213
% Growth 65+ 2019-2024	22.16%	21.94%	21.19%	31.93%	37.66%	42.86%	29.51%	41.44%



Additional key demographic information can be found in the secondary data assessment deck.

## Other Secondary Data

In order to present the data in a way that would tell a story of the community and also, identify needs, the framework of Health People 2020 was selected to guide secondary data gathering and community input. This framework was selected based on its national recognition.

Within this framework, 12 topics were chosen as “Leading Health Indicators”. These topics guide discussion and research related to this CHNA.



## Access to Health Services

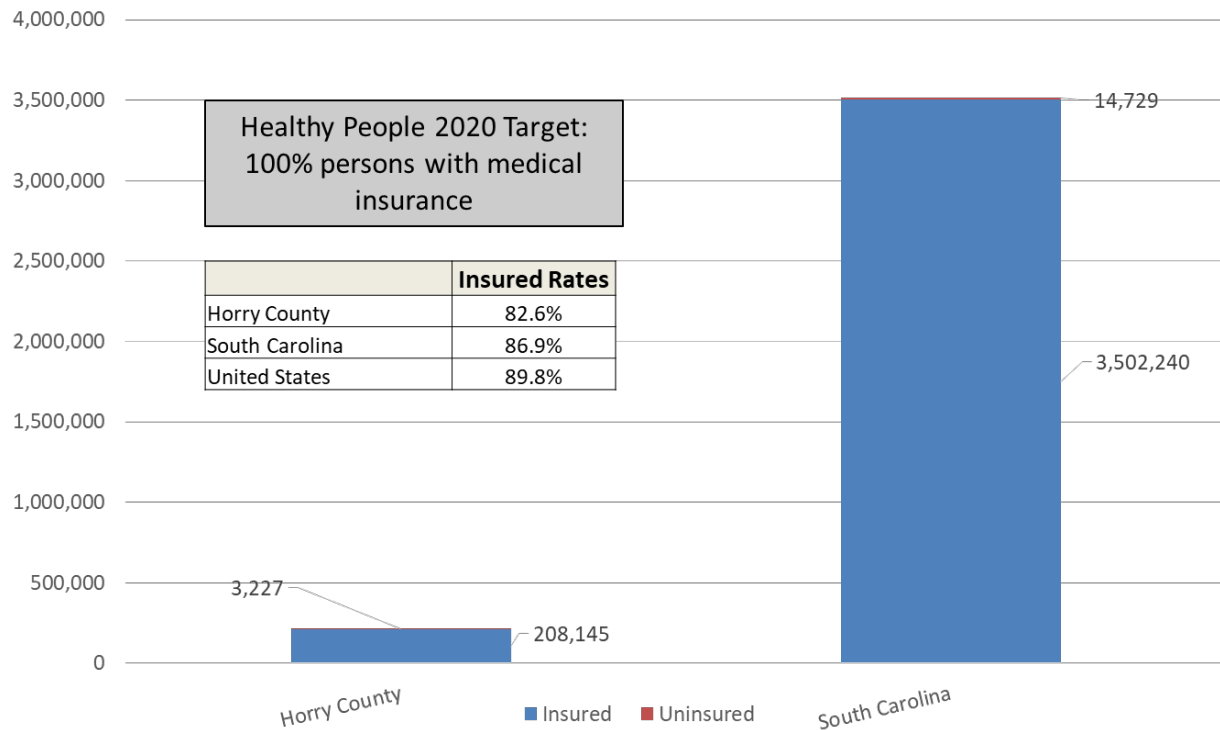
Overview and Goal from Health People 2020 – “A person’s ability to access health services has a profound effect on every aspect of his or her health, yet at the start of the decade, almost one in four Americans does not have a primary care (PCP) or health center where they can receive regular medical services. Approximately, one in five Americans (children and adults under 65) does not have medical insurance. People without medical insurance are more likely to lack a usual source of medical care, such as a PCP, and are more likely to skip routine medical care due to costs, increasing their risk for serious and disabling health conditions. When they do access health services, they are often burdened with large medical bills and out-of-pocket expenses.”

Goal: Improve access to comprehensive, quality health care services.

Items reviewed included: percent uninsured, health insurance coverage status, primary care ratios per 1,000 population, emergency room projected visits, and urgent care projected visits.

### Insurance Coverage State

Under 65 | All Races | Both Sexes | All Incomes



*Data Source: 2019 U.S. Census bureau, Small Area Health Insurance Estimates  
– Data as of 2017*

A key finding: Lower than the national average, Horry County does not meet the 2020 target of 100% insured – 17.4% uninsured.

Additional key finds can be found in the Secondary Data Assessment deck.

Clinical Preventive Services

Overview and Goal from Healthy People 2020: “Clinical preventive services, such as routine disease screenings and scheduled immunizations, are key to reducing death and disability and improving the nation’s health. These services both prevent and detect illnesses and disease – from diabetes to cancer – in their earlier, more treatable stages, significantly reducing the risk of illness, disability, early death , and medical care costs. Yet, despite the fact that these services are

covered by Medicare, Medicaid, and many private insurance plans under the Affordable Care Act, millions of children, adolescents, and adults go without clinical preventive services that could protect them from developing a number so serious disease or help them treat certain health conditions before they worsen.”

Goal: Increasing the number of people who take advantage of and have access to clinical preventative services.

Items reviewed included Percentage of Medicare Beneficiaries with Diabetes including a gender breakdown, Percent of Adults with Diabetes, Percent of Medicare Beneficiaries with Hypertension with a breakdown by gender, Hypertension Death Rate/100,000 Population 65+ and a rate by gender, Percent of Medicare Beneficiaries with Heart Failure, Heart Disease Death rate per 100,000 65+ and broken down by gender, Incidence Rate for All Cancer and by gender, Death Rate for Cancer including gender breakdown, Percent of Medicare Enrollees Receiving Mammography Screening, Incidence Rates for Breast Cancer with a breakdown by gender, Percent of Adults 50+ Reporting Having a Sigmoidoscopy or Colonoscopy, Incidence Rates for Colon & Rectum Cancer including a gender breakdown, Death Rates for Colon & Rectum Cancer with a breakdown by gender.

Some death rates per 100,000 population were measurable against the Healthy People 2020 Targets. The time frame is 2011 – 2015 from State Cancer Profiles. Green text indicates meeting or beating the Health People 2020 target.

Cancer Type	All Cancer Death	Breast Death	Colon Death
<b>Healthy People 2020 Target</b>	161.4/100,000	20.7/100,000 Female	14.5/100,000
<b>Horry County</b>	171.6/100,000	N/A	14.1/100,000
<b>Male</b>	203.5/100,000	N/A	17.7/100,000
<b>Female</b>	146.1/100,000	20.0/100,000	11.2/100,000
<b>South Carolina</b>	171.8/100,000	21.9/100,000	14.7/100,000
<b>United States</b>	161.0/100,000	20.6/100,000	14.2/100,000

Additional key finds can be found in the Secondary Data Assessment deck.

**Environmental Quality**

Healthy People 2020 Overview – “Poor environmental quality has its greatest impact on people whose health status is already at risk. For example, nearly 1 in 10 children and 1 in 12 adults in the United States have asthma, which caused, triggered, and exacerbated by environmental factors such as air pollution and secondhand smoke.”

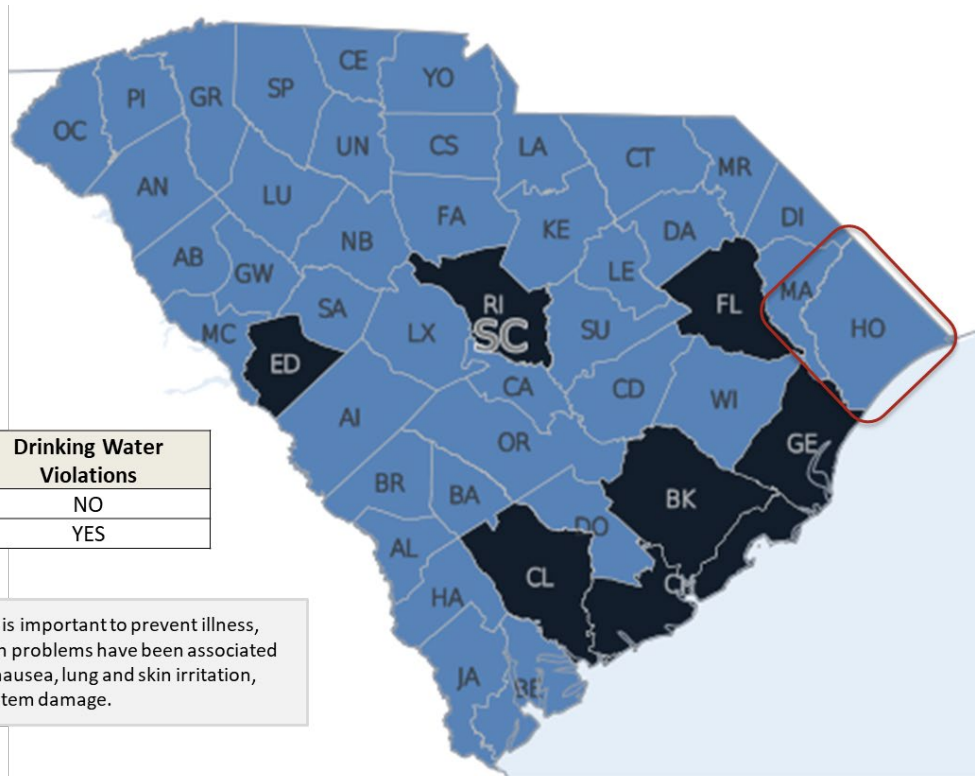
Goal: Promote health for all through a healthy environment

Items reviewed include: Air Pollution Average Daily Amount of Particulate Matter and Severity of Housing Problems.

A Key Finding: Horry County’s water quality has improved since 2017 resulting in an increase in Horry County’s overall Environmental Quality ranking.

Map of the South Carolina water quality performance can be found on the following page.

**Drinking Water Violations**



Horry County	Drinking Water Violations
2019	NO
2017	YES

Ensuring the safety of drinking water is important to prevent illness, birth defects, and death. Other health problems have been associated with contaminated water, including nausea, lung and skin irritation, cancer, kidney, liver, and nervous system damage.



Additional key finds can be found in the Secondary Data Assessment deck.

## Injury and Violence

Healthy People 2020 Overview – “Motor vehicle crashes, homicide, domestic and school violence, child abuse and neglect, suicide, and unintentional drug overdoses are important public health concerns in the United States. In addition to their immediate health impact, the effects of injuries and violence extend well beyond the injured person or victim of violence, affecting family members, friends, coworkers, employers, and communities. Witnessing or being a victim of violence is linked to lifelong negative physical, emotional, and social consequences.”

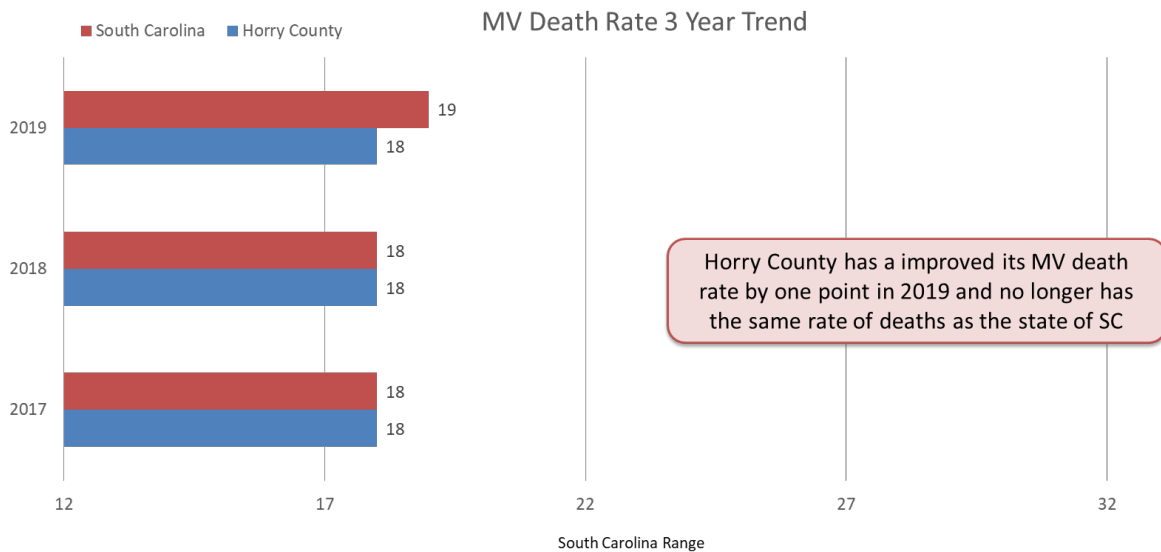
Goal: Prevent unintentional injuries and violence, and reduce their consequences

Items reviewed include Violent Crime rate per 100,000 population, Homicide rate per 100,000 population, and Motor Vehicle Death rate per 100,000 population.

Key Finding: Horry County’s rate of Motor Vehicle Deaths has been the same as the South Carolina State average for several years and in 2019, the state average increased by one point while Horry County’s rate has remained the same.

A chart indicating this finding can be found on the next page.

### Motor Vehicle Death Rate (per 100,000 population)



Additional key finds can be found in the Secondary Data Assessment deck.

## Maternal, Infant Child Health

Health People 2020 Overview – “The well-being of mothers, infants, and children determines the health of the next generation and can help predict future public health challenges for families, communities, and the medical care system. Moreover, healthy birth outcomes and early identification and treatment of health conditions among infants can prevent death or disability and enable children to reach their full potential.”

Goal: Improve the health and well-being of women, infants, children, and families.

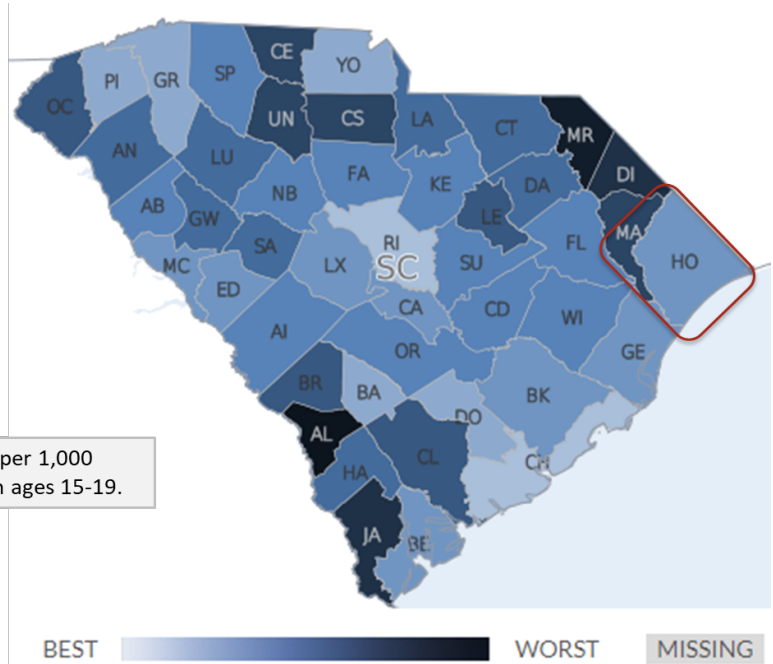
Items review include Child Mortality Rate per 100,000 under 18, Percent of Live Birth with Low Birth Weight, and Rates of Births to Mothers Ages 15 – 17.

Key Findings: Teen pregnancy rates have improved significantly since 2017 and it is the same as the state average. Both Horry County and South Carolina rates are more than double the US top 10<sup>th</sup> percentile.

### Teen Birth Rates

2019	
	Number of birth/1,000 Female 15-19 Pop
Horry County	30
South Carolina	30
Top U.S. Performers	14 (10 <sup>th</sup> percentile)

2017	
	Number of birth/1,000 Female 15-19 Pop
Horry County	38
South Carolina	40
Top U.S. Performers	17 (10 <sup>th</sup> Percentile)



Number of births per 1,000 female population ages 15-19.

Additional key finds can be found in the Secondary Data Assessment deck.

## Mental Health

Healthy People 2020 Overview – “Mental health is essential to a person’s well-being, healthy family and interpersonal relationships, and the ability to live a full and productive life. People, including children and adolescents, with untreated mental health disorders are at high risk for many unhealthy and unsafe behaviors, including alcohol or drug abuse, violent or self-destructive behavior, and suicide.”

Goal: Improve mental health through prevention and by ensuring access to appropriate, quality mental health services

Items reviewed include reported Poor Mental Health Days, Percent of Medicare Beneficiaries Suffering from Depressions, and Mental Health Providers per 100,000 population.

Key Finding: Horry County has the same number of Poor Mental Health Days as South Carolina and is higher than the national top 10<sup>th</sup> percentile.

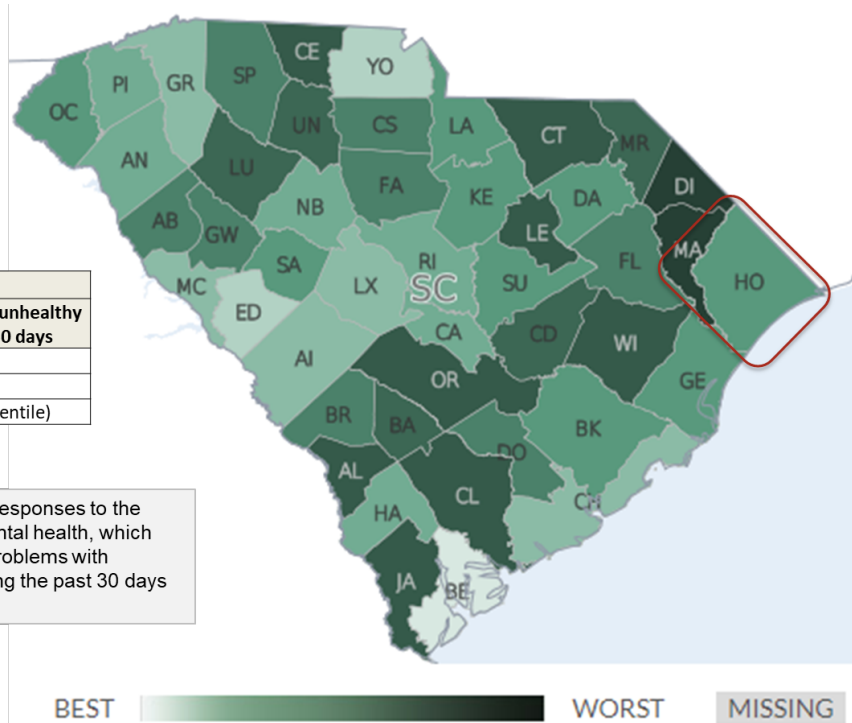
Map of South Carolina’s Poor Mental Health days can be found on the following page.

### Poor Mental Health Days

Horry County has a the same rate of Poor Mental Health days as the state average.

2019	
	Avg. of mentally unhealthy days in past 30 days
Horry County	4.4
South Carolina	4.4
Top US Performers	3.1 (10 <sup>th</sup> Percentile)

This measure is based on survey responses to the question: "Thinking about your mental health, which includes stress, depression, and problems with emotions, for how many days during the past 30 days was your mental health not good?"



Additional key finds can be found in the Secondary Data Assessment deck.

### Nutritional, Physical Activity and Obesity

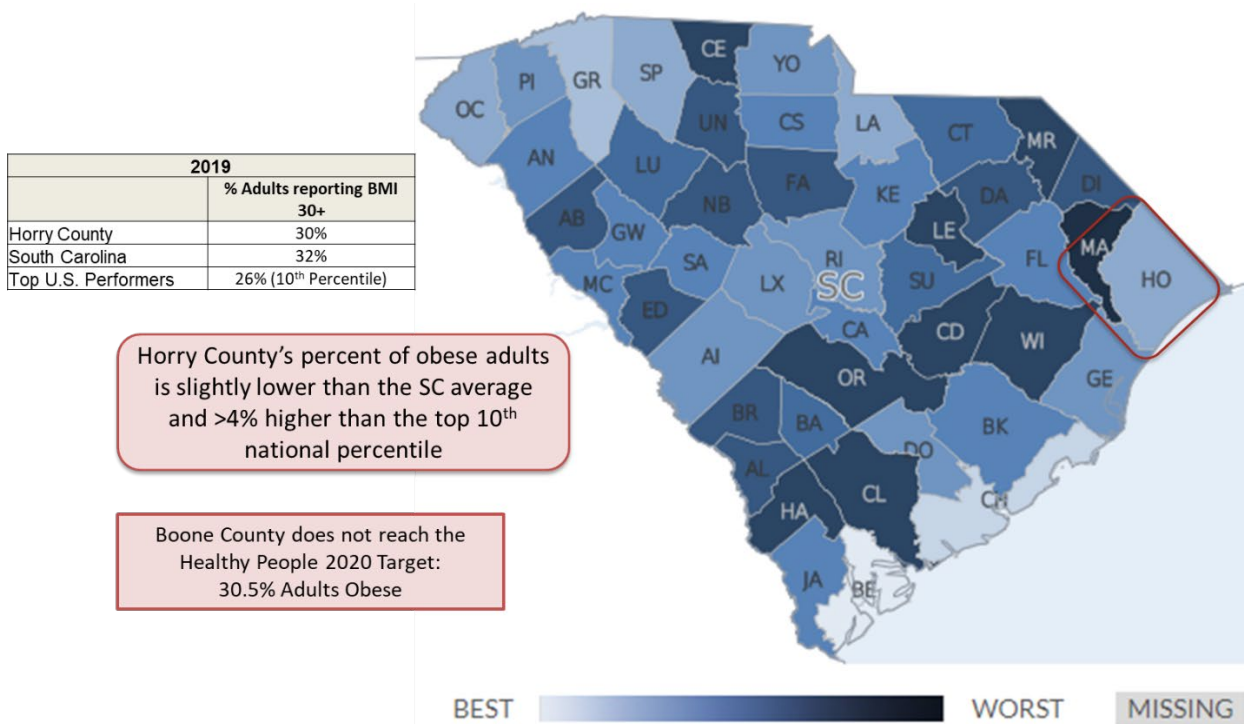
Healthy People 2020 Overview – “Good nutrition, physical activity, and a healthy body weight are essential parts of a person’s overall health and well-being. Together, these can help decrease a person’s risk of developing serious health conditions, such as high blood pressure, high cholesterol, diabetes, heart disease, stroke, and cancer. A healthful diet, regular physical activity, and achieving and maintaining a healthy weight also are paramount to managing health conditions so they do not worsen over time.”

Goal: Promote health and reduce chronic disease risk through the consumption of healthful diets and achievement and maintenance of healthy body weights.

Items reviewed include Percent of Adults who are Obese, Food Insecurity, Percent of Adults who report No Leisure Time Physical Activity, Percent of Population with Access Exercise Opportunities.

Key Finding: Horry County’s percent of obese adults is slightly below the South Carolina Average, but both the state and country prevalence is higher than the national top 10<sup>th</sup> percentile, which can be found represented as a map on the following page.

### Adult Obesity



Additional key finds can be found in the Secondary Data Assessment deck.

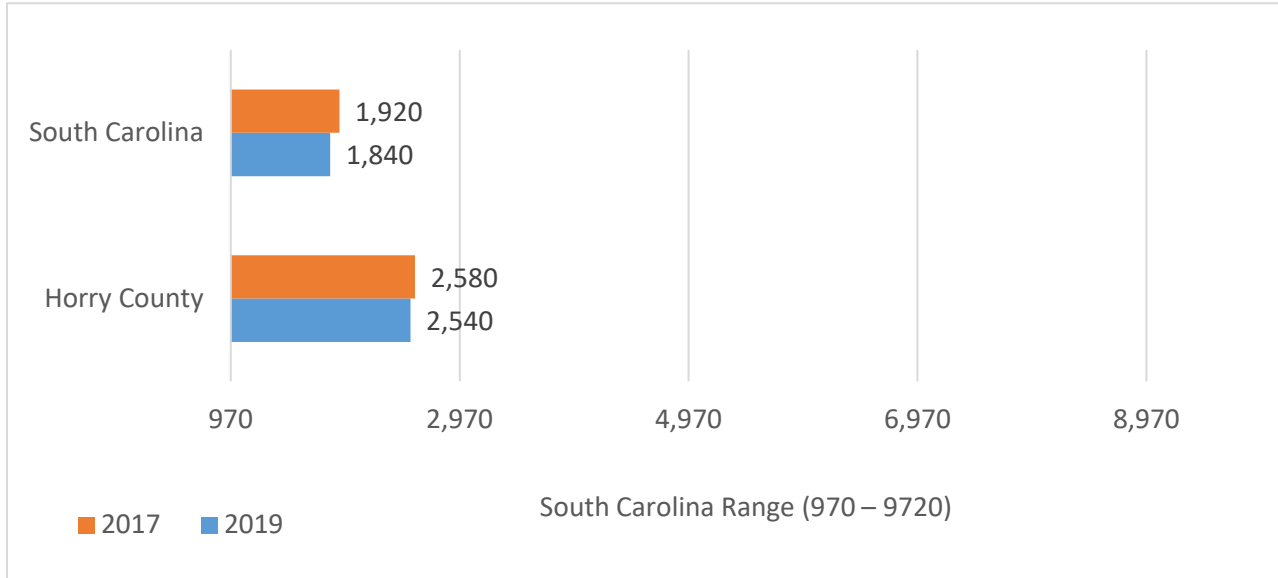
## Oral Health

Healthy People 2020 Overview – “Oral disease ranging from dental caries (cavities) to oral cancers cause pain and disability for millions of Americans. The impact of these disease do not stop at the mouth and teeth. A growing body of evidence has linked oral health, particularly periodontal (gum) disease, to several chronic diseases, including diabetes, heart disease, and stroke.”

Goal: Prevent and control oral and craniofacial diseases, conditions, and injuries, and improve access to preventive services and dental care.

Items reviewed include Dentist per 100,000.

Key Finding: Horry County has improved its rate of dentists per 100,000 population; however, Horry’s rate is still noticeably higher than the state rate.



### Reproduction and Sexual Health

Healthy People 2020 Overview – “for many, reproductive and sexual health services are the entry point into the medical care system. These services improve health and reduce costs by not only covering pregnancy prevention, HIV and STD testing and treatment, and prenatal care, but also, by screening for intimate partner violence and reproductive cancers, providing substance abuse treatment referrals, and counseling on nutrition and physical activity.”

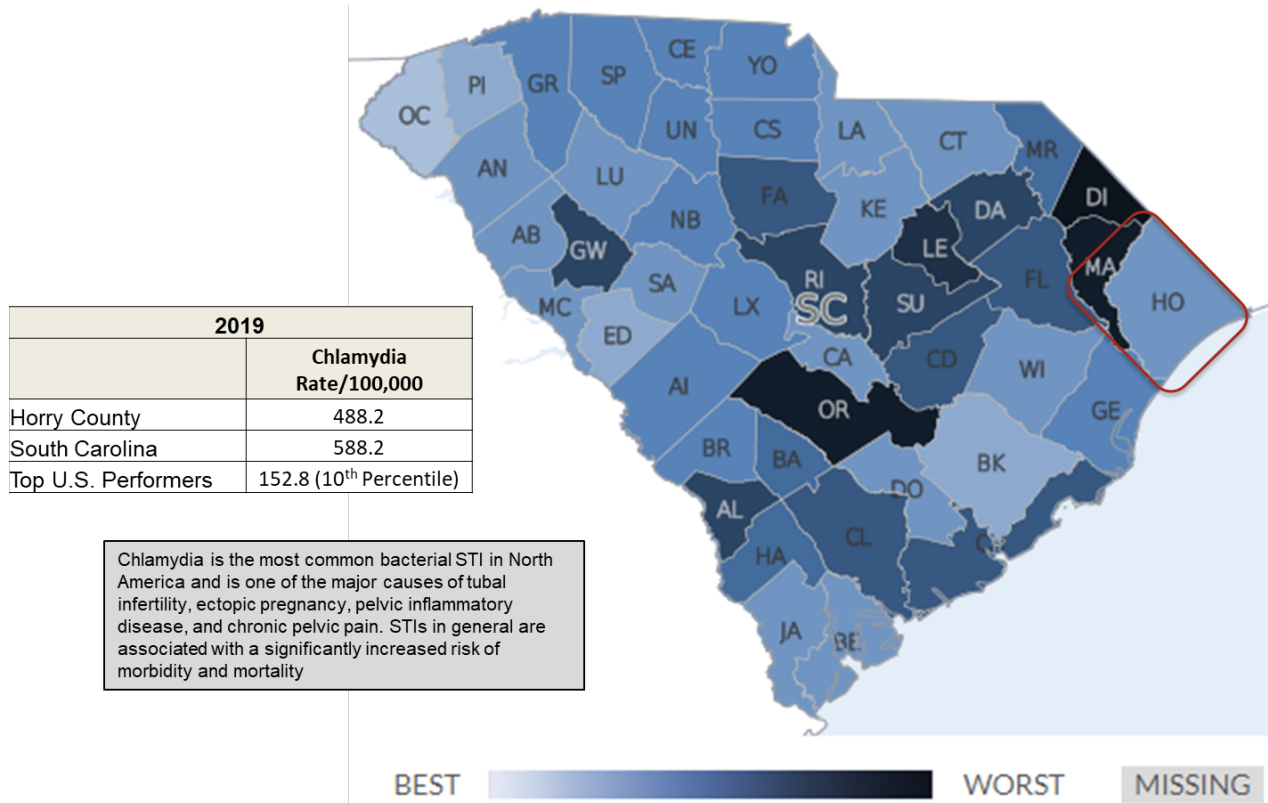
Goal: Promote healthy sexual behaviors, strengthen community capacity, and increase access to quality services to prevent sexually transmitted diseases (STDs) and their complications.

Items reviewed include Chlamydia rates per 100,000 and HIV Prevalence rate per 100,000.

Key Finding: Horry County’s rate of Chlamydia is significantly lower than the South Carolina state average but does not achieves the US Top 10<sup>th</sup> percentile.

Chlamydia is the most common bacterial STI in North America and is one of the major causes of tubal infertility, ectopic pregnancy, pelvic inflammatory disease, and chronic pelvic pain. STIs in general are associated with a significantly increased risk of morbidity and mortality.

The map displaying these results can be found on the next page.



## Social Determinants

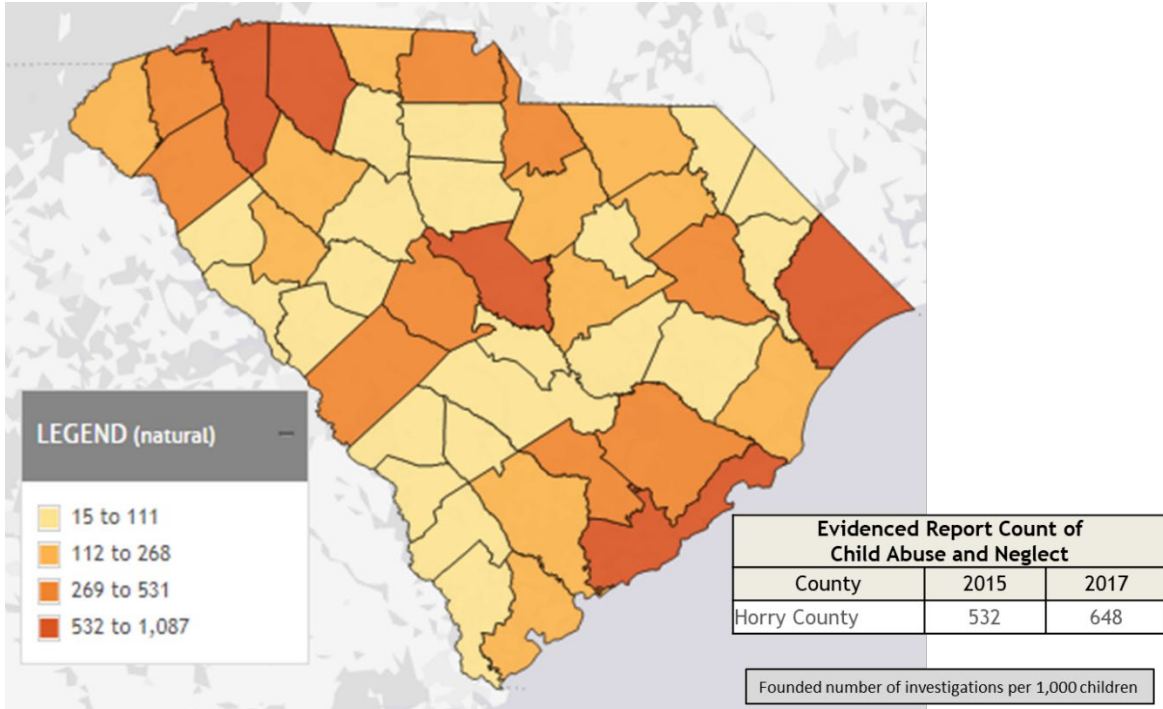
Healthy People 2020 Overview – “A range of personal, social, economic, and environmental factors contribute to individual and population health. For example, people with a quality education, stable employment, safe homes and neighborhoods, and access to preventive services tend to be healthier throughout their lives. Conversely, poor health outcomes are often made worse by interaction between individuals and their social and physical environment.”

Goal: Create social and physical environments that promote good health for all.

Items reviewed include Median Household Income, Percent of Families below the Poverty Level, Percent of Unemployment, Percent of Adults with No High School Diploma, Percent of Children in Poverty, and Total Number of Founded Investigations for Child Abuse and Neglect.

Key Finding: Horry County’s Rate of Child Abuse and Neglect has increased from 2015 (532) to 2017 (648).

### Number of Child Abuse and Neglect Incidences



Additional key finds can be found in the Secondary Data Assessment deck.

## Substance Abuse/Tobacco

Health People 2020 Overview – “Substance abuse – involving drugs, alcohol, or both – is associated with a range of destructive social conditions, including family disruptions, financial problems, lost productivity, failure in school, domestic violence, child abuse, and crime.”

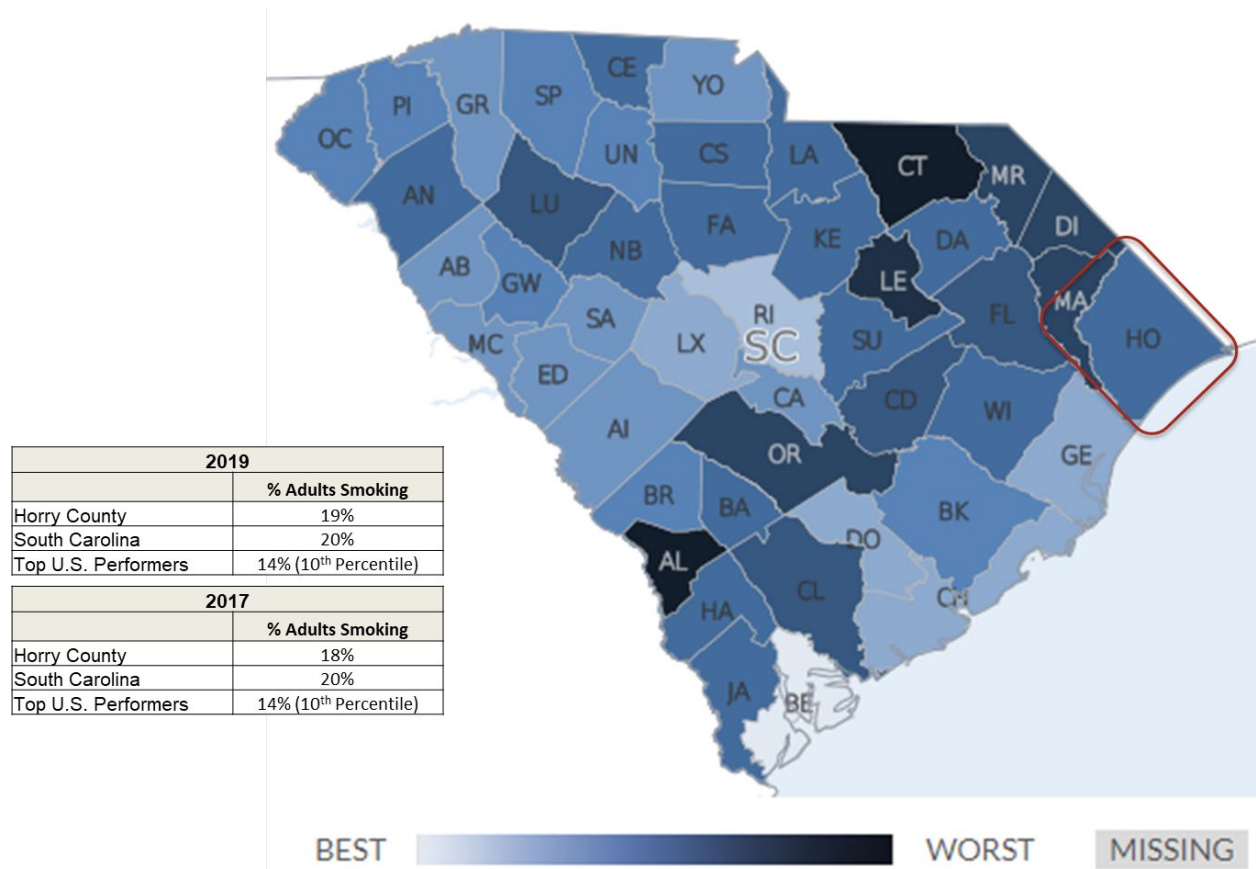
“Tobacco use is the single most preventable cause of disease, disability, and death in the United States, yet more deaths are caused each year by tobacco use than by all deaths from human immunodeficiency virus (HIV), illegal drug use, alcohol use, motor vehicle injuries, suicides, and murders combined.”

Goal:

1. Reduce substance abuse to protect the health, safety, and quality of life for all, especially children.
2. Reduce illness, disability, and death related to tobacco use and secondhand smoke exposure.

Items reviewed include Percent of Excessive Drinking, Percent of Driving Deaths with Alcohol Impairment, Percent of Adults Smoking, Opioid Prescribing Rates, and Drug Overdose Mortality Rate per 100,000 population.

Key Finding: Horry County's % of adults smoking has increased since 2017 and the South Carolina state average remained the same. Neither obtain the Healthy People 2020 goal.



Additional key finds can be found in the Secondary Data Assessment deck.

Summary of all supporting health indicators can be found in the Secondary Data Assessment deck.

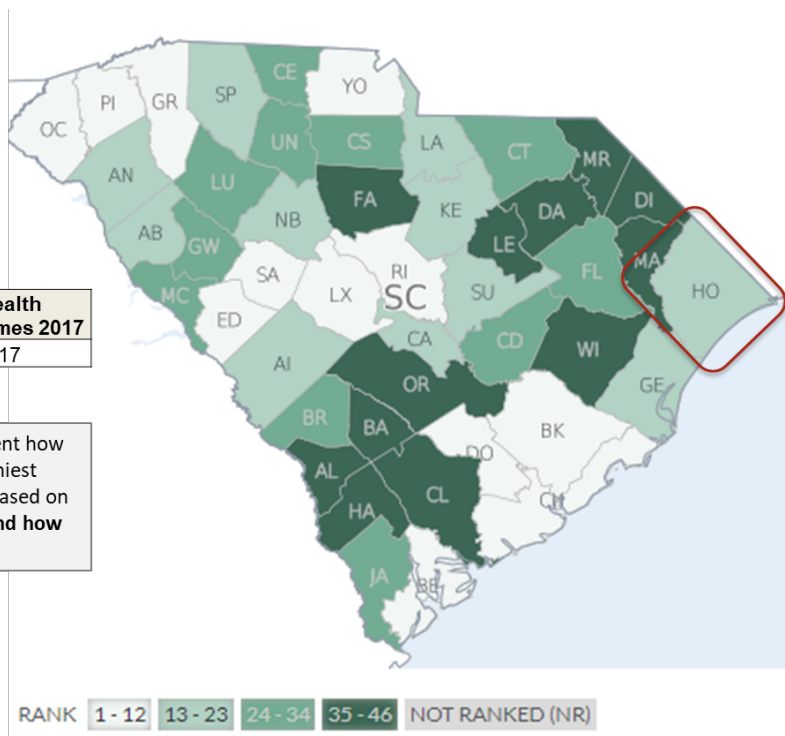
## County Ranking

In addition to reviewing the data in Horry County, overall county rankings were also utilized. The County Health Rankings and Roadmaps program is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute. Measures for this are based on vital statistics, sexually transmitted infections, and Behavioral Risk Factor Surveillance System survey data and other units of the Centers for Disease Control and Prevention. Measures of health quality were calculated by staff at Dartmouth Institute. This allows us to understand how each county is performing against another.

Health Outcomes: In South Carolina, there are 46 counties. For this ranking, 1 is the healthiest county. The overall county rankings in health outcomes are based on two types of measures: how long people live and how healthy people feel while alive.

	Health Outcomes 2019	Health Outcomes 2017
Horry County	16	17

The overall rankings in health outcomes represent how healthy counties are within the state. The healthiest county in the state is ranked #1. The ranks are based on two types of measures: **how long people live and how healthy people feel while alive.**

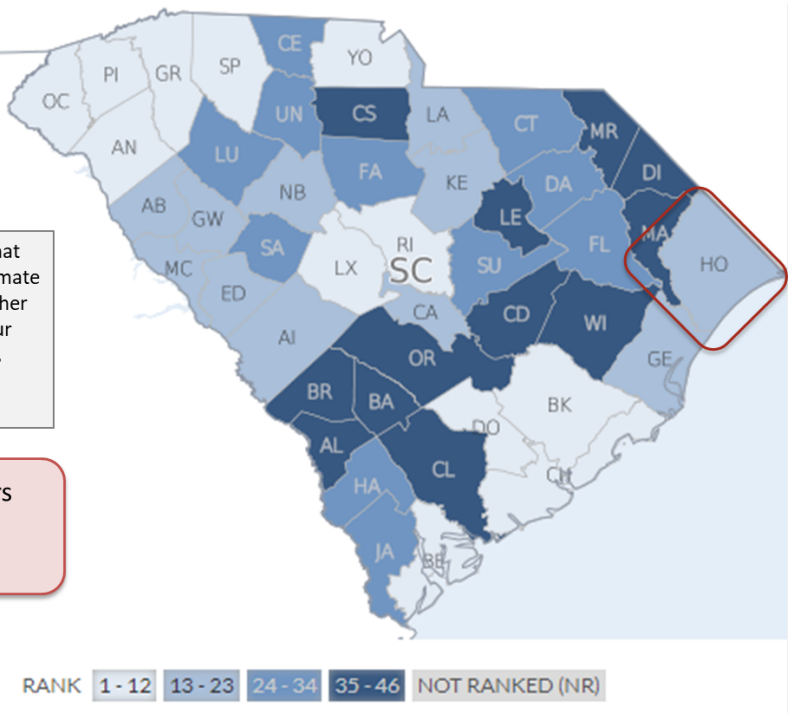


Health Factors: The overall ranking in health factors represents what influences the health of a county. They are estimates of the future health of the counties as compared to other counties. The ranks are based on four types of measures: health behaviors, clinical care, social and economic, and physical environment factors.

	Health Factors 2019	Health Factors 2017
Horry County	23	26

The overall rankings in health factors represent what influences the health of a county. They are an estimate of the future health of counties as compared to other counties within a state. The ranks are based on four types of measures: **health behaviors, clinical care, social and economic, and physical environment factors.**

Horry County's Health Factors ranking has improved by 3 positions since 2017.



## Community Input Findings

The last and most important element of the Community Needs Assessment is community input. The Community Needs Assessment Team entered into dialogue with key hospital administrators, physicians, key community members, those with knowledge/expertise in public health, and those serving underserved and chronic disease populations. During this phase, the team conducted focus groups and surveys to gain this knowledge.

The survey participant list in this phase.

VP of Medical Affairs (Conway)	Conway Mayor Pro Tem
VP of Nursing (Conway)	Conway City Council member
Director of Case Management (Conway)	Dept Chair Horry Georgetown Technical College
Senior Service Line Director (Conway)	Horry County Schools Director of Health & Safety Services
Healthreach	Horry County Schools Coordinator of Health & Safety Services
Lawyer and CMC Foundation Board Member	Horry County Schools Director of Strategic Communications and Community Engagement
Marketing Health Care Partners of SC	Horry County Schools Special Needs Aid
CEO of Health Care Partners of SC	Horry County Schools High School Teacher
Director of Clinical Operations and Nursing Health Care Partners of SC	Director of Biddle Center for Teaching, Learning, and Community Engagement at Coastal Carolina University
COO Health Care Partners of SC	1243 VIP (Very Important Parent) Club Members
Chief Nursing Officer Light House Care Center	100+ Senior Privilege Members
CEO Care Team Plus	
Friendship Medical Clinic	
Access Health Horry	
State Representatives	
Horry County Council members	
Conway Mayor	

Each person participating ranked the current health of the community on a scale of 1 to 10, 10 being the best. The score after averaging the nine participants’ responses was 4.4.

Respondents were asked what they viewed as the top health issues facing the service area counties and its residents. They were then asked to elaborate on certain barriers, gaps, and access to care issues.

Based on the feedback provided in the Community Input phase of the CHNA, the following barriers and opportunities were identified when evaluating the health of Horry County.

Access / Barriers

- Limited Insurance / Cost
- Healthcare Literacy / Education
- Healthcare Access / Transportation
- High Prevalence of Poor Health

Opportunity

- Partner to educate the population on healthy lifestyle choices and importance of wellness/preventative medicine
- Collaborate with community resources to increase awareness
- Target specific populations to increase accessibility



By analyzing and combining perceived (by community) and reported (secondary) data, a number of community health issues surfaced.

There were four types of issues identified in the secondary data assessment based on the community's performance in the Healthy People 2020 metric categories, which were overlaid with community input to assist in the development of Priorities.

Once the issues/community needs were identified and organized, Members of the Community Health Needs Assessment Committee worked to prioritize the identified top health needs in the community. This resulted in the development of a prioritization ranking. The priorities were considered based on significance of the community need and CMC's ability to impact the need. This process identified priority health issues for Horry County that CMC feels it has an ability to impact at certain levels.

## Prioritized 2019 Community Health Needs

Community Needs Selected	
1	Access to Health Services
2	Maternal, Infant, And Child
3	Nutritional, Physical, And Obesity
4	Tobacco / Substance Abuse

From this prioritization table, the CMC team identified community needs that would be the basis for the development of the implementation strategy. In accordance with treasury Regulation 1.501(r)-3(c)(3), CMC feels that it can impact key issues within these identified health needs at a personal level with its patients and community individuals and thus, impacting the community's overall health.

Based on the secondary quantitative data, community input, the needs evaluation process, and the prioritization of these needs, the following community needs have been selected for implementation.

**Access to Health Services**— CMC understands that underserved populations often struggle to access the proper health services whether it be due to limited personal or community resources. CMC is motivated to select "Access to Health Services" as a key topic of the 2019 CHNA Priorities and develop an implementation strategies that would improve the access to health services in community through health literacy education, increase awareness of existing resources, identify community partnership opportunities, etc.

**Maternal, Infant, and Child**– CMC has identified a need to continue education and action to improve Women and Children’s health in the community. Some of the action steps outlined build upon previous screening initiatives implemented by CMC and additional education around prenatal care.

**Nutritional, Physical Activity, and Obesity** – CMC has identified a need to target healthy lifestyle awareness education at in the community to encourage preventive health habits. Strategies and action steps have been defined to help CMC address this community need with a focus on healthy lifestyle education, enhancing healthy lifestyle campaigns, and collaborating on health programs with community organizations, just to name a few.

**Tobacco / Substance Abuse** – CMC is aware of the impact of the tobacco as well as overall substance abuse on the community. Both CMC and community members feel that there is an opportunity to improve tobacco and substance abuse education, and share resources on accessing recovery / smoking cessation programs in the community.

Conway Medical Center’s Community Needs Assessment Committee will initiate the development of implementation strategies for each health priority identified above. This implementation strategy will be executed upon in collaboration with community partners and health issue experts over the next three years. The following key elements will be used in developing their implementation strategy:

- Identify what other local organization are doing to address the health priority
- Develop support and participation for these approaches to address the health need
- Develop specific and measurable goals so that the effectiveness of these approaches can be measured
- Develop detailed work plans
- Communicate with the assessment team and ensure appropriate coordination with other efforts currently underway to address the issue

The team will utilize and build upon the monitoring method developed in the conclusion of the prior CHNA to provide status updates and outcome notifications of these efforts to improve community health. CMC is committed to conducting another health needs assessment in three years.

In addition, CMC continue to play a leading role in addressing the health needs of their community with a special eye for the underinsured / underserved populations. As such, CMC ensures that community benefit planning is an integral part of their hospital’s annual planning and budgeting processes in order to continue effectively meeting and supporting community needs.

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Appendix A – Data Sources

2003 - 2005	2006 - 2007	2008	2009	2010	2011	2012	2016	2017	2018-2019	2020
Peer County Rankings	<ul style="list-style-type: none"> <li>National Center for Education Statistics</li> <li>Medicare Claims/ Dartmouth Atlas</li> <li>USDA Food Environmental Atlas</li> <li>CDC- Environmental Protection Agency (EPA)</li> </ul>	<ul style="list-style-type: none"> <li>Health Indicators Warehouse</li> <li>National Center for Health Statistics (NCHS)</li> <li>Health Resources &amp; Services Administration (HRSA)</li> </ul>	<ul style="list-style-type: none"> <li>Behavioral Risk Factors</li> <li>Health Indicators Warehouse</li> <li>CHSI</li> <li>Small Area Health Insurance Estimates (SAHIE)</li> </ul>	<ul style="list-style-type: none"> <li>Health Indicators Warehouse</li> <li>County Health Rankings</li> </ul>	<ul style="list-style-type: none"> <li>Health Indicators Warehouse</li> <li>County Health Rankings</li> </ul>	<ul style="list-style-type: none"> <li>Nielsen Demographics</li> <li>US Census Bureau</li> </ul>	<ul style="list-style-type: none"> <li>Health Indicators Warehouse</li> <li>County Health Rankings 2016</li> <li>CMS.gov</li> <li>CDC.gov</li> </ul>	<ul style="list-style-type: none"> <li>Nielsen Demographics</li> <li>US Census Bureau</li> </ul>	<ul style="list-style-type: none"> <li>County Health Rankings</li> <li>CDC.gov</li> <li>CMS.gov</li> <li>Nielsen Demographics</li> </ul>	<ul style="list-style-type: none"> <li>Healthy People 2020</li> </ul>