



CentraState Healthcare System[®]

The full circle of health and wellness dedicated to excellence.

CentraState Medical Center

Freehold, New Jersey

Community Health Needs Assessment

and

Implementation Plan

2020-2022



CentraState Medical Center
CentraState Healthcare System

**2020-2022 Community Health Needs Assessment
and Implementation Plan**

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Foreword

The 2010 Patient Protection and Affordable Care Act requires that nonprofit hospitals must perform a community health needs assessment (CHNA) every three years and adopt an implementation strategy to meet the significant community health needs identified in the assessment as a condition of maintaining the institution's tax exemption.

The CHNA must:

- Take into account input from persons who represent the broad interests of the community served by the hospital facility, including those with special knowledge of or expertise in public health
- Be made widely available to the public

The CHNA may be based on current information collected by a public health agency or non-profit organization and may be conducted with one or more organizations including related organizations.

The Internal Revenue Code Section 6033(b)(15)(A) requires hospital organizations to include in their annual information return (Form 990) a description of how the organization is addressing the needs identified in the CHNA conducted under Section 501(r) (3) and a description of any significant health needs that are not being addressed along with the reasons why the needs are not being addressed. While CentraState continues to contribute to the high county-wide health ratings (see Appendix A) the area is still faced with significant health needs. CentraState Medical Center will address each of the significant health needs identified in the CHNA process.

CentraState Medical Center has prepared this assessment and implementation strategy in fiscal year 2019 and will use the documents as a planning tool to help create strategic initiatives regarding medical services and community outreach efforts in order to meet critical health needs of members of our community whose health is considered to be at-risk.

Mission & Vision

Our Mission: To enhance the health and well-being of our communities through the compassionate delivery of quality health care.

Our Vision: An organization of caring professionals trusted as our community's health care system of choice for clinical excellence.

Community Served by the Hospital

CentraState Medical Center defined its community or service area based on the Metropolitan Statistical Area (MSA) adjusted to the hospital's geographic location and the geographic area from which a significant number of the patients utilizing hospital services reside.

CentraState Medical Center's defined community or service area is Monmouth County, in general, and western Monmouth County in particular. Monmouth County is one of 12 counties in one of the four divisions of the New York-Newark-Jersey City NY-NJ-PA Metropolitan Statistical Area (MSA) as defined by the U.S. Office of Management and Budget (OMB), and used by the U.S. Census Bureau and other federal government agencies for statistical purposes. The communities of western Monmouth County are: Colts Neck Township, Manalapan Township, Borough of Englishtown, Borough of Farmingdale, Borough of Freehold, Freehold Township, Howell Township, Marlboro Township (including Morganville), and Millstone Township (including Clarksburg and Perrineville). Based on geography and utilization, CentraState Medical Center elected to include Jackson Township (Ocean), Monroe Township (Middlesex) and East Windsor (Mercer) in its defined community/service area as well.

CentraState is targeting a significant population in Freehold Borough which has been identified by this and our previous Community Health Needs Assessments (2013 and 2016) as a medically underserved, low-income, or minority population and is at risk of not receiving adequate medical care as a result of being uninsured, underinsured or due to environmental, language, financial, educational or other barriers.

Process and Methods

CentraState Medical Center is a founding member of the Health Improvement Coalition of Monmouth County (HICMC) and has a seat on the organization's seven-member Steering Committee, along with representatives of county and local health departments and other Monmouth County hospitals. Organized in 2005, HICMC, with the cooperation of the Governmental Public Health Partnership of Monmouth County, area agencies, organizations, health care providers including all five hospitals in Monmouth County, and individuals, has collaborated to conduct a Community Health Needs Assessment (CHNA) and Community Health Improvement Plan (CHIP) every five years (2007-2011, 2012-2016 and 2017-2019). The current Monmouth County plan was completed in 2018 and is for the years 2018-2022 and includes the communities of western Monmouth County.

CentraState is also a participating member of the Ocean Monmouth Health Alliance, the Prevention Coalition of Monmouth County, the Freehold Area Municipal Alliance and Neighborhood Connections to Health. (see Appendix for details.)

For the purposes of this CHNA, CentraState also reviewed the CHNA's and CHIP's of adjacent counties, specifically Ocean, Mercer and Middlesex, and conducted surveys throughout the communities served by CentraState both electronically and via hard-copy and determined the results were consistent with the Monmouth County assessments and plans upon which CentraState Medical Center based its CHNA.

A base "Secondary Data Profile" and an "Urban Profile" were prepared for Monmouth County by Holleran Consulting of Philadelphia that included demographic and household information, mortality rates, communicable disease rates and cancer incidence and mortality rates. The profiles were updated periodically. Copies of both studies are available in the CentraState community relations office. The coalition examined scientific survey data from nearly 600 households, as well as focus group feedback. CentraState further reviewed the Healthy New Jersey 2020 Objectives, Baselines, and Targets. Because many of the statistics reflect available county-wide or state-wide data, CentraState conducted an additional survey as well as several interviews and meetings designed to further identify the health needs particular to western Monmouth County. The results were ranked according to severity after consultations were conducted between CentraState CHNA leadership and the public health officers serving Monmouth County as well as each of the communities in western Monmouth County to identify the significant health needs of the CentraState communities.

CentraState CHNA Calendar 2019

January-November: Collection of Primary and Secondary Data

July-October: Surveys/Focus Group/Interviews

October/November: Prioritize Identified Needs in collaboration/consultation with public health officers

November/December: Development of Implementation Strategies

December: Present Proposed CHNA and Implementation Strategies to Board of Trustees

Approval by Board of Trustees

Post CHNA and Implementation Strategies on CentraState Website and Publish

2020: File CHNA and Implementation Strategies with IRS 2019 Return

The CentraState Healthcare System Board of Trustees approved the CHNA and Implementation Plan at its regular meeting on December 12, 2019.

The CHNA and Implementation Plan is being made widely available to the public by posting the documents on the CentraState Healthcare System website (www.centrastate.com) and a hardcopy is available in the CentraState community relations office.

Comprehensive Identified Health Needs

The following overall health needs (in no priority order) in Monmouth County were preliminarily identified by the Health Improvement Coalition of Monmouth County, the Ocean Monmouth Health Alliance, the Prevention Coalition of Monmouth County, Neighborhood Connections to Health and/ or CentraState primary and secondary data:

- Heart Disease
- Stroke
- Obesity
- Physical Activity
- Nutrition
- Mental health
- Suicide
- Substance abuse
- Vaping
- Lead Poisoning
- Access to primary care
- Cancer
- Drug abuse
- Alcohol abuse
- Sexually transmitted diseases

Significant Health Needs – Priority Issues

Following an analysis of the Identified Health Needs and in consultation with the public health officers of the western Monmouth County communities, the identified needs were prioritized utilizing the following criteria to identify and rank the health concerns:

- Assessing the magnitude of the problem
- Seriousness of the consequences and potential burden to the community
- Feasibility of addressing or correcting the problem

The result was the identification of three significant health needs with specific issues:

1. Mental Health

Substance Abuse (including vaping)
Suicide

2. Chronic Disease

Cardiovascular (Heart Disease/Stroke)
Cancer
Diabetes

3. Healthy Lifestyles

Obesity
Nutrition
Physical Activity
Access to Care

Significant Population

As required by the Patient Protection and Affordable Care Act, CentraState again identified Freehold Borough as a significant population from this Community Health Needs Assessment that is medically underserved, low-income, or a minority population and is at risk of not receiving adequate medical care as a result of being uninsured, underinsured or due to environmental, language, financial, educational or other barriers. (*See section on “Access to Care”*)

Significant Health Need #1: Mental Health (Substance Abuse [including vaping] and Suicide)

Mental Health has been continuously identified as an area in need of attention by Health Improvement Coalition members, as access to mental health providers and services are limited within the county.

Mental health includes our emotional, psychological, and social well-being. It affects how we think, feel, and act. It also helps determine how we handle stress, relate to others, and make healthy choices. Mental health is important at every stage of life, from childhood and adolescence through adulthood.

Mental illness, specifically depressive disorders, are associated with increased prevalence of chronic diseases, including diabetes, obesity, and cardiac disease, as well as a decreased ability to manage them. One in ten NJ residents suffer from a mental health issue.

Substance abuse occurs when regular use of alcohol and/or drugs impacts daily functioning, including health problems, disability, and inability to meet main responsibilities at home, work, or school.

The United States, New Jersey and Central Jersey are in the midst of an opioid overdose epidemic. The drug induced mortality rate in Monmouth County has increased significantly in recent years. The rate in Monmouth County exceeds the rates for New Jersey, the United States and the Healthy People 2020 standards. This epidemic is strongly related to widespread and rising prescription opioid misuse and abuse.

Summary statistics specific to the opioid crisis support the overwhelming call to prioritize it as a leading health indicator:

- There were 1,901 overdose deaths involving prescription opioids in New Jersey in 2016 —a 321.5% increase since 2006 (451).
- Naloxone, an over-the-counter medicine that is used to reverse an opioid overdose was administered thousands of times.
- According to the New Jersey Office of the Regional Operations & Intelligence Center (ROIC), other opioids such as fentanyl have had the greatest impact on drug overdoses statewide. Fentanyl is found in approximately 30% of the overdoses in NJ.

Drug Related Deaths - Monmouth County (per 100,000)

	<u>2012</u>	<u>2017</u>
Heroin	29	98
Oxycodone	27	18
Cocaine	23	42
Methodone	10	8
Fentanyl	6	94
Morphine	5	2

The average age of drug related deaths in Monmouth County is 41.

Vaping: Cigarette use among New Jersey high school students has declined steadily since the Department of Health began measuring it in 1999. In 2012, the Department began measuring youth "vaping," or use of electronic cigarettes (e-cigarettes). In 2012, traditional cigarettes were used at a higher rate than e-cigarettes. The Department saw a sharp increase in e-cigarette use in 2014, when e-cigarettes surpassed traditional cigarettes among New Jersey high school students. In 2016, rates of e-cigarette use remained higher than traditional cigarettes.

Currently e-cigarette use among middle and high school students increased alarmingly between 2017 and 2018.

Over 5,700 kids start vaping every day. Misconceptions, peer pressure and marketing tactics all contribute to the staggering rise.

Nationally, youth vaping spiked in 2018, with more than 1 in 5 high school students and about 1 in 20 middle school students reporting e-cigarette use.

Suicide is the 10th leading cause of death among Americans and 14th among New Jerseyans. It is the third leading cause of death among New Jersey residents aged 10-29 years, fifth among those aged 30-34 and fourth among those aged 35-49. Suicide has been increasing in New Jersey in recent years, going from about 500 deaths in 2005 to 789 in 2015. In 2016, deaths due to suicide dropped to 687, but the number is expected to climb again in 2017. The suicide mortality rate in Monmouth County is on an upward trend, similar to the statewide and national rates. The current rate in Monmouth County fails to satisfy the Healthy NJ 2020 target.

There are more than twice as many suicides as homicides in the state.

Significant Health Need #2: Chronic Disease (Cardiovascular [*Heart Disease/Stroke*], Cancer, Diabetes)

Cardiovascular disease mortality has decreased since 2011, however heart disease remains the leading cause of death in the U.S. and New Jersey while stroke is the fourth leading cause of death in New Jersey and fifth in the U.S. (2016 data).

Currently, more than 1 in 3 adults live with some type of cardiovascular disease. Heart disease and stroke, along with other cardiovascular diseases, are among the most widespread and costly health problems facing the region today. They result in serious illness and disability, decreased quality of life, and many billions of dollars in economic loss every year. They are also among the most preventable health problems.

The coronary heart disease death rate is highest among Blacks but the larger disparity is between males and females. Blacks have the highest stroke death rate and are the only racial/ethnic group for whom the rate among males is significantly higher than among females. Death rates for both diseases are much higher in South Jersey than in North and Central Jersey. Heart disease and stroke burden is higher among minority, rural, and low socioeconomic populations. The rising prevalence of obesity and diabetes, which are strong determinants of later heart disease and stroke, contribute to death and morbidity from this cause.

Cancer The age-adjusted death rate due to cancer has been slowly declining for several years. In New Jersey, over 16,000 deaths each year are due to cancer. In the total population and among each racial/ethnic group, males have higher death rates than females. The age-adjusted death rate due to cancer is highest among Blacks in New Jersey but the gap is narrowing. Lung cancer death rates among Whites and Blacks are more than double those of Hispanics and Asians.

County death rates per 100,000 population (age-adjusted) due to cancer range from a low of 118 in Somerset to a high of 219 in Salem. In the CentraState service area Monmouth is lowest (138.2) followed by Middlesex

(138.9), Mercer (146.0) and Ocean (168.5). The New Jersey rate is 144.6 and the US rate is 152.5. Since the year 2000, NJ rates have declined from 205.4 to the 2017 rate of 144.6.

Diabetes is the seventh leading cause of death in the U.S. and New Jersey (2016 data). It increases the risk of heart attack, kidney failure, lower limb amputations, and adult-onset blindness. As of 2014, the diabetes mortality rate among Blacks was double that of Whites and Hispanics, and over three times that of Asians. Blacks with diabetes are more likely to need lower extremity amputations than persons with diabetes of other racial/ethnic groups. Similar racial disparities are seen in outcomes related to preventive care such as receiving an annual dilated eye exam and having a glycosylated hemoglobin measurement taken at least twice a year. The percentage of Hispanics with diabetes receiving an annual dilated eye exam and having a glycosylated hemoglobin measurement taken at least twice a year are also lower compared to the corresponding estimates for Whites and Asians with diabetes.

Although the average diabetes mortality rate in Monmouth County has decreased over the years, the current mortality rate fails to satisfy the Healthy NJ 2020 target. The prevalence of diabetes in Monmouth County is higher than in Ocean County and is above the national prevalence and much higher than the state prevalence and has increased since 2011. Diabetes is more common among older adults age 65+ (27%), those living in poverty (33%), and Hispanic individuals (25%). The rates are noticeably higher overall in Freehold Boro residents (21% over the national benchmark.) While New Jersey has the 9th lowest adult obesity rate in the nation at 25.6%, it remains that one out of every four adults in New Jersey is obese, a leading contributor to heart disease and stroke. The rate of new adult diabetes cases is increasing in the state. Adults who are obese are at increased risk of morbidity from hypertension, high LDL cholesterol, type 2 diabetes, coronary heart disease, stroke, and osteoarthritis. Obesity has tripled among adolescents in the past 30 years. Obese youth are more likely to have prediabetes and risk factors for cardiovascular disease and are at greater risk for bone and joint problems, sleep apnea, and social and psychological problems such as stigmatization and poor self-esteem.

Significant Health Need #3: Healthy Lifestyles (Obesity, Nutrition, Physical Activity, Access to Care)

Obesity, Nutrition and Physical Activity: During the past 20 years, there has been a dramatic increase in obesity in the United States and rates remain high. More than one-third of U.S. adults and approximately 17% of children and adolescents aged 2-19 years are obese.

Obesity rates are persistently high in NJ, particularly for young, vulnerable, low income populations and in certain parts of Monmouth County (Freehold Borough.) The obesity rate for Black adults in New Jersey is more than 1.5 times that of White adults and more than triple that of Asian adults. Hispanic high school (HS) students (grades 9-12) remain almost twice as likely to be obese as White HS students. Black, Hispanic, and Asian HS students are less likely to meet physical activity guidelines compared to White HS students. Black and Hispanic HS students are more likely to watch TV for more than two hours a day than are White and Asian HS students, however there is less variation among racial/ethnic groups for computer, internet, and video game time. Hispanic HS students are almost twice as likely to drink more than one soda a day compared to White HS students.

Proper nutrition promotes the optimal growth and development of children. A healthy diet also helps reduce the risks for many health conditions. Along with nutrition, regular physical activity helps improve a person's overall health and fitness, and reduces the risk for many chronic diseases. Nationally in 2015, only 20% of adults reported that they participated in enough aerobic and muscle strengthening exercises to meet guidelines and about half of high schools students were physically active at least one hour per day on five or more days per week.

Access to healthcare services has been a longstanding item on the CentraState and the Health Improvement Coalition's agenda. In 2016, the coalition identified problems in accessing both services and information within Monmouth County. Prior to 2019, health care clinics, including Federally Qualified Health Centers (FQHC), were sparse and were concentrated in the eastern part of the county with none in western Monmouth County. Hours were inconvenient and transportation was a significant barrier for residents. Cultural and language barriers exist, due to the growing Hispanic population in Monmouth County and specifically in Freehold Borough. The issue of health literacy, including educational materials, health forms, prescriptions and health insurance, created a barrier for our residents in accessing and receiving quality healthcare.

The most significant health equity needs are in Freehold Borough. To address this access issue, CentraState partnered with the Visiting Nurse Association (VNA) of Central Jersey's Community Health Center, the VNA Health Group and the Rutgers Robert Wood Johnson Medical School to open the Freehold Family Health Center, a FQHC. The doctors and staff provide primary care for all ages, prenatal care, women's health, behavioral health, nutrition counseling, chronic disease (diabetes) education, sports and school physicals, sports medicine, gastroenterology, wellness visits, foot care and specialty care for older adults. Other services include health insurance assistance, access to 340B program (discounted drug pricing) a patient navigator and an on-site WIC clinic.

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Significant Health Need #1: Mental Health (Substance Abuse [including vaping] and Suicide)

Strategies:

Mental Health

Collaborate with the Monmouth County Mental Health Director on strategies and programs to address mental health issues.

Consult with elected and appointed state officials to regulate mental health insurance to increase access to mental health services, including treatment for substance use disorders.

Identify strategies on how to publicize the availability of mental health programs.

Substance Abuse

Collaborate, share resources and develop programming (particularly vaping) with the local Municipal Alliances for the Prevention of Substance Abuse for programming and education in the community and particularly in the schools.

Partner with the local Municipal Alliances in efforts to reduce the availability of electronic nicotine delivery systems (vaping).

Increase participation in the Prevention Coalition of Monmouth County to plan comprehensive substance abuse awareness planning and programming; to provide a forum for community members and organizations to work together to improve substance abuse prevention strategies within the service area while increasing public awareness related to substance abuse trends and community resources.

Increase and expand substance abuse programming including vaping at the CentraState Student Health Awareness Center.

Revise health care processes and provider roles to integrate mental health and substance abuse treatment into primary care.

Utilize certified Recovery Coaches in the Emergency Department to engage with patients who have been administered naloxone (NARCAN).

Continue to monitor and track prescribing and dispensing of Schedule II, III, IV and V drugs and other controlled substances.

Suicide

The CentraState Student Health Awareness Center, in cooperation with school counselors, undertake plans to develop and deliver a curriculum-based program that helps all students learn to recognize warning signs of suicide in themselves and others.

Provide low income or at-risk public school students and their families with information about social services and health care supports.

Significant Health Need #2: Chronic Disease (Cardiovascular [*Heart Disease/Stroke*], Cancer, Diabetes)

Strategies:

Cardiovascular

Develop and implement programs and services to enhance knowledge of heart disease management and control the risk factors for heart disease.

Offer a cardiac support group for the public.

Increase community outreach efforts including lectures and screenings (blood pressure and cholesterol) by participating in community events (town days, fairs, senior center events and American Heart Association programs and events).

Provide cardiopulmonary resuscitation classes for the community.

Offer weight management programs and classes.

Promote and expand the Gloria Saker Women's Heart Program at CentraState (for women at risk) including education and awareness, prevention, risk factor assessment and program referral (dietary counseling, smoking cessation, stress management) in collaboration with area physicians.

Cancer

Continue to partner with the Ocean Monmouth Health Alliance to conduct programs aimed at education, prevention and access to treatment for cancer. Programs include "Choose Your Cover" (free skin cancer education and screenings at the beach); "Cancer You Can Prevent" (Colorectal cancer toolkits for primary care physicians to prevent colorectal cancer); Free Oral Cancer Screenings; promote with local governments Tobacco-Free Living at beaches, parks and recreational areas; preventing cervical cancer by increasing HPV immunizations.

Increase number and frequency of cancer screenings offered through the CentraState Statesir Cancer Center and the Health Awareness Center.

Increase breast cancer screenings (mammograms) by the CentraState Women's Center.

Combine information about human papillomavirus (HPV) and the benefits of vaccination with efforts to support vaccine series completion (e.g., patient and parent education or reminders, physician education, etc.)

Diabetes

Increase education for diabetes prevention, early identification and disease management to high-risk populations in our service area.

Expand pre-diabetes education programming at the hospital and in the community.

Provide increased access of Diabetes Center nurses to primary care physicians in Freehold Borough for nutrition counseling (English and Spanish classes) to include glucose testing, education and follow-up evaluations.

Include free glucose screening at community events in the service area.

Significant Health Need #3: Healthy Lifestyles (Obesity, Nutrition, Physical Activity, Access to Care)

Strategies:

Obesity, Nutrition and Physical Activity

Participate in the Mobile Food Pantry at the Freehold Family Health Center by Fulfill Food Bank.

Provide “Live Life Well” programs including seminars on eating well, relaxing well and moving well.

Continue nutrition seminars for senior centers.

Expand the “Plant Powered Program” (a 10-week program on plant based eating which has been shown to significantly help with weight loss, improved digestion, lower cholesterol and triglycerides, drop blood pressure and help with blood sugar management.)

Provide live cooking demonstrations for the community

Expand participation in the Shaping NJ Grant for schools in Freehold Borough and Freehold Township advising of nutritional content of school food recipes and benefits of exercising

Increase participation in service area school wellness councils and activities.

Partner with the CentraState Fitness Center to provide nutrition education for children.

Use media-based efforts, in particular social media platforms, to educate residents and change the attitudes and beliefs that contribute to unhealthy behaviors.

Access to Care

Partner with community-based organizations to increase outreach and education about enrollment for health insurance coverage through the Health Insurance Marketplaces (Exchanges).

Continue to grow the CentraState Community Health Plan..

Explore additional CentraState Health Pavilions, which include Family Practice at CentraState offices, rehabilitation and laboratory services and Immediate Care Centers, in service area communities.

Recruit graduating residents from the CentraState-based Family Residency Program.

Continue to recruit primary care physicians, physician assistants, nurse practitioners and specialty care physicians to the service area.

Collaborate with the newly created coalition “Neighborhood Connections to Health” led by the Visiting Nurse Association (VNA) Health Group and the Freehold Health Dept. under grants from the Robert Wood Johnson Foundation and the Nicholson Foundation. The organization goals are to find solutions to health issues within the community through collaboration.

Continue to support the new Federally Qualified Health Center (FQHC) “Freehold Family Health Center” in Freehold Borough and continue to commit CentraState resources to the facility and its programs/services.

Collaborate with the Mayor’s Freehold Boro Wellness Council to conduct a health fair for residents, including follow-up with education and free screenings.

Provide culturally sensitive assistance and care coordination, and guide patients through available medical, insurance, and social support (Patient navigators).

Tailor health care to patients' norms, beliefs, and values, as well as their language and literacy skills.

Develop programs in conjunction with the Freehold Borough schools to address health issues of students and families.

Develop programs through the CentraState Health Awareness Center in conjunction with other departments to provide the community with health education, promotion and literacy.

Use vouchers, tickets for prize drawings, and other incentives to encourage patients to undergo preventive care such as screenings, vaccinations, etc.

Implementation, Monitoring and Evaluation

Within CentraState Medical Center and CentraState Healthcare System, the Senior Vice President of Organizational Transformation and Chief Legal Officer and the Vice President Marketing, Public and Government Relations, along with the Community Relations Coordinator, will have primary responsibility for monitoring and tracking the Implementation Plan. The primary and secondary data utilized in the Community Health Needs Assessment will become the baseline against which all progress in meeting the goals of the Implementation Plan will be measured. The individuals named above will keep the board of trustees informed through the strategic planning committee of the board. An annual report will be published and provided to the board of trustees and made available on www.centrastate.com.

Comments

CentraState Medical Center encourages and welcomes comments from the community regarding the Community Health Needs Assessment and the Implementation Plan. Please forward comments to CentraState Medical Center, ATTN: Community Relations, 901 West Main St., Freehold, NJ 07728.

Approved by the CentraState Healthcare System Board of Trustees on December 12, 2019