



# Community Health Needs Assessment

**PONTOTOC HEALTH SERVICES, INC., DBA**

**NORTH MISSISSIPPI MEDICAL CENTER-PONTOTOC**

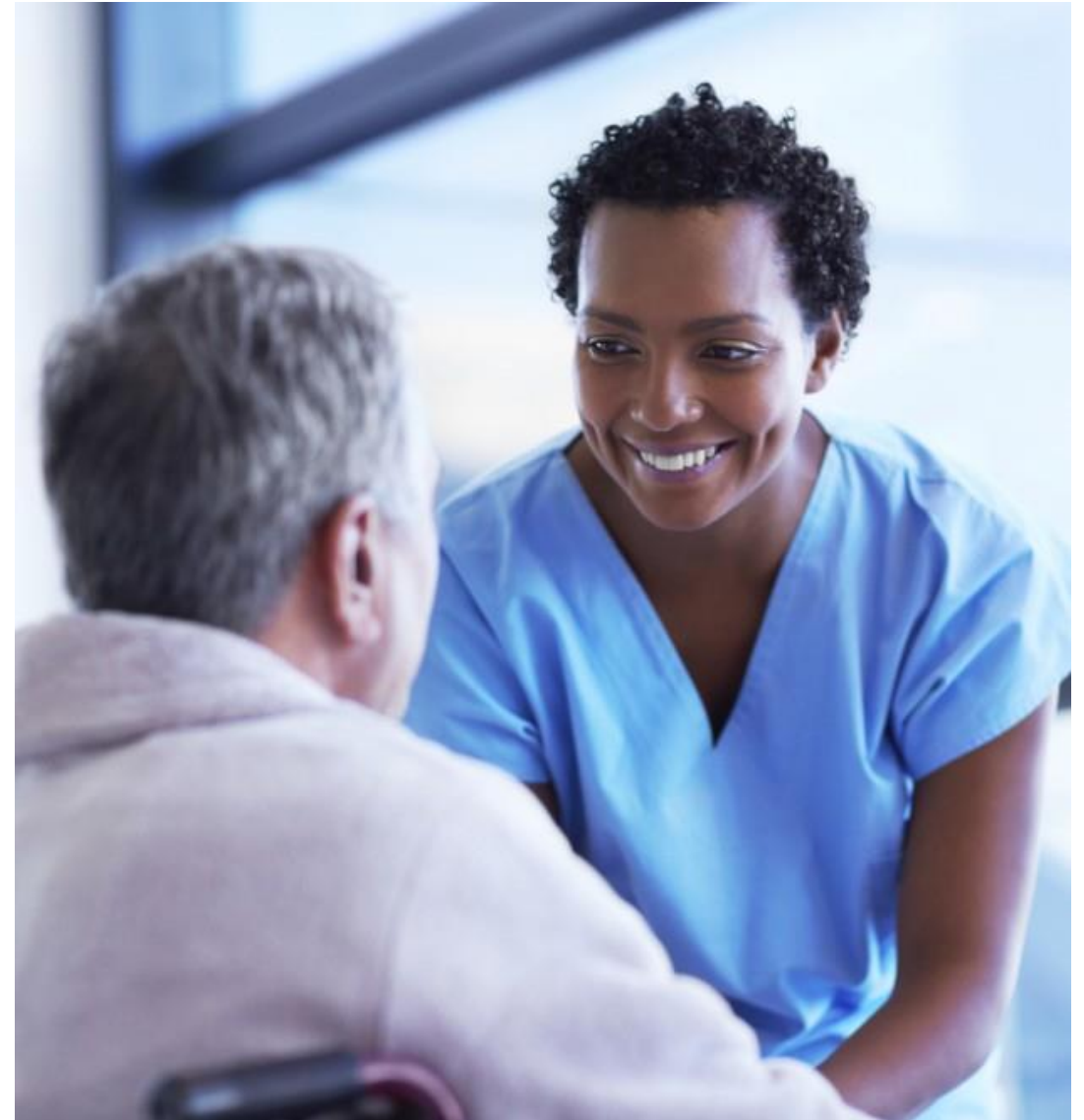
SEPTEMBER 2022



**NORTH MISSISSIPPI  
HEALTH SERVICES**

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# Executive Summary

## Regulatory Requirements of Community Health Needs Assessment (CHNA)

The Patient Protection and Affordable Care Act (PPACA) of 2010 requires tax-exempt hospitals, such as North Mississippi Health Services (NMHS), to conduct a Community Health Needs Assessment (CHNA). The CHNA is the process by which a non-profit hospital evaluates the health needs of the community it serves, e.g., diabetes, heart disease, lung disease, and the service area's overarching resources, e.g., food, housing, poverty, etc. This assessment identifies community strengths, needs, care gaps, assets and opportunities relative to the health of residents.

North Mississippi Medical Center-Pontotoc is a not-for-profit hospital affiliated with North Mississippi Health Services (NMHS). Because of its tax status, this hospital is required to conduct a CHNA every three years. This includes identifying priorities and implementing strategies that address the needs of those served in the defined market. Each hospital within NMHS conducts a CHNA in order to understand and plan for the current and future health needs of residents and patients in the communities it serves.

This CHNA will help develop strategies that will improve the health of the NMHS service area communities by:

- ✓ Identifying chronic health issues and care gaps
- ✓ Recognizing health disparities particularly associated with vulnerable populations
- ✓ Highlighting community resources that are either available, lacking or underutilized
- ✓ Understanding health needs from a population-based perspective
- ✓ Implementing plans to address identified needs



# Introduction

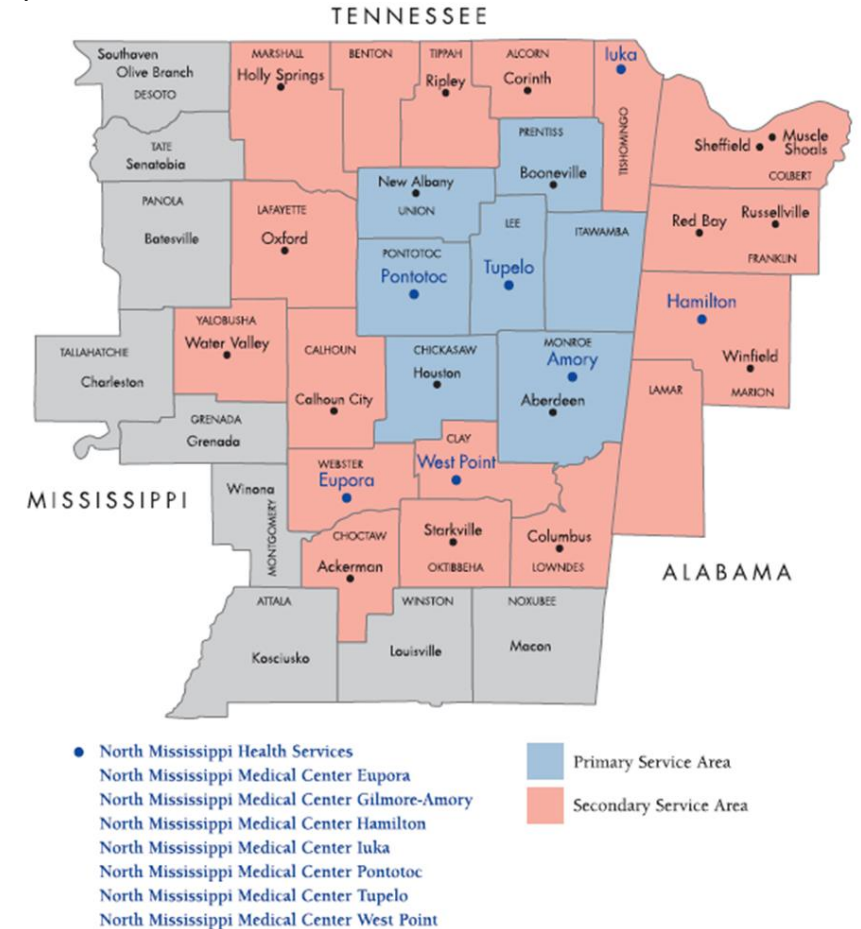
## North Mississippi Medical Center-Pontotoc is affiliated with North Mississippi Health Services

North Mississippi Health Services (NMHS) is a not-for-profit, integrated health care delivery system serving 24 counties in north Mississippi and northwest Alabama (twenty Mississippi counties and four Alabama counties). The map highlights this area.

NMHS' headquarters is located in Tupelo, MS, the site of its flagship hospital, North Mississippi Medical Center, Inc. The system has five community hospitals with locations in Mississippi (Amory, Eupora, Iuka, Pontotoc and West Point and one community hospital located in Alabama (Hamilton).

North Mississippi Health Services is dedicated to being the provider of the best patient- and family-centered care. NMHS connects patients and their families with convenient access to care that is cost efficient and of the highest quality. NMHS provides acute, diagnostic, therapeutic and emergency services, with the sole trauma center (Level 2) in our service area, through North Mississippi Medical Center in Tupelo.

NMHS is a 2012 recipient of the prestigious Malcolm Baldrige National Quality Award. North Mississippi Medical Center, Inc. (NMMC) is a 2006 Baldrige Award recipient.



# Introduction

## North Mississippi Medical Center-Pontotoc

Pontotoc Health Services Inc., d/b/a North Mississippi Medical Center-Pontotoc offers inpatient and outpatient services for residents in Pontotoc and surrounding communities. Its goal is to provide affordable and innovative health care services for the region.

North Mississippi Medical Center-Pontotoc, a 25-bed critical access hospital provides care for patients with acute illnesses or conditions that require observation or hospital admission. Services offered are general services, medical/acute care, emergency services, level IV trauma care, telemetry, outpatient medical care, inpatient medical care, diagnostic services, clinical laboratory, pharmacy, radiology/imaging, ambulatory and outreach services, outpatient rehabilitation and medical clinics.

Conveniently located off Mississippi Highway 9 in Pontotoc – the compassionate care team includes hospitalists, staff physicians, respiratory therapists, nurses, case managers, rehabilitation therapists, registered dietitians, pharmacists and social workers.

North Mississippi Medical Center-Pontotoc is the only hospital-based swing bed provider in Pontotoc County. Its services are an important care bridge for patients who require acute skilled nursing and/or rehabilitative care before returning home. Swing bed services include 24-hour skilled nursing care, case management/social services, IV therapy, nutritional counseling, occupational therapy, on-site pharmacy, laboratory, physical therapy, radiology, respiratory therapy, speech therapy and wound care management.



# Actions Taken Since 2019 CHNA

Priority areas from the previous CHNA:

- Improve Awareness/Access to Health Services
- Obesity/Chronic Disease Management
- Women’s/Children’s Services

## COMMUNITY ACTIVITIES 2019 - 2021

| DATE         | COMMUNITY ACTIVITY  | NUMBER OF PARTICIPANTS |
|--------------|---|------------------------|
| <b>2019</b>  |   |                        |
| October 9    | United Methodist Church – Education on Geriatric Mental health Services | 45                     |
| October 25   | NMMC Endocrine Conference   | 20                     |
| November 21  | Feeding of the 5,000  | 450                    |
| November 22  | Lee County Sheriff’s Triad  | 150                    |
| December 2   | Community Christmas Parade  | 400                    |
| <b>2020</b>  |   |                        |
| January 31   | Fernbrooke Assisted Living – Mental health education                    | 50                     |
| February 11  | Talking Matters community conference                                    | 100                    |
| <b>2021</b>  |   |                        |
| May 5        | Three Rivers Medicaid Brunch for community                              | 100                    |
| May 22       | Rotary - Covid updates  | 15                     |
| June 4       | Health Fair Pontotoc County   | 230                    |
| July 6       | Pontotoc Fair- information/education table                              | 250                    |
| September 11 | 09/11/2021- Bodock Festival   | 500                    |

# Actions Taken Since 2019 CHNA

Priority areas from the previous CHNA:

- Improve Awareness/Access to Health Services
- Obesity/Chronic Disease Management
- Women’s/Children’s Services

## MEDIA ACTIVITIES 2019 - 2020

| DATE        | COMMUNITY ACTIVITY  |
|-------------|---|
|             | <b>2019</b>   |
| October 23  | Russell Chumley, LPC, LMFT represented BH at Facebook Live Care Transition Expo   |
| December    | Russell Chumley, LPC, LMFT WTVA interview on holidays and depression  |
|             | <b>2020</b>   |
| January     | Russell Chumley, LPC, LMFT article for Mud and Magnolias on coping with depression.   |
| March 24    | Sandra Holmes, Ph. D, Shared coping information on coping skills during Covid-19 with marketing that was Place on hospital slider, NMMC internet for community, NMMC-ENTV and NMMC Facebook |
| April       | Russell Chumley, LPC, LMFT – Interviewed by Daily Journal on coping with the Pandemic   |
| April 6     | Valerie Fields, LPC was interviewed on WTVA regarding Employees in Healthcare and Stress  |
| April 9     | Susan Schuh, LPC did a WEBEX for the community on Crisis/Stress Management  |
| April 16    | April Kitchens, LMSW Did an article on Budgeting During a Crisis  |
| May 1       | Sandra Holmes, Ph.D. provided Community Development Foundation information for HR professionals for coping with employee concerns during the pandemic                                       |
| May 18      | Sandra Holmes, Ph.D. provided Marketing and NMMC Education Mental Health month packet to be used on NMMC Facebook live and NMMC e-news, ENTV  |
| August 25   | Sandra Holmes, Ph.D. wrote an article on Self-care — The Ostrich  |
| August 28   | Sandra Holmes, Ph.D. wrote an article for Leadership – Self-Care Reminders and Resources  |
| August 31   | Sandra Holmes, Ph.D. Provided Marketing with packet on Suicide Prevention Month to be used for community post and at NMMC E-news—Just checking—regarding checking on others during Pandemic |
| September 8 | Phillipa Jones, LCSW Spoke on Dealing with Children During Crisis for United Ways Voices from Home series   |
| December 4  | Sandra Holmes, Ph.D. wrote an article on Loneliness that was also used as slider on NMMC intranet for community and employees   |

# Actions Taken Since 2019 CHNA

Priority areas from the previous CHNA:

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## MEDIA ACTIVITIES 2021

| DATE         | COMMUNITY ACTIVITY   |
|--------------|--|
|              | <b>2021</b>  |
| January 21   | Sandra Holmes, Ph.D. had article on Self-Care published in Mud and Magnolias   |
| February     | Russell Chumley, LPC, LMFT – NMMC Blog submission on coping with depression  |
| March 18     | Phillipa Jones, LCSW wrote an article/blog post Keep Calm and Carry On for helping children with anxiety             |
| April        | Russell Chumley, LPC, LMFT – NMMC Blog submission on coping with anxiety   |
| April 21     | Sandra Holmes, Ph.D. Shared Mental Health Month packet with Marketing materials used for community and employee post |
| April        | Lateefa Chism, LMSW wrote an article/blog on Self-Care — What it Is and Isn’t  |
| April        | Lauren Carter, RN wrote an article/blog Depression You Are Not Alone   |
| April        | EAP staff did weekly video clips for the NMMC community and provided information that was shared on the hub          |
| April        | Sandra Holmes, Ph.D. provided 2 presentations on Emerging Strong – using Balance to build Resilience                 |
| May          | Jade Davis-Hurt, LPC – NMMC Blog submission on OCD   |
| August 25    | Sandra Holmes, Ph. D. had blog post of previous article Makes Like an Ostrich on Facebook Live NMMC                  |
| September 8  | April Kitchens, LMSW had blog post of previous article Take a Break and Breath on Facebook Live NMMC                 |
| September 21 | Sandra Holmes, Ph.D. Upcoming repeat of above  |
| October 7    | Sandra Holmes, Ph.D. Upcoming North Mississippi Society of Human Resource Management – Emerging and Resilience       |



# Actions Taken Since 2019 CHNA

Priority areas from the previous CHNA:

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## MEDIA ACTIVITIES (YOUTUBE) 2020

| PUBLISHED DATE | COMMUNITY ACTIVITY                                 | NUMBER OF VIEWS |
|----------------|--|-----------------|
| <b>2020</b>    |  |                 |
| April 20       | COVID-19 is Color Blind                            | 8,293           |
| May 21         | COVID-19 is Color Blind – Spanish Version          | 134             |
| June 25        | Dr. Jeremy Blanchard Discusses COVID-19 Prevention | 178             |
| July 23        | Primary Care after Bariatric Surgery               | 109             |
| August 21      | High Risk Pregnancy                                | 94              |
| August 24      | Cesarean Delivery                                  | 7,458           |
| August 28      | Infant Safety                                      | 27              |
| August 28      | Childbirth During COVID- 19                        | 94              |
| August 28      | Caring for Your Newborn                            | 65              |
| August 28      | Breastfeeding                                      | 786             |
| August 28      | Prenatal Nutrition                                 | 26              |
| August 28      | First Days with a Newborn                          | 241             |
| August 28      | The Golden Hour                                    | 39              |
| August 28      | Prenatal Exercise                                  | 31              |
| August 28      | Happy, Health WIC Moms                             | 21              |
| August 28      | All About Epidurals                                | 59              |
| August 28      | Babies Don’t Come with Instructions                | 53              |
| August 28      | Feeding Your baby                                  | 23              |
| August 28      | Prenatal Massage2                                  | 2,066           |

## MEDIA ACTIVITIES (YOUTUBE) 2020 - 2021

| PUBLISHED DATE | COMMUNITY ACTIVITY   | NUMBER OF VIEWS |
|----------------|--|-----------------|
| August 28      | Infant CPR   | 712             |
| October 7      | Emotion, Behavior and Weight Management                                | 57              |
| October 26     | NMMC Sleep Disorders Center Home Sleep Study Tutorial                  | 1,823           |
| October 29     | Wear a Mask  | 28              |
| December 29    | Who is a Candidate for Weight Loss Surgery                             | 361             |
| December 29    | Diabetes and Weight Loss   | 25              |
| December 29    | Nutrition and Weight Loss  | 17              |
| December 29    | Sleep Apnea and Weight Loss  | 8,224           |
| <b>2021</b>    |  |                 |
| January 26     | NMMC Diabetes Prevention Program: Introduction                         | 21              |
| March 11       | Obesity and Sleep Apnea  | 44              |
| March 11       | NMMC Diabetes Prevention Program: Shop and Cook to Prevent Type 2      | 35              |
| March 17       | NMMC Diabetes Prevention Program: Manage Stress to Prevent Type 2      | 9               |
| May 12         | Vernon Rayford, M.D. Discusses Possible Side Effects after the Vaccine | 22              |
| May 12         | Pregnancy and the COVID-19 Vaccine                                     | 30              |
| June 1         | NMMC Hospice Virtual Memorial Service 2021                             | 266             |
| June 2         | Are you afraid? What to expect with a routine mammogram                | 42              |

# Actions Taken Since 2019 CHNA

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## MEDIA ACTIVITIES (YOUTUBE) 2021

| PUBLISHED DATE | COMMUNITY ACTIVITY  | NUMBER OF VIEWS |
|----------------|---|-----------------|
| <b>2021</b>    |   |                 |
| June 2         | Why It's Important to See your Doctor Every Year with Claire Northington, FNP | 43              |
| July 9         | EMG/Nerve Conduction Study  | 613             |
| July 14        | Colon Cancer Screening: Colonoscopy vs. Home-Screening Kits                   | 32              |
| July 20        | The Importance of sports physicals and child wellness checks                  | 43              |
| August 13      | Keep your Heart Healthy   | 6               |
| August 13      | Coping Triggers   | 4               |
| August 13      | When Weight Loss Stalls   | 5               |
| August 13      | Stay Active to Prevent T2   | 11              |
| August 13      | Eat Well Away from Home   | 5               |
| August 13      | Take Charge of Your Thoughts  | 10              |
| August 13      | Get Support   | 6               |
| August 13      | More About T2   | 13              |
| August 13      | Stay Active Away from Home  | 3               |
| August 13      | Take a Fitness Break  | 4               |
| August 13      | Stay Motivated to Prevent T2  | 5               |
| August 18      | More About Carbs  | 15              |
| August 24      | Early Pregnancy   | 14              |

## MEDIA ACTIVITIES (YOUTUBE) 2021

| PUBLISHED DATE | COMMUNITY ACTIVITY                | NUMBER OF VIEWS |
|----------------|-----------------------------------|-----------------|
| <b>2021</b>    |                                   |                 |
| August 24      | Labor and Delivery                | 21              |
| August 30      | Respiratory Syncytial Virus (RSV) | 56              |
| September 9    | Prostate Cancer Treatment Options | 1               |
| September 9    | Prostate Cancer Screening         | 1               |
| September 9    | PSA Screening for Prostate Cancer | 3               |



# Actions Taken Since 2019 CHNA

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## MEDIA ACTIVITIES (FACEBOOK) 2019 – 2020

| PUBLISHED DATE | COMMUNITY ACTIVITY  | NUMBER OF VIEWS |
|----------------|---|-----------------|
| <b>2019</b>    |   |                 |
| October 15     | Live from the Endovascular lab with Dr. Jason Stacy and Dr. Richard Arriola Discussing Stroke | 10K             |
| October 23     | Live at the Care Transitions Expo   | 2.5K            |
| November 13    | Live with Dr. Vernon Rayford Discussing Diabetes  | 2.5K            |
| November 20    | Live with Jill Bauer, physical therapist, demonstrating dry needling                          | 3.2K            |
| November 27    | Live with Emily Littlejohn Talking about Healthy Holiday Eating                               | 1.9K            |
| December 2     | Live with Dr. Benjamin Hinton discussing cutting edge cancer treatment                        | 3K              |
| December 11    | Live with Breast Health Specialists Dr. Mary Moss and Dr. Joanna Sadowksa                     | 2.8K            |
| December 18    | Kevin Morse Colon Cancer Story  | 4.9K            |
| December 30    | Brett Rakestraw Colon Cancer Story  | 5.9K            |
| <b>2020</b>    |   |                 |
| January 24     | Live from North Mississippi Retina Center   | 3.4K            |
| February 4     | Live with Dr. Bobby Tullos talking about the flu  | 12K             |
| February 19    | Dr. Jaime Ungo discusses vaping   | 14K             |
| February 26    | Dr. Stephen Amann and Jaren Earnest discuss colon cancer                                      | 8.3K            |
| March 10       | Handwashing: Your Best Defense  | 1.1K            |
| April 10       | Q and A with Dr. Jaime Ungo about COVID-19  | 8.8K            |

## MEDIA ACTIVITIES (FACEBOOK) 2020

| PUBLISHED DATE | COMMUNITY ACTIVITY  | NUMBER OF VIEWS |
|----------------|---|-----------------|
| <b>2020</b>    |   |                 |
| April 15       | Stress and Anxiety During a Global Pandemic   | 1.3K            |
| April 18       | Social Distancing   | 900             |
| April 20       | Stop the Spread of Germs  | 935             |
| April 23       | COVID-19 is Color Blind   | 4K              |
| April 23       | Live with Dr. Terry Pinson discussing weight loss surgery                                 | 7.8K            |
| May 1          | Keeping Our Community Well and Safe   | 10.8K           |
| May 6          | Live with Dr. Danny Sanders talking about breast cancer treatment during COVID-19         | 6.4K            |
| May 13         | Live with Dr. Will Cauthen discussing weight loss surgery                                 | 1.8K            |
| May 15         | Matt Laubhan on Staying Healthy Together  | 8.7K            |
| May 18         | Live with Dr. Kalish discussing overactive bladder  | 6.5K            |
| May 19         | Dr. Edward Hill, retired physician and former host of 60 Second Housecall - COVID         | 7.7K            |
| May 19         | NMMC Vein Center with surgeons Dr. Newt Harrison and Dr. Robert McAuley                   | 1.9K            |
| May 20         | Will Rambo, senior pastor at The Orchard Tupelo, discusses handwashing and wearing a mask | 4K              |
| May 21         | COVID-19 is Color Blind – Spanish Version   | 3.6K            |
| May 22         | Let’s Stay Healthy Together - Trent Harmon  | 3.6K            |
| May 25         | Let’s Stay Healthy Together – Jim Johnson   | 2.3K            |

# Actions Taken Since 2019 CHNA

Priority areas from the previous CHNA:

- Improve Awareness/Access to Health Services
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## MEDIA ACTIVITIES (FACEBOOK) 2020

| PUBLISHED DATE | COMMUNITY ACTIVITY   | NUMBER OF VIEWS |
|----------------|--|-----------------|
| <b>2020</b>    |  |                 |
| May 26         | Kaylin Costello – the two most important things that each of us can do to prevent COVID            | 5.3K            |
| May 28         | Let’s Stay Healthy Together – Jason Hayden   | 3.7K            |
| May 28         | Live with Dr. Charles Pigott discussing surgery options  | 5.9K            |
| May 29         | Let’s Stay Healthy Together – Robbie Robinson  | 2.3K            |
| June 1         | Let’s Stay Healthy Together – Tom Booth  | 2.2K            |
| June 2         | Let’s Stay Healthy Together – Dr. Christy Vowell   | 2.6K            |
| June 3         | Reminder about mask wearing  | 8.7K            |
| June 4         | Let’s Stay Healthy Together – Zierra and Zell Long   | 7.5K            |
| June 5         | Neal McCoy – Helps Stop the Spread   | 840             |
| June 9         | Live with Abigail Farris discussing advance care planning  | 6K              |
| June 11        | Live with neurosurgeon Dr. Lynn Miller discussing back pain  | 6.2K            |
| June 16        | Live from the Center for Digestive Health discussing acid reflux                                   | 3.5K            |
| June 24        | Live with Dr. Mary Moss and Dr. Joanna Sadowska discussing health care screening during a pandemic | 3.4K            |
| June 24        | Let’s Stay Together – Paul Thorn   | 7.5K            |
| June 25        | Live with NMHS Chief Medical Officer Dr. Jeremy Blanchard discussing masking                       | 18.7K           |
| June 25        | Let’s Stay Healthy Together – Matt Laubhan   | 8.7             |

## MEDIA ACTIVITIES (FACEBOOK) 2020

| PUBLISHED DATE | COMMUNITY ACTIVITY  | NUMBER OF VIEWS |
|----------------|---|-----------------|
| <b>2020</b>    |   |                 |
| June 26        | Let’s Stay Healthy Together – Pastor Will Rambo             | 4K              |
| June 27        | Let’s Stay Healthy Together – Dr. Edward Hill               | 7.7K            |
| June 28        | Let’s Stay Healthy Together – Jim Johnson                   | 5.2K            |
| June 29        | Let’s Stay Healthy Together – Jack Reed                     | 4.9K            |
| June 30        | Let’s Stay Healthy Together – Robbie Robinson               | 2.3K            |
| July 1         | Let’s Stay Healthy Together – Trent Harmon                  | 3.6K            |
| July 2         | Let’s Stay Healthy Together – Miss Tupelo Kaylin Costello   | 5.4K            |
| July 3         | Let’s Stay Healthy Together – Jason Hayden                  | 3.7K            |
| July 4         | Let’s Stay Healthy Together – Judd Wilson                   | 4.4K            |
| July 8         | Live with Dr. Jaime Ungo taking about lung cancer screening | 3.4K            |
| July 10        | Let’s Stay Healthy Together – Dave Gilliland, M.D.          | 3.6K            |
| July 20        | Let’s Stay Healthy Together – Dr. Vernon Rayford            | 3.4K            |
| July 21        | Let’s Stay Healthy Together – Dr. Ned Miller                | 5.8K            |
| July 22        | Let’s Stay Healthy Together – Pastor Lowell Walker          | 2.1K            |
| August 10      | Live at Urologic discussing enlarged prostate               | 3K              |
| August 12      | Does wearing a mask affect your oxygen and CO2 Levels?      | 5.2K            |
| August 23      | Wear A Mask   | 678             |
| August 24      | High Risk Pregnancy   | 4.4K            |

# Actions Taken Since 2019 CHNA

Priority areas from the previous CHNA:

- Improve Awareness/Access to Health Services
- Obesity/Chronic Disease Management
- Women’s/Children’s Services

## MEDIA ACTIVITIES (FACEBOOK) 2020

| PUBLISHED DATE | COMMUNITY ACTIVITY  | NUMBER OF VIEWS |
|----------------|---|-----------------|
|                | <b>2020</b>   |                 |
| August 24      | Prenatal Exercise   | 2.5K            |
| August 24      | Labor and Delivery  | 6.8K            |
| August 25      | What to pack for labor and delivery   | 6K              |
| August 25      | Early Pregnancy   | 3.2K            |
| August 26      | All About Epidurals   | 4.8K            |
| August 26      | The Golden Hour   | 2.1K            |
| August 27      | Feeding Your Baby   | 1.7K            |
| August 27      | Cesarean Delivery   | 6.1K            |
| August 27      | Breastfeeding   | 2.6K            |
| August 27      | First Days with a Newborn   | 3.7K            |
| August 27      | Happy, Healthy WIC Moms   | 1K              |
| August 27      | Caring for a Newborn  | 2.6K            |
| August 28      | Babies Don’t Come with Instructions   | 2.6K            |
| August 28      | Infant Safety   | 1.3K            |
| August 28      | Neonatal Intensive Care Unit  | 4.5K            |
| August 28      | Infant CPR  | 3.9K            |
| September 15   | Do Your Part – How to Mask  | 727             |
| September 22   | Live with Anna Wright and Jonathan Pilgrim discussing the Walk to End Alzheimer’s | 2K              |

## MEDIA ACTIVITIES (FACEBOOK) 2020

| PUBLISHED DATE | COMMUNITY ACTIVITY  | NUMBER OF VIEWS |
|----------------|---|-----------------|
|                | <b>2020</b>   |                 |
| September 23   | Surviving Sepsis: Angie Everett’s Personal Story                      | 5.1K            |
| September 27   | It’s Time to Fight Flu, Mississippi                                   | 476             |
| October 7      | Live with Dr. Drew Blackstock discussing addiction medicine           | 3.1K            |
| October 20     | Abby Hopkins Shares Her “Why I Walk Story”                            | 873             |
| October 21     | Rheumatology Consultants  | 832             |
| October 21     | Walk to End Alzheimer’s Promise Garden                                | 1.6K            |
| October 23     | Live with vascular surgeon Dr. Joey Stinson discussing carotid issues | 3.5K            |
| October 28     | Live with Dr. Bennett McGehee at Women’s Hospital                     | 5.4K            |
| October 29     | 2020 New Doctors  | 2.1K            |
| October 29     | Wear a Mask   | 4.3K            |
| November 6     | Live with Dr. Eric Webb at Women’s Hospital                           | 2.6K            |
| November 11    | Live with Emily Davis discussing postpartum health                    | 1.1K            |
| November 16    | Neonatal Therapists   | 735             |
| November 16    | Our NICU Family   | 4K              |
| November 17    | Our NICU Family 2   | 2.9K            |
| November 18    | NICU Graduates  | 1K              |
| November 18    | Neonatal Intensive Care Unit Tour                                     | 674             |
| November 18    | NICU Transport Team   | 1.9K            |

# Actions Taken Since 2019 CHNA

Priority areas from the previous CHNA:

- Improve Awareness/Access to Health Services
- Obesity/Chronic Disease Management
- Women’s/Children’s Services

## MEDIA ACTIVITIES (FACEBOOK) 2020 - 2021

| PUBLISHED DATE | COMMUNITY ACTIVITY   | NUMBER OF VIEWS |
|----------------|--|-----------------|
| <b>2020</b>    |  |                 |
| November 19    | Our NICU Family 3  | 360             |
| November 20    | Our NICU Family 4  | 541             |
| November 23    | Live with Dr. Jennifer Kennard at Rheumatology Consultants       | 2.9K            |
| November 26    | Trinise Westbrook Weight loss Success Story                      | 448             |
| December 4     | Family Medicine Residency Graduates Serve Small Communities      | 3.8K            |
| December 7     | Justin King Weight loss Success Story                            | 179             |
| December 11    | Mask up Tupelo   | 5.7K            |
| December 17    | Live at the first COVID vaccines at NMMC                         | 15.8K           |
| December 17    | Live at NMMC with continuing coverage of our first COVID vaccine | 9.9K            |
| December 19    | NMMC Begins COVID-19 Vaccinations                                | 12.5            |
| December 30    | Live with Dr. Vernon Rayford talking about diabetes              | 3.7K            |
| <b>2021</b>    |  |                 |
| January 6      | NMHS CEO and CMO Receive COVID-19 Vaccination                    | 1.2K            |
| January 11     | Weight Loss Surgery Overview                                     | 241             |
| January 11     | Nutrition and Weight Loss  | 88              |
| January 12     | Who is a Candidate for Weight Loss Surgery                       | 1.1K            |
| January 12     | Freddie Harris Knee Replacement at Surgery Center                | 3.9K            |

## MEDIA ACTIVITIES (FACEBOOK) 2021

| PUBLISHED DATE | COMMUNITY ACTIVITY  | NUMBER OF VIEWS |
|----------------|---|-----------------|
| <b>2021</b>    |   |                 |
| January 12     | Getting Started on Your Journey                                     | 344             |
| January 12     | NMHS Cleaning Procedures  | 4.4K            |
| January 13     | Your Hospital Stay after Weight Loss Surgery                        | 222             |
| January 13     | You’re Invited: Virtual RN Open House                               | 1.1K            |
| January 13     | Sleep Apnea and Weight Loss   | 716             |
| January 14     | Weight Loss and Emotions  | 188             |
| January 14     | Diabetes and Weight Loss  | 1.3K            |
| January 15     | Heart Disease and Weight Loss                                       | 434             |
| January 19     | Live at NMMC discussing RN opportunities                            | 3.9K            |
| January 22     | Virtual RN Open House   | 3.5K            |
| January 26     | Justin King Weight Loss Success Story                               | 1.9K            |
| February 1     | Live with Dr. Barry Bertolet taking about “COVID-19 and Your Heart” | 47.9K           |
| February 6     | Forever Grateful  | 4.3K            |
| February 8     | Magnifiers for Low Vision   | 877             |
| February 12    | Live with Dr. Richmond McCarty discussing lifestyle medicine        | 3.8K            |
| February 12    | Low Vision: Identifying money                                       | 1.4K            |
| February 18    | Lighting for Low Vision   | 789             |

# Actions Taken Since 2019 CHNA

Priority areas from the previous CHNA:

- Improve Awareness/Access to Health Services
- Obesity/Chronic Disease Management
- Women’s/Children’s Services

## MEDIA ACTIVITIES (FACEBOOK) 2021

| PUBLISHED DATE | COMMUNITY ACTIVITY   | NUMBER OF VIEWS |
|----------------|--|-----------------|
| <b>2021</b>    |  |                 |
| February 24    | Live with Dr. David Talton discussing heart valve disease                        | 4.1K            |
| February 24    | Live with Dr. Karthik Prasad discussing atrial fib                               | 3.9K            |
| February 26    | Low Vision Rehabilitation  | 652             |
| February 28    | Jim Spruiell Memorial Scholarship  | 1.1K            |
| March 2        | Live with NMMC Cardiac Rehabilitation  | 3.3K            |
| March 24       | Live with Dr. Stephen Armann and Jim Goodwin discussing colon cancer             | 3.6K            |
| March 31       | Regina Weatherall, RN, ICU manager at North Mississippi Medical Center           | 3.1K            |
| April 3        | Dr. Jeremy Blanchard Discusses How the COVID-q9 Vaccine was Developed so Quickly | 797             |
| April 3        | Live with Dr. Bonnie Basler discussing COVID-19 vaccinations                     | 2.2K            |
| April 8        | Pregnancy and the COVID-10 Vaccine   | 657             |
| April 9        | Live with the McLaughlins talking about their NICU experience                    | 2.9K            |
| April 10       | Vernon Rayford, M.D. discusses possible side effects after the COVID-19 Vaccine  | 901             |
| April 17       | Justin Brewer, M.D. explains why he took the vaccine for COVID-10                | 790             |
| April 29       | Do Your Part: Get Vaccinated   | 532             |
| May 1          | Is the COVID-19 Vaccine Safe?  | 556             |

## MEDIA ACTIVITIES (FACEBOOK) 2021

| PUBLISHED DATE | COMMUNITY ACTIVITY   | NUMBER OF VIEWS |
|----------------|--|-----------------|
| <b>2021</b>    |  |                 |
| May 5          | “What Do Nurses Do?” by the NMMC Child Care Center   | 2.3K            |
| May 6          | Dr. Jeremy Blanchard discusses why hesitation about the COVID-19 vaccine                                     | 594             |
| May 7          | Stroke Symptomnology   | 185             |
| May 14         | Stroke Symptomnology   | 277             |
| May 21         | Stroke Symptomnology   | 205             |
| May 27         | Live with Claire Northington, nurse practitioner at Fulton Medical Clinic                                    | 3.4K            |
| May 28         | Stroke – React – Don’t Regret  | 189             |
| June 2         | Whitney Sparks, FNP – joins us live to speak about routine mammography                                       | 3.5K            |
| June 2         | NMMC Hospice Virtual Memorial Service  | 2.8K            |
| June 15        | Live: Dr. Curtis Glidewell with New Albany Medical Clinic is discussing steps to control your blood pressure | 2.1K            |
| June 22        | Diabetic Eye Exams with Dr. Keri Merschman   | 1.6K            |
| June 23        | Men’s Health with Dr. Kenneth Thomas   | 2.5K            |
| June 29        | Live: Dr. Stephen Farmer and Dr. Timothy Posey at Urologic speak about prostate enlargement                  | 1.7K            |
| July 1         | Live with Dr. Erik Dukes discussing the importance of sports physicals for your athletes                     | 1.8K            |

# Actions Taken Since 2019 CHNA

Priority areas from the previous CHNA:

- Improve Awareness/Access to Health Services
- Obesity/Chronic Disease Management
- Women's/Children's Services

## MEDIA ACTIVITIES (FACEBOOK) 2021

| PUBLISHED DATE | COMMUNITY ACTIVITY   | NUMBER OF VIEWS |
|----------------|--|-----------------|
| <b>2021</b>    |  |                 |
| July 7         | Live with Dr. Lakeisha Chism discussing colon cancer screening: colonoscopy vs. home tests                     | 3.1K            |
| July 12        | EMG/Nerve Conduction Study   | 737             |
| July 13        | Live with Dr. Keith Krist at West point Children's Clinic discussing well-child visits/childhood immunizations | 2.4K            |
| July 20        | Sports Physicals   | 2K Views        |
| July 28        | Live with pharmacist James Taylor at the NMMC Family Medicine Residency  | 2.7K            |
| July 29        | Walk with a Doc  | 293             |
| July 29        | Live: Dr. Crosswhite discusses how to make your wishes known   | 3.6K            |
| August 2       | Relationship Matters   | 1.3K            |
| August 2       | Live: Dr. Bonnie Basler discusses lung cancer screening  | 1.1K            |
| August 6       | Help our Home Team: NMMC Tupelo President David Wilson and Health Care Foundation of North Mississippi         | 2.8K            |
| August 10      | Live with registered dietitian Emily Littlejohn at the NMMC Wellness Center                                    | 1.4K            |
| August 16      | The North Mississippi Coalition for COVID-10 Vaccination   | 19.1K           |
| August 17      | You're Worth A Shot: Barry Bertolet, M.D.  | 12.5K           |
| August 18      | You're Worth A Shot: Trice W. Sumner, DDS  | 3.3K            |
| August 21      | You're Worth A Shot: Barry Bertolet, M.D.  | 1.1K            |
| August 22      | You're Worth A Shot: C.K. White, M.D.  | 2.1K            |

## MEDIA ACTIVITIES (FACEBOOK) 2021

| PUBLISHED DATE | COMMUNITY ACTIVITY  | NUMBER OF VIEWS |
|----------------|---|-----------------|
| <b>2021</b>    |   |                 |
| August 22      | You're Worth A Shot: C.K. White, M.D.   | 2.1K            |
| August 23      | You're Worth A Shot: Jeremy Blanchard, M.D.   | 6.3K            |
| August 24      | You're Worth A Shot: Terry Pinson, M.D.   | 3.6K            |
| August 25      | NMHS Clinics Open New COVID-19 Testing Site   | 958             |
| August 25      | Update from Dr. Jeremy Blanchard, Chief Medical Officer, North Mississippi Services | 9K              |
| August 31      | You're Worth A Shot: Dr. Joe Johnsey  | 2.5K            |
| August 31      | Respiratory Syncytial Virus (RSV)   | 2.2K            |
| September 1    | All About Epidurals   | 793             |
| September 2    | Labor and Delivery Tour   | 1.3K            |
| September 2    | First Days with a Newborn   | 3.2K            |
| September 2    | You're Worth A Shot: Dr. Hoat Hoang   | 5K              |
| September 3    | What Connected Feels Like   | 3.3K            |
| September 3    | Neonatal Intensive Care Unit  | 780             |
| September 3    | Cesarean Delivery   | 1.4K            |
| September 6    | You're Worth A Shot: Dr. Jennifer Thomson-Davis                                     | 1.6K            |
| September 7    | You're Worth A Shot: Eric Lewis, M.D.   | 3.5K            |
| September 8    | You're Worth A Shot: Vernon Rayford, M.D.   | 1.2K            |
| September 9    | Prostate Cancer Screening   | 745             |
| September 15   | PSA Screening for Prostate Cancer   | 323             |
| September 22   | Saturday Morning Sports Injury Clinic – Dr. Bryan Fagan                             | 510             |



# Actions Taken Since 2019 CHNA

Priority areas from the previous CHNA:

- Improve Awareness/Access to Health Services
- Obesity/Chronic Disease Management
- Women's/Children's Services

## MEDIA ACTIVITIES (NMHS WEBSITE) 2021

| PUBLISHED DATE | COMMUNITY ACTIVITY                               | NUMBER OF VIEWS |
|----------------|--|-----------------|
|                | <b>2021</b>                                      |                 |
| January 12     | Sciatica: The Burning Truth about Leg Pain       | 154             |
| January 12     | High Blood Pressure: The Silent Killer           | 38              |
| January 15     | Questions to Ask Your Doctor                     | 31              |
| January 15     | Healthy for Good in the New Year                 | 31              |
| January 19     | Chronic Pain: Is it in Your Head?                | 35              |
| January 22     | Life Hacks to Prevent Sudden Cardiac Death       | 55              |
| January 25     | For Childbirth, Choose Hospital Over Home        | 38              |
| February 2     | Your Turn: Please Get the Vaccine                | 83              |
| February 5     | Would I Benefit from a Sleep Study?              | 56              |
| February 5     | Time to Say Goodbye to Your Gallbladder?         | 32              |
| February 5     | Finding relief from Uterine Fibroids             | 109             |
| February 5     | Cold, Dark Days of Winter                        | 38              |
| February 5     | Babies Don't Come with Instructions              | 104             |
| February 8     | Which Test When?                                 | 27              |
| February 8     | Social Determinants of Health                    | 110             |
| February 8     | Coming Back from COVID-19                        | 76              |
| February 10    | How to Set Attainable Goals                      | 47              |
| February 11    | Is Mastectomy the Best Option for Breast Cancer? | 83              |
| February 11    | COVID-19 and Your Heart                          | 210             |

## MEDIA ACTIVITIES (NMHS WEBSITE) 2021

| PUBLISHED DATE | COMMUNITY ACTIVITY                                 | NUMBER OF VIEWS |
|----------------|--|-----------------|
|                | <b>2021</b>  |                 |
| February 15    | Winter Driving Tips                                | 100             |
| February 16    | Keeping you Safe and Well                          | 184             |
| March 18       | Heart Health and the Impact on Chronic Wounds      | 63              |
| March 19       | The Brain Matters                                  | 55              |
| March 23       | The Importance of Childhood Vaccines               | 39              |
| March 24       | Helping a Child with Anxiety During COVID-19       | 140             |
| April 6        | COVID-19 vaccination: What You Need to Know        | 116             |
| April 7        | Tornado Awareness: The Real Spin on Weather        | 42              |
| April 29       | Depression: You Are Not Alone                      | 75              |
| May 3          | My provider has ordered an EMG/NCS test. Now what? | 368             |
| May 6          | Issues Linger for COVID-19 Long-Haulers            | 122             |
| May 11         | Self-Care: What It Is and Isn't                    | 126             |
| May 18         | I So Have OCD                                      | 64              |
| May 19         | What Happens After a Stroke?                       | 46              |
| May 31         | Why It's Important to See Your Doctor Every Year   | 86              |
| May 31         | Can Weight Loss Surgery Do My Heart Good?          | 66              |
| June 2         | What to Expect with A Routine Mammogram            | 85              |
| June 10        | Keep it Healthy when Eating Out                    | 44              |
| June 10        | Don't Give Carbs a Bad Rap                         | 60              |

# Actions Taken Since 2019 CHNA

Priority areas from the previous CHNA:

- Improve Awareness/Access to Health Services
- Obesity/Chronic Disease Management
- Women's/Children's Services

## MEDIA ACTIVITIES (NMHS WEBSITE) 2021

| PUBLISHED DATE | COMMUNITY ACTIVITY  | NUMBER OF VIEWS |
|----------------|---|-----------------|
|                | <b>2021</b>   |                 |
| June 11        | The Hard-to-Swallow Truth                                 | 81              |
| June 11        | Controlling Your Blood Pressure                           | 87              |
| July 15        | RSV: The New Old Kid on the Block                         | 174             |
| July 23        | Colon Cancer Screening: Colonoscopy vs. Home Screening    | 63              |
| July 26        | Monoclonal Antibodies Infuse Hope for Those with COVID-19 | 127             |
| August 24      | COVID-10 'Magic Pill' Can Be Toxic                        | 332             |
| August 25      | Caution: Baby on Board                                    | 95              |
| August 26      | Packing Your Hospital Bag Before It's Time                | 186             |
| August 26      | How to Know When It's Time                                | 91              |
| August 26      | Eating for Two  | 55              |
| August 26      | Early Pregnancy: What to Expect                           | 54              |
| August 26      | Caring for Your Newborn                                   | 81              |
| August 27      | Pregnancy Exercise for a Fit Pregnancy                    | 38              |
| August 27      | Is Your Infant Safe                                       | 31              |
| August 27      | How to Perform Infant CPR and Rescue Breathing            | 32              |
| September 8    | Take a Break and Take a Breath                            | 46              |
| September 10   | Coping with Loss  | 43              |



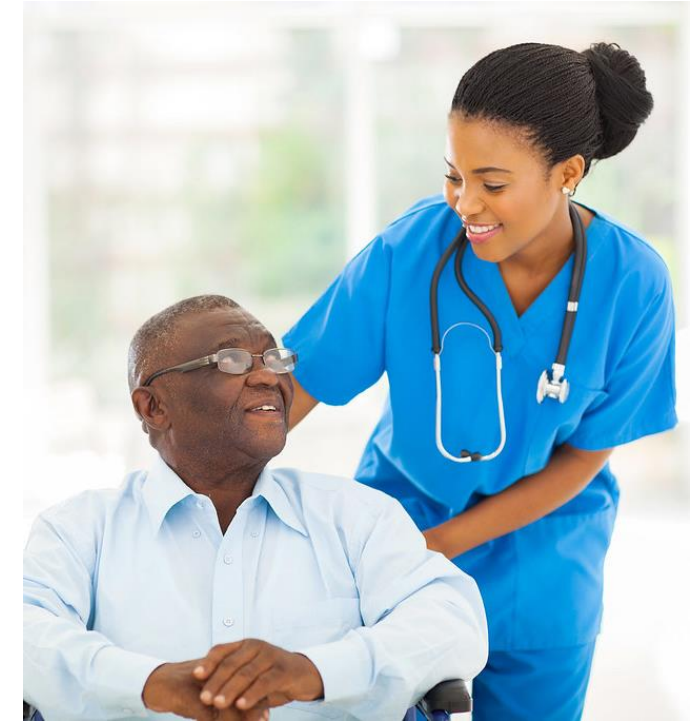
# Methodology

## Overview

Federal regulations allow us to define the communities we serve based on the relevant facts and circumstances including the geographic locations served by our facilities. Our overall service area includes 20 Mississippi counties and four Alabama counties. This CHNA was compiled/assembled by the Strategy Department of North Mississippi Health Services (NMHS). Significant data from the below secondary sources were gathered, assessed, evaluated and analyzed with demographic and health indicators cited as appropriate:

- U.S. Census Bureau
- County Health Rankings
- CDC
- County Health Departments

Input from the community was received via informant interviews, standardized electronic surveys from key organizations/stakeholders, healthcare advocates/leaders, and interested community partners residing in the service areas served by North Mississippi Medical Center-Pontotoc and the health system (see Appendix). Additionally, Improve Health community partners participated.

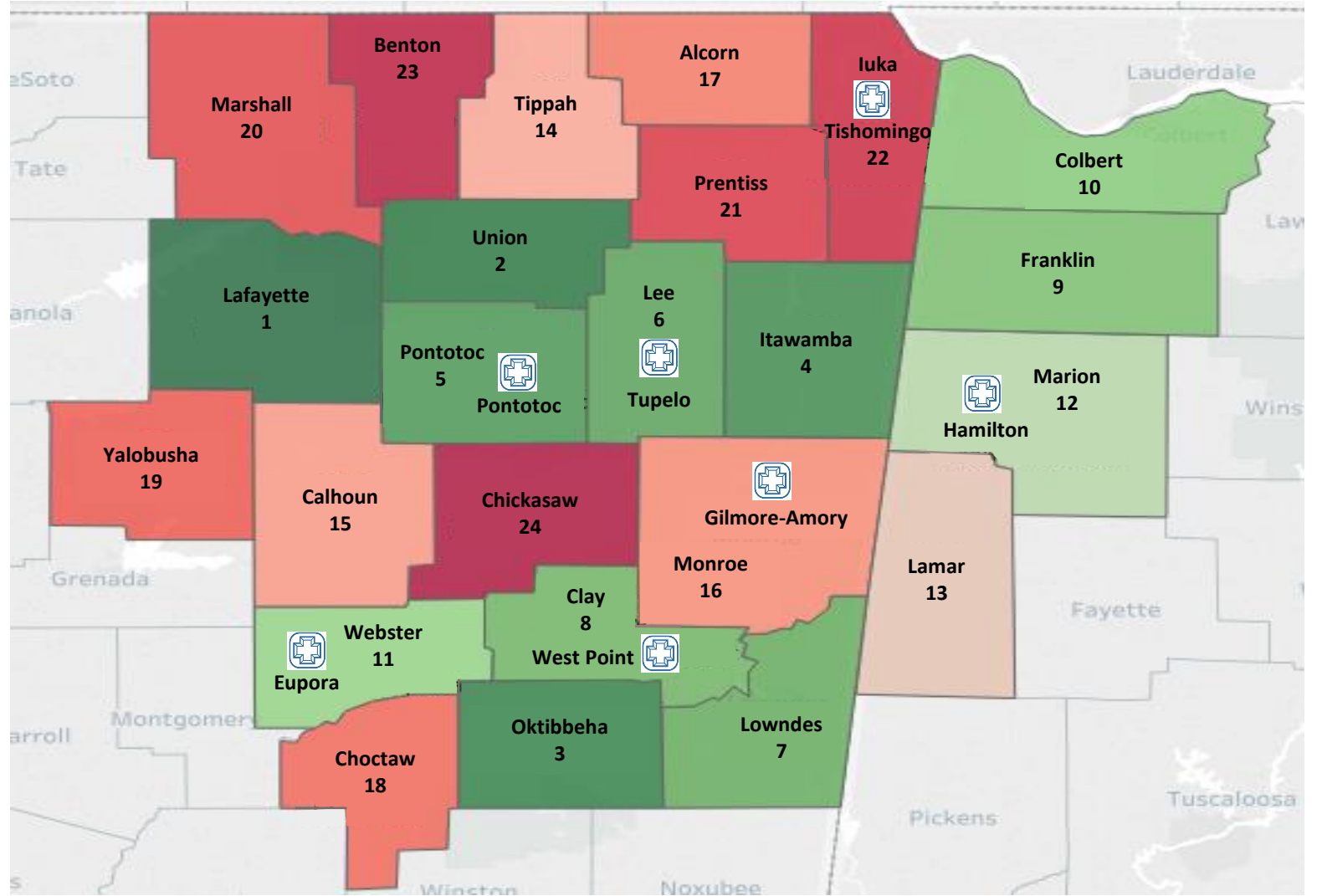


# Pontotoc County Ranking Relative to NMHS

## Ranking of Health Outcomes for NMHS Service Area (The county with a ranking of #1 is considered the healthiest.)

Health Outcomes represent how healthy a county is relative to other counties. This category reflects the physical and mental well-being of residents within a community through measures that represent the length of life and quality of life.

| County     | Rank |
|------------|------|
| Alcorn     | 17   |
| Benton     | 23   |
| Calhoun    | 15   |
| Chickasaw  | 24   |
| Choctaw    | 18   |
| Clay       | 8    |
| Colbert    | 10   |
| Franklin   | 9    |
| Itawamba   | 4    |
| Lafayette  | 1    |
| Lamar      | 13   |
| Lee        | 6    |
| Lowndes    | 7    |
| Marion     | 12   |
| Marshall   | 20   |
| Monroe     | 16   |
| Oktibbeha  | 3    |
| Pontotoc   | 5    |
| Prentiss   | 21   |
| Tippah     | 14   |
| Tishomingo | 22   |
| Union      | 2    |
| Webster    | 11   |
| Yalobusha  | 19   |



Source: Adapted from the University of Wisconsin Population Health Institute. County Health Rankings & Roadmaps 2021. <https://www.countyhealthrankings.org/>

# Pontotoc County Ranking Relative to NMHS

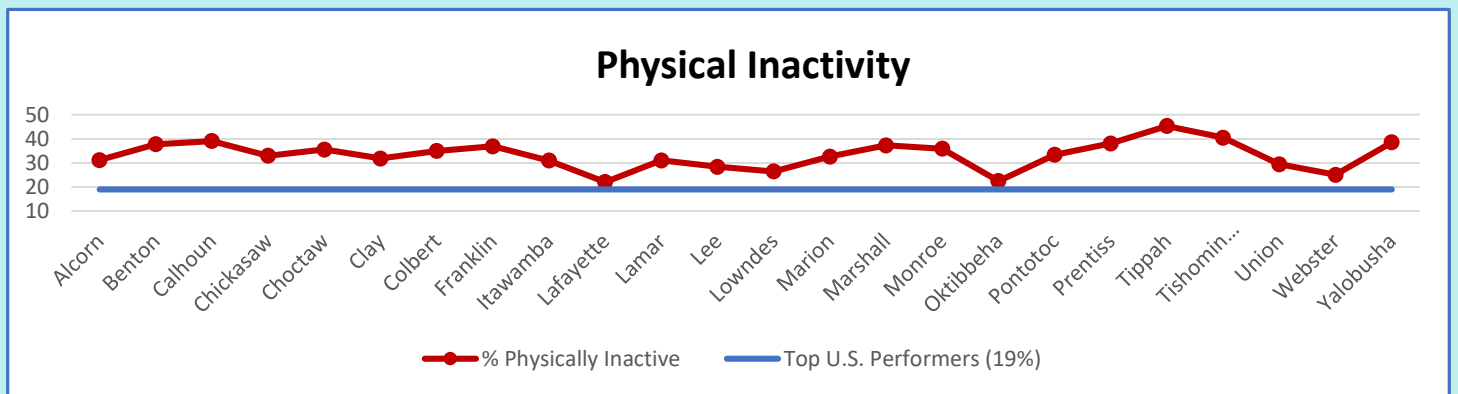
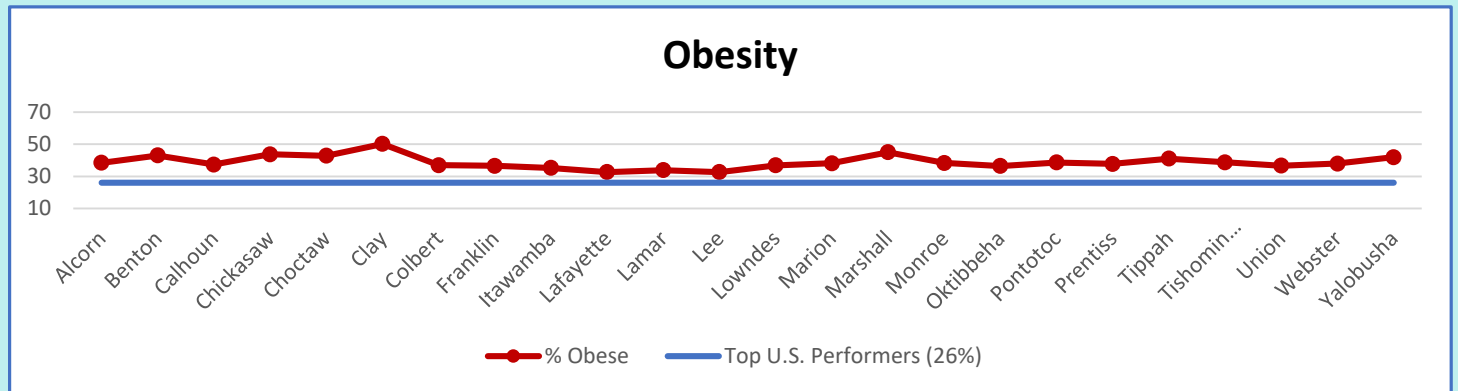
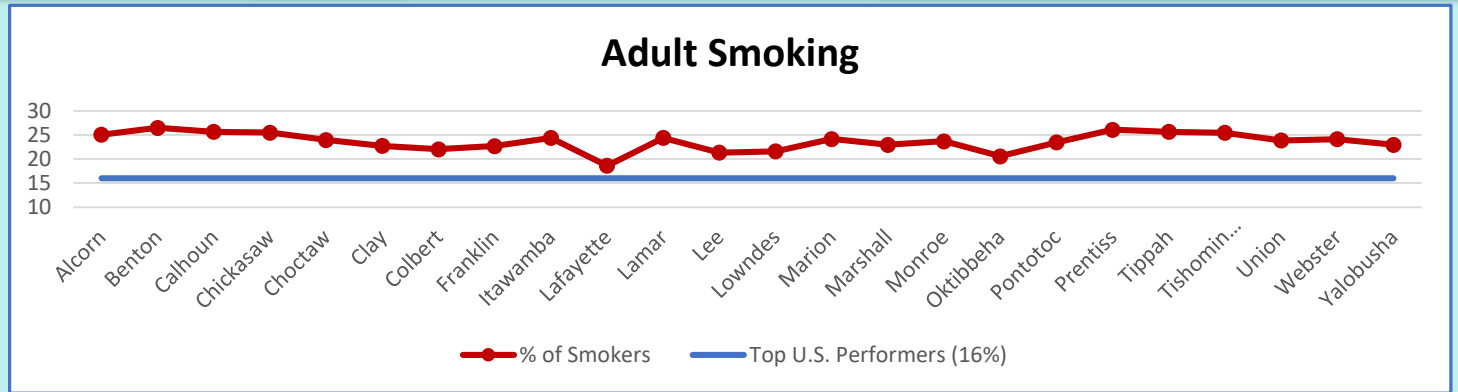
## Health Behaviors in Pontotoc County Relative to NMHS

According to the CDC (Centers for Disease Control and Prevention), obesity, smoking, diet and physical inactivity are common causes of heart disease.

Ways to prevent heart disease and reduce the risk of cancer include choosing healthy foods and drinks, maintaining a healthy weight, getting regular physical activity, and not smoking.

The charts to the right show the percentage of three common causes of heart disease by each of the 24 counties in the NMHS service area.

All counties rank above the top U.S. Performers. The highest rates are 26% (Benton, Calhoun, Prentiss, and Tippah) for smokers, 50% (Clay) for obesity, and 45% (Tippah) for physical inactivity.



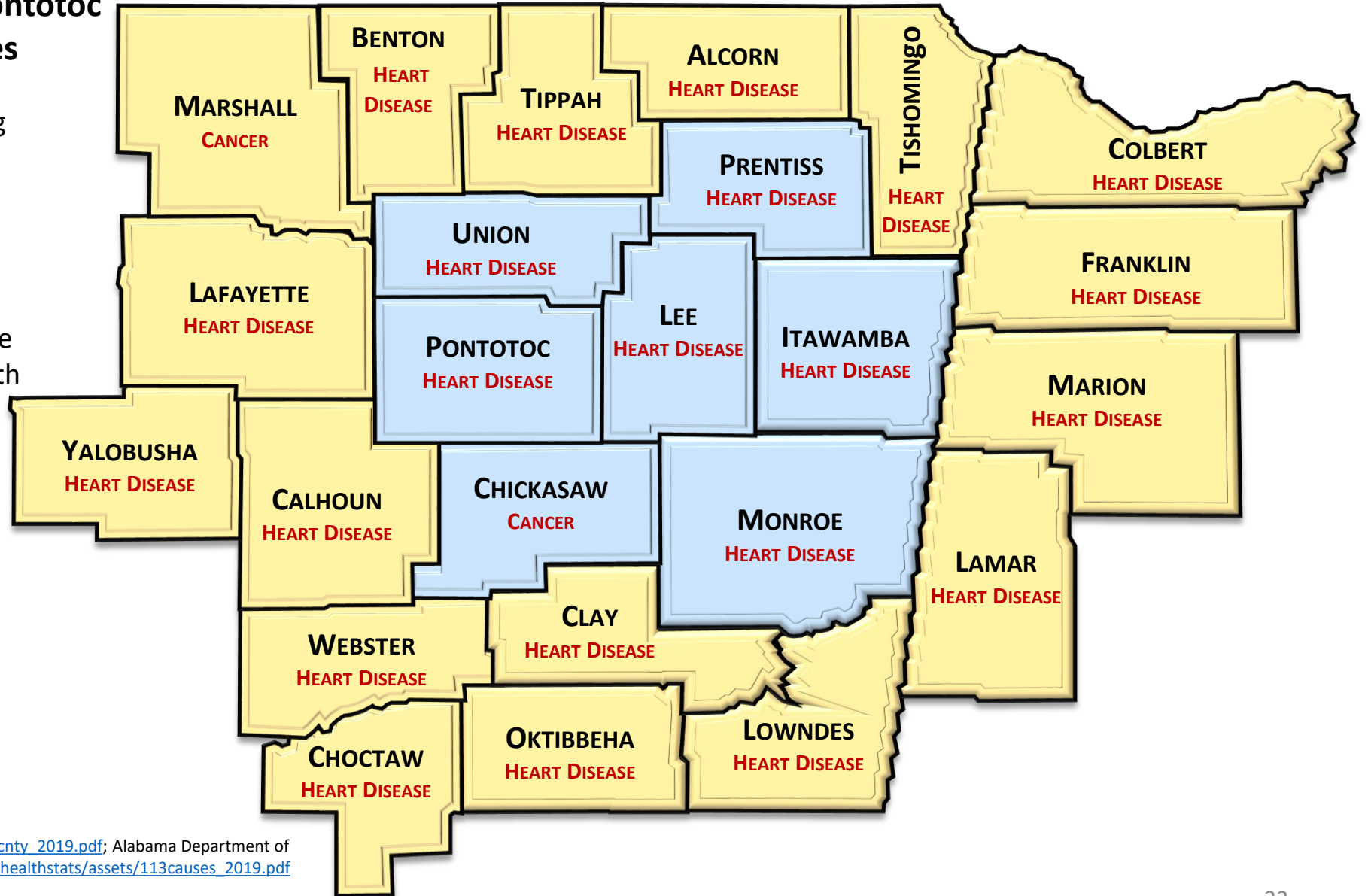
Sources: County Health Rankings, <https://www.countyhealthrankings.org/>; CDC, [Centers for Disease Control and Prevention \(cdc.gov\)](https://www.cdc.gov/)

# Pontotoc County Ranking Relative to NMHS

## Top Causes of Death for Pontotoc County and NMHS Counties

Cardiovascular disease, including heart disease and stroke, is the leading cause of deaths in Mississippi and Alabama.

Within the 24 counties in the NMHS service area, heart disease is the leading cause of death, with the exception of Marshall and Chickasaw (cancer).



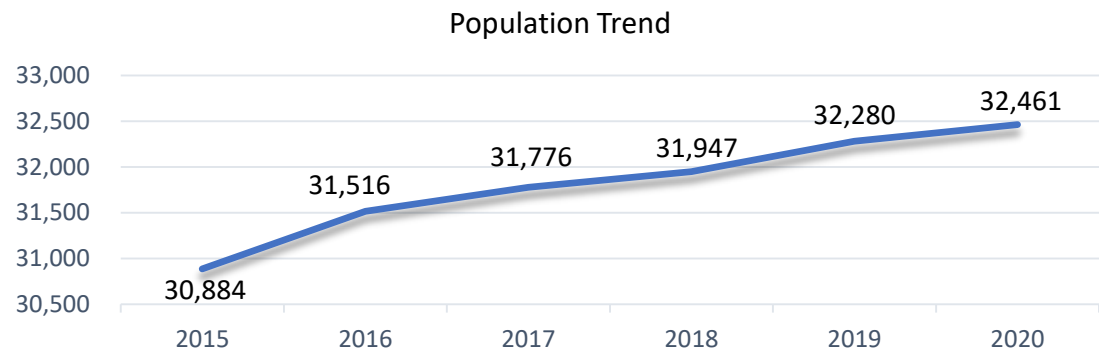
Sources: Mississippi Department of Health, [https://msdh.ms.gov/phs/2019/Summary/dthsumm\\_cnty\\_2019.pdf](https://msdh.ms.gov/phs/2019/Summary/dthsumm_cnty_2019.pdf); Alabama Department of Public Health, [https://www.alabamapublichealth.gov/healthstats/assets/113causes\\_2019.pdf](https://www.alabamapublichealth.gov/healthstats/assets/113causes_2019.pdf)

# Demographics

## Pontotoc County

### Population

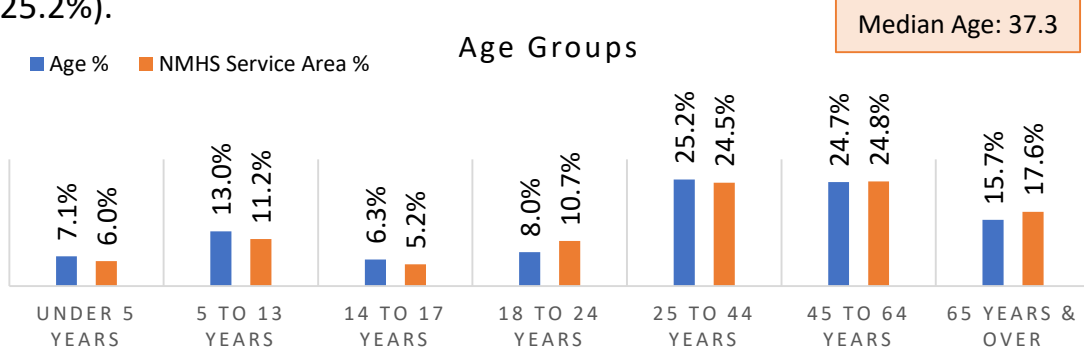
According to the U.S. Census Bureau, the population in Pontotoc County increased from 2015 to 2020.



Source: U.S. Census Bureau, Population Division; <https://www.census.gov/programs-surveys/popest/technical-documentation/research/evaluation-estimates/2020-evaluation-estimates/2010s-county-detail.html>

### Age

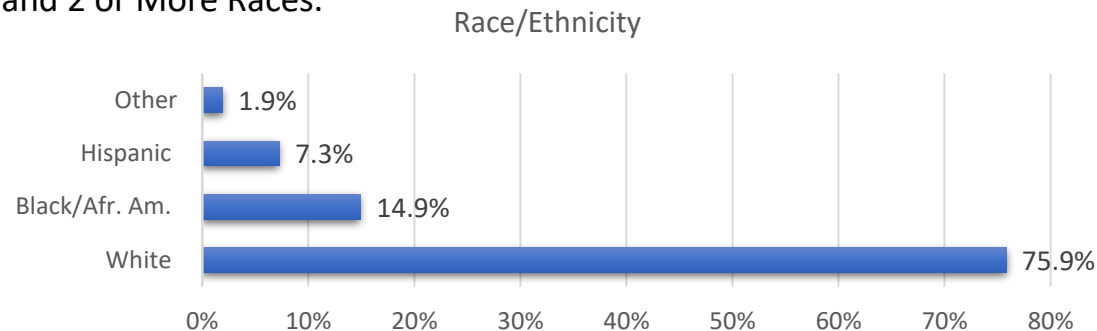
Pontotoc County has a higher percentage of residents age 25 to 44 years (25.2%).



Source: U.S. Census Bureau, Population Division; <https://www.census.gov/programs-surveys/popest/technical-documentation/research/evaluation-estimates/2020-evaluation-estimates/2010s-county-detail.html>

### Race/Ethnicity

The racial composition of the population in Pontotoc County is shown below. Other includes Asian, American Indian & Alaska Native, Native Hawaiian & Other Pacific Islander, Native Hawaiian & Other Pacific Islander, and 2 or More Races.



Source: U.S. Census Bureau, Population Division; <https://www.census.gov/programs-surveys/popest/technical-documentation/research/evaluation-estimates/2020-evaluation-estimates/2010s-county-detail.html>

### Ratio of Population to Providers

In Pontotoc County, dentists maintain the largest ratio compared to mental health providers and primary care physicians. These ratios represent the number of individuals served by one provider.

*Primary care physicians include non-federal M.D.'s and D.O.'s under age 75 specializing in general practice medicine, family medicine, internal medicine, and pediatrics.*

Sources: County Health Rankings & Roadmaps 2021. <https://www.countyhealthrankings.org/>; U.S. Census Bureau. <https://www.census.gov/library/visualizations/interactive/2020-population-and-housing-state-data.html>

|                         |         |
|-------------------------|---------|
| Primary Care Physicians | 5,306:1 |
| Dentists                | 6,435:1 |
| Mental Health Providers | 2,475:1 |
| People per square mile  | 62.6    |

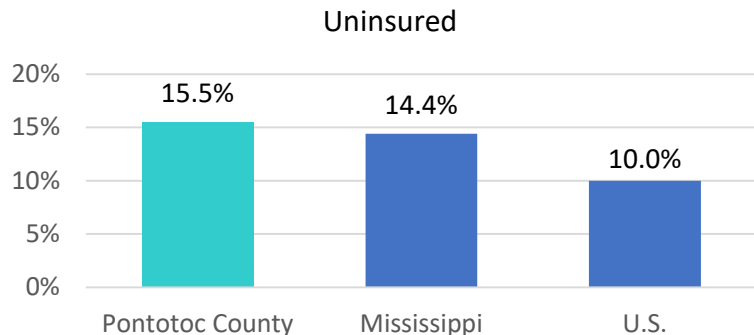
# Demographics

## Pontotoc County – Social Determinants of Health (conditions in which people are born, grow, live, work, and age)

### Uninsured

The percentage of population under age 65 without health insurance in Pontotoc County is 15.5%, which is higher than the state of Mississippi and the U.S.

*The lack of health insurance coverage is a significant barrier to accessing needed health care and to maintaining financial security.*

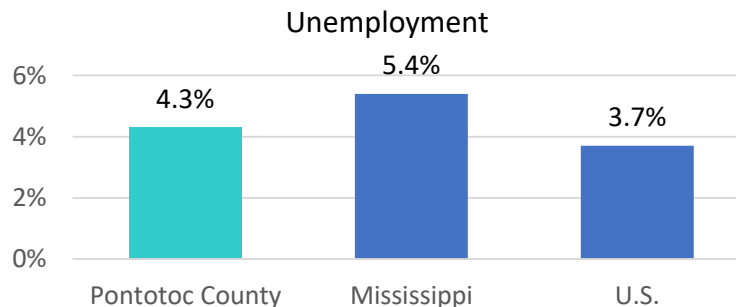


Source: County Health Rankings & Roadmaps 2021. <https://www.countyhealthrankings.org/>

### Unemployment

Pontotoc County has a lower percentage of unemployment (4.3%) than the state of Mississippi.

*Unemployment has been shown to lead to an increase in unhealthy behaviors related to alcohol and tobacco consumption, diet, exercise, and other health-related behaviors, leading to an increased risk for disease or mortality, especially suicide.*

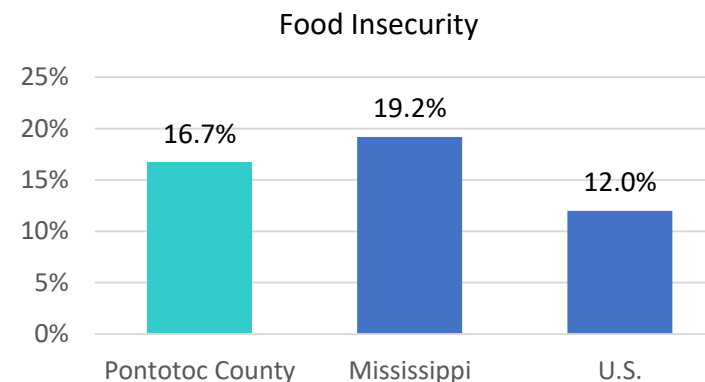


Source: County Health Rankings & Roadmaps 2021. <https://www.countyhealthrankings.org/>

### Food Insecurity

Pontotoc County has a lower food insecurity rate (16.7%) than the state of Mississippi.

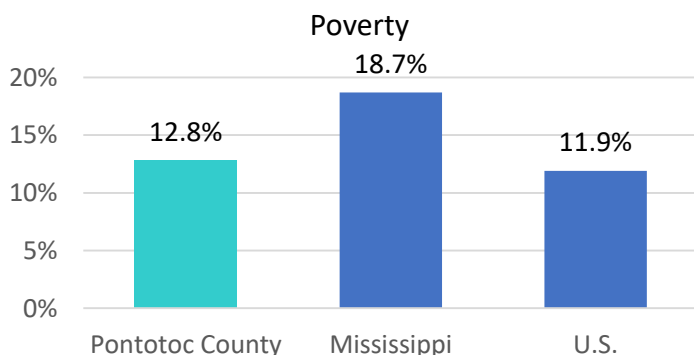
*Lacking consistent access to food is related to negative health outcomes such as weight-gain and premature mortality.*



Source: County Health Rankings & Roadmaps 2021. <https://www.countyhealthrankings.org/>

### Poverty

Pontotoc County has a lower percentage of poverty (12.8%) than the state of Mississippi.

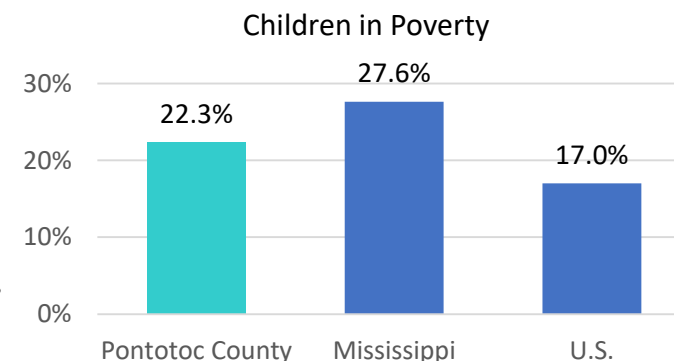


Source: U.S. Census Bureau. <https://www.census.gov/topics/income-poverty/poverty/data/data-tools.html>

### Children in Poverty

The percentage of children in poverty in Pontotoc County is lower (22.3%) than the state of Mississippi.

*While impacts from poverty are present at all ages, children in poverty may experience lasting effects on academic achievement, health, and income into adulthood.*



Source: County Health Rankings & Roadmaps 2021. <https://www.countyhealthrankings.org/>



# Demographics

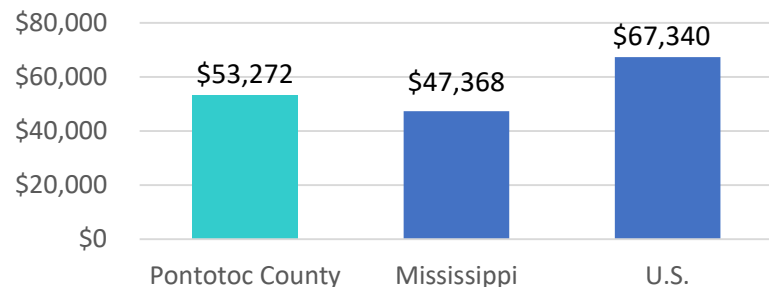
## Pontotoc County – Social Determinants of Health (conditions in which people are born, grow, live, work, and age)

### Income

The median household income in Pontotoc County is \$53,272, which is higher than the state of Mississippi.

*Median household income is an indicator of income and poverty, which can compromise physical and mental health.*

Median Household Income



Source: U.S. Census Bureau. <https://www.census.gov/topics/income-poverty/poverty/data/data-tools.html>

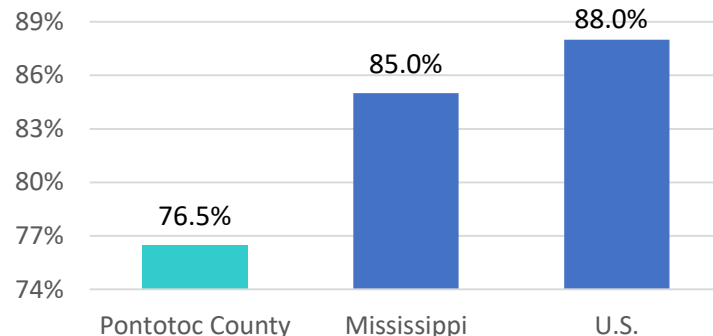


### Education

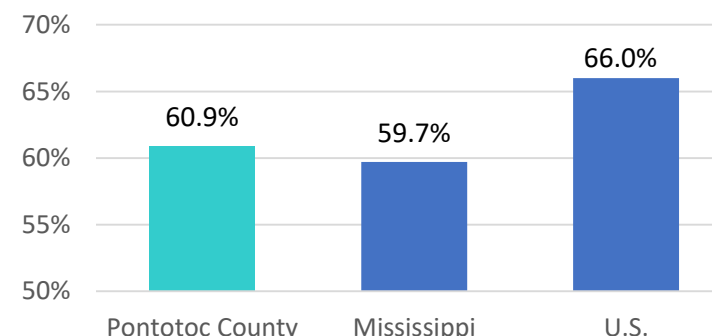
The percentage of adults age 25 and over with a high school diploma or equivalent in Pontotoc County is 76.5%. The percentage of adults ages 25-44 with some post-secondary education (enrollment in vocational/technical schools, junior colleges, or four-year colleges) is 60.9%.

*Better educated individuals live longer, healthier lives than those with less education, and their children are more likely to thrive.*

High School Completion



Some Post-Secondary Education



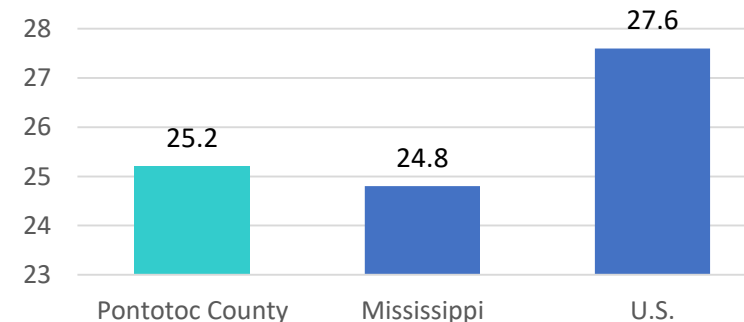
Source: County Health Rankings & Roadmaps 2021. <https://www.countyhealthrankings.org/>

### Mean Travel Time to Work

The average one-way commute in the United States reached a new high of 27.6 minutes in 2019. Pontotoc County has a lower mean time of 25.2 minutes.

Source: U.S. Census Bureau. <https://data.census.gov/cedsci/table?q=DP03&g=0500000US28017&tid=ACSDP5Y2019.DP03>

Travel Time to Work



# Demographics

## Pontotoc County – Health Rankings

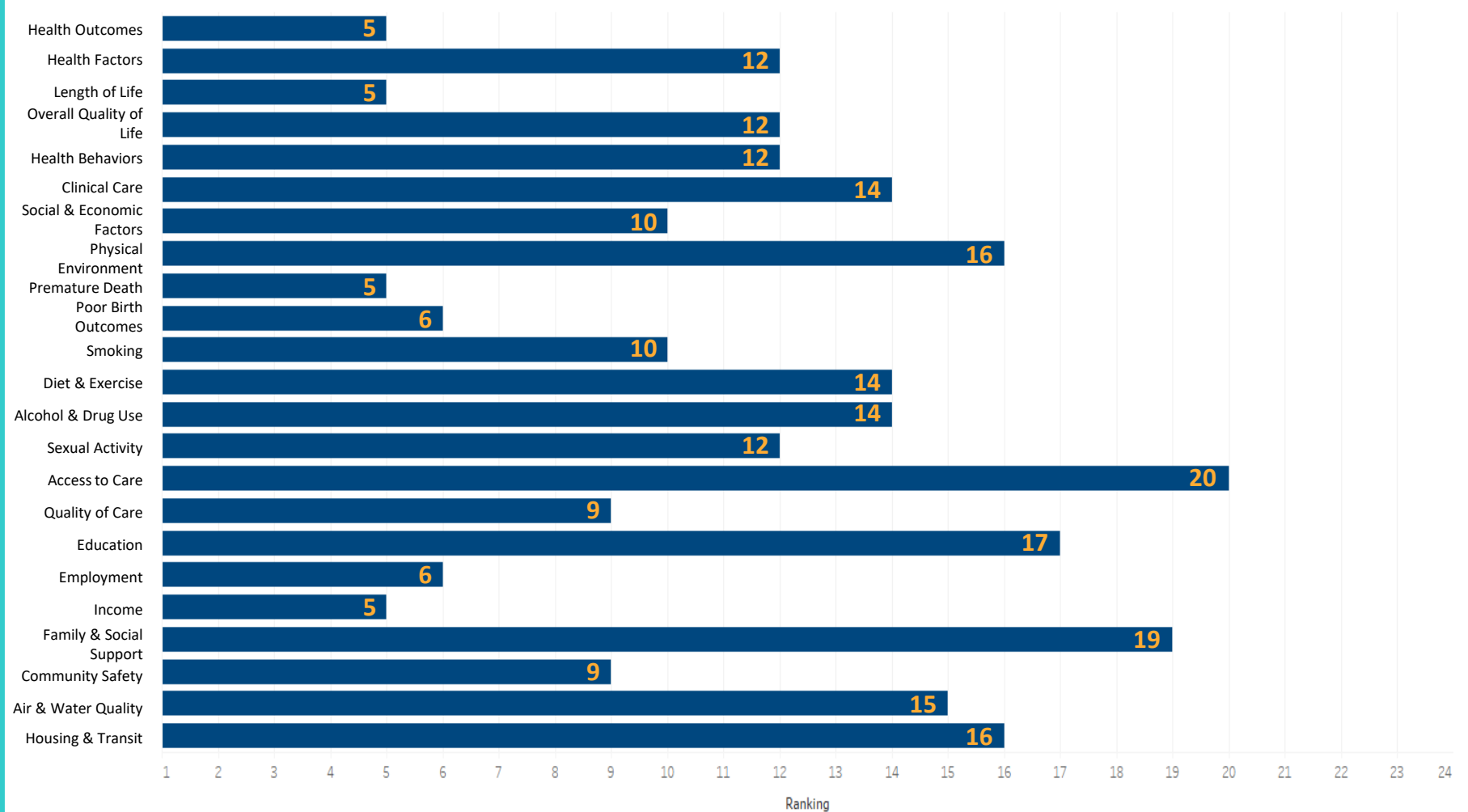
The Rankings are based on a model of population health that emphasizes the many factors that, if improved, can help make communities healthier places to live, learn, work and play.

By ranking the health of nearly every county, the County Health Rankings help communities understand how healthy their residents are today (health outcomes) and what will impact their health in the future (health factors).

The graph displays how health outcomes and factors in Pontotoc County rank in comparison to the 24 counties in NMHS’ service area.

Source: County Health Rankings & Roadmaps 2021. <https://www.countyhealthrankings.org/>

Pontotoc County Health Outcomes and Factors



Source: Adapted from the University of Wisconsin Population Health Institute. County Health Rankings & Roadmaps 2021. <https://www.countyhealthrankings.org/>  
 Note: Each category ranked from 1 to 24 based on the number of NMHS counties, i.e., continuum from most healthy (1) to least healthy (24)

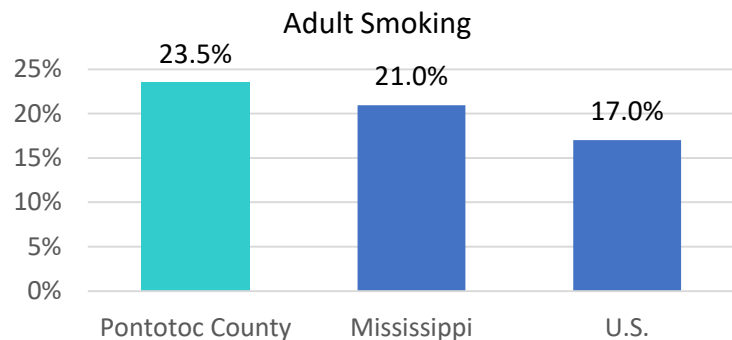
# Demographics

## Pontotoc County – Health Behaviors and Factors

### Adult Smoking

Pontotoc County has a higher percentage of smokers (23.5%) than the state of Mississippi and the U.S.

*Cigarette smoking can cause various cancers, cardiovascular disease, respiratory conditions, low birthweights, and other adverse health outcomes.*

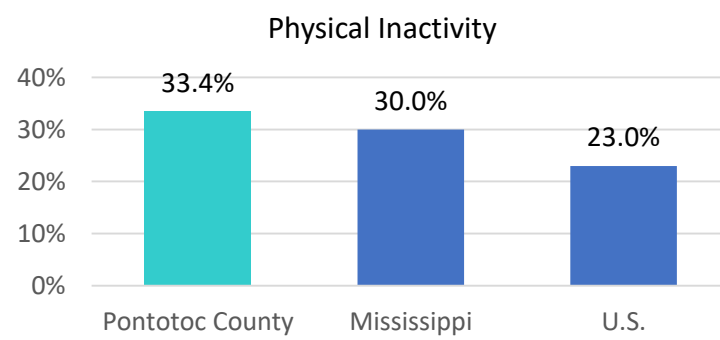


Source: County Health Rankings & Roadmaps 2021. <https://www.countyhealthrankings.org/>

### Physical Inactivity

Pontotoc County has a higher percentage of adults age 20 and over with physical inactivity (33.4%) than the U.S. and the state of Mississippi.

*Physical inactivity have been related to several disease conditions such as type 2 diabetes, cancer, stroke, hypertension, and cardiovascular disease.*

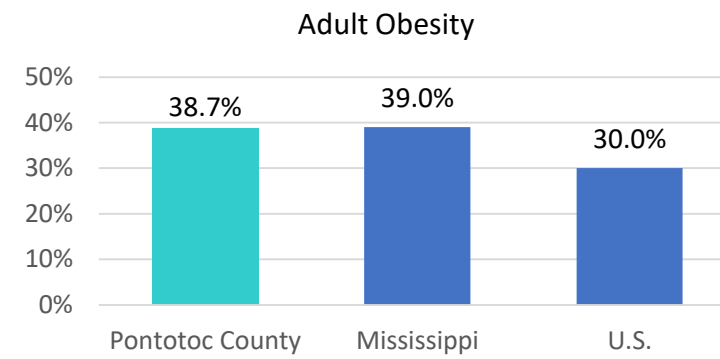


Source: County Health Rankings & Roadmaps 2021. <https://www.countyhealthrankings.org/>

### Adult Obesity

The percentage of adults age 20 and over with a body mass index (BMI) greater than or equal to 30 in Pontotoc County is 38.7%.

*Obesity increases the risk for coronary heart disease, type 2 diabetes, cancer, hypertension, sleep apnea, and stroke.*

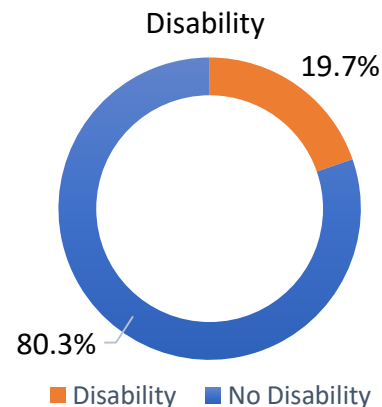
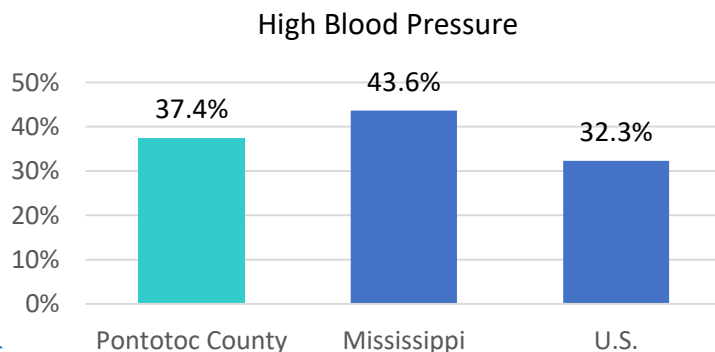


Source: County Health Rankings & Roadmaps 2021. <https://www.countyhealthrankings.org/>

### Hypertension

According to the CDC, the estimated prevalence of high blood pressure among adults aged 18 years and older is 37.4% in Pontotoc County which is lower than the state of Mississippi.

Source: Centers for Disease Control and Prevention. <https://experience.arcgis.com/experience/22c7182a162d45788dd52a2362f8ed65>; <https://www.cdc.gov/brfss/brfssprevalence/index.html>



### Disability

The percentage of people living with disabilities is highest in the South. Pontotoc County's rate is 19.7%.

*Adults living with disabilities are more likely to be obese, smoke, have heart disease, and diabetes.*

Sources: U. S. Census Bureau. <https://data.census.gov/cedsci/>; CDC, [Disability Impacts All of Us Infographic | CDC](#)

# Demographics

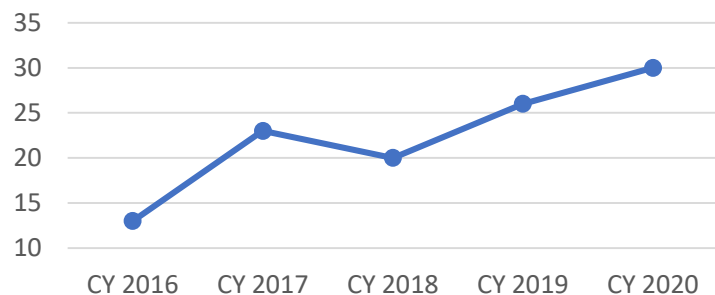
## Pontotoc County – Chronic Diseases

### Myocardial Infarction (Heart Attack)

According to Dimensions, a Mississippi Hospital Association (MHA) program, heart attacks increased in Pontotoc County from 2018 to 2020.

*Heart disease is the #1 cause of death in Mississippi.*

Myocardial Infarction



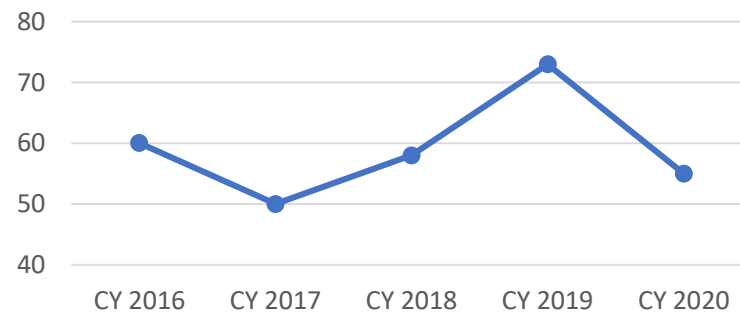
Source: Mississippi Department of Health, [Heart Health - Mississippi State Department of Health \(ms.gov\)](https://www.ms.gov/health/heart-health)

### Stroke

Strokes increased in Pontotoc County from 2017 to 2019.

*Stroke is one of the top five causes of death in Mississippi.*

Stroke



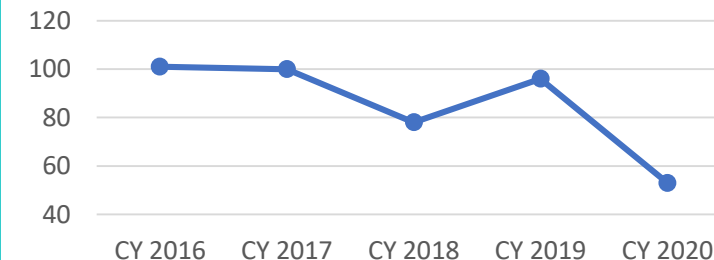
Source: Mississippi Department of Health, [Stroke Prevention - Mississippi State Department of Health \(ms.gov\)](https://www.ms.gov/health/stroke-prevention)

### COPD (Chronic Obstructive Pulmonary Disease)

COPD decreased in Pontotoc County from 2016 to 2020.

*It is estimated that more than 140,000 Mississippians are currently diagnosed with COPD.*

COPD



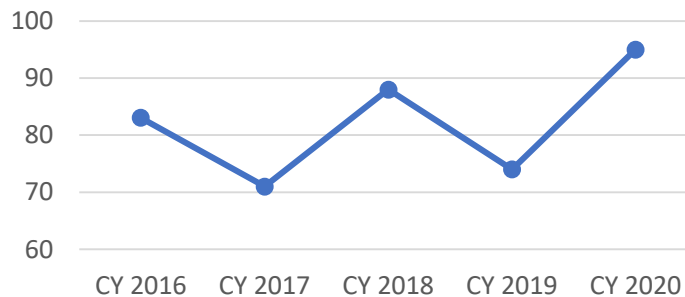
Source: Mississippi Department of Health, [Chronic Obstructive Pulmonary Disease \(COPD\) - Mississippi State Department of Health \(ms.gov\)](https://www.ms.gov/health/chronic-obstructive-pulmonary-disease)

### Heart Failure

Heart failures decreased in Pontotoc County in 2017 and 2019.

*Lifestyle factors that increase the risk of heart attack and stroke can also contribute to heart failure.*

Heart Failure



Source: AHA, [Causes and Risks for Heart Failure | American Heart Association](https://www.heart.org/en/health-topics/heart-failure)

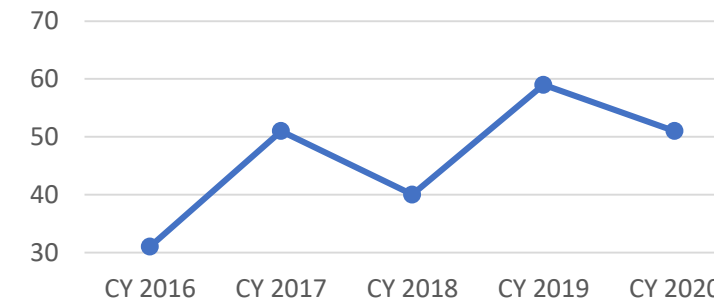
Source: Mississippi Hospital Association, Dimensions, 2016 - 2020. Reports for graphs published October 2021.

### Diabetes

Diabetes increased in Pontotoc County in 2017 and 2019.

*Moderate diet and exercise that result in 5 to 7 percent weight loss can delay and possibly prevent type 2 diabetes.*

Diabetes



Source: Mississippi Department of Health, [https://msdh.ms.gov/msdhsite/\\_static/43,0,296.html](https://msdh.ms.gov/msdhsite/_static/43,0,296.html)

# Demographics

## Pontotoc County

### Causes of Death

In Pontotoc County, heart disease is the top cause of death with a rate of 205.1 deaths per 100,000 population.

Heart disease is the leading cause of death in the state of Mississippi.

| CAUSE  | 2019 RATE* |
|--|------------|
| HEART DISEASE  | 205.1      |
| MALIGNANT NEOPLASMS (CANCER)                         | 180.3      |
| EMPHYSEMA & OTHER CHRONIC LOWER RESPIRATORY DISEASES | 124.3      |
| ACCIDENTS  | 62.2       |
| ALZHEIMER'S DISEASE                                  | 62.2       |
| CEREBROVASCULAR DISEASE (STROKE)                     | 46.6       |
| CHRONIC LIVER DISEASE & CIRRHOSIS                    | 28.0       |
| DIABETES MELLITUS                                    | 28.0       |
| SUICIDE  | 15.5       |
| PNEUMONITIS DUE TO SOLIDS & LIQUIDS                  | 15.5       |
| SEPTICEMIA   | 12.4       |
| INFLUENZA & PNEUMONIA                                | 9.3        |
| PARKINSON'S DISEASE                                  | 9.3        |
| CONGENITAL MALFORMATIONS & CHROM. ABNORMALITIES      | 6.2        |
| HYPERTENSION/HYPERTENSIVE RENAL DISEASE              | 6.2        |
| ANEMIAS  | 6.2        |

\*Rate is the number of deaths per 100,000 population.

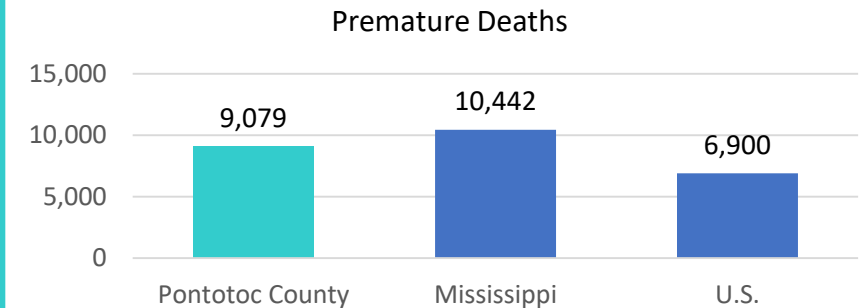
Other causes of death with a rate of 3.1 & below included: Complications Medical/Surgical Care, Homicide, Conditions Originating in the Perinatal Period, Nephritis, Nephrotic Syndrome & Nephrosis, Cholelithiasis/Gallbladder Disorder, Hernia, Aortic Aneurysm & Dissection, & In Situ, Benign & Unspecified Neoplasms.

Source: [Mississippi State Department of Health - Home \(ms.gov\)](https://www.ms.gov)

### Premature Deaths

Pontotoc County has a lower number of premature deaths (9,079) than the state of Mississippi.

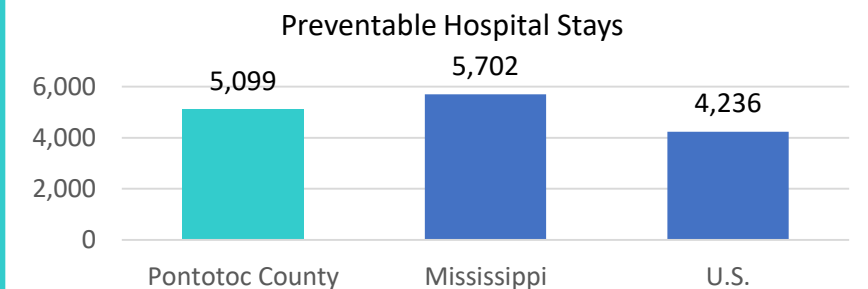
Premature death is the years of potential life lost before age 75 per 100,000 population.



### Preventable Hospital Stays

Pontotoc County has a lower number of preventable hospital stays (5,099) than the state of Mississippi.

Preventable hospital stay is the rate of hospital stays for ambulatory-care sensitive conditions per 100,000 Medicare enrollees.



Source: County Health Rankings & Roadmaps 2021.  
<https://www.countyhealthrankings.org/>

# Community Health Needs Survey Tool and Results



## Community Health Needs Survey

In addition to collecting social and demographic data from secondary sources, additional input was solicited from community residents who represent broadly diverse interests of the service area ranging from nonprofit community volunteers to retired educators, bankers and private business leaders (Appendix).

The Strategy Team of NMHS developed an electronic SWOT (strengths, weaknesses, opportunities, threats) survey format to collect community feedback, managed the collection process specifically designed to gather the perspectives of various community leaders' experiences and their knowledge of the service area.

The hospital leadership recruited potential community stakeholders and electronic invitations were sent to residents who expressed an interest in participating in the SWOT. Of those who agreed to participate in the Pontotoc Service Area SWOT, 61.1% completed the survey and a summary of their prioritized results are shown on the following pages.

- ✓ Healthcare resources readily available to you
- ✓ Healthcare resources not available to you
- ✓ Unmet needs you would like to see addressed
- ✓ Serious health challenges to you/your family



### Community Health Needs Assessment

1. In your community, what healthcare resources are readily available to you/your family or other residents?
2. In your community, what healthcare resources are not available to you/your family or other residents?
3. In your community, what are some unmet healthcare needs that you would like to see addressed?
4. In your community, what serious health challenges are you/your family or other residents facing?

# Community Health Needs Survey Tool and Results

**Survey Results:** In your community, what healthcare resources are readily available to you/your family or other residents?

- ✓ Emergency services (ER)
- ✓ Hospital
- ✓ Physicians including family, eye, dentists
- ✓ After hours, mental health, and other clinic offerings
- ✓ Physical therapy/rehab
- ✓ LTC Facilities/home health/nursing homes
- ✓ Medical assistance (clinics, after hours med care, hospital, conventional dental, pharmacies)
- ✓ Several



# Community Health Needs Survey Tool and Results

**Survey Results:** In your community, what healthcare resources are not available to you/your family or other residents?

- ✓ Specialists, e.g., pediatrician, allergy specialist
- ✓ Medical assistance programs including in-person employee assistance, tobacco cessation, dental care for economic disadvantaged
- ✓ Emergency services such as additional ambulance services, trauma center, and emergency pharmacy care
- ✓ Specialty services, e.g., pediatric, heart, dermatology, ENT, orthopedic, gynecology, mental health, 3D mammography, internal medicine
- ✓ Surgery, major medical and outpatient
- ✓ Wellness center with a pool for exercise & therapy





# Community Health Needs Survey Tool and Results

**Survey Results:** In your community, what are some unmet healthcare needs that you would like to see addressed?

- ✓ Emergency services such as long wait times for ambulance, shelter for homeless, ER pharmacy care, re-evaluate ER security)
- ✓ More pediatrician options
- ✓ More Nursing homes/LTC facilities
- ✓ More specialties including orthopedics, neuro, cardiac, cancer treatment facilities, mental health facilities
- ✓ Alternative healthcare/practitioners
- ✓ Available health services, e.g., dietary education resources, health department open more hours, dental care for economic disadvantaged, elderly care



# Community Health Needs Survey Tool and Results

**Survey Results:** In your community, what serious health challenges are you/your family or other residents facing?

- ✓ Long waiting list for rehab services, specifically for children
- ✓ Chronic conditions including cancer, heart attacks, strokes, obesity, diabetes, heart/lung disease
- ✓ Conditions related to COVID-19
- ✓ Availability of health services such as drug programs, mental health, caregiver relief
- ✓ Unhealthy lifestyles, e.g., smoking, drug problem, anxiety/depression, fatigue, headaches, poor heart health
- ✓ Transportation to and from health appointments
- ✓ Access to ambulance services in emergency situations
- ✓ Dietary education resources



# Implementation Strategies

## Listening and Learning to Improve

NMHS as the parent corporation of North Mississippi Medical Center-Pontotoc routinely uses diverse methods to capture the voice of those they serve in the 24 rural counties in northeast Mississippi and northwest Alabama. A SWOT analysis was designed to identify the service area's perceived strengths, weaknesses, opportunities and threats. The Strategy Team of NMHS developed the survey questions (methodology referenced on page 19). The elicited responses helped NMHS validate health-related needs and community opportunities.

The SWOT along with data from various publicly available sources, e.g., regional/local organizations and agencies assisted NMHS in systematically identifying its strategic priorities. The below methods were also used to glean needs and preferences of service area residents:

- ✓ Satisfaction surveys
- ✓ Discharge phone calls
- ✓ Face time with community leaders
- ✓ Social media
- ✓ Community outlets/organizations
- ✓ Board and employee participation
- ✓ Research



# Implementation Strategies

## Strategic Priorities for North Mississippi Medical Center-Pontotoc and NMHS

North Mississippi Health Services' mission is to improve the health of our patients, families and the communities we serve. Where we are born, live, work and age affect a wide range of health risks and outcomes. According to the County Health Rankings Model, social determinants of health have an influence on length and quality of life. We are connecting with partners in our region to address these needs.

These partners will help us identify community resources. Our goal is that in every stage of life, our patients and families can expect good health outcomes regardless of their social conditions.

Our community goal is to reduce preventable disease, illness and injury. We are also interested in improving social and behavioral factors that have a negative effect on the health of the people of our region.



# Implementation Strategies

## Improve Health Goals for North Mississippi Medical Center-Pontotoc and NMHS

### Increase Access to Preventive Service

- Expand virtual/telehealth offerings
- Collaborate to explore transportation needs
- Initiate innovative listen-to-learn community sessions
- Utilize partners to assist those with limited or no insurance
- Increase affordable after-hours care
- Improve access to specialty care

### Increase Physical Activity and Promote Exercise as Medicine

- Partner with local wellness centers and gyms
- Develop partnerships with local parks/recreation facilities
- Utilize exercise "prescriptions"
- Organize walking clubs
- Promote corporate wellness programs
- Identify community resources, e.g., trails, walking tracks, etc.

### Develop a Nutritionally Aware Community Culture

- Screen for and create access to nutritious foods
- Develop culturally-appropriate educational programs
- Develop community coalitions to provide fresh food/promote community gardens
- Teach food preservation skills
- Utilize established networks to promote nutrition

### Develop Partnerships with Public Entities

- Public health -- state and regional offices
- Education Institutions -- early childhood, primary, secondary and post-secondary
- Government -- state, regional and local

# Implementation Strategies

## Activities and Recognitions – North Mississippi Medical Center-Pontotoc and NMHS

- Continue emphasis on chronic disease management
- Implement an Improve Health initiative reinforced by community partnerships with a five-year end goal designed to decrease obesity, increase physical activity and reduce smoking in service area
- Continue focus on heart related disease – recognized as 50 Top Cardiovascular Hospitals by IBM Watson Health; also, Platinum Award for Action/Chest Pain; Myocardial Infarction winner; American Heart Association GoldPlus Get With The Guidelines®– Stroke Quality Achievement Award and Stroke Honor Roll Elite Award, 2021
- Enhance obesity awareness - offered a free year-long diabetes prevention program for individuals struggling with obesity, have or have had gestational diabetes or pre-disposed to diabetes through family history
- Continuous focus on women/children’s services – received the Baby-Friendly Designation in 2020
- Opened a Neuroscience Institute, i.e., a regional destination for comprehensive, innovative care for a wide range of brain, spine and neurological disorders
- Nationally recognized with a grade of A – Leapfrog Hospital Safety Grade



# Appendix

## A – Local, Mississippi, Alabama, and United States Data Assessment

Alabama Department of Public Health. [https://www.alabamapublichealth.gov/healthstats/assets/113causes\\_2019.pdf](https://www.alabamapublichealth.gov/healthstats/assets/113causes_2019.pdf)

American Heart Association (AHA). <https://www.heart.org/>

Centers for Disease Control and Prevention (CDC). [Centers for Disease Control and Prevention \(cdc.gov\)](https://www.cdc.gov/)

County Health Rankings & Roadmaps, 2021. <https://www.countyhealthrankings.org/>

Mississippi Department of Health. [https://msdh.ms.gov/phs/2019/Summary/dthsumm\\_cnty\\_2019.pdf](https://msdh.ms.gov/phs/2019/Summary/dthsumm_cnty_2019.pdf)

Mississippi Hospital Association, Dimensions, 2016 - 2020. <https://dimensions.mhanet.org/Account/Login>

National Institute of Standards and Technology. <https://www.nist.gov/baldrige/north-mississippi-health-services>

North Mississippi Health Services. [North Mississippi Medical Center-Pontotoc \(nmhs.net\)](https://www.nmhs.net/)

United States Census Bureau. [Census.gov](https://www.census.gov/)

# Appendix

## B – Community Survey Participants

| Participant Industry/Affiliation Description | Broad Interest of Community                          |
|--|--|
| Private industry – business owner x 2        | Private business                                     |
| Private industry – banker x 3                | Diverse/general and economic awareness               |
| Community relations                          | Information technology services                      |
| Private industry – business owner/pharmacy   | Diverse/general community and healthcare knowledge   |
| Private industry - farmer                    | Agriculture  |
| Public industry - director                   | Nonprofit and religious-based organization           |
| Private industry – veteran organization      | Governmental agency                                  |
| Private industry - attorney                  | Diverse/general and legal knowledge                  |
| Public industry – park and recreation        | Diverse/general and recreational awareness           |
| Private industry – development advocate      | Community and economic development                   |
| Public industry – elected official           | Governmental agency                                  |
| Public industry – pastor/educator            | Education knowledge and religious-based organization |
| Public industry – retired educator           | Diverse/general population and education knowledge   |
| Private industry - physician                 | Health care provider                                 |
| Public industry - director                   | Nonprofit and community-based organization           |