

THEME: Citizens achieving balanced health

Outcome Statement: Carroll County leads NH in supporting its citizens to pursue and achieve balanced health.

1.



% Accessibility of healthcare

2.



Community Awareness

Present state: ___% population is utilizing local healthcare facilities.

Goal: ___% more people are utilizing local healthcare facilities.

Hypotheses:



1. Accessibility of health care: If more people can access healthcare and other human services, then more citizens will be healthy.

2. Community Awareness: If more people are aware of the resources available to them, then more people will use them and become healthier.



Current Conditions:

- % health insurance
- # doctors
- Accessibility of health care for youth
- Accessibility of health care for adults

	Leverage Point	Lever	Impact
1.	Co-pay for health care	When copays (or deductibles) are too high, people are less likely to use their insurance policies and therefore get the care they need.	Greater access to health care
1b.	Stigma	People are more likely to use some clinics if they are not seen as for the “disadvantaged”.	Greater use of facilities
2.	Community awareness	People don’t use a clinic if they don’t know it exists.	Greater use of and access to health care facilities
Action			
	1. Increase accessibility	Owner	Deadline
1.	Increasing access through transportation opportunities		
1a.	Link bus routes to healthcare facilities.	CC Transit	September 30, 2010
1b.	Promote the bus map with health care focus on various channels (cable TV, etc.).		September 30, 2010
1c.	Clinical open house tour for people that refer residents to services (ie: welfare directors, school nurses, etc.).		September 30, 2010
1d.	Communicate with providers to promote bus system as a way to get to their appointment.		September 30, 2010
2.	Increasing access to facilities		
2a.	Find out if existing community health centers/providers can handle increased business (including capacity (payment)) if it is promoted.		August 30, 2010
2b.	What are the rates of un- and underinsured by area of the county? (impact of that on county and indiv. costs?)		August 30, 2010
2c.	What is offered as benefits by major employers?		August 30, 2010
	2. Community Awareness	Owner	Deadline
3a.	Get results of Huggins’ and Memorial Hospital’s needs assessment.		July 30, 2010
3b.	Identify the existing marketing people/organizations within the community (companies, high school marketing teachers, community colleges).		July 30, 2010
3c.	Determine community awareness of healthcare resources in the community (clinics, providers, etc. and whether the patient’s practice of using the ER for non-emergency situations) (ultimate goal is to increase awareness and decrease costs).		September 30, 2010
	3. Understanding of National Health Care Scene	Owner	Deadline
4a.	Regularly monitor and distribute information on the developments of the national health care issues (i.e. insurance regulations, etc.) for implications for Carroll County.		Ongoing?
4b.	Identify other state/regional/local organizations that might be monitoring the national scene, as well, that might be a good resource for information.		July 30, 2010