



CANCER INSTITUTE

Wayne State University

Community Health Needs Assessment Activities and Outcomes

The Affordable Care Act includes a requirement that tax-exempt hospitals conduct a Community Health Needs Assessment, and adopt an implementation strategy by the last day of their first taxable year after March 23, 2012. For the Barbara Ann Karmanos Cancer Institute, that was FY 2013, and every three years thereafter.

In preparation for the 2015 Community Health Needs Assessment (CHNA), we assessed community partners and members through focus groups and a random direct mail survey. Three focus groups were conducted, which included health care providers such as physicians, social workers and staff who coordinate care across the continuum; the Karmanos Patient and Family Advisory Council; and community partner representatives such as the American Cancer Society (ACS) and the Arab Community Center for Economic and Social Services (ACCESS). Each group is knowledgeable about Karmanos' services, community assets and needs, as well as the health care environment in the metropolitan Detroit tri-county area.

Preparation also included leveraging outcomes/results from the 2012 CHNA to inform the 2015 survey strategy. Survey results from 2012 highlighted barriers that the community may face in receiving cancer care, specifically a lack of awareness and knowledge about the importance of cancer screenings and services that are available. Furthermore, survey limitations included a lack of survey returns, which we believe reflect the cultural and linguistic diversity found in metropolitan Detroit. Subsequently, the following action and improvement plan was developed for the 2015 survey:

1. Translate cancer awareness fact sheets into languages utilized by Karmanos patients and families.
2. Collaborate with community partners to distribute translated fact sheets.
3. Collaborate with community partners to increase cancer awareness through health fairs and community education presentations.
4. Collaborate with community partners to assist with distribution of a more focused needs assessment survey.

The following table includes process improvements implemented for the 2015 Community Health Needs Assessment:

Table One. Strategies Implemented for the 2015 Karmanos Community Health Needs Assessment.

1.	Paring down the 2012 CHNA from 48 questions to 18 questions in 2015 to facilitate ease of completion and to potentially increase the number of survey respondents.
2.	Development of certified Spanish and Arabic translations of the survey.
3.	Distribution of the survey by community partners to ensure responses from Hispanic and Arab communities.
4.	Distribution of the survey to men’s groups and those living in transitional housing.
5.	The development of Arabic and Spanish translations of Men’s and Women’s Cancer Awareness Fact Sheets that are available online and in print.
6.	Partnering with Karmanos departments and community agencies to increase awareness, detection and prevention community events, including Detroit Community Health Connection, Arab Community Center for Economic and Social Service, Fiat Chrysler, General Motors and local school districts in the tri-county area.

The implemented survey improvements highlight Karmanos’ unwavering commitment to ensuring that cancer care is culturally and economically relevant to the metropolitan Detroit community. Moreover, Karmanos remains committed to increasing awareness and educating the community regarding the importance of screenings for early cancer detection. Karmanos’ outreach and community education endeavors continue to reach approximately 16,000 community members annually. In 2016, approximately 21,800 community members participated in Karmanos’ educational programs, which included health fairs as well as individual- and group-level education. The following table highlights community participation from 2012-2016.

Table Two. Community Participation at Cancer Awareness Events, 2012 – 2016.

Year	2012	2013	2014	2015	2016
Health Fairs	16,734	18,883	19,889	10,146	14,356
Wellness	283	980	666	665	492
Breast	2,676	2,926	1,648	5,247	5,179
Colorectal	0	80	2,381	608	592
Prostate	629	2,699	707	200	822
Tobacco	142	443	526	410	427
Total	20,462	26,011	24,817	16,668	21,868

Finally, results from 2015 Community Health Needs Assessment indicate three barriers patients face when seeking cancer care: insurance/financial concerns, transportation concerns and access to affordable care and screening. Endeavors are currently underway to address these concerns, including:

- The development of a comprehensive community agency resource list that will be distributed via the Karmanos website and new patient portfolios distributed to all patients.

- Educating Karmanos staff about available and new resources for patient support, including those now available through Karmanos' parent company McLaren Health Care.
- Continuing to foster and maintain an established network of community partners to ensure health and social service access points for patients and community members.