

Artesia General Hospital 2025

Community Health Needs Assessment

-Eddy County, New Mexico-

Artesia General Hospital 

Your destination for health. Your partner for life.

Adopted by Board on May 28, 2025



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Letter to the Community

Dear Friends and Neighbors,

At Artesia General Hospital, we believe that healthcare begins with listening—with truly understanding the hopes, challenges, and daily realities of the people who call this region home. That's why, every three years, we take a step back to ask a simple but powerful question: *What does our community need to be healthier?*

The answers come from you. Through conversations, surveys, and shared stories, our Community Health Needs Assessment (CHNA) reflects the voices of those we serve in Artesia, Carlsbad, Roswell, and across southeastern New Mexico. It's more than a report—it's a roadmap shaped by your experiences, your concerns, and your resilience.

This year's assessment shines a light on areas we must continue to address together: improving access to behavioral health services, managing chronic illnesses, supporting healthy families, and ensuring that every person—regardless of age, income, or background—can access high-quality care close to home.

We take this responsibility seriously. At AGH, we are using these insights to guide real change—expanding services, forming new community partnerships, and investing in programs that reach beyond our walls. Because for us, healthcare is about more than medicine—it's about heart. It's about home. It's about you.

Thank you for being our partners in building a healthier, stronger community. Together, we can shape a future where every person has the opportunity to thrive.

With deep gratitude,
Dr. Joe Salgado
Chief Executive Officer
Artesia General Hospital

Community Health Needs Assessment (CHNA) Overview

In 2025, Artesia General Hospital (“AGH”) performed a Community Health Needs Assessment (CHNA) in partnership with Strata Decision Technology (“Strata”) to determine the health needs of the local community and develop an accompanying implementation plan to address the identified health needs of the community.

CHNA Purpose

A CHNA is part of the required hospital documentation of “Community Benefit” under the Affordable Care Act for 501(c)(3) hospitals. It uses systematic, comprehensive data collection and analysis to provide information about the community including health status, needs, and disparities. The CHNA also offers a targeted action plan to address areas of need and allows the hospital to truly understand the health needs of the community it serves.

CHNA Facility Benefits



- Identify health disparities and social determinants to inform future initiatives, programs, and outreach strategies
- Identify gaps in healthcare
- Develop an understanding of perceptions and ideas among community members
- Form collaborations with community organizations to address local health needs

The core elements of a CHNA include:

- a definition and description of the community served
- a description of the process and methods used to conduct the CHNA
- a description of how the hospital facility solicited and took into account input received from community members
- a description of the identified significant health needs of the community, including selection process and criteria
- a description of resources available to address the significant health needs
- an evaluation of the impact of any actions that were taken to address the significant health needs identified in the immediately preceding CHNA

Community Health Needs Assessment (CHNA) Overview

The CHNA Process

The process to conduct the CHNA included the following:



Artesia General Hospital’s health priorities identified through the 2025 process are:

- 1 Access to Convenient Healthcare
- 2 Children’s Health
- 3 Diabetes
- 4 Heart Disease
- 5 Women’s Health
- 6 Access to Affordable Healthcare

This report was approved by the Board on May 28, 2025

Process and Methods used to Conduct the Assessment

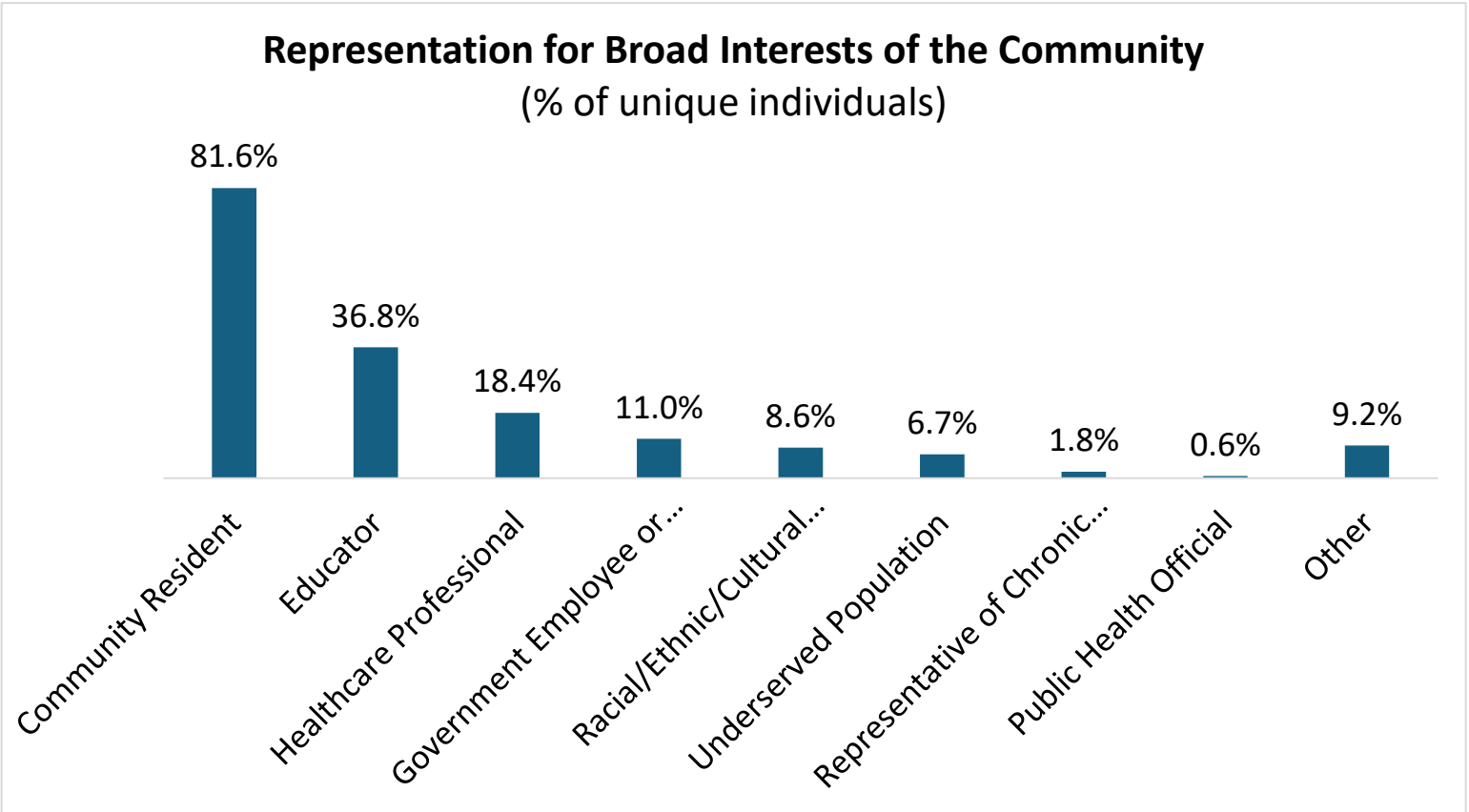
To assess the health needs of the community, a comprehensive approach was utilized. This included collecting community health data via secondary sources and a survey of community members to assess healthcare needs. A community summit was then held to review these inputs with community stakeholders to prioritize the health needs of the community and create action plans.

Community Health Data Collection and Analysis

Artesia General Hospital relied on secondary source data to define and assess the community. This data was sourced at the county level from available public sources, including www.countyhealthrankings.org and ESRI.

A community survey was deployed by Artesia General Hospital to gain input on local health needs, including those of priority populations such as the medically underserved, low-income, and minority populations. The survey received feedback from 135 community members. The survey was open from January 13, 2025 to February 7, 2025 and distributed digitally. The Community Summits were held on March 19th and 20th, 2025 and had a total of 28 participants.

Survey respondents and summit participants represented the stakeholder groups below:



About Artesia General Hospital

From Rural Hospital to Modern Day Innovator

Artesia General Hospital has been committed to delivering medical care to our community since the facility first opened its doors in 1939. Since then the hospital has grown into a 25-bed, non-profit facility serving Artesia and Southeastern New Mexico.

Patients come to Artesia General Hospital with a common need – to receive quality healthcare. We strive to be much more than a state-of-the-art hospital with a broad range of services – we strive to provide compassionate care. Our family atmosphere brings out the best in each person and empowers each of us to perform the best work of our lives.

We aspire to achieve the highest standards of quality and patient satisfaction. Our patient, physician and employee satisfaction rates are some of the most admired in the region and state, and our health care system is recognized as a leader in quality health care.

Our distinguished medical staff is why Artesia General Hospital draws patients from across Southeastern New Mexico. The vast majority of our physicians are board certified or board eligible in their medical specialties, and they have been trained at the nation's finest medical schools and hospitals.

Safety, effectiveness, patient centeredness, timeliness, efficiency and equity – these tenants are the foundation of our approach to quality. We compare ourselves against state and national benchmarks in these key areas to ensure we deliver the highest quality and safest care possible.

Our work and mission has always been guided by the needs of our patients and their families. We partner with our community to build, improve and sustain health care delivery and increase the health and well-being of those who live and work in Artesia as well as the surrounding regions.

Mission

To provide high-quality healthcare to our community and the surrounding areas.

Vision

To transform healthcare in our communities through innovation, engagement, and quality, while building a healthier tomorrow for generations to come.

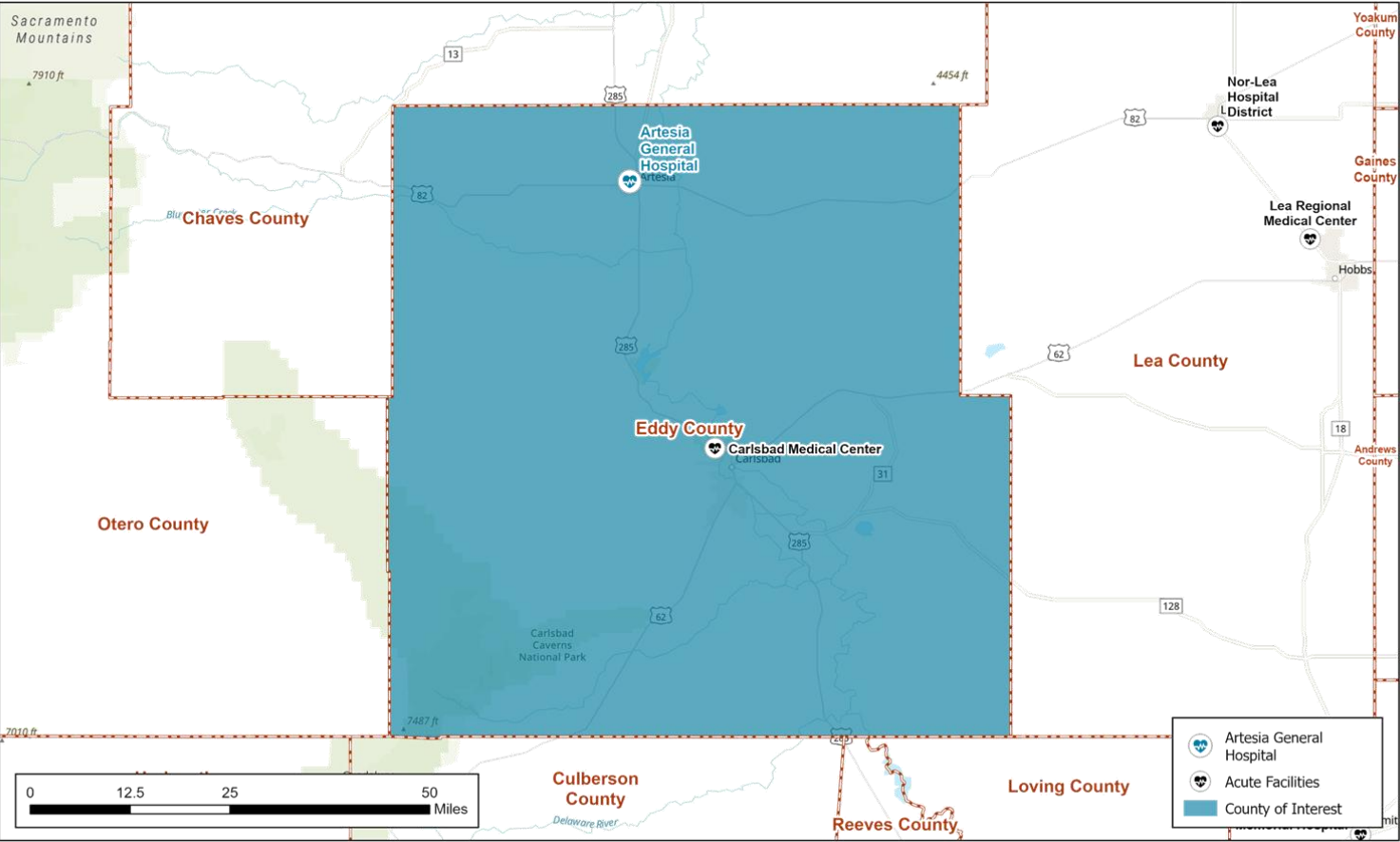
Values

Our values are captured in SERVICE:

- Servant Leadership
- Excellence
- Respect
- Virtuousness
- Innovation
- Community
- Education

Community Served

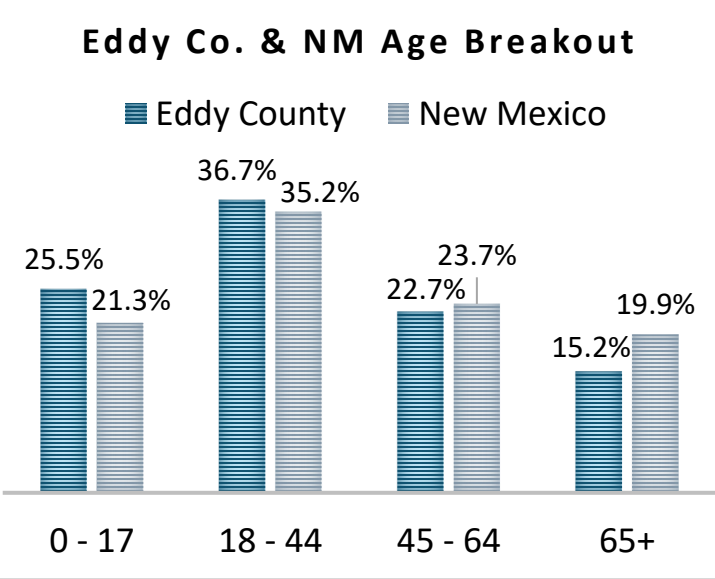
For the purpose of this study, Artesia General Hospital defines its service area as Eddy County, New Mexico.



2024 Total Eddy County Population: 62,941
2029 Projected Total Eddy County Population: 63,598

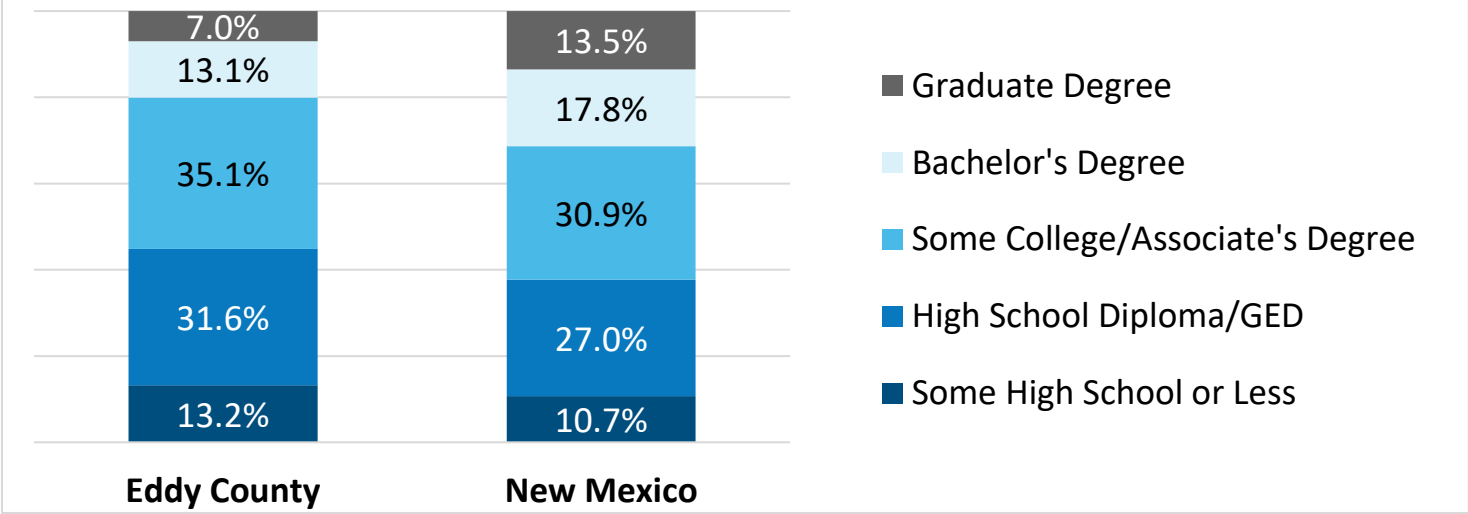
0.2% growth per year

Race & Ethnicity		
	Eddy Co.	NM
White	56.6%	49.7%
Black	1.5%	2.2%
American Indian	1.5%	10.0%
Asian/Pacific Islander	1.2%	2.0%
Other Race	19.8%	15.5%
Two or More Races	19.4%	20.5%
Hispanic Origin	52.1%	48.9%

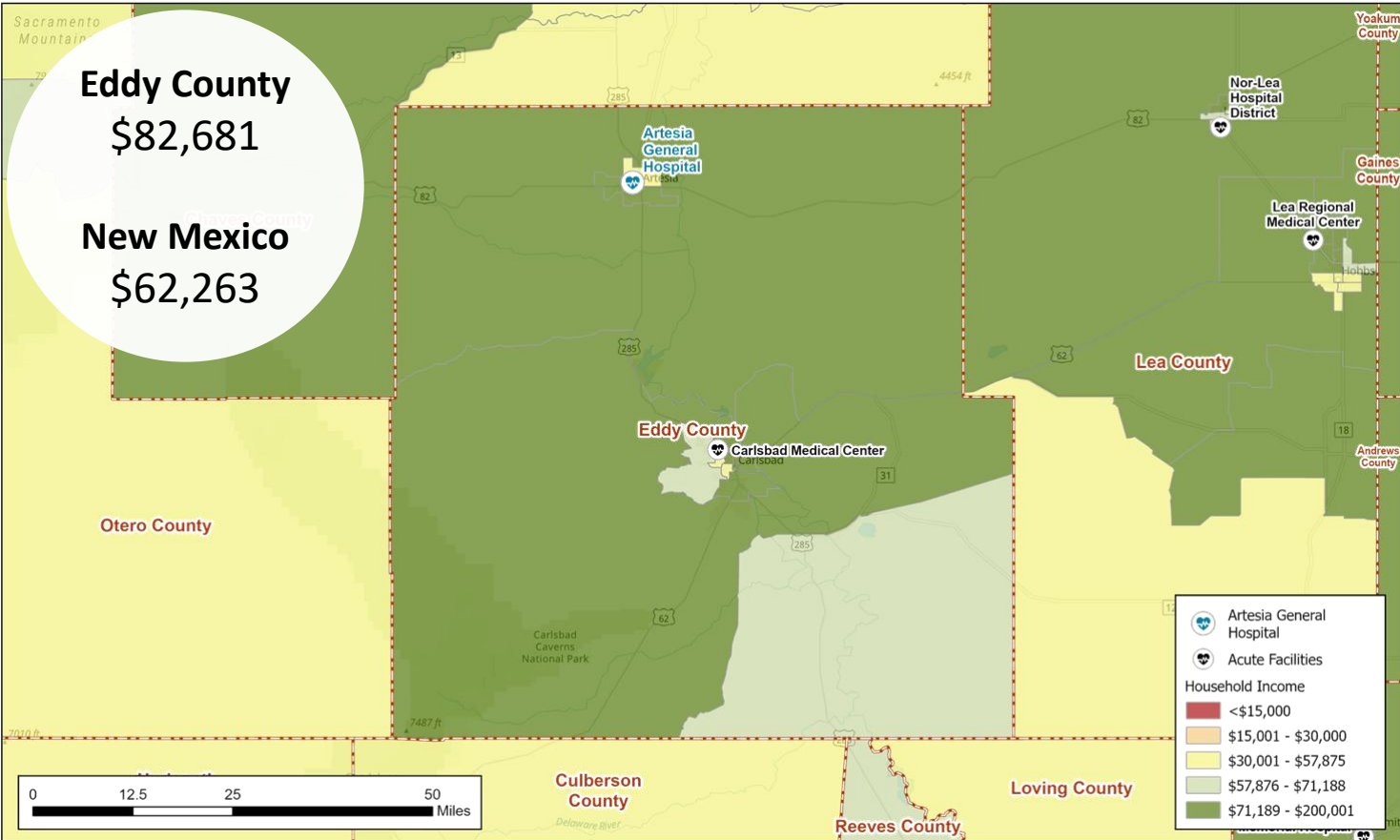


Community Served

Eddy County & New Mexico Education Breakout



2024 Median Household Income {by Census Tract}



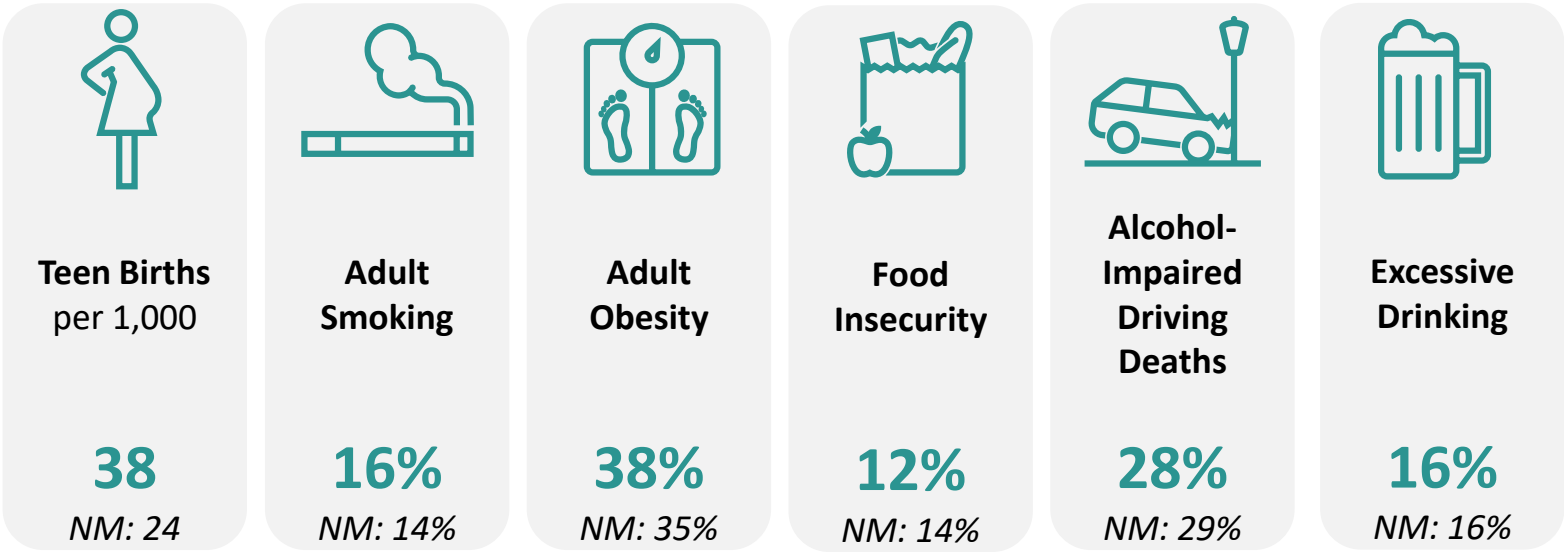
Census Tract: small, relatively permanent statistical subdivisions of a county uniquely numbered; average about 4,000 inhabitants

Eddy County Community Health Characteristics

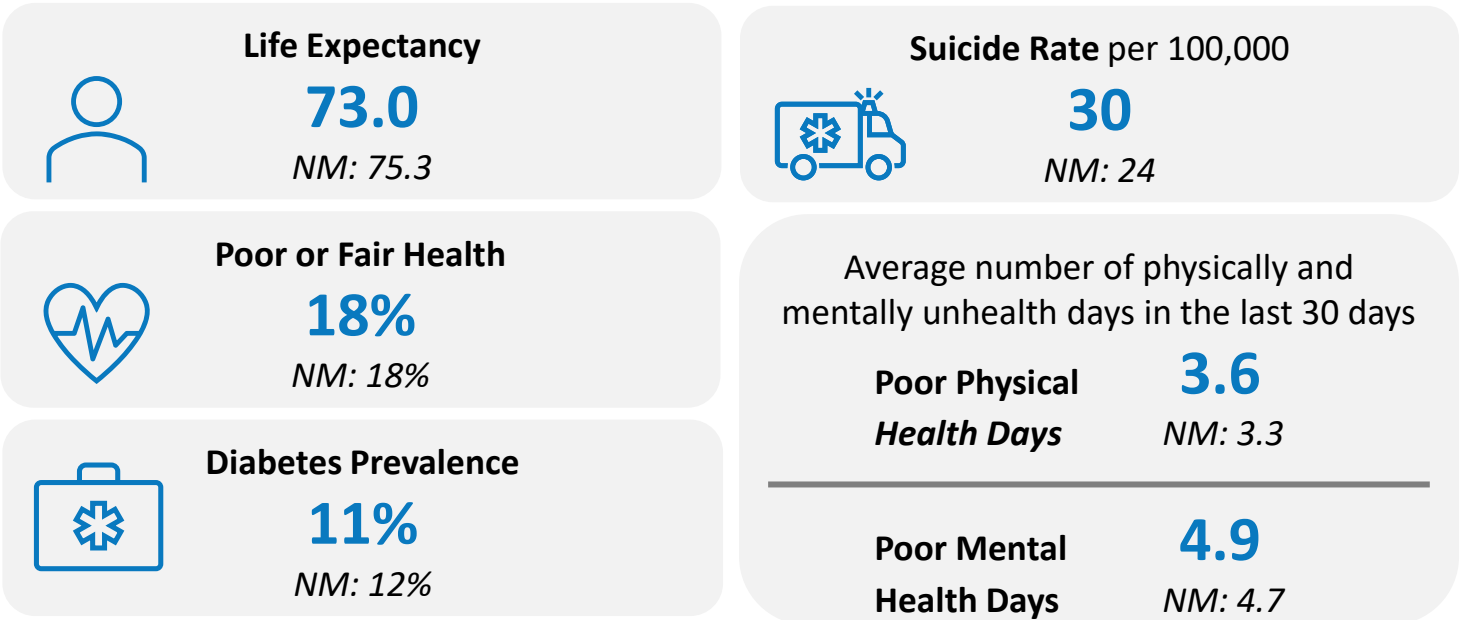
The data below provides an overview of Eddy County’s community health including health behaviors, quality of life, socioeconomic factors, access to health and physical environment. For detailed descriptions and dates for each measure, please visit <https://www.countyhealthrankings.org/app/new-mexico/2024/overview>. Each indicator impacts the health of the entire community.

Health Status Indicators

Health Behaviors

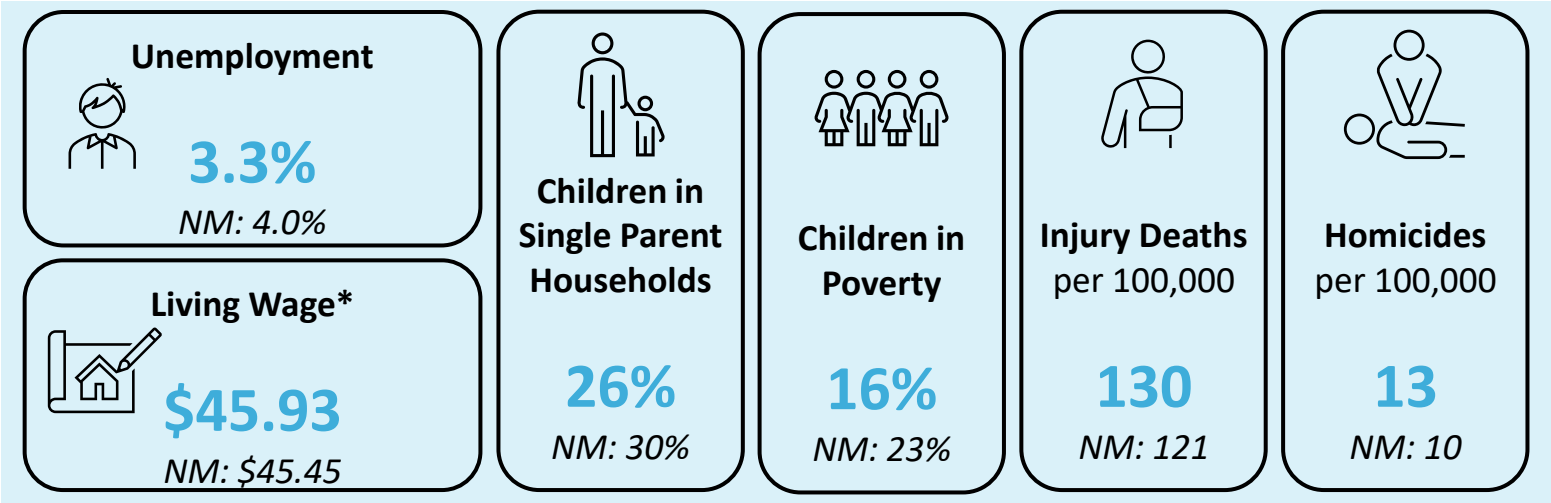


Quality of Life

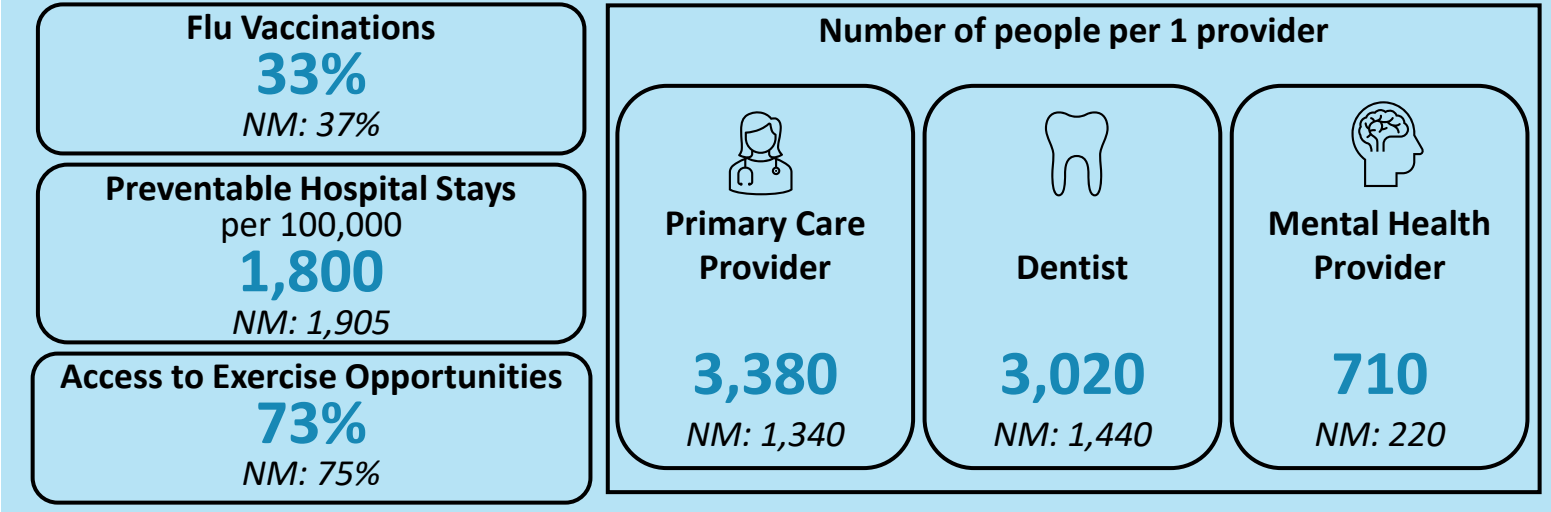


Eddy County Community Health Characteristics

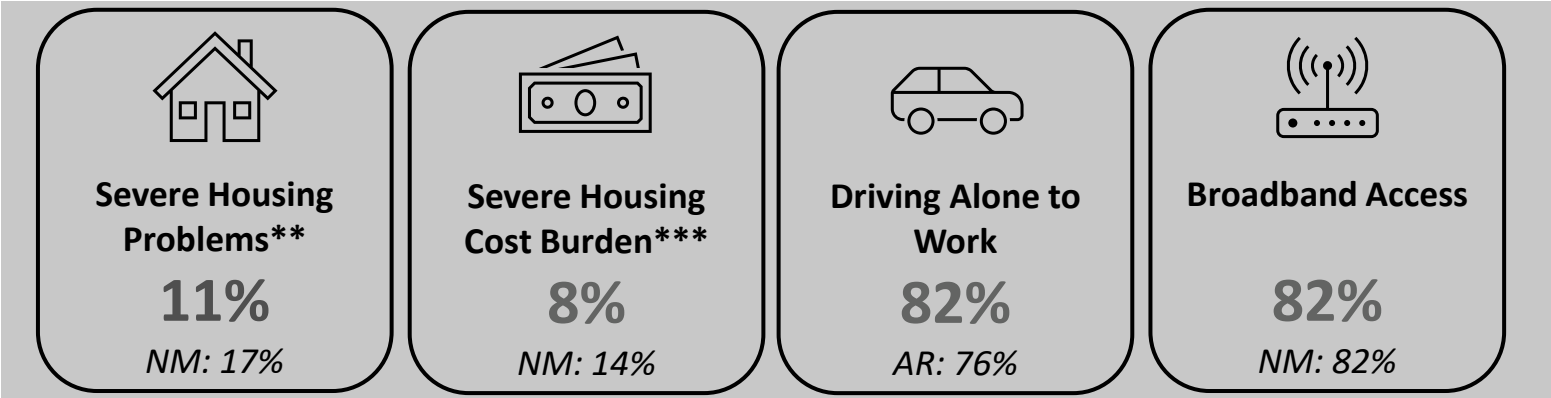
Socioeconomic Factors



Access to Health




Physical Environment




*The hourly wage needed to cover basic household expenses plus all relevant taxes for a household of one adult and two children.
**% of households with at least 1/4 of problems: overcrowding, high housing costs, lack of kitchen facilities, or lack of plumbing facilities
***% of households that spend 50% or more of their household income on housing

Impact Since Last CHNA

The IRS requires there to be an evaluation of the impact of any actions that were taken to address the significant health needs identified in the immediately preceding CHNA. The health priorities identified in the 2022 CHNA are listed below.

Access to Mental Health Services

Healthy Eating & Active Living

Written comments and insights were gained from community members through the Artesia General Hospital Community Survey regarding the 2022 identified health priorities and implementation plan. Details of the comments and actions Artesia General Hospital has taken to address the identified health priorities can be found on the next page.

Impact Since Last CHNA

Access to Mental Health Services

1. Provide a state-of-the-art Behavioral Health Clinic
2. Recruit and hire qualified and training professionals specializing in behavioral and mental health
3. Increase access and availability for the community and patients seeking services
4. Increase community knowledge capacity of behavioral and mental health resources
5. Decrease the stigma attached to behavioral and mental health
6. Market our behavioral and mental health providers in the community and the region

Themes from Community Survey Comments (29 responses)*:

- Recruiting & hiring additional providers (7)
- Artesia Public Schools (5)
- New Behavioral Health Center (4)
- AGH BH Clinic in Carlsbad (3)
- Advertising on additional providers & resources (2)
- Decreased stigma (2)
- Increased availability (2)

Healthy Eating & Active Living

1. Participate and sponsor educational events for the community
2. Participate in activities promoting walking, stretching, swimming, running, biking, etc.
3. Improve and enhance food options through charitable organizations, and educate schools and other businesses
4. Provide medical health resources to promote the benefits of health eating and active lifestyles
5. Promote treatment options such as Endocrinology, Dietitian, Family and Internal Medicine, and Behavioral Health

Themes from Community Survey Comments (8 responses)*:

- Health fair (3)
- Community education (3)
 - Most important which promotes active living and food options
 - Facebook posts and city council meetings
 - Would like to see healthy eating and active living classes available for general public

Methods of Identifying Health Needs

Analysis of existing data

Utilization of secondary data sources to gain analytical insights of the community

Data source: County Health Rankings

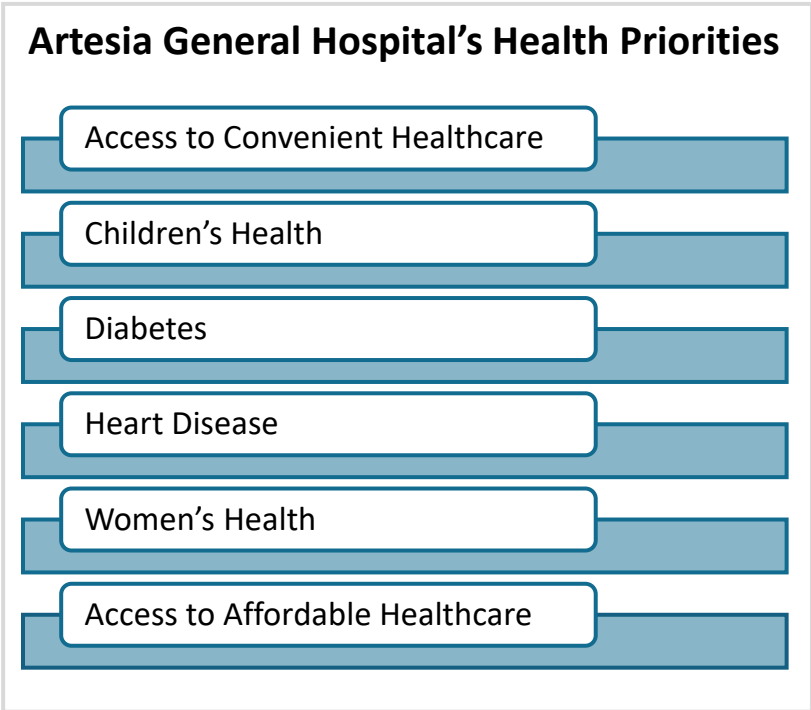
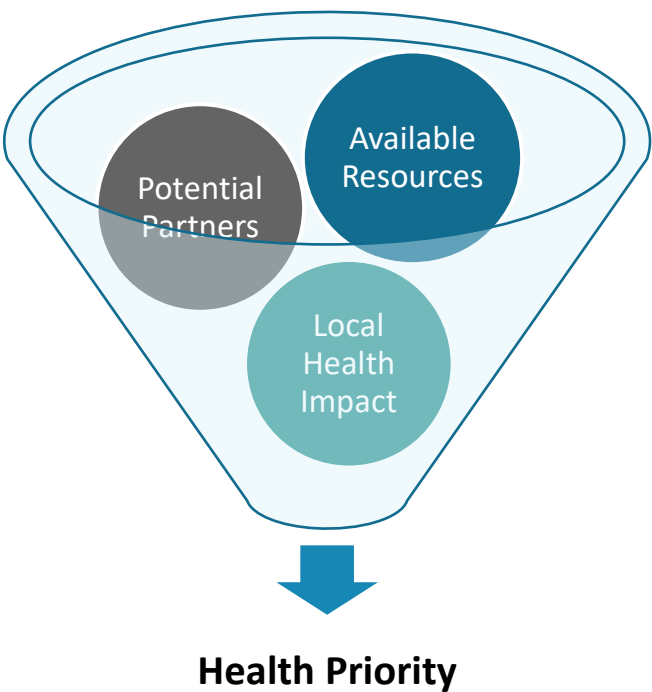
Collection of new data



Evaluate indicators and responses on below criteria



Select priority health needs for implementation plan



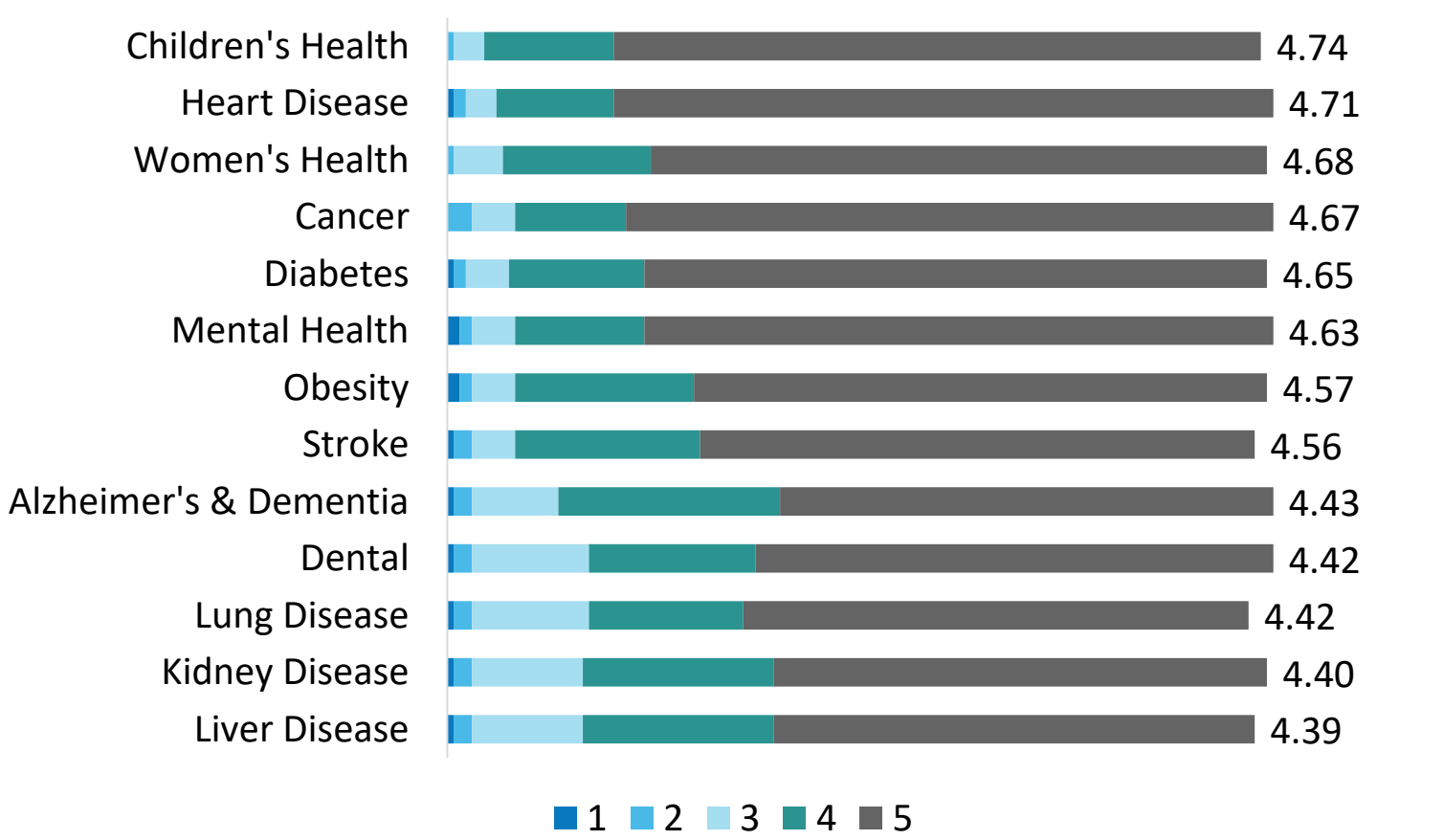
Community Survey Data

The health needs of the community include requisites for the improvement and maintenance of health status both in the community at large and in particular parts of the community, such as particular neighborhoods or populations experiencing health disparities. The community survey asked questions regarding health factors, lifestyle and personal factors, and community and healthcare services factors to better understand the local needs for the health status including groups with the highest health needs.

Health factors addressed areas such as chronic conditions, health conditions, and physical health. Lifestyle and personal factors addressed areas that affect the individual's health outcomes such as physical inactivity and substance abuse. Community and healthcare services factors addressed social determinants that influence community health, such as access to care, safety, and affordability.

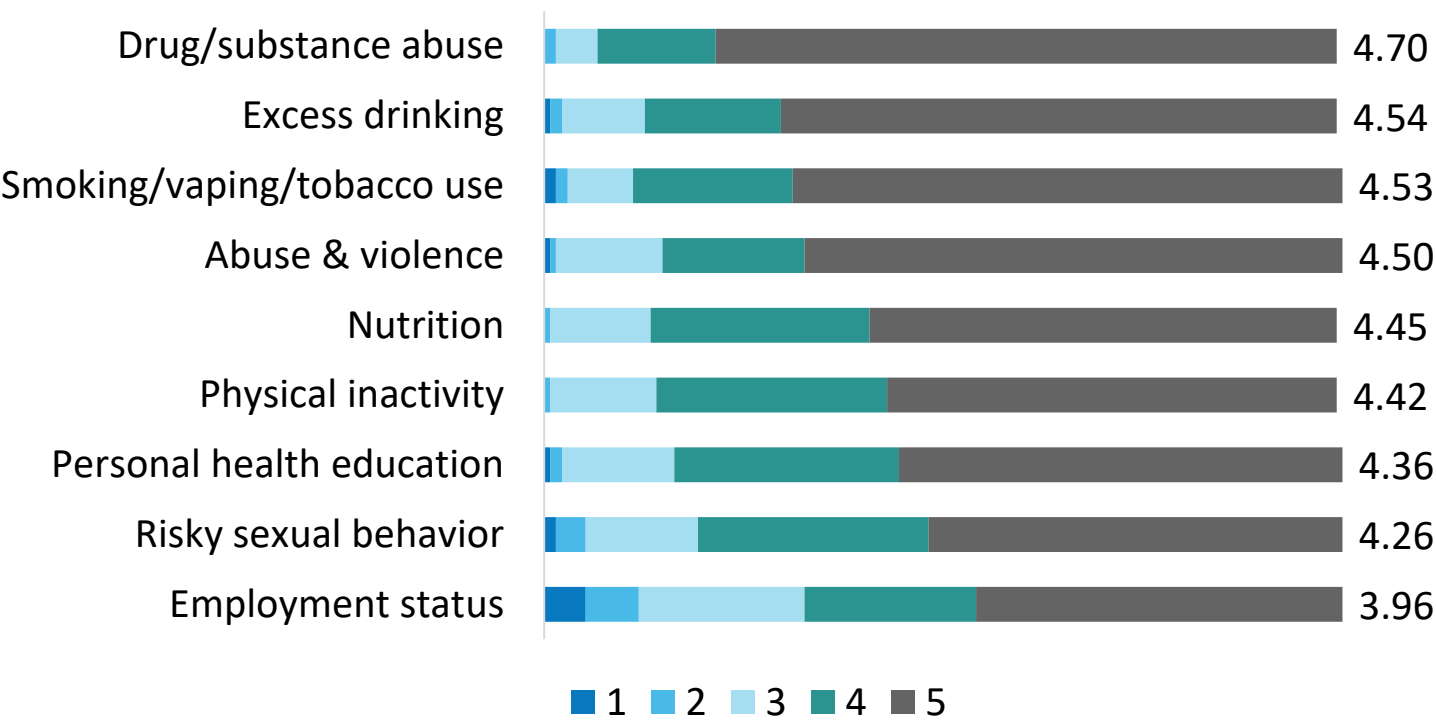
In our community survey, respondents had the opportunity to rate the importance of addressing different components of each factor. Results of the rankings are below.

Survey Question: Please rate the importance of addressing each Health Factor on a scale of 1 (not important) to 5 (very important).



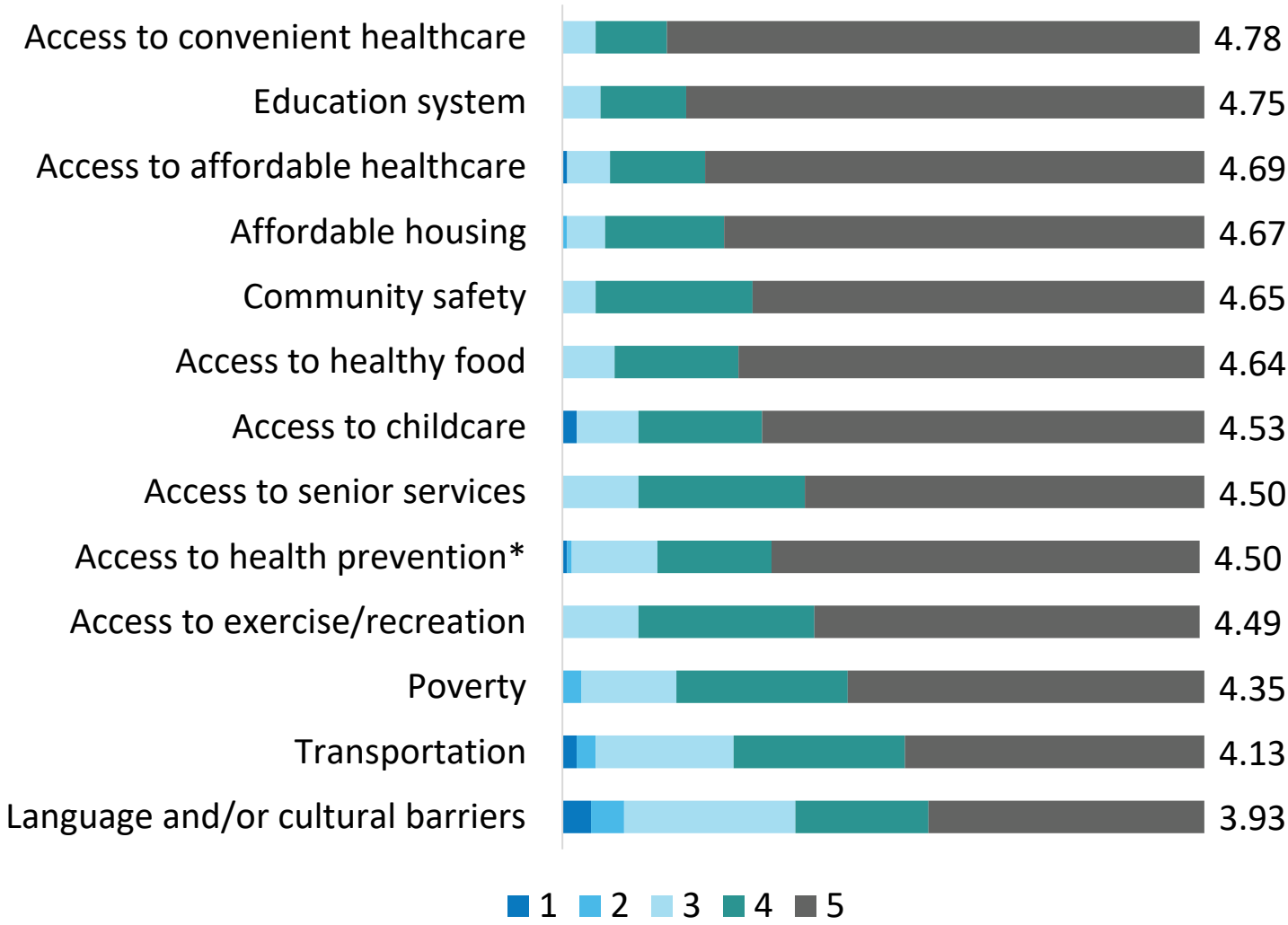
Community Survey Data

Survey Question: Please rate the importance of addressing each Lifestyle & Personal Factor on a scale of 1 (not important) to 5 (very important).



Community Survey Data

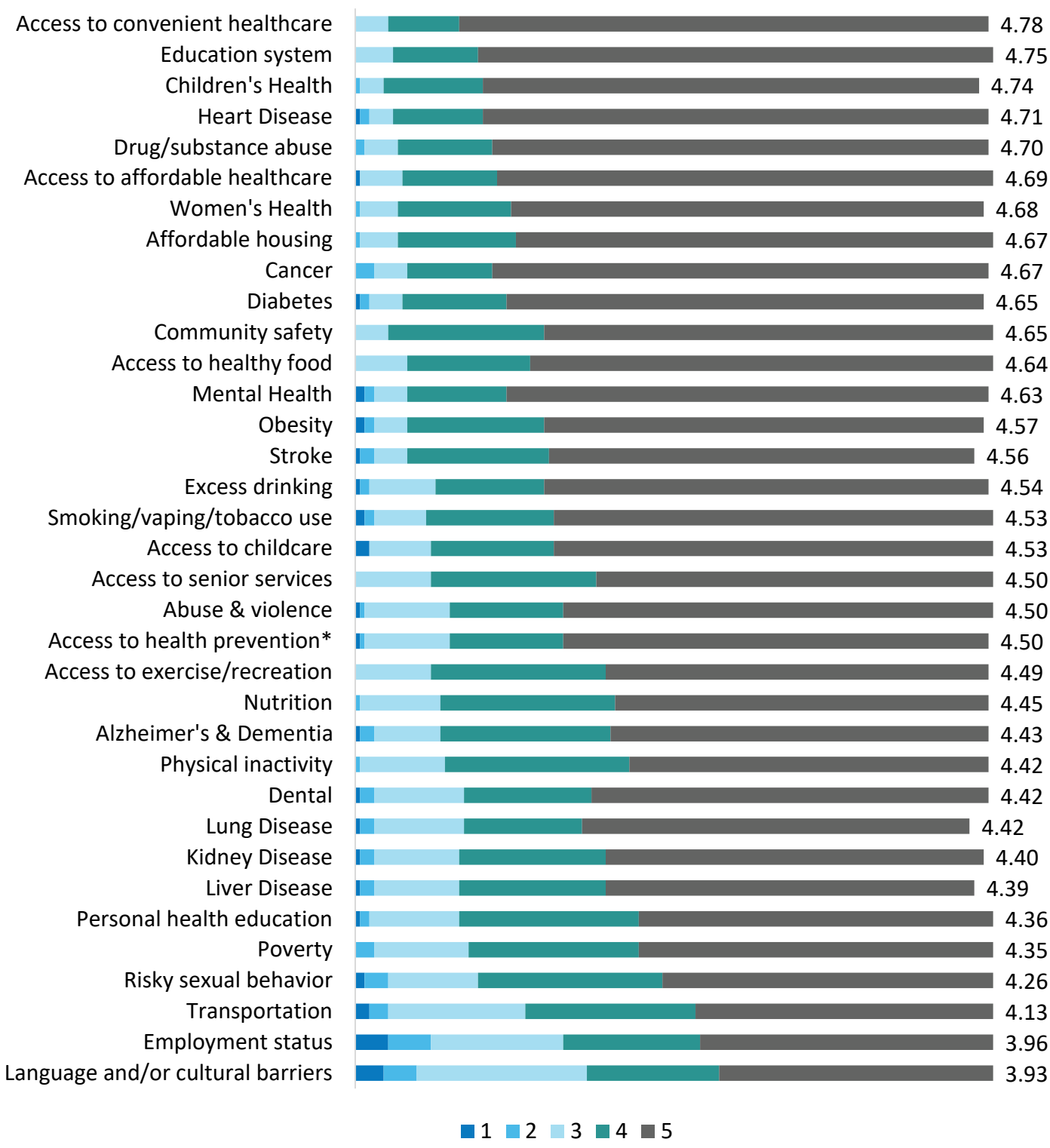
Survey Question: Please rate the importance of addressing each Community & Healthcare Services Factor on a scale of 1 (not important) to 5 (very important).



**Access to health prevention & education services*

Community Survey Data

Overall Health Priority Ranking (includes all three factor categories)

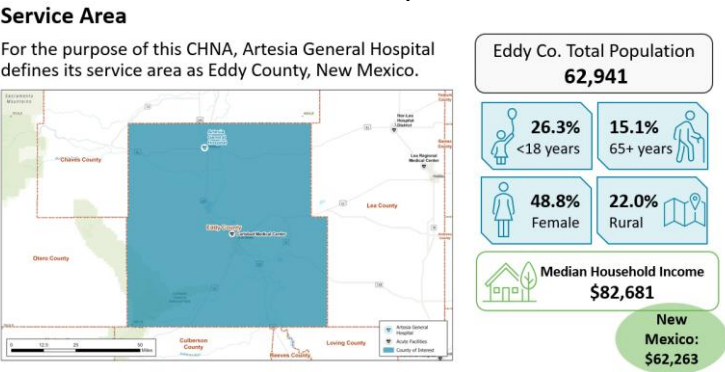


*Access to health prevention & education services

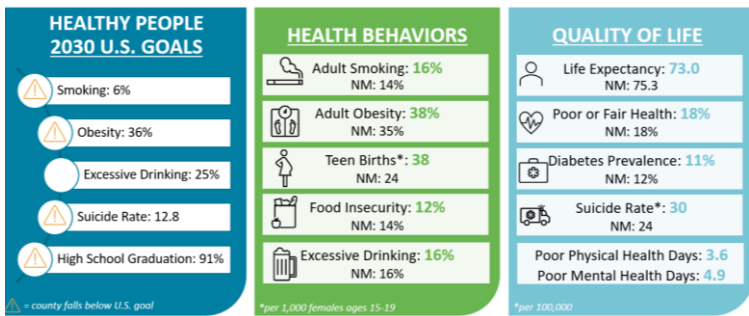
Community Summit: Artesia, New Mexico

Artesia General Hospital held a Community Summit on March 19, 2025 in Artesia. Below are topics of discussion and key takeaways.

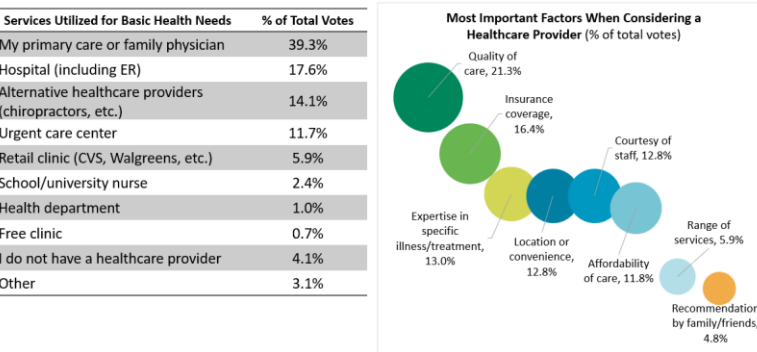
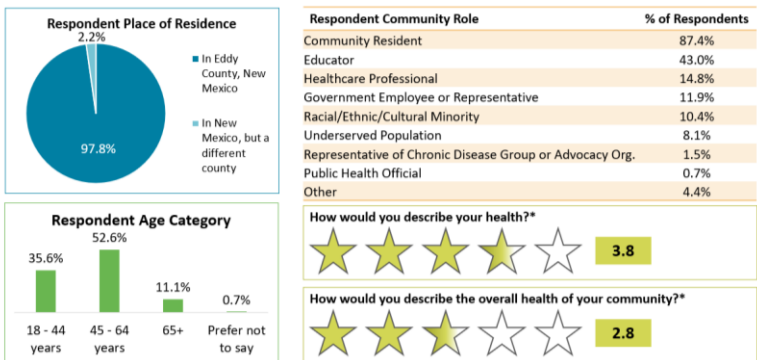
Demographics* Slide examples



Community Analysis: Eddy County, New Mexico



Survey Analysis** Slide examples



Prioritizing Health Needs

Focus areas for identified health needs

Health Need	# of Votes
Access to Convenient Healthcare	14
Children’s Health	5
Access to Affordable Healthcare	5
Women’s Health	3
Heart Disease	2

Addressing Health Needs

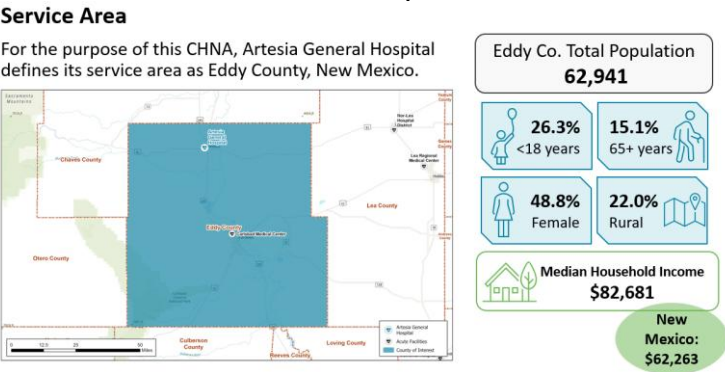
Participant created goals

- 2 breakout groups with ~6 participants:
- ☐ **Access to Convenient Healthcare:** Improve and identify optimal hours of availability for services through community survey.
 - ☐ **Children’s Health:** Engage the community to create healthy lifestyles including student/parent classes around cooking, outdoor activities, and mental health.

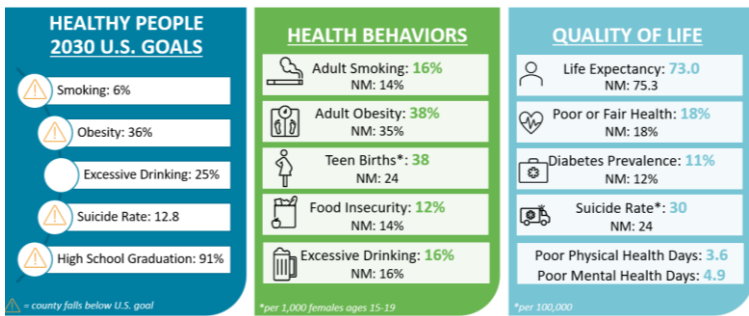
Community Summit: Carlsbad, New Mexico

Artesia General Hospital held a Community Summit on March 20, 2025 in Carlsbad. Below are topics of discussion and key takeaways.

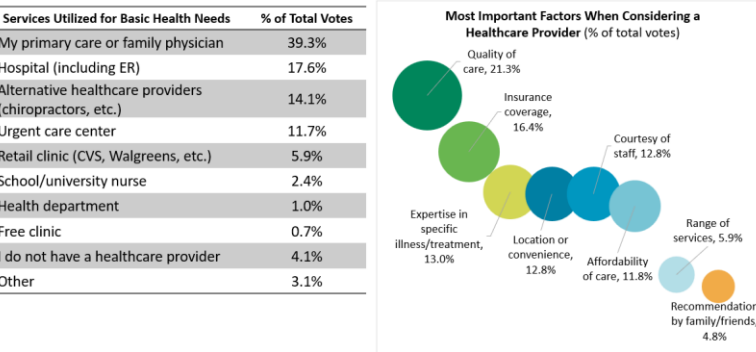
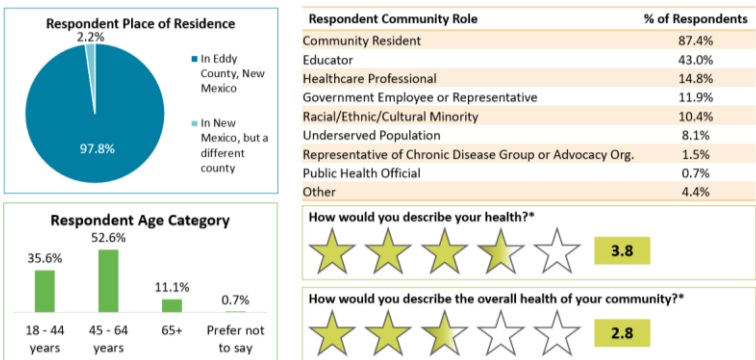
Demographics* Slide examples



Community Analysis: Eddy County, New Mexico



Survey Analysis** Slide examples



Prioritizing Health Needs

Focus areas for identified health needs

Health Need	# of Votes
Access to Convenient Healthcare	10
Access to Affordable Healthcare	5
Women’s Health	3
Children’s Health	3
Affordable Housing	2
Diabetes	1
Specialists	1
Heart Disease	1

Addressing Health Needs

Participant created goals

- 2 breakout groups with 4-5 participants:
- ☐ **Access to Convenient Healthcare:** Establish a resource guide.
 - ☐ **Women’s Health:** Increase access to a holistic, comprehensive approach to women’s health (i.e. inclusive of gynecology, post partum, hormone support, supportive pre-OB services and referrals, and targeted healthcare for women specific needs and diseases including preventive services and education).

Community Summit: Participants

During the community summit, prioritized health needs were assigned to breakout groups. Each group was tasked with developing action plans to address their assigned health issue. Participants were able to draw on their existing knowledge of the community as well as the information presented during the summit, including impacts from the prior CHNA, community demographics and social determinants of health data, and community survey results.

Participation in the community summits included:

Organization	Population(s) Represented
Artesia Chamber of Commerce	Community resident Economic development non-profit
Artesia Main Street	Economic development non-profit
Pecos Valley Broadcasting	Community resident
Carlsbad Public Library	Government employee or representative
Carlsbad Department of Development	Rep. of chronic disease group/advocacy org.
Carlsbad Municipal Schools	Educator
Carlsbad Local/Argus	Community resident Government employee or representative
CEHMM	Environmental services
CARC	Community resident

Evaluation & Selection Process

<div>Severity or urgency of health need</div> <div>Health need has a higher severity, urgency, or burden and if addressed, could be positively impacted</div>	<div>Feasibility and effectiveness</div> <div>Pressing health needs where hospital interventions are feasible and impactful</div>	<div>Impact on health disparities</div> <div>Priority population health needs that have the ability to be positively impacted if addressed</div>	<div>Importance identified by community</div> <div>Health needs with online survey higher rankings or frequently mentioned by community members</div>
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Artesia General Hospital Health Need Evaluation

	Severity or urgency	Feasibility and effectiveness	Impact on health disparities	Importance identified by community
Access to Convenient Healthcare	✓	✓	✓	✓
Education System	✓		✓	✓
Children’s Health	✓	✓	✓	✓
Heart Disease	✓	✓	✓	✓
Drug/Substance Abuse		✓	✓	✓
Access to Affordable Healthcare			✓	
Women’s Health	✓	✓	✓	
Affordable Housing			✓	
Cancer		✓	✓	
Diabetes		✓	✓	
Community Safety	✓		✓	

Overview of Priorities

Selected Health Priorities

Access to Convenient Healthcare

Access to convenient healthcare was the highest ranked health need in the community survey with a ranking of 4.78.

The following data points provide insight regarding mental health in Eddy County.

- Access to primary care physicians is 3,380 people per primary care physician compared to New Mexico at 1,340 people per primary care physician.
- Access to dentists is 3,020 people per dentist compared to New Mexico at 1,440 people per dentist.
- Access to mental health providers is 7100 people per mental health provider compared to New Mexico at 220 people per mental health provider.

Children’s Health

Children's health was the third highest ranked health need in the community survey with a ranking of 4.74 and was a heavily focused topic at the Artesia community summit.

The following data points provide insight regarding children’s health in Eddy County & New Mexico.

- The child mortality rate was 60 deaths per 100,000 children under age 20 in Eddy County, compared to New Mexico at the same rate of 60/100,000.
- “In 2022, 31% of kindergarten students and 42.7% of third grade students had overweight or obesity.”^

^Source: NMDOH {<https://www.nmhealth.org/data/view/chronic/2763/#:~:text=In%202022%2C%2031%25%20of%20kindergarten,overweight%20or%20obesity%20in%202021.>}

Diabetes

Diabetes was the tenth highest ranked health need in the community with a ranking of 4.65. While not directly a selected health need in the 2022 CHNA, diabetes could have been impacted through the healthy eating and active living initiatives.

The following data points provide insight regarding diabetes in Eddy County.

- Diabetes prevalence was 11% in 2021 in Eddy County, which indicates the percentage of adults diagnosed with diabetes. New Mexico had a prevalence rate of 12% and the U.S. 10%.

Overview of Priorities

Selected Health Priorities

Heart Disease

Heart disease was the fourth highest ranked health need in the community survey with a ranking of 4.71.

The following data points provide insight regarding heart disease in New Mexico.

- The 2022 mortality rate for heart disease in New Mexico was 156.8 deaths per 100,000 people, which was the 20th lowest rate in the United States.

Women's Health

Women's health had a high ranking of 4.68 in the community survey making it the seventh highest ranked need.

The following data points provide insight regarding women's health in New Mexico.

- Maternal mortality rate in New Mexico between 2018-2022 was 28.0 deaths per 100,000, compared to the United States at 23.2 deaths per 100,000.

Access to Affordable Healthcare

Access to affordable healthcare was the sixth highest ranked health need in the community survey with a ranking of 4.69.

The following data points provide insight regarding mental health in Eddy County.

- The uninsured rate in Eddy County was 12% compared to New Mexico at 13% in 2021.
 - 14% of adults under age 65 did not have health insurance in Eddy County compared to 15% in New Mexico.
 - 8% of children under age 19 did not have health insurance in Eddy County compared to 7% in New Mexico.

Overview of Priorities

Not Selected Health Priorities

Artesia General Hospital understands the need to address all health needs and is committed to making impacts across the community where possible. For the purpose of this CHNA, Artesia General Hospital has decided to focus efforts toward the previous six health priorities.

The health priorities not selected are:

☐ Education System

- This need is outside the scope of provided services at the facility, but we are happy to partner with other resources in the area when needed.

☐ Drug/Substance Abuse

- While we recognize the importance of this need, there are available resources currently addressing this in the community.

☐ Affordable Housing

- This need is outside the scope of provided services at the facility, but we are happy to partner with other resources in the area when needed.

☐ Community Safety

- This need is outside the scope of provided services at the facility, but we are happy to partner with other resources in the area when needed.

Implementation Plan Framework

Executive and clinical leadership at Artesia General Hospital gathered to discuss plans to address the identified health priorities. The leaders decided to breakout the health priorities into sub-categories to effectively create action plans to make positive community impacts. The next seven pages outline the implementation plan for each identified health need seen below.

Artesia General Hospital Health Need Evaluation

	Severity or urgency	Feasibility and effectiveness	Impact on health disparities	Importance identified by community
Access to Convenient Healthcare	✓	✓	✓	✓
Children’s Health	✓	✓	✓	✓
Diabetes		✓	✓	
Heart Disease	✓	✓	✓	✓
Women’s Health	✓	✓	✓	
Access to Affordable Healthcare			✓	

Note: Please see page 22 for definitions of each evaluation category.

This implementation plan was approved by the Board on May 28, 2025

Implementation Plan: Access to Convenient Healthcare

Initiative: Children’s Health

Goal: Engage the community to create healthy lifestyles

Strategies Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 1: Provide student/parent health classes regarding cooking, outdoor activities, and mental health. <ul style="list-style-type: none">▪ Develop nutritional meal plans to share with community.▪ Summer lunch program.	Annually 2026 – 2028	➤ Artesia General Hospital Outreach, Family Practice, Nutrition, and Behavioral Health team	➤ Local schools ➤ Green Chili Café ➤ Dietitian ➤ Culinary program/HS ➤ Aquatic & Recreation Center ➤ HHS (Medicaid) ➤ Haven of Hope
Strategy 2: Explore opportunity on expanding provider hours, including scheduled walk-in hours. Education of immunizations.	Ongoing	➤ Artesia General Hospital Executive team	➤ Carlsbad Family Practice/Memorial Family Practice
Strategy 3: Community Healthcare Resource Map.	Ongoing	➤ Artesia General Hospital	➤ AGH ➤ Health Providers/clinics ➤ Entertainment ➤ Events ➤ Aquatic & Recreation Center ➤ Chamber of Commerce

Anticipated Impact:

- Healthier pediatric population creating healthier adults
- Increased education, awareness, and accessibility of services, events, and organizations in the community
- Increased youth activities along with youth team building skills and leadership experiences

Implementation Plan: Access to Convenient Healthcare

Initiative: Children’s Health *(continued)*

Goal: Engage the community to create healthy lifestyles

Strategies Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 4: AGH to help sponsor youth activities and sporting events. Medical Explorer program high school students.	2026 – TBD	<ul style="list-style-type: none">➤ AGH Executive Team➤ AGH Marketing➤ AGH Hospital Dept. Directors➤ AGH Foundation	<ul style="list-style-type: none">➤ Local youth organizations➤ Local Schools➤ Local Aquatic and Recreation Centers➤ Families/Parents➤ Chamber of Commerce➤ Local Church Organizations➤ Girls & Boys Clubs
Strategy 5: All ages/Kids Fair games, competition events, education on healthy food and physical activity.	2025 – TBD	<ul style="list-style-type: none">➤ AGH Executive Team➤ AGH Marketing➤ AGH Hospital Dept. Directors➤ AGH Foundation	<ul style="list-style-type: none">➤ Local youth organizations➤ Local Schools➤ Local Aquatic and Recreation Centers➤ Families/Parents➤ Chamber of Commerce➤ Local Church Organizations➤ Girls & Boys Clubs

Anticipated Impact:

- Healthier pediatric population creating healthier adults
- Increased education, awareness, and accessibility of services, events, and organizations in the community
- Increased youth activities along with youth team building skills and leadership experiences

Implementation Plan: Access to Convenient Healthcare

Initiative: Diabetes

Goal: Increase awareness and education on diabetes and diabetes management

Strategies Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 1: Health fairs offering glucose and/or A1c screenings, eye exams, blood pressure, urine/kidney.	Annually 2026 – 2028	➤ Artesia General Hospital Outreach & Family Practice team	➤ Places to host and/or invite (i.e. oil and gas)
Strategy 2: Education of weight management, nutrition, and healthy eating habits, exercise & stretching activities.	2026 – TBD	➤ Endocrinology ➤ Dietitian ➤ Family Medicine ➤ Rehab Services	➤ AGH ➤ Community Forums/Events ➤ American Diabetes Association ➤ Gallagher Broker Ins.
Strategy 3: Offer weight management options such as nutritional counseling and weight loss medications, diabetic medication management, and sleep studies for overweight.	2026 – TBD	➤ Endocrinology ➤ Sleep Medicine ➤ Family Medicine	➤ AGH

Anticipated Impact:

- Increased population awareness and education of diabetes, including prevention and management

Implementation Plan: Access to Convenient Healthcare

Initiative: Heart Disease

Goal: Increase awareness and education on heart health

Strategies Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 1: Health fairs offering blood pressure screenings, CPR, First Aid, eye exams, diabetes education, blood glucose screenings.	Annually 2026 – 2028	<ul style="list-style-type: none">➤ Artesia General Hospital➤ Cardiology team➤ Endocrinology team➤ Dietitian	<ul style="list-style-type: none">➤ Local Industries & businesses➤ Local Church organizations➤ Community Centers➤ Senior Centers,➤ Artesia General Hospital➤ Gallagher Broker Ins. Group
Strategy 2: Community Education with Cardiologist and Nutritionist.	2026 – 2028	<ul style="list-style-type: none">➤ AGH Cardiology➤ AGH Foundation➤ AGH Dept. Directors➤ Dietitian	<ul style="list-style-type: none">➤ Senior Centers➤ Local Business➤ Community & Events Centers➤ Local Schools➤ Local Church Organizations➤ Artesia General Hospital
Strategy 3: Increase awareness for: <ul style="list-style-type: none">▪ CT calcium scoring▪ Mammogram▪ Women's Health▪ Cancer Screenings▪ New Mom Group	2026 – 2028	<ul style="list-style-type: none">➤ Radiology Dept.➤ Marketing Dept.➤ AGH Providers	<ul style="list-style-type: none">➤ Community➤ Local Schools➤ Local Business➤ Senior Centers➤ Church Organizations➤ Artesia General Hospital➤ Local Healthcare providers

Anticipated Impact:

- Increased population awareness and education of heart disease and prevention
- Increased knowledge and education focusing on cardiac health
- Gained patient population for the Cardiology office

Implementation Plan: Access to Convenient Healthcare

Initiative: Heart Disease *(continued)*

Goal: Increase awareness and education on heart health

Strategies Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 4: Increase patient awareness and education, gain more patient participation (age 65 years and older) of Medicare Annual Wellness Visits (AWV), Chronic Care Management (CCM), and Transitional Care Management (TCM).	2026 – 2028	<ul style="list-style-type: none">➤ Family Medicine➤ ACO	<ul style="list-style-type: none">➤ Senior centers➤ Town Hall – special topic➤ Gallagher Broker Ins. Group➤ Accountable Care Organization – AGH*

**<https://artesiageneral.com/accountable-care-organization/>*

Anticipated Impact:

- Increased population awareness and education of heart disease and prevention
- Increased knowledge and education focusing on cardiac health
- Gained patient population for the Cardiology office

Implementation Plan: Access to Convenient Healthcare

Initiative: Women’s Health

Goal: Provide accessible, reliable women's health services to Artesia and Eddy Counties

Strategies Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 1: Explore opportunity of recruiting women’s health providers.	Ongoing	➤ Artesia General Hospital	➤ Universities/Partnerships
Strategy 2: Explore opportunity of opening a women’s health clinic.	2025 – TBD	➤ Artesia General Hospital	
Strategy 3: Education/health fairs.	Ongoing	➤ Artesia General Hospital	
Strategy 4: Women’s health events/forums including mammographic (breast health) education to providers and patients as well as pelvic/PAP cancer education.	2026-2028	➤ AGH Radiology Mammography Department ➤ Women's Services/Provider	➤ Women for a better Artesia ➤ Lions organizations ➤ Artesia Public schools ➤ AGH Foundation

Anticipated Impact:

- Improved breast health awareness
- Increased breast exams for women over 40 years of age
- Educated ordering providers on breast health
- Improved women’s health with comfortable, accessible care

Implementation Plan: Access to Affordable Healthcare

Initiative: Affordable Healthcare

Goal: Increase awareness of efficiently accessing affordable healthcare

Strategies Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 1: Participate and sponsor educational events for the community.	Annually 2026 – 2028	➤ AGH	➤ Schools ➤ Community Events ➤ Social Clubs
Strategy 2: Increase awareness of local available healthcare resources. Directors visiting ordering providers offices, community presentations and interviews.	Ongoing	➤ AGH	➤ Local Referral Sources and healthcare community in Artesia/Carlsbad ➤ All AGH Providers
Strategy 3: Market services though multiple avenues. Extended marketing of Behavioral Health Telehealth in New Mexico.	2026-2028	➤ AGH Marketing and department Directors	➤ Ordering providers ➤ Civic organizations
Strategy 4: Increase awareness of affordability options with MD Save, Financial Counseling resources, Charity Care (self-pay), and transportation. Loyalty awards for returning patients.	2025-2028	➤ AGH Department Directors ➤ AGH Executive Team	➤ Community ➤ Gallagher Broker Ins. ➤ Managed Care Organization (i.e. health insurance companies such as BCBS, Presby, UHC) ➤ HHS (Medicaid)

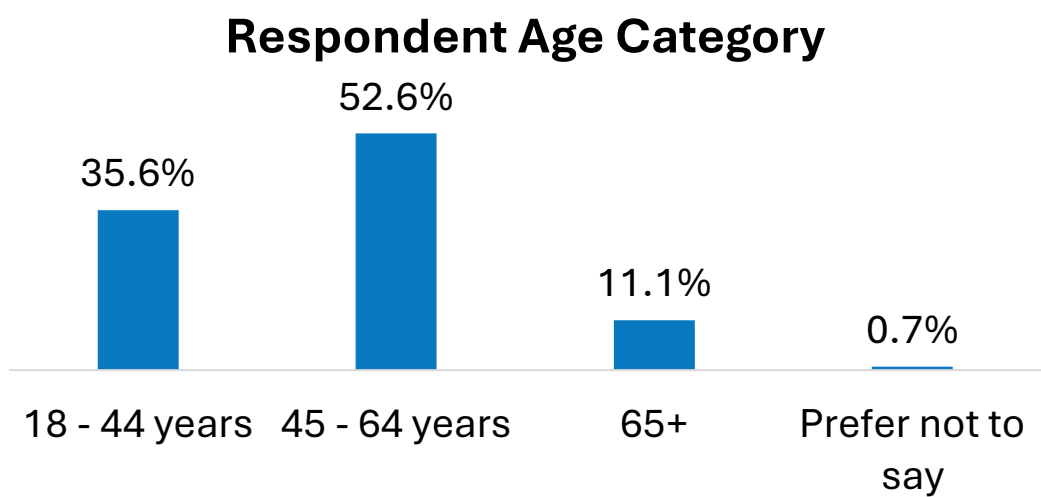
Anticipated Impact:

- Increase awareness & education of services offered by AGH to local healthcare community
- Establish relations & partnerships with other outside healthcare providers
- Inform community of cost savings initiatives AGH offers (MD Save, Discounts, Sliding Fee Schedule, etc.,)

Appendix: Survey Results

Survey Results

Survey Question 1: Please provide your age.

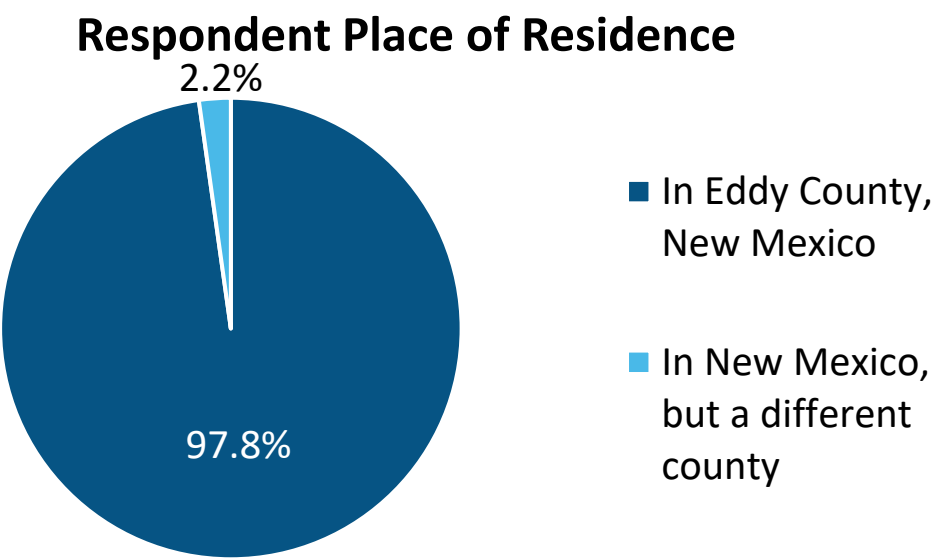


Survey Question 2: Please select which roles apply to you. [Check all that apply]

Respondent Community Role	% of Respondents
Community Resident	87.4%
Educator	43.0%
Healthcare Professional	14.8%
Government Employee or Representative	11.9%
Racial/Ethnic/Cultural Minority	10.4%
Underserved Population	8.1%
Representative of Chronic Disease Group or Advocacy Org.	1.5%
Public Health Official	0.7%
Other	4.4%

Survey Results

Survey Question 3: Where is your primary residence?



Survey Question 4: How would you describe your health? (1 star = Poor; 5 stars = Excellent)



Survey Question 5: How would you describe the overall health of your community? (1 star = Poor; 5 stars = Excellent)



Survey Results

Survey Question 6: Please rate the importance of addressing each Health Factor on a scale of 1 (not important) to 5 (very important).

Weighted average of votes	
Children's Health	4.74
Heart Disease	4.71
Women's Health	4.68
Cancer	4.67
Diabetes	4.65
Mental Health	4.63
Obesity	4.57
Stroke	4.56
Alzheimer's & Dementia	4.43
Dental	4.42
Lung Disease	4.42
Kidney Disease	4.40
Liver Disease	4.39

Factor is in the overall top 10

Survey Question 7: If there is another Health Factor that needs addressing, please specify

- Drug abuse/addiction (3)
 - Appointments in timely manner (2)
 - Urgent care (2)
 - Endocrinology (2)
 - Orthopedics (2)
 - Fibromyalgia (2)
 - RA/Arthritis (2)
 - Autoimmune disease (2)
 - Chronic illness/pain (2)
- Children & adolescent behavioral issues (2)
 - Nutrition education & access to healthy foods (2)
 - Labor & delivery
 - Emergency care
 - Pediatrics
 - Allergy/Asthma
 - Dermatology
 - Lupus
 - Occupational health
- Specialists
 - Ophthalmology
 - Rare disease awareness
 - Costs are too expensive
 - Resources for moms who miscarry
 - Social determinants of health
 - Patients with drugs in system treatment by providers and hospital staff needs improvement
 - Abuse

Survey Results

Survey Question 8: Please rate the importance of addressing each Lifestyle & Personal Factor on a scale of 1 (not important) to 5 (very important).

Weighted average of votes	
Drug/substance abuse	4.70
Excess drinking	4.54
Smoking/vaping/tobacco use	4.53
Abuse & violence	4.50
Nutrition	4.45
Physical inactivity	4.42
Personal health education	4.36
Risky sexual behavior	4.26
Employment status	3.96

Factor is in the overall top 10

Survey Question 9: If there is another Lifestyle & Personal Factor that needs addressing, please specify

- Mental illnesses (2)
- Depression and anxiety (2)
- Relationship counseling
- PTSD
- Safety in the home (smoke, mold, etc.)
- Faith/religion
- Mental instability leading to homelessness

Survey Results

Survey Question 10: Please rate the importance of addressing each Community & Healthcare Services Factor on a scale of 1 (not important) to 5 (very important).

Weighted average of votes	
Access to convenient healthcare	4.78
Education system	4.75
Access to affordable healthcare	4.69
Affordable housing	4.67
Community safety	4.65
Access to healthy food	4.64
Access to childcare	4.53
Access to senior services	4.50
Access to health prevention & education services	4.50
Access to exercise/recreation	4.49
Poverty	4.35
Transportation	4.13
Language and/or cultural barriers	3.93

Factor is in the
overall top 10

Survey Question 11: If there is another Community & Healthcare Services Factor that needs addressing, please specify

- Access to care needs to be addressed (7)
 - Walk-in clinic/urgent care and weekend/after hours (3)
 - Lab services with access to Labcorp or Quest
 - Provider accessibility
 - Access to quality and responsible healthcare services
 - Access to grievance and depression groups
 - Women’s health
 - Being seen in a timely manner
- Addressing community health and healthcare services (2)
- Need more specialists
- Access to more fresh fruits and vegetables
- Air quality

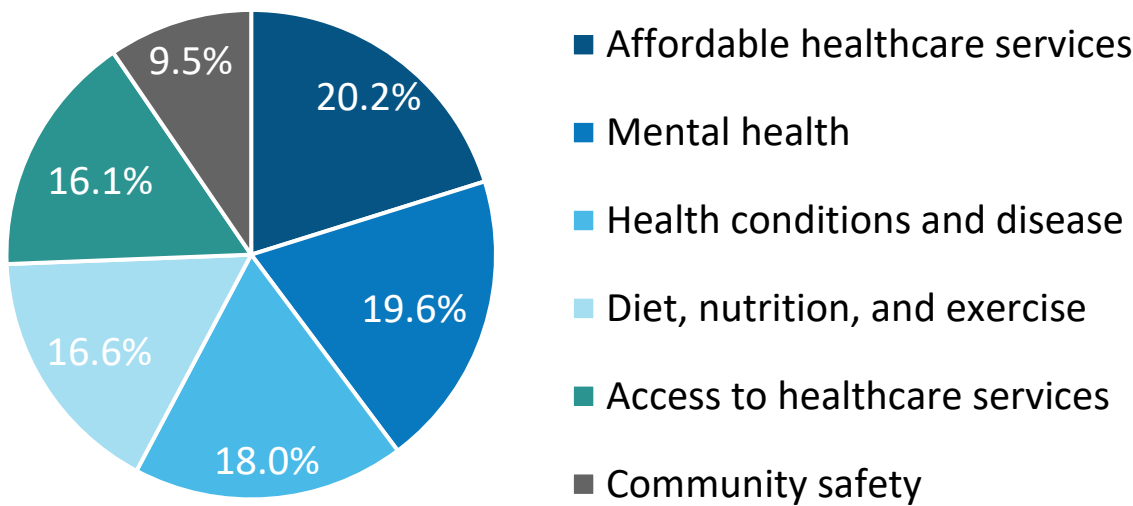
Survey Results

Survey Question 12: Which groups have the highest health needs in your community? (Select all that apply)

Groups with Highest Health Needs	% of Total Votes
Older adults	25.4%
Low-income groups	18.3%
Children	18.0%
Individuals requiring additional health support	16.8%
Women	15.1%
Racial and ethnic minority groups	3.7%
LGBTQ+	1.5%
Other	1.2%

Survey Question 13: What are the health needs, if any, for the group(s) selected above? (Select all that apply)

Health Needs for Groups Identified



Survey Results

Survey Question 14: How would you rate the quality of healthcare services in your community? (1 star = Poor; 5 stars = Excellent)



Survey Question 15: How would you rate the convenience of healthcare services in your community? (1 star = Poor; 5 stars = Excellent)

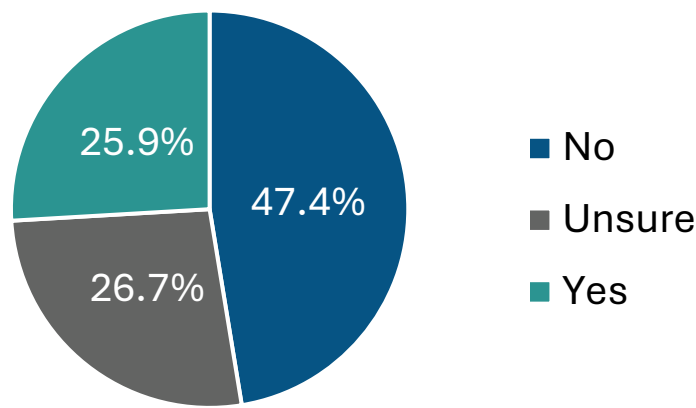


Survey Question 16: How would you rate the affordability of healthcare services in your community? (1 star = Poor; 5 stars = Excellent)



Survey Results

Survey Question 17: Are you aware of efforts to address Access to Mental Health Services in your community in the last 3 years?



Survey Question 18: If yes, please share comments or observations about the actions Artesia General Hospital has taken to address Access to Mental Health Services.

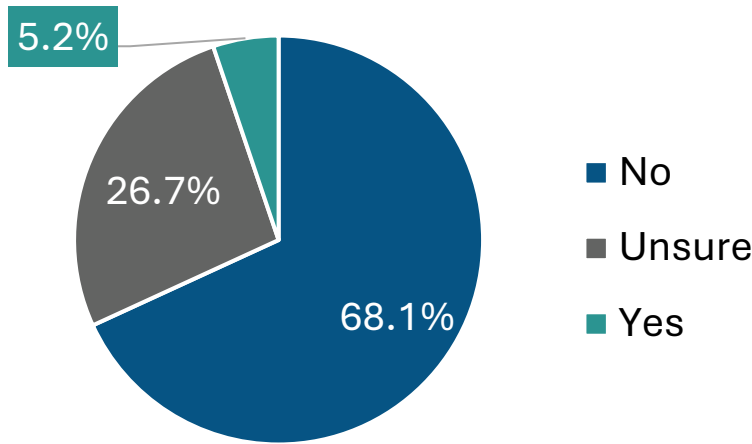
Themes from Comments (29 responses):

- 1. Recruiting & hiring additional providers (7)
- 2. Artesia Public Schools (5)
- 3. New Behavioral Health Center (4)
- 4. AGH BH Clinic in Carlsbad (3)
- 5. Advertising on additional providers & resources (2)
- 6. Decreased stigma (2)
- 7. Increased availability (2)

- Artesia Public School comments:
 - Provides a wellness center.
 - Started providing free mental health services to students and family counseling services in the old administration building (2).
 - Staffed each secondary school with a counselor and social worker to help students if a problem arises.
- Need more community awareness on meeting initiatives.
- Only telehealth available – not a fan (2).
- Unaware of these initiatives (2).

Survey Results

Survey Question 19: Are you aware of efforts to address Healthy Eating & Active Living in your community in the last 3 years?



Survey Question 20: If yes, please share comments or observations about the actions Artesia General Hospital has taken to address Healthy Eating & Active Living.

Themes from Comments (8 responses):

- 1. Health fair (3)
- 2. Community education (3)
 - ☐ Most important which promotes active living and food options
 - ☐ Facebook posts and city council meetings
 - ☐ Would like to see healthy eating and active living classes available for general public

- I am aware that Artesia General did hire a nutritionist last year.
- JC Park has been renovated/upgraded/improved so much over the last few years. Including a dog park and bathrooms. We just got a grant for new pickle ball courts.
- Working with the schools would be a great resource.
- Improve and enhance food options.
- Unaware of these initiatives.

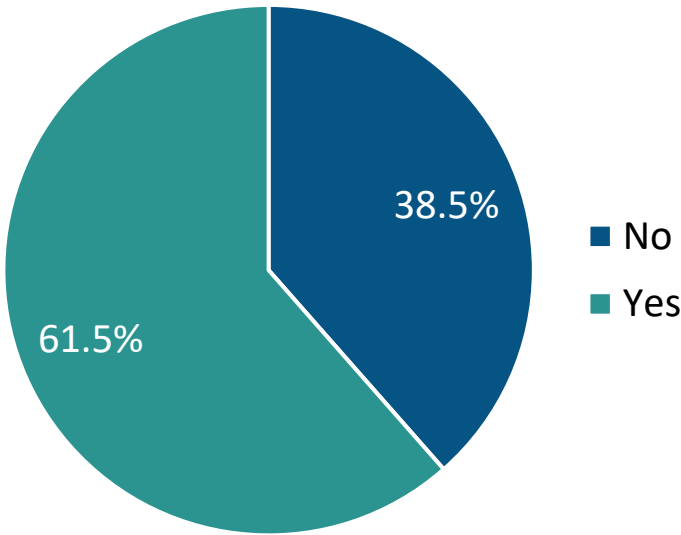
Survey Results

Survey Question 21: Which services do you use for basic health needs? (Select all that apply)

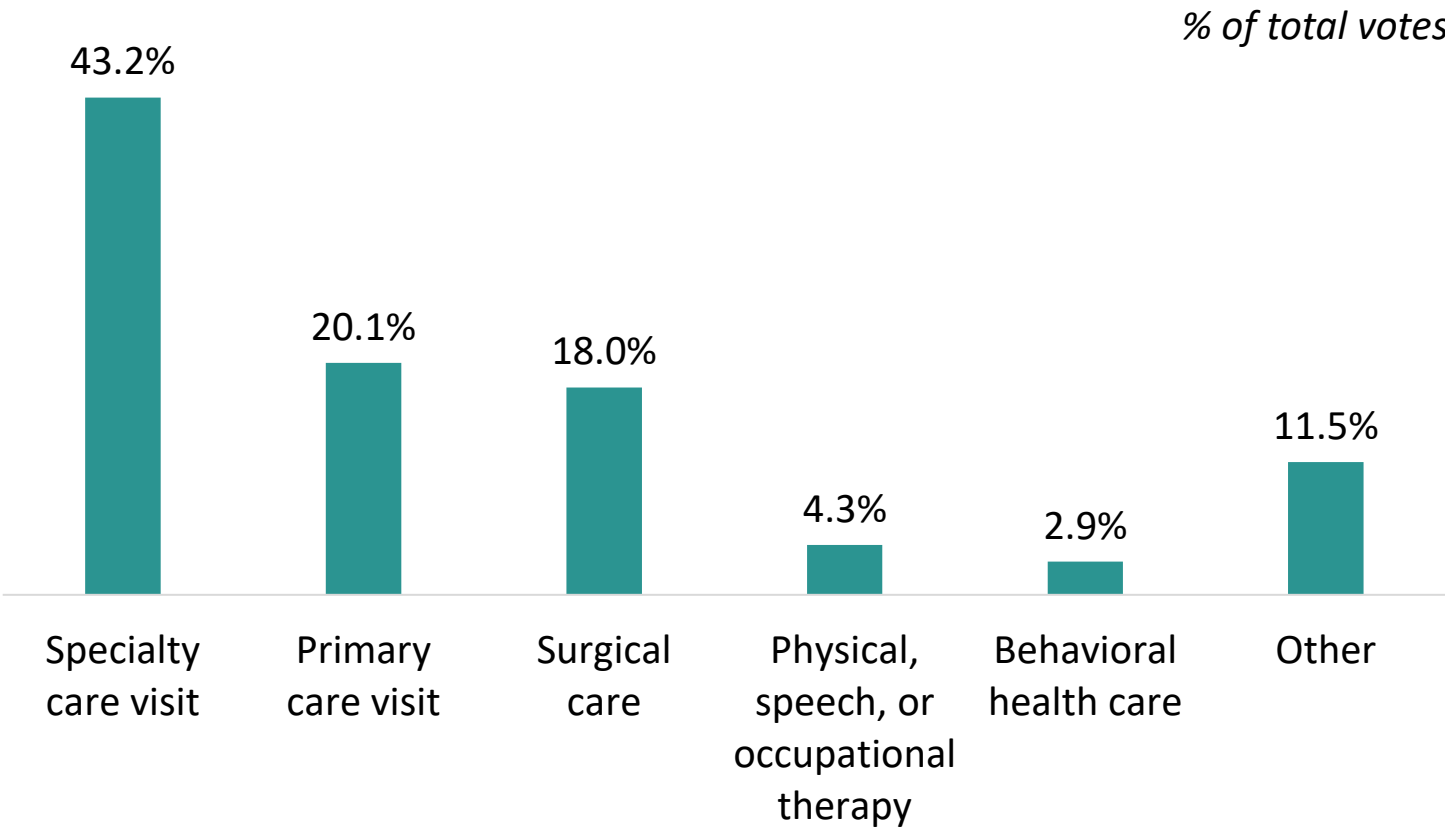
Services Utilized for Basic Health Needs	% of Total Votes
My primary care or family physician	39.3%
Hospital (including ER)	17.6%
Alternative healthcare providers (chiropractors, etc.)	14.1%
Urgent care center	11.7%
Retail clinic (CVS, Walgreens, etc.)	5.9%
School/university nurse	2.4%
Health department	1.0%
Free clinic	0.7%
I do not have a healthcare provider	4.1%
Other	3.1%

Survey Results

Survey Question 22: In the last 12 months, have you received healthcare outside of your community?



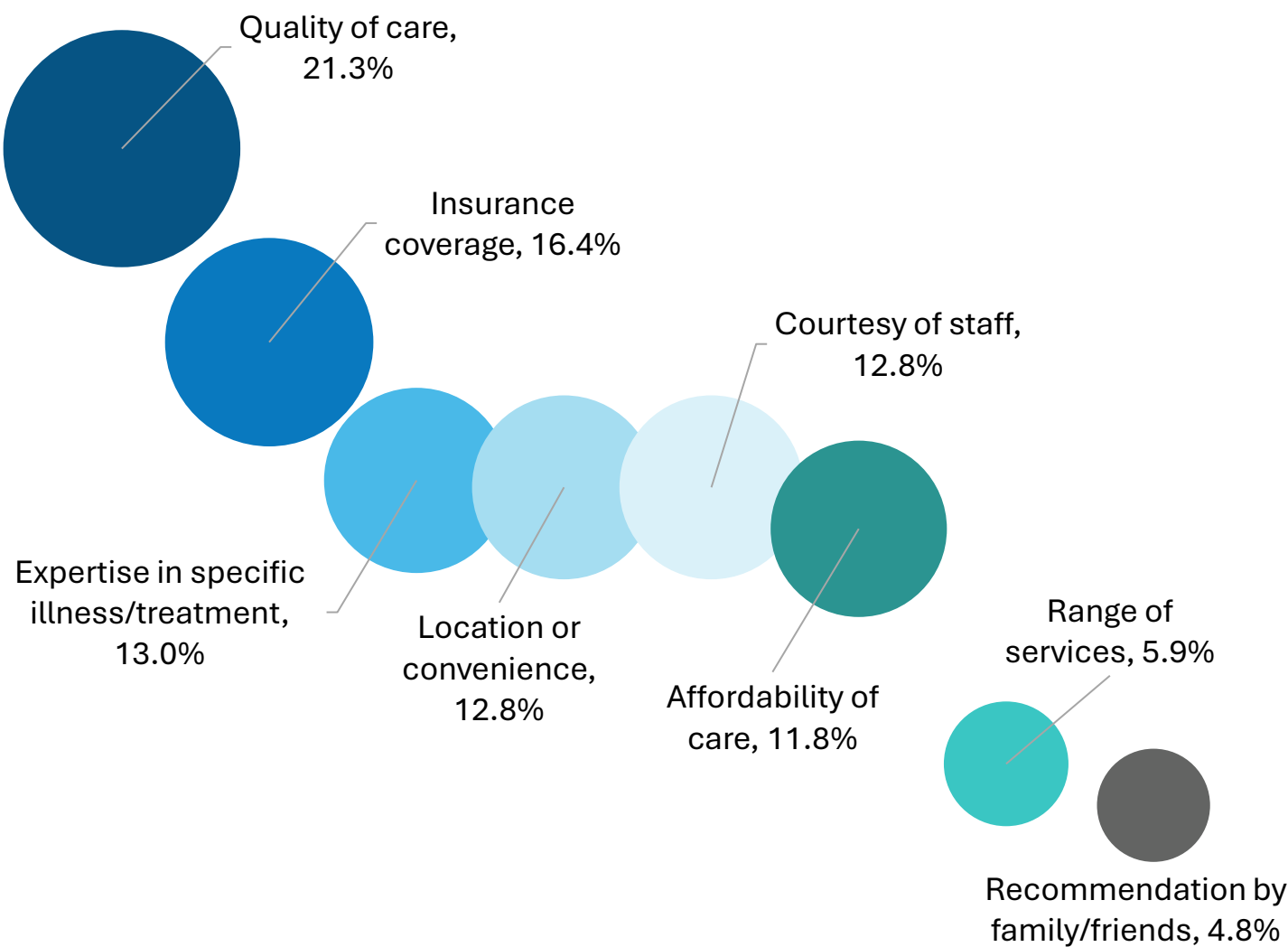
Survey Question 23: Which of the following services did you receive outside the community? (Select all that apply)



Survey Results

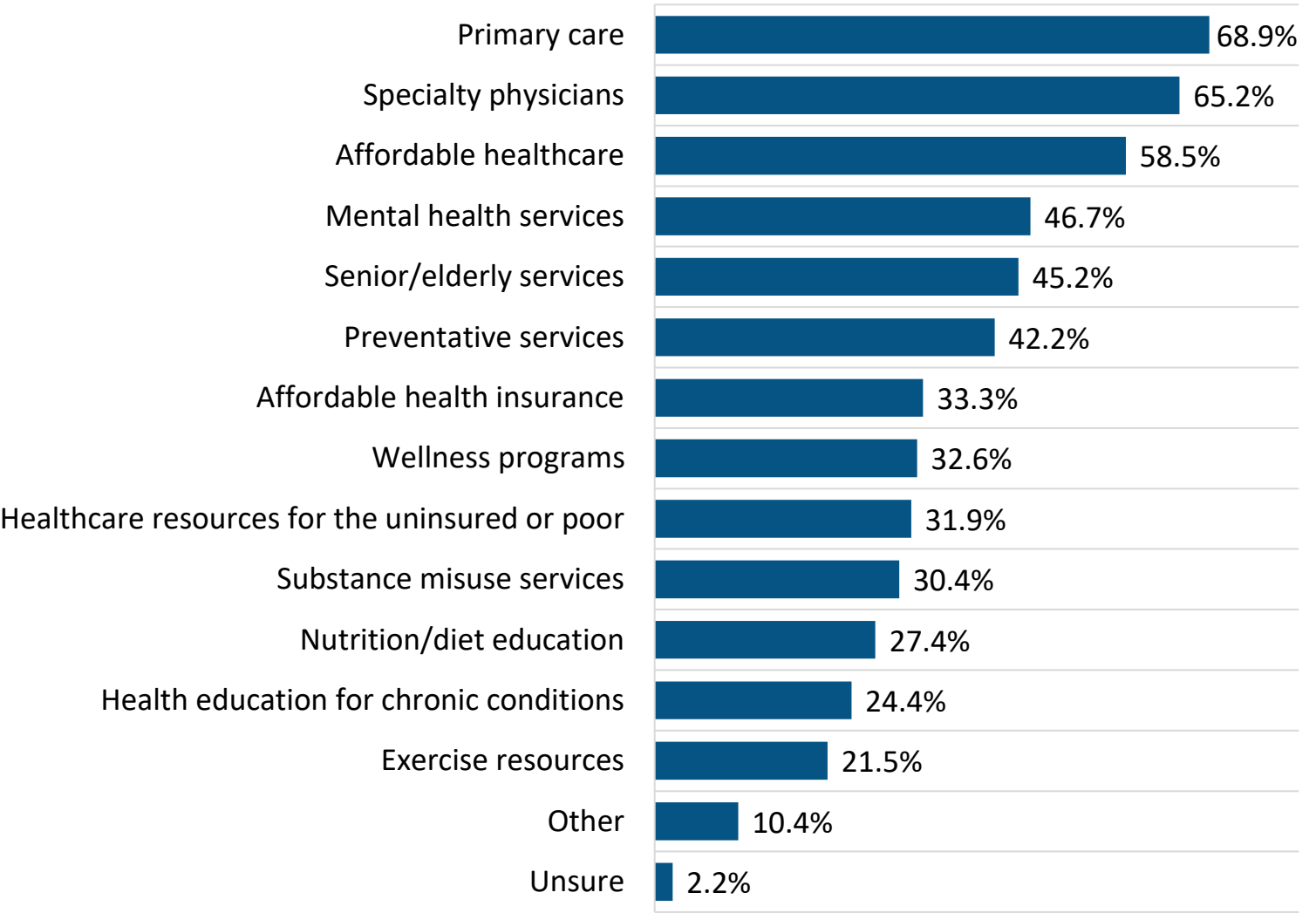
Survey Question 24: What do you consider to be the most important when considering a healthcare provider? (Select all that apply)

% of total votes



Survey Results

Survey Question 25: Which of the following public health services should Artesia General Hospital and its community partners focus on improving? (Select all that apply)



Survey Results

Survey Question 26: How do you receive news about healthcare in your community? (Select all that apply)

