

**Talking Points for CFVHS Adjusted Need Determinations  
Proposed 2014 SMFP  
Greensboro, NC Public Hearing July 19, 2013**

Good Afternoon... I am Sandy Godwin, Executive Director of Corporate Planning for Cape Fear Valley Health System. I am here today to discuss a petition for an adjusted need determination for one fixed MRI in Bladen County which CFVHS will submit on July 31st.

1. CFV Bladen County Hospital is a critical access hospital located in Elizabethtown, NC in the center of Bladen County. CFVHS began managing Bladen County Hospital in 2008 and Bladen County Hospital became part of the CFVHS in 2012. Since its partnership with Bladen County began in 2008, Cape Fear Valley has invested more than \$19 million in upgrades, a few of which include:
  - Aggressive physician recruitment to bring additional physicians to the county, including pediatricians, general surgeons, OB/GYN physicians, hospitalists, ED physicians, orthopedics and family practice physicians
  - Fayetteville Orthopaedics & Sports Medicine opened an Elizabethtown office for greater patient convenience and access
  - Fayetteville cardiologists now performing initial visits and follow-ups through the Bladen Consultation Center
  - Bladen Kids' Care opened in Elizabethtown, bringing the first pediatrician to the county in decades
  - Hospitalists working in-house at Bladen County Hospital to care exclusively for hospitalized patients
  - New Mid-Level Provider (Physician Assistant) added to Emergency Department staff to reduce patient wait times
  - New imaging equipment including a new C-arm X-ray machine purchased for greater diagnostic imaging capability in the Operating Room and Digital Mammography equipment
2. Outpatient utilization of Bladen County Hospital clinics has grown **36 percent** in the last three years and emergency volumes have grown **by 4 percent** as a result of extending clinic hours and medical staff thereby improving access to healthcare.
3. Bladen County Hospital currently utilizes a mobile MRI eight hours per day one day per week at capacity and currently is providing an **average of 7 scans per day** on this equipment. Utilization has also increased by **29% over the last 3 years**.
4. However, the mobile equipment does not provide the level of scan expected by the orthopedic group that provides an outpatient clinic in Elizabethtown. As a result, most orthopedic MRI volume is referred to CFVHS in Fayetteville. Bladen County Hospital needs a fixed MRI to get a musculoskeletal radiologist to read films to meet the needs of the orthopedic surgeons providing care in Bladen County.

5. MD is support evident ... Administration at CFV Bladen has been working with our physicians and the determination that a fixed MRI was needed was made jointly with our physicians. This has occurred over the last couple of years.
6. Out-migration of MRI patients from Bladen County is around 83% and an overwhelming majority of these cases are currently provided by hospital based outpatient programs.

**Bladen MRI Service Area  
MRI Patient Out-migration: FYs 2010 - 2012**

<b>Oct-Sept</b>	<b>FY 2010</b>	<b>FY 2011</b>	<b>FY 2012</b>	<b>Three Year Growth Rate</b>	<b>Three Year Average</b>
Total MRI Patients who are Residents of the Bladen MRI Service Area	1,664	1,784	1,817	9.2%	
Bladen County Patients who Received MRI Scans in a County other than Bladen	1,439	1,471	1,502	4.4%	
% Out-migration	86.5%	82.5%	82.7%	-4.4%	<b>83.9%</b>

Source: Planning Branch MRI Facility Reports (FY 2010 and FY 2011); 2013 LRAs and 2013 RIMEFs

7. Bladen County's use rate is considerably less than North Carolina. Use Rates for Bladen County is approximately 50 scans per 1,000 population while NC's Use rate is approximately 81 scans per 1,000 population.

**Comparison:  
North Carolina MRI Scan Use Rate per 1,000 Population and  
Bladen County Patient Use Rate per 1,000 Population: FYs 2010 - 2012**

<b>Oct-Sept</b>	<b>FY 2010</b>	<b>FY 2011</b>	<b>FY 2012</b>	<b>Three Year Average</b>
North Carolina MRI Scan Use Rate per 1,000				
MRI Scan Use Rate per 1,000 Population*	81.22	80.37	80.70	80.76
Bladen County MRI Patient Use Rate per 1,000				
MRI Patient Use Rate per 1,000 Population**	47.31	50.70	51.62	49.88

8. Compared to like counties with one fixed MRI and similar population; Bladen's MRI use rate is lower. Bladen's use rate is approximately 50 MRI Scans, the average 67 and the high 88 for comparable hospitals with one fixed MRI.

**Comparison:  
Counties with One Fixed MRI Scanner  
Lower Out-Migration than Bladen County: FY 2012**

MRI Scans in County				County Residents Scanned			
County	MRI Scans	Adjusted Total	Fixed Equivalent	Total Patients	Out-migration	Population All Ages	County MRI Use Rate
Chowan	1,668	1,894	1	827	26.80%	14,743	56.09
Mitchell	1,182	1,333	1	1,183	47.50%	15,396	76.84
Hertford	2,008	2,453	1	1,293	32.40%	24,451	52.88
Cherokee	1,725	1,921	1	1,743	34.60%	27,030	64.48
Ashe	860	1,035	1	2,415	66.40%	27,361	88.26
Transylvania	1,987	2,217	1	2,672	32.50%	33,022	80.92
<b>Bladen</b>	<b>386</b>	<b>412</b>	<b>0.22</b>	<b>1,817</b>	<b>82.70%</b>	<b>35,200</b>	<b>51.62</b>
<b>Average</b>	<b>1,881</b>	<b>2,187</b>	<b>1</b>	<b>3,002</b>	<b>51.40%</b>	<b>44,760</b>	<b>67.07</b>
McDowell	1,238	1,387	1	2,950	62.20%	45,288	65.14
Edgecombe	1,836	2,243	1	3,284	64.60%	56,085	58.55
Lee	2,496	3,044	1	4,583	58.90%	59,111	77.53
Stanly	2,838	3,328	1	4,821	64.30%	60,477	79.72
Franklin	988	1,184	1	3,765	83.30%	61,840	60.88
Sampson	1,905	2,064	1	3,240	53.00%	64,151	50.51
Rutherford	2,909	3,473	1	3,918	41.50%	67,932	57.68
Wilkes	2,697	3,047	1	5,334	52.00%	69,755	76.47

9. Access issues are problematic due to economics in County. Transportation is one of the problems in Bladen County with which CFV-Bladen, working with the Bladen County Health Dept, continues to struggle. Residents do not have a way to get to other locations. This may be one reason the MRI use rate for Bladen County residents is only 62% of the North Carolina MRI use rate.
10. The Cost of adding a second day is more expensive compared to acquiring a fixed MRI. Based upon CFVHS Proformas, acquiring a fixed MRI for about \$1.0 Million is less expensive than continuing to lease a mobile with extended days. Furthermore, acquiring and operating its own MRI service will result in additional income for BCH.
11. The proposed project will result in improved access, quality and cost consistent with Basic Principles.
12. For all of these reasons, Cape Fear Valley Health System believes that approving One MRI for Bladen County from the Proposed 2014 SMFP is the most reasonable health planning option at this time. Thank you for the opportunity to present this information. Cape Fear Valley Bladen Hospital will be submitting a formal Petition for an Adjustment to the Bed Need Determination in Bladen County on July 31, 2013. We appreciate your time and effort in reviewing our Petition and hopefully approving it.

**Thank you, I would be happy to answer any questions.**