



Medical Care Needs Assessment South Lee County

South Lee County Hospital Committee

March, 2009



"I think the dosage needs adjusting. I'm not nearly as happy as the people in the ads."



“First we’re going to run some tests to help pay off the machine.”

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"Reflexes seem normal. You kept him waiting over two hours."

When you need care, any delay is too long!





EMS Transit Distance

(From US41/ Bonita North City Limits)

- 9 miles to North Collier Community Hospital
- 14 miles to the Gulf Coast Hospital
- 13 miles to Lee Memorial Health Park





Mission Statement

- Identify existing and emerging health care needs among south Lee County residents
- Gather statistics to clarify issues and to establish needs parameters
- Present recommendations and implementation alternatives for community consideration

Local Urgent Care Centers



Brooks Medical Center



Estero Medical Center



Estero Urgent Care



Redi-Med Urgent Care

Current Urgent Care Centers

Urgent Care Facilities in South Lee County	Doctors	Specialties	MRI/ CAT	Radiology/ Lab	Certified ER Doctor
Brooks Medical Center	24	21	Yes	Yes	Yes
Estero Medical Center	22	13	Yes	Yes	Yes
Estero Urgent Care	3	3	No	Lab	Yes
Redi-Med Urgent Care	3	1	No	Lab	No

Growing Population

Estimated Population-Year Around South Lee County Medical Service Area

Area	2007 Est	2011 Est	2025 Est
Bonita Springs	42,268	50,000	60,000
Estero	26,857	31,884	41,000
South San Carlos	10,000	17,000	20,000
North Naples	10,000	12,000	14,000
Total	89,125	110,884	135,000
Including Seasonal*	126,000	151,911	184,000

*Seasonal population is estimated to increase the total population by approximately 37% during the January through April period each year, creating substantial additional service demand. It should be noted that other informal estimates suggest a lower population for Estero. An indisputable fact is that, in addition to planned development, substantial housing has been built that dictates continued population growth.



Substantial Economic Activity

- US-41 carries 400,000 cars per day
- Miromar Outlet estimates 6 million visitors per year
- I-75 carries 81,000 cars per day on average
- Coconut Point, Gulf Coast Town Center, FGCU, and Germaine Arena draw additional visitors



Increasing EMS Activity



	Estero Fire District	Bonita Fire District*	San Carlos Fire District**	Total
Lee Memorial Facilities	896	800	400	2096
Naples Community Hospital Facilities	754	850	100	1704
Physician's Regional Medical Center	57	60	30	147
Totals (Estimated)	1707	1710	530	3947

*Estimates, based on annual Estero Fire District statistics. The Bonita population is 57% larger than Estero's estimated population, but the new immigrant population (10,000) and the middle class working population (5,000) is judged to use EMS less than the balance of the population in each area. Since the sum of these two demographic groups is estimated to be 15,000 residents in Bonita, the two populations are judged to be approximately equal in terms of EMS demand.



Recommendations

- Pursue creation of free standing emergency department (FSED) to serve south county residents
- Develop resources to meet needs of uninsured (27% of Bonita residents) to improve community health and wellness
- Create communication program to publicize resources and to support healthy lifestyles



Establish a free standing emergency department!

- Urge expansion of Brooks Medical Center to provide FSED capacity to south Lee County
 - Work with joint owners to resolve stalemate and to encourage expansion of BMC
- Collaborate with Estero Medical Center, as an alternative, to expand services
- Avoid rush to “brick and mortar” to fully utilize existing facilities



Address needs of uninsured

- Community health is a priority
- Collaborate with Family Medical Center to expand services at Tamiami Trail office
- Create task force to develop community initiative to expand services for under- and uninsured residents
- Obama Health Center Program



County Initiatives

- Lee County
 - “We Care” is United Way renewal of county health department program
 - Salvation Army
 - Senior Assistance Centers and Family Health Center
- Collier County
 - PLAN Physician Led Assistance Network
 - Neighborhood Health Center
 - Senior Assistance Center



Community Communications Initiative

- Create long term strategy to inform and educate community about existing resources and local services
- Promote wellness as a community characteristic, to reduce service demand and to improve quality of life



Process for Initiatives

- Align incentives of all health care stakeholders – hospitals, doctors, payers, AND patients
- Establish financial viability as fundamental planning objective, to avoid draining resources from a burdened system
- Work with long term objectives in mind



Resident Opinion Survey

- Resident input on use of current health care services
- Brief, easy to complete
- Available on www.cityofbonitasprings.org, www.BayWatchNews.Com, and at www.esterofl.org/eccl (complete report and survey available at all URL's)



Recent committee action

- Meetings with Lee Memorial and NCH senior management
- Public presence in newspaper coverage and group presentations
- Continuing research by assessment committee to assess hospital proposals and other alternatives



Needs Assessment Subcommittee

Dave Shellenbarger, Chair

Sam Levy

Greg Lewis

Dr. Tony Messana

Leonard “Scotty” Wood



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