Fallbrook Health Needs Assessment General Population

CentraForce Health™
Population 360° Health Intelligence Platform™

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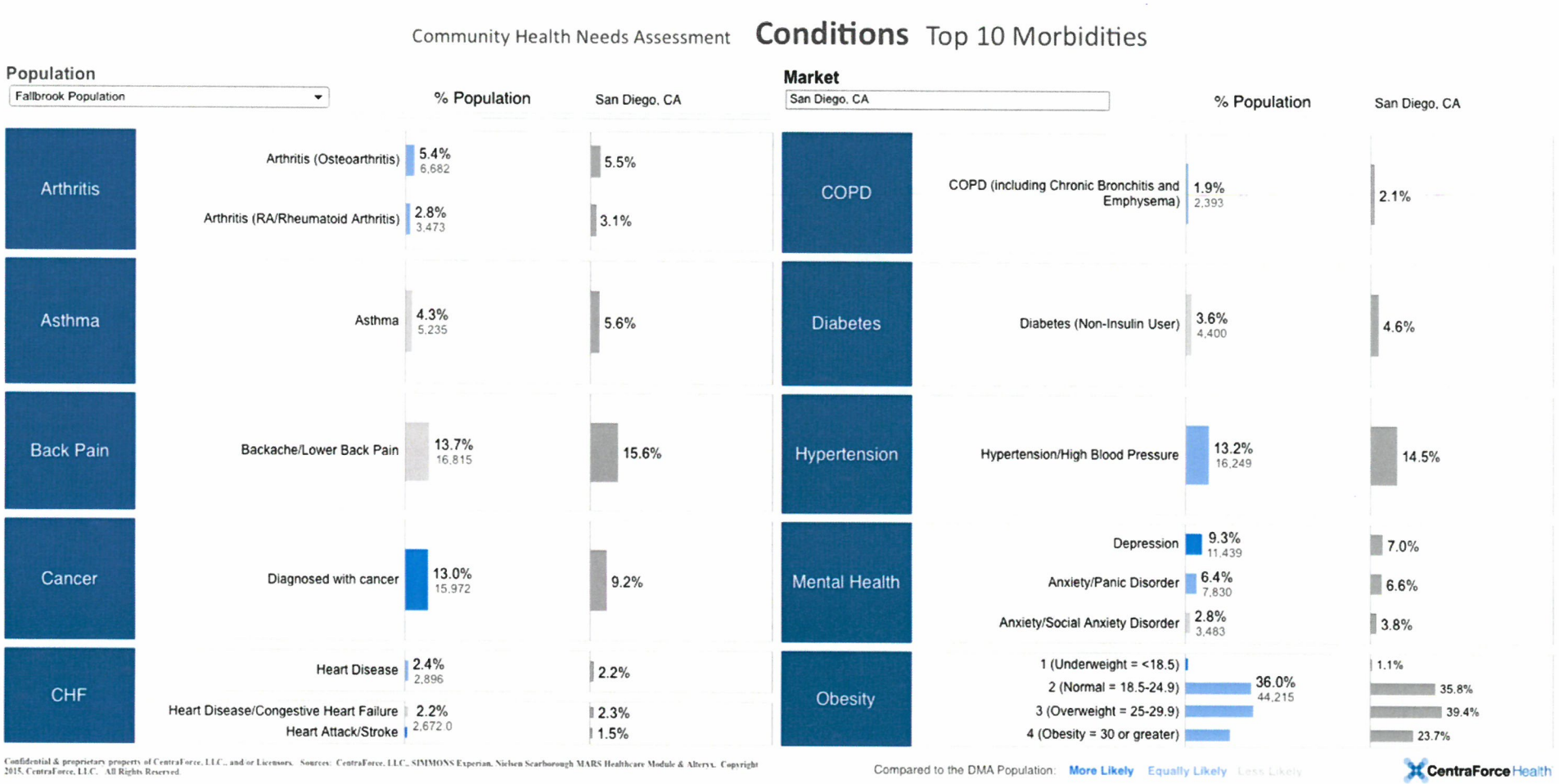

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Note: This reflects the top 10 most expensive chronic conditions and co-morbidities according to the AHA

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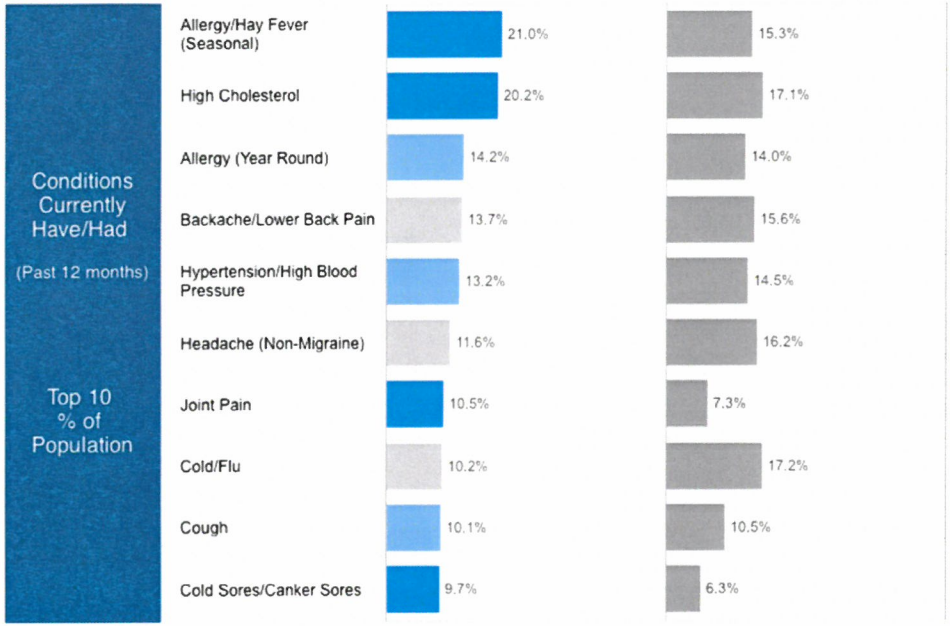
Currently Have/Had

Popula... Fallbrook Population



		Index	% Population
High Index Much more likely than the San Diego DMA Population	Blood Clots in the Legs (DVT)	230	1.1%
	Overactive Bladder	221	4.9%
	Athlete's Foot	168	4.8%
	Cold Sores/Canker Sores	155	9.7%
	Irritable Bowel Syndrome (IBS)	154	2.9%
	Diabetes (Insulin User)	153	1.8%
	Nail Fungus	149	7.1%
	Joint Pain	144	10.5%
	Allergy/Hay Fever (Seasonal)	137	21.0%
Conditions Currently Have/Had (past 12 months)	Depression	132	9.3%
	Acid Reflux/GERD	63	6.2%
	Body Ache	63	3.6%
	Migraine Headache	61	3.3%
	Sinus Congestion/Sinus Headache	60	7.7%
	Cold/Flu	59	10.2%
Low Index Much less likely than the San Diego DMA Population	Heartburn/Indigestion	58	4.5%
	Menstrual Cramps/Pain	51	2.7%
	Osteoporosis	49	1.3%
	Constipation/Irregularity	33	1.7%
	Gas	24	1.2%

Compared to the DMA Population: **More Likely** Equally Likely

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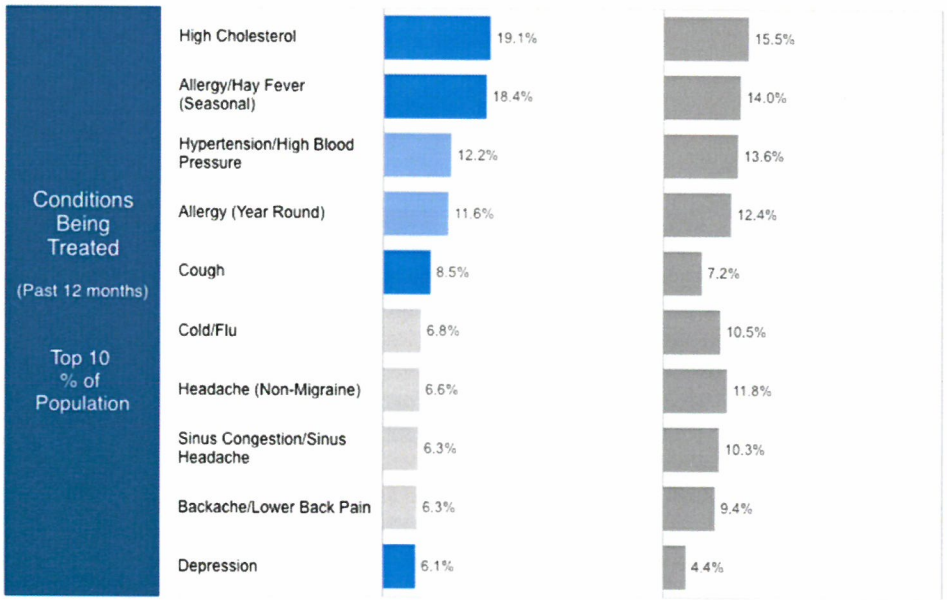
Conditions Being Treated

Population

Fallbrook Population



		Index	% Population
High Index Much more likely than the San Diego DMA Population	Overactive Bladder	339	1.6%
	Blood Clots in the Legs (DVT)	266	1.1%
	Nail Fungus	169	5.1%
	Arthritis (RA/Rheumatoid Arthritis)	165	2.8%
	Athlete's Foot	163	3.9%
	Diabetes (Insulin User)	160	1.8%
	Depression	139	6.1%
	Tired/Run Down Feeling	135	1.6%
	Allergy/Hay Fever (Seasonal)	132	18.4%
Conditions Being Treated (past 12 months)	Cold Sores/Canker Sores	130	4.9%
	Acid Reflux/GERD	63	6.2%
	Body Ache	63	3.6%
	Migraine Headache	61	3.3%
	Sinus Congestion/Sinus Headache	60	7.7%
	Cold/Flu	59	10.2%
Low Index Much less likely than the San Diego DMA Population	Heartburn/Indigestion	58	4.5%
	Menstrual Cramps/Pain	51	2.7%
	Osteoporosis	49	1.3%
	Constipation/Irregularity	33	1.7%
	Gas	24	1.2%

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Compared to the DMA Population: **More Likely** Equally Likely Less Likely

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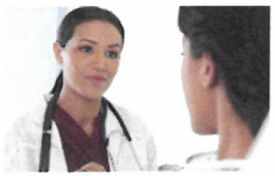
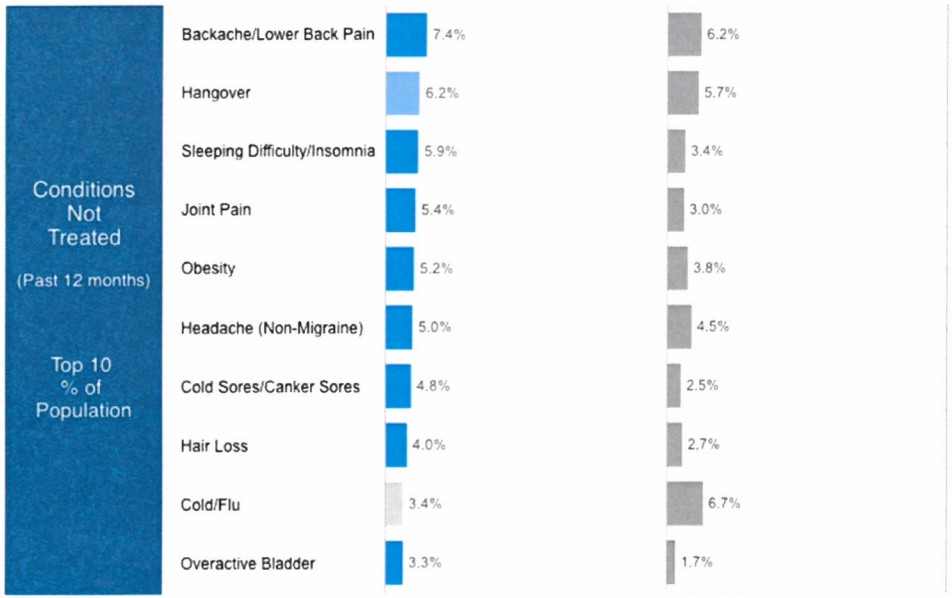


Conditions Not Treated

Population

Fallbrook Population



High Index

Much more likely than the San Diego DMA Population

Low Index

Much lesss likely than the San Diego DMA Population

Conditions Not Treated (past 12 months)

	Index	% Population
Cold Sores/Canker Sores	193	4.8%
Allergy/Hay Fever (Seasonal)	191	2.6%
Overactive Bladder	188	3.3%
Joint Pain	178	5.4%
Sleeping Difficulty/Insomnia	172	5.9%
Dry Skin/Eczema	171	2.0%
Allergy (Year Round)	161	2.6%
Hair Loss	147	4.0%
Obesity	135	5.2%
Anxiety/Panic Disorder	134	2.9%
Arthritis (Osteoarthritis)	84	2.6%
Muscle Pain	82	2.3%
Heartburn/Indigestion	78	1.7%
Osteoporosis	61	0.7%
Sinus Congestion/Sinus Headache	55	1.4%
Erectile Difficulty	54	0.9%
Tired/Run Down Feeling	54	2.5%
Cold/Flu	51	3.4%
Cough	47	1.6%
Menstrual Cramps/Pain	45	0.8%

Compared to the DMA Population: **More Likely** Equally Likely

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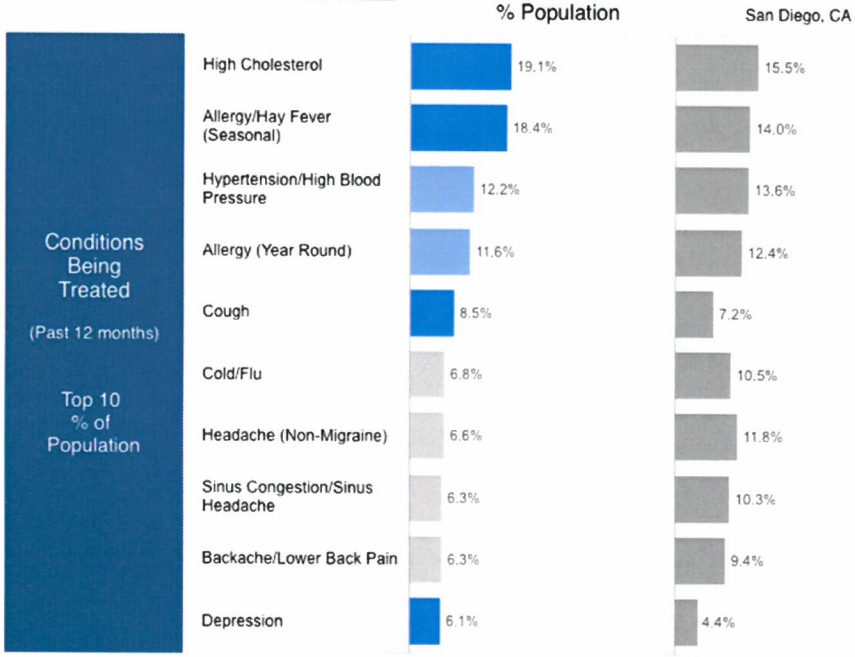
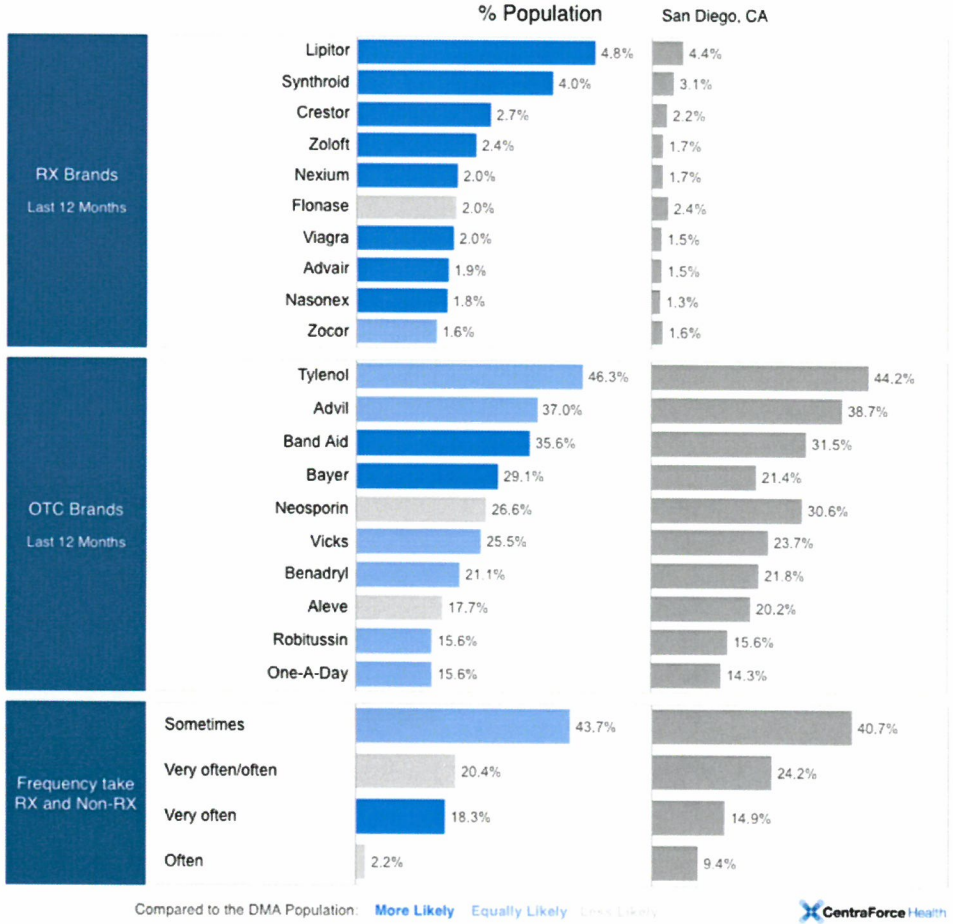
Treatments

Medications

Popula... Fallbrook Population





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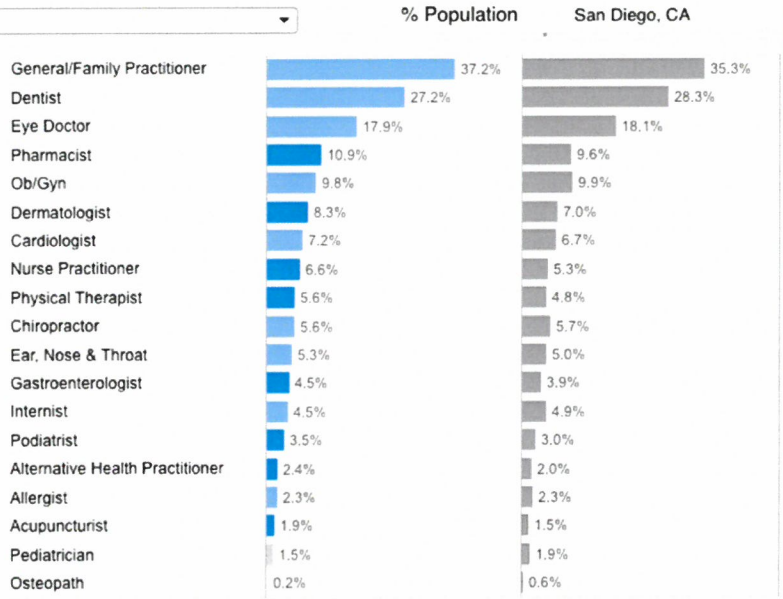
Care Utilization and Access

Care Utilization

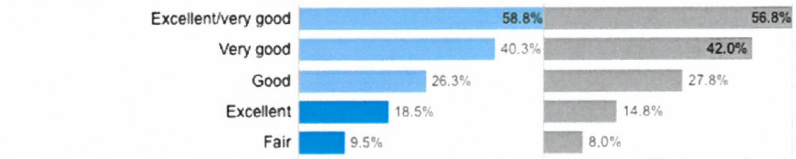
Population

Fallbrook Population

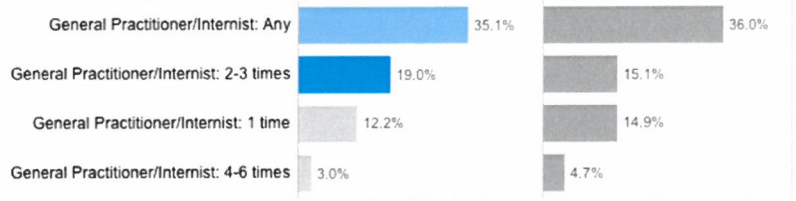
Practitioners Seen



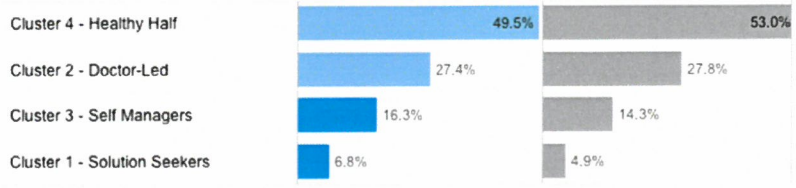
Describe Relationship with Primary Care Physician



of Times Used General Practitioner

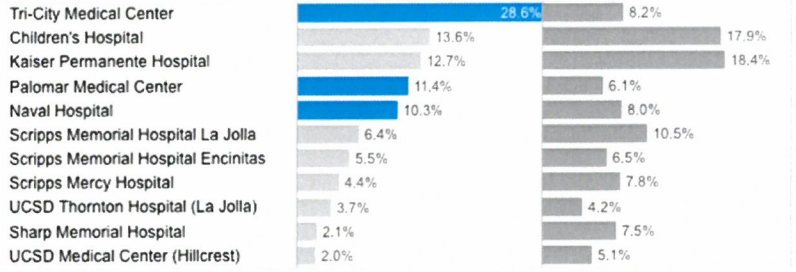


Segments



Hospitals Used

(Household - past 3 years)



Compared to the DMA Population: More Likely Equally Likely Less Likely

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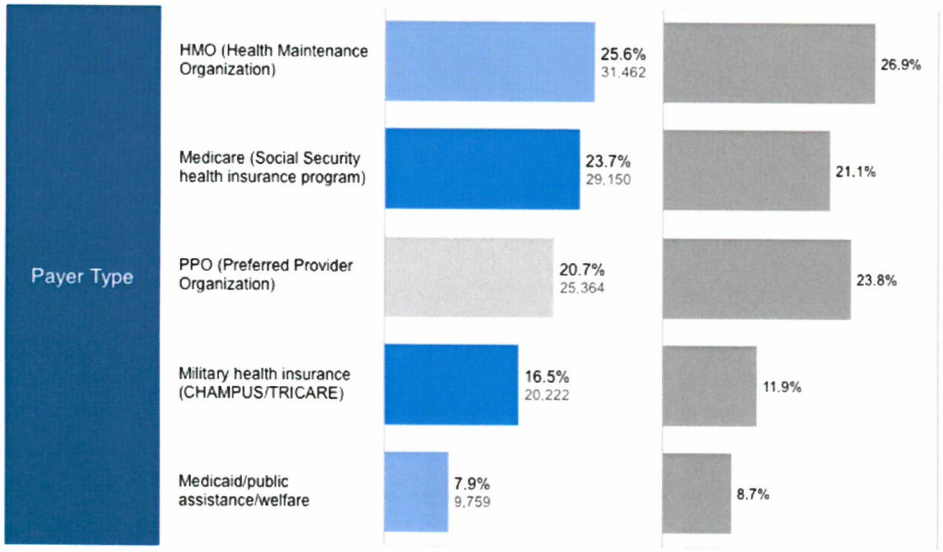
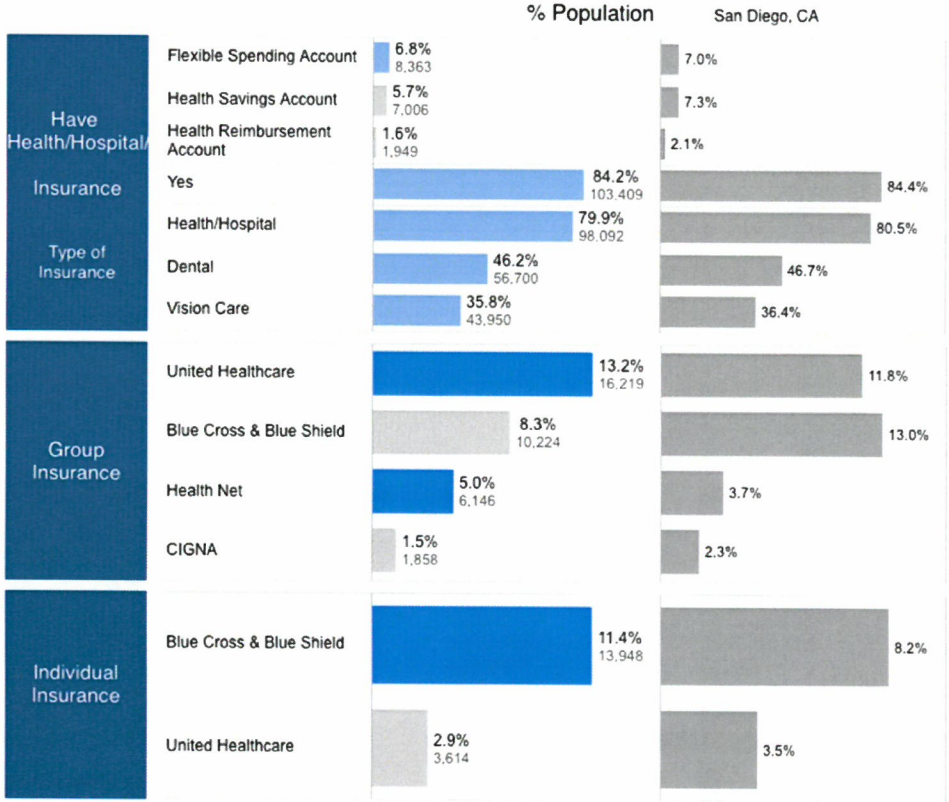
Care Utilization and Access

Health Insurance

Audience

Fallbrook Population





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Social Interaction and Isolation

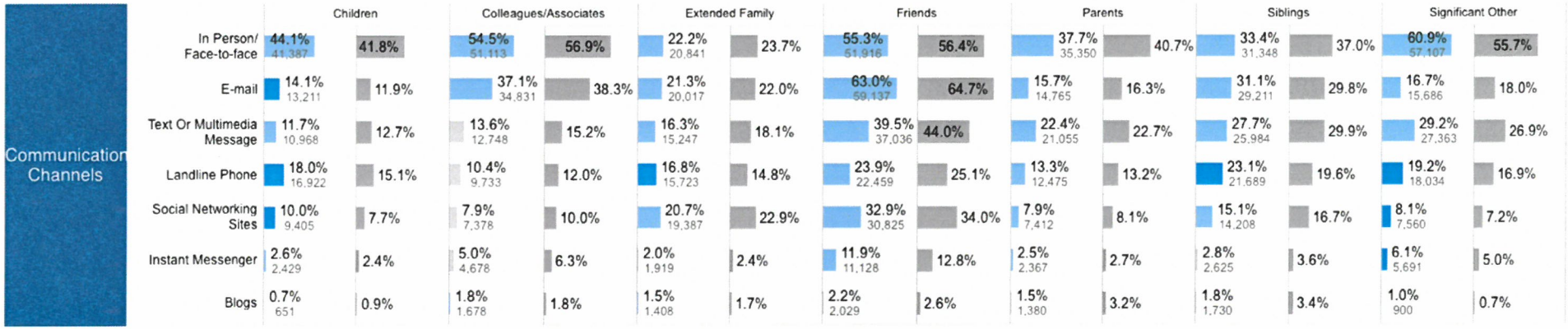
Social Isolation

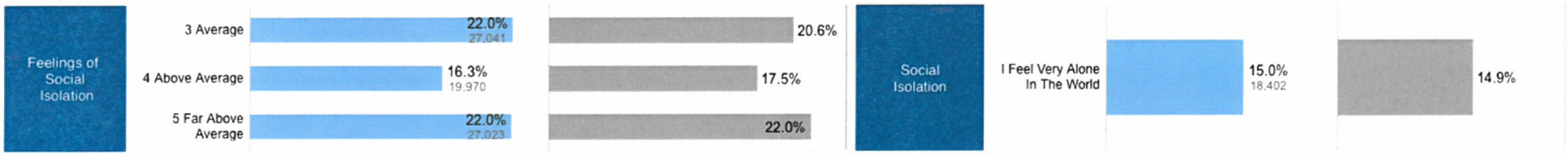
Audience

Fallbrook Population

% Population

San Diego, CA





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Compared to the DMA Population: More Likely Equally Likely

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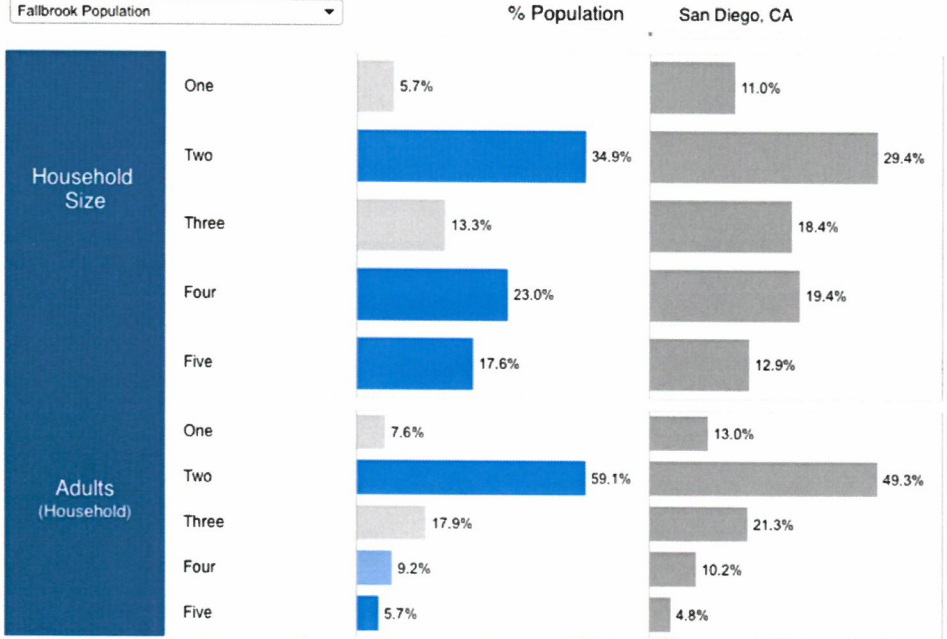
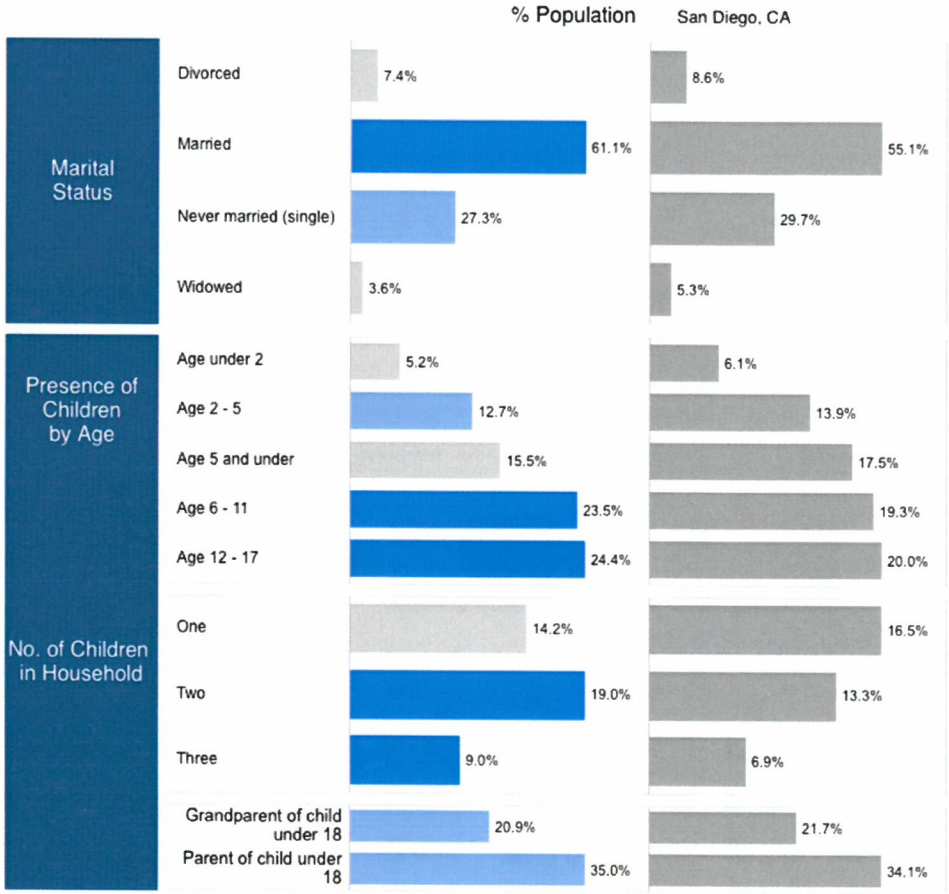
Household Composition

Audience

Fallbrook Population





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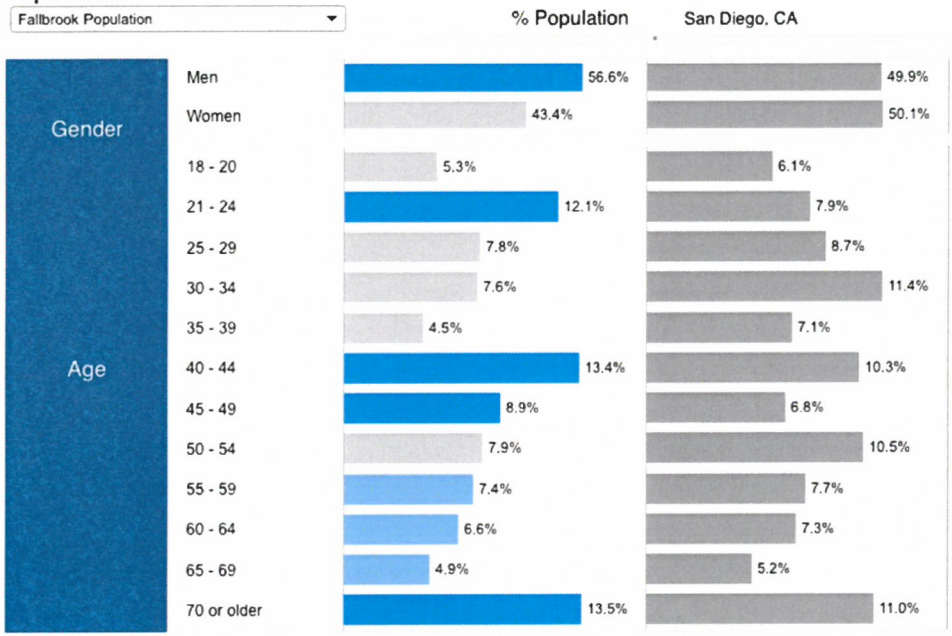
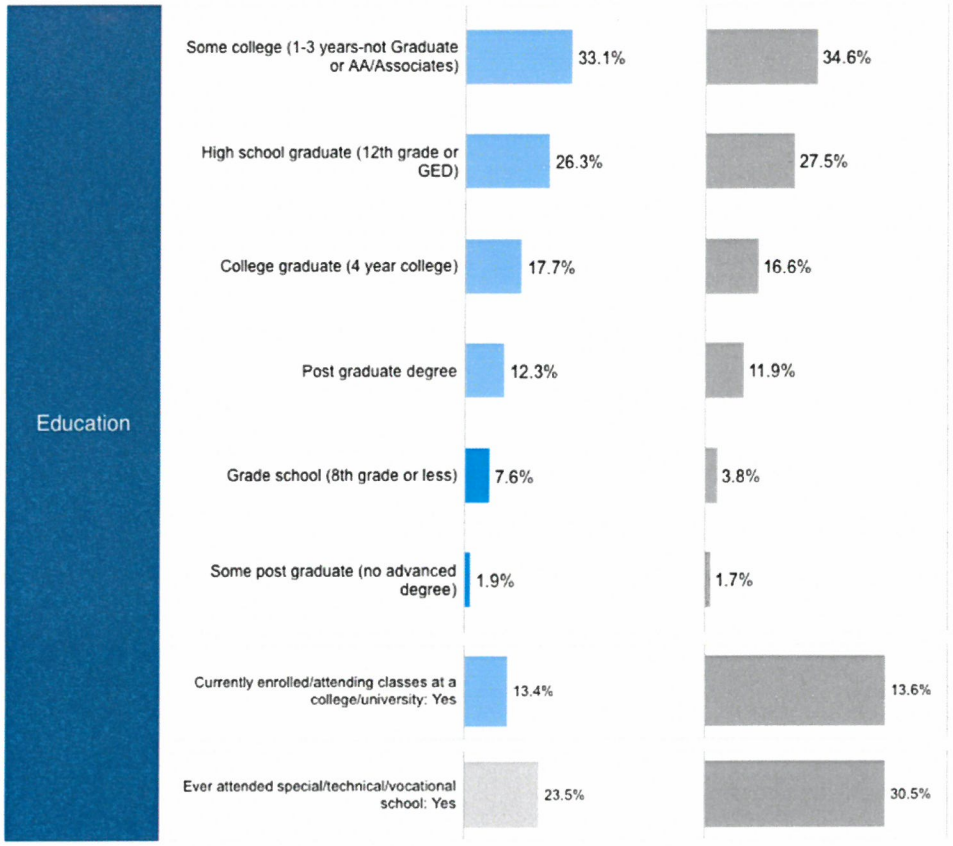
Gender, Age, Education

Population

Fallbrook Population





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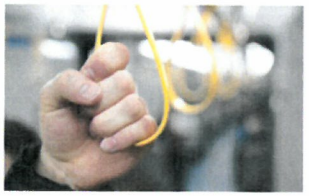
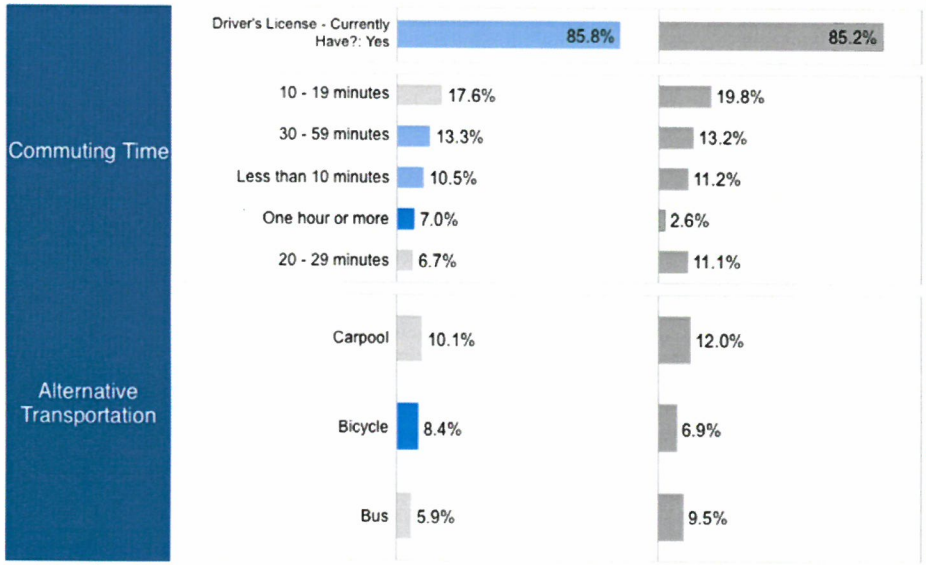
Community Health Needs Assessment **Demographics**



Transportation

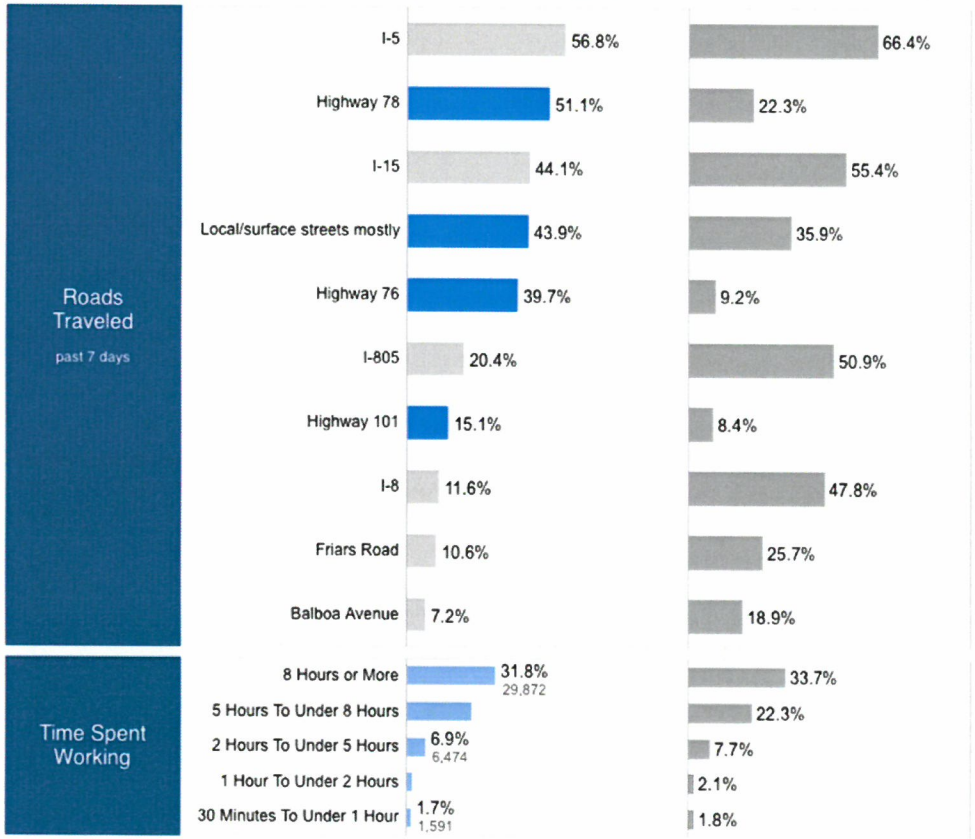
Population

Fallbrook Population



Market

San Diego, CA



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Compared to the DMA Population: More Likely Equally Likely Less Likely

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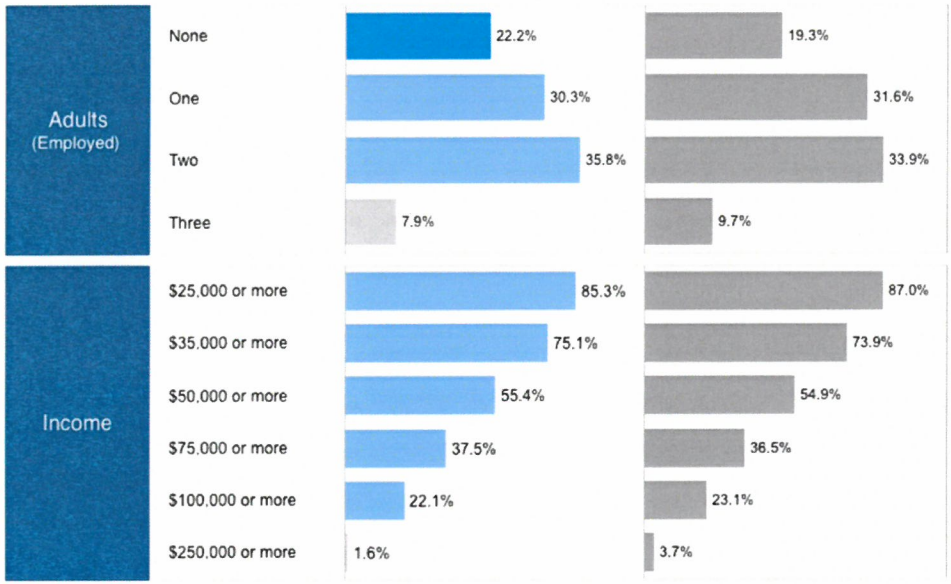
Community Health Needs Assessment

Finance and Employment

Employment

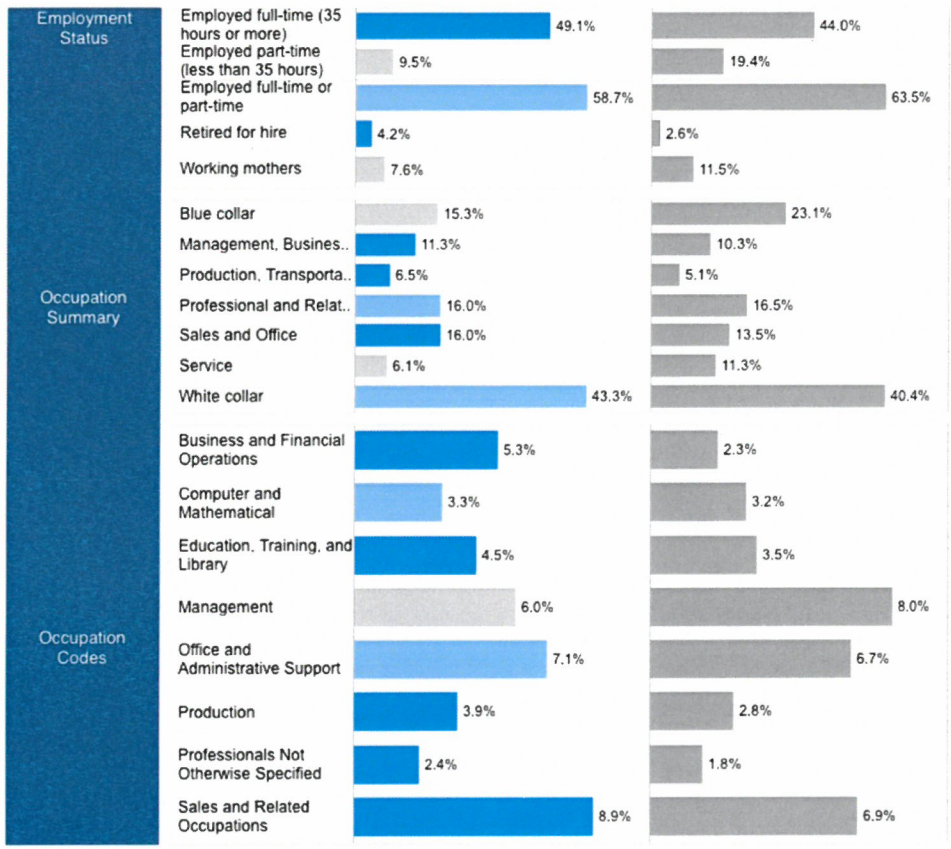
Audience

Fallbrook Population



Market

San Diego, CA



Compared to the DMA Population: More Likely Equally Likely

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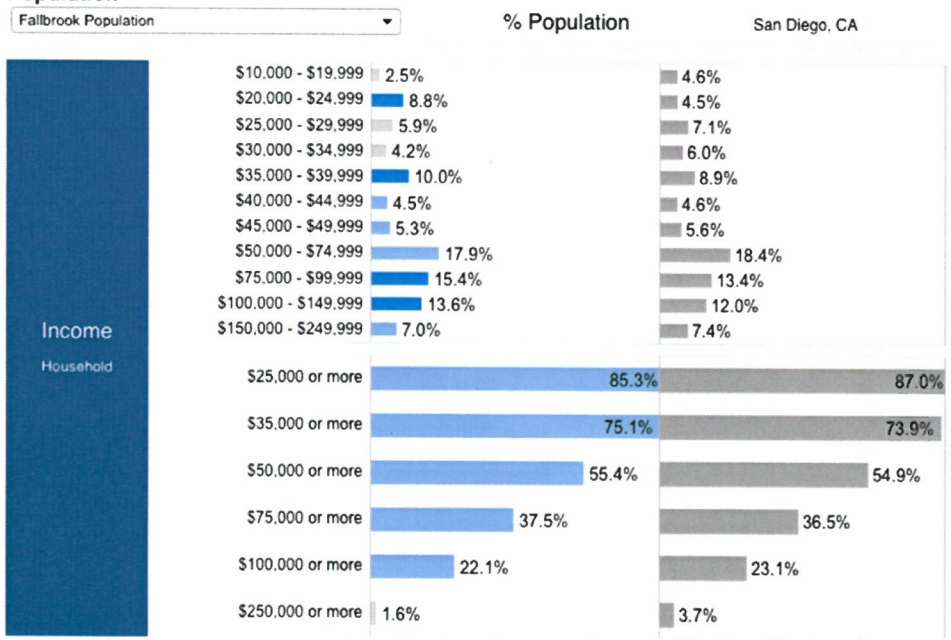
Community Health Needs Assessment

Finance and Employment

Financial

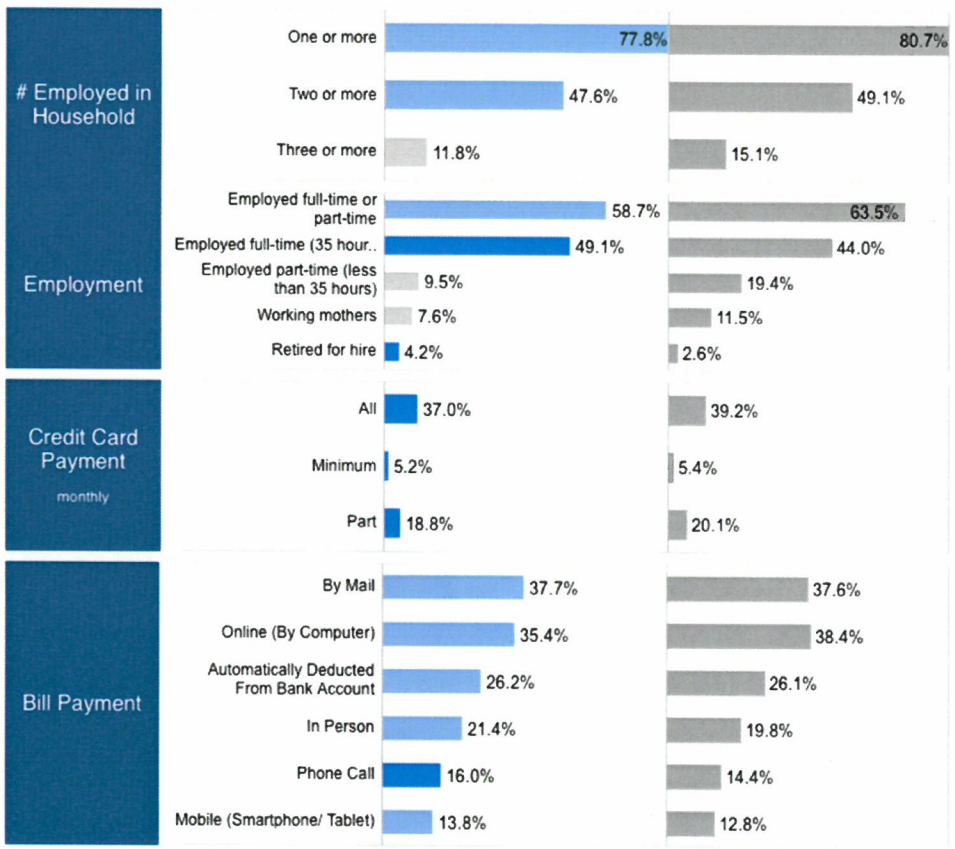
Population

Fallbrook Population



Market

San Diego, CA



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Community Health Needs Assessment **Psychographics**

Health Attitudes

Population

Fallbrook Population

Market

San Diego, CA

Provider Beliefs

any agree

	% Population	San Diego, CA
I Expect The Treatments My Doctor Prescribes To Work Nearly All The Time	58.8% 72,176	57.2%
I Do Not Seek Help From Doctors Or Nurses Unless I Am Very Sick Or Injured	52.6% 64,547	53.6%
I Rely Primarily On My Doctor To Guide Me On Medical And Health Matters	50.9% 62,538	52.4%
It Is Important To Go To The Doctor When I'm Ill	50.4% 61,950	52.1%
I Always Do What My Doctor Tells Me To Do	49.1% 60,357	50.5%
I Am Willing To Challenge My Doctor's Recommendations On Issues Related To My Health	44.2% 54,316	42.1%
Normally, I Only Use Drug Brands That Are Recommended By My Physician	42.0% 51,594	41.1%

Exercise & Diet

	% Population / San Diego, CA: Health - Agree a Lot		% Population / San Diego, CA: Health - Any Agree	
I Make Sure I Exercise Regularly	18.2% 22,323	17.9%	41.7% 51,153	42.1%
I Consider My Diet To Be Very Healthy	12.9% 15,902	12.3%	39.5% 48,499	40.1%
Because Of My Busy Lifestyle, I Don't Take Care Of Myself As Well As I Should	10.0% 12,286	11.7%	34.2% 41,998	35.3%

Health & Medicine Beliefs

	Attitudes(Health & Medicine) - Agree A Lot		Attitudes(Health & Medicine) - Any Agree	
I Rarely Get Sick	32.7% 40,117	33.4%	64.5% 79,154	63.9%
I Always Try To Eat Healthy Foods And Maintain A Balanced Diet	26.9% 32,977	25.1%	54.0% 66,255	52.7%
I Believe That The Benefits Of A Preventative Vaccine Outweigh The Risks	25.7% 31,507	24.9%	48.9% 60,010	49.4%
I Take Counsel On Health Issues From My Friends	3.9% 4,839	3.6%	21.2% 25,993	21.8%

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Compared to the DMA Population: More Likely Equally Likely Less Likely

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Community Health Needs Assessment **Health Behaviors**

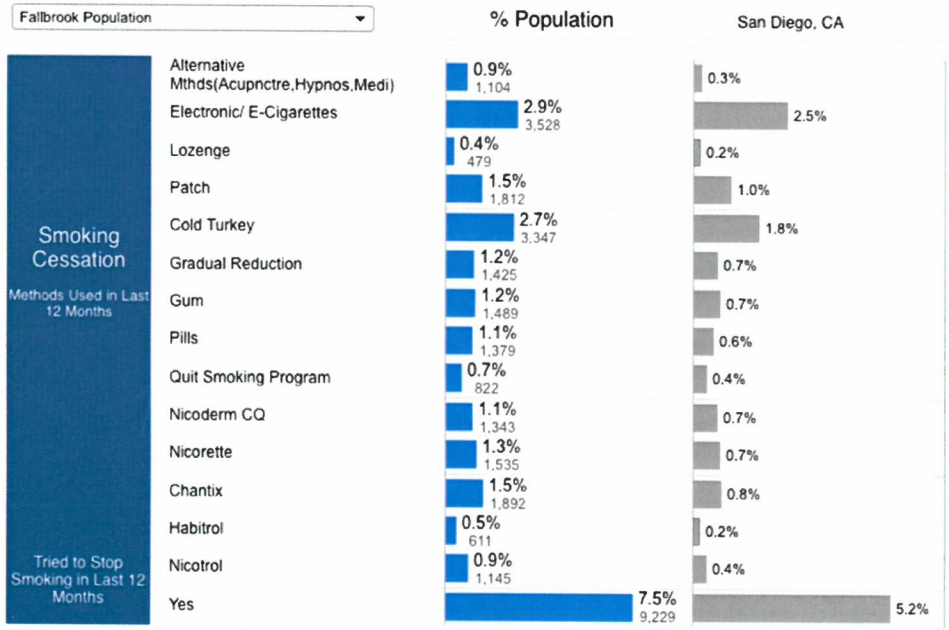
Smoking

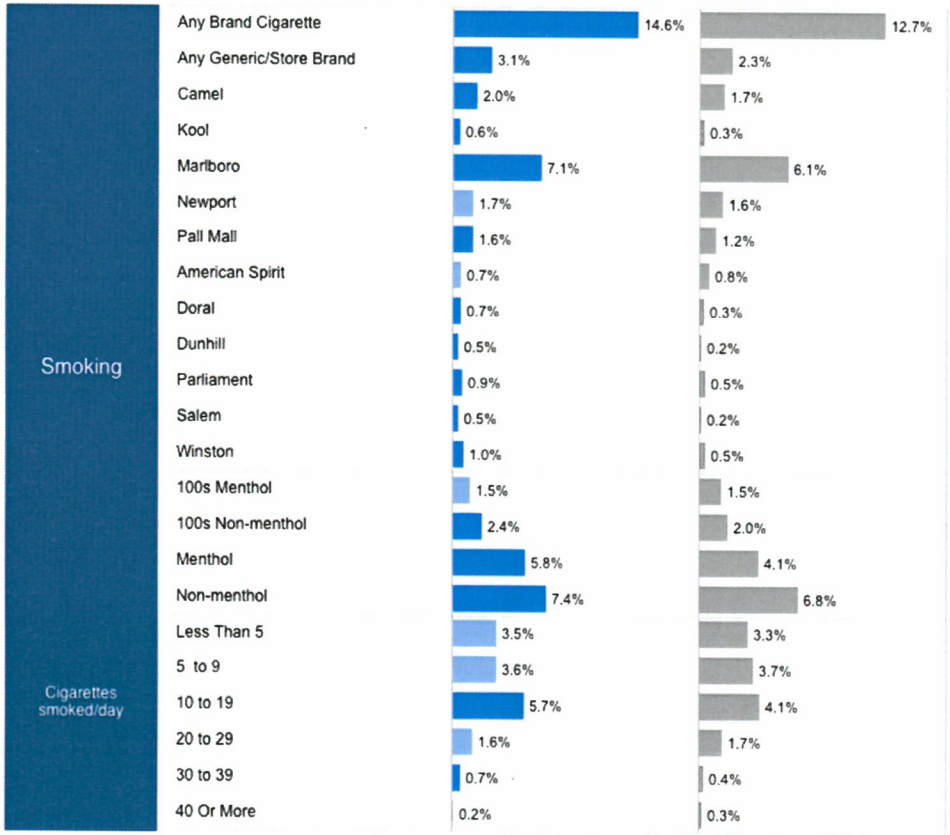
Audience

Fallbrook Population

Market

San Diego, CA





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Compared to the DMA Population: More Likely Equally Likely Less Likely

CentraForce Health

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