

# Expanding Access to Women's Healthcare in Carbon County, WY

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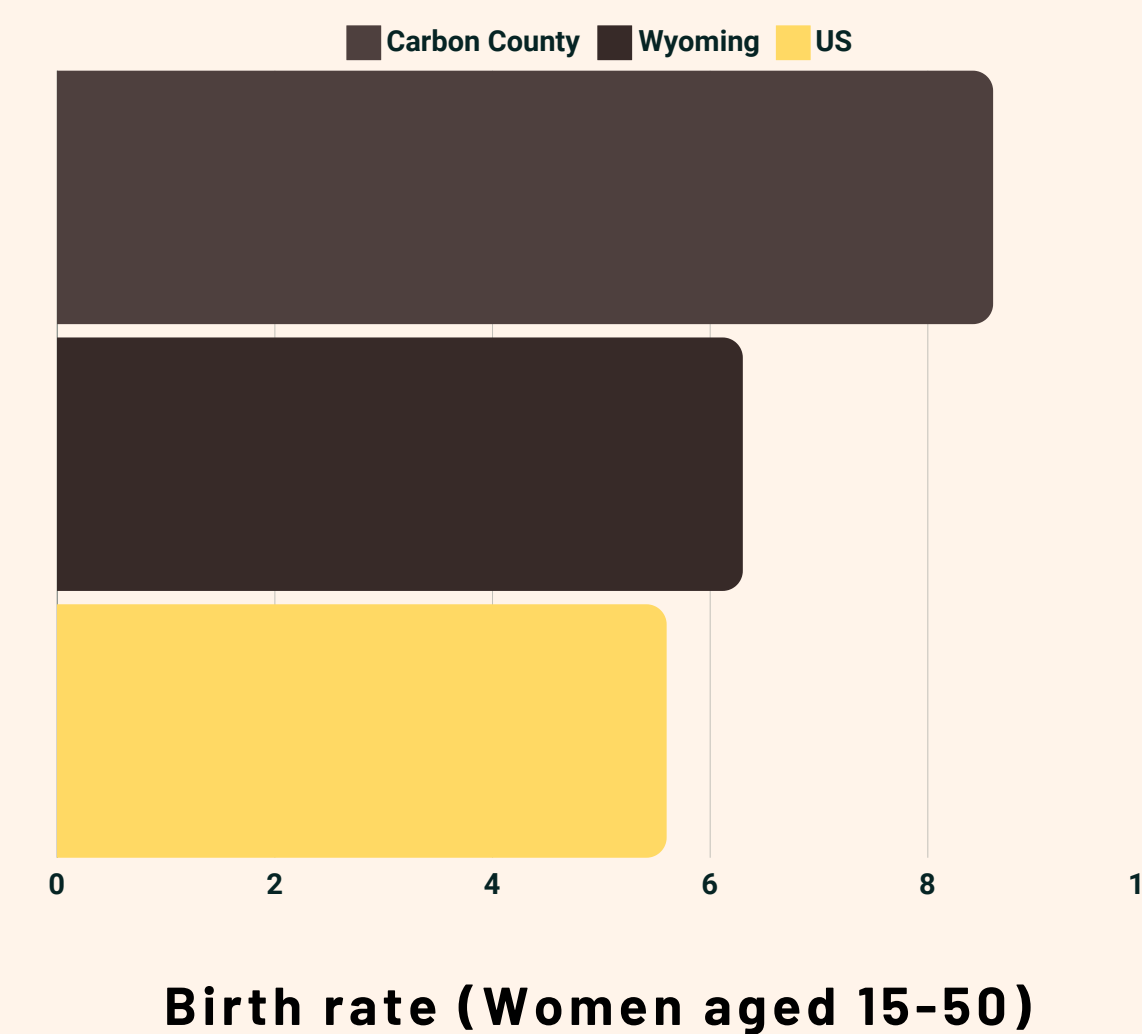
## Hypothesis

Strategic advertising of a traveling OB/GYN clinic in Carbon County, WY, enhances women's health by improving access and awareness.

## Background

- Carbon County, WY population of 14,537; 46% female
- 2023 birth rate of 8.6% in women aged 15-50, 1.5x higher than the national avg and 1.4x higher than the Wyoming avg
- Lack of access to healthcare ranked as top issue in Carbon County on county health needs assessment
- The Memorial Hospital of Carbon County closed its Women's Health Clinic in 2023, nearest facility is 100 miles away
- Providers and administrators identified traveling Ivinson Memorial Hospital OB/GYN clinic as underutilized

## US Census Data 2023

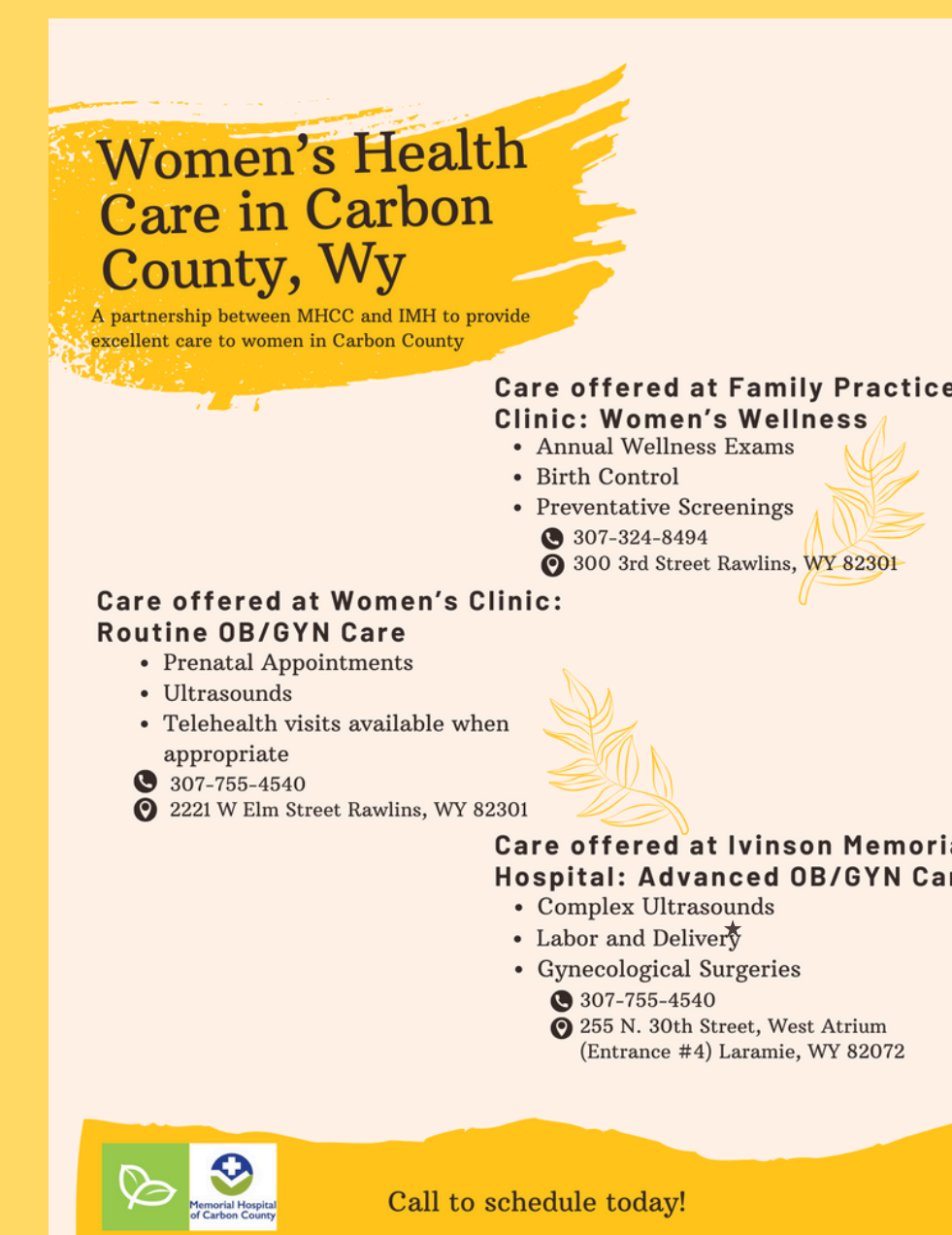


## Literature Review

- Health education campaigns presented in a physician's office have been shown to increase adherence to health interventions by 10% ( $p < 0.05$ )
- Research shows telehealth implementation successfully expands access to care in rural communities
- Studies underscore that lack of transportation is a significant barrier to care amongst women living in rural communities

## Deliverables to the Community

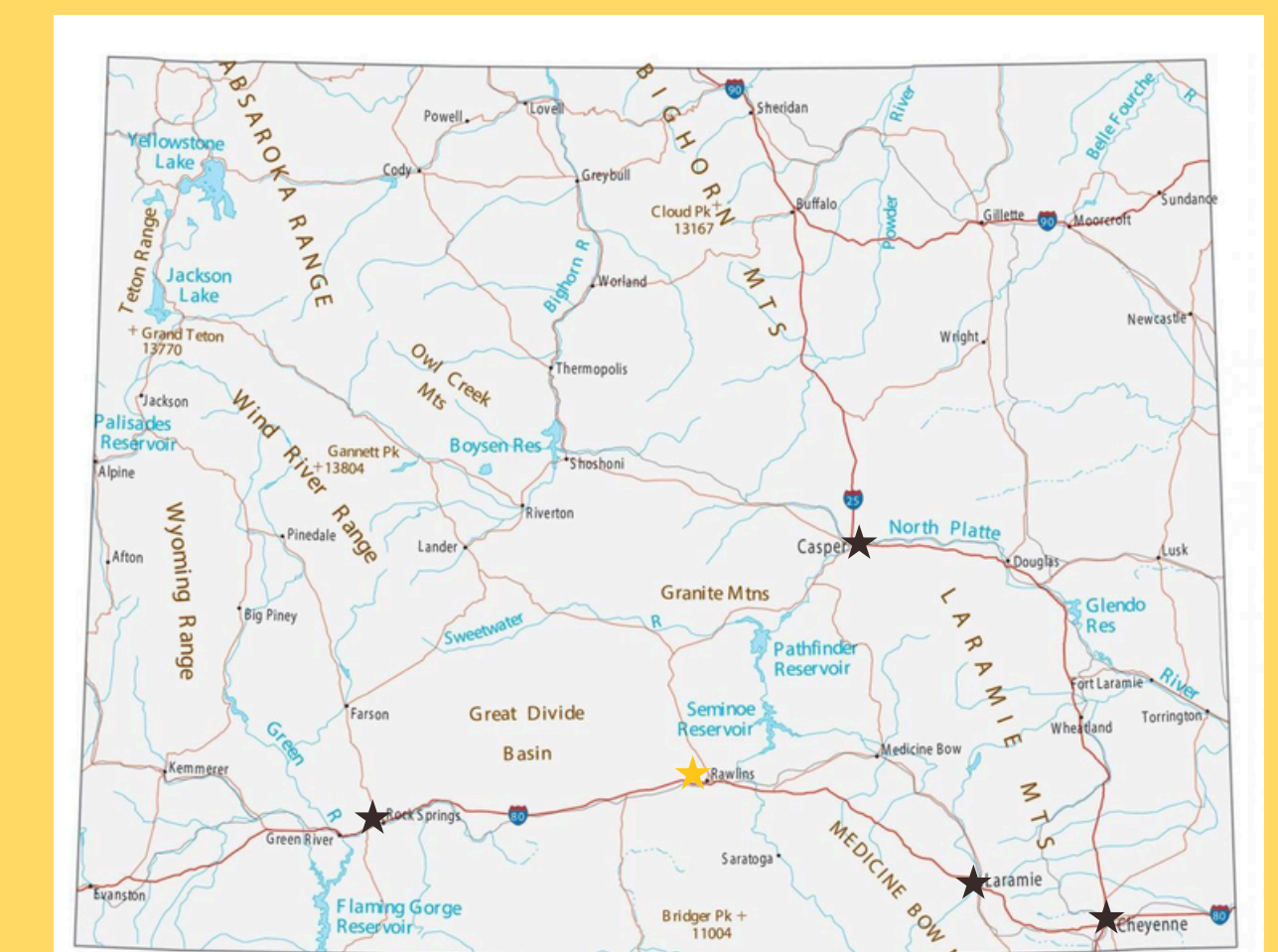
- Increase utilization of local healthcare resources to decrease financial burden associated with accessing healthcare
- MHCC partnered with IMH OB/GYN to host a monthly women's health clinic
- An informational brochure advertising services for women's health in the traveling clinic, family practice clinics, and at IMH was developed
- The brochure was displayed in patient rooms in the MHCC family practice clinics in Hanna, Saratoga, and Rawlins



Brochure displayed in family practice clinics

## Next Steps

- Use advertising materials to facilitate increased utilization of traveling OB/GYN clinic and women's wellness visits in family practice clinics
- Follow up assessment of provider's understanding of how to refer patients for OB/GYN care
- Identify funding and increase awareness to assist rural communities in retaining providers



Map showing Rawlins and the nearest facilities with OB/GYN care

## Acknowledgements

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