

Page County
Virginia
Health Needs Assessment
Part 1
Health Resource Inventory
March, 2001

Compiled and Printed by

**Blue Ridge Area Health Education Center
James Madison University**

Page County, Virginia

Health Needs Assessment

Part 1

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Blue Ridge Area Health Education Center
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Executive Summary

Page County Virginia is a markedly rural county of 311.1 square miles wrapped by the Blue Ridge Mountains in west central Virginia. The 23,177 population that resides in Page County exhibits many of the characteristics of rural populations elsewhere. Page County demographics demonstrate a smaller percentage of young people and working age adults and a greater than average ratio of elders.

Transportation is a major problem for the county with the county's population density of only 74.5 per square mile, little public transportation and significant distances between population centers. Luray is the locus for most public and private services in the county including health, retail sales, and industry.

Page County exhibits lower socio-economic measures than adjacent counties or the Commonwealth of Virginia. These measures include a lower per capita income and lower median household income as well as a greater percentage of the population below the federal poverty guidelines.

The January 2001 Page County Health Workforce includes 20 physicians, 5 dentists, 5 Nurse Practitioners, and 13 retail pharmacists. This workforce translates to one full-time physician per 1159 population and one full-time primary care physician per 2107 population. Page Memorial Hospital provides acute care hospital services, employs eleven of the physicians in the county, plus provides significant transportation, therapy, and allied health services for county residents.

Currently the county is listed as a Health Professional Shortage Area and a Medically Underserved Area as calculated by the federal government formula. However recent recruitment of primary care providers by Page Memorial Hospital will affect those shortage designations in 2003 - the next calculation date for shortage designation.

Long-Term Care services are provided by the Montvue Nursing Home, three private assisted living facilities in the county and two home health agencies. Two agencies provide inpatient and outpatient therapy plus rehabilitation services. Mental health services are provided mainly through the Northwestern Community Services Board. Page County has seven retail pharmacies, four of which are privately managed and owned by resident pharmacists.

Introduction

Page County Virginia is a markedly rural county of 311.1 square miles wrapped by the Blue Ridge Mountains in west central Virginia. The population that resides in Page County exhibits many of the characteristics of rural populations elsewhere in the Commonwealth including an older age cohort, poorer socioeconomic measures and greater limitations on economic and health care resources. Over seventeen percent of the 2000 population is age 65 or older (Virginia Employment Commission, 2000). Page County ranks in the lower half of counties and independent cities in the Commonwealth of Virginia for most economic indicators. Fifteen percent of county residents fall below the federal poverty guidelines (U.S. Census Bureau, 1999).

Page County extends from the top of the Blue Ridge Mountain on the east to the top of the Massanutten Mountain on the west. Forty-three percent of its land area is contained within the George Washington National Forest and the Shenandoah National Park. The rest of the county varies from heavily forested acreage to level and rolling agriculture land in the Shenandoah River flood plain (Page County Administrator, 2001).

The population density of Page County is 74.5 people per square mile. The adjacent counties of Rockingham (including the city of Harrisonburg), Shenandoah, Rappahanock, Madison, Greene and Warren play a significant role in both Page County's economic and health care environments. Page County has no metropolitan statistical areas. It has three incorporated towns with populations in excess of 1200 residents. These include Shenandoah, Stanley, and the county seat of Luray. Most health services, public services and industrial activity are centered near Luray.

Describing the health care system for Page County requires a perspective broader than a single health care provider or type of service. Health care needs of county residents focus on access limitations due to insurance coverage and limited resources for certain services. Virginia Medicaid insures 8.4 percent of Page County residents, and 17.2 percent are covered by Medicare (Health Care Financing Administration, 1999). There are six primary health care practices in the county (staffed by a total of eleven primary care physicians and five Nurse Practitioners), five dentists, six retail pharmacies, and several long-term care facilities. Page Memorial Hospital is a 54-bed acute care hospital in Luray. Bordering communities are home to additional physician practices, hospitals, long-term care and acute care facilities.

Data Methodology

Data for this Health Resource Inventory were taken from secondary data compiled by the Virginia Department of Health, the Virginia Employment Commission and the Virginia Department of Education. Demographic data were also taken from the U.S. Census Bureau reports plus calculated estimates for interim years. Information was also obtained from county agencies' published reports and phone interviews to county health care providers.

Page Memorial Hospital's Annual Report and List of Services were reviewed. Bonnie Anthony, Page Memorial Hospital Director of Public Affairs, was interviewed on current and planned hospital services. A list of active health care providers in Page County was obtained from the Virginia Medical Society and Page Memorial Hospital data. Providers, or their office staff, were interviewed by phone or in person. Health care providers were queried on their normal business hours, the governance of the practice, a list of services provided, the types of insurance accepted, and the number of full-time equivalent providers in the practice.

Data on active dentists were obtained from phone listings, the Virginia Health Professions database, and local health care providers. Phone interviews assessed practice ownership structure, dental services offered, whether the practice performed orthodontics, and whether they used certified dental hygienists. Dental practices were asked which insurance plans were accepted plus whether the practice accepted new Medicaid patients.

For pharmacies, the number of full-time equivalent pharmacists was asked in phone interviews. The list of insurance plans accepted and the ownership of the pharmacy were assessed. Public Health services and home health services were assessed from interviews with agency staff. The types of services offered within Page County and the types of insurance accepted were also raised.

Page County Demographics

Location

Page County is a rural county within the Blue Ridge Mountains of west central Virginia. With a land area of 311.1 square miles and a 2000 population of 23,177 residents, Page County has a population density of 74.5 people per square mile. This is in comparison with 173.6 people per square mile for the Commonwealth of Virginia. There are three incorporated towns but no designated metropolitan statistical areas in or immediately adjacent to Page County.

The George Washington National Forest and the Shenandoah National Park wrap the county on two sides. Forty-three percent of the county land area (37,235 acres) is within these two federally regulated areas. To reach Page County from east or west requires traversing the Blue Ridge Mountains. This accentuates a history and atmosphere of separateness and isolation in the county. Page is surrounded by more populated counties of Rockingham, Shenandoah, Rappahannock, Greene, Madison, and Warren with a combined population close to 200,000.

Population Census

The 2000 population census of Page County was 23,177 residents. This was a 6.9% increase from the 1990 census (See Table 1). In the 1990 census count, 21.1% of the population resided in urban areas (towns in excess of 1,000). The remaining 78.9 % inhabited rural localities. Only 3.3% of the population was self-identified as farm residents.

Table 1
Population of Page County

1980	1990	1997	1999	2000
19,401	21,690	22,854	23,165	23,177

(U.S. Census Bureau)

The estimated number of households in the county (2000) is 9,155, a 14% increase from the 8,012 households counted in the 1990 census. The average number of persons per household is 2.68. This is not significantly different than the 2.61 average persons per household for the Commonwealth of Virginia.

Luray is the largest community and county seat with a 2000 (estimated) population of 4,788. It is also the setting of the local health department, the community mental health center, the only hospital in the county, all but two of the physician practices and all but one of the dentist practices. Because both major access routes pass nearby Luray, it is also the center for the business and industrial communities in the county. Other localities with greater than 1,000 population are the towns of Stanley and Shenandoah. The population distributions for these communities in select years are presented in Table 2.

Table 2
Populations of Incorporated Communities in Page County

Population	1980	1990	1996	1999	2000
Page County Total	19,401	21,690	22,900	23,165	23,177
Luray	3,584	4,507	4,731	4,786	4,788
Shenandoah	1,861	2,213	2,268	2,294	2,295
Stanley	1,204	1,186	1,293	1,308	1,309
Rural	12,752	13,704	14,608	14,777	14,785
Households	6924	8055	8902	9092	9155

(U.S. Census Bureau)

The remaining 14,785 inhabitants reside in rural locales across the county. 23.0 percent of the population is under 18 years of age (1999). This is slightly lower than the 24.3% for the entire Commonwealth. The elderly population (aged 65 years and older) is slightly over-represented. 15.9 % of the Page County population (1999) was in this older age cohort compared to 11.3% for the Commonwealth of Virginia.

The 1999 age breakdown for Page County and the Commonwealth of Virginia is presented in Table 3. Working aged adults and children are under-represented in Page County and the elderly are over-represented compared to statewide percentages. This has implications both to the economic development of the county and the health care needs of residents.

Table 3
Age Distributions of Page County and Virginia Residents
1999

Age Cohort	Page County Residents	Page County % Population	Virginia % Population
Total Population	23,165	100 %	6,872,912
0 – 4 years	1,342	5.8 %	6.6 %
5 – 17 years	3,994	17.2 %	17.7 %
18 – 24 years	1,758	7.6 %	9.8 %
25 – 44 years	6,387	27.6 %	32.6 %
45 – 64 years	5,993	25.9 %	22.1 %
65+ years	3,691	15.9 %	11.3 %
Total 16+ years	18,468	79.7 %	78.5 %
Total 21+ years	17,024	73.5 %	71.4 %
Total 85+ years	411	1.8 %	1.2 %

(U.S. Census Bureau, 2000)

Racial Distribution

96.3 percent of Page County residents identify themselves as White, non-Hispanic. Only 2.2 percent list themselves as Black. 2.0 percent identify themselves as other non-white racial groups. All non-white racial groupings are under-represented in Page County compared to Virginia state averages (Table 4) (U.S. Census Bureau, 2000).

Although significant Hispanic, east European, and Southeast Asian populations have appeared in surrounding communities in the last decade, there is only a slight increase in non-Anglo groups in Page County. Approximately three percent of the non-infant population speaks a language other than English in the home. The largest sub-group of these speaks Spanish (U.S. Census Bureau, 1990).

Table 4
Racial Distribution of Page County
2000

Racial Grouping	Page County Population	Page County % of Population	Virginia % of Population
Total Population	23,177	100%	7,078,515
White (Non-Hispanic)	22,183	95.7	70.2
Black (Non-Hispanic)	501	2.2	19.7
Asian or Pacific Islander	58	0.2	3.8
American Indian	32	0.1	0.3
Hispanic	251	1.1	4.7
Other Racial Group	152	0.6	1.8

(U.S. Census Bureau, 2000)

Page County Economics

Income Data

Page County ranks below the state mean for most socio-economic measures. Its per capita income (\$11,625) is 75.5 % of the Commonwealth's mean and the Median Household Income (\$31,157) is 77.5 % of Virginia's rate (Table 5). The percentage of the population below 100 % (15.0 %) and 200 % (37.7 %) of the federal poverty guidelines is also greater than the state rates. In relation to surrounding counties, Page County also exhibits a lower per capita and per household income level. Over twenty eight percent (28.3 %) of county children received free school lunches in 1998 (Virginia Department of Education, 1999).

Table 5
Page County Income Data
1998

	Page County	Virginia	U.S.
Population	23,165	6,872,912	272,690,813
Per capita Income	\$11,625	\$15,406	\$14,070
Median Household Income	\$31,157	\$40,209	\$37,005
% Below 100% Poverty Level	15.0%	10.5%	13.3 %
% Below 200% Poverty Level	37.7%	27.1%	
% Children on Free Lunch Program	28.3 %	31.7 %	

(U.S. Census Bureau, 1999)

Historically Page County's Labor Force has had an unemployment rate above surrounding communities. As elsewhere, unemployment has decreased steadily since 1996. Moreover while the economic boon of the late 1990s improved Page County's employment picture, data from state economic sources show Page County lagging behind surrounding communities in labor force statistics. By November 2000, only 1.9 percent of the potential Page County workforce was unemployed (Table 6). This historically low unemployment rate was comparable to adjacent counties. However February 2001 figures indicate Page County unemployment rising above adjacent communities.

Table 6
Page County Labor Force
Percent Unemployed

	January 2000	January 2001
Page County	6.0	1.8
Rockingham County	1.0	1.0
Virginia	2.6	2.2
United States	4.5	4.7

(Virginia Employment Commission, 2001)

From 1998 economic data, Page County had a calculated Fiscal Stress Index of 165.8. This was greater than the Fiscal Stress Index for adjacent counties and places Page County in the second most Fiscally Stressed quartile of counties in the state (Virginia Commission on Local Government). The Fiscal Stress Index measures a community's overall fiscal well being. The index includes measures of fiscal opportunity for private business (real estate property tax, public service corporate tax, motor vehicle license tax, local option sales tax) plus measures of revenue-generating potential in the community. A higher Fiscal Stress Index is less favorable to a community's economic health than a lower index number. The second quartile of Fiscal Stress Indices ranges from 165.0 – 174.7.

Health Insurance Status

Just over seventeen percent of the resident population of Page County (17.2 %) is enrolled in Medicare insurance and 8.4 % is enrolled with Virginia Medicaid (1998). In addition 83 children are currently enrolled in Virginia's Family Access to Medical Insurance Security (FAMIS) program (previously named the Children's Medical Security Insurance Program or CMSIP program). Other major health insurers of county residents include Trigon, Qualchoice, and Cigna. Statewide data (1999) from the U.S. Census Bureau estimate that 14.1 % of the population is without health insurance coverage. This would predict that 3268 Page County residents lack health insurance.

Page County Infrastructure

Transportation

Two principal roads bisect Page County, U.S. 211 running east – west from Warrenton to New Market, and U.S. 340 running north – south from Front Royal to Elkton. The nearest interstate highway is I-81 located 12 miles west of Luray at New Market. Page County is not served by local or interstate bus service. There is one taxi service available based in Luray. The new private service (Frye's Transport Service), can be contracted to transport persons anywhere in the county or beyond. However there is currently only one driver and one vehicle in service.

For elderly and disabled residents, Page County Access Independence Group Enablement Plus (P.A.I.G.E. Plus) provides transportation services to health care providers, social service facilities, and shopping. It operates on a set schedule with routine coverage for most parts of the county. The Retired Seniors Volunteer Program (RSVP) can also transport persons to services. However, RSVP has been hesitant to provide extensive transport services because of liability concerns when transporting via private vehicles. Page Memorial Hospital also operates a transport service unit for transporting patients to and from distant sites or referral hospitals.

Road miles and approximate travel times to regional health care centers are listed in Table 7.

Table 7
Travel Times from Luray Virginia

Destination	Road Miles	Travel Time
Charlottesville	83 miles	90 minutes
Front Royal	23 miles	30 minutes
Harrisonburg	31 miles	40 minutes
Washington, DC	103 miles	2 hours
Winchester	44 miles	1 hour
Woodstock	32 miles	40 minutes

The Norfolk and Western Railway (part of Norfolk Southern Corporation) provides limited rail freight service to Page County. No rail passenger service is available in county.

Housing

Over three-quarters of the homes in Page County are owned (76.9 %). This is a greater percentage of home ownership than in the Commonwealth of Virginia (66.3%). Sixteen percent of residences in Page County are non-permanent structures, including mobile homes. Nearly 10% of the residences lack a vehicle, which has implications for health access issues in such a rural location. Table 8 presents additional 1990 data on housing in the county.

Table 8
Housing in Page County
1990

Description	No. Page Co.	% Page Co.
Total Housing Units	8,055	100 %
Owned by Resident	6,194	76.9 %
Mobile & Non-Permanent Units	1,274	15.8 %
Lack Complete Plumbing	382	4.7 %
Lack Telephone	453	5.6 %
Lack Vehicle	728	9.0 %

(U.S. Census Bureau, 1990)

Land Use Patterns

Although Page County is a significantly rural county, only about a third of its land is currently used for agriculture. In 1997, there were 541 farms registered in Page County covering 67,829 acres (34.1 % of county land area). In addition there were five orchards listed covering sixteen acres. The South Fork of the Shenandoah River, which flows north through Page County, has influenced land use in the county. Land in the flood plain is relatively level and of good agricultural quality. Most of the current farmland in Page County is located adjacent to the Shenandoah River flood plain.

Twenty-one percent of the county is covered in forest including acreage within the Shenandoah National Park and George Washington National Forest. Timber-related industries remain an important economic force in the county (Page County Administration Office, 2001).

Education

Page County's public school system has five elementary schools and two secondary schools. Page County enrolled 3,675 students in the public school system in 1996. In addition there are two private schools offering instruction in grades K – 12 with a total of 223 students enrolled. Over half (55.4 %) of the resident population aged 25 years or older has attained a high school diploma and 7.9 % have a college degree. There are no colleges or universities located within Page County. However four institutions of higher education are located within 35 miles of Luray. Only 38.5% of Page County high school graduates pursued a collegiate education in 1999. This ranks Page as the lowest post-secondary rate of the 135 counties and independent cities in the Commonwealth (Virginia Department of Education, 2000). The Page County Technical Center sponsors both a Licensed Practical Nurse training program and a Certified Nurses Assistant program to area high school students and adults.

Page County Health Care Resources

The Health Care Resources in Page County can be divided into nine sectors:

- Public Health
- Primary Health Care
- Specialty Health Care
- Hospital Services
- Dental Services
- Long-Term Care Services
- Pharmacy Services

In addition there appears to be an outflow of Page County residents to health care services in adjacent counties and independent cities. Of significance are Woodstock, Harrisonburg, Charlottesville, and Front Royal. Forty three percent of hospitalizations (1999) occurred beyond the county borders (Virginia Health Information, 2000).

Health Workforce Data

The Page County Health Workforce includes 20 physicians, 5 dentists, 5 Nurse Practitioners, and 13 retail pharmacists. Page Memorial Hospital has worked aggressively to recruit new health care providers (particularly physicians) to the community. Five new physicians have been recruited in the last four years. Page Memorial Hospital now employs 50% of the primary care providers (including six physicians and two nurse practitioners) in the county.

As of 2000, Page County is listed as both a Health Professional Shortage Area and as a Medically Underserved Area. These federal designations measure gross population to provider ratios for purposes of federal subsidy and eligibility to various federal programs. Health Professional Shortage Areas are a gross ratio of population to full-time physicians. Medically Underserved Areas take the ratio of population to full-time primary care physicians and factor in the percentage of low-income residents, the percent of the population that is elderly and the infant mortality rate.

As a result of recent recruitment of health care providers by Page Memorial Hospital, Page County no longer strictly meets the federal criteria as either a Health Professional Shortage Area or a Medically Underserved Area. However the federal designation remains valid until the next estimation date in 2003.

Public Health

Page County's public health services are provided by the Page County Health Department in Luray, which is part of the Lord Fairfax Health District administered from Winchester. The Health Department offers all state-mandated services although not all services are offered every week in Page County. Services provided by the Page County Health Department include:

- Family Planning
- Immunizations
- Pediatric Clinic (Including Well-Child Screening)
- Maternity Clinic
- Sexually Transmitted Disease Screenings / Diagnosis / Treatment
- Tuberculosis Diagnosis & Treatment
- Contagious Disease Monitoring & Treatment
- Pre-Nursing Home Screening
- Women Infants & Children's Program
- Environmental Health (Including)
 - Restaurant and Food Inspections
 - Water and Septic Permits

Primary Health Care

In 2000 Page County had an actual primary care provider to population ratio of 6.9 providers / 10,000 population. This includes eleven physicians and five nurse practitioners. All but four of these providers practice in Luray. One physician practices in Shenandoah and three providers practice within the Page Rural Health Center in Stanley. This corresponds to one full-time equivalent primary care provider for 1449 population.

The total primary care physician to population ratio, which is more commonly reported for counties and regions, is 4.7 physicians / 10,000 population. This translates to one full-time primary care physician per 2107 population.

The supply of primary health care providers includes eleven physicians in six practices (Table 9). Page Health Care and Page Rural Health Center are both managed by Page Memorial Hospital. Physicians, Nurse Practitioners, and staff are all employees of the

hospital. Moreover each is designated as a Rural Health Clinic (RHC). As RHCs, these sites are eligible for enhanced reimbursement for Medicare patients.

Table 9
Page County Primary Care Providers

Practice	Provider	Degree	Primary Care Specialty
CompCare	Francis H. George Deborah Forrest Nancy Brubaker	MD PNP FNP	Family Practice Pediatrics Family Practice
Page Health Care Assoc.	Farah Bassam Cindi Croft G. Gregory Ross David S. Switzer Robin Rider	MD DO MD MD FNP	Internal Medicine Family Practice Internal Medicine Family Practice Family Practice
Page Rural Health Center	Jeffrey M. Feit R. David Lee Ann H. Miller	MD MD FNP	Family Practice Family Practice Family Practice
Valley Internal Medicine	James O. Dale D. Brooke Miller Cheryl Blanche	DO DO FNP	Internal Medicine Family Practice Family Practice
Monte Brothers, MD	Monte Brothers	MD	Family Practice
James Feeley, MD	James W. Feeley	MD	Family Practice

Page Memorial Hospital has been the primary recruiter of health care providers for Page County in recent years. It has successfully recruited five health care providers in the last four years. The hospital reports that current recruitment efforts include adding at least one pediatrician to the current primary care physician supply.

Specialty Health Care

Seven specialty physicians currently practice in Page County (Table 10). These include two general surgeons, an orthopedic surgeon, a urologist, a radiologist, and two internal medicine specialists. Current specialty recruitment needs in Page County include obstetrics, and an Ear Nose and Throat specialist. No one at the current time provides obstetrical services in the county although gynecological services are available through several of the county's Family Practice and general Internal Medicine providers. Page County women must travel to Harrisonburg, Front Royal, or Woodstock for obstetrics and delivery services.

Table 10
Page County Specialty Physicians

Physician	Specialty
D. Russell Brear	Ophthalmology
Fang Horng	General Surgery
Dwight T. Kemp	Orthopedic Surgery
Thomas P. Kuhlmann	Emergency Medicine
Charles Locke	General Surgery
Steven I. Rakaric	Internal Medicine
Richard S. Tushman	Urology

Hospital Services

There is only one hospital in Page County – 54-bed Page Memorial Hospital (PMH) – located in Luray. Originally established in 1925, PMH moved to its current facility in 1958. PMH is a membership corporation, the only hospital of its kind in Virginia. This allows due-paying members to elect the Board of Directors of the hospital. The hospital has approximately 245 employees and oversees many of the physician and ancillary services available in the county. The Joint Commission on Accreditation of Healthcare Organizations (JCAHO) accredits PMH. The latest JCAHO survey took place in 2000.

As a comprehensive acute care hospital, PMH maintained a 30.2 % occupancy rate (1999) totaling 5,949 inpatient days. The Average Length of Stay (ALOS) was 3.8 days (Virginia Health Information, 2000).

The central Luray facility provides the following services on-site.

- Anesthesia Services
- Cardiorespiratory Services
- Diagnostic Imaging
- Laboratory Services
- Emergency Services
- Pharmacy Services
- Medical / Surgery Services
- Physical and Respiratory Therapy
- Medical Social Services

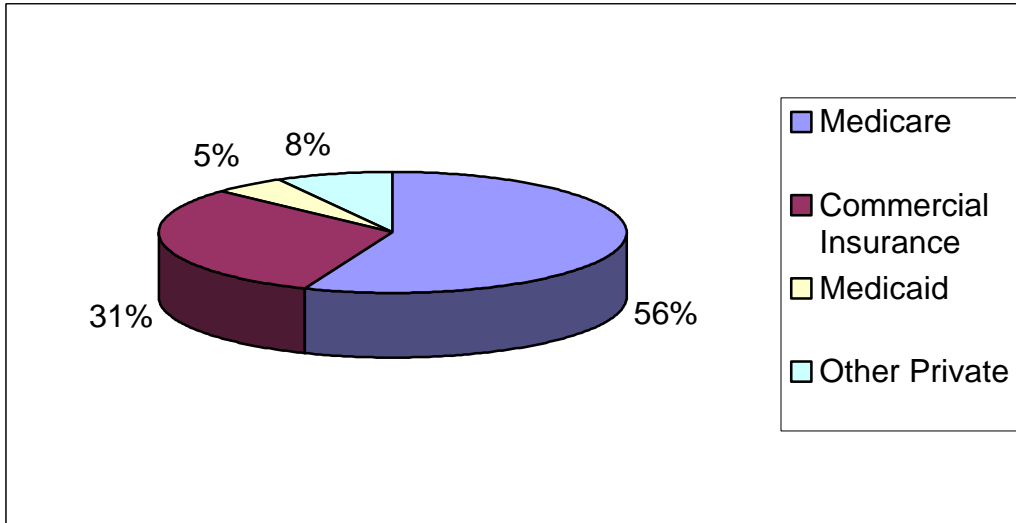
The hospital also provides comprehensive Home Care services, therapy services, community health promotion activities and a transport service for patients to other health care facilities. It is also a Telemedicine site linked with the University of Virginia. The hospital sponsors a Multi-Specialty Clinic at its Luray site for other medical specialties. Currently the Multi-Specialty Clinic hosts audiology, podiatry, and urology practices.

PMH also manages Page Health Care in Luray and Page Rural Health Center in Stanley. These two primary care practices employ a total of six physicians and two nurse practitioners. In addition, the Page Rural Health Center in Stanley provides outpatient therapy services (Physical Therapy, Occupational Therapy, Speech Therapy) and is the administrative site for PMH Home Care services.

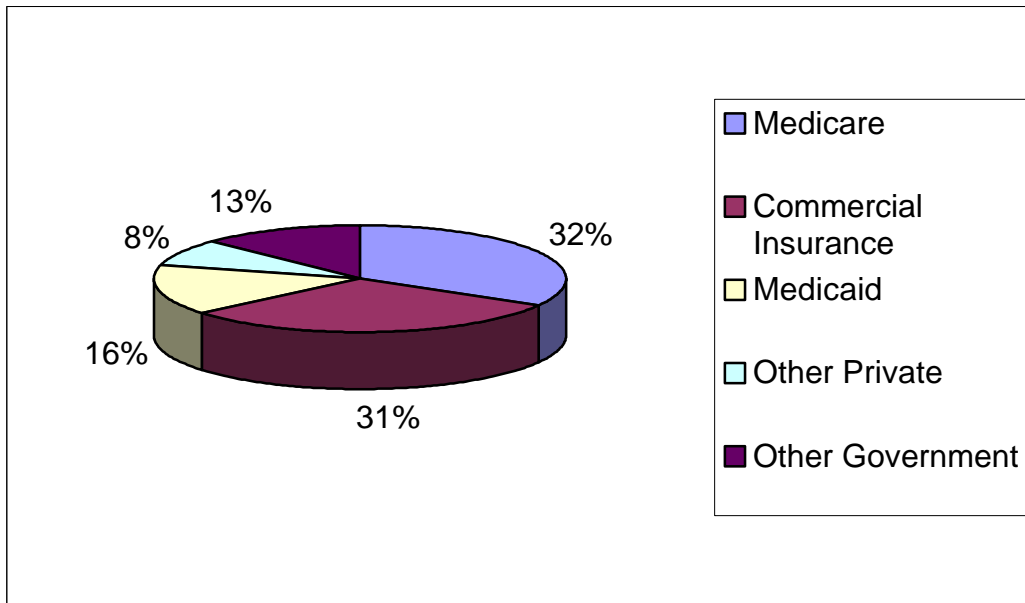
PMH has two operating rooms and performed 937 operations in 1999. Of these, 238 were inpatient procedures and 699 were outpatient procedures. The hospital has a fixed unit Computed Tomography (CT) unit and a mobile Magnetic Resonance Imaging (MRI) unit. In 1999 PMH performed 1,691 CT scans and 462 MRI scans (Virginia Health Information, 2000). Current PMH service expansion plans include adding a dialysis unit, likely in association with the University of Virginia Medical Center.

From a revenue perspective, over half of PMH revenue derives from Medicare. Approximately a third comes from private commercial insurance and five percent from Medicaid. The revenue distribution for PMH in 1999 and corresponding data for all U.S. Hospitals is presented in Figure 1.

Figure 1
Revenue Sources
Page Memorial Hospital
1999



Revenue Sources
All U.S. Hospitals
1999



Dental Services

Five independent dentists practice in the county including four in Luray (Table 11). Dr. Scott Ruffner has a dental practice in Shenandoah. All of the dental offices in Page County are solo practices with one dentist each. All provide comprehensive primary dental services. None provides orthodontics. None of the dental practices is currently employing a dental hygienist. Although most of the practices currently see patients with Medicaid insurance, only one of the practices noted that they would accept new Medicaid patients.

Table 11
Page County Dentists

Dentist	Location
William N. Mayberry, DDS	Luray
Scott A. Ruffner DDS	Shenandoah
Patrick Sprague DDS	Luray
Werner Wiedemann DDS	Luray
George A. Wolters	Luray

Long-Term Care Services

Skilled Nursing

Montvue Nursing Home is the only licensed Skilled Nursing Facility in Page County. Montvue is a 120-bed facility serving Medicaid, Medicare, and private pay residents. It is a subsidiary facility to Excelsior Incorporated. Excelsior, a private corporation in Luray manages Montvue, two assisted living facilities and Excel Therapy in Luray. The Montvue Nursing Home is located in Luray on property adjacent to Page Memorial Hospital.

Assisted Living

Page County has three independent Assisted Living Centers: Alcove Lane Assisted Living, Hawksbill Assisted Living Center, and Whispering Pines Assisted Living Center (Table 12). All are located in or near Luray. Hawksbill and Whispering Pines Assisted Living Centers are both owned by Excelsior Incorporated which also operates the Montvue Nursing Facility

Table 12
Page County Assisted Living Facilities

Facility	Owned by	Beds
Alcove Lane Assisted Living	Fred Henson	19
Hawksbill Assisted Living Center	Excelsior	68
Whispering Pines Assisted Living Center	Excelsior	60

Home Health

Two in-county home health services are available. Moreover Page County is served by several home health services based in Harrisonburg and Front Royal. Page Memorial Hospital operates a home health service from the Page Rural Health Center in Stanley. Services include Skilled Nursing, Home Therapy, Home IV Therapy and Durable Medical Equipment. The Shenandoah Area Agency on Aging provides Personal Care Services for homebound residents, in collaboration with PMH.

In addition, Continuing Care, a private for-profit home health agency based in Luray, also provides home health services. These include therapy services, skilled nursing, personal care services and private duty nurses and aides.

Therapy and Rehabilitation

Therapy and rehabilitation services are available as inpatient and outpatient services through PMH and Excel Therapy. Inpatient Therapy is available at PMH Montvue Nursing Home, Hawksbill Assisted Living Center, and Whispering Pines Assisted Living Center. Outpatient therapy is available through PMH Outpatient Therapy (in Stanley) and Excel Therapy (in Luray).

PMH provides therapy services at the hospital and via the Page Rural Health Center. Services at the hospital include both inpatient and outpatient therapy services. PMH employs two Physical Therapists and one Physical Therapy Assistant at this site. At the Page Rural Health Center, only outpatient therapy services are provided, including services by a Physical Therapist, an Occupational Therapist, and a Speech Therapist.

The Excel Therapy provides inpatient therapy services at the Excelsior-managed long-term care sites: Montvue Nursing Facility, Hawksbill Assisted Living Center, and Whispering Pines Assisted Living Center. It also provides general therapy services on an outpatient basis.

Page Senior Center

Page County has recently opened a Senior Center, located south of Stanley. Sponsored by the Senior Alliance the Senior Center runs programs by the Shenandoah Area Agency on Aging and Meals on Wheels. The Center is open five days per week, providing recreational activities, social support services and health education programs for county seniors. The Center currently serves over forty seniors in their daily on-site meal program. In addition the Senior Center operates a Meals on Wheels program providing between 40 and 50 additional seniors in the county with meals.

Behavioral Health Services

Page County is part of the Northwest Virginia region and covered by the Northwestern Virginia Community Services Board with central offices in Winchester. The Northwestern Virginia Community Services Board has a local office in Luray. It provides Primary Mental Health Services to the Chronically Mentally Ill, Substance Abuse Services, Monitoring of the Developmentally Disabled, and Crisis Intervention. One private independent counselor also currently provides counseling services in Page County for clients with mental illness. There are no day treatment programs in the county.

Table 13
Page County Behavioral Health Services

Agency / Provider	Services Provided
Northwestern Virginia Community Services	Mental Health, Substance Abuse Counseling, Developmental Disabilities, Crisis Intervention, Chronically Mentally Ill
Elizabeth Britt EDS, PC	Mental Health Counseling

Pharmacy Services

Page County has seven retail pharmacies, five in or near Luray and one each in Stanley and Shenandoah (Table 14). The seven pharmacies employ a total of thirteen registered pharmacists.

Table 14
Page County Retail Pharmacies

Pharmacy	Location	Pharmacists Employed
CVS Pharmacy	Luray	4
Luray Apothecary	Luray	2
McKim & Huffman Pharmacy	Luray	2
Rite-Aid Pharmacy	Luray	1
Wal-Mart Pharmacy	Luray	2
Stanley Pharmacy	Stanley	1
Shenandoah Pharmacy	Shenandoah	1

Three of the pharmacies (Walmart, RiteAid, and CVS) are managed external to Page County, as part of regional or national chains. The other four are each owned by individual pharmacists who practice in those facilities. All the pharmacies accept Medicaid and most commercial insurances. Several report not currently accepting Cigna Insurance because of low reimbursement rates.

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