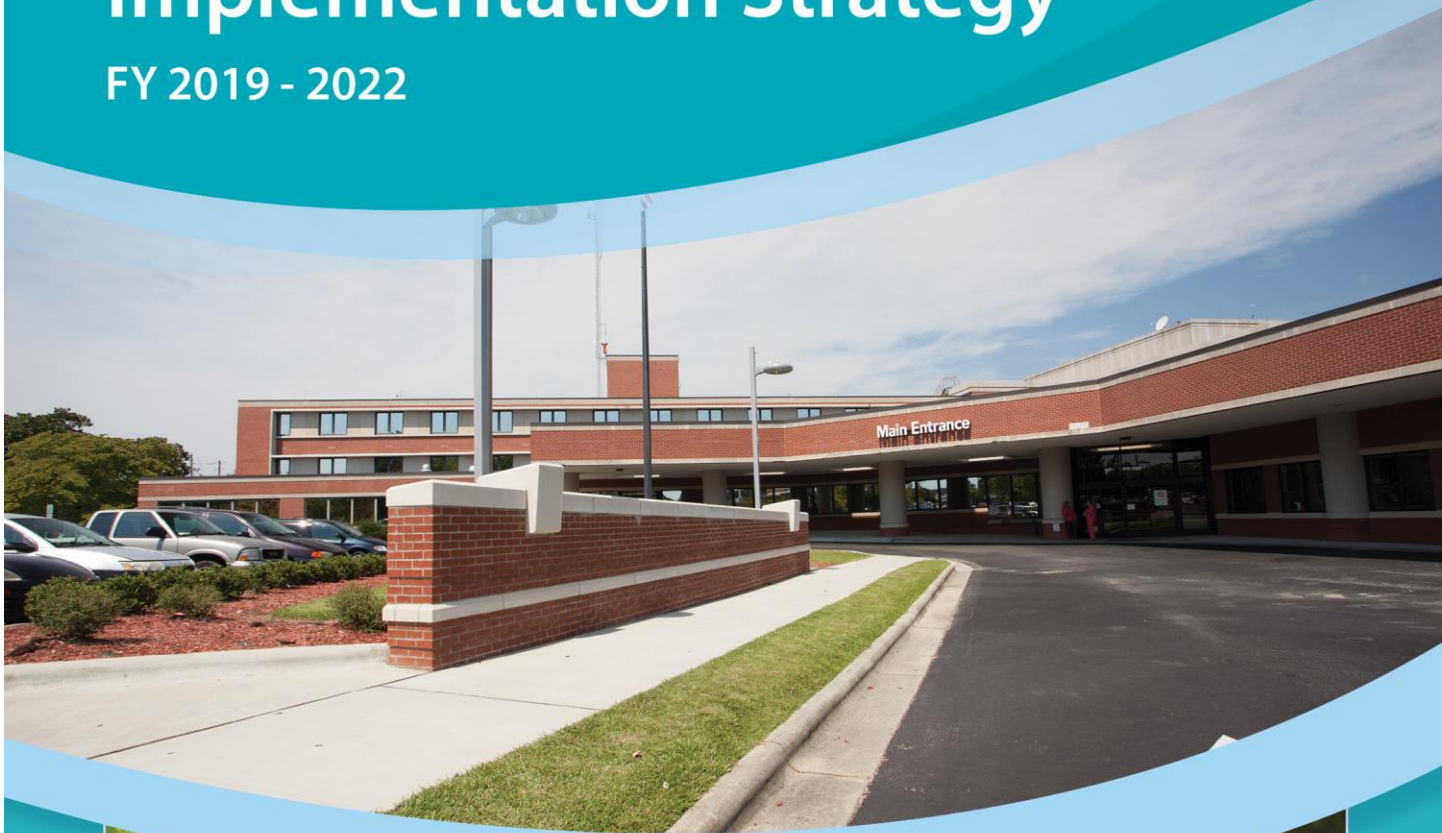


Community Health Implementation Strategy

FY 2019 - 2022



Executive Summary

Vidant Duplin Hospital is an eighty-one bed, not-for-profit, community hospital located in Kenansville, NC. The hospital provides surgical, emergency, medical/surgical, laboratory and radiology services, as well as specialty and primary care clinics.

Vidant Duplin is one of eight hospitals that comprise Vidant Health. Vidant Health is a regional health system serving 1.4 million people in 29 counties throughout rural eastern North Carolina. Most of the counties served by Vidant Health are listed in the top 40 most economically distressed areas in the state (73% of Vidant Health's counties are classified as Tier 1 counties; 24% of the counties are classified as Tier 2 counties; 3% of the counties are classified as Tier 3 counties). The system consists of Vidant Medical Center (an academic medical center), nine community hospitals, an ambulatory surgery center, wellness, and rehabilitation facilities, home health agencies and other independently operated health services. Vidant Health is affiliated with the Brody School of Medicine at East Carolina University.

The mission of Vidant Health is to improve the health and well-being of eastern North Carolina. Our vision is to become a national model for rural health and wellness by creating a premier, trusted health care delivery and education system. Integral to our mission is our commitment to be responsive to our community's needs and to provide high quality, cost-effective health care services.

Description of Community

The primary service area for Vidant Duplin Hospital is Duplin County, North Carolina. Towns that make up the county include Beulaville, Calypso, Faison, Greenevers, Kenansville, Magnolia, Rose Hill, Teachey, Wallace and Warsaw.

The 2016 Census estimated the county's population at 58,969. More than 70% of the population is White, followed by 25% Black/African American and 21% Hispanic/Latino. The 2016 Census reported almost 25% of the population is under the age of 18 years and 17% are over the age of 65 years.

Duplin County is designated as a Tier 1 county in the 2019 designation, meaning it is one of the most economically distressed counties in the state. The county has one of the highest uninsured rates in the state with 20% of residents reporting no healthcare benefits. In addition, poverty rates in Duplin County indicate that more than one fourth of the population lives in poverty, with 41% of Duplin County children living in poverty. These factors contribute to the health challenges identified in the 2019 Community Health Needs Assessment.



Participants

Health ENC – 2019 Community Health Needs Assessment

Initiated in 2015 by the Office of Health Access at the Brody School of Medicine at East Carolina University, Health ENC grew out of conversations with health care leaders about improving the community health needs assessment (CHNA) process in eastern North Carolina. Health ENC, now a partnership among county health departments and hospitals in eastern NC, coordinates a regional CHNA in 33 counties of eastern North Carolina. In addition, the Health ENC Program Manager works to build coalitions and partnerships that will address health issues identified through the regional CHNA process.

As part of the assessment process, members of Vidant Duplin Hospital and Duplin County Health Department worked collaboratively to distribute a community health opinion survey to various segments of the population in Duplin County. The survey was printed in English and Spanish and distributed to a broad range of people in the community, targeting different income levels, including underserved members of the community, the elderly, and the general population. In addition to the paper surveys, a web-based survey tool was developed by Health ENC and made available to the public through different email lists. The survey was also publicized through the local newspaper and social media. The survey was used to collect primary data from April 18 - June 30, 2018. A total of 612 community members completed the survey. In addition to the community health opinion survey, four focus group sessions were held in Duplin County in June and July 2018 to receive feedback from various community groups which were under-represented in the survey responses. A total of 51 community members participated in the focus group sessions.

Community Key Stakeholder Group – Duplin County

The following community stakeholders were represented in the planning, data review and prioritization process for the 2019 Duplin County CHNA:

Vidant Duplin Hospital	Duplin County Health Department
Duplin County 4-H, Prevention Services	Duplin County Board of Health
Duplin County Commissioners	Duplin County Department of Social Services
Duplin County Partnership for Children	Duplin County Public Schools
Duplin County Transportation	First Missionary Baptist Church
Goshen Medical	James Sprunt Community College
NC Cooperative Extension Office	Vidant Duplin Foundation
Vidant Wellness Center	Vidant Health Corporate



Vidant Duplin Hospital Foundation's Community Benefits Grants Program

Vidant Health is committed to improving the health and well-being of eastern North Carolina. We partner and serve community members throughout the continuum of care. With our mission at the forefront of our efforts, Vidant Medical Center (formerly Pitt County Memorial Hospital) made a substantial donation to the Vidant Health Foundation (formerly Pitt Memorial Hospital Foundation) in 1998 to establish the Community Benefit and Health Initiatives Grants program. In 2006, the program extended its outreach by establishing a Regional Community Benefits Grants program which works with Vidant Health regional hospitals to distribute grants to their communities.

The goal of the program is to support outreach projects that focus on wellness and prevention strategies. The Community Benefit Grants program supports community partners to educate people about disease prevention and management, provide people with the knowledge and tools to be successful in their own health care and establish programs within communities, making them available and more accessible to community members who need these programs/services. Vidant Duplin Hospital distributes over \$100,000 annually to various agencies/organizations in Duplin County.

The committee's funding focus areas are based on the health priorities identified in the most recent CHNA.

2019 Community Health Priorities for Duplin County

The comprehensive 2019 Community Health Needs Assessment for Duplin County included significant input from community members, as well as a wealth of information from local, state, and national data sources. Key stakeholders reviewed primary and secondary data. Following an in-depth discussion of the assessment data and existing community resources, the key stakeholder group selected four health priorities for focus over the next three years.

These four health priorities are:

- Chronic Disease Prevention & Management
- Access to Care
- Disaster Recovery & Mitigation
- Substance Use

Implementation Strategies

Priority Health Need: Chronic Disease Prevention and Management

Goal: *To improve outcomes and quality of life for adults with chronic illness (i.e. diabetes, heart disease, stroke, hypertension, chronic lung).*

Strategies:

- Provide community screenings: Diabetes, Cholesterol, Blood Pressure, etc.
- Provide education on chronic disease prevention management: Speaking engagements to faith congregations, civic groups, and community events.
- Provide high quality stroke care by maintaining as a certified primary stroke care center and following Joint Commission on Accreditation of Healthcare Organizations standards.
- Support and grow faith-based health partnerships within Duplin County and perimeter.
- Educate the community about a variety of topics related to chronic disease management, prevention, and awareness through news articles, social media, bulletin board education, printed materials and in-house educational booths through the Body-Mind-Wellness Council.
- Utilize our Community Health program to plan, organize, and oversee community education opportunities and to be the liaison between Vidant Duplin Hospital and churches, schools, and civic organizations and seek opportunities to share ways to improve overall community health and wellness.
- Provide screenings to Duplin County School employees and other service groups (i.e., local fire departments, police departments, town employees, EMS).
- Participate in system-wide wellness initiatives and offer to our employees for promotion of healthy lifestyles (i.e., in-house farmer's market, no cost, on-site work-out facility for employees).
- Promote healthy eating at all hospital-sponsored functions (internal and external) where food is served and will offer healthy options.
- Collaborate with public health-oriented organizations in and around Duplin County.
- Fund local programs related to chronic disease and prevention/healthy lifestyle through the Vidant Duplin Foundation's Community Benefit Grants Initiative.



Priority Health Need: Access to Care

Goal: *To improve access to health care, especially for the uninsured/underinsured patient population.*

Strategies:

- Maintain our commitment to provide quality health care to everyone who seeks our services.
- Collaborate with Vidant Medical Group to help recruit additional primary care and specialty providers to keep care local (i.e., ENT clinic, oncology, podiatry, pediatric cardiology).
- Grow our faith-based Partnership.
- Collaborate with a community nutrition specialist to provide community diabetes education through programs like Diabetes Self-Management Education (DSME).
- Continue to offer charity care to our patients who are unable to pay due to financial hardships.
- Serve on the Duplin Population Health Community Coalition which works to address the most critical needs in Duplin County – including access to care.
- Collaborate with Duplin County Health Department to help the community access local health care services.
- Care coordination services offered via discharge planning to high risk patients (i.e., telehealth, care coordination and care management).
- Care Coordination services for high risk indigent emergency department patients in collaboration with Community Care of North Carolina and Vidant Health Care Coordination Services.
- Maintain the provision of an in-patient behavioral health unit.
- Maintain the provision of care coordination and pharmaceutical assistance via voucher.
- Fund local programs related to access to care through the Vidant Duplin Foundation's Community Benefit Grants Initiative.
- Partner with North Carolina Breast and Cervical Cancer Control Program (BCCCP) providers to ensure access to cancer screening tests.



Priority Health Need: Disaster Recovery and Mitigation

Goal: *Support the community by ensuring services and assistance to local agencies before, during, and after a disaster occurs.*

Strategies:

- Maintain services before, during, and after disaster occurs.
- Train personnel for disaster related events (i.e., regional mitigation strategies, hurricane conference).
- Collaborate and support with Duplin Recovery Group.
- Collaborate with the regional healthcare coalition.
- Collaborate with local EMS and first responders.
- Collaborate with the health department and state offices of emergency management.
- Support local medical efforts during periods of disaster to provide medical services in stranded areas.
- Fund local programs related to disaster recovery and mitigation through the Vidant Duplin Foundation's Community Benefit Grants Initiative.

Priority Health Need: Substance Use

Goal: *To improve access to services for substance abuse patients.*

Strategies:

- Maintain collaboration with public health-oriented organizations in and around Duplin County (i.e., Duplin County Substance Abuse Coalition).
- Maintain the participation in the Geriatric/Adult Mental Health Specialty Team (GAST) program.
- Maintain collaboration with Eastpointe.
- Fund local programs related to substance abuse and use through the Vidant Duplin Foundation's Community Benefit Grants Initiative.



Approval

Vidant Duplin Hospital's Implementation Strategy for 2019-2022 was approved by the Vidant Community Hospitals' Board of Directors on June 25, 2019.



6/25/19

Chair, Vidant Community Hospitals' Board of Directors

Date