

Vidant Beaufort Hospital's Community Health Implementation Strategy



2012-2015

Executive Summary

Vidant Beaufort Hospital is a not-for-profit, community hospital located in Washington, NC. The hospital is part of Vidant Health (formerly University Health Systems of Eastern Carolina); a regional health system serving 29 counties in eastern North Carolina. Vidant Beaufort Hospital (formerly Beaufort County Medical Center) became a part of the Vidant Health system in September 2011. The hospital has served the Beaufort County community since 1958. The health system's mission, "To enhance the quality of life for the communities and people we serve, touch and support" drives a system of care for healthier communities beyond the traditional walls of our facilities.

Description of Community

The primary service area for Vidant Beaufort Hospital encompasses Beaufort County, North Carolina. Surrounding cities include Washington, Aurora, Bath, Belhaven, Pantego, Chocowinity and Washington Park. According to the 2010 Census, the county has a population of 47,759. Over 68% of the population is white, followed by 25% black, 7% Hispanic. Less than 1% consider themselves American Indian or Asian. Statistics from 2008-2009 report that 20.2% of residents ages 0-64 are uninsured. Over 18% of the population in Beaufort County does not have a high school diploma.

Who Was Involved

The community health assessment process was initiated by the Beaufort County Health Department in collaboration with Vidant Beaufort Hospital (formerly Beaufort County Medical Center). To ensure input from persons with a broad knowledge of the community, personal invitations were sent to organizations representing various ethnic and patient-type groups, including mental health, child and senior health services. Those who committed to the assessment and planning process became the CHA Committee and attended monthly meetings beginning in January of 2011. The CHA Committee conducted a thorough survey and distributed copies throughout the county in May, 2011. Over 1,000 surveys were collected and analyzed and many community groups were invited to review the primary data.

Completion of the 2011 Beaufort County Community Health Assessment was a collaborative effort of many human service agencies in Beaufort County. The partners included:

- o Beaufort County Health Department
- o Vidant Beaufort Hospital (formerly Beaufort County Medical Center)
- o Beaufort County Cooperative Extension
- o Beaufort County Schools
- o Beaufort-Hyde Partnership for Children
- o Beaufort/Martin/Tyrrell/Washington Teen Tobacco Prevention Program
- o Grace Martin Harwell Senior Center
- o Metropolitan Community Health Services

- o Mid-East Commission Area Agency on Aging
- o Senior Center – Belhaven
- o Washington-Beaufort County Chamber of Commerce
- o City of Washington Parks and Recreation Department

The 2011 CHA team identified the following top five health concerns for Beaufort County

- o Cancer
- o Chronic Disease
- o Weight Management and Obesity
- o Mental Health Issues
- o Preparing for Emergencies and Disasters

Vidant Beaufort Hospital's Community Benefit Grants Program

Vidant Health wants to do more for people to improve their health before they reach the point of having to be hospitalized. That's why in 1998, Pitt County Memorial Hospital (now Vidant Medical Center) made a substantial donation to the Pitt Memorial Hospital Foundation (now Vidant Health Foundation) 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 educates people about disease prevention and management, provides people with the knowledge and tools to be successful in their own health care and locates programs within communities, making them available and more accessible to people needing the programs/services.

Vidant Beaufort Hospital established a committee of local community members to review the health needs of our community and determine focus areas for our participation in this program. Members of our committee include: the Beaufort County Health Department Director, the director of the Grace Martin Harwell Senior Center, a local pediatrician, the former director of Beaufort County Cooperative Extension, members of the Vidant Beaufort Hospital directors council as well as the president and senior director of growth and clinical services for Vidant Beaufort Hospital.

This committee was presented the data and findings of the 2011 Beaufort County Community Health Assessment and identified the following as the focus areas for 2012-2013.

- o Chronic Disease Prevention and Management
- o Access to Care
- o Physical Activity and Nutrition

Vidant Beaufort Hospital has committed \$50,000 to various agencies in Beaufort County through this program.

Vidant Beaufort Hospital's Community Health Implementation Plan was based on the findings of the community health assessment as well as the focus areas established for our community benefit activities.

Implementation Plan

Initiative: Chronic Disease Prevention and Management

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

Strategies:

1. Collaborate with local agencies and local industry to conduct community-based health screenings for heart disease, stroke, diabetes and cancer. In addition provide health education, support groups to promote chronic disease prevention and management.
2. Promotion of at least two nationally recognized health events such as breast cancer awareness, women's heart health, skin cancer and diabetes.
3. In conjunction with other community partners, sponsor Breast Cancer Awareness and Prevention activities in October. Conduct breast cancer screenings in Washington, Belhaven and Aurora. Participate in Vidant Health's annual Pink Power initiative. Provide leadership and participate in the annual Paint the Town Pink breast cancer awareness initiative.
4. Sponsor Women's Heart Truth event in February. Event will feature a luncheon with an informational and inspirational speaker, health screenings and women's heart health education.
5. Quarterly updates on chronic disease prevention and management through local media. Continue publishing Health Beat articles in the local newspaper with a continued focus on chronic disease such as diabetes, heart disease, cancer and respiratory illness.
6. Continue existing and establish new support groups for individuals with chronic illness.
 - a. Continue to offer Better Breathers Support Group which meets monthly 10 months out of the year to help individuals with chronic respiratory conditions better manage their disease.
 - b. Continue to offer Look Good Feel Better to female cancer survivors
 - c. Develop a local support group for individuals with diabetes.
7. Continue to offer educational programs for cancer survivors and caregivers such as Knowledge Is Power and Healthy Living with Cancer.
8. Continue to offer complementary therapies for cancer survivors and caregivers such as therapeutic massage, meditative yoga, art cart, Pet Partners pet therapy and journaling.
9. Fund the Chronic Disease Self-Management program for the Grace Martin Harwell Senior Center through the Vidant Health Community Benefit Grants Initiative.

Initiative: Access to care

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

Strategies:

1. Continued commitment to providing quality health care to everyone who seeks our services.
2. Continue to provide financial counselors who can assist with determining if patients qualify for Medicaid and in applying for other government-assisted programs.
3. Continue to offer charity care to our patients who are unable to pay due to financial hardships.
4. Collaborate with Beaufort County Health Department and the Metropolitan Community Health Center, Inc. (The Agape Center) to help residents access health care services in the community.
5. Continue to work with Vidant Physician Recruitment office to help recruit additional primary care physicians to the community.
6. Assist Vidant Medical Group and local primary care practices as they work towards implementing the patient-centered medical home model of care which will provide greater access to needed services, better quality of care, greater focus on prevention, as well as early identification and management of health problems.
7. Fund the Healthy Outcomes for Pregnant and Parenting Students program for Beaufort County Schools through the Vidant Health Community Benefit Grants Initiative.

Initiative: Physical Activity and Nutrition

Goal: To educate adults and children on the benefits of physical activity and nutrition and provide resources, therefore improving general wellness.

Strategies:

1. Participate in at least two community events/health fairs and offer at least one of the following screenings depending upon the event – blood pressure, blood sugar and body mass index. Provide educational information about nutrition and physical activity.
2. Participate in and/or sponsor at least one community event that targets children's health and specifically promotes health eating and physical activity for children.
3. Participate in at least one community event that targets minorities and offer at least one of the following screenings depending upon the event – blood pressure, blood sugar and body mass index. Provide educational information about nutrition and physical activity
4. Continue involvement in the Beaufort County Physical Activity and Nutrition Coalition by

having a hospital employee represented on the coalition and by participating in their activities. These have included:

- a. Funding several walking trails in community areas and at schools
- b. Community Health Fairs
- c. Children's events, including school field days and a "Kids in the Garden" event.
- d. Women's "Healthy Living for a Lifetime" 6 week educational course
5. Provide educational articles, written by health care professionals on topics related to healthy nutrition, physical activity, obesity, children's health and exercise. Provide resources in addition to the health information.
6. Annually host at least one employee wellness challenge that targets weight loss and/or an increase in physical activity.
7. Promote healthy eating and educate employees and visitors on how to make healthy choices by providing all calorie information at the point of service at both of our hospital eateries. This will include all snack and vending machines. We will continue to offer a discounted rate on the healthiest entrée served in our hospital cafeteria.
8. To promote healthy eating, all hospital-sponsored functions (internal and external) where food is served will offer healthy options.
9. Fund the My Plate Project for the Beaufort County Health Department through the Vidant Health Community Benefit Grants Initiative.
10. Fund the Food Bank of the Albemarle project for Eagles Wings through the Vidant Health Community Benefit Grants Initiative.

Priority Needs Identified by the CHA committee not being addressed by Vidant Beaufort Hospital

1. **Mental Health issues** - Vidant Beaufort Hospital does provide an inpatient psychiatric unit, a 9-bed crisis center and a mental health clinic, however will not develop any new mental health programming at this time since resources have been directed at other priority areas.
2. **Preparing for Emergencies and Disasters** – Disaster preparedness for Beaufort County is coordinated by Beaufort County Emergency Management. Vidant Beaufort Hospital emergency department manager and assistant manager are active members of the local Disaster Preparedness team. Our sister hospital, Vidant Pungo Hospital, is actively involved in emergency and disaster planning and is leading Vidant Health's efforts for our county.

Approval

Vidant Beaufort Hospital's Implementation Strategy for 2012-2015 was approved by the Vidant Community Hospitals' Board of Directors on September 18, 2012.

Dr. David Herman, Chair
Vidant Community Hospitals' Board of Directors