



# Community Health Implementation Strategy FY 2016 – 2019





## Executive Summary

Vidant Bertie Hospital is a six-bed, not-for-profit hospital located in Windsor, NC. The hospital provides the following services to the community: outpatient surgical, emergency, inpatient medical/surgical, laboratory and radiology services, as well as specialty and primary care clinics. The hospital also offers outpatient behavioral health services and physical, speech and occupational therapy.

Vidant Bertie Hospital is one of the eight hospitals that make up Vidant Health. Vidant Health is a regional health system serving 1.4 million people in 29 counties throughout rural eastern North Carolina. According to the 2016 County Tier Designations, the majority of the counties served by Vidant Health are listed in the top 40 most economically distressed areas in the state (66% Tier 1, 31% Tier 2, 3% Tier 3). The system consists of Vidant Medical Center (an academic medical center), seven community hospitals, an ambulatory surgery center, wellness and rehabilitation facilities, home health and hospice agencies and multiple physician practices. Vidant Health is affiliated with the Brody School of Medicine at East Carolina University. The health system's mission, "To improve the health and well-being of eastern North Carolina" drives a system of care for healthier communities beyond the traditional walls of our facilities.

### **Description of Community**

The primary service area for Vidant Bertie Hospital is Bertie County. Bertie County is located in northeastern North Carolina. The major town in Bertie County is Windsor, the county seat. Other Bertie County communities include Askewville, Aulander, Colerain, Kelford, Merry Hill, Lewiston-Woodville, Powellsville and Roxobel. As of 2014, the estimated population of Bertie County was 20,106. The population was evenly divided between males (50.1%) and females (49.9%). The median age of Bertie County was 6.5 years older than the NC average and 3.0 years older than the Region. Whites composed 36.2 percent of the total population; blacks/African Americans 61.4 percent; American Indians and Alaskan Natives 0.5 percent; Asians, native Hawaiians and other Pacific Islanders 0.7 percent; and Hispanics/Latinos of any race 1.7 percent.

Bertie County is a tier 1 county, meaning it is one of the 40 most economically distressed counties in North Carolina. Bertie County's per capita income and median income per household are \$16,557 and \$29,388, respectively. As compared to the state, Bertie County's per capita income is \$9,051 below the state average and the median income per household is \$17,305 below the state average. Seventy-eight percent of Bertie County public school students are enrolled in free or reduced lunch programs. Additionally, the poverty rate in Bertie County for 2010-2014 is 25.5, compared to the state rate of 17.6 and the Regional average of 23.0. Bertie County's high school dropout rate is also higher than the state at 2.99 compared to the state rate of 2.28 and the Regional mean of 1.93.

Bertie County has a lower rate of uninsured individuals in every age group, when compared to the state and the Region, but has a higher proportion of Medicaid eligible than the state and the Region. In terms of active health professionals per 10,000 residents, Bertie County is lower than the state for the following categories: All Physicians, Primary Care Physicians, Dentists, and Pharmacists. According to the 2015 *County Health Rankings*, Bertie County was ranked 71<sup>st</sup> out of 100 (1 is the best) on length of life, 88<sup>th</sup> for quality of life, 75<sup>th</sup> for health behaviors, 51<sup>st</sup> for clinical care, 91<sup>st</sup> on social and economic factors, and 15<sup>th</sup> for physical environment compared with other North Carolina counties.

### **Who Was Involved**

The community health assessment process was initiated by Vidant Bertie Hospital in collaboration with Albemarle Regional Health Services. To ensure input from persons with a broad knowledge of the community, additional organizations representing the county including mental health, senior health services, and agencies representing the uninsured and underinsured were invited to collaborate. Those who committed to the assessment and planning process became the Community Health Advisory Council for Bertie County and attended meetings beginning in June 2016. The 2016 Community Health Advisory Council included the following members:

- Jeff Sackrison – President, Vidant Bertie Hospital/Vidant Chowan Hospital
- Dr. William Hope – Chief of Staff/Physician Co-Leader, Vidant Bertie Hospital/Vidant Chowan Hospital
- Brian Harvill – Vice President of Finance and Operations, Vidant Bertie Hospital/Vidant Chowan Hospital
- Cindy Coker – Vice President of Patient Care Services, Vidant Chowan Hospital
- Silvia Rose – Vice President of Patient Care Services, Vidant Bertie Hospital
- Brian White – Director of Strategic Operations, Vidant Bertie Hospital/Vidant Chowan Hospital
- Glenwood Mitchell – Chairmen, Vidant Bertie Hospital Directors Council
- Rhonda Gregory – Chairwoman, Vidant Chowan Hospital Directors Council
- Annette Wright – Patient/Family Advisor, Vidant Chowan Hospital
- Georgia Lanier – Patient/Family Advisor, Vidant Bertie Hospital
- Ginny Waff – Executive Director, Chowan Hospital Foundation
- LuAnn Joyner – Marketing/Development Council Specialist, Vidant Bertie Hospital
- Dr. Earic Bonner – Vidant Internal Medicine-Edenton
- Kareen Binion-Brown, PA-C – Bertie County Rural Health Association
- Win Dale – Director, Edenton-Chowan Chamber of Commerce
- Lewis Hoggard – Director, Windsor-Bertie Chamber of Commerce
- Amanda Betts – Albemarle Regional Health Services
- Wanda Stallings – Three Rivers Healthy Carolinians
- Father Mike Kerin – Chaplain, Vidant Bertie Hospital
- Pastor Kip Vinson – Chaplain, Vidant Chowan Hospital
- Kelly Herr – Marketing Supervisor, Vidant Bertie Hospital/Vidant Chowan Hospital
- Liza White – Community Health Improvement Coordinator, Vidant Bertie Hospital/Vidant Chowan Hospital
- Kylee Wormuth – Intern, Vidant Bertie Hospital/Vidant Chowan Hospital

The Community Health Needs Assessment includes several components: secondary data, primary data, and the prioritization of county health needs. Secondary data were collected and analyzed by public health consultant, Sheila Pfaender. Primary data were collected using small group discussions, which were held in various locations within the county to obtain feedback from key stakeholders as well as community members.

Following a comprehensive review of all data provided, participants were asked to identify key trends for further evaluation. A list was developed which included 15 potential priorities for further discussion and consideration.

The following criteria were used to evaluate the potential health priorities:

1. **The Magnitude of the Problem** – How many persons does the problem affect?
2. **Seriousness of the Consequences** – What degree of disability or premature death occurs because of the problem? What are the potential burdens to the community such as social or economic burdens?
3. **Feasibility of Correcting the Problem** – Is the problem amenable to interventions? Is the problem preventable? Is the community concerned about the problem? Is the intervention feasible scientifically as well as acceptable to the community?

### **Prioritization Process**

Following additional discussion, participants were then guided through a nominal group technique (NGT) where decision-making could be finalized. The nominal group technique was utilized to assure everyone's feedback and opinions were considered (as opposed to traditional voting, where the majority rules). During this process, some priorities were combined as appropriate to finalize the top health priorities for Bertie County. As a result of this process, Vidant Bertie Hospital will work to develop action plans addressing these top community health issues.

- **Access to Care**
  - ***Specific focus on Transportation Barriers***
- **Prevention / Healthy Lifestyles**
- **Diabetes**

## **Vidant Bertie Hospital's Community Benefits Grants & Health Initiatives Program**

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 provides funding and assistance to nonprofit organizations and government agencies to support programs in the community, making them available and more accessible to people needing the programs/services. Since its inception, Vidant Bertie Hospital has provided over \$1,000,000 to community organizations to promote health.

Vidant Bertie Hospital established a committee of local community members to review letters of intent and grant applications from nonprofit organizations and government agencies in Bertie County. The committee recommends funding to local organizations once per year. The committee's focus areas for grant funding are aligned with the community's health needs.



# Implementation Plan

## **Initiative: Access to Care, with a specific focus on Transportation Barriers**

**Goal: *To improve community and provider knowledge of the health and human services and support structures available in Bertie County; Work to improve transportation to and from health care services for the Bertie County Community.***

### **Strategies:**

- Continue marketing initiatives to promote screenings and immunizations.
- Continue offering transitional care services to connect patients with chronic conditions to community services.
- Inform providers and communities about local services through education and awareness activities.
- Develop partnership with local transportation authority to promote their services to Vidant Bertie Hospital patients and the Community.
- Develop partnership with Bertie County Schools to provide free sports physicals to high school students.
- Promote the use of Telehealth.

## **Initiative: Prevention / Healthy Lifestyles**

**Goal: *To improve the health status of the community by encouraging healthy behaviors and discouraging unhealthy behaviors.***

### **Strategies:**

- Continue supporting Three Rivers Healthy Carolinians initiatives such as their *Wellness Program* which focuses on goal setting, nutrition education and physical activity.
- Continue promoting the Faith Health program in Bertie County.
- Continue supporting the Eat Smart, Move More, Weigh Less program.
- Continue supporting the Expanded Foods and Nutrition Education Program.
- Continue hosting the annual men's health event.
- Continue hosting the annual heart health event for women.
- Begin offering annual health fair.
- Continue offering free blood pressure, blood sugar, cholesterol and bone density screenings throughout the community.
- Continue flu awareness and prevention activities.

## **Initiative: Diabetes**

**Goal: *To reduce the rate of diabetes in Bertie County and improve the health and well-being of people living with diabetes.***

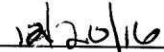
### **Strategies:**

- Continue offering free blood sugar screenings throughout the community.
- Continue supporting the Albemarle Regional Health Services diabetes support group.
- Continue offering certified diabetes education at Vidant Family Medicine-Windsor and the Vidant Bertie Hospital Specialty Clinic.
- Begin offering Endocrinology services at the Vidant Bertie Hospital Specialty Clinic.
- Improve medication education for diabetes patients.
- Partner with civic clubs to offer additional screenings.
- Increase partnerships and support of Obesity, Diabetes, Heart Disease, and Stroke prevention grant program.

## **Approval**

Vidant Bertie Hospital's Implementation Strategy for 2016-2019 was approved by the Vidant Community Hospitals' Board of Directors on December 20, 2016.

  
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**Chair, Vidant Community Hospitals' Board of Directors**

  
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**Date**