

# Community Health Implementation Strategy FY 2016 – 2019





## Executive Summary

Vidant Chowan Hospital is a 25-bed, not-for-profit hospital located in Edenton, NC that provides outpatient surgical, emergency, inpatient medical/surgical, intensive care, family birthing, laboratory and radiology services, as well as a specialty clinic. The hospital also offers cardiopulmonary rehabilitation, diabetes self-management, outpatient behavioral health services and physical, speech and occupational therapy.

Vidant Chowan 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 Chowan Hospital encompasses Chowan County. Chowan County is located in northeastern North Carolina. Municipalities within Chowan County include Edenton, Tyner, Rocky Hock, and Yeopim. As of 2014, the estimated population of Chowan County was 14,572. The population is 48% male and 52% female. The median age of Chowan County was 7.9 years older than the NC average and 4.4 years older than the Region. Whites composed 63.2 percent of the total population; blacks/African Americans 34.2 percent; American Indians and Alaskan Natives 0.5 percent; Asians, native Hawaiians and other Pacific Islanders 0.9 percent; and Hispanics/Latinos of any race 3.2 percent.

Chowan County is a tier 1 county, meaning it is one of the 40 most economically distressed counties in North Carolina. Chowan County's per capita income and median income per household are \$21,179 and \$37,154, respectively. As compared to the state, Chowan County's per capita income is \$4,429 below the NC average and the median income per household is \$9,529 below the NC average. Sixty-five percent of Chowan County public school students are enrolled in free or reduced lunch programs. Additionally, the poverty rate in Chowan County for 2010-2014 is 27.4, compared to the state rate of 17.6 and the Regional average of 23.0. Chowan County's high school dropout rate is also higher than the state at 3.08 compared to the state rate of 2.28 and the Regional mean of 1.93.

Chowan County has a lower rate of uninsured individuals in every age group except the 0-18 year group, when compared to the state and the Region, but has a higher proportion of Medicaid eligible than the state and Region. In terms of active health professionals per 10,000 residents, Chowan County is lower than the state for the following categories: All Physicians, Dentists, and Pharmacists. According to the 2015 *County Health Rankings*, Chowan County was ranked 36th out of 100 (1 is the best) on length of life, 86<sup>th</sup> on quality of life, 92<sup>nd</sup> on health behaviors, 27<sup>th</sup> on clinical care, 59<sup>th</sup> on social and economic factors, and 83<sup>rd</sup> on physical environment compared with other North Carolina counties.

### **Who Was Involved**

The community health assessment process was initiated by Vidant Chowan 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, faith organizations 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 Chowan County and attended meetings beginning in June 2016. The 2016 Community Health Advisory Council included the following members:

- Jeff Sackrison – President, Vidant Chowan Hospital/Vidant Bertie Hospital
- Dr. William Hope – Chief of Staff/Physician Co-Leader, Vidant Chowan Hospital/Vidant Bertie Hospital
- Brian Harvill – Vice President of Finance and Operations, Vidant Chowan Hospital/Vidant Bertie 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 Chowan Hospital/Vidant Bertie 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 Chowan Hospital/Vidant Bertie Hospital
- Liza White – Community Health Improvement Coordinator, Vidant Chowan Hospital/Vidant Bertie Hospital
- Kylee Wormuth – Intern, Vidant Chowan Hospital/Vidant Bertie 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 Chowan County. As a result of this process, Vidant Chowan Hospital will work to develop action plans addressing these top community health issues.

- ***Prevention / Healthy Lifestyles***
- ***Heart Disease***
- ***Cancer***
- ***Substance Abuse***

## **Vidant Chowan 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 Chowan Hospital has provided over \$1,000,000 to community organizations to promote health.

Vidant Chowan Hospital established a committee of local community members to review letters of intent and grant applications from nonprofit organizations and government agencies in Chowan 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: 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 Chowan County.
- Continue supporting the *Eat Smart, Move More, Weigh Less* program and the *Get Fit! Exercise and Walking* program offered through Albemarle Regional Health Services.
- Continue supporting the Expanded Foods and Nutrition Education Program.
- Continue supporting the Chronic Disease Self-Management/Diabetes Self-Management Program.
- Continue hosting the annual men's health event.
- Continue providing health fairs.
- Continue offering free blood pressure, blood sugar, cholesterol and bone density screenings throughout the community.
- Continue flu awareness and prevention activities.

## **Initiative: Heart Disease**

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

### **Strategies:**

- Continue providing cardiopulmonary rehabilitation and cardiology specialty clinic and diagnostics.
- Continue offering free blood pressure and cholesterol screenings throughout the community.
- Continue hosting the annual heart health event for women.
- Optimize the use of health coaching services at Vidant Medical Group practices and in community health settings.
- Increase partnerships and support of Obesity, Diabetes, Heart Disease, and Stroke prevention grant program.

## **Initiative: Cancer**

**Goal:** *To increase prevention and early detection of cancer.*

### **Strategies:**

- Continue offering oncology and chemotherapy services through the Vidant Chowan Hospital Outpatient Services Center.
- Continue providing early detection services including mammography and colonoscopies as well as surgical interventions.
- Continue supporting American Cancer Society through Relay for Life and other partnerships.
- Continue hosting annual breast cancer event.
- Continue offering education and free community screenings for prostate cancer.
- Partner with local physicians to offer education and screening opportunities for skin, lung and colon cancer.
- Support efforts of Partners to Improve Community Health to promote tobacco-free living to prevent lung cancer.
- Continue offering Cancer Support Group.

## **Initiative: Substance Abuse**

**Goal:** *To educate Chowan County community of the dangers of substance abuse and connect those in need with the appropriate health resources.*

### **Strategies:**

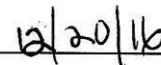
- Promote local resources to the community, as well as those who may have substance abuse issues.
- Support efforts of the Trillium Community Collaborative program.
- Provide Emergency Medicine providers with Alternative Prescription Drug Cards to help educate them on non-opioid drug options for patients.
- Partner with our local Project Lazarus program to prevent medication drug overdoses, present responsible pain management and promote substance use treatment and support services.

## **Approval**

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



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



**Date**