



**Community Health  
Implementation Strategy  
FY 2016 – 2019**



# Executive Summary

Vidant Duplin Hospital is a not-for-profit, community hospital located in Kenansville, NC. The hospital provides the following services to the community: Anesthesia, Care Coordination, Emergency Department, Electronic Health Record, Food and Nutrition Services, Health Information Management, Hospitalist Program, Intensive Care Unit, Laboratory Services, Medical Imaging, Specialty Clinics, Pharmacy Services, Primary Stroke Center Certification, Psychiatric Program, Rehabilitation, Sleep Diagnostics Lab, Surgical Services, Volunteers, Women's Center, Community Programs, Community Benefits Grants, Foundation.

Vidant Duplin 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. Many 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 Duplin Hospital encompasses Duplin County. Duplin County is located in eastern North Carolina. Municipalities within Duplin County include Beulaville, Calypso, Faison, Greenevers, Kenansville, Magnolia, Rose Hill, Teachey, Wallace, and Warsaw. As of 2014, the estimated population of Duplin County was 59,882. The population was evenly divided among males (49.2%) and females (50.8%). The median age of the Duplin County population was 0.7 years older than the NC average and 2.8 years younger than the Region. Whites composed 70.2% of the total population; blacks/African Americans 25.0%; American Indians and Alaskan Natives 1.4%; Asians, native Hawaiians and other Pacific Islanders 1.0%; and Hispanics/Latinos of any race 21.6%.

Duplin County is a tier 2 county, meaning it is not one of the 40 most economically distressed counties in North Carolina. Duplin County's per capita income and median income per household are \$17,677 and \$34,787, respectively. As compared to the state, Duplin County's per capita income is \$7,931 below the NC average and the median income per household is \$11,906 below the NC average. Seventy-seven percent of Duplin County public school students are enrolled in free or reduced lunch programs. Additionally, the poverty rate in Duplin County for 2010-2014 is 26.9, compared to the

state rate of 17.6 and the Regional average of 23.0. Duplin County's high school dropout rate is 2.20, which is slightly lower than the state rate of 2.28 but remains higher than the Regional mean of 1.93.

Duplin County has a higher rate of uninsured individuals in every age group, when compared to the state and the region and also has a higher proportion of Medicaid eligible residents than the state and region. In terms of active health professionals per 10,000 residents, Duplin 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*, Duplin County was ranked 34<sup>th</sup> on length of life, 58<sup>th</sup> for quality of life, 58<sup>th</sup> on health behaviors, 98<sup>th</sup> for clinical care, 80<sup>th</sup> for social and economic factors, and 8<sup>th</sup> for physical environment compared with other North Carolina counties.

### Who Was Involved

The community health assessment process was initiated by Vidant Duplin Hospital in collaboration with the Duplin County Health Department. 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 Duplin County and attended meetings beginning in June 2016. The 2016 Community Health Advisory Council included the following members:

- Tristian Bruner..... Duplin County Partnership for Children
- Joan Williams..... Duplin County Schools Pre-K
- Ila Davis..... Duplin County Health Department Health Director
- Beth Ricci..... Duplin County Health Department Nursing Dir.
- Adell Cooper..... Duplin County Board of Health
- Jorge Trugilo..... Duplin County Board of Health
- Dr. Hervy Kornegay..... Duplin County Board of Health
- Deborah Kornegay..... Public Member
- Bill Canuette..... James Sprunt Community College
- Allyson Halso..... James Sprunt Community College
- Amber Martinez..... James Sprunt Community College
- Nanette Outlaw..... Department of Social Services
- Melisa Brown..... Duplin County Services for the Aged
- Matt Barwick..... Emergency Management
- Samantha Cooper..... Emergency Medical Services
- Dave Cuddeback..... Emergency Medical Services
- Chris Vernon..... Emergency Medical Services
- Mike Aldridge..... Duplin County Manager
- Sue Wells..... VDUP Coordinator of Outreach Services
- Melissa Roupe ..... Vidant Health Senior Administrator, Comm Hlth
- Jay Briley..... VDUP President
- Sue Taylor..... VDUP VP, Patient Care Services
- Tom Fife..... VDUP Foundation Executive Director

- Christina Miller..... VDUP Dir. of Patient Care Services-Acute
- Matt Gitzinger ..... VDUP Director of Operations
- Laura Maready..... VDUP Director of Marketing & Development
- Lori Campbell..... Goshen Medical Center
- Eric Johnson..... Vidant Medical Group
- Dr. T. Thomas..... Faith Leader
- Deputy J. Brock..... Duplin County Sherriff's Department

The Community Health Needs Assessment includes several components: secondary data, primary data obtained from community surveys, and the prioritization of county health needs. Secondary data were collected and analyzed by public health consultant, Sheila Pfaender. Primary data were collected using a community opinion survey provided in hard copy and online for community members to complete. A total of 408 survey responses were collected from 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 NGT 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 Duplin County. As a result of this process, Vidant Duplin Hospital will work to develop action plans addressing these top community health issues.

- *Access to Care*
- *Substance Abuse/Mental Health*
- *Chronic Disease*
- *Prevention/Healthy Lifestyles*

## **Vidant Duplin 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. In 2016, Vidant Duplin Hospital provided \$131,500 spread among 13 different grant projects to community organizations to promote health for the 2016-2017.

Vidant Duplin Hospital established a committee of local community members to review letters of intent and grant applications from nonprofit organizations and government agencies in Duplin County. Members of the committee include Amanda Hatcher, Ila Davis, Jay Briley, Laura Maready, Lynn Hardy, Penny Kornegay, Sue Wells, Thomasine Kennedy, and Tom Fife. The committee recommends funding to local organizations once per year.

The committee's focus areas for future grant funding will be aligned with the health priorities identified in the 2016 CHNA and include:

- ***Access to Care***
- ***Substance Abuse/Mental Health***
- ***Chronic Disease***
- ***Prevention/Healthy Lifestyles***

# Implementation Plan

## **Initiative: Access to Care**

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

### **Strategies:**

1. Continue our commitment to provide quality health care to everyone who seeks our services.
2. Collaborate with Vidant Medical Group to help recruit additional primary care and specialty providers to help keep care local.
3. Continue to grow our faith-based Partnership.
4. Develop a diabetes program for the community.
5. Continue to offer charity care to our patients who are unable to pay due to financial hardships.
6. Serve on the Duplin Population Health Community Coalition which works to address the most critical needs in Duplin County - including access to care.
7. Collaborate with Duplin County Health Department to help the people access health care services in the community.
8. Fund local programs related to access to care through the Vidant Duplin Foundation's Community Benefit Grants Initiative.

## **Initiative: Substance Abuse / Mental Health**

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

### **Strategies:**

1. Continue to provide an inpatient behavioral health unit.
2. Collaborate with mental health services in the region.
3. Continue to provide comprehensive care management and transitional care program including care management, care coordination, primary care and pharmaceutical assistance.
4. Continue to collaborate with public health-oriented organizations in and around Duplin County.
5. Continue to participate in the Geriatric/Adult Mental Health Specialty Team (GAST) program.
6. Fund local programs related to substance abuse/mental health through the Vidant Duplin Foundation's Community Benefit Grants Initiative.

## **Initiative: Chronic Disease**

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

### **Strategies:**

1. Continue to provide community screenings: Diabetes, Cholesterol, Blood Pressure, etc.
2. Continue to provide education on chronic disease prevention and management: Speaking engagements to faith congregations, civic groups, community events, Pink Power for Breast Cancer in October and Heart Truth Women's Heart Event in February.
3. Continue to support and grow faith-based health partnerships within Duplin county.
4. Continue to 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 also in-house educational booths through the Body-Mind-Wellness Council.
5. Continue to 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, civic organizations and seek opportunities to share ways to improve overall community health and wellness.
6. Continue to collaborate with public health-oriented organizations in and around Duplin County.
7. Fund local programs related to chronic disease through the Vidant Duplin Foundation's Community Benefit Grants Initiative.

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

**Goal: *To educate adults and children on the benefits of physical activity and nutrition and provide resources to improve general health and fitness.***

### **Strategies:**

1. Continue to collaborate with public health-oriented organizations improving general health and fitness in Duplin County.
2. Continue to work with local places of worship to promote healthy living/lifestyles through HEALTHY Neighbor faith-based partnership.
3. Continue to offer screenings to Duplin County School employees and other service groups (i.e., local fire departments, police departments, town employees, EMS).
4. Continue to participate in system-wide wellness initiatives and offer to our employees for promotion of healthy lifestyles.
5. Continue to provide educational booths from Vidant Duplin's Body-Mind-Wellness council to employees and visitors.
6. Continue to promote healthy eating at all hospital-sponsored functions (internal and external) where food is served and will offer healthy options.
7. Fund local programs related to prevention/healthy lifestyle through the Vidant Duplin Foundation's Community Benefit Grants Initiative.

**Approval**

Vidant Duplin 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

12/20/2016  
Date