

Vidant Duplin Hospital's Community Health Implementation Strategy



2013-2016

Executive Summary

Vidant Duplin Hospital is a not-for-profit, community hospital located in Kenansville, NC. The hospital is part of Vidant Health; a regional health system serving 29 counties in eastern North Carolina. Vidant Duplin Hospital (formerly Duplin General Hospital) became a part of the Vidant Health system in October 2010. The hospital has served the Duplin County community since 1955. 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 the Community

The primary service area for Vidant Duplin Hospital encompasses Duplin County, North Carolina. Towns that make up the county include Beulaville, Calypso, Faison, Greenevers, Kenansville, Magnolia, Rose Hill, Teachey, Wallace and Warsaw. The 2010 Census estimated the county's population at 58,505. More than 57 percent of the population is white, followed by 25 percent black and 20 percent Hispanic. The 2010 Census also reported that almost 53 percent of Duplin County residents are under the age of 40 years, 25 percent of the population is under the age of 18 years and 14 percent are over the age of 65 years. Duplin County has one of the highest uninsured rates in the state with 26 percent of residents with no healthcare benefits, 33 percent of children live in poverty, 24 percent of the population lives in poverty and 40 percent live in single parent households.

Who Was Involved

Duplin County began preparing for the Community Health Assessment (CHA) in December 2011 by having a preliminary combined board meeting on the probability of combining the resources of the health department and the hospital to effectively manage the CHA process. A CHA team was developed to inform and guide the process, identify primary data collecting tools, and to gather information for the assessment. The community assessment team consisted of: the management team of Duplin County Health Department, key members of Vidant Duplin's management team and the steering committee of Duplin Partners for Health.

As part of the CHA, a community health opinion survey was distributed to various segments of the population. The survey was printed in English and Spanish and distributed to a range of people in the community, targeting different income levels, the Latino community, the elderly, and the general population. In addition to the paper surveys, a web-based survey tool was developed by the Vidant Duplin staff and made available to the public through different lists and publicized through the local newspaper and through social media. The primary data collection tools were used to collect data from April 1st - May 19, 2012 and 353 respondents completed the survey.

Completion of the 2012 Duplin County CHA was a collaborative effort of many human service agencies in Duplin County. The partners included:

- Carolina East Home Care and Hospice
- Vidant Duplin Hospital
- Duplin County Cooperative Extension
- Duplin Partnership for Children
- Duplin Partners for Health
- Duplin County Department of Social Services
- The Cornerstone CDC
- Duplin County Schools
- Duplin County Health Department

The 2012 CHA team identified the following top four health priorities for Duplin County:

- Promote healthy weights through healthy living
- Improve women's health during the childbearing years
- Access to and continuity of a primary care home
- Promote prevention of chronic diseases

Duplin General Hospital Foundation'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 Duplin 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 the committee include: the Duplin County Health Department Director, the director of the Duplin County Cooperative Extension, the chairman and the executive director of the Duplin General Hospital Foundation, a member of the Vidant Duplin Hospital directors council, as well as, the president and director of marketing and development for Vidant Duplin Hospital.

Based on the 2008 health needs assessment and what was expected from the latest assessment, this committee identified the following as the focus areas for 2012-2013.

- Diabetes
- Access to Care
- Overweight/Obesity: Nutrition Education/Physical Activity programming

To date, the Duplin General Hospital Foundation has distributed 53 grants totaling \$614,832 to various agencies in Duplin County since this program was introduced in 2008.

Implementation Plan

Initiative: Promote Healthy Weights through Healthy Living- Reducing Obesity

Goal: Decrease the rate of adult obesity and decrease the percentage of children age 2-4 years that are overweight or obese.

Strategies:

- Collaborate with local agencies and industry to provide health screenings through Vidant Duplin Hospital's Community Health Services that may include 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.
- Participate in and/or sponsor at least one community event that targets children's health and specifically promotes healthy eating and physical activity for children.
- Provide educational articles, written by Vidant Duplin Hospital's Community Health Services on topics related to healthy nutrition, physical activity, obesity, children's health and exercise. Provide resources in addition to the health information. Distribute through Community Health events, the local newspaper and social media.
- Host weekly "Taking Off Pounds Sensibly" meetings at the hospital for the general public and employees.
- Facilitate a hospital employee wellness program that targets weight loss and/or an increase in physical activity. In addition, invite the general public and neighbors (Duplin County Board of Education and Duplin County Employees) to participate in Vidant Duplin Hospital's employee wellness activities.
- Relocate and renovate the hospital employee workout facility.
- Promote healthy eating and educate employees and visitors on how to make healthy choices by providing all calorie information at the point of service in our hospital cafeteria and vending areas. We will continue to offer a discounted rate on the healthiest entrée served in our hospital cafeteria.
- Promote healthy eating at all hospital-sponsored functions (internal and external) where food is served and offer healthy options.
- Support local community events that focus on physical activity.
- Participate in North Carolina Prevention Partners *Healthy NC Hospitals* healthy foods program.
- Through the Duplin General Hospital Foundation's Community Benefit Grants Initiative, fund healthy living programs managed by Duplin County Cooperative Extension, Duplin County Health Department, North Duplin County Schools, Duplin Partners for Health, Faison Recreation and Wellness Center, Food Bank of Central and Eastern North Carolina, Duplin County Partnership for Children and other agencies as identified.

Initiative: Promote Prevention of Chronic Disease

Goal: Improve outcomes and quality of life for adults at risk for chronic disease, including diabetes and heart disease.

- Collaborate with local agencies and local industry to conduct community-based health screenings and prevention education for heart disease, stroke, diabetes and cancer. In addition, provide health education and support groups to promote chronic disease prevention and management.
- Promote nationally recognized health events such as breast cancer awareness, women's heart health, stroke and prostate cancer.
- In conjunction with other community partners, sponsor breast cancer awareness and prevention activities in October. Participate in Vidant Health's annual Pink Power initiative and collaborate with other organizations in the community on breast cancer awareness.
- 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.
- Provide updates on chronic disease prevention and management through local conventional media and social media. Continue publishing Health Beat articles in the local newspaper with a continued focus on chronic disease such as diabetes, heart disease, cancer and stroke.
- Continue existing and establish new disease focused support groups for individuals with chronic illness. Offer Diabetes Bus classes and stroke support group.
- Through collaboration with other healthcare agencies, provide telehealth program to qualified candidates in the community suffering from heart disease, high blood pressure, diabetes and other chronic illness.
- Work with Vidant Medical Group to recruit more primary care providers to Duplin County.
- Participate in North Carolina Prevention Partners Healthy NC Hospitals quit tobacco program.
- Through the Duplin General Hospital Foundation's Community Benefit Grants Initiative, fund healthy living programs managed by Duplin County Cooperative Extension, Duplin County Health Department, North Duplin County Schools, Duplin Partners for Health, Faison Recreation and Wellness Center, Food Bank of Central and Eastern North Carolina, Duplin County Partnership for Children and other agencies as identified.

Initiative: Connect Residents with a Primary Care Medical Home-Access to Care

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

Strategies:

- Provide quality healthcare to everyone who seeks Vidant Duplin Hospital's services.
- Provide financial counselors who can assist with determining if patients qualify for Medicaid and in applying for other government-assisted programs.
- Offer charity care to patients who are unable to pay due to financial hardships.
- Collaborate with Duplin County Health Department to help residents access health care services in the community.
- Work with Vidant Medical Group to recruit additional primary care providers to the community.
- 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.

- In collaboration with other local agencies, establish and implement Health Net services to provide a coordinated health care system for the uninsured.
- Offer local health care providers list at all Vidant Duplin Hospital Community Health Services events.
- After community health screenings, conduct follow-up phone calls on patients who have abnormal screening results.
- Through the Duplin General Hospital Foundation's Community Benefit Grants Initiative, fund access to care programs managed by agencies as identified.

Initiative: Improve Women's Health During Childbearing Years

Goal: Reduce teen pregnancy and decrease the disparity between black and white infant mortality rates.

Strategies:

- Work with Vidant Medical Group to recruit additional OB/GYN providers to the community.
- Offer Healthy Living Guides at all Vidant Duplin Hospital Community Health Services events.
- Partner with the Duplin County Health Department through Dr. Daniel Beck, a Vidant Medical Group OB/GYN, to ensure the provision of proper pre-natal care.
- Participate in the North Carolina Virginia Hospital Engagement Network's collaborative in preventing early elective deliveries to protect the health and well-being of all patients, including newborns.
- Earn the North Carolina Maternity Center Breastfeeding-Friendly Designation which recognizes that steps have been taken to promote, protect and support breastfeeding in the hospital.
- Earn designation from Baby-Friendly USA as a *Baby-Friendly Hospital* that offers an optimal level of care for infant feeding and mother/baby bonding.

Approval

Vidant Duplin Hospital's Implementation Strategy for 2013-2016 was approved by the Vidant Community Hospitals' Board of Directors on September 24, 2013.

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