



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



**VIDANT™**  
Edgecombe Hospital



# Executive Summary

Vidant Edgecombe Hospital is a 117-bed, not-for-profit hospital located in Tarboro, NC. The hospital provides the following services to the community: emergency, outpatient surgical, inpatient medical/surgical, laboratory, radiology, rehabilitation therapy, respiratory therapy, cardiopulmonary rehabilitation, in-patient dialysis, and other specialties.

Vidant Edgecombe 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 Edgecombe Hospital encompasses Edgecombe County, located east of the I-95 corridor in eastern NC. Municipalities within Edgecombe County include Conetoe, Leggett, Macclesfield, Pinetops, Princeville, Rocky Mount, Sharpsburg, Tarboro, and Whitakers. As of 2014, the estimated population of Edgecombe County was 54,933. The population had a higher proportion of females (53.6%) than males (46.4%). The median age of Edgecombe County was 2.6 years older than the NC average and 0.9 years younger than the Regional average. Whites composed 40.1% percent of the total population; blacks/African Americans 57.7%, American Indians and Alaskan Natives 0.7%; Asians, native Hawaiians and other Pacific Islanders 0.5%; and Hispanics/Latinos of any race 4.2%.

Edgecombe County is a tier 1 county, meaning it is one of the 40 most economically distressed counties in North Carolina. Edgecombe County's per capita income and median income per household are \$17,652 and \$33,892, respectively. As compared to the state, Edgecombe County's per capita income is \$7,956 below the state average and the median income per household is \$12,801 below the state average. Sixty-five percent of Edgecombe County public school students are enrolled in free or reduced lunch programs. Additionally, the poverty rate in Edgecombe County for 2010-2014 is 25.3, compared to the state rate of 17.6 and the Regional average of 23.0. Edgecombe County's high school dropout rate is also higher than the state at 2.88 compared to the state rate of 2.28 and the Regional mean of 1.93.

Edgecombe County has a lower rate of uninsured individuals than the state and region

in the all age groups, but has a significantly higher proportion of Medicaid eligible than the state and Region. In terms of active health professionals per 10,000 residents, Edgecombe County had fewer professionals in each category (All Physicians, Primary Care Physicians, Dentists, and Pharmacists) than the state. According to the 2015 *County Health Rankings*, Edgecombe County was ranked 87<sup>th</sup> out of 100 counties (1 is best) for length of life, 72<sup>nd</sup> for quality of life, 94<sup>th</sup> for health behaviors, 46<sup>th</sup> for clinical care, 99<sup>th</sup> on social and economic factors, and 91<sup>st</sup> for physical environment compared with other North Carolina counties.

### **Who Was Involved**

The community health assessment process was initiated by Vidant Edgecombe Hospital in collaboration with the Edgecombe 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. The Edgecombe County Rural Health Network participated in the assessment and planning process and functioned as the Community Health Advisory Council for Edgecombe County. Participants began attending CHNA meetings in June 2016. Participants included:

Donnell Buckner, Mental Health America – Tar River Region  
Jarahnee Burger, Access East  
Meredith Capps, Edgecombe County Health Department  
Michele Cherry, Vidant Edgecombe Hospital  
Chris Duffrin, Brody School of Medicine, East Carolina University  
Annette Eatmon, Carolina Family Health Centers  
Derrick Haskins, Twin Counties Catalyst  
Kim Hickerson, Eastpointe Human Services  
Karen LaChapelle, Edgecombe County Health Department  
Bianca Revis, Vidant Edgecombe Hospital  
Melissa Roupe, Vidant Health  
Nancy Winterbauer, Department of Public Health, East Carolina University

The Community Health Needs Assessment includes four main components: secondary data, primary data surveys, small group discussions, and the prioritization of county health needs. Secondary data were collected and analyzed by professional epidemiologist Dr. 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 511 survey responses were collected from community members. Small group discussions were held in various locations within the county to obtain feedback from key stakeholders as well as populations not represented in the community opinion survey responses.

Following a comprehensive review of all data provided, participants were asked to identify key trends for further evaluation. A list was developed which included 12 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 Edgecombe County. As a result of this process, Vidant Edgecombe Hospital will work to develop action plans addressing these top community health issues.

- ***Chronic Disease Prevention and Management***
- ***STDs/ HIV***
- ***Mental Health & Substance Abuse***
- ***Access to Care***

## **Vidant Edgecombe 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 Edgecombe Hospital has provided over one million dollars to community organizations to promote health.

Vidant Edgecombe Hospital established a committee of local community members to review letters of intent and grant applications from nonprofit organizations and government agencies in Edgecombe County. Members of the committee include the following individuals representing specific organizations within the county:

- Dr. John Brooks, retired physician
- Dr. James Winslow, Edgecombe County Health Dept.
- Karen Lachapelle, Director, Edgecombe County Health Department
- Wick Baker, President, Vidant Edgecombe Hospital
- Ginny Mohrbutter, Executive Director, United Way of the Tar River Region

The committee recommends funding to local organizations once per year.

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

- ***Chronic Disease Prevention and Management***
- ***STDs/ HIV***
- ***Mental Health & Substance Abuse***
- ***Access to Care***



# 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, asthma)*

### **Strategies:**

1. Collaborate with local agencies and local industry to conduct community-based health screenings for heart disease, stroke, diabetes and cancer.
2. Promotion of at least three nationally recognized health events such as breast cancer awareness, women's heart health, stroke awareness and diabetes.
3. In conjunction with other community partners, sponsor Breast Cancer Awareness and Prevention activities in October. Conduct breast cancer screenings at an annually. Participate in Vidant Health's annual Pink Power initiative.
  - a. Continue the Breast Lay Health Advisor program to provide community education and outreach throughout the year
  - b. Apply for grant funding to address breast cancer
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. Accept and review applications through the Community Benefits Grants & Health Initiative program from qualified applicants that are addressing Chronic Disease Prevention and/or Management. Provide support and/or funding to appropriate organizations.

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

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

### **Strategies:**

1. Provide on-site outpatient behavioral health services.
2. Continue providing placement assistance to patients with Involuntary Commitment orders.
3. Host at least one Mental Health First Aid training through collaboration with Eastpointe Human Services.
4. Accept and review applications through the Community Benefits Grants & Health Initiative program from qualified applicants that are addressing Mental health and substance abuse needs. Provide support and/or funding to appropriate organizations.

## **Initiative: Access to Care**

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

### **Strategies:**

1. Continue 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. Continue to work with Vidant Physician Recruitment office to help recruit additional primary care physicians to the community.
5. Continue to lead the Edgecombe County Rural Health Network – a multi-disciplinary partnership of ten health and human service organizations in Edgecombe County.
6. Collaborate with the Edgecombe County Health Department to provide education and outreach on services available at the health department.
7. Accept and review applications through the Community Benefits Grants & Health Initiative program from qualified applicants that are addressing Access to Care. Provide support and/or funding to appropriate organizations.

## **Priority Health Need Not Addressed by Implementation Plan**

One community health need identified by the community health needs assessment is not specifically addressed in the hospital's implementation plan. However, Vidant Edgecombe will work collaboratively with the Edgecombe County Health Department to address the following priority:

HIV/AIDS, STDs, Teen Pregnancy

- The Edgecombe County Health Department will take the lead on HIV/AIDS, STDs, and teen pregnancy. The Edgecombe County Health Department has a grant-funded project to provide HIV testing to community residents. Vidant Edgecombe Hospital will collaborate with the Edgecombe County Health Department on this grant by collecting blood samples for HIV testing of patients in the emergency department. This service will be offered to patients meeting the established high risk behavior criteria and patients will have the option to opt out.
- The Edgecombe County Health Department has ongoing programs addressing HIV/AIDS, STDs and teen pregnancy. Vidant Edgecombe Hospital will provide support as needed.

## **Approval**

Vidant Edgecombe 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**

12/20/16

**Date**