

Vidant Edgecombe Hospital's Community Health Implementation Strategy



VIDANT HEALTH

2013 - 2016

Executive Summary

Vidant Edgecombe Hospital is a full service, 117-bed, not-for-profit community hospital located in Tarboro, NC serving Edgecombe County and surrounding communities. The hospital is part of Vidant Health (formerly University Health Systems of Eastern Carolina); a regional health system serving 29 counties in eastern North Carolina. 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 Community

The primary service area for Vidant Edgecombe Hospital encompasses Edgecombe County, North Carolina which is located just east of the 1-95 corridor in eastern North Carolina. Municipalities within Edgecombe County include Rocky Mount, Pinetops, Conetoe, Whitakers, Macclesfield, Leggett, Sharpsburg, Princeville and Tarboro.

As of July 2012, the estimated population of Edgecombe County was down to 56,085 from the April 2010 population count of 56,552. This is a loss of 0.8% with a net migration of -1.0%. It is important to note that in September 1999, flooding from Hurricane Floyd destroyed large sections of the county and many residents were displaced. The population of Edgecombe County has been fluctuating since that time.

According to 2012 data from the U.S. Census bureau, the majority of Edgecombe County citizens are African-American (57.6 percent), whereas Caucasians represent 36.5 percent of the population. U.S. Census data also shows the Hispanic population in Edgecombe County has grown from 2.8 percent in 2000 to 3.9 percent in 2012. American Indian, Alaskan Native, Asian, Pacific Islander or persons reporting two or more races represent the remaining Edgecombe County population. Overall, the race distribution in Edgecombe County is quite different from that of North Carolina. In North Carolina, 62.7 percent of the population is Caucasian and 22.0 percent is African-American. North Carolina's percent population of Hispanic origin is more than double that of Edgecombe County at 8.7 percent.

As of 2011, the median household income of Edgecombe County was \$33,740 compared to the state median household income of \$44,942 with a per capita income in Edgecombe County of \$17,808 compared to the state which was \$27,915. Edgecombe County's poverty rate of 23.6% was higher than the state rate of 17.2%. The unemployment rate in Edgecombe County has also been substantially higher than that of the state average. At the end of 2012, the unemployment rate of Edgecombe County was 14.7%, significantly higher than the state rate of 9.5%.

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, personal invitations were sent to organizations representing the county including mental health, senior health services, and agencies representing the uninsured and underinsured. Those who committed to the assessment and planning process became the Community Health Advisory Council and attended meetings beginning in June 2013. The 2013 Community Health Advisory Council included the following members:

- Meredith Capps - Edgecombe County Health Department
- Michele Cherry - Vidant Edgecombe Hospital
- Deborah Pittman Coley - Office on Aging
- Michelle Etheridge - Edgecombe County Health Department
- Eric Evans - Edgecombe County Manager's Office
- Erin Grimsley - Vidant Edgecombe Hospital
- Patrick Heins - Vidant Edgecombe Hospital
- Kim Hickerson - EastPointe Human Services (mental health)
- Karen Lachapelle - Edgecombe County Health Department
- Tiffany Lee - Edgecombe County Resident
- Bridgett Cuthbertson Luckey - OIC Family Medical Center (FQHC)
- Heather Pachnar - Vidant Edgecombe Hospital
- Susan Rogerson - Edgecombe County Health Department
- Dr. Jim Winslow - Vidant Multispecialty Clinic

The hospital contracted with East Carolina University to conduct qualitative and quantitative data analysis. The data collection included primary and secondary data. A thorough survey was distributed throughout the county and also made available online from May - July 2013. Approximately 500 surveys were completed and four listening groups were conducted.

Completion of the primary data collection was a collaborative effort of many human service agencies in Edgecombe County. The agencies included:

- Conetoe Missionary Baptist Church
- Crossworks, Inc.
- Dunbar Community Center
- East Carolina University
- EastPointe Human Services (mental health)
- Edgecombe County Department of Social Services

- Edgecombe County Health Department
- First Baptist Church
- Mental Health America
- OIC Family Medical Center
- United Community Ministries
- Vidant Edgecombe Hospital
- Vidant Family Medicine Pinetops

The secondary data collection included an exhaustive search of national, state and local data. Some of the sources cited include:

Demographic:

- US Census Bureau (<http://www.census.gov>)

Education:

- NC Public Schools (<http://www.ncpublicschools.org/>)

Social:

- NC Department of Justice
(<http://crimereporting.ncdoj.gov/Default.aspx>)

Economic:

- Office of State Budget and Management (www.osbm.state.nc.us)

Health:

- NC State Center for Health Statistics (www.schs.state.nc.us)
- NC Department of Health and Human Services (www.ncdhhs.gov)
- County Health Rankings and Roadmaps
(<http://www.countyhealthrankings.org>)

Based on a thorough review of the primary and secondary data collected, the Community Health Advisory Council identified the following top four health priorities for Edgecombe County:

- Chronic Disease Prevention and Management
- Access to Care
- Obesity and Weight Management
- HIV/AIDS, STDs, Teen Pregnancy

Vidant Edgecombe Hospital's Community Benefits Grants & Health Initiatives Program

Vidant Health wants to do more for people to improve their health before they reach the point of having to be hospitalized. 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 committed \$670,833.

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 and neighboring Nash County. Members of the committee include the Edgecombe County Health Director, the Executive Director of United Way Tar River Region, two local physicians, the Assistant County Manager of Edgecombe County, an Edgecombe County resident, and the President of Vidant Edgecombe Hospital. The committee recommends funding to local organizations once per year.

The committee's focus areas are aligned with the health priorities identified in the 2013 CHNA and include:

- Chronic Disease Prevention and Management
- Access to Care
- Physical Activity and Nutrition

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. Promote 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 annual health fair hosted at Vidant Edgecombe Hospital. 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. Expand the Lay Health Advisor program to provide lay navigation to all cancer patients.
 - c. 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. Continue existing and establish new support groups for individuals with chronic illness.
 - a. Continue to support Bosom Buddies cancer support group for women.
 - b. Continue to offer Look Good Feel Better to female cancer survivors.
 - c. Continue the Lotus Survivor support group to provide Edgecombe County breast cancer patients and/or survivors with opportunities to strengthen recovery.
 - d. Implement at least one other chronic disease support group.
6. Provide support and/or funding to the following programs through the Community Benefits Grants & Health Initiatives program:
 - a. The Sweet Relief Program with Crossworks, Inc. for diabetes self-management,
 - b. The East Carolina University Brody School of Medicine's program to improve respiratory health among high risk children with asthma in Edgecombe County,

- c. Chronic Disease Self-Management program with the Edgecombe County Health Department through the Vidant Health Community Benefits Grants Initiative,
 - i. Continue to provide the Chronic Disease Self-Management program with in-kind use of the gym and pool,
 - ii. Provide support for diabetes nurse at Edgecombe County Health department ,
- d. Diabetes Testing Supplies program with Tar River Mission Clinic,
- e. and other qualified program applicants focusing on chronic disease prevention .

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. 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.
6. Continue to work with the Edgecombe County Stakeholders to identify and address gaps and barriers of access to care for the uninsured and underinsured residents of Edgecombe County. Collaborate with the health committee of the Twin Counties Visioning effort to address health care concerns in the community.
7. Develop and implement a committee of Federally Qualified Health Care Centers to focus on access to care for uninsured and underinsured residents.
 - a. Focus on educating the community about availability of services for the uninsured and underinsured.
 - b. Establish memoranda of agreement for services for the hospital and each FQHC in the county.
8. Collaborate with the Edgecombe County Health Department to provide education and outreach on
9. 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.

Initiative: Physical Activity and Nutrition

Goal: To educate adults and children on the benefits of physical activity and nutrition and provide resources, therefore improving general wellness.

Strategies:

1. Participate in at least two community events/health fairs and offer 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.
2. Sponsor at least one community event that targets children's health and specifically promotes health eating and physical activity for children.
3. Sponsor at least one community event that targets the Hispanic/Latino community and offer 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
4. Promote healthy eating and educate visitors on making healthy choices by providing calorie and other nutritional information at the point of service in the hospital cafeteria. This includes snack and vending machines. We will continue to offer discounted rates on the healthy foods served in our hospital cafeteria.
5. Provide support and/or funding for the following programs through the Community Benefits Grants & Health Initiative Program:
 - a. Triple Play Physical Activity Program with the Boys & Girls Club of Nash/Edgecombe Counties through the Vidant Health Community Benefits Grants & Health Initiatives program,
 - b. Fitness is Child's play physical education program at G. W. Bulluck Elementary School,
 - c. The Expanded Food and Nutrition Program through the NC Cooperative Extension – Edgecombe County office,
 - d. Town of Tarboro FIT Club exercise and nutrition program,
 - e. Change Initiative with Conetoe Chapel Missionary Baptist Church
 - i. Provide in-kind support to help expand community garden program to other churches in Edgecombe and Nash counties
 - ii. Assist with grant writing efforts for sustainable outreach,
 - f. and other qualified program applicants focusing on physical activity and nutrition.

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.

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Approval

Vidant Edgecombe 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