



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



Executive Summary

Vidant Medical Center, one of four academic medical centers in North Carolina, serves as a regional resource for all levels of health services and information. The hospital is a tertiary referral center and provides acute, intermediate, rehabilitation and outpatient health services to people throughout eastern North Carolina. In an average year, about 44,500 inpatients and more than 171,000 outpatients are treated in our facilities. More than 3,500 babies are born here in a typical year.

Clinical education is an important part of this hospital's mission and helps demonstrate its commitment to the community. Vidant Medical Center serves as the teaching hospital for the Brody School of Medicine, as well as other colleges and universities in the region. It is a teaching site for medical students and residents, nurses and other health professionals.

Vidant Medical Center serves as the flagship hospital for 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). In addition to Vidant Medical Center, the system consists of seven community hospitals, an ambulatory surgery center, wellness and rehabilitation facilities, home health and hospice agencies and multiple physician practices. 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 Medical Center is Pitt County. Pitt County is located in eastern North Carolina. The major town in Pitt County is Greenville, the county seat. Other Pitt County towns include Ayden, Bethel, Falkland, Farmville, Fountain, Grifton, Grimesland, Simpson, and Winterville. As of 2014, the estimated population of Pitt County was 175,354. The population had slightly more females (52.8%) as compared to males (47.2%). The median age of Pitt County was 6.4 years younger than the NC average and 9.9 years younger than the Region. Whites composed 60.7 percent of the total population; blacks/African Americans 34.8 percent; American Indians and Alaskan Natives 0.5 percent; Asians, native Hawaiians and other Pacific Islanders 2.0 percent; and Hispanics/Latinos of any race 5.9 percent. Pitt County is a tier 2 county, meaning it is not one of the 40 most economically distressed counties in North Carolina. Pitt County's per capita income and median income per household are \$23,439 and \$42,011, respectively. As compared to the state, Pitt County's per capita income is \$2,169 below the state average and the median income per household is \$4,682 below the state average. Sixty percent of Pitt County public school students are enrolled in free or reduced lunch programs. Additionally, the poverty rate in Pitt County for 2010-2014 is 24.0, compared to the state rate of 17.6 and the Regional average of 23.0. Pitt County's high school dropout rate is 2.13, which is

lower than the state at 2.28 but higher than the Regional mean of 1.93.

Pitt County has a lower rate of uninsured individuals in every age group, when compared to the state and the Region. It also has a lower proportion of individuals who were Medicaid eligible, when compared to the state and the Region. In terms of active health professionals per 10,000 residents, Pitt County has a higher rate than the state for each category: All Physicians, Primary Care Physicians, Dentists, and Pharmacists. According to the 2015 *County Health Rankings*, Pitt County was ranked 17th in length of life, 27th for quality of life, 7th for health behaviors, 50th for clinical care, 5th for social and economic factors, and 38th for physical environment compared with other North Carolina counties.

Who Was Involved

The 2016 Vidant Medical Center Community Health Needs Assessment (CHNA) represents a collaborative effort between Vidant Medical Center, the Pitt County Health Department, and Pitt Partners for Health to assess the health status and needs of Pitt County. The 2016 assessment is an update to the 2015 Pitt County CHNA. This update was completed to align the Vidant Health hospitals and their associated CHNAs in preparation for an eastern NC regional CHNA initiative projected to be completed in 2019. The 2010 Affordable Care Act (ACA) requires all 501(c)(3), tax-exempt hospitals to conduct a community health needs assessment to determine the health needs in their communities every three years. In order to remain in compliance with these federal regulations, Vidant Medical Center will complete a new assessment in fiscal year 2019. Since the 2016 Pitt County CHNA included primary data collected from community members in 2015, it was determined that no additional input from community members was necessary and would not impact the current and 2016-2019 health priority categories and associated implementation strategy.

The Community Health Needs Assessment includes several components: secondary data, primary data obtained from community surveys and small group discussions, and the prioritization of county health needs. The secondary data included in the 2016 CHNA was updated to include the most current data available, as of March 2016. Secondary data were collected and analyzed by public health consultant, Sheila Pfaender. Key stakeholders from public health, Pitt Partners for Health and the Vidant Medical Center Community Health Networking Council determined that current action plans were still relevant based on the 2015 CHNA and the updated 2016 CHNA and mid cycle additions would be appropriate if in alignment with the health priority categories.

Prioritization Process

The following criteria are used by the hospital, health department, and the Pitt Partners for Health community coalition to determine health priority categories:

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?

Vidant Medical Center will work to further develop its implementation strategy by addressing these top community health priority categories:

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

Vidant Medical Center's Community Benefit 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 Medical Center has provided \$19 million (through 2017-2018 grant cycle) to the Community Benefit and Health Initiatives Grants program to community organizations to promote health.

Vidant Medical Center established a committee of local community members to review letters of intent and grant applications from nonprofit organizations and government agencies in Pitt County. The committee recommends funding to local organizations once per year. The committee's focus areas for grant funding are aligned with the health priority categories identified in the 2016 CHNA and include:

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

Implementation Plan

Health Priority Category: Access to Care

Goal-Community Paramedic Pilot: To improve access to the health care system through a community paramedic pilot.

Strategies:

1. Determine at risk population in need of community paramedic services.
2. Expand the role of the EMS professional to provide health services to at risk populations where access to physicians, clinics, and/or hospitals, pharmacy services and other social support is a challenge.
3. Develop appropriate care algorithm with Pitt County EMS, VH Care Coordination, VMC Case Management, and VMC Community Health Programs.

Goal-Faith Health: To improve access to health care resources by working with churches with disparate populations.

Strategies:

1. Partner with the HealThy Neighbor Faith Health initiative to provide health screenings, referral and follow up services and health promotion education.
2. Partner with local churches to provide individualized health programming.

Goal-Injury Prevention: To provide access to injury prevention services that reduce death and disability and improve the health and quality of life of children and the general population.

Strategies:

1. Implement occupant protection education and services (includes car seat education and distribution)
2. Implement teen safe driving education
3. Implement sports safety and concussion prevention education
4. Implement fall safety education for older adults and caregivers

Goal-Pediatric Asthma Program: To improve the health and quality of life for children with asthma.

Strategies:

1. Deliver case management and educational services for children with moderate to high risk asthma.
2. Coordinate community based asthma education.

Goal-Prescription Medications: To improve access to affordable prescription medications for the older adult population and other disparate populations.

Strategies:

1. Provide free expert counseling during the Medicare Part D open enrollment period in collaboration with the Pitt County Council on Aging to increase access to affordable prescription medications.
2. Provide financial counselors to assist indigent/uninsured patients and families in need of charitable funds.

Goal-School Health Program: To improve the health and well-being for Pitt County School's students and staff.

Strategies:

1. Coordinate care for students with chronic health issues, including development of health plans and emergency action plans.
2. Oversee the prescription medication administration process.
3. Provide health education and health promotion programming for students and staff.

Goal-Senior Services: To improve the health and well-being of adults that are over 55 years of age.

Strategies:

1. Implement health programming and social support education pertinent to the unique needs of older adults.
2. Provide chronic disease screening and referral services.
3. Provide caregiver and advanced care planning services.
4. Provide fall prevention education and referral for services.

Goal-Transportation: To improve access to health care resources for individuals utilizing local bus systems in and around the medical school and hospital campuses.

Strategies:

1. Convene a strategic planning committee including the Pitt Partners for Health Access to Care action team, GREAT Bus, Brody School of Medicine Health Access, and VMC Transportation Services.
2. Develop a plan to include unique bus routes in order to bring patients and families in closer proximity to the care provider location.

Health Priority Category: Chronic Disease Prevention

Goal-Cancer, Heart Disease, Hypertension/Stroke and Diabetes: Provide prevention, early detection, and improvement of outcomes for individuals with chronic disease (cancer, cardiovascular disease, hypertension/stroke, and diabetes).

Strategies:

1. Initiate the Healthy People, Healthy Carolinas program in collaboration with Pitt Partners for Health and Population Health Improvement Partners.
2. Develop a curriculum for cardiovascular risk factor education within the community.
3. Implement Women's Heart Health event in Pitt County to raise awareness about the risk factors for heart disease, signs and symptoms and lifestyle management/changes to achieve necessary lifestyle changes.
4. Implement a variety of chronic disease prevention education messaging using Vidant Medical Center's social media, digital messaging, and Public Relations/Community Relations.
5. Provide chronic disease health screenings, counseling, and health education for disparate populations and connect those needing follow up with a health care provider.
6. Empower Pitt County residents by providing education on the signs and symptoms of stroke, acute treatment options for stroke, and risk factors that increase the risk of stroke incidence.
7. Coordinate and sponsor the Winning with Diabetes Conference
8. Utilize the American Cancer Society's (ACS) calendar of cancer awareness to implement monthly education classes at churches, the business community and other community based sites.
9. Offer free cancer screenings to at risk populations.
10. Educate primary care physicians to recommend screenings based on the American Cancer Society's guidelines.
11. Utilize the colorectal cancer (CRC) tool kit developed by the National CRC Roundtable in partnership with ACS.
12. Provide colorectal cancer (CRC) screening in Pitt County to meet the 80% by 18 goal.
13. Implement a new cancer prevention clinic in 2017 for patients concerned about cancer risk or patients identified as high risk.
14. Conduct listening sessions with key community leaders and residents of West Greenville to obtain input on what programs, policies and environmental changes would be optimal to prevent chronic disease and to increase access to care.

Health Priority Category: Physical Activity and Nutrition

Goal-To increase opportunities to be physically active in Pitt County.

Strategies:

1. Work with Population Health Improvement Partners to develop evidence based physical activity programming.
2. Partner with community agencies to expand Kids in Parks by increasing the number of TRACK trails in Pitt County for families to be physically active.
3. Implement Active Routes to School program (includes bicycle helmet education and distribution, safe walking routes to school)

Goal-To increase opportunities for nutrition education and healthy eating policies in Pitt County.

Strategies:

1. Provide *Cooking Matters at the Store* grocery store tours scheduled throughout the year, as well as pop-up tours for individuals unable to attend store tours, to assist community members learn to eat healthier on a budget.
2. Promote healthy eating policies in churches, schools, and other community based sites in Pitt County.
3. Implement nutrition education throughout Pitt County during National Nutrition month.
4. Support and implement initiatives that increase access to fresh fruits and vegetables in Pitt County.
5. Work with Population Health Improvement Partners to develop evidence based nutrition education programming.

Approval

Vidant Medical Center's Implementation Strategy for 2016-2019 was approved by the Vidant Medical Center Board of Trustees on January 24, 2017.


Chair, Vidant Medical Center Board of Trustees

1/24/17
Date