



VIDANT MEDICAL CENTER'S COMMUNITY HEALTH IMPLEMENTATION STRATEGY

FY 2015-2018



Executive Summary

Vidant Medical Center, one of four academic medical centers in North Carolina, is the flagship hospital for Vidant Health and serves as the teaching hospital for the Brody School of Medicine at East Carolina University. Vidant Medical Center is located in Greenville, NC and 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 more than 1.4 million people in 29 counties. In an average year, about 44,500 inpatients and more than 171,000 outpatients are treated within Vidant Medical Center facilities. More than 3,500 babies are born at the hospital in a typical year.

Clinical education is an important part of the hospital's mission and helps demonstrate its commitment to the community. Vidant Medical Center is a teaching site for medical students and residents, nurses and other health professionals.

The hospital's mission is "to improve the health and well-being of eastern North Carolina." Vidant Medical Center has a strong commitment to supporting community health improvement programs that focus on the most compelling health issues impacting the community.

Description of Community

Pitt County has a land area of approximately 656 square miles. Located in the coastal plain, the county is in the heart of eastern North Carolina, approximately 90 miles east of the capital city of Raleigh, 75 miles west of the Atlantic Ocean, and 220 miles south of Washington, D.C. Pitt County is a rapidly growing, well-diversified employment and service center for eastern North Carolina. As one of the fastest growing centers in the state, the population increased by 25.7 percent between 2000 and 2010 census reports. Pitt County ranks as the 14th most populated county in North Carolina and the 27th fastest growing county in the state.

Pitt County's population in 2010 was 168,148 and the estimated population in 2014 was 175,354, reflecting an increase of 4.3 percent from 2010 – 2014. From 2009-2013, females represented the majority (52.8%) of Pitt County residents. There are ten municipalities within the county: Ayden, Bethel, Falkland, Farmville Fountain, Greenville (most populated), Grifton, Grimesland, Simpson and Winterville.

From 2009-2013, Pitt County's median income was \$40,718.00 and the per capita income was \$23,166. More than 24 percent (24.3%) of all Pitt County residents and approximately 28 percent of residents under age 18 years were reported as having an income below poverty level. In comparison, despite being a resource-rich community, Pitt County's percentage of all people living in poverty surpasses the following peer counties' and North Carolina's respective percentages of people living below the poverty level: Alamance (18.3%), Gaston (17.9%), Rowan (18.8%), Wayne (22.1%) and NC (17.5%).

2015 Community Health Needs Assessment

Pitt County's 2015 Community Health Needs Assessment represents a collaborative effort between Vidant Medical Center, the Pitt County Health Department, Pitt Partners for Health and the Brody School of Medicine at East Carolina University.

Following the collection of primary and secondary data for Pitt County, the key findings were categorized to align with the "*Healthy NC 2020: A Better State of Health*" objectives and formally presented at the May 2015 Pitt Partners for Health meeting. Participants represented health care service providers, county and school leaders, faith leaders, and key community members. Participants were asked to consider the primary and secondary data as related to the following three criteria:

- 1) *Magnitude of the problem* defined as the number of people affected by the problem,
- 2) *Seriousness of the problem* defined as the degree of disability or premature death that occurs because of the problem as well as the potential economic and social burdens the problem poses to the community, and
- 3) *Feasibility of a successful intervention* defined as a scientifically feasible intervention and one that is acceptable to the community, is preventable and contains resources that can address the problem.

After considering these components of the community health assessment, participants met in June 2015 and identified the following top health priorities for Pitt County: Access to Care, Chronic Disease Prevention, Physical Activity and Nutrition, and Mental Health.

Community Health Focus Areas

Following the identification of health priorities for the county, three health priorities were recommended for Vidant Medical Center for 2015-2018. These priorities were endorsed by the Vidant Medical Center Board of Trustees in July 2015:

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

Key findings from the 2015 Pitt County Community Health Needs Assessment were shared with the Vidant Medical Center Foundation's Community Benefit and Health Initiatives Committee in August 2015. The committee also adopted the three health priority categories which will serve as their funding priorities over the next three years. These funding priorities will guide their financial support to various non-profit agencies across Pitt County through a competitive grant funding process.

Implementation Plan

Health Priority Category: Access to Care

Goal: To improve access to health care resources for indigent/uninsured individuals and families in Pitt County.

Strategies:

- Serve as the lead organization for Pitt Partners for Health (an alliance of community health agencies, schools, social service organizations, and non-profits).
- Assist Vidant Medical Center Foundation to administer over \$1,000,000 in grant funds to qualifying applicant organizations to improve access to care, and promote health and fitness.
- Provide financial counselors to assist indigent/uninsured patients and families in need of charitable funds.
- Collaborate with community partners to explore the feasibility of piloting innovative methods to provide care where people live, learn, pray, and play (examples include but are not limited to a Community Paramedic Program, School Based Health Center, and Faith Health Community Collaborative).
- 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.

Health Priority Category: Chronic Disease Prevention

Goal: Prevention, early detection, and improvement of outcomes for individuals with chronic disease (cancer, cardiovascular disease, hypertension/stroke, and diabetes).

Strategies:

- Partner with local primary care physicians and gastroenterologists to encourage participation in the National Colorectal Cancer Roundtable “80% by 2018” initiative designed to increase colorectal screenings
- Participate in NC Colorectal Roundtable Work Group as part of the state Advisory Committee for Cancer Control and Coordination (ACCCC).
- Provide Women’s Heart Health educational events throughout the year to raise awareness about the risk factors for heart disease, signs and symptoms and lifestyle management

- Serve as the backbone organization to provide a three-part series on cardiovascular disease/prevention as well as offer related screenings in local communities
- Provide Stroke-specific health education and screening services during National Stroke Awareness Month (May).
- Provide hypertension and stroke prevention education and screening services throughout the year in high-risk areas in Pitt County.
- Collaboratively work with community partners to provide health promotion/health screenings and follow-up of individuals with elevated blood glucose results residing in high-risk areas of Pitt County.
- Provide patient navigator for cancer patients to include resource/referral, follow-up in home, and networking with other agencies to improve health outcomes.

Health Priority Category: Physical Activity and Nutrition

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

Strategies:

- Provide height, weight, and body mass index screening at community health screening events for obesity prevention.
- Partner with community agencies to expand Kids in Parks by increasing the number of TRACK trails available in Pitt County for families to be physically active.
- 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.
- Partner with Pitt County Schools to implement the LearnHealthy America comprehensive program focused on the prevention of childhood obesity
- Promote healthy eating in the hospital cafeteria and cafes through educational displays, health information about food served in cafeteria daily, and cost structuring to make the healthy choice the less expensive choice.
- Provide ongoing community health services through existing programs including School Health Program, Pediatric Asthma Case Management Program, Senior Services, and East Carolina Injury Prevention Program.

Priority Health Needs Not Addressed by Implementation Plan

The 2015 Pitt County Community Health Needs Assessment did identify Mental Health as one of the top four community health priorities. Due to the complexity and multi-focal dimensions of this health priority, the Pitt County Collaborative on Mental Health and Substance Abuse will lead this work. Vidant Medical Center will work collaboratively with this group, as well as other community agencies to address this priority area.

Conclusion

Vidant Medical Center has a strong history of providing comprehensive community health and benefit programs within Pitt County. The hospital worked collaboratively with the Pitt County Health department to complete the 2015 Community Health Needs Assessment process for Pitt County. The health assessment and top health priorities have been approved by the governing body and will serve as the strategic initiatives for Vidant Medical Center's Community Health Programs for the next 3 years. This implementation plan will continue many health improvement programs, as well as implement new programming in the coming years with the goal of improving the health and well-being of eastern North Carolina.

Approval

Vidant Medical Center's Implementation Strategy for 2015-2018 was approved by the Vidant Medical Center's Board of Trustees on January 26, 2016.

Mrs. JoAnne Burgdorff, Chair
Vidant Medical Center's Board of Trustees