

# Community Health Implementation Strategy

FY 2022 - 2025

# Executive Summary

ECU Health Duplin Hospital (formally Vidant Duplin Hospital) is an eighty-one bed, not-for-profit, community hospital located in Kenansville, NC. The hospital provides emergency, medical/surgical, intensive care, obstetrical/gynecological, respiratory, laboratory and radiology services, as well as specialty and primary care clinics.

ECU Health Duplin is one of nine hospitals that comprise ECU Health. ECU Health is a regional health system serving 1.4 million people in 29 counties throughout rural eastern North Carolina. Most of the counties served by ECU Health are listed in the top 40 most economically distressed areas in the state (67% of ECU Health Health's counties are classified as Tier 1 counties; 33% of the counties are classified as Tier 2 counties). The system consists of ECU Health Medical Center (an academic medical center), eight community hospitals, an ambulatory surgery center, wellness, and rehabilitation facilities, home health agencies and other independently operated health services. ECU Health is affiliated with the Brody School of Medicine at East Carolina University.

The mission of ECU Health is to improve the health and well-being of eastern North Carolina. Our vision is to become a national model for rural health and wellness by creating a premier, trusted health care delivery and education system. Integral to our mission is our commitment to be responsive to our community's needs and to provide high quality, cost-effective health care services.

## Description of Community

The primary service area for ECU Health Duplin Hospital is Duplin County, North Carolina. Towns that make up the county include Beulaville, Calypso, Faison, Greenevers, Kenansville, Magnolia, Rose Hill, Teachey, Wallace and Warsaw.

As of 2019, the county's population at 59,741. The White population accounts for 71.2% of the total population in Duplin County, with the Black or African American population accounting for 23.8% of the total population. The Hispanic/Latino population comprises 22.2% of Duplin County, which is significantly higher than North Carolina (9.2%). The population under the age of 25 years is 32.3% and 18% are over the age of 65 years.

Duplin County is designated as one of the 40 Tier 1 counties, meaning it is one of the most economically distressed counties in the state. The rate of individuals aged 0-64 years old that have health insurance coverage in Duplin County is 79.3%, which is lower than the rate for North Carolina (87.3%). In addition, 21% of all people in Duplin County live in poverty, with 34% of Duplin County children living in poverty. These factors contribute to the health challenges identified in the 2022 Community Health Needs Assessment (CHNA).

## Participants

### Health ENC – 2022 Community Health Needs Assessment

Initiated in 2015 by the Office of Health Access at the Brody School of Medicine at East Carolina University, Health ENC grew out of conversations with health care leaders about improving the assessment CHNA process in eastern North Carolina. Health ENC, now a partnership among county health departments and hospitals in eastern NC, coordinates a regional CHNA in 33 counties of eastern North Carolina. In addition, the Health ENC Program Manager works to build coalitions and partnerships that will address health issues identified through the regional CHNA process.

As part of the assessment process, members of ECU Health Duplin Hospital and the Duplin County Health Department worked collaboratively to distribute a community health opinion survey to various segments of the population in Duplin County. The survey was printed in English and Spanish and distributed to a broad range of people in the community, targeting different income levels, including underserved members of the community, the elderly, and the general population. In addition to the paper surveys, a web-based survey tool was developed by Health ENC and made available to the public through different email lists. The survey was also publicized through the local newspaper and social media. The survey was used to collect primary data from April 1 - June 30, 2021. A total of 447 community members completed the survey.

### Community Key Stakeholder Group – Duplin County

The following community stakeholders were represented in the planning, data review and prioritization process for the 2022 Duplin County CHNA:

ECU Health Duplin Hospital	Duplin County Health Department
Duplin County 4-H, Prevention Services	Duplin County Board of Health
Duplin County Commissioners	Duplin County Public Libraries
Duplin County Public Schools	ECU Health Corporate
Health Access & Equity at NC FIELD	Shackle-Free Community Outreach
Mediation Center of Eastern Carolina	Duplin Christian Outreach Ministries
NC Cooperative Extension Office	ECU Health Duplin Foundation
Vidant Medical Group	

### ECU Health Duplin Foundation Community Benefits Grants Program

ECU Health is committed to improving the health and well-being of eastern North Carolina. We partner and serve community members throughout the continuum of care. With our mission at the forefront of our efforts, ECU Health Medical Center (formerly Vidant Medical Center) made a substantial donation to the ECU Health Foundation (formerly Vidant Health Foundation) in 1998 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 ECU 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 supports community partners to educate people about disease prevention and management, provide people with the knowledge and tools to be successful in their own health care and establish programs within communities, making them available and more accessible to community members who need these programs/services. The ECU Health Duplin Foundation distributes more than \$95,000 annually to various agencies/organizations in and around Duplin County.

The foundation's funding focus areas are based on the health priorities identified in the most recent CHNA.

## **2022 Community Health Priorities for Duplin County**

The comprehensive 2022 Community Health Needs Assessment for Duplin County included significant input from community members, as well as a wealth of information from local, state and national data sources. Key stakeholders reviewed primary and secondary data. Following an in-depth discussion of the assessment data and existing community resources, the key stakeholder group selected three health priorities for focus over the next three years.

These three health priorities are:

- Chronic Disease Prevention
- Access to Care
- Mental Health/Illness

# Implementation Strategies

## 2022-2025 ECU HEALTH DUPLIN HOSPITAL IMPLEMENTATION STRATEGY

HEALTH PRIORITY 1: Chronic Disease Prevention			
Goal	Strategies	Metrics/What are we measuring	Potential Partnering/External Organizations
<b>Goal:</b> All people in Duplin County have the knowledge and resources to prevent or manage chronic diseases such as hypertension, diabetes and stroke	<b>Strategy 1:</b> Establish Healthy People, Healthy Carolinas Coalition through Duke Endowment funding to improve care, management and prevention of chronic diseases	<ul style="list-style-type: none"> <li>• # of organizations participating in coalition</li> <li>• # of health-promoting programs adopted in community</li> </ul>	<ul style="list-style-type: none"> <li>• DC Health Dept</li> <li>• Primary Care providers</li> <li>• Faith-based orgs</li> <li>• DC Services for the Aged</li> <li>• Area town and law enforcement agencies</li> <li>• Area recreation depts</li> <li>• Area vol fire depts</li> <li>• Area Schools</li> <li>• James Sprunt Community College</li> <li>• Community outreach orgs</li> <li>• Industry leaders</li> </ul>
	<b>Strategy 2:</b> Utilize our Community Health Outreach Coordinator/program to plan, organize and oversee community health screening/education opportunities and seek opportunities to share ways to improve overall community health and wellness.	<ul style="list-style-type: none"> <li>• # of health education/outreach events provided</li> <li>• # of people attending health education events</li> <li>• # of health screenings performed</li> </ul>	

HEALTH PRIORITY 1 CONTINUED ON NEXT PAGE

**2022-2025 ECU HEALTH DUPLIN HOSPITAL IMPLEMENTATION STRATEGY**

<b>HEALTH PRIORITY 1: Chronic Disease Prevention <i>continued</i></b>			
<b>Goal</b>	<b>Strategies</b>	<b>Metrics/What are we measuring</b>	<b>Potential Partnering/External Organizations</b>
<p><b>Goal:</b> All people in Duplin County have the knowledge and resources to prevent or manage chronic diseases such as hypertension, diabetes and stroke</p>	<p><b>Strategy 3:</b> Maintain "Get With The Guidelines®– Stroke" certification standards.</p>	<ul style="list-style-type: none"> <li>• # of stroke patients treated</li> <li>• # of stroke patients who receive thrombolytics at ECU Health Duplin</li> <li>• % of stroke patients who receive thrombolytics at ECU Health Duplin</li> </ul>	<ul style="list-style-type: none"> <li>• Duplin County EMS</li> </ul>
	<p><b>Strategy 4:</b> Maintain NC Maternity Center Breastfeeding-Friendly Designation standards. Promote and support breastfeeding because it contributes to the health and well-being of babies and mothers by protecting them against some chronic diseases.</p>	<ul style="list-style-type: none"> <li>• # of patients advised of benefits and management of breastfeeding</li> <li>• # of breastfeeding patients</li> <li>• % of breastfeeding patients</li> </ul>	<ul style="list-style-type: none"> <li>• DC Health Dept</li> <li>• Vidant Women's Care-Kenansville</li> </ul>
	<p><b>Strategy 5:</b> Hospital Foundation will award grant funds for programs related to chronic disease prevention/management.</p>	<ul style="list-style-type: none"> <li>• \$ distributed</li> <li>• # of grants awarded</li> <li>• # of clients served</li> </ul>	<ul style="list-style-type: none"> <li>• ECU Health Duplin Hospital Foundation</li> <li>• ECU Health Foundation</li> <li>• Local 501(c)(3) orgs</li> <li>• Local government orgs</li> </ul>

**2022-2025 ECU HEALTH DUPLIN HOSPITAL IMPLEMENTATION STRATEGY**

<b>HEALTH PRIORITY 2: Access to care</b>			
<b>Goal</b>	<b>Strategies</b>	<b>Metrics/What are we measuring</b>	<b>Potential Partnering/External Organizations</b>
<p><b>Goal:</b> All people in Duplin County have equitable access to high-quality health care</p>	<p><b>Strategy 1:</b> Develop homegrown health care professionals</p>	<ul style="list-style-type: none"> <li>• # of Duplin Health Sciences Academy students who serve as Volunteers at hospital</li> <li>• # of Duplin Health Sciences Academy graduates who pursue health care degrees</li> <li>• # of JSCC nursing students who are completing clinical rotations at hospital</li> <li>• # of JSCC new nursing grads hired at hospital</li> </ul>	<ul style="list-style-type: none"> <li>• Duplin County Schools</li> <li>• James Sprunt Community College</li> </ul>
	<p><b>Strategy 2:</b> Increase capacity by addressing primary care providers:</p> <ul style="list-style-type: none"> <li>• Recruitment</li> <li>• Retention</li> </ul>	<ul style="list-style-type: none"> <li>• Provider rates in relation to population</li> <li>• # of residents who complete Rural Family Medicine Residency Program</li> <li>• % of residents who stay in Duplin County</li> <li>• ECU Health Duplin provider turnover rate</li> <li>• ECU Health Duplin provider engagement scores</li> </ul>	<ul style="list-style-type: none"> <li>• Vidant Medical Group</li> <li>• ECU Brody School of Medicine</li> <li>• Goshen Medical (FQHC)</li> <li>• ECU Health Office of Experience</li> </ul>
	<p><b>Strategy 3:</b> Offer charity care to patients who are unable to pay due to financial hardships.</p>	<ul style="list-style-type: none"> <li>• \$ of charity care offered</li> <li>• # of clients served</li> </ul>	<ul style="list-style-type: none"> <li>• Vanguard Reimbursement Services</li> </ul>
	<p><b>Strategy 4:</b> Hospital Foundation will award grant funds for programs related to access to care.</p>	<ul style="list-style-type: none"> <li>• \$ distributed</li> <li>• # of grants awarded</li> <li>• # of clients served</li> </ul>	<ul style="list-style-type: none"> <li>• ECU Health Duplin Hospital Foundation</li> <li>• ECU Health Foundation</li> <li>• Local 501(c)(3) orgs</li> <li>• Local government orgs</li> </ul>

**2022-2025 ECU HEALTH DUPLIN HOSPITAL IMPLEMENTATION STRATEGY**

<b>HEALTH PRIORITY 3: Mental Health/Illness</b>			
<b>Goal</b>	<b>Strategies</b>	<b>Metrics/What are we measuring</b>	<b>Potential Partnering/External Organizations</b>
<b>Goal:</b> All people in Duplin County have equitable access to appropriate, high-quality mental health services.	<b>Strategy 1:</b> Provide mental health assessments and care coordination in our emergency department.	<ul style="list-style-type: none"> <li>• # of ED mental health related visits</li> <li>• # of referrals to mental health treatment facilities</li> </ul>	<ul style="list-style-type: none"> <li>• DC Health Dept</li> <li>• DC Dept of Social Svcs</li> <li>• Area mental health services</li> <li>• Eastpointe</li> </ul>
	<b>Strategy 2:</b> Collaborate with mental health services in the area to improve outpatient mental health services.	<ul style="list-style-type: none"> <li>• # of meetings held</li> <li>• # of mental health patients who return to ED for treatment</li> </ul>	<ul style="list-style-type: none"> <li>• DC Health Dept</li> <li>• DC Dept of Social Svcs</li> <li>• New Dimensions</li> <li>• Eastpointe</li> </ul>
	<b>Strategy 3:</b> Hospital Foundation will award grant funds for programs related to mental health/illness.	<ul style="list-style-type: none"> <li>• \$ distributed</li> <li>• # of grants awarded</li> <li>• # of clients served</li> </ul>	<ul style="list-style-type: none"> <li>• ECU Health Duplin Hospital Foundation</li> <li>• ECU Health Foundation</li> <li>• Local 501(c)(3) orgs</li> <li>• Local government orgs</li> </ul>

**Approval**

ECU Health Duplin Hospital’s Implementation Strategy for 2022-2025 was approved by the ECU Health Community Hospitals’ Board of Directors on July 26, 2022.

  
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 Chair, ECU Health Community Hospitals’ Board of Directors

7/26/22  
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 Date