

Community Health Implementation Strategy

2025-2028

Executive Summary

ECU Health Bertie Overview

ECU Health Bertie Hospital is a six-bed, not-for-profit, community hospital located in Windsor, NC. The primary service area for ECU Health Bertie Hospital is Bertie County. The major town in Bertie County is Windsor, the county seat. Other Bertie County communities include Askewville, Aulander, Colerain, Kelford, Merry Hill, Lewiston-Woodville, Powellsville and Roxobel.

ECU Health Bertie Hospital provides surgical, emergency, medical/surgical, laboratory and radiology services, as well as specialty and primary care clinics. The hospital also offers outpatient behavioral health services and physical, speech, and occupational therapy. The hospital operates ECU Health Family Medicine-Windsor, a primary care physician practice, and has a telemedicine link with the Brody School of Medicine at East Carolina University.

ECU Health Bertie 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 economically distressed areas in the state, with Bertie County being ranked as a Tier 1 county. (67% of ECU 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.

Community Health Needs Assessment (CHNA) Overview and Leadership

A Community Health Needs Assessment (CHNA) helps health leaders evaluate the health and wellness of the community they serve and identify gaps and challenges that should be addressed in the Implementation Strategies. The 2025 CHNA was guided by leaders from the health ENC collaborative and the Bertie County CHNA Leadership team.

The Health ENC Steering Committee

Name	Title	Organization
Lorrie Basnight	Executive Director	Eastern Area Health Education Center (AHEC)
Amanda Betts	Public Health Education Supervisor	Albemarle Regional Health Services (ARHS)
April Culver	Vice President, External Affairs	UNC Health Johnston
Caroline Doherty	Community Health Consultant	Roanoke Chowan Community Health Center (RCCHC)
Laura Ellis	Health Education	Halifax County Health Department
Sandra McMasters	Community Benefit Project Manager	Sentara Health

Claire Mills	Director	Eastern AHEC
Emmanuelle Quenum	Health Education Director	Greene County Department of Public Health (DPH)
Rose Ann Simmons	Director, Community Health Improvement	ECU Health
Michelle Wagner	Public Health Educator	Dare County Department of Health & Human Services (DCDHHS)

Bertie County CHNA Leadership

In addition to the Health ENC Steering Committee, the Bertie County 2025 CHNA was developed in partnership with representatives from the following organizations.

- Albemarle Regional Health Services (ARHS)
- ECU Health Chowan Hospital
- ECU Health Bertie Hospital
- Three Rivers Healthy Carolinians

CHNA Participants and Stakeholders

As part of the assessment process, members of ECU Health Bertie Hospital and Albemarle Regional Health Services worked collaboratively to distribute a community health opinion survey to various segments of the population in Bertie 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 available. A total of 313 community members responded to the survey. In addition to the survey, a total of five in-person focus groups were conducted, with a variety of community members from different backgrounds, age groups, and life experiences.

Bertie County CHNA Stakeholders

In addition to the organizations listed above, the Bertie County CHNA was developed with input from additional representatives from local health providers, government officials, non-profit organizations, social service providers and community members.

Name	Organization
Kellen Long	ARHS
Andrea Porter	ARHS
Wanda Stallings	ARHS
Gabi Corprew	ARHS
Amy Underhill	ARHS
Sylvia Outlaw	ARHS
Deneen Robbins	ARHS
Teresa Beardsley	ARHS
Dee Spruce	ARHS
Liz Baker	Bertie Cooperative Extension
Montez Bishop	Bertie County Schools
Mary Morris	Chowan County Cooperative Extension
Susan Nixon	Chowan/Perquimans Smart Start

Jennifer Harris	ECU Health
Emily Bryant	ECU Health
Kelly Herr	ECU Health
Tyeshia Phelps	DSS
Brian Harvill	ECU Health
Kelly Cross	ECU Health
Christy Dozier	ECU Health
Sonya Williams	ECU Health Roanoke Chowan Hospital
Susan Creed	Edenton Chowan Chamber
Shannon Ray	Edenton Chowan Recreation Department
Julie Tunney	Northeastern NC Partnership for Public Health
Mandy Hall	Roanoke Chowan CHC

2025 Community Health Priorities for Bertie County

The comprehensive 2025 Community Health Needs Assessment for Bertie 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 of data and existing community resources, the key stakeholder group selected four health priorities for focus over the next three years.

These four health priorities are:

- Access to Healthcare
- Healthy Living
- Behavioral Health
- Sexual Health

Implementation Strategies

Healthy Priority 1: Access to Healthcare

Result: All people in the Bertie County community receive education about prevention efforts and early detection, to assist them in improving their health and well-being.

P=Programs ST=Strategies CO=Coalitions		Performance Measures (PM) <i>How much/ How well/ Is anyone better off</i>	Partners
P	Advance Care Planning Advance care planning improves access to care and quality of life of patients and families in Bertie County by providing advance care planning education and clinics in community-based sites to help ensure that one's treatment preferences are discussed, documented and honored by family, friends, and medical providers.	<ul style="list-style-type: none"> Number of individuals educated on ACP/EOL Number of individuals completing an advance directive Percent of individuals educated that complete an advance directive 	<ul style="list-style-type: none"> ECU Health Advance Care Planning Team
P	Benevolent Fund Assistance ECU Health Bertie Hospital's Benevolent Fund ensures that eligible patients receive transportation and medication assistance regardless of their ability to pay, aiming to improve community health outcomes by reducing financial barriers to care.	<ul style="list-style-type: none"> Number of individuals positively impacted via benevolent funds 	<ul style="list-style-type: none"> Care/Case Management
ST	Care Management and Navigation Partner with Access East to enhance care management and navigation services.	<i>Only programs need performance measures, though they may arise later from a strategy or coalition.</i>	<ul style="list-style-type: none"> Access East
P	Community-Based Cancer Screening Provide cancer awareness education regarding early detection and prevention as well as provide opportunities for uninsured residents to receive recommended cancer screenings for five key cancers.	<ul style="list-style-type: none"> Number of cancer screenings <ul style="list-style-type: none"> Colonoscopy Lung Mammography Prostate Skin Abnormal, suspicious, or diagnosis findings from cancer screenings <ul style="list-style-type: none"> Colonoscopy Lung Mammography Prostate Skin 	
P	Community-Based Health Education and Screenings Health education events for top chronic disease and general wellness are offered throughout the county. Health screenings for cholesterol, glucose, blood pressure, and BMI are offered in vulnerable communities.	<ul style="list-style-type: none"> Number of events <ul style="list-style-type: none"> Screening Education Number of individuals receiving a health screening <ul style="list-style-type: none"> Blood Pressure Only Glucose and/or A1c Only 	

		<ul style="list-style-type: none"> ○ Biometric (BP, glucose, cholesterol, and/or BMI) 	
P	Community Benefit Grants Program - Access to Care Invests in local partners working to remove barriers to care, fostering healthier communities by supporting innovative solutions that connect individuals to essential health services.	<ul style="list-style-type: none"> • Total amount awarded – (<i>Access to Care</i>) • Total clients served – (<i>Access to Care</i>) 	<ul style="list-style-type: none"> • ECU Health Foundation
P	CPR & AED Access The CPR and AED Program aims to increase lifesaving skills in rural eastern North Carolina by providing free, accessible CPR and AED training through strong community partnerships.	<ul style="list-style-type: none"> • Total number of AEDs distributed • Number of individuals trained on AED use • Number of AED activations 	<ul style="list-style-type: none"> • Compress and Shock Foundation
ST	ECU HealthNow ECU HealthNow lets you speak directly with a doctor 24/7 on any device that has internet access.	<i>Only programs need performance measures, though they may arise later from a strategy or coalition.</i>	
ST	Enhance Primary and Specialty Care Access Partner with ECU Health Medical Group to improve access to care by increasing the number of available primary and specialty care appointments through on-site and telehealth services, making it easier and faster for people to get the help they need.	<i>Only programs need performance measures, though they may arise later from a strategy or coalition.</i>	<ul style="list-style-type: none"> • ECU Health Medical Group • ECU Brody School of Medicine
P	Health Hubs Health Hubs are designed to improve access to vital health care and community resources, specifically targeting underserved areas.	<ul style="list-style-type: none"> • Number of health hub sites • Health hub satisfaction • Health hub interactions 	<ul style="list-style-type: none"> • ECU Health Community Engagement Team
P	Healthy Neighbors Healthy Neighbors in partnership to improve the health and well-being of eastern North Carolina through the integration of faith and health leadership.	<ul style="list-style-type: none"> • Number of participating HealThy Neighbor churches • Percentage of churches implementing annual nutrition event • Percentage of churches implementing annual physical activity event • Percentage of individuals with a decrease in their blood pressure, BMI, and/or glucose 	<ul style="list-style-type: none"> • Participating churches • ECU Health Community Health Improvement Team
P	Insurance Access Partners within the system assist individuals with gaining access to insurance.	<ul style="list-style-type: none"> • Number of individuals who obtained insurance coverage <ul style="list-style-type: none"> ○ Access East ○ DSS ○ Elevate ○ Vanguard 	
ST	MyChart MyChart is ECU Health's free online patient portal allowing patients to stay connected with their health care team and engage in their own care. It's an easy and secure way to access your health records, connect with your physicians and nurses, and feel more confident in your health.	<i>Only programs need performance measures, though they may arise later from a strategy or coalition.</i>	
ST	NCCARE360 NCCARE 360 bridges gaps in a fragmented health and human services system by connecting providers and organizations	<i>Only programs need performance measures, though they may arise later from a strategy or coalition.</i>	<ul style="list-style-type: none"> • Unite Us

	across sectors through a shared technology platform.		
P	Pediatric Asthma Program The ECU Health Pediatric Asthma Program accepts referrals and provides case management services across our entire 29-county service area.	<ul style="list-style-type: none"> Percentage of successful education attempts Potential cost avoidance due to the Pediatric Asthma Program 	<ul style="list-style-type: none"> EMC Pediatric Asthma Team
P	Patient Medical Needs Assistance Fund Programs provide a variety of assistance for patients' needs.	<ul style="list-style-type: none"> Number of approved applicants 	

Healthy Priority 2: Behavioral Health Result: All people in the Bertie County community receive education about the dangers of substance abuse and connect those in need with the appropriate health resources.			
P=Programs ST=Strategies CO=Coalitions		Performance Measures (PM) <i>How much/ How well/ Is anyone better off</i>	Partners
P	Community Benefit Grants Program – Behavioral Health Supports local initiatives that expand access to mental health and substance use services, with a focus on prevention, early intervention, and community resilience.	<ul style="list-style-type: none"> • Total amount awarded – <i>(Behavioral Health)</i> • Total clients served – <i>(Behavioral Health)</i> 	<ul style="list-style-type: none"> • ECU Health Foundation
P	Coordinated Approach to Child Health (CATCH) An evidence-based program focused on promoting healthy behaviors in children and adolescents, particularly in the areas of nutrition and physical activity.	<ul style="list-style-type: none"> • Number of individuals educated via CATCH My Breath 	<ul style="list-style-type: none"> • CATCH Global Foundation • ARHS • Tobacco Free Living Coalition
ST	Serve on local opioid/substance misuse coalition Collaborate with community partners on strategies that prevent substance misuse, support recovery, and improve behavioral health outcomes.	<i>Only programs need performance measures, though they may arise later from a strategy or coalition.</i>	
P	Collaborative Care Team-based approach to helping patients with their mental health needs. It is a collaboration between a primary care provider, behavioral health care manager, and a consulting psychiatrist to support the patient.	<ul style="list-style-type: none"> • Number of clients • Number of A1C screenings • Number of blood pressure screenings 	<ul style="list-style-type: none"> • ECU Health Bertie Family Medicine
ST	Bertie County Behavior Health Network ECU Health Bertie collaborates with the network to improve mental health awareness in the community.	<i>Only programs need performance measures, though they may arise later from a strategy or coalition.</i>	

Healthy Priority 3: Healthy Living

Result: All people in the Bertie County community have the tools and knowledge to improve their health by utilizing “lifestyle medicine”.

P=Programs ST=Strategies CO=Coalitions		Performance Measures (PM) <i>How much/ How well/ Is anyone better off</i>	Partners
P	Blood Pressure Machine Lending Library This initiative aims to improve community health by providing accessible blood pressure monitoring tools and information, particularly for those who may not have easy access to such resources elsewhere.	<ul style="list-style-type: none"> Number of blood pressure machines distributed 	<ul style="list-style-type: none"> American Heart Association
P	Community Benefit Grants Program – Healthy Living Supports local efforts to prevent and manage chronic diseases through education, early detection, and community-based interventions.	<ul style="list-style-type: none"> Total amount awarded – <i>(Healthy Living)</i> Total clients served – <i>(Healthy Living)</i> 	<ul style="list-style-type: none"> ECU Health Foundation
P	Know It, Control It Know It, Control It is designed to help people self-monitor their blood pressure and make healthy lifestyle changes to control high blood pressure.	<ul style="list-style-type: none"> Number of program participants Percentage of program participants who decrease their blood pressure at conclusion of program 	
ST	Maintain Get with The Guidelines Stroke Certification Maintain certification by adhering to evidence-based protocols and continuous quality improvement to ensure timely, high-quality stroke care and improved patient outcomes.	<i>Only programs need performance measures, though they may arise later from a strategy or coalition.</i>	
P	Teddy Bear Fair Educate elementary school students about healthy lifestyles and the importance of positive health behaviors.	<ul style="list-style-type: none"> Number of Teddy Bear Fairs Number of Students served 	

Healthy Priority 4: Sexual Health Result: All people in the Bertie County community receive education about the health risks associated with sexually transmitted infections.			
P=Programs ST=Strategies CO=Coalitions		Performance Measures (PM) <i>How much/ How well/ Is anyone better off</i>	Partners
P	Community Benefit Grants Program – Sexual Health Supports local efforts for sexual health through education, early detection, and community-based interventions.	<ul style="list-style-type: none"> • Total amount awarded – <i>(Sexual Health)</i> • Total clients served – <i>(Sexual Health)</i> 	<ul style="list-style-type: none"> • ECU Health Foundation
CO	Serve on the Albemarle Pregnancy Resource Center & Clinic Board Support and educate the community on sexual health, pregnancy, and relationships.	<i>Only programs need performance measures, though they may arise later from a strategy or coalition.</i>	APRCC
P	Sexual Risk Avoidance (SRA) Sexual education that focuses on teen pregnancy & sexually transmitted infections by promoting abstinence	<ul style="list-style-type: none"> • Number of schools reached • Number of students reached • 	

Approval

ECU Health Bertie Hospital’s 2025 CHNA report and Implementation Strategy for 2025-2028 was approved by the ECU Health Community Hospitals’ Board of Directors on July 22, 2025.



Chair, ECU Health Community Hospitals’ Board of Directors

7/22/25
Date