

Community Health Implementation Strategy

2025 - 2028

Executive Summary

ECU Health Duplin Overview

ECU Health Duplin Hospital is an eighty-one bed, not-for-profit, community hospital located in Kenansville, NC. 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.

ECU Health Duplin Hospital provides a range of services to meet the needs of the community. Some of the additional services offered include radiology and diagnostic imaging, therapy and rehabilitation, stroke care, interpretation services, cancer care, emergency medicine, women's services, and sleep services.

ECU Health Duplin is one of nine hospitals that comprise ECU Health. ECU Health is a regional health system serving more than 1.4 million people in 29 counties throughout rural eastern North Carolina. Most of the counties served by ECU Health are ranked in the top 40 most economically distressed areas in the state with Duplin County being ranked a Tier 2 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 also 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 Duplin 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 Coordinator	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)

Duplin County CHNA Leadership

In addition to the Health ENC Steering Committee, the Duplin County CHNA was developed in partnership with representatives from the Duplin County Health Department (DCHD) and ECU Health Duplin Hospital.

Name	Title	Organization
Laura Maready, MBA	Director of Strategic Relations	ECU Health
Eve Stroud, BS	Community Health Improvement Coordinator	ECU Health
Maury Castillo, BS	Health Educator III/Coalition Coordinator	DCHD
Elizabeth Ricci, BSN RN	Nursing Support Coordinator	DCHD
Megan Gonzalez, MSN RN	Quality Nurse Specialist & Accreditation Program Manager	DCHD

CHNA Participants and Stakeholders

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 and facilitate focus groups to various segments of the population in Duplin County. The survey was available in English and Spanish as a web-based tool or in print. The survey was 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. A total of 506 community members responded to the survey. In addition to the survey, a total of three in-person focus groups were conducted, with a variety of community members from different backgrounds, age groups and life experiences.

Duplin County CHNA Stakeholders

The Duplin County CHNA was developed with input from CHNA Leadership listed above, plus representatives from local health providers, government officials, non-profit organizations, social service providers and community members.

Name	Title	Organization
Logan Smith Albertson	Sr. Regional Liaison, County Engagement Team	Blue Cross NC
Sharon King	Recruiter	Davita Dialysis
Laura Jones	Director	Duplin County Library
Angel Venecia	Director	Duplin County Public Transportation
Jasmine Williams	Program Coordinator	Duplin County Cooperative Extension
Kristen Hall	Chief Officer for District Effectiveness	Duplin County Schools

Melisa Brown	Program Director	Duplin County Senior Services
Kathleen Hoolihan	Nutrition Program Coordinator	Food Bank NC
Lynn Hardy	Recruiter	Goshen Medical Center
Osman Moncada	Bilingual Outreach Recruit	JSCC
Yesenia Cuello	Program Director	NC Field, Inc.
Amanda Hatcher	Program Director	NC Cooperative Extension: Duplin County Center
Rachel Ezzell	Family and Consumer Sciences Agent	NC Cooperative Extension
April Walker	Representative	Red Cross
Margarita Lira	Duplin County Domestic Violence Victim Advocate	Safe Haven of Pender
Crystal Martinez	Duplin County Domestic Violence Victim Advocate	Safe Haven of Pender
Jenean Kennedy	Community Outreach	Snow Hill OWF Baptist Church
Darlene Leysath	Director	The Cornerstone CDC
Yelena Howell	DNP/FNP student	UNCW
Kim Gore	Chief Operations Officer	WARM NC
Andy Jones	Director	WARM NC
Krista Horne	Director of Quality Improvement	ECU Health
David Long	Director of Administrative Operations	ECU Health
Becky Miller	Director of Patient Care Services	ECU Health
Christina Miller	Vice President of Patient Care Services	ECU Health
Tom Fife	Foundation Executive Director	ECU Health
Lucina Crawford	Financial Operations	ECU Health
Christy Cantrell	Manager: Case Management Services	ECU Health
Leigh Gurley	Duplin Board of Health Member	ECU Health
Eric Johnson	Practice Manager	ECU Health Physicians

2025 Community Health Priorities for Duplin County

The comprehensive 2025 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. The leaders and 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:

- Access to Care
- Chronic Disease Prevention
- Mental Health & Substance Use

Implementation Strategies

Healthy Priority 1: Access to Care Result: All people in Duplin County can get the health care they need, when they need it, and in a way that works for them.			
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 Duplin 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 and Charity Care Benevolent Fund Assistance and Charity Care programs ensure that eligible patients receive essential medical services 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"> Transportation Medication Durable Medical Equipment (DME) Total amount of benevolent fund offered Total amount of charity care offered 	<ul style="list-style-type: none"> Case Management Services Financial Services
P	Blood Drives Hosts regular on-site blood drives to increase local blood supply and support regional healthcare needs, contributing to improved patient outcomes and community resilience.	<ul style="list-style-type: none"> Number of events Number of persons served 	<ul style="list-style-type: none"> The Blood Connection
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 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 Biometric (BP, glucose, cholesterol, and/or BMI) Number of health education participant encounters 	<ul style="list-style-type: none"> Local businesses/industry Local service orgs. Duplin Co. Schools James Sprunt Community College Civic/faith-based groups
P	Community Benefit Grants Program - Access to Care Invests in local partners working to remove barriers to care, fostering healthier communities by supporting innovative	<ul style="list-style-type: none"> Number of grants awarded Total amount awarded – (<i>Access to Care</i>) Total clients served – (<i>Access to Care</i>) Total clients served – in financial need 	<ul style="list-style-type: none"> ECU Health Duplin Development Council ECU Health

	solutions that connect individuals to essential health services.		<ul style="list-style-type: none"> Foundation Local 501(c)(3) organizations Local government organizations
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.	<ul style="list-style-type: none"> Number of primary appointments Total number of primary providers Primary provider turnover rate Number of specialty care appointments Total number of specialty care providers Specialty care provider turnover rate Number of residents who complete Rural Family Residency Medicine Program Percentage of residents who stay in Duplin County ECU Health Duplin provider engagement scores 	<ul style="list-style-type: none"> ECU Health Medical Group ECU Brody School of Medicine Goshen Medical (FQHC) ECU Health Office of Experience
P	Healthcare career promotion Promote healthcare careers to students and the general public, while developing local health care professionals to serve the community.	<ul style="list-style-type: none"> Number of Duplin Health Science Academy students Number of Duplin Health Science Academy students who serve as VolunTeens at hospital Number of nursing students who completed a clinical rotation at hospital <ul style="list-style-type: none"> James Sprunt Community College (JSCC) Lenoir Community College (LCC) University of Mt. Olive (UMO) Number/percentage of new nursing graduates who completed a clinical rotation at the hospital and were hired Number of new nursing graduates hired at hospital from Duplin County 	<ul style="list-style-type: none"> Duplin County Schools James Sprunt Community College Lenoir Community College University of Mount Olive
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 a 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

ST	I Gave Birth Initiative The “I Gave Birth” initiative at ECU Health provides postpartum patients with a bracelet to wear for six weeks, serving as a visual reminder of AWHONN Post Birth Warning Signs and helping healthcare providers quickly identify and respond to postpartum needs.	<i>Only programs need performance measures, though they may arise later from a strategy or coalition.</i>	<ul style="list-style-type: none"> • CDC ERASE MM • NC DHHS
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"> • Vanguard Reimbursement Services
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 across sectors through a shared technology platform.	<i>Only programs need performance measures, though they may arise later from a strategy or coalition.</i>	

Healthy Priority 2: Chronic Disease Prevention Result: All people in Duplin County have the knowledge, tools, and support to prevent chronic diseases (such as hypertension, diabetes, and stroke) and live healthier lives.			
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 – Chronic Disease Supports local efforts to prevent and manage chronic diseases through education, early detection, and community-based interventions.	<ul style="list-style-type: none"> • Number of grants awarded • Total amount awarded – (<i>Chronic Disease Prevention</i>) • Total clients served – (<i>Chronic Disease Prevention</i>) • Total clients served – in financial need 	<ul style="list-style-type: none"> • ECU Health Duplin Development Council • ECU Health Foundation • Local 501(c)(3) organizations • Local government organizations
ST	Maintain Get with The Guidelines Stroke Certification Maintains 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	Medical Food Pantry Provides emergency boxes of non-perishable to patients who screen positive for food insecurity.	<ul style="list-style-type: none"> • Number of food boxes provided to hospital patients 	<ul style="list-style-type: none"> • Food Bank of ENC
P	SAM in Schools Initiative Educates students on stroke prevention and recognition through targeted outreach and engagement led by stroke care professionals.	<ul style="list-style-type: none"> • Number of schools • Number of students • Percentage of students returning 30-day post-tests • Number/percentage of students achieving at least 80% proficiency on 30-day post-tests 	<ul style="list-style-type: none"> • Duplin County Schools
CO	Serve on Duplin Coalition for Health Participates to collaborate with community partners in aligning resources and implementing strategies that improve health outcomes and quality of life for all residents of Duplin County.	<i>Only programs need performance measures, though they may arise later from a strategy or coalition.</i>	

Healthy Priority 3: Mental Health and Substance Use Result: All people in Duplin County feel supported and connected to care for mental health and substance use needs.			
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 – Mental Health and Substance Use 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"> • Number of grants awarded • Total amount awarded – <i>(Mental Health)</i> • Total clients served – <i>(Mental Health)</i> • Total clients served – in financial need 	<ul style="list-style-type: none"> • ECU Health Duplin Development Council • ECU Health Foundation • Local 501(c)(3) organizations • Local government organizations
P	Emergency Behavioral Health Access Provide mental health assessments and care coordination in our emergency department.	<ul style="list-style-type: none"> • Number of ED mental-health related visits <ul style="list-style-type: none"> ○ Adult ○ Pediatric • Number of days (LOS) in ED for mental health patients <ul style="list-style-type: none"> ○ Adult ○ Pediatric • Number of transfers to inpatient mental health facilities • Number/percentage of patients who return to the ED for treatment within 30 days 	<ul style="list-style-type: none"> • DC Health Dept. • DC DSS • Trillium Health Services • Area mental health providers
CO	Serve on Duplin County Substance Use Coalition Participates to 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>	

Approval

ECU Health Duplin 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