

Community Health Implementation Strategy

FY 2019 - 2022



Executive Summary

Vidant Edgecombe Hospital is a full service, 117-bed, not-for-profit community hospital located in Tarboro, NC serving Edgecombe County and surrounding communities. The hospital provides surgical, emergency, medical/surgical, laboratory and radiology services. The hospital offers specialty programs including comprehensive rehabilitation services, a birthing center, outpatient clinics and more. Vidant Edgecombe Hospital is especially proud of their new onsite cancer center that provides chemotherapy and infusion services in a modern, comfortable facility.


Vidant Edgecombe is one of eight hospitals that comprise Vidant Health. Vidant 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 Vidant Health are listed in the top 40 most economically distressed areas in the state (73% of Vidant Health's counties are classified as Tier 1 counties; 24% of the counties are classified as Tier 2 counties; 3% of the counties are classified as Tier 3 counties). The system consists of Vidant Medical Center (an academic medical center), nine community hospitals, an ambulatory surgery center, wellness, and rehabilitation facilities, home health agencies and other independently operated health services. Vidant Health is affiliated with the Brody School of Medicine at East Carolina University. The mission of Vidant 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 Vidant Edgecombe Hospital encompasses Edgecombe County, North Carolina which is located just east of the I-95 corridor in eastern North Carolina. Municipalities within Edgecombe County include Rocky Mount, Pinetops, Conetoe, Whitakers, Macclesfield, Leggett, Sharpsburg, Princeville and Tarboro.

As of 2016, the estimated population of Edgecombe County was down to 53,318 from the 2013 population count of 55,529. According to 2016 data from the U.S. Census bureau, the majority of Edgecombe County citizens are African-American (58.1 percent), whereas Caucasians represent 39.5 percent of the population. U.S. Census data also shows the Hispanic population in Edgecombe County has grown from 3.9 percent to 4.3 percent in 2016. American Indian, Alaskan Native, Asian, Pacific Islander or persons reporting two or more races represent the remaining Edgecombe County population. Overall, the race distribution in Edgecombe County is quite different from that of North Carolina. In North Carolina, 71.0 percent of the population is Caucasian and 22.2 percent is African- American.

As of 2017, the median household income of Edgecombe County was \$32,929 compared to the state median household income of \$50,320 with a per capita income in Edgecombe County of \$18,946 compared to the



state which was \$28,123. Edgecombe County's poverty rate of 25.5% was higher than the state rate of 14.7%. These factors contribute to the health challenges identified in the 2019 Community Health Needs Assessment.

Participants

Health ENC – 2019 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 community health needs 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 Vidant Edgecombe Hospital and Edgecombe County Health Department worked collaboratively to distribute a community health opinion survey to various segments of the population in Edgecombe 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 18 - June 30, 2018. A total of 426 community members completed the survey. In addition to the community health opinion survey, four focus group sessions were held in Edgecombe County in June and July 2018 to receive feedback from various community groups which were under-represented in the survey responses. A total of 34 community members participated in the focus group sessions.

Community Key Stakeholder Group – Edgecombe County

The following community stakeholders were represented in the planning, data review and prioritization process for the 2019 Edgecombe County CHNA:

- Vidant Edgecombe Hospital
- Edgecombe County Health Department
- Access East
- Carolina Family Health Centers, Inc. (Federally Qualified Health Center)
- East Carolina University – Brody School of Medicine
- EastPointe Human Services
- Edgecombe County Sheriff's Office
- Michael's Angels Girls Club

- 
- Opportunities Industrialization Center – Health (Federally Qualified Health Center)
 - Vidant Health Corporate

Vidant Edgecombe Hospital Community Benefits Grants Program

Vidant 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, Vidant Medical Center (formerly Pitt County Memorial Hospital) made a substantial donation to the Vidant Health Foundation (formerly Pitt Memorial Hospital 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 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 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. Vidant Edgecombe Hospital distributes over \$100,000 annually to various agencies/organizations in Edgecombe County.

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

2019 Community Health Priorities for Edgecombe County

The comprehensive 2019 Community Health Needs Assessment for Edgecombe 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:

- Health Equity
- Mental Health
- Chronic Disease Prevention & Management

Implementation Strategies

Priority Health Need: Health Equity

Goal: *To improve access to care for the vulnerable populations including uninsured, underinsured, and minority populations.*

Strategies:

- Partner with the Edgecombe County Department of Social Services to provide an on-site Medicaid case worker.
- Offer charity care to patients who are unable to pay due to financial hardships.
- Lead the Edgecombe County Rural Health Network – a multi-disciplinary partnership of eight health and human services organizations in Edgecombe County.
 - Assist patients in the Emergency Department to establish primary care.
 - Collaborate with federally qualified health centers for referrals to primary care.
 - Partner with the Edgecombe County Health Department to provide education and outreach on services available through the health department.
 - Establish and/or renew contracts and business associate agreements with appropriate organizations to provide patient care.
 - Collaborate with FQHCs for ACA enrollment events.
- Work with non-profit organizations and faith-based institutions to participate in health fairs by providing health education and health screenings.
- Co-lead the Edgecombe County Barbershop Partnership with local barbers to address health disparities in African American men.
- Provide financial and in-kind support to organizations focusing on community health needs.
- Accept and review applications through the Community Benefits Grants and Health Initiatives program from qualified applicants that are addressing access to care for vulnerable populations. Provide support and/or funding to appropriate organizations.



Priority Health Need: Mental Health

Goal: *To improve access to mental health and substance abuse services.*

Strategies:

- Provide on-site outpatient behavioral health services.
- Continue providing placement assistance to patients with Involuntary Commitment orders.
- Hold at least one mental health workshop through collaboration with a mental health services organization.
- Serve on the Coordinated Opiate Recovery Effort (CORE) collaborative team lead by the Edgecombe County Sheriff's Office.
- Accept and review applications through the Community Benefits Grants and Health Initiatives program from qualified applicants that are addressing mental health and substance abuse needs. Provide support and/or funding to appropriate organizations.

Priority Health Need: Chronic Disease Prevention & Management

Goal: *To improve outcomes and quality of life for adults with chronic illness.*

Strategies:

- Collaborate with local agencies and local industry to conduct community-based health screenings for heart disease, stroke, diabetes, and cancer.
- Promote at least three nationally recognized health events such as breast cancer awareness, women's heart health, stroke awareness, and diabetes.
- Accept and review applications through the Community Benefits Grants and Health Initiatives program from qualified applicants that are addressing chronic disease prevention and/or management. Provide support and/or funding to appropriate organizations.



Approval

Vidant Edgecombe Hospital's Implementation Strategy for 2019-2022 was approved by the Vidant Community Hospitals' Board of Directors on June 25, 2019.



6/25/19

Chair, Vidant Community Hospitals' Board of Directors

Date