



## **Novant Health Huntersville Medical Center**

**Community Health Needs Assessment**

**Mecklenburg County**

**2013-2015**

**Approved by the Novant Health Southern Piedmont Region Board of Trustees on October 16, 2013**



Dear Community Resident:

It is our pleasure to share with you the 2013-2015 Novant Health Huntersville Medical Center Community Benefit Implementation Plan. On behalf of the Novant Health Southern Piedmont Board of Trustees, Novant Health Huntersville Medical Center leadership, physician partners, and staff, we hope that you will find this information useful in planning and responding to the needs of our community.

This report contains data which was reported by the Mecklenburg County Health Department; we sincerely thank the Mecklenburg County Health Department, Carolinas Healthcare System and our various community partners and governmental agencies for their contributions to this report.

Novant Health exists to improve the health of communities, one person at a time. Along with our staff, physician partners, and volunteers, we are united by a promise to deliver the most remarkable patient experience, in every dimension, every time.

Responding to the health needs of our communities, especially to the most vulnerable among us, is central to the mission of Novant Health and other not-for-profit health care organizations. We strongly believe in our role as a good corporate citizen, which involves working with community agencies and organizations to make our communities better places to live and work. Novant Health employees and physician partners strive every day to bring our mission, vision and values to life. We demonstrate this commitment to our patients in many different ways including maintaining an active community health outreach program, demonstrating superior outcomes for many health conditions as indicated by our state and national quality scores, and creating innovative programs (many are recognized nationally) that address important health issues.

We believe that the data contained in this report will help us and our community partners in our planning and implementation strategies so that we can continue to effectively respond to the health needs of our community.

On behalf of Novant Health Huntersville Medical Center, thank you for taking the time to read this report. Again, we do hope that you will find this information useful in planning and responding to the needs of our community.

Sincerely,

Tanya Blackmon, President  
Novant Health Huntersville Medical Center

Harry Smith, President  
Novant Health Presbyterian Medical Center &  
Greater Charlotte Market

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## I. Introduction

Novant Health Huntersville Medical Center, in collaboration with the Mecklenburg County Health Department, and other community partners established a Community Health Needs Assessment for 2013 – 2015. The Novant Health Huntersville Medical Center Community Health Needs Assessment is designed to identify the health needs of the Novant Health Huntersville Medical Center service area. This Community Benefit Implementation Plan is designed to enhance the health of the most vulnerable populations in the community by describing the health and wellness programming, clinical services and financial support Novant Health Huntersville Medical Center will provide to meet health needs identified.

### ***a. Organization Overview***

Novant Health is the parent company of Novant Health Huntersville Medical Center and is a not-for-profit integrated health system consisting of 15 hospitals and a medical group consisting of over 1,000 physicians in over 350 clinic locations. In addition, Novant Health consists of numerous outpatient surgery centers, medical plazas, rehabilitation programs, diagnostic imaging centers and community health outreach programs. Novant's 25,000+ employees and physician partners care for patients and communities in North Carolina, Virginia, and South Carolina.

Novant Health employees and physician partners strive every day to bring our mission, vision and values to life. We demonstrate this commitment to our patients in many different ways. Our organization:

- Maintains an active community health outreach program.
- Demonstrates superior outcomes for many health conditions as indicated by our state and national quality scores.
- Creates innovative programs that address important health issues. Many of our programs and services are recognized nationally.
- Believes in its role as a good corporate citizen, working with community agencies and organizations to make our communities better places to live and work.

Novant Health Huntersville Medical Center is located in the Town of Huntersville, North Carolina, and opened in November 2004. The 60-bed facility provides a wide range of health services including Emergency care, Maternity care, Cardiovascular care, Cancer care, Orthopaedic care, Laboratory services, Radiology services, and Sleep services. The expert medical team delivers the care you need, close to home and ensures that you receive personalized attention and a remarkable experience at the hospital.

Novant Health Huntersville Medical Center also offers minimally-invasive surgical options with the DaVinci Robot and an array of support services for our patients. The hospital also features an on-site health library and pharmacy.

Awards & Recognition

Known for its outstanding quality care, the Novant Health Huntersville Medical Center was honored in 2008 by the American Nurses Credentialing Center which also honored Presbyterian Hospital, Presbyterian Hospital Matthews, and the Presbyterian Orthopaedic Hospital with the prestigious Magnet designation. As the highest honor in nursing, only five percent of hospitals nationwide have earned Magnet designation for excellence in nursing care. For nurses and clinicians, Magnet designation is the gold standard of care and represents an environment of autonomy, professional advancement, teamwork and collaboration among physicians, nurses and other clinicians. For patients and families, Magnet designation signifies high quality in care.

### Emergency Services

The Emergency Department is staffed 24-hours a day by board-certified emergency physicians and registered nurses specifically trained in emergency medicine. They provide care using advanced equipment and patient monitoring systems to respond to any medical situation. Novant Health Huntersville Medical Center is certified as a primary stroke center and Cycle III chest pain center, offering rapid treatment and stabilization to patients experiencing stroke symptoms or chest pain.

### ***b. Our Community***

#### Primary and Secondary Service Areas

The Primary Service Area for Novant Health Huntersville Medical Center is defined by the zip codes that are representative of 75% to 85% of the hospital’s in-patient population. The Primary Service Area includes the City of Charlotte and the Towns of Cornelius, and Huntersville which are all located in Mecklenburg County. The Secondary Service Area includes cities and towns beyond Mecklenburg County geographical boundaries.

#### Primary Service Area Zip Codes

Zip Code	City	County
28031	Cornelius	Mecklenburg
28078	Huntersville	Mecklenburg
28269	Charlotte	Mecklenburg
28216	Charlotte	Mecklenburg

## Secondary Service Area Zip Codes

Zip Code	City	County
28036	Davidson	Mecklenburg
28115	Mooresville	Iredell
28164	Stanley	Gaston
28117	Mooresville	Iredell
28214	Charlotte	Mecklenburg
28027	Concord	Cabarrus
28262	Charlotte	Mecklenburg
28120	Mt Holly	Gaston
28080	Iron Station	Lincoln
28037	Denver	Lincoln

## II. Prioritized Health Needs

Novant Health Huntersville Medical Center was able to identify key issues within the community due to collaborative efforts with the Mecklenburg County Health Department, Carolinas Healthcare System, United Way of the Central Carolinas, and other community partners to ensure input from public health professionals, leaders of medically underserved communities, and persons with broad knowledge of the community.

The Novant Health Huntersville Medical Center leadership team and Board of Trustees selected these top three significant health priorities to address in the Implementation Plan:

1. Chronic Disease & Disability Prevention (Diabetes)
2. Chronic Disease & Disability Prevention (Obesity)
3. Access To Care

Novant Health Huntersville Medical Center selected these as the top three significant health needs due to the the facility's scope of service, expertise, and alignment of resources. Additionally, Novant Health Huntersville Medical Center believes that with targeted focus on the aforementioned priorities, Mecklenburg County can begin to show improvements in health across the county.

## III. Issues for Remediation

In the following section Novant Health Huntersville Medical Center will address each of the top two prioritized needs. Each need includes actions that must be taken to achieve improved community health. Outlined with in each need, Novant Health Huntersville Medical Center will identify the description of need, programs, resources and intend actions, anticipated impact, priority populations, intervention strategies, tactics for achievement, growth targets, and community partners.

The following action plans were developed through evaluation of Novant Health Huntersville Medical Center programs and the U.S. Department of Health and Human Services “Healthy People 2020” topics. To determine anticipated impact, Healthy People 2020 objectives were reviewed and integrated into each priority area. As a leader committed to improving the nation’s health, Healthy People’s goal of achieving health equity and eliminating disparities aligns closely with Novant Health Huntersville Medical Center’s role in community health. (See Appendix A for Healthy People 2020 objectives that were evaluated).

**Priority 1: Chronic Disease & Disability Prevention (Diabetes)**

In 2010, diabetes was a major contributor to cardiovascular disease as well as blindness, kidney disease and amputations. Diabetes ranked seventh (7<sup>th</sup>) in leading causes of death in Mecklenburg. While progress has been made in decreasing the number of diabetes related deaths during this period, diabetes it still serves as a leading co-morbidity for other chronic diseases.

**Programs, Resources and Intended Actions to Address Diabetes Health Need:** Novant Health Huntersville Medical Center offers community based services including diabetes education classes as well as glucose screenings and blood pressure screenings. The aforementioned activities are intended to increase awareness of diabetes, provide prevention and management techniques and support patients in their diagnosis.

<b>Goal</b>
<ul style="list-style-type: none"> <li>• Increase the proportion of persons with diabetes whose condition has been diagnosed.</li> <li>• Increase the proportion of persons with diagnosed diabetes who receive formal education.</li> </ul>
<b>Anticipated Impact</b>
<ul style="list-style-type: none"> <li>• Increase the number of persons with risk factors for hypertension and diabetes who receive appropriate referrals and treatment for their conditions.</li> <li>• Increase the number of persons with newly diagnosed conditions who receive appropriate health education.</li> </ul>
<b>Priority Population</b>
<input checked="" type="checkbox"/> Broader Community <input type="checkbox"/> Vulnerable Population

Specific Action	Baseline	% Growth Target	Intervention Strategies	Tactics	Collaborative Partners
Community-based blood pressure and blood glucose/ A1c screenings	435	10%	1.1 Increase number of participants in screenings	1.1.1 Identify new locations to offer screenings	1. HFFA 2. Angels and Sparrows Soup Kitchen 3. Local Faith Institutions
				1.1.2 Targeted outreach to high risk populations	
Community diabetes education	435	10%	2.1 Increase number of participants in diabetes education sessions	2.1.1 Automatically enroll newly diagnosed diabetes patients into formal education	1. Lake Norman Community Clinic 2. HealthReach Clinic

**Evaluation Plan:** Novant Health Huntersville Medical Center will accurately track screening data through Lyon Software (CBISA) and monitor class enrollment and completion rates for programs offered at both Novant Health Huntersville Medical Center and community partner locations. Impact will be measured based on above growth target, as compared to baseline statistics.

<b>2013-2014 Results</b>
<b>Hospital Contribution</b>

**Priority 2: Chronic Disease & Disability Prevention (Obesity)**

National Center for Health Statistics show that 60 million U.S. adults 20 years of age and older are obese. The percentage of young people who are overweight has more than tripled since 1980. Among children and teens aged 6–19 years, over 9 million young people are considered overweight. An estimated 317,000 adults in Mecklenburg County are overweight or obese. In Mecklenburg County in 2009, approximately 35% of adults reported elevated cholesterol; 29% high blood pressure; 64% overweight or obesity; 21% no physical exercise in the past month; 17% current smoking; and 78% eating less than five servings of fruits and vegetables per day.

**Programs, Resources and Intended Actions to Address Obesity Health Need:** Novant Health Huntersville Medical Center offers programs and activities to address obesity needs, including Learn Well! Be Well!, which is a nutrition and exercise curriculum for Charlotte-Mecklenburg school students.

<b>Goal</b>
<ul style="list-style-type: none"> <li>• Reduce the number of children and adolescents who are considered obese.</li> <li>• Prevent inappropriate weight gain in youth and adults.</li> </ul>
<b>Anticipated Impact</b>
<ul style="list-style-type: none"> <li>• Increase the number of students that understand how obesity impacts overall wellness.</li> </ul>
<b>Priority Population</b>
<input type="checkbox"/> Broader Community <input checked="" type="checkbox"/> Vulnerable Population

Specific Action	Baseline	% Growth Target	Intervention Strategies	Tactics	Collaborative Partners
School Student Obesity Education (Learn Well! Be Well!)	2 schools	50%	1.1 Increase number of participant schools.	1.1.1 Identify new schools to offer obesity education.	1. Charlotte-Mecklenburg Schools

**Evaluation Plan:** Novant Health Huntersville Medical Center will accurately track program data through Lyon Software (CBISA). New partnerships and school expansion plans will be monitored through the Novant Health Huntersville Medical Center Community Relations department. Impact will be measured based on above growth target, as compared to baseline statistics.

<b>2013-2014 Results</b>
<b>Hospital Contribution</b>

### Priority 3: Access To Care

Access to care refers to an individual’s ability to access and respond appropriately to health care services. In North Carolina, 45% of adults under 133% Federal Poverty Level were uninsured. North Carolina children represent 14% of the non-elderly uninsured, with 69% of these children in families under 200% of the Federal Poverty Level. Between 1999-2000 and 2006-2007 there was a 12.5% decline in employer-sponsored coverage in North Carolina.

In Mecklenburg, 16.5% of the total civilian non-institutionalized population is uninsured for a total of approximately 150,180 individuals without health insurance. Among the uninsured in Mecklenburg: 33.4% are in households making at least \$50,000 a year; 44.8% have at least some college; and 79.1% worked at least part-time in the previous year.

**Programs, Resources and Intended Actions to Address Access to Care Need:** Novant Health Huntersville Medical Center provides programs and activities intended to address the Access to Care through community education.

<b>Goal</b>
<ul style="list-style-type: none"> <li>• Increase the proportion of persons who have a specific source of ongoing care.</li> </ul>
<b>Anticipated Impact</b>
<ul style="list-style-type: none"> <li>• Increase the number of individuals who are aware of health care resources offered by Novant Health Huntersville Medical Center.</li> <li>• Increase the number of individuals in vulnerable populations who know about available health care resources within in the community.</li> </ul>
<b>Priority Population</b>
<input checked="" type="checkbox"/> Broader Community <input checked="" type="checkbox"/> Vulnerable Population

Specific Action	Baseline	% Growth Target	Intervention Strategies	Tactics	Collaborative Partners
Community Education	1.1 36 community events 1.2 4 (thru Solomon House)	1.1 10% 1.2 2 new locations	1.1 Increase number of people reached at community events 1.2 Increase number of people reached at locations in vulnerable communities	1.1.1 Identify new locations for community events 1.1.2 Identify new locations for community events within vulnerable communities	<ul style="list-style-type: none"> <li>• HFFA</li> <li>• Local businesses</li> <li>• Community-wide events</li> <li>• Local Faith Institutions</li> <li>• Community centers in vulnerable neighborhoods</li> <li>• Soup kitchens</li> </ul>

**Evaluation Plan:** Novant Health Huntersville Medical Center will accurately track program data through Lyon Software (CBISA). New partnerships and school expansion plans will be monitored through the Novant Health Huntersville Medical Center Community Relations department. Impact will be measured based on above growth target, as compared to baseline statistics.

<b>2013-2014 Results</b>
<b>Hospital Contribution</b>

## IV. Unaddressed Health Needs

Although Novant Health Huntersville Medical Center is working to address several significant needs in the community, we are unable to impact all identified county priorities, but will support community partners as appropriate, with the following known issues:

Need	Explanation	Existing Community Assets Fulfilling Need
Healthy Environment	Outside of Novant Health Huntersville Medical Center scope of services.	Mecklenburg County Health Department, Carolinas Clean Air Coalition.
Substance Abuse Prevention	Lack of resources to comprehensively address need.	Mecklenburg County Health Department (Mental Health and Substance Abuse), Daymark Recovery Services.
Violence Prevention	Outside of Novant Health Huntersville Medical Center scope of services.	Safe Alliance, Charlotte Mecklenburg Schools; SCAN (Stop Child Abuse Now).
Injury Prevention	Outside of Novant Health Huntersville Medical Center scope of services.	State of North Carolina Anti-Texting While Driving Campaign, Lake Norman Boating Safety Classes, Cornelius, NC. NC Motorcycle Helmet Law, Click It or Ticket It Campaign; Mecklenburg County Health Department.
Mental Health	Lack of resources to comprehensively address need.	Safe Alliance, Ada Jenkins Center, Mecklenburg County Mental Health Services, Carolinas Healthcare System.
Responsible Sexual Behavior	Lack of resources to comprehensively address need.	Charlotte Mecklenburg Schools, Mecklenburg County Health Department.
Maternal, Child and Infant Health	Lack of resources to comprehensively address need.	Novant Health Hemby Children's Hospital; Mecklenburg County Health Department; Carolinas Medical Center Levine Children's Hospital

## **V. Role of the Board and Administration**

The Novant Health Southern Piedmont Region Board of Trustees and administration are active participants in the community benefit process. The Board of Directors approved the Novant Health Huntersville Medical Center Community Health Needs Assessment and this Community Benefit Implementation Plan. Additionally, through strategic planning initiatives focused on chronic disease, community health outreach, and access to care, leadership provides direction on actions and intended impact. Administrative leaders serve on the county assessment process, priority setting committee and action planning team, and hospital board members participate and provide influence to the community benefit plans. All members are actively involved in the priority setting discussion and outreach planning process. Additionally, community benefit reports are provided to the board and facility leadership teams throughout the calendar year for ongoing education.

## VI. Appendix A: Healthy People 2020 Indicators

### Diabetes:

- Increase the proportion of persons with diabetes whose condition has been diagnosed (Healthy People 2020; D-15).
- Increase the proportion of persons with diagnosed diabetes who receive formal education (Healthy People 2020; D-14).

### Obesity:

- Reduce the number of children and adolescents who are considered obese (Healthy People 2020; NWS-10).
- Prevent inappropriate weight gain in youth and adults (Healthy People 2020; NWS-11)

### Access To Care:

- Increase the proportion of persons who have a specific source of ongoing care (Healthy People 2020; AHS-5).

## **Appendix B: Carolinas HealthCare System Summary of Community Health Assets**

Novant Health Huntersville Medical Center strives to engage community partners, including Carolinas HealthCare System, in improving the health of our communities one person at a time. The information below relates to the community outreach programs and activities of Carolinas HealthCare System, a governmental, not-for-profit healthcare system, and collaborative community partner. Both Novant Health Huntersville Medical Center and Carolinas HealthCare System actively support and respond to the needs of our mutual community.

Like Novant Health Huntersville Medical Center and their other community partners, Carolinas HealthCare System has developed and implemented a number of charitable outreach programs and activities that are intended to address the needs of the most vulnerable residents of the community. Many of these programs and activities directly address many of the identified community health priorities of Mecklenburg County.

In the area of chronic disease and disability prevention, Carolinas HealthCare System offers several charitable outreach programs and activities designed to improving health behaviors and reducing risk. These include the Levine Cancer Institute's culturally competent, patient-centered outreach program that provides education and screenings; the Faith Community Health Ministries' programs promoting health, wellness, and healing through its 118 member congregations; various health fair screenings and targeted Tobacco Education/Smoking Cessation programs. In the area of providing access to care, Carolinas HealthCare System offers resources at community clinics that are available to community members of all ages and are recognized as Patient Centered Medical Homes. These clinics are designed to provide a continuum of care to populations that might otherwise lack primary care.

Carolinas HealthCare System also provides a number of initiatives that contribute to a Healthy Environment. They have created an internal council to address sustainability enterprise wide and are working to create safe, healthy places to work and live. For example, one of its programs is designed to restore the tree canopy in the greater Charlotte area. In the arena of substance abuse prevention and mental health, Carolinas HealthCare System is home to the Behavioral Health Centers (BHC). BHC is the largest regional provider of mental health and substance abuse services in the Carolinas and provides advanced care in psychiatric and substance abuse services. They also offer a variety of initiatives that range from community outreach/education to the behavioral health call center/suicide hotline.

Carolinas HealthCare System offers several programs in the arena of violence prevention designed to educate, assess and reduce violent activities. One example is the Domestic Violence Health Project that provides 24 hour advocacy services to victims of intimate partner violence in the healthcare setting. In promoting responsible sexual behavior, Carolinas HealthCare System offers Teen Health Connection Screenings and other programs targeted at teens.

Carolinas HealthCare System provides maternal child medical services at several clinics located in high risk sites, but they also provide a number of community outreach programs designed to improve maternal child and infant health including Maternity education, Lamaze classes, and Healthy Kids Club.

Carolinas HealthCare System is one of the nation's leading and most innovative healthcare organizations providing a full spectrum of healthcare and wellness programs throughout North and South Carolina. Carolinas HealthCare System has a diverse network of more than 900 care locations includes academic medical centers, hospitals, healthcare pavilions, physician practices, destination centers, surgical and rehabilitation centers, home health agencies, nursing homes, and hospice and palliative care. Carolinas HealthCare System, like Novant Health Huntersville Medical Center, works to improve and enhance the overall health and wellbeing of its communities through high quality patient care, education and research programs, charitable outreach, and a variety of collaborative partnerships and initiatives.