



## **Novant Health Matthews Medical Center**

**Community Benefit Implementation Plan**

**Mecklenburg County**

**Union 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 Matthews Medical Center Community Benefit Implementation Plan. On behalf of the Novant Health Southern Piedmont Region Board of Trustees, Novant Health Matthews 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 and Union County Health Department; we sincerely thank the Mecklenburg County Health Department, Union County Health Department, 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 Matthews 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,

Roland Bibeau, President  
Novant Health Matthews Medical Center

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

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## I. Introduction

Novant Health Matthews Medical Center in collaboration with the Mecklenburg County Health Department, Union County Health Department, Carolinas Healthcare System, and other community partners, established a Community Health Needs Assessment for 2013 – 2015. The Novant Health Matthews Medical Center Community Health Needs Assessment 2013 – 2014 is designed to identify the health needs of the Novant Health Matthews Medical Center service area. The Novant Health Matthews Medical Center Community Benefit Implementation Plan 2013 – 2015 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 Matthews Medical Center will provide to meet health needs identified.

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

Novant Health is the parent company of Novant Health Matthews 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, South Carolina, and Georgia.

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 Matthews Medical Center is dedicated to providing patients and families in the community with high-quality, compassionate healthcare services. Novant Health Matthews Medical Center is a 137-bed facility that provides a full-range of services in health specialties including Emergency, Cardiovascular, Maternity, Radiology, Orthopaedic, Sleep, and Cancer Care

Novant Health Matthews Medical Center offers cardiovascular services including leading-edge diagnostic and interventional procedures, such as angioplasty, radial artery catheterization and stent placements. Surgical and endoscopy services are available for inpatient and outpatient procedures and feature minimally invasive options including da Vinci surgical technology.

The Novant Health Matthews Medical Center Breast Center provides advanced diagnostic services that are offered in a comfortable, tranquil environment. The Matthews hospital is also home to the area’s only full-service medical library, providing patients, physicians and the community with personal assistance to locate in-depth health and medical information.

***b. Our Community***

Primary and Secondary Service Areas

The Primary Service Area for Novant Health Matthews 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, Town of Matthews, Town of Stallings, City of Monroe, and the Town of Waxhaw. The Secondary Service Area includes cities and towns in Mecklenburg County and Union County.

Primary Service Area Zip Codes:

Zip Code	City	County
28079	Indian Trail	Union
28104	Matthews	Mecklenburg
28105	Stallings	Union
28110	Monroe	Union
28227	Charlotte	Mecklenburg
28173	Waxhaw	Union

Secondary Service Area Zip Codes:

Zip Code	City	County
28112	Monroe	Union
28212	Charlotte	Mecklenburg
28226	Charlotte	Mecklenburg
28270	Charlotte	Mecklenburg
28277	Charlotte	Mecklenburg

## II. Prioritized Health Needs

Novant Health Matthews Medical Center was able to identify key issues within the community due to collaborative efforts with the Mecklenburg County Health Department, Union 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 Matthews 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 Matthews Medical Center selected these as the top three significant needs due to the facility's scope of service, expertise, and alignment of resources. Additionally, Novant Health Matthews 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 Identified for Remediation

In the following section Novant Health Matthews Medical Center will address each of the top three prioritized needs. Each need includes actions that must be taken to achieve improved community health. Outlined within each need, Novant Health Matthews Medical Center will identify the description of need, programs, resources and intended 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 Matthews 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 Matthews 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 County and Union County. 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 Matthews Medical Center offers community based services including diabetes education group and individual classes as well as glucose screenings. The community outreach efforts are intended to increase awareness of diabetes, provide prevention and management techniques, and support patients in their diagnosis.

Goal
<ul style="list-style-type: none"> <li>• Increase the proportion of person with diabetes whose condition has been diagnosed.</li> <li>• Increase the proportion of persons with diagnosed diabetes who receive formal education.</li> </ul>
Anticipated Impact
<ul style="list-style-type: none"> <li>• Increase the number of persons who understand the signs/symptoms, risk factors, and statistics related to diabetes/pre-diabetes.</li> <li>• Increase the number of persons who have access to A1C screenings, diabetes support, and education.</li> </ul>
Priority Population
<input checked="" type="checkbox"/> Broader Community <input type="checkbox"/> Vulnerable Population

Specific Action	Baseline	% Growth Target	Intervention Strategies	Tactics	Collaborative Partners
Community A1C Screenings (LAWA)	40 persons	10%	1.1 Increase number of individuals screened for diabetes/pre-diabetes	1.1 Target senior population to educate regarding diabetes/pre-diabetes	<ul style="list-style-type: none"> <li>• Levine Senior Center</li> <li>• Community Health Alliance</li> </ul>
Community A1C Screenings (Matthews Free Clinic)	20 persons	10%	2.1 Increase number of individuals screened for diabetes/pre-diabetes	2.1 Target senior population to educate regarding diabetes/pre-diabetes	<ul style="list-style-type: none"> <li>• Matthews Free Clinic</li> <li>• Community Health Alliance</li> </ul>
Community A1C Screenings (Blessed Assurance Adult Daycare)	40 persons	10%	3.1 Increase number of individuals screened for diabetes/pre-diabetes	3.1 Target senior population to educate regarding diabetes/pre-diabetes	<ul style="list-style-type: none"> <li>• Blessed Assurance Adult Daycare</li> <li>• Community Health Alliance</li> </ul>
Community A1C Screenings	100 persons	10%	4.1 Increase number of individuals	4.1 Target senior population to educate	<ul style="list-style-type: none"> <li>• Levine Senior Center</li> </ul>

(Levine Senior Center)			screened for diabetes/pre-diabetes	regarding diabetes/pre-diabetes	● Community Health Alliance
Glucose Monitoring and A1C Screenings (Annual Union County Senior Expo)	350	10%	5.1 Increase number of individuals screened for diabetes/pre-diabetes	5.1 Provide education and identify diabetic and pre-diabetic individuals.	● Union County
Diabetes Support Groups (Levine Senior Center)	15	10%	6.1 Offer support group services to individuals and families with diabetes/pre-diabetes.	6.1 Target individuals diagnosed with diabetes for education and empowerment.	● Levine Senior Center
Diabetes Support Groups (Monroe Aquatics Center)	15	10%	7.1 Offer support group services to individuals and families with diabetes/pre-diabetes.	6.1 Target individuals diagnosed with diabetes for education and empowerment.	● Monroe Aquatics Center
Diabetes Support Groups (Novant Health Matthews Medical Center)	15	10%	8.1 Offer support group services to individuals and families with diabetes/pre-diabetes.	6.1 Target individuals diagnosed with diabetes for education and empowerment.	

**Evaluation Plan:** Novant Health Matthews 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 Matthews 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. In Union County, 58.4% of adults surveyed and 60.6% of teenagers surveyed were concerned about the epidemic of obesity.

**Programs, Resources and Intended Actions to Address Obesity Health Need:** Novant Health Matthews Medical Center offers programs and activities to address obesity needs and support groups. The programs and activities include Body Mass Index Screenings through our Bariatric community outreach. All programs and partnerships are intended to decrease weight and lower overall health risk factors.

<b>Goal</b>
<ul style="list-style-type: none"> <li>• Increase the proportion of adults who are at a healthy weight.</li> </ul>
<b>Anticipated Impact</b>
<ul style="list-style-type: none"> <li>• Increase the number of families that understand body mass index and weight guidelines.</li> <li>• Increase the number of families who have access to weight management resources in the community.</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
Body mass index (BMI) screenings	100 persons	10%	1.1 Increase number of participants in BMI screenings and provide obesity management and reduction education	1.1. Identify new locations to offer BMI screenings	
Seminars & Support Groups	40 persons	10%	2.1 Increase education and support in the community regarding obesity and treatment options.	Offer additional seminars via online and offer classes and support groups at locations in the community.	

**Evaluation Plan:** Novant Health Matthews 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 Matthews Medical Center and community partner locations. New partnerships and school expansion plans will be monitored through the Novant Health Matthews Medical Center Bariatric Department and 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.

**Programs, Resources and Intended Actions to Address Access To Care Need:** Novant Health Matthews Medical Center currently offers programs and activities designed to increase the community’s awareness of access to care, as well as programs and activities that are designed to assist with increasing the number of available healthcare professionals that can provide greater access to care for the community.

<b>Goal</b>
<ul style="list-style-type: none"> <li>• Increase the number of practicing primary care providers.</li> <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 access to primary care for the community.</li> <li>• Increase health and wellness including health literacy in the community.</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
Medical Explorers Program	9 Meetings	10%	1.1 Engage and offer information to high school students regarding healthcare careers.	1.1 Establish new sources of student participants through additional community partnerships.	Boy Scouts of America
Dinner & Learn Series	12 Meetings	10%	2.1 Educate the community regarding various health issues.	2.1 Establish new sources of participants.	

**Evaluation Plan:** Novant Health Matthews 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 Matthews 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>

## IV. Unaddressed Health Needs

Although Novant Health Matthews 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:

### Mecklenburg County & Union County

<b>Need</b>	<b>Explanation</b>	<b>Existing Community Assets Fulfilling Need</b>
Healthy Environment	Outside of Novant Health Matthews Medical Center scope of services.	Mecklenburg County Health Department, Parks & Recreation; Union County (Environmental Health Division); Union County Public Schools
Substance Abuse Prevention	Lack of resources to comprehensively address need.	Mecklenburg County Health Services, Anuvia Prevention & Recovery (Dilworth Center); Cardinal Innovations Healthcare Solutions (Union County); Friendship Home, Inc. (Union County)
Violence Prevention	Outside of Novant Health Matthews Medical Center scope of services.	Mecklenburg County Health Services, Safe Alliance, Charlotte-Mecklenburg Police Department
Injury Prevention	Lack of resources to comprehensively address need.	Mecklenburg County Health Department
Mental Health	Lack of resources to comprehensively address need.	Mecklenburg County MeckLink; Carolinas Medical Center (Union)
Responsible Sexual Behavior	Lack of resources to comprehensively address need.	Mecklenburg County Health Services, Teen Health Connection, Planned Parenthood; HELP Crisis Pregnancy Center (Union County);
Maternal, Child & 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
Senior Priorities	Lack of resources to comprehensively address need.	Novant Health Hemby Children’s Hospital; Mecklenburg County Health Department; Carolinas Medical Center Levine Children’s Hospital
Affordable Dental Care	Outside of Novant Health	Union County Health Department

	Matthews Medical Center scope of services.	
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**V. Role of the Board and Administration**

The Novant Health Matthews Medical Center Board of Trustees and administration are active participants in the community benefit process. The Novant Health Matthews Medical Center Board of Trustees approved both the Novant Health Matthews Medical Center Community Health Needs Assessment and Community Benefit Implementation Plan. 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:

- Increase the proportion of adults who are at a healthy weight (Healthy People 2020; NWS-8).

### Access To Care:

- Increase the number of practicing primary care providers (Healthy People 2020; AHS-4).
- 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 Matthews 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 Matthews Medical Center and Carolinas HealthCare System actively support and respond to the needs of our mutual community.

Like Novant Health Matthews 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. Behavioral Health Centers 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 Matthews 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.