



## **Novant Health Thomasville Medical Center**

**Community Benefit Implementation Plan**

**Davidson County, North Carolina**

**2013-2015**

**Approved by the Novant Health Thomasville Medical Center Board of Directors on November 19, 2013**

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## **Introduction**

Novant Health Thomasville Medical Center, in partnership with the Davidson County Department of Health and Wake Forest Baptist Health Lexington Medical Center conducted a community health needs assessment in FY2012-2013 to identify the most pressing health needs in our community. From that, Thomasville Medical Center developed its own Community Health Needs Assessment FY 2013-2015. The assessment is designed to identify the health needs of the most vulnerable populations in the community. This Implementation Plan is designed to enhance the health of these populations by offering health and wellness programming, clinical services and financial support Thomasville Medical Center will provide to meet health needs identified.

## **Organization overview**

**Novant Health** is a not-for-profit integrated health system of 14 medical centers and a medical group consisting of 1,124 physicians in 355 clinic locations, as well as numerous outpatient surgery centers, medical plazas, rehabilitation programs, diagnostic imaging centers and community health outreach programs. Novant Health's nearly 25,000 employees and physician partners care for patients and communities in North Carolina, Virginia, and South Carolina.

## **Mission**

Novant Health exists to improve the health of our communities, one person at a time.

Our 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, with many of our programs and services being 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 Thomasville Medical Center**, a 146-bed community hospital, offers a full range of inpatient and outpatient services, birthing suites and an emergency department. Thomasville Medical Center specialty programs include The Triad Heartburn Treatment Center, The Total Joint Center, Geriatric Behavioral Health, The Chest Pain Center and The Sleep Disorders Center. In 2012, Thomasville Medical Center has 4,649 inpatient discharges and 59,173 outpatient visits, including 36,153 visits to our emergency department.

## **Our community**

Davidson County, Thomasville Medical Center's primary service area and defined community, includes 18 municipalities, including Thomasville, the most populated city, and Lexington, the County seat. Based

on 2011 estimates, Davidson County had just fewer than 163,000 residents<sup>1</sup>, which is a 0.1% decline since the 2000 U.S. Census. With the county covering a 553 square mile area, Davidson County averages 294.7 persons per square mile.

When compared to peer counties, Davidson has a larger average population, but one that is slightly older than peers and the state. All of the peer counties, Craven, Harnett, Johnston and Randolph, have population ranges between 100,000 and 250,000 people; 16-28% of residents are living in poverty and 23-28% of the population are under the age of 18. Demographic data for Davidson County, as compared to peers, is outlined below<sup>2</sup>:

|                         | Age             |                 | Gender |      | Race and Ethnicity |           |                            |
|-------------------------|-----------------|-----------------|--------|------|--------------------|-----------|----------------------------|
|                         | Percent Under 5 | Percent Over 65 | Female | Male | White              | Non-White | Hispanic, Latino, any race |
| <b>Davidson County</b>  | 6.1             | 14.4            | 51.0   | 49.0 | 84.3               | 15.7      | 6.4                        |
| <b>Peer County Avg.</b> | 7.4             | 12.5            | 50.7   | 49.3 | 74.5               | 25.5      | 10.1                       |
| <b>NC</b>               | 6.6             | 12.9            | 51.3   | 50.7 | 68.5               | 31.5      | 8.4                        |

|                         | 2000       |                    |            | 2010       |                    |            |
|-------------------------|------------|--------------------|------------|------------|--------------------|------------|
|                         | Population | Population Density | Median Age | Population | Population Density | Median Age |
| <b>Davidson County</b>  | 147,246    | 266.7              | 37.1       | 162,878    | 293.8              | 40.3       |
| <b>Peer County Avg.</b> | 108,745    | 150.5              | 34.3       | 132,203    | 180.7              | 36.4       |
| <b>NC</b>               | 8,046,813  | 165.2              | 35.3       | 9,535,483  | 191.9              | 37.4       |

Davidson County is more rural in nature. More than 17,600 housing units are renter occupied, as compared to 46,800 units that are owner occupied<sup>3</sup>. Household specifics include over 8,000 households headed by females, more than 4,400 by single females<sup>4</sup>. Additionally, over 1,800 grandparents are raising grandchildren.

<sup>1</sup> U.S. Census Bureau (2013). State & County QuickFacts. <http://quickfacts.census.gov/qfd/states/37/37057.html>

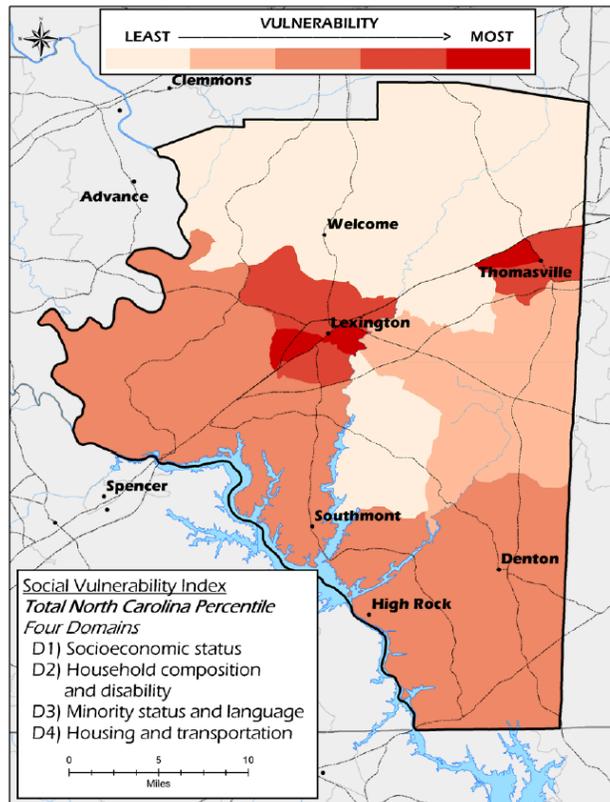
<sup>2</sup> Davidson County Health Department (2012). Davidson County 2012 Community Health Assessment, 15-20. <http://dchdnc.com/Docs/HealthED/communityhealthhassessmnets/2012%20Community%20Health%20Assessment.pdf>.

<sup>3</sup> Davidson County Health Department (2012). Davidson County 2012 Community Health Assessment, 43. <http://dchdnc.com/Docs/HealthED/communityhealthhassessmnets/2012%20Community%20Health%20Assessment.pdf>.

<sup>4</sup> Davidson County Health Department (2012). Davidson County 2012 Community Health Assessment, 33. <http://dchdnc.com/Docs/HealthED/communityhealthhassessmnets/2012%20Community%20Health%20Assessment.pdf>.

According to the North Carolina Employment Security Commission, Davidson County has a current unemployment rate of 11.6 %, down from 12.9% in 2010, yet higher than the State average of 10.5%<sup>5</sup>. Additionally, Davidson County’s median family household income of \$44,249 is higher than the state’s 2011 median income of \$42,921<sup>6</sup>.

Two additional areas of importance for Davidson County are a growing number of older adults and the impact of social vulnerability. With a larger population of older adults, Davidson County hospitals and health assets will be facing increased demand, as older adults comprise a large portion of individuals with chronic disease. By 2030, almost 1 in 5 Davidson County residents will be over the age of 65, a 34% increase in this age group<sup>7</sup>. Additionally, social vulnerability, mapped using Flanagan’s Social Vulnerability Index (SVI) for Disaster Management, identified via census tract data, that the urban areas of Thomasville and Lexington have the greatest social vulnerability. The index defines vulnerability through “four domains: socioeconomic status, household composition and disability, minority status and language, and housing and transportation”<sup>8</sup>.



<sup>5</sup> Davidson County Health Department (2012). Davidson County 2012 Community Health Assessment, 41. <http://dchdnc.com/Docs/HealthED/communityhealthassesmnets/2012%20Community%20Health%20Assessment.pdf>.

<sup>6</sup> Davidson County Health Department (2012). Davidson County 2012 Community Health Assessment, 38. <http://dchdnc.com/Docs/HealthED/communityhealthassesmnets/2012%20Community%20Health%20Assessment.pdf>.

<sup>7</sup> Davidson County Health Department (2012). Davidson County 2012 Community Health Assessment, 21. <http://dchdnc.com/Docs/HealthED/communityhealthassesmnets/2012%20Community%20Health%20Assessment.pdf>.

<sup>8</sup> Davidson County Health Department (2012). Davidson County 2012 Community Health Assessment, 23-28. <http://dchdnc.com/Docs/HealthED/communityhealthassesmnets/2012%20Community%20Health%20Assessment.pdf>.

## **Prioritized health needs**

### ***Community prioritization***<sup>9</sup>

Community health forums were held to provide county residents the opportunity to share their opinions and inform the community health assessment priority selection process. Four forums were conducted over a two week period, geographically dispersed throughout the county: 1) the Davidson County Governmental Building, 2) the Thomasville Public Library, 3) the Denton Public Library, and 4) the North Davidson Public Library in Welcome. The forums were advertised in local papers, fliers, via email and participants were recruited by Davidson County Healthy Communities Coalition members and Steering Committee members (See Appendix A).

To prioritize the needs, the ten most prominent issues were discussed. The participants were invited to take part in a facilitated discussion, answering the following questions:

- 1) Which statistics were most surprising?
- 2) Which issue appeared most important?
- 3) How well did findings correspond with personal experience and day-to-day observations?
- 4) What resources in the community are addressing any of these issues?
- 5) What strategies would better address any of these issues?

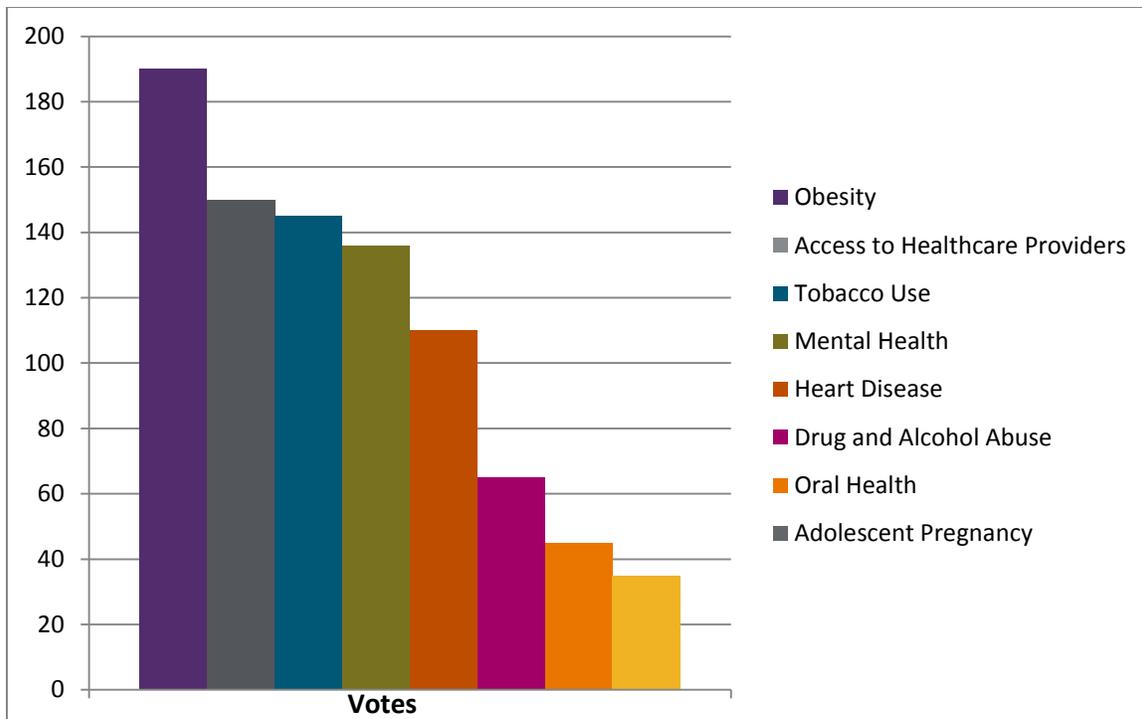
Based on extensive collection and analysis of public health-related primary and secondary data, ten health-related issues were identified as important and meriting additional discussion:

- 1) Heart disease
- 2) Obesity
- 3) Tobacco use
- 4) Drug and alcohol abuse
- 5) Mental health/suicide
- 6) Oral health
- 7) Infant mortality
- 8) Adolescent pregnancy
- 9) Injury and poisoning
- 10) Access to healthcare providers

After discussions, facilitators asked participants to prioritize the issues that emerged through a structured voting process. The figure below shows their rankings:

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<sup>9</sup> Davidson County Health Department (2012). Davidson County 2012 Community Health Assessment, 150-159. <http://dchdnc.com/Docs/HealthED/communityhealthassessmets/2012%20Community%20Health%20Assessment.pdf>.



### **Facility prioritization**

In addition to the county data, Thomasville Medical Center reviewed the top five diagnosis codes for inpatient and outpatient hospital emergency room visits in 2012. This data, along with the ten identified county priorities were then collectively reviewed by the Thomasville Medical Center Board of Directors and leadership team. The team was asked to evaluate each documented need for where it intersects with the organization’s mission, commitments and key strengths. From here, the team further prioritized the needs, agreeing on our top six significant health priorities:

- 1) Diabetes
- 2) Obesity
- 3) Heart disease
- 4) Infant mortality
- 5) Adolescent pregnancy
- 6) Access to care
- 7) Mental health

These significant needs were outlined for Thomasville Medical Center due to the the facility’s scope of service, expertise, and alignment of resources. Additionally, Thomasville Medical Center believes that with targeted focus on the aforementioned priorities, Davidson County can begin to show improvements in health across the county.

### **Issues for Remediation**

In the following section Thomasville Medical Center will address each of the top six prioritized needs. Each need includes actions that must be taken to achieve improved community health. Outlined with in

each need, Thomasville Medical Center will identify the description of need, programs, resources and intend actions, anticipated impact, priority populations, evaluation plan, intervention strategies, tactics for achievement, growth targets, and community partners.

The following action plans were developed through evaluation of Thomasville 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, it is imperative to Thomasville Medical Center that our guiding principles in defining our role in community health outreach and advocacy be well aligned with the Healthy People’s goal of achieving health equity and eliminating disparities. (See Appendix B for Healthy People 2020 objectives that were evaluated.)

**Priority 1: Diabetes**

While the county has lower rates of diabetes as compared to peer counties, diabetes still serves as Davidson County leading co-morbidity impacting other chronic diseases. Davidson County has 8.5% of adults with diagnosed diabetes. While the overall diabetes rates is on target in Davidson County, those individuals with diabetes have a significantly higher hospitalization rate for complications than the state average which may indicate inadequate disease management and primary care<sup>10</sup>.

**Programs, resources and intended actions to address diabetes need:** Thomasville Medical Center offers blood glucose screenings, diabetes education and diabetes prevention programs. These programs are designed to increase awareness of diabetes, including symptoms and risk factors. If patients are identified as a having diabetes, programs and education are offered to ensure appropriate management of this condition. Additionally, patients are encouraged to seek the support of a primary care provider and are assisted in identifying a provider in close proximity if needed.

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| <b>Goal</b>  |
| <ul style="list-style-type: none"> <li>• Increase awareness of diabetes risk factors and provide educational resources and tools to prevent and manage the condition.</li> </ul>   |
| <b>Anticipated impact</b>  |
| <ul style="list-style-type: none"> <li>• Increase the number of persons with diabetes whose condition has been diagnosed.</li> <li>• Increase the number of persons with newly diagnosed diabetes who receive formal education.</li> </ul> |
| <b>Priority population</b>   |
| <input checked="" type="checkbox"/> Broader Community <input type="checkbox"/> Vulnerable Population   |

<sup>10</sup> Davidson County Health Department (2012). Davidson County 2012 Community Health Assessment, 91. <http://dchdnc.com/Docs/HealthED/communityhealthassessmnets/2012%20Community%20Health%20Assessment.pdf>

| Specific action                  | Baseline | % Growth target | Intervention strategies   | Tactics  | Collaborative partners  |
|----------------------------------|----------|-----------------|---|--|---|
| Community glucose/A1c screenings | 491      | 25%             | 1.1 Increase number of participants in screenings                 | 1.1.1 Identify new locations to offer screenings   | 1. Area churches and religious gatherings<br>2. Health department       |
|                                  |          |                 |   | 1.1.2 Targeted outreach to high risk populations   |   |
| Community diabetes education     | 281      | 15%             | 2.1 Increase number of participants in diabetes education classes | 2.1.1 Automatically enroll newly diagnosed diabetes patients into formal education program | 1. Physicians<br>2. Health Department<br>3. Novant Health Medical Group |

**Evaluation plan:** Thomasville Medical Center will accurately track screening data through Lyon Software (CBISA) and monitor class enrollment and completion rates for programs offered at both Thomasville Medical Center and area churches and community events. 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: Obesity**

According to The Robert Wood Johnson Foundation and University of Wisconsin Health Rankings, 29% of adults in Davidson County are overweight or obese and 30% of adults report no leisure or physical activity. Additionally, identified as the number one community priority, obesity concerns encompass weight, poor eating habits, and lack of activity. As with diabetes, obesity has a direct correlation to the overall health of the community and serves as co-morbidity for other chronic diseases.

**Programs, resources and intended actions to address obesity need:** Thomasville Medical Center offers community BMI screenings to increase awareness and community education programs to support weight loss and improved nutrition habits. Additionally, Thomasville Medical Center offers the SeniorLink Walking Club, a program offered to older adults that encourages physical activity and provides a support system to enhance regularity of use. Thomasville Medical Center also collaborates with various community partners to support their nutrition and fitness programs throughout Davidson County. These programs include the county farmers markets to increase fresh fruits/vegetables in food

deserts, support of several annual runs to increase physical activity and with the YMCAs throughout the county. All programs are intended to increase overall activity level, educate the community on health eating and serve as a catalyst to reduce weight.

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| <b>Goal</b>  |
| <ul style="list-style-type: none"> <li>• Heighten awareness to the effects of obesity on overall wellness.</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 | 247      | 25%             | 1.1 Increase number of participants in BMI screenings              | 1.1.1 Identify new locations to offer BMI screenings      | 1. YMCAs<br>2. Party in the Park |
| Community nutrition education    | 125      | 30%             | 2.1 Increase number of participants in nutrition education classes | 2.1.1 Identify new locations to offer nutrition education | 1. Party in the Park             |
|                                  |          |                 |  | 2.1.2 Identify new community partnerships                 |                                  |

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

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| <b>2013-2014 results</b>     |
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| <b>Hospital contribution</b> |
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**Priority 3: Heart Disease**

From 2006-2010, disease of the heart were the leading cause of death in Davidson County. Correspondingly, the cardiovascular disease mortality rate was 263.9 per 100,000 people in 2010<sup>11</sup>. This rate was higher than peer counties and the state, and substantially higher than the Healthy NC 2020 target.

**Programs, resources and intended actions to address heart disease need:** Thomasville Medical Center currently offers free heart risk assessments, PAD screenings and cardiac education that are designed to increase the community’s awareness of risk factors, prevent unnecessary cardiac related programs and connect individuals to prevention and management services.

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| <b>Goal</b>  |
| <ul style="list-style-type: none"> <li>• Increase the awareness of heart disease risk factors and provide subsequent education for prevention.</li> </ul>  |
| <b>Anticipated impact</b>  |
| <ul style="list-style-type: none"> <li>• Increase the number of adults who have had a comprehensive cardiac risk assessment within the preceding 5 years.</li> <li>• Increase the number of adults with abnormal biometric screening values who have been advised by a healthcare provider regarding a healthy diet, physical activity, and weight control.</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   |
|-----------------------|----------|-----------------|---|--|--|
| Heart risk assessment | 83       | 25%             | 1.1 Increase number of participants in heart risk assessments | 1.1.1 Targeted outreach to high risk populations         | 1. Area churches<br>2. YMCA<br>3. MLK Social Action Committee  |
| Community education   | 210      | 20%             | 3.1 Increase awareness of cardiac risk factors                | 3.1.1. Identify new locations to offer cardiac education |  |
|                       |          |                 |   | 3.2.1 Targeted outreach to high risk populations         | 1. Area churches/civic organizations<br>2. Davidson County EMS |

<sup>11</sup> Davidson County Health Department (2012). Davidson County 2012 Community Health Assessment, 90. <http://dchdnc.com/Docs/HealthED/communityhealthassessmnets/2012%20Community%20Health%20Assessment.pdf>

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

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| <b>2013-2014 results</b>     |
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| <b>Hospital contribution</b> |
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**Priority 4: Infant mortality**

Infant mortality, the death of an infant within the first year of life, is of particular concern in Davidson County due to the racial disparity present in African Americans. The death rate of African American infants is 2.6 times higher than the white infant death rate. This ratio is greater than both North Carolina and the Healthy Carolinian 2020 targets. Overall, Davidson County has an infant mortality rate of 8.9 infants per 1,000 live births. This rate is significantly higher than both peer counties and the state average.

**Programs, resources and intended actions to address infant mortality need:** Thomasville Medical Center offers free prenatal classes and support to any new parent following delivery through the Mommy and Me program. All programs are designed to assist in educating and providing on-going support to new parents. These classes are intended to stress the side effects of smoking during pregnancy on the unborn child, as well as teach new parents skills to raise a happy and healthy infant.

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| <b>Goal</b>   |
| <ul style="list-style-type: none"> <li>• Increase the awareness of infant mortality, the associated behaviors that increase risk and behaviors for proper infant care.</li> </ul>   |
| <b>Anticipated impact</b>   |
| <ul style="list-style-type: none"> <li>• Increase awareness of smoking risk factors and subsequently increase abstinence from cigarette smoking among pregnant women.</li> <li>• Increase the number of pregnant women who attend a series of prepared childbirth classes.</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               |
|-------------------|----------|-------------------------|---|--|--------------------------------------|
| No Smoking pledge | 0        | Enroll 100 participants | 1.1 Increase number of expectant mothers signing a no smoking | 1.1.1 Targeted outreach to high risk populations | 1. Davidson County Health Department |
|                   |          |                         |   | 1.2.1 Develop                                    | 1. Physician                         |

|                     |    |     |  |   |  |
|---------------------|----|-----|--|---|--|
|                     |    |     | pledge during pregnancy                        | various methods for mothers to sign pledge                                | offices                                      |
| Community education | 88 | 25% | 2.1 Increase attendance in child birth classes | 2.1.1. Identify largest population who does not attend childbirth classes | 1. Health department<br>2. Physician offices |
|                     |    |     |  | 2.2.1 Expand class locations to reach high risk/vulnerable populations    |  |

**Evaluation plan:** Thomasville Medical Center will accurately track pledge data through Lyon Software (CBISA) and in collaboration with community partners. Additionally, Thomasville Medical Center will monitor class enrollment and completion rates for programs offered at both the hospital and community partner locations. Impact will be measured based on above growth target, as compared to baseline statistics.

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| <b>2013-2014 results</b>     |
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| <b>Hospital contribution</b> |
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**Priority 5: Adolescent pregnancy**

According to the Davidson County 2012 Community Health Assessment the teen pregnancy rate is slightly higher than North Carolina; while slightly lower than peer counties. Adolescent pregnancy can be an indicator of access to accurate sexual health information and can traditionally identify other social, educational, economic issues.

**Programs, resources and intended actions to address adolescent pregnancy need:** Thomasville Medical Center partners with area school systems to provide needed education to students about adolescent pregnancy. These programs are designed to increase the number of teens making informed decisions and understanding the possible results of their actions.

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| <b>Goal</b>  |
| <ul style="list-style-type: none"> <li>Decrease the number of teen pregnancies</li> </ul>  |
| <b>Anticipated impact</b>  |
| <ul style="list-style-type: none"> <li>Increase the proportion of adolescents who receive formal education on reproductive health topics.</li> </ul> |
| <b>Priority population</b>   |

Broader Community       Vulnerable Population

| Specific action        | Baseline    | % Growth target | Intervention strategies                            | Tactics   | Collaborative partners      |
|------------------------|-------------|-----------------|--|---|-----------------------------|
| Teen as Leader program | 22 students | 10%             | 1.1 Increase the number of participants in program | 1.1.1 Work with school leadership to expand offerings of teen leaders to classmates | 1. Thomasville City Schools |
|                        |             |                 |  | 1.2.1. Expand Teen as Leader program to Lexington City Schools                      | 1. Lexington City Schools   |

**Evaluation plan:** Thomasville Medical Center with work with school leadership to track the number of students enrolling in the Teen as Leader program and completing the curriculum. Additionally, data regarding the number of on-site, school based programs will be tracked, highlighting the total number of classmates the teen leaders educate.

**2013-2014 results**

**Hospital contribution**

**Priority 6: Access to care**

As compared to the state and similarly sized counties, Davidson County has significantly fewer primary care physicians, dentists and psychologist. Recognized as a Medically Underserved Area, Davidson County is seeing a provider shortage due to an aging workforce, which limits availability of services to residents. This shortage can result in increased emergency room usage and decreased preventive care/disease management.

**Programs, resources and intended actions to address access to care need:** Thomasville Medical Center offers complimentary programs to assist residents with accessing primary care services so that they medical needs may be addressed. These programs include community screenings and SeniorLink, which is designed to provide educational information and activities to older adults. All programs are intended to educate the public about the need for preventive care, primary care providers and regular physicals/checkups.

**Goal**

|   |
|---|
| <ul style="list-style-type: none"> <li>Provide all individuals, regardless of ability to pay, an option for routine primary care and screenings.</li> </ul> |
| <b>Anticipated impact</b>   |
| <ul style="list-style-type: none"> <li>Increase proportion of individuals utilizing community health services.</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                             |
|----------------------|------------|-------------------------|--|--|--|
| Community screenings | 218        | 15%                     | 1.1 Increase the number of participants utilizing community screenings | 1.1.1 Targeted outreach to high risk populations                   | 1. School athletic departments<br>2. Area churches |
|                      |            |                         |  | 1.2.1. Outreach to minority, underserved and uninsured populations | 1. School athletic departments<br>2. Area churches |
| SeniorLink           | 1 Location | Add additional location | 2.1 Increase the number of seniors participating in the program        | 2.1.1 Establish additional SeniorLink program sites                | 1. Area churches                                   |

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

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| <b>2013-2014 results</b>     |
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| <b>Hospital contribution</b> |
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**Priority 7: Mental health**

According to the Davidson County Community Health Needs Assessment, Davidson County has a lack of mental health services, leading to increased mental health challenges for many county residents. In 2010, 23.9 per 1,000 persons were served in a mental health program as compared to the North Carolina average of 39.2 per 1,000. Additionally, a substantially higher suicide rate was shown in Davidson County as compared to Healthy NC 2020 objectives; from 2006-2010, Davidson saw 13 suicide

deaths per 100,000 residents, which was also higher than peer counties. Davidson County residents also identified that poor mental health days were a community concern. On average, Davidson County residents reported 5.1 poor mental health days over a 30 day period, or more than 1 day per week. This comparison is greater than both peer counties at 4.25 days and the North Carolina average at 3.6 days.

**Programs, resources and intended actions to address mental health need:** Thomasville Medical Center provides community education focused on behavioral health, stress management and emotion eating, as well as provide inpatient geriatric behavior health services. All programs and services are intended to assist the community with varying needs of mental health support at times when they are needed most.

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| <b>Goal</b>  |
| <ul style="list-style-type: none"> <li>Provide all individuals access to mental health resources and education.</li> </ul> |
| <b>Anticipated impact</b>  |
| <ul style="list-style-type: none"> <li>Increase the number of adults who receive mental health education.</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                         |
|-------------------------|----------|-----------------|--|--|--|
| Mental health education | 74       | 10%             | 1.1 Increase the number of participants in classes | 1.1.1 Identify new locations to offer education  | 1. Area churches<br>2. Area recreation centers |
|                         |          |                 |  | 1.2.1 Targeted outreach to high risk populations | 1. Subsidized housing communities              |

**Evaluation plan:** Thomasville Medical Center will accurately track the number of participants within the above program through Lyon Software (CBISA) and in collaboration with partnership locations. Impact will be measured based on above growth target, as compared to baseline statistics.

|                              |
|------------------------------|
| <b>2013-2014 results</b>     |
|                              |
| <b>Hospital contribution</b> |
|                              |

### Unaddressed health needs

Although Thomasville 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  |
|----------------------|---|--|
| Tobacco use          | Other agencies addressing need                            | Davidson County Health Department; Partnership for Drug-Free NC; QuitlineNC  |
| Drug & alcohol abuse | Other agencies addressing need                            | Davidson County Health Department; Alcoholics Anonymous; Alcohol & Drug Council of NC; Path of Hope; Davidson Assessment and Counseling Services; Piedmont Behavioral Health; Green Center of Growth and Development; Lifeskills Counseling Center |
| Oral health          | Outside of Thomasville Medical Center's scope of services | Expansion of East Carolina University's dental program to Davidson Community College campus; Davidson County Health Department   |
| Injury & poisoning   | Other agencies addressing need                            | Carolinas Poison Center; Davidson County Health Department   |

**Role of the board and administration**

The Thomasville Medical Center Board of Directors and administration are active participants in the community benefit process. Through strategic planning initiatives focused on chronic disease, community health outreach, and access to care, leadership provides direction on actions and intended impact, and serves as the approving body for the community health needs assessment and community benefit implementation plan. 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.

## Appendix A

### Primary and secondary working group members (Steering Committee)

| Individual Name                 | Organization  |
|---------------------------------|---|
| <b>Assessment Planning Team</b> |   |
| Dorothy Cilenti                 | NCIPH   |
| Tavie Flanagan                  | NCIPH   |
| John Graham                     | NCIPH   |
| Jen Hames                       | Davidson County Health Department                   |
| Jennifer Houlihan               | Wake Forest Baptist Health                          |
| Kathie Johnson                  | Novant Health Thomasville Medical Center            |
| Laura Kennedy                   | Novant Health Thomasville Medical Center            |
| Layton Long                     | Davidson County Health Department                   |
| Andrea McDonald                 | Novant Health Forsyth Medical Center                |
| Erin O'Quinn                    | NCIPH   |
| Matt Simon                      | NCIPH   |
| Steve Snelgrove                 | Wake Forest Baptist Health Lexington Medical Center |
| John Wallace                    | NCIPH   |
| Jane Wilder                     | Novant Health Thomasville Medical Center            |

## Appendix B

### 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).
- Increase the proportion of worksites that offer nutrition or weight management classes (Healthy People 2020; NWS-7).
- Reduce the number of children and adolescents who are considered obese (Healthy People 2020; NWS-10).

#### Heart disease:

- Increase the proportion of adults who are at a healthy weight (Healthy People 2020; NWS-8).
- Increase the proportion of worksites that offer nutrition or weight management classes (Healthy People 2020; NWS-7).
- Reduce the number of children and adolescents who are considered obese (Healthy People 2020; NWS-10).

#### Infant mortality:

- Increase abstinence from cigarette smoking among pregnant women through increased awareness of risk-factors (Healthy People 2020; MICH-11.3\*)
- Increase the proportion of pregnant women who attend a series of prepared childbirth classes (Healthy People 2020; MICH-12)

#### Teen pregnancy:

- Increase the proportion of adolescents who receive formal education on reproductive health topics before they were 18 years old (Healthy People 2020; FP-12)