



**Novant Health UVA Health System Haymarket Medical Center  
Community Benefit Implementation Plan  
(Prince William County, Loudoun and Fauquier County)  
2016-2018**

**Approved by the Prince William Health System and Prince William Hospital Board of Trustees on  
November 17, 2016**

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## **I. Introduction**

Novant Health UVA Health System Haymarket Medical Center, in partnership with the Community Healthcare Coalition of Greater Prince William conducted a community health needs assessment in 2016 to identify the most pressing health needs in our community. The assessment is designed to identify the health needs of the most vulnerable populations in the community. Novant Health UVA Health System Haymarket Medical Center will enhance the community's health by offering health and wellness programming, clinical services and financial support in response to the specific health needs identified.

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

Novant Health UVA Health System Haymarket Medical Center is an integral part of the Novant Health system (collectively known as "Novant Health"). Novant Health is a non-profit integrated health care system of 14 medical centers and a medical group with over 500 clinic locations. Other facilities and programs include outpatient surgery and diagnostic centers, charitable foundations, rehabilitation programs, and community health outreach programs. Novant Health and its affiliates serve their communities with programs including health education, home health care, prenatal clinics, community clinics and immunization services. Novant Health's over 25,000 employees and physician partners care for patients and communities in North Carolina, Virginia, South Carolina and Georgia.

### ***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 UVA Health System Haymarket Medical Center** opened in 2014 as a 60-bed community facility providing residents in the Haymarket area with inpatient and outpatient services. Haymarket Medical center proudly serves the growing and diverse northern Virginia community to provide remarkable care for the entire family through an integrated network of inpatient and outpatient services and programs.

**b. Our Community**

Primary and Secondary Service Areas

The Primary Service Area for Novant Health UVA Health System Haymarket Medical Center is defined by the zip codes that represent 75% to 85% of the hospital’s in-patient population as outlined below:

Zip Code	City	County/Jurisdiction
20137	Broad Run	Fauquier
20143	Catharpin	Prince William
20155	Gainesville	Prince William
20156	Gainesville	Prince William
20168	Haymarket	Prince William
20169	Haymarket	Prince William
20198	The Plains	Fauquier
20152	Chantilly	Loudoun
20167	Sterling	Loudoun
20107	Arcola	Loudoun

The primary service area includes Prince William and parts of Fauquier and Loudoun Counties, Virginia. Based on 2014 estimates, Prince William County remained the second-most populous county in the State of Virginia with just over 446,000 residents<sup>1</sup>. Fauquier County has an estimated population of just over 68,200 residents<sup>2</sup> and Loudoun County had a population of just over 363,000 residents.<sup>3</sup> Prince William, Fauquier, and Loudoun Counties had a population growth of 11.0%, 4.6%, and 16.2% respectively, since the 2010 US Census.

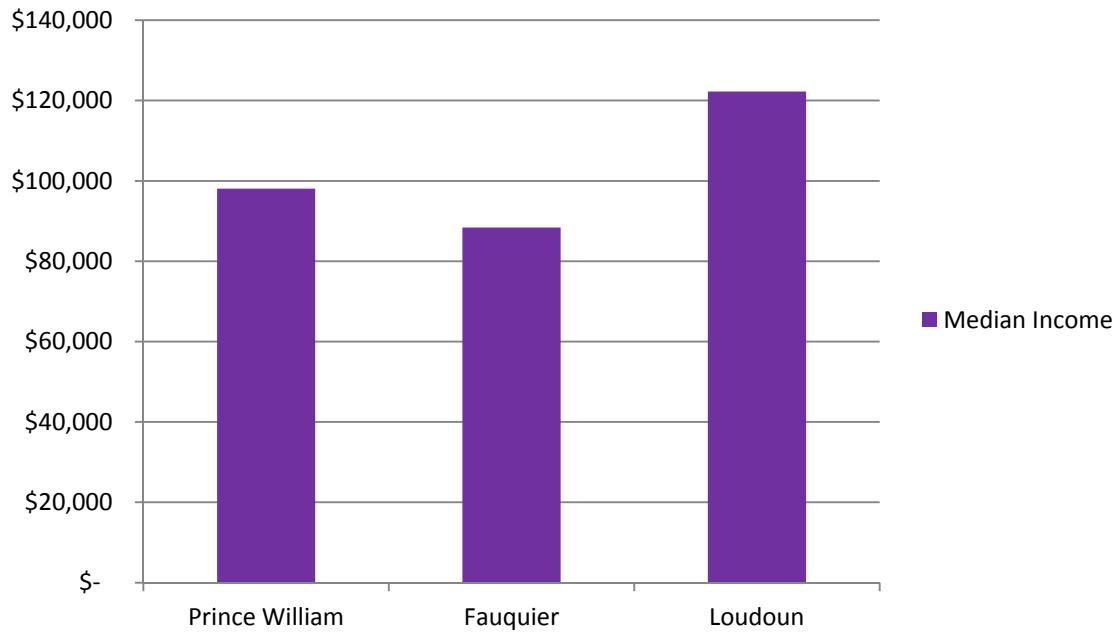
According to the 2014 U.S. Census estimates, the aforementioned counties include the following demographic profiles:

<sup>1</sup> U.S. Census Bureau (2015). State & County QuickFacts. <http://quickfacts.census.gov/qfd/states/51/51153.html>

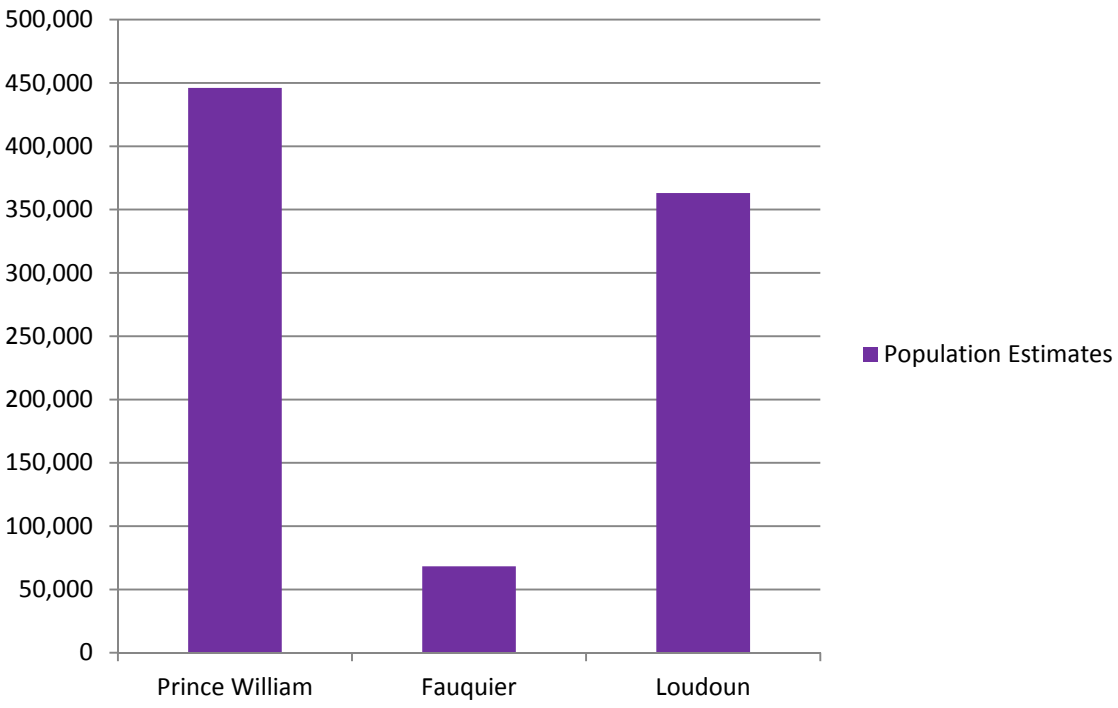
<sup>2</sup> U.S. Census Bureau (2015) State & County QuickFacts. <http://quickfacts.census.gov/qfd/states/51/51061.html>

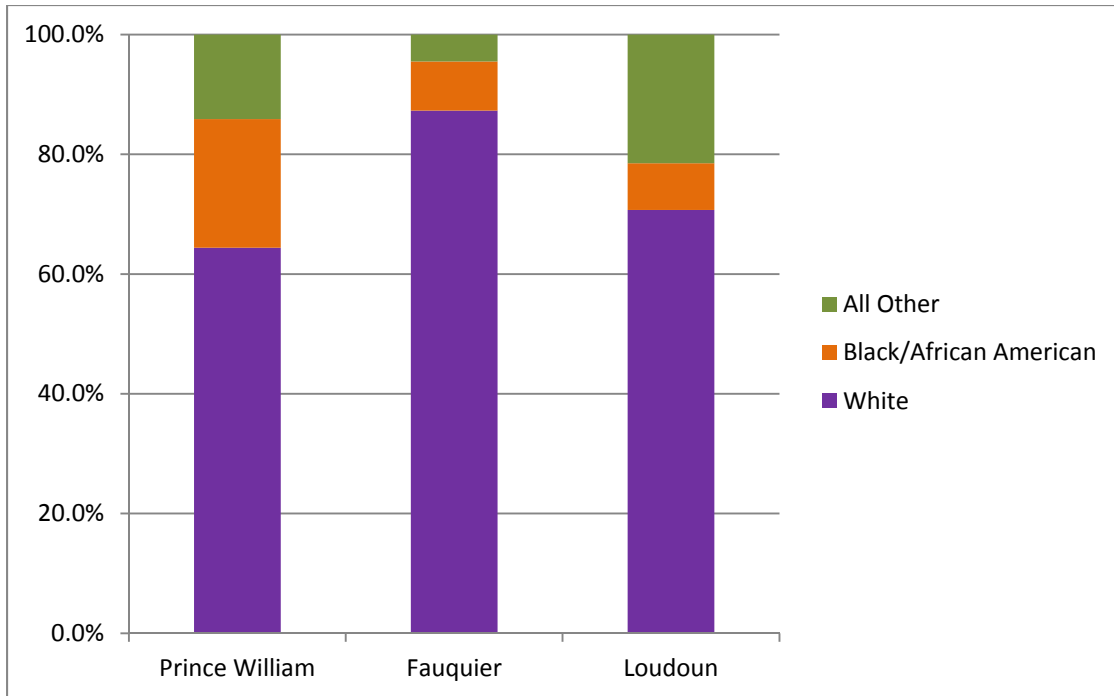
<sup>3</sup> U.S. Census Bureau (2015) State & County QuickFacts. <http://quickfacts.census.gov/qfd/states/51/51107.html>

### Median Income



### Population Estimates





**Detailed Population Data**

Detailed demographic data for Prince William, Fauquier and Loudoun County is outlined below:

**Prince William, Fauquier & Loudoun County Population By Race & Ethnicity (2014)**

	Prince William County	Fauquier County	Loudoun County	Virginia
Population Estimate	446,094	68,248	363,050	8,326,289
Persons Under 5 Years, percent 2014	7.9%	5.6%	7.7%	6.2%
Persons Under 18 Years, percent 2014	28.1%	23.9%	29.4%	22.4%
Person 65 Years & Over, percent 2014	8.3%	14.9%	7.9%	13.8%
Female Persons, percent 2014	50.2%	50.5%	50.4%	50.8%
White Alone, percent 2014	64.4%	87.3%	70.7%	70.5%
Black/African-American Alone, percent 2014	21.5%	8.2%	7.8%	19.7%
American Indian & Alaska Native Alone, percent 2014	1.1%	0.5%	0.5%	0.5%
Asian Alone, percent 2014	8.4%	1.5%	17.3%	6.3%
Native Hawaiian & Other Pacific Islander Alone, percent 2014	0.2%	0.1%	0.1%	0.1%
Two or More Races, percent 2014	4.4%	2.4%	3.5%	2.8%
Hispanic or Latino, percent 2014	22.0%	7.2%	13.4%	8.9%

Source: U.S. Census Bureau (2014).

Estimates reflect that children and adolescents make up over one-third (36.0%) of the population in Prince William County, just under one-third (29.5%) of the population in Fauquier County, and over one-

third (37.1%) of the population in Loudoun County. The senior populations in these counties make up 8.3%, 14.9% and 7.9% of the population, respectively. Since 2010, all three counties have experienced steady population growth, with Loudoun County experiencing the highest rate of population growth (16.2% since 2010). Non-white minorities currently make up over one-third (35.6%) of the racial demographic in Prince William County, less than a quarter (12.7%) of the racial demographic in Fauquier County, and roughly one-quarter (21.5%) in Loudoun County.

Residents in all three counties earn a median income that is higher than the Virginia state average, and they are considered three of the highest income counties in the United States.<sup>4</sup> A key indicator to evaluate economic condition is the poverty rate. The poverty rate for both

Median Household Income		Population Educational Attainment & Poverty Level (Population 18 to 24 years)				
		Prince William County	Fauquier County	Loudoun County	Virginia	
Prince William County	\$98,071	< HS diploma/GED	10.9%	9.4%	17.2%	12.5%
Fauquier County	\$88,409	HS diploma/GED	89.1%	90.6%	82.8%	87.5%
Loudoun County	\$122,238	Bachelor's degree	38.1%	11.9%	39.8%	35.2%
Virginia	\$63,907	Persons below poverty level, percent (2009-2013)	6.3%	5.6%	3.6%	11.3%

Prince William County and Fauquier County residents is approximately half the rate of the Virginia state average (6.3% and 5.6%, respectively) and the poverty rate in Loudoun County is approximately one-third (3.6%) of the Virginia state average.

## II. Prioritized Health Needs

### Identified Significant Health Needs

From participant responses, it was apparent that behavioral risk factors, access to care and substance abuse were the most important concerns of community residents. Other key data points included:

- When asked to identify the greatest public health concerns, respondents identified the top 10 health concerns as the following: 1) cost of healthcare, 2) drug use/abuse, 3) obesity, 4) mental health issues, 5) distracted driving, 6) access to healthy foods, 7) availability of health care, 8) lack of exercise, 9) alcohol use/abuse, and 10) dental care.

<sup>4</sup> U.S. Census Bureau, 2014 American Community Survey.  
[http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS\\_14\\_5YR\\_B19001&prodType=table](http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_B19001&prodType=table)

- Regarding personal health responses, 85.2% reported their health was good to excellent; 75% reported seeing a primary care provider within the past year; 72% reported having a preventive health service within the past year.
- Regarding access to care, 80% reported that they strongly agree or agree that they are able to get the healthcare that they need (29% and 51%, respectively); 31% strongly agree or agree that they must travel outside of their community for healthcare (8% and 23%, respectively), while 58% strongly disagree or disagree that they must travel outside of their community for healthcare.

**a) Community Prioritization**

In May and June 2016, two community town hall meetings were held to present survey results and ask community members and stakeholders to rank the top three health issues according to magnitude of these issues and years of potential life lost. The outcomes from the priority focus exercises were combined with the following results:

- 1) Access to healthy foods
- 2) Alcohol use/abuse
- 3) Availability of healthcare
- 4) Cost of healthcare
- 5) Dental care
- 6) Distracted driving
- 7) Drug use/abuse
- 8) Lack of exercise
- 9) Mental health issues
- 10) Obesity

**Recommended Prioritized Health Outcomes**

For each of the identified areas, recommendations were made for the top prioritized health needs. Below is a summary of those recommendations:

- *Mental health issues:* Increase programming addressing mental health and coordinate efforts through community agencies.
- *Cost of Healthcare:* Identify key partnerships through the healthcare coalition and other agencies to address healthcare costs and create innovative approaches that would assist in lowering the cost of healthcare services.
- *Alcohol and Other Drug Use/Abuse:* integrate substance abuse screenings and treatments into a primary care setting, carefully collaborate between providers, case managers, behavioral health consultants and mental health specialists to help educate, improve mental health, patient engagement and reduce drug and alcohol use.
- *Dental Care:* Provide services and programming related to making dental care more widely available throughout the community to those in need. Work with local dentists to provide more community outreach.



**b) Facility prioritization**

In addition to the community rankings, Novant Health UVA Health System Haymarket Medical Center reviewed the top five diagnosis codes for inpatient and outpatient hospital emergency room visits at Novant Health Prince William Medical Center (NHPWMC)\* year-to-date January to July 2015.

Novant Health Prince William Medical Center Emergency Department  
Top 5 Diagnoses YTD Jan-July 2015

Inpatient		Outpatient	
Diagnosis	Volume	Diagnosis	Volume
Urinary tract infection NOS	28	Otitis media NOS	515
Chest pain NEC	13	Chest pain NEC	471
Noninf gastroenterit NEC	10	Abdmnal pain unspcf site	454
Chest pain NOS	7	Urinary tract infection NOS	452
Acute pharyngitis	3	Noninf gastroenterit NEC	451

*\*Due to a lack of available data from Novant Health UVA Health System Haymarket Medical Center operational dates, ED Utilization data from Novant Health UVA Health System Prince William Medical Center was used*

A review of the hospital emergency room visits indicated that many of the top inpatient diagnosis codes are correlated with chronic issues that typically affect the aging population and also symptoms related to heart disease. Upon analysis of the outpatient diagnosis codes, it was apparent that many of the patients seen had symptoms that could be related to a number of chronic conditions, including (but not limited to) chronic sinus, heart disease, obesity, diabetes and other chronic issues related to aging.

Upon a comprehensive review of the community’s recommended prioritized outcomes and NHPWMC’s ED top 5 diagnosis codes, the Novant Health UVA Health System Haymarket Medical Center leadership team and Board of Trustees evaluated this information based on the scope, severity, health disparities associated with the need, and the estimated feasibility and effectiveness of possible interventions. Through this thorough evaluation, the team agreed on the following four top significant health priorities for Novant Health UVA Health System Haymarket Medical Center:

1. Diabetes
2. Obesity
3. Other Chronic Diseases, including heart disease, cancer and stroke
4. Mental health, including substance use and abuse

**III. Issues identified for remediation**

In the following section Novant Health UVA Health System Haymarket 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 UVA Health System Haymarket Medical Center will identify the description of need, programs, resources and intended 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 Novant Health UVA Health System Haymarket 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 Novant Health UVA Health System Haymarket 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 A for Healthy People 2020 objectives that were evaluated.)

**a) Priority 1: Diabetes**

Since 1999, Diabetes has moved up as a leading cause of death in Virginia and disproportionately affects African-Americans.

**Programs, resources and intended actions to address diabetes:** Novant Health UVA Health System Haymarket Medical Center offers community based services including education for diabetes prevention and diabetes management, as well as glucose and A1C screenings. All of these programs are intended to increase awareness of diabetes, promote healthy lifestyles that prevent disease, provide education around management and monitoring techniques and support patients through the initial stages of diagnosis and treatment.

SIGNIFICANT HEALTH NEED		
DIABETES		
COMMUNITY BENEFIT ACTIONS	PROGRAM	INTENDED OUTCOME
Community A1C screenings	Remarkable You community screening initiative in high African American populations	Early detection of undiagnosed prediabetic and diabetic participants will increase
Community diabetes education	Lecture series on diabetes prevention	Knowledge level of participants will increase and participants will learn new skills to change unhealthy behaviors

**b) Priority 2: Obesity**

In the Community Health Check Survey, community residents were asked a series of questions related to health behavior concerns. 29.41% of respondents identified obesity as a top concern and 20.37% identified lack of exercise as a top concern.

**Programs, resources and intended actions to address obesity:** Novant Health UVA Health System Haymarket Medical Center offers programs to address obesity, including body mass index screenings, and nutrition education. Additionally, Novant Health UVA Health System Haymarket Medical Center collaborates with various community partners to support other nutrition and fitness programs throughout the community. All programs and partnerships are intended to increase exposure and access to healthy foods, decrease weight loss and lower overall health risk factors.

SIGNIFICANT HEALTH NEED		
OBESITY		
COMMUNITY BENEFIT ACTIONS	PROGRAM	INTENDED OUTCOME
<b>Community Body Mass Index (BMI) screenings</b>	Remarkable You community screening initiative	Early detection of undiagnosed obese participants will increase and participants will learn new skills to change unhealthy behaviors
<b>Community nutrition education</b>	Lectures on healthy eating and weight management	Knowledge level of participants will increase and participants will learn new skills to change unhealthy behaviors  Cost savings from healthy lifestyle change attributed to participation in weight management programs

***c) Priority 3: Other Chronic Disease – including cancer, heart disease and stroke***

Cancer and heart disease are ranked the first and second leading causes of death, respectively, in Virginia. Since 1999, the death rate for both cancer and heart disease has decreased.

**Programs, resources and intended actions to address other chronic diseases:** Novant Health UVA Health System Haymarket Medical Center provides mobile mammography services and clinical breast exams to uninsured/underinsured women. All of these screenings are designed to increase early detection of cancer. Additionally, Novant Health UVA Health System Haymarket Medical Center offers heart risk assessments, vascular screenings, and cardiac education that are designed to increase the community’s awareness of risk factors, prevent unnecessary cardiac related problems, and connect individuals to prevention and management services.

SIGNIFICANT HEALTH NEED		
OTHER CHRONIC DISEASES – including heart disease, cancer and stroke		
COMMUNITY BENEFIT ACTIONS	PROGRAM	INTENDED OUTCOME
<b>Community Cancer screenings</b>	Novant Health mammography unit and community cancer screenings in racial minority populations	Participants will change beliefs about importance of annual screening for early detection and increase adherence for follow up appointments.
<b>Community education</b>	Lectures on healthy lifestyles and heart disease, stroke, and/or cancer prevention	Knowledge level of participants will increase and participants will learn new skills to change unhealthy behaviors
<b>Cardiac screenings</b>	Heart health screenings for community-at-large	Detection of undiagnosed heart disease risk factors among participants will increase

**d) Priority 4: Mental Health**

In the Community Health Check Survey, community residents were asked a series of questions related to health behavior concerns. 27.23% of respondents identified mental health issues as a top concern, 29.52% identified drug use/abuse as a top concern, and 18.95% of respondents identifying alcohol use/abuse as a top concern.

**Programs, resources and intended actions to address mental health:** Novant Health UVA Health System Haymarket Medical Center provides community based behavioral services and will be involved in a large-scale community awareness campaign. All programs and services are intended to assist the community with varying needs of mental health support at times when they are needed most.

SIGNIFICANT HEALTH NEED		
MENTAL HEALTH		
COMMUNITY BENEFIT ACTIONS	PROGRAM	INTENDED OUTCOME
<b>Community education</b>	Mental health community campaign	Community education and awareness will increase navigation of community members to appropriate mental health resources.

#### IV. Unaddressed health needs

Although Novant Health UVA Health System Haymarket 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:

Health Needs	Local Community Resources Addressing Needs
<ul style="list-style-type: none"> <li>• Access to healthy foods</li> <li>• Availability of healthcare</li> <li>• Cost of healthcare</li> <li>• Dental care</li> </ul>	<ul style="list-style-type: none"> <li>• Manassas Midwifery</li> <li>• Novant Health UVA Health System Haymarket Medical Center</li> <li>• Novant Health UVA Health System Prince William Medical Center</li> <li>• Prince William Health District</li> <li>• Sentara Northern Virginia Medical Center</li> <li>• Special Supplemental Nutrition Program for Woman Infants and Children (WIC)</li> <li>• Action in Community through Service (ACTS)</li> <li>• Court Appointed Special Advocates (CASA)</li> <li>• Children’s Intervention Services of Greater Prince William</li> <li>• Fauquier &amp; Rappahannock</li> <li>• Early Childhood Partnership</li> <li>• Greater Prince William Coalition for Human Services</li> <li>• Manassas City Police Department</li> <li>• Manassas City Public Schools</li> <li>• Manassas Park Department of Parks &amp; Recreation</li> <li>• National Alliance on Mental Illness – Prince William</li> <li>• Northern Virginia Family Service</li> <li>• Phoenix Counseling Services, PLLC,</li> <li>• Prince William County At-Risk Youth &amp; Family Services</li> <li>• Prince William County Community Services</li> <li>• Prince William County Public Schools</li> <li>• Prince William County Public Schools-Head Start</li> <li>• Prince William Health District, Sentara Healthcare</li> <li>• Smart Beginnings Greater Prince William Virginia</li> <li>• Cooperative Extension- Prince William County</li> <li>• Greater Prince William Community Health Center</li> <li>• Neighbor’s Keeper</li> <li>• Prince William Area Free Clinic</li> <li>• Prince William Community Services</li> </ul>

	<ul style="list-style-type: none"> <li>• Prince William Health Partnership</li> <li>• Prince William Speech and Hearing Center</li> <li>• Sentara-Potomac Hospital</li> <li>• Virginia Cooperative Extension</li> </ul>
Mental health resources including: <ul style="list-style-type: none"> <li>• Alcohol use/abuse</li> <li>• Drug use/abuse</li> </ul>	<ul style="list-style-type: none"> <li>• ACTS, Inc</li> <li>• American Red Cross, Prince William Chapter</li> <li>• Legal Service of Northern Virginia</li> <li>• Manassas Park Department of Social Services</li> <li>• Salvation Army Prince William Corps</li> <li>• National Counseling Group</li> <li>• Phoenix Family Counseling &amp; Play Therapy Center</li> <li>• Didlake, Inc.</li> <li>• Independence Empowerment Center, Inc.</li> <li>• Manassas/Manassas Park Disabilities Services</li> <li>• Prince William County Disabilities Services Board</li> </ul>
Social Needs addressing: <ul style="list-style-type: none"> <li>• Distracted driving</li> <li>• Food assistance</li> <li>• Housing</li> <li>• Transportation</li> <li>• Workforce Development</li> </ul>	<ul style="list-style-type: none"> <li>• Manassas Park Department of Social Services</li> <li>• United Way of the National Capital Area</li> <li>• Northern Virginia Family Service/SERVE</li> <li>• The Northern Virginia Urban League</li> <li>• The SkillSource Group</li> <li>• Catholics for Housing</li> <li>• Habitat for Humanity</li> <li>• Transportation Commission</li> <li>• Prince William County Housing and Community Development</li> <li>• Project Mend-A-House</li> <li>• Transitional Housing</li> <li>• BARN, Inc.</li> </ul>
Wellness Resources addressing: <ul style="list-style-type: none"> <li>• Lack of exercise</li> <li>• Obesity</li> </ul>	<ul style="list-style-type: none"> <li>• Prince William Health District</li> <li>• Prince William County Government Parks &amp; Recreation</li> <li>• YMCA of Metropolitan Washington</li> </ul>

**V. Role of the board and administration**

The Novant Health Northern Virginia Board of Trustees and Novant Health UVA Health System Haymarket Medical Center 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 teams, 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: Community Health Coalition of Greater Prince William**

<b>Agency</b>
George Mason University
Greater Prince William Community Health Center
Kaiser Permanente
Novant Health UVA Health System
Potomac Health Foundation
The Prince William Health District
Sentara Northern Virginia Healthcare