



Novant Health New Hanover Regional Medical Center

Community Benefit Implementation Plan

New Hanover County, North Carolina

2022-2024

**Approved by the Novant Health New Hanover Regional Medical Center Board of Directors
on November 17, 2022**

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I. Introduction

Novant Health New Hanover Regional Medical Center (NHNHRMC), in partnership with New Hanover County Health and Human Services, conducted a community health needs assessment in 2022 to identify the most pressing health needs in our community. Novant Health New Hanover Regional 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 is an integrated network of hospitals, physician clinics, and outpatient facilities that delivers a seamless and convenient healthcare experience to communities in North Carolina, South Carolina, and Georgia. The Novant Health network consists of more than 1,800 physicians and over 35,000 team members who provide care at more than 800 locations, including 15 hospitals and hundreds of outpatient facilities and physician clinics. *Diversity MBA Magazine* ranked Novant Health first in the nation on its 2021 list of "Best Places for Women & Diverse Managers to Work." In 2021, Novant Health provided more than \$1.1 billion in community benefit, including financial assistance and services.

Mission

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

Our team members and physician partners strive every day to bring our mission, vision, and values to life. We demonstrate this commitment to our patients in many 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 socially responsible organization, working with community agencies and organizations to make our communities better places to live and work.

Novant Health New Hanover Regional Medical Center (NHNHRMC) is a not-for-profit 800-bed teaching hospital, regional referral center and UNC School of Medicine branch campus. We offer specialty medical and surgical care, which includes women's and children's, rehabilitation and psychiatric hospitals, and a level II trauma center. Other specialty services include: three 24-hour emergency departments; adult, neonatal and pediatric intensive care; neurosurgery; pediatric surgery; open heart surgery; vascular surgery and oncology services.

b. Our Community

Primary and secondary service areas

The Primary Service Area for Novant Health New Hanover Regional Medical Center is defined by the zip codes that represent at least 75% of the hospital’s in-patient population as outlined below:

Zip Code	City	County
28451	Leland	BRUNSWICK
28461	Southport	BRUNSWICK
28462	Supply	BRUNSWICK
28479	Winnabow	BRUNSWICK
28412	Wilmington	NEW HANOVER
28401	Wilmington	NEW HANOVER
28405	Wilmington	NEW HANOVER
28411	Wilmington	NEW HANOVER
28403	Wilmington	NEW HANOVER
28409	Wilmington	NEW HANOVER
28429	Castle Hayne	NEW HANOVER
28428	Carolina Beach	NEW HANOVER
28540	Jacksonville	ONSLOW
28445	Holly Ridge	ONSLOW
28460	Sneads Ferry	ONSLOW
28546	Jacksonville	ONSLOW
28443	Hampstead	PENDER
28457	Rocky Point	PENDER
28425	Burgaw	PENDER

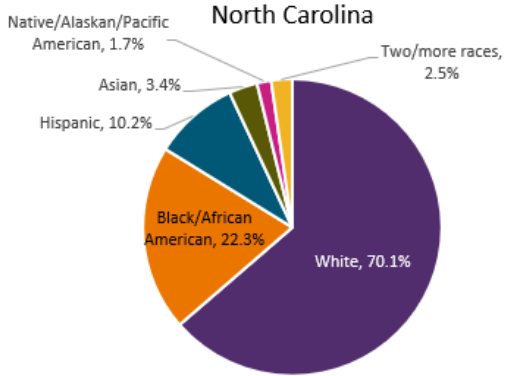
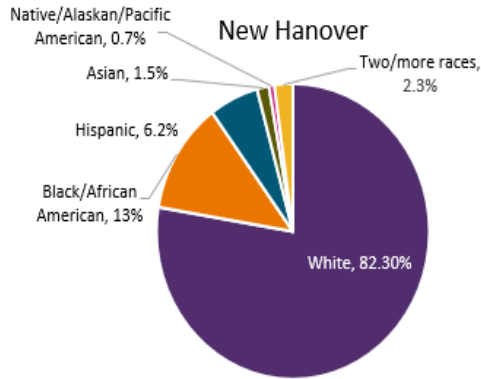
There are 4 counties in the NHNHRMC Primary Service Area (PSA): Brunswick, New Hanover, Onslow, and Pender Counties. 45.5% of patients reside in the PSA of New Hanover County and 46.2% of patients reside in the Primary and Secondary Service Areas of New Hanover County. The PSA does not include more than 13% of the total in-patient population from any other county. Most patients reside in New Hanover County and it represents the highest population of potentially underserved, low-income and minority individuals. Therefore, New Hanover County will be the sole focus of demographic, health, and social indicators.

The Secondary Service Area covers a 9-county radius, including Bladen, Brunswick, Columbus, Duplin, New Hanover, Onslow, Pender, Robeson, and Sampson Counties.

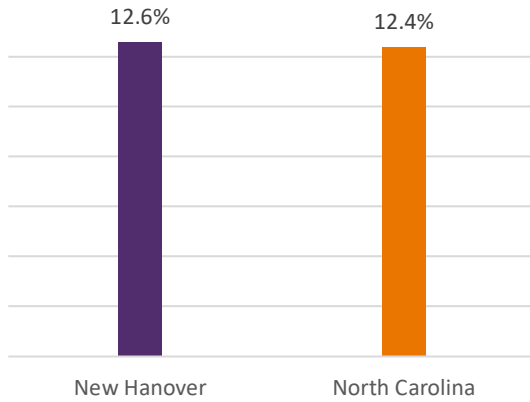
New Hanover County Population: Demographics

New Hanover County has a population of 229,018 compared to the total North Carolina population of 10,551,162.

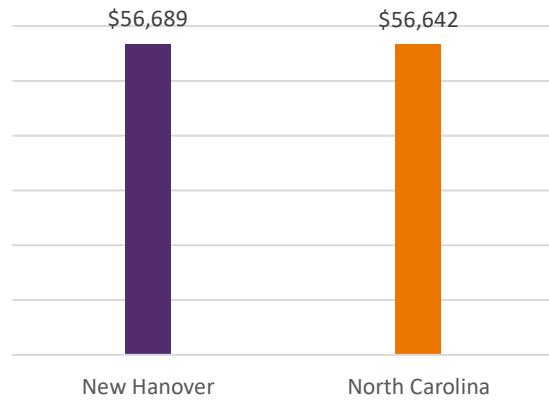
Race and Ethnicity



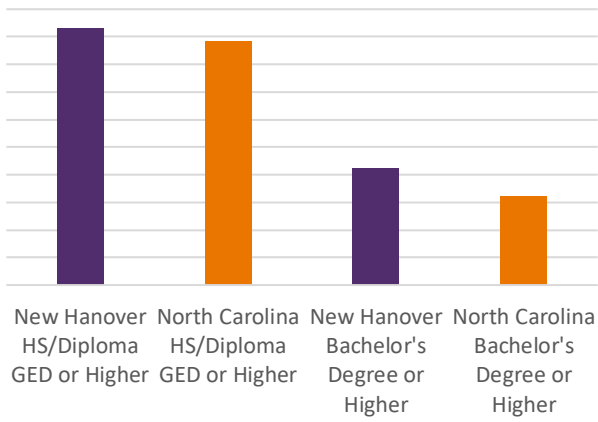
Person without health insurance under age 65



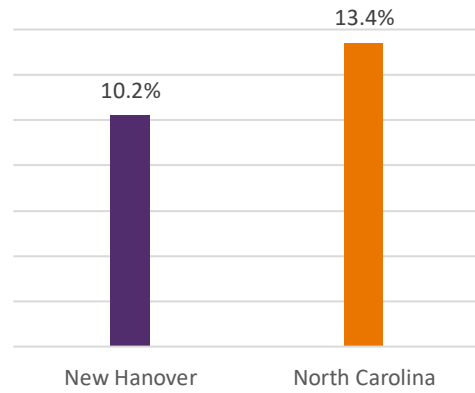
Median Household Income



Education Attainment



Poverty



Source for above graphs: [US Census Bureau 2021](#)

Demographics	New Hanover		North Carolina	
	Population	Percentage	Population	Percentage
Persons Under 5 Years	10,1347	4.4%	605,299	5.8%
Persons Under 18 Years	40,820	17.8%	2,301,596	22.2%
Person 65 Years & Over	43,092	18.8%	1,688,354	16.3%
Female Persons	99,816	53%	5,333,560	51.4%

Source: [ACS US Census Bureau 2021 New Hanover](#)

Length of Life	Top U.S. Performers	North Carolina	New Hanover County
Years of potential life lost before age 75 per 100,000 population (age-adjusted).	5,600	8,000	7,300
Clinical Care	Top U.S. Performers	North Carolina	New Hanover County
Ratio of population to primary care physicians	1,010:1	1,400:1	1,090:1
Ratio of population to dentists	1,210:1	1,710:1	1,290:1
Ratio of pop. to mental health providers	250:1	360:1	210:1
Physical Environmental	Top U.S. Performers	North Carolina	New Hanover County
Air Pollution – Particulate Matter (micrograms per cubic meter)	5.9	7.5	3.5
Percentage of households with overcrowding, high costs, lack of kitchen, or lack of plumbing	7%	12%	17%

Source: [County Health Rankings & Roadmaps](#)

New Hanover County Population: Health Indicators

New Hanover County’s leading causes of death in 2019 were cancer and heart disease. NHNHRMC will consider health indicators such as leading causes of death in the New Hanover County population, but will also consider how to impact root causes with analysis of social determinants of health, social risks, and social needs.

Rank	Leading Causes of Death in New Hanover 2019	Number	%
1	Diseases of heart	428	20.0
2	Cancer	424	19.9
3	Cerebrovascular diseases	146	6.8
4	All other unintentional injuries	113	5.3
5	Chronic lower respiratory diseases	101	4.7
6	Alzheimer's disease	63	2.9
7	Diabetes mellitus	47	2.2
8	Nephritis, nephrotic syndrome and nephrosis	47	2.2
9	Intentional self-harm (suicide)	46	2.2
10	Septicemia	46	2.2
	All other causes (Residual)	675	31.6
	Total Deaths -- All Causes	2136	100.0

Source: [State Center for Health Statistics, North Carolina](#)

II. Prioritized Health Needs

Identified Significant Health Needs

Data collected from primary and secondary sources were analyzed for this assessment and summarized in nine broad categories. While summarizing the data in categories supports understanding and usability of this report, it is with the recognition that the health outcomes and conditions that support or impede health are complex and interrelated. The identified significant health needs categories with brief supporting explanations are as follows:

1. Housing
 - Many factors related to housing affordability and quality can negatively impact health outcomes, including poor air quality, lack of safety, limited space per individual, high cost, and homelessness, among others. Those who are most likely to experience these impacts are children and older adults.
2. Mental health and substance use
 - Mental health is as important as physical health to total well-being. The Public Health 3.0 initiative specifically emphasized incorporating mental health and substance use partners into the field of public health. Mental health and substance use are distinct yet interrelated health topics that our society often stigmatizes, which makes identifying, discussing, and improving these issues particularly challenging. Mental health and substance use are both influenced by social, economic, and environmental factors and should be considered in relationship with physical health.
3. Access to care
 - Healthcare serves an important role in preventing illness and providing diagnosis and treatment. Access to care includes the availability of high-quality care and community members' ability to take advantage of that care. A community's access to healthcare can be challenged by barriers such as lack of health insurance, high cost of care, few providers, and limited transportation to healthcare facilities.
4. Neighborhood and environment
 - The spaces in which people live, work, and play—in their built and natural environments—contribute to the health outcomes of community members. According to the County Health Rankings Model, physical environment alone accounts for 10% of overall health factors.
5. Lifelong development
 - Lifelong development includes educational enrollment, performance, environment, and outcomes. Higher educational attainment is linked to better mental and physical health outcomes through increased employment opportunities, higher income, and health literacy. Educational opportunities can also reduce inequalities and support human development.
6. Community cohesion and safety
 - Community cohesion refers to linguistic isolation, civic participation, incarceration, and crime rates as well as to the social networks, trust, and collective ability to bring about change in a community. Strong relationships and solidarity among members of a community can lead to improved health outcomes by supporting each other to commit to healthy behaviors and by reducing emotional stress. Conversely, social isolation can be detrimental to health and increases mortality.

7. Economic opportunity
 - Economic opportunity encompasses poverty, employment, income and food security, and can have a direct impact on health outcomes. Employment is often a primary source of access to health insurance; having a stable income can increase a person’s ability to access safe housing, make healthy food choices, and accumulate savings that can help in times of emergency.
8. Disease, illness and injury
 - Health outcomes, including many diseases, illnesses, and injuries, are influenced by the health factors, policies and programs described throughout the assessment findings. Understanding which conditions primarily impact communities, and where there are disparities within communities, can help identify opportunities to influence health factors, policies, and programs that influence health outcomes.
9. Reproductive and child health
 - Reproductive and child health includes a specific subset of health services and outcomes pertaining to reproductive health, pregnancy, birth, and childhood. Infant mortality is a key indicator of reproductive and child health, and reproductive and child health outcomes are influenced by social, economic, and environmental factors. The United States holds a higher mortality rate for birthing parents when compared to other developed countries and has significant racial disparities in birth outcomes, particularly impacting non-Hispanic Black families.

See the New Hanover County 2022 Community Health Needs Assessment for all supporting data.

a) County prioritization

The following were established in 2022 as New Hanover County’s health priorities for this CHNA cycle:

1. Housing
2. Mental health and substance use
3. Access to care

b) Facility prioritization

In addition to the community rankings, Novant Health New Hanover Regional Medical Center reviewed the top five diagnosis codes for inpatient and outpatient hospital emergency room visits from July 2021 to June 2022.

Novant Health New Hanover Regional Medical Center Emergency Department
Top 5 Diagnoses July 2021 to June 2022

NHNHRMC - 17th Street Main Campus			
Top 5 Diagnoses July 2021 - June 2022			
Inpatient Diagnosis	Volume	Outpatient Diagnosis	Volume
COVID-19	1438	COVID-19	2404
Sepsis, unspecified organism	919	Other chest pain	1542

Hypertensive heart and chronic kidney disease with heart failure and stage 1 through stage 4 chronic kidney disease, or unspecified chronic kidney disease	600	Chest pain, unspecified	1167
Non-ST elevation (NSTEMI) myocardial infarction	540	Acute upper respiratory infection, unspecified	971
Hypertensive heart disease with heart failure	431	Nausea with vomiting, unspecified	722

The top 5 diagnoses from July 2021 to June 2022 were greatly impacted by the Covid-19 pandemic in the outpatient and inpatient settings. As a result of Covid-19 and encouraging virtual visits for patient safety, when possible, the inpatient diagnosis trend for adults was more serious diagnoses like heart and kidney failures. Outpatient trending diagnoses were severe symptoms and side effects of Covid-19.

Upon a comprehensive review of the primary and secondary data and NHHHRMC’s ED top 5 diagnosis codes, the Novant Health New Hanover Regional Medical Center leadership team and Board of Directors 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 significant health priorities for Novant Health New Hanover Regional Medical Center:

1. Mental health and substance use
2. Access to care
3. Food insecurity

III. Addressing needs

Novant Health New Hanover Regional Medical Center is committed to working to address each of its prioritized areas of need through resource allocation and support of the following programs and actions:

Priority Need:	Program:	Action:	Intended Outcome:
Mental Health & Substance Use	Resiliency Training and Screenings	Provide information and train individuals from various sectors including the nonprofit, faith community and our own team members	Awareness of Mental Health, impact of trauma and provision of tools/skills to build resiliency
	Mental Health First Aid	Partner with Novant Health BRGs and Organizational Resiliency team and align on goals of organization and community	Awareness of ways to access resources and increased number of individuals connected to appropriate treatment and services within the community
	Opioid Stewardship Task Force	Support community organizations and events aligned with this work such as NH Resiliency Task Force	100 Individuals trained in Mental Health First Aid

	<p>Outpatient Peer Support Program</p> <p>Psychiatric Residency Program</p>	<p>Alignment of system regarding treatment of those with Opioid Use Disorder to include education on stigma reduction, monitoring metrics related to use of opioids, and development of pathways for treatment with community partners</p> <p>Implementation of outpatient peer support program in partnership with Behavioral Health Institute leaders and Emergency Services</p> <p>Establishment of psychiatric residency program in partnership with UNC School of Medicine</p>	<p>Community based teams (Home Health, Community Paramedics, CHWs, and other outreach workers) trained on use of Narcan</p> <p>Increase in number of patients treated for opioid use disorder in the acute and ambulatory settings</p> <p>Reduction in adverse drug events related to opioids</p> <p>Reduction in readmission for those with mental health diagnosis recently discharged from hospital</p> <p>Increased provider base for psychiatric care in our region</p>
Access to Care	<p>Wellness Education</p> <p>Health Screenings</p> <p>Interpreter Services</p> <p>Michael Jordan Family Medicine Clinics</p>	<p>Host screenings and provide related referrals, assessment of resources</p> <p>Host health assessment events</p> <p>Support community organizations and events aligned with this work</p> <p>Engage interpreter services for additional training and translation services offered at all facilities within health system</p> <p>Establishment of two family medicine clinics</p>	<p>Increased number of community stakeholders connected to a primary medical home and appropriate care</p> <p>Decrease emergency department use for those connected to health screening events and mobile health</p> <p>Improve health outcomes for those connected to Community Engagement team as it relates to A1c, BMI, and Blood Pressure</p> <p>Increased availability of primary care in areas of most need</p>
Food Insecurity	<p>Education</p> <p>Novant Health Food Pharmacy</p> <p>Social Responsibility</p>	<p>Support community organizations and events aligned with this work through capacity building and charitable contributions</p> <p>Further expansion of Novant Health Food Pharmacy throughout health system</p> <p>Secure sustainable funding for Novant Health Food Pharmacy through public and private sector partners as well as NHRMC Foundation</p>	<p>Expansion of food insecurity screening and food box distribution to 3 acute care facilities and 15 ambulatory care practices</p> <p>75% completion rate of Food Insecurity CEU</p> <p>Equitable funding towards community based organizations supporting food insecurity and working to eradicate food deserts in our community</p>

		Creation of continuing education opportunities for team members regarding definition and face of food insecurity in our health system and our community	
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Again, NHNHRMC will focus resource allocation on these prioritized needs based on careful consideration of estimated feasibility and effectiveness of possible interventions. While NHNHRMC will not prioritize the remaining significant health needs (listed above in Section II), it will support and collaborate with community partners as appropriate for the purpose of improving outcomes for identified needs that are better aligned with their scope of service.

In addition to the programs and services offered to the community through Novant Health New Hanover Regional Medical Center, there are various existing community assets available throughout the New Hanover County community that have additional programs and resources tailored to meet all the identified health needs. The following is a list of valued community agencies that address those prioritized and non-prioritized needs:

Identified Significant Health Needs	Local Community Resources Addressing Needs
<ul style="list-style-type: none"> • Access to care • Disease, illness and injury • Reproductive and child health 	New Hanover County Health and Human Services Cape Fear HealthNet Med North Health Center Cape Fear Clinic Southeast Area Health Education Center Planned Parenthood American Red Cross Duke Partners in Caring American Cancer Society
<ul style="list-style-type: none"> • Mental health and substance use 	New Hanover County Health and Human Services Trillium Health Resources Coastal Horizons Port Health Physician Alliance for Mental Health RHA Behavioral Health Integrated Family Services Healing Place NC Harm Coalition
<ul style="list-style-type: none"> • Housing • Economic Opportunity 	City of Wilmington New Hanover County Cape Fear Housing Coalition Step Up Wilmington Cape Fear Collective

	Genesis Block Wilmington Chamber of Commerce Vigilant Hope Good Shepherd Center Wilmington Area Rebuilding Ministry Habitat for Humanity Cape Fear Homeless Continuum of Care
<ul style="list-style-type: none"> • Neighborhood and environment • Community cohesion and safety • Lifelong development 	Port City United Smart Start of New Hanover County UNCW Cape Fear Community College Communities in Schools of New Hanover County Wilmington Police Department New Hanover County Sheriff's Office

For a full list of community resources, visit www.novanthealth.org/mycommunity

IV. Role of the board and administration

The Novant Health New Hanover Regional Medical Center Board of Directors and Novant Health New Hanover Regional Medical Center administration are active participants in the community benefit process. Through strategic planning initiatives, 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 planning team and hospital board members participate and provide influence on 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.

V. Appendix:

Stakeholder Group for the New Hanover County CHA
Agency Represented:
Novant Health
New Hanover County Health and Human Services*
Med North Health
Latino Alliance
NHC Senior Resource Center
Carousel Center
Cape Fear HealthNet
NHC Emergency Management
NHC Veteran Services
Food Bank of CENC @ Wilmington
Port City United
Wilmington Treatment Center
Wilmington Health
Wilmington City Council
Coastal Carolinas Health Alliance
Cape Fear Collective
Liberty Healthcare
Coastal Horizons Center
Trillium Health Resources
New Hanover Disaster Coalition
YMCA of Southeastern NC
Wilmington Police Department
UNCW Latino Alliance
Leading Into New Communities, Inc.
Voyage of Wilmington
New Hanover Community Endowment
Cape Fear Coalition
The Harrelson Center
Liberty Healthcare
City of Wilmington
Cape Fear Clinic

NHC Schools
Good Shepherd Center
Smart Start of New Hanover County
Wilmington Chamber of Commerce
University of North Carolina Wilmington
Community Relations Advisory Committee
Communities in Schools of Cape Fear
NC Cooperative Extension
Town of Carolina Beach
Wave Transit
NC Cooperative Extension
NHRMC -Southeast Area Health Education Center
Centro Hispano
NourishNC
NHC Resiliency Task Force
United Way of the Cape Fear Area
YWCA of the Lower Cape Fear
Housing Authority of the City of Wilmington
Coastal Carolinas Health Alliance

- *Representative of a state, local, tribal, or regional governmental public health department (or equivalent department or agency)
- For a full list of agencies involved in the CHA process, including those representing underserved, low-income, and minority populations, please see the New Hanover County 2022 Community Health Needs Assessment report.