



Novant Health Brunswick Medical Center

Community Benefit Implementation Plan

Brunswick County

2013-2015

Approved by the Novant Health Brunswick Medical Center Board of Directors on December 10, 2013



Dear Community Resident:

It is our pleasure to share with you the 2013-2015 Novant Health Brunswick Medical Center Community Benefit Implementation Plan. On behalf of the Novant Health Brunswick Medical Center Board of Directors, Novant Health Brunswick 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 Brunswick County Health Department; we sincerely thank the Brunswick 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 Brunswick 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,

Shelbourn Stevens, President
Novant Health Brunswick Medical Center

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Table of contents

I. Introduction	3
a. Organization Overview	3
b. Our Community	3
II. Prioritized Health Needs	5
III. Issues Identified for Remediation	6
a. Priority 1: Chronic Disease & Disability Prevention (Diabetes)	6
b. Priority 2: Chronic Disease & Disability Prevention (Childhood Obesity)	7
c. Priority 3: Smoking During Pregnancy	9
IV. Unaddressed Health Needs	11
V. Role of the Board & Administration	11
VI. Appendix: Healthy People 2020 Indicators	12

I. Introduction

Novant Health Brunswick Medical Center 2013-2015 Community Benefit Implementation Plan is a collaborative effort with the Brunswick County Health Department and other community partners. Novant Health Brunswick Medical Center established the 2013-2015 Community Health Needs Assessment to identify the most pressing health needs of the population in the Novant Health Brunswick Medical Center service area. This Implementation Plan is designed to enhance the health of these populations.

a. Organization Overview

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 Brunswick Medical Center is a 74-bed hospital offering a wide range of services in emergency, medical, surgical, imaging, rehabilitative and maternity. We are a part of Novant Health, a leading regional healthcare system with more than 25,000 employees, 15 hospitals, 100 outpatient facilities and 350 physician practices in North Carolina, South Carolina, Virginia and Georgia.

By bringing together world-class technology and clinicians to provide quality care, Novant Health Brunswick Medical Center is committed to creating a healthcare experience that is simpler, more convenient and more affordable so patients can focus on getting better and staying healthy.

b. Our Community

Primary and Secondary Service Areas:

Brunswick County is divided into municipalities and small-incorporated areas. There are 19 municipalities, more than any other county in North Carolina. Municipalities include Bald Head Island, Belville, Boiling Spring Lakes, Bolivia, Calabash, Carolina Shores, Caswell Beach, Holden Beach, Leland, Navassa, Northwest, Oak Island, Ocean Isle Beach, Sandy Creek, Shallotte, Southport, St. James, Sunset Beach, Varnamtown.

Unincorporated Communities include Antioch, Ash, Batarota, Bell Swamp, Bishop, Biven, Bonaparte Landing, Boone's Neck, Bowensville, Brunswick Station, Camp Branch, Cedar Grove, Cedar Hill, Civietown, Clairmont, Clarendon, Coolvale, Doe Creek, Eastbrook, Easy Hill, Piney Grove, Supply, Sunset

Harbor, Winnabow. The primary and secondary service areas for Novant Health Brunswick Medical Center are listed below:

Novant Health Brunswick Medical Center Primary Service Area

Zip	City	County	State
28420	Ash	Brunswick	NC
28422	Bolivia	Brunswick	NC
28452	Longwood	Brunswick	NC
28459	Shalotte	Brunswick	NC
28462	Supply	Brunswick	NC
28470	Shalotte	Brunswick	NC
28451	Leland	Brunswick	NC
28479	Winnabow	Brunswick	NC
28467	Calabash	Brunswick	NC
28468	Sunset Beach	Brunswick	NC
28469	Ocean Isle Beach	Brunswick	NC
28461	Southport	Brunswick	NC
28465	Oak Island	Brunswick	NC

Novant Health Brunswick Medical Center Secondary Service Area

Zip	City	County	State	Zip	City	County	State
28423	Bolton	Columbus	NC	29572	Myrtle Beach	Horry	SC
28424	Brunswick	Columbus	NC	29575	Myrtle Beach	Horry	SC
28430	Cerro Gordo	Columbus	NC	29576	Murrells Inlet	Horry	SC
28431	Chadbourn	Columbus	NC	29577	Myrtle Beach	Horry	SC
28432	Clarendon	Columbus	NC	29578	Myrtle Beach	Horry	SC
28436	Delco	Columbus	NC	29579	Myrtle Beach	Horry	SC
28438	Evergreen	Columbus	NC	29581	Nichols	Horry	SC
28439	Fair Bluff	Columbus	NC	29582	North Myrtle Beach	Horry	SC
28442	Hallsboro	Columbus	NC	29587	Myrtle Beach	Horry	SC
28450	Lake Waccamaw	Columbus	NC	29588	Myrtle Beach	Horry	SC
28455	Nakina	Columbus	NC	29597	North Myrtle Beach	Horry	SC
28456	Riegelwood	Columbus	NC	28401	Wilmington	New Hanover	NC
28463	Tabor City	Columbus	NC	28402	Wilmington	New Hanover	NC
28472	Whiteville	Columbus	NC	28403	Wilmington	New Hanover	NC
29511	Aynor	Horry	SC	28404	Wilmington	New Hanover	NC
29526	Conway	Horry	SC	28405	Wilmington	New Hanover	NC

29527	Conway	Horry	SC	28406	Wilmington	New Hanover	NC
29528	Conway	Horry	SC	28407	Wilmington	New Hanover	NC
29544	Galivants Ferry	Horry	SC	28408	Wilmington	New Hanover	NC
29545	Green Sea	Horry	SC	28409	Wilmington	New Hanover	NC
29566	Little River	Horry	SC	28410	Wilmington	New Hanover	NC
29568	Longs	Horry	SC	28411	Wilmington	New Hanover	NC
29569	Loris	Horry	SC	28412	Wilmington	New Hanover	NC
				28428	Carolina Beach	New Hanover	NC
				28429	Castle Hayne	New Hanover	NC
				28449	Kure Beach	New Hanover	NC
				28480	Wrightsville Beach	New Hanover	NC

II. Prioritized Health Needs

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

1. Chronic Disease & Disability Prevention: Diabetes
2. Chronic Disease & Disability Prevention: Childhood Obesity
3. Smoking During Pregnancy

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

III. Issues Identified for Remediation

In the following section Novant Health Brunswick 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 Brunswick 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 Brunswick 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 Brunswick Medical Center’s role in community health. (See Appendix for Healthy People 2020 objectives that were evaluated).

Priority 1: Chronic Disease & Disability Prevention (Diabetes)

Between 2006 and 2010, diabetes ranked eighth (8th) in leading causes of death in Brunswick County. While the county has made progress on decreasing the number of diabetes related deaths during this same time period, it still serves as a leading co-morbidity for other chronic diseases.

Programs, resources and intended actions to address diabetes health need: Novant Health Brunswick Medical Center will offer community-based services through implementing community glucose screenings, community A1C screenings, and community diabetes educational seminars designed to increase awareness of diabetes, provide prevention and management techniques and support patients in their diagnosis.

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

Specific Action	Baseline	% Growth Target	Intervention Strategies	Tactics	Collaborative Partners
Community glucose/ A1C screenings	(NEW)	(NEW)	1.1 Generate interest in and participation in screenings	1.1.1 Identify locations to offer screenings	1. Brunswick County Health Department 2. Novant Health Medical Group 3. NAACP
				1.1.2 Target outreach to high-risk populations	
Community diabetes education	(NEW)	(NEW)	2.1 Generate interest in and participation in community seminars for community members with pre-diabetes and diabetes	2.1.1 Offer two seminars for community members with pre-diabetes or diabetes to provide additional education.	1. Novant Health Medical Group 2. Brunswick County Health Department 3. New Hope Clinic

Evaluation Plan: Novant Health Brunswick 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 Franklin Medical Center and community partner locations. Impact will be measured based on above growth target, as compared to baseline statistics.

2013-2014 Results
Hospital Contribution

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

The N.C. Legislative Taskforce on Childhood Obesity recently reported that 1 in 3 children in North Carolina aged 10 to 17 years old are overweight or obese. According to the 2011 Brunswick County Health Needs Assessment, the childhood obesity rate in Brunswick County is between 15 and 20 percent, which is equal to the state average. The state of North Carolina currently ranks 5th in the nation in childhood obesity. In addition, the 2011 Brunswick County Health Needs Assessment reported the percent of children who are physically active for 60 minutes per day: K – 5th grades (42%); 6th – 8th grades (32%); 9th – 12th grades (27%). The Brunswick County Health Assessment lists obesity prevention as the number one health priority for the area.

Programs, Resources and Intended Actions to Address Childhood Obesity Health Need: Novant Health Brunswick Medical Center recently developed the women’s and children’s wellness outreach program of which one goal is to help decrease childhood obesity in Brunswick County. As part of this program, the hospital is collaborating with Smart Start of Brunswick County, a group that has established community gardens for preschool aged children to learn about healthy eating, and the County’s WIC program, which provides many nutritional resources for children. In addition, the hospital periodically provides body mass index screenings and nutrition education in the community for both adults and children. All programs and partnerships are intended to increase access to healthy food, decrease weight and lower overall health risk factors for children.

Goal
<ul style="list-style-type: none"> • Increase the proportion of adults who are at a healthy weight. • Increase the proportion of worksites that offer nutrition or weight management classes.
Anticipated Impact
<ul style="list-style-type: none"> • Heighten awareness to the effects of obesity on overall wellness. • Increase the number of families that understand body mass index and weight guidelines. • Increase the number of families who have access to weight management resources in the community.
Priority Population
<input checked="" type="checkbox"/> Broader Community <input type="checkbox"/> Vulnerable Population

Specific Action	Baseline	% Growth Target	Intervention Strategies	Tactics	Collaborative Partners
Women’s and children’s wellness education	(NEW)	(NEW)	1.1 Coordinate efforts to decrease childhood obesity by bringing together key resources in the community	1.1.1 Establish taskforce of community leaders who work or will work on childhood obesity prevention efforts.	1. Brunswick County Schools 2. Brunswick County Health Department 3. New Hope Clinic 4. Local pediatricians
Children’s nutrition education	1 event	200%	2.1 Generate interest in and participation in community seminars and/or health fair events to help educate families on	2.1.1 Offer a minimum of two events for community members to provide additional education.	1. Brunswick County Schools 2. Brunswick County Health Department 3. New Hope Clinic 4. Local

			nutrition for children		pediatricians
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Evaluation Plan: Novant Health Brunswick 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 Brunswick Medical Center and community partner locations. New partnerships and school expansion plans will be monitored through the Novant Health Brunswick Medical Center community relations department. Impact will be measured based on above growth target, as compared to baseline statistics.

2013-2014 Results
Hospital Contribution

Priority 3: Smoking During Pregnancy

According to the 2011 Brunswick County Community Health Assessment, 15.9% of women in Brunswick County smoke while pregnant. This statistic is 5.5% higher than the state average of 10.4%.

Programs, Resources and Intended Actions to Address Smoking During Pregnancy Health Need: As part of the Women’s and Children’s Wellness Outreach program, Novant Health Brunswick Medical Center has established a referral process for use in the local OB/GYN office for women who report that they are currently smoking while pregnant. This referral includes free resources and education to help the expectant mother to stop smoking. In addition, Novant Health Brunswick Medical Center will establish smoking cessation classes to be offered to the community at-large and will specifically offer these classes to expectant moms currently smoking.

Goal
<ul style="list-style-type: none"> • Increase smoking cessation during pregnancy.
Anticipated Impact
<ul style="list-style-type: none"> • Decrease the number of pregnant women who are smoking in Brunswick County. • Increase the awareness of risk factors for mother and baby when mother smokes while pregnant.
Priority Population
<input type="checkbox"/> Broader Community <input checked="" type="checkbox"/> Vulnerable Population

Specific Action	Baseline	% Growth Target	Intervention Strategies	Tactics	Collaborative Partners
OB/GYN referrals for smoking cessation	(NEW)	(NEW)	1.1 Increase the number of pregnant women who smoke that receive specific information on smoking cessation	1.1.1 Targeted conversations and free resources referrals for women who self-report that they are smoking while pregnant	1. Brunswick County Health Department 2. OB/GYN physicians and nurses
Smoking cessation courses	(NEW)	200% (2 new courses)	2.1 Establish participants in smoking cessation courses	2.1.1. Offer two smoking cessation courses and promote through OB/GYN office as well as other physicians and healthcare providers throughout the community	1. Brunswick County Health Department

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

2013-2014 Results
Hospital Contribution

IV. Unaddressed Health Needs

Although Novant Health Brunswick 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
Minority Health (Cancer)	Lack of resources to comprehensively address need.	Brunswick County Health Department, Area Free Community Clinics
Minority Health (Hypertension)	Lack of resources to comprehensively address need.	Brunswick County Health Department, Area Free Community Clinics

V. Role of the Board and Administration

The Novant Health Brunswick 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. 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. The Novant Health Brunswick Medical Center Board of Directors approved both the Novant Health Brunswick Medical Center Community Health Needs Assessment and Community Benefit Implementation Plan. 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: 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).

Childhood 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).

Smoking During Pregnancy:

- Increase smoking cessation during pregnancy (Healthy People 2020; TU-6).