



## **Novant Health Prince William Medical Center**

**Community Benefit Implementation Plan**

**(Prince William County, Manassas City, Manassas Park, and Fauquier County)**

**2013-2015**

**Approved by the Novant Health Prince William Medical Center Board of Trustees on November 21, 2013**



Dear Community Resident:

It is our pleasure to share with you the 2013-2015 Novant Health Prince William Medical Center Community Benefit Implementation Plan. On behalf of the Novant Health Prince William Medical Center Board of Trustees, 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 Prince William Health District, Greater Prince William Coalition for Human Services, the United Way of the National Capital Area, and Community Health Solutions (on behalf of Fauquier Health); we sincerely thank these and other and other 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 Prince William 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,

Melissa Robson, President  
Novant Health Prince William Medical Center &  
Northern Virginia Market

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## I. Introduction

Novant Health Prince William Medical Center 2013-2015 Community Benefit Implementation Plan is a collaborative effort with the Prince William Health District, Greater Prince William Coalition for Human Services, the United Way of the National Capital Area, and Community Health Solutions (on behalf of Fauquier Health). Novant Health Prince William Medical Center and its collaborative community partners established the 2013-2015 community health needs assessment to identify the most pressing health needs in the Novant Health Prince William Medical Center service area. The Community Benefit Implementation Plan is designed to enhance the health of the most vulnerable populations in the community by offering programs and activities to address the prioritized health needs of the Novant Health Prince William Medical Center service area.

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

Novant Health is the parent company of Novant Health Prince William Medical Center and is a not-for-profit integrated health system consisting of 15 hospitals and a medical group consisting of over 1,000 physicians in over 350 clinic locations. In addition, Novant Health consists of numerous outpatient surgery centers, medical plazas, rehabilitation programs, diagnostic imaging centers and community health outreach programs. Novant Health's 25,000+ employees and physician partners care for patients and communities in North Carolina, Virginia, and South Carolina.

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 Prince William Medical Center is an acute care community hospital offering a wide range of services in emergency, heart and vascular, orthopedics and spine, imaging, women's and children's health, cancer, fitness and wellness, rehabilitation, behavioral health, comprehensive outpatient care and assisted living. By bringing together world-class technology and clinicians to provide quality care, we are 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

The Primary Service Area for Novant Health Prince William Medical Center is defined by the zip codes that are representative of 75% to 85% of the hospital’s in-patient population. The Primary Service Area includes the jurisdictions of Prince William County, Fauquier County, Manassas City, and Manassas City Park. The Secondary Service Area includes the jurisdictions of Prince William County, Fauquier County, Fairfax County, Loudon County, and Warren County.

**Primary Service Area Zip Codes:**

<b>Novant Health Prince William Health System Primary Service Area</b>			
<b>Zip</b>	<b>City</b>	<b>County/Jurisdiction</b>	<b>State</b>
20137	BROAD RUN	FAUQUIER	VA
20198	THE PLAINS	FAUQUIER	VA
20143	CATHARPIN	PRINCE WILLIAM	VA
20155	GAINESVILLE	PRINCE WILLIAM	VA
20156	GAINESVILLE	PRINCE WILLIAM	VA
20168	HAYMARKET	PRINCE WILLIAM	VA
20169	HAYMARKET	PRINCE WILLIAM	VA
20108	MANASSAS	MANASSAS CITY	VA
20110	MANASSAS	MANASSAS CITY	VA
20113	MANASSAS	MANASSAS PARK CITY	VA
20109	MANASSAS	PRINCE WILLIAM	VA
20111	MANASSAS	PRINCE WILLIAM	VA
20112	MANASSAS	PRINCE WILLIAM	VA
20136	BRISTOW	PRINCE WILLIAM	VA
20181	NOKESVILLE	PRINCE WILLIAM	VA
20182	NOKESVILLE	PRINCE WILLIAM	VA

## Secondary Service Area Zip Codes

Prince William Health System Secondary Service Area			
Zip	City	County/Jurisdiction	State
20115	MARSHALL	FAUQUIER	VA
20144	DELAPLANE	FAUQUIER	VA
20186	WARRENTON	FAUQUIER	VA
20187	WARRENTON	FAUQUIER	VA
22639	HUME	FAUQUIER	VA
22643	MARKHAM	FAUQUIER	VA
20105	ALDIE	LOUDOUN	VA
20117	MIDDLEBURG	LOUDOUN	VA
22642	LINDEN	WARREN	VA
20120	CENTREVILLE	FAIRFAX	VA
20121	CENTREVILLE	FAIRFAX	VA
20119	CATLETT	FAUQUIER	VA
22712	BEALETON	FAUQUIER	VA
22720	GOLDVEIN	FAUQUIER	VA
22728	MIDLAND	FAUQUIER	VA
22734	REMYNGTON	FAUQUIER	VA
22742	SUMERDUCK	FAUQUIER	VA
22025	DUMFRIES	PRINCE WILLIAM	VA
22026	DUMFRIES	PRINCE WILLIAM	VA
22134	QUANTICO	PRINCE WILLIAM	VA
22172	TRIANGLE	PRINCE WILLIAM	VA
22191	WOODBIDGE	PRINCE WILLIAM	VA
22192	WOODBIDGE	PRINCE WILLIAM	VA
22193	WOODBIDGE	PRINCE WILLIAM	VA

## II. Prioritized Health Needs

The Novant Health Prince William Medical Center leadership team and Board of Trustees selected these two significant health priorities to address in the Implementation Plan:

1. Chronic Disease & Disability Prevention: Diabetes
2. Chronic Disease & Disability Prevention: Obesity

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

## III. Issues Identified for Remediation

In the following section Novant Health Prince William Medical Center will address each of its prioritized health needs. Each need includes actions that must be taken to achieve improved community health. Outlined within each need, Novant Health Prince William 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 Prince William 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 Prince William Medical Center's role in community health (See Appendix for Healthy People 2020 objectives that were evaluated).

### **Priority 1: Chronic Disease & Disability Prevention (Diabetes)**

For 2011, Diabetes ranked as the 6<sup>th</sup> leading causes of death in the Greater Prince William Area. 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 Prince William Medical Center offers community based services including diabetes education and screenings. The diabetes education and screenings are intended to increase awareness of diabetes, diagnose diabetes, and provide prevention and management techniques and support to patients in their diagnosis.

<b>Goal</b>
<ul style="list-style-type: none"> <li>• Increase the proportion of persons with diabetes whose condition has been diagnosed</li> <li>• Increase the proportion of persons with diagnosed diabetes who receive formal education</li> </ul>
<b>Anticipated Impact</b>
<ul style="list-style-type: none"> <li>• Increase the number of persons who understand the signs/symptoms, risk factors, and statistics related to diabetes/pre-diabetes.</li> <li>• Increase the number of persons who have access to A1C screenings, diabetes support, and education.</li> </ul>
<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
Community glucose/A1c screenings	35	571% (200 persons)	1.1 Increase number of community screenings	1.1.1 Identify new locations to offer screenings 1.1.2 Targeted outreach to high risk populations 1.1.3 Conduct quarterly screening events	1. Greater Prince William Area City/County 2. Greater Prince William Area Civic organizations 3. Greater Prince William Area faith-based orgs. 4. Internal partners
Community diabetes education	177	33.9% (237 persons)	2.1 Increase number of participants in diabetes education classes	2.1.1 Enroll newly diagnosed diabetes patients into education program	1. Greater Prince William Community Health Center 2. Free Clinic 3. Prince William Health District 4. Civic Organizations 5. Faith based Organizations



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

<b>2013-2014 Results</b>
•
<b>Hospital Contribution</b>

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

National Center for Health Statistics show that 60 million U.S. adults 20 years of age and older are obese. The percentage of young people who are overweight has more than tripled since 1980. Among children and teens aged 6–19 years, over 9 million young people are considered overweight. In 2013, the American Medical Association (AMA) recognized obesity as a disease. According to the AMA, the prevalence of obesity has approximately tripled from 13% of adults and 5% percent of children in 1980 to 34% of adults and 17% of children. In the Greater Prince William Area, obesity was ranked as the 2<sup>nd</sup> highest overall health concern for the community, and the highest ranked concern for the Fauquier County community.

**Programs, Resources and Intended Actions to Address Obesity Health Need:** Novant Health Prince William Medical Center will offer screenings to address the issue of obesity. Additionally, Novant Health Prince William Medical Center will collaborate with various community partners to support other nutrition programs throughout the Novant Health Prince William Medical Center service area. All programs and partnerships are intended develop obesity awareness and to lower overall obesity health risk factors.

<b>Goal</b>
• Increase the proportion of adults who are at a healthy weight
<b>Anticipated Impact</b>
• Increase the number of families that understand body mass index and weight guidelines
<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	NEW	NEW	1.1 Increase number of participants in BMI screenings	1.1.1 Conduct quarterly obesity screening programs 1.1.2 Provide obesity related education to at risk community members identified through community screenings	1. Greater Prince William Area City/County 2. Greater Prince William Area Civic organizations 3. Greater Prince William Area faith-based orgs. 4. Internal partners

**Evaluation Plan:** Novant Health Prince William Medical Center will accurately track screening data through Lyon Software (CBISA). New partnerships will be monitored through the Community Relations. Impact will be measured based on above growth target, as compared to baseline statistics.

<b>2013-2014 Results</b>
•
<b>Hospital Contribution</b>

## IV. Unaddressed Health Needs

Although Novant Health Prince William 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:

Greater Prince William Area:

Need	Explanation	Existing Community Assets Fulfilling Need
Dental Care	Outside of Novant Health Prince William Medical Center's scope of services	Prince William Health District; Community Free Clinic; GPWCHC
Access to Healthy Foods	Outside of Novant Health Prince William Medical Center's scope of services	DSS, C.O.R.E, Live Well/Achieve, VA Cooperative Extension
Child Abuse/Neglect	Outside of Novant Health Prince William Medical Center's scope of services	CASA, DSS, Boys and Girls Club
Distracted Driving	Outside of Novant Health Prince William Medical Center's scope of services	Distracted driving tour-kramerintl.com
Aging Issues	Outside of Novant Health Prince William Medical Center's scope of services	Area Agency on Aging, DSS

Fauquier County:

Need	Explanation	Existing Community Assets Fulfilling Need
Mental Illness	Lack of resources to comprehensively address need.	Fauquier County Mental Health Association; Fauquier Free Clinic
Alcohol Use	Outside of Novant Health Prince William Medical Center's scope of services	Fauquier CADRE
Heart Disease/Stroke	Lack of resources to comprehensively address need.	Fauquier Health
Substance Abuse-Illegal Drugs	Outside of Novant Health Prince William Medical Center's scope of services	Fauquier CADRE
Dental Care/Oral Health	Outside of Novant Health Prince William Medical Center's scope of services	Fauquier Free Clinic

Substance Abuse-Prescription Drugs	Outside of Novant Health Prince William Medical Center's scope of services	Fauquier CADRE
Alzheimer's Disease	Outside of Novant Health Prince William Medical Center's scope of services	Aging Together Fauquier Home Care Services
Asthma	Lack of resources to comprehensively address need.	Fauquier Free Clinic
Cancer	Lack of resources to comprehensively address need.	Fauquier Free Clinic
Domestic Violence	Outside of Novant Health Prince William Medical Center's scope of services	Fauquier Dept. of Social Services
Tobacco Use	Outside of Novant Health Prince William Medical Center's scope of services	Fauquier CADRE
Infectious Diseases	Lack of resources to comprehensively address need.	Fauquier Free Clinic; Fauquier Health
Autism	Outside of Novant Health Prince William Medical Center's scope of services	VCU Autism Center for Excellence
Respiratory Diseases (Other Than Asthma)	Lack of resources to comprehensively address need.	Fauquier Free Clinic; Fauquier Health
Intellectual Developmental Disabilities	Outside of Novant Health Prince William Medical Center's scope of services	Fauquier County (Special Olympics Program)
Arthritis	Lack of resources to comprehensively address need.	Fauquier Free Clinic
Sexually Transmitted Diseases	Lack of resources to comprehensively address need.	Fauquier Free Clinic
Prenatal Pregnancy Care	Lack of resources to comprehensively address need.	Fauquier Free Clinic
Teen Pregnancy	Outside of Novant Health Prince William Medical Center's scope of services	Fauquier Free Clinic
HIV/AIDS	Lack of resources to comprehensively address need.	Fauquier Free Clinic

## **V. Role of the Board and Administration**

The Novant Health Prince William Medical Center Board of Trustees and administration are active participants in the community benefit process. The Board of Trustees approved the Novant Health Prince William Medical Center Community Health Needs Assessment and this Implementation Plan. Through strategic planning initiatives focused on chronic disease, community health outreach, and access to care, leadership provides direction on actions and intended impact. Administrative leaders serve on the county assessment process, priority setting committee and action planning team and hospital board members participate and provide influence to the community benefit plans. All members are actively involved in the priority setting discussion and outreach planning process. Additionally, community benefit reports are provided to the board and facility leadership teams throughout the calendar year for ongoing education.

## **VI. Appendix: 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).