



Novant Health Rowan Medical Center

Community Benefit Implementation Plan

Rowan County, North Carolina

2013-2015

Approved by the Novant Health Rowan Medical Center Board of Directors on September 25, 2013

Table of Contents

I. Introduction	
a. Our community	3
II. Prioritized health needs	
a. County prioritization	6
b. Facility prioritization	7
III. Issues identified for remediation	
a. Priority 1: Diabetes	8
b. Priority 2: Obesity	9
c. Priority 3: Heart disease	11
d. Priority 4: Cancer	12
e. Priority 5: Access to care	13
IV. Unaddressed needs	14
V. Role of the board & administration	16
VI. Appendix	17

Introduction

Novant Health Rowan Medical Center, in partnership with the Rowan County United Way, City of Salisbury, Rowan County, and Centralina Council of Governments conducted a community health needs assessment in FY2012-2013 to identify the most pressing health needs in our community. This community benefit implementation plan is designed to enhance the health of the most vulnerable populations in the community by describing the health and wellness programming, clinical services and financial support Rowan 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. 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.

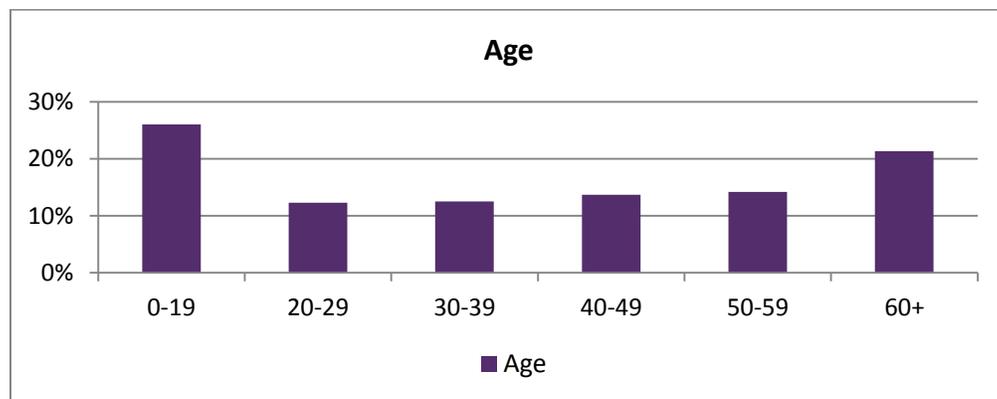
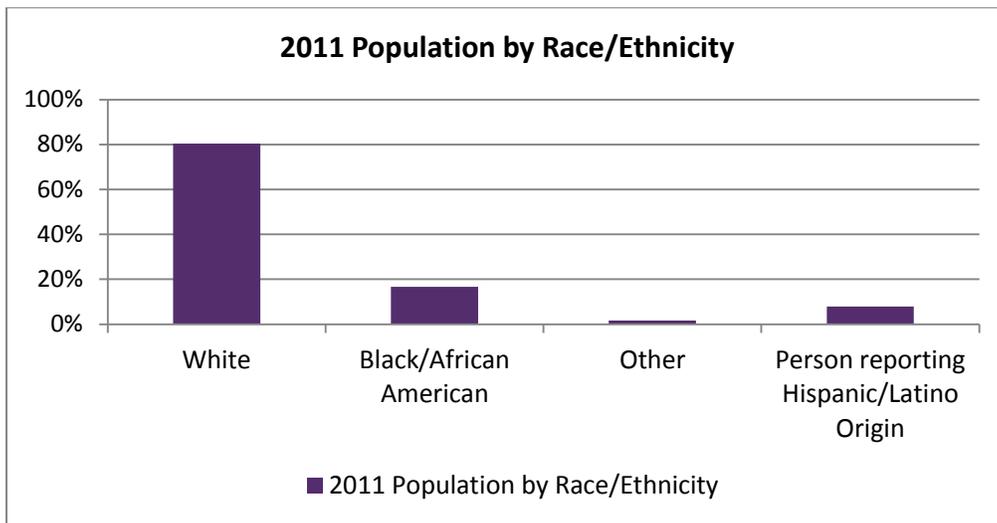
Novant Health Rowan Medical Center offers a full continuum of emergency, medical, surgical, rehabilitative and behavioral health services. In partnership with the Novant Health Medical Group, Rowan Medical Center provides primary and specialty care, free screenings, and health education across our service area. The community benefit work provided is designed to meet the greatest needs in our community and support some of the county's most vulnerable populations. Through health improvement activities, Rowan Medical Center showcases our commitment to fulfilling our mission and improving the health of our community.

Our community

Rowan County, Rowan Medical Center's primary service area and defined community, is located in the south central piedmont area of North Carolina. Salisbury is the major urban area of the county located 42 miles north of Charlotte and 50 miles south of Greensboro. Rowan County is comprised of 11 cities and towns: China Grove, Cleveland, Spencer, East Spencer, Enochville, Faith, Granite Quarry, Kannapolis,

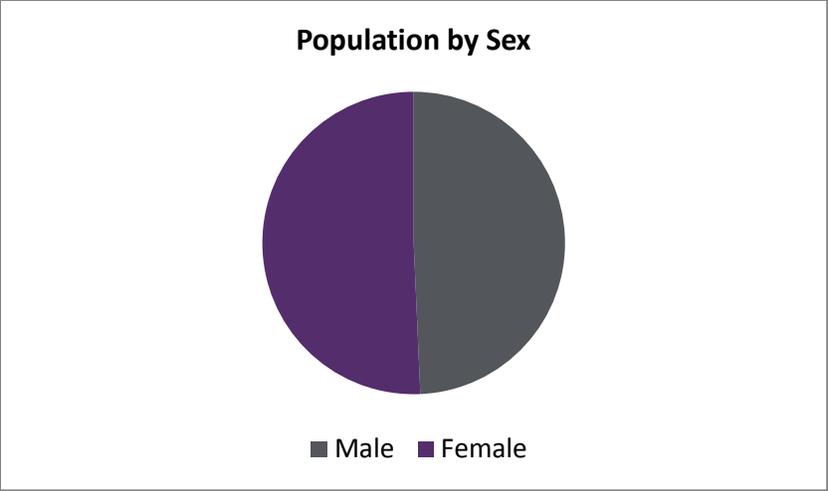
Landis, Rockwell, and Salisbury. The largest metropolitan area is Salisbury, which is the county seat. The county is divided into fourteen townships: Atwell, China Grove, Cleveland, Franklin, Gold Hill, Litaker, Locke, Morgan, Mount Ulla, Providence, Salisbury, Scotch Irish, Steele, and Unity.

Rowan County is bound on the north by Davie County, northeast by Davidson County, west by Iredell, southeast by Stanley, and to the south by Cabarrus. The county has a total area of 524 square miles. The county’s eastern border is formed by the Yadkin River and Interstate 85 passes through the county from the southwest to northeast. Based on 2012 estimates, Rowan County had just more than 138,000 residents¹, which is a 0.2% decline since April, 2010. Demographic data for Rowan County is outlined below²:



¹ U.S. Census Bureau (2013). State & County QuickFacts. <http://quickfacts.census.gov/qfd/states/37/37159.html>

² U.S. Census Bureau (2013). State & County QuickFacts. <http://quickfacts.census.gov/qfd/states/37/37159.html>



According to the 2010 Rowan Health and Human Services Needs Assessment, the age group with the greatest growth since the 2000 Census was 60-64 year olds (an increase of 54%). Additionally, between 2000 and 2010, the 65+ population increased by 9.5%³.

In 2010, the American Community Survey 1- Year Estimate indicated that two-thirds of Rowan County residents live under 300% of the poverty threshold (details below)⁴. Additionally, the Bureau of Labor Statistics states that Rowan County has a current unemployment rate of 11.5%, down from 15% in 2010, yet higher than the State average of 10.5%⁵.

	Rowan County		North Carolina	
Level	Number	Percent	Number	Percent
Up to 1 Time Poverty Level	28,664	21.3%	1,627,602	17.5%
Between 1-2 Times Poverty Level	28,887	21.5%	1,916,401	20.6%
Between 2-3 Times Poverty Level	29,529	22.0%	1,673,133	18.0%
Total	87,080	64.8%	5,217,136	56.1%

³ Rowan County Health Department (2012). 2012 Rowan Health and Human Services Needs Assessment, 13. <http://www.rowancountync.gov/Portals/0/Government/Departments/Health%20Department/documents/2012%20Rowan%20Health%20and%20Human%20Services%20Needs%20Assessment%20Results%20Report.pdf>

⁴ Rowan County Health Department (2012). 2012 Rowan Health and Human Services Needs Assessment, 38. <http://www.rowancountync.gov/Portals/0/Government/Departments/Health%20Department/documents/2012%20Rowan%20Health%20and%20Human%20Services%20Needs%20Assessment%20Results%20Report.pdf>

⁵ Rowan County Health Department (2012). 2012 Rowan Health and Human Services Needs Assessment, 13. <http://www.rowancountync.gov/Portals/0/Government/Departments/Health%20Department/documents/2012%20Rowan%20Health%20and%20Human%20Services%20Needs%20Assessment%20Results%20Report.pdf>

According to the most recent housing statistics (2010), Rowan County has more than 17,700 housing units that are renter occupied, as compared to more than 42,500 units that are owner occupied⁶. Over 7,500 households are headed by females⁷. Rowan County’s median household income is \$43,121⁸.

Prioritized health needs

Rowan Medical Center was able to identify key issues within the community due to the support of Rowan County, Rowan County United Way, and the City of Salisbury, with support from Centralina Council of Governments. To ensure input from public health professionals, leaders of medically underserved communities, and persons with broad knowledge of the community were invited to be members of the Assessment Steering Committee (See Appendix A for a complete list of team members).

Community prioritization⁹

The results of the county’s varied data collection methodologies, including focus groups, resulted in an overall assessment of the human service needs of Rowan County residents. These results informed the Steering Committee as they developed a set of strategies to address these needs between April and July 2012. The Steering Committee was assisted by a second round of focus groups, where selected members from the first round of focus groups met to review the results of the data collection process. The focus group members were asked to identify the most pressing needs for Rowan County and affected organizations to meet those needs.

To prioritize the needs, the following chart was presented for discussion. All items highlighted in gray reflect prioritized needs by location of data collected:

2012 Rowan Health and Human Service Needs Assessment Matrix			
Issues identified	Where issues were identified		
	Phone survey	Secondary data	Focus groups
Dental Care			
Medical Care			
Unemployment			
Educational Achievement			
Child Care Cost/Availability			
Youth Poverty			
Chronic Disease Frequency			
Crime			
Teen Pregnancy			
Physical Fitness			

⁶ U.S. Census Bureau (2013). State & County QuickFacts. <http://quickfacts.census.gov/qfd/states/37/37159.html>

⁷ Log Into North Carolina (2013). NC Census Lookup. http://data.osbm.state.nc.us/pls/linc/dyn_linc_main.show

⁸ U.S. Census Bureau (2013). State & County QuickFacts. <http://quickfacts.census.gov/qfd/states/37/37159.html>

⁹ Rowan County Health Department (2012). 2012 Rowan Health and Human Services Needs Assessment, 2-3. <http://www.rowancountync.gov/Portals/0/Government/Departments/Health%20Department/documents/2012%20Rowan%20Health%20and%20Human%20Services%20Needs%20Assessment%20Results%20Report.pdf>

Illegal Drug Abuse			
Prescription Drug Abuse			
Mental Health Services/Counseling			
Improving Perceptions			
Mental Health Issues			
Bullying			
Transportation			
Hispanic Issues			

Based on extensive collection and analysis of public health-related primary and secondary data, primary and secondary health-related issues were identified as important and meriting additional discussion¹⁰:

Primary issues:

- 1) Dental and medical care
- 2) Employment – availability and access to jobs
- 3) Educational achievement

Secondary issues:

- 1) Child care costs, availability, and youth poverty
- 2) Teen pregnancy
- 3) Prescription drug abuse
- 4) Chronic disease frequency

Facility prioritization

In addition to the county data, Rowan Medical Center reviewed the top five diagnosis codes for inpatient and outpatient hospital emergency room visits in 2012. This data, along with the eight identified county priorities were then collectively reviewed by the Rowan 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 five significant health priorities:

1. Diabetes
2. Obesity
3. Heart disease
4. Cancer
5. Access to care

¹⁰ Rowan County Health Department (2012). 2012 Rowan Health and Human Services Needs Assessment, 3. <http://www.rowancountync.gov/Portals/0/Government/Departments/Health%20Department/documents/2012%20Rowan%20Health%20and%20Human%20Services%20Needs%20Assessment%20Results%20Report.pdf>

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

Issues for remediation

In the following section Rowan Medical Center will address each of the top five prioritized needs. Each need includes actions that must be taken to achieve improved community health. Outlined with in each need, Rowan Medical Center will identify the description of need, programs, resources and intend actions, anticipated impact, priority populations, intervention strategies, tactics for achievement, growth targets, and community partners.

The following action plans were developed through evaluation of Rowan 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 Rowan 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

Between 2006-2010, Diabetes ranked eighth (8th) in leading causes of death in Rowan 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 need: Rowan Medical Center offers community based services including diabetes education group and individual classes as well as glucose screenings. Additionally, Rowan Medical Center provides an inpatient diabetes navigator to all patients in need and conducts an A1c screening on patients admitted to the facility. All of the aforementioned programs are intended to increase awareness of diabetes, provide prevention and management techniques and support patients in their diagnosis.

Goal
<ul style="list-style-type: none"> • Increase awareness of diabetes risk factors and provide educational resources and tools to prevent and manage the condition.
Anticipated impact
<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.
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*	291	25%	1.1 Increase number of participants in screenings	1.1.1 Identify new locations to offer screenings	1. YMCA 2. Novo Nordisk
				1.1.2 Targeted outreach to high risk populations	
Community diabetes education	1,326	30%	2.1 Increase number of participants in diabetes education classes	2.1.1 Automatically enroll newly diagnosed diabetes patients into formal education program	1. Rufty Holmes Senior Center 2. Novant Health Medical Group 3. Good Shepherd Clinic

**Programs included in this baseline calculation are duplicative with the Obesity and Heart Disease programs; these duplications are due to comprehensive biometric assessments.*

Evaluation plan: Rowan Medical Center will accurately track screening data through Lyon Software (CBISA) and 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.

2013-2014 results
Hospital contribution

Priority 2: Obesity

According to The Robert Wood Johnson Foundation and University of Wisconsin Health Rankings, 32% of adults in Rowan County are overweight or obese and 30% of adults report no leisure or physical activity. The report also cited that 44% of Rowan County restaurants are classified as fast food. Additionally, the Rowan County Health Needs Assessment identified physical activity as a need in secondary data sources.

Programs, resources and intended actions to address obesity need: Rowan Medical Center offers programs to address obesity needs, including Fit for Motion, nutrition and exercise curriculum for second grade students, body mass index screenings, nutrition education, weight loss support groups and nutrition counseling. Additionally, Rowan Medical Center collaborates with various community partners to support other nutrition and fitness programs throughout Rowan County. These programs include 1) Mobile Farm Fresh, a community service to increase fresh fruits/vegetables distribution in food deserts,

2) NC Prevention Partners, a program designed to increase nutrition offerings at worksites, 3) support of the Salisbury Runners, a community club whose goal is to increase physical activity and 4) activities and programs with Livingstone College. All programs and partnerships are intended to increase access to healthy food, decrease weight and lower overall health risk factors.

Goal
<ul style="list-style-type: none"> Heighten awareness to the effects of obesity on overall wellness.
Anticipated impact
<ul style="list-style-type: none"> 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
Body mass index (BMI) Screenings*	251	25%	1.1 Increase number of participants in BMI screenings	1.1.1 Identify new locations to offer BMI screenings	1. YMCA
Community nutrition education	1,154	35%	2.1 Increase number of participants in nutrition education classes	2.1.1 Identify new locations to offer nutrition education	
				2.1.2 Identify new community partnerships	
Fit for Motion	12 schools	2 new schools	3.1 Increase number of students and family members participating in Fit for Motion	3.1.1 Increase parent participation	1. Rowan Salisbury Schools 2. YMCA
				3.1.2 Identify ways to increase school participation	

**Programs included in this baseline calculation are duplicative with the Diabetes and Heart Disease programs; these duplications are due to comprehensive biometric assessments.*

Evaluation plan: Rowan Medical Center will accurately track screening data through Lyon Software (CBISA) and monitor class enrollment and completion rates for programs offered at both the hospital and community partner locations. New partnerships and school expansion plans will be monitored

through the Community Relations department. Impact will be measured based on above growth target, as compared to baseline statistics.

2013-2014 results
Hospital contribution

Priority 3: Heart disease

Heart disease is one of the leading causes of disease related death in Rowan County. In 2009, Rowan County had 234 heart disease related deaths per 100,000 residents, which is greater than the state average of 183 residents. Additionally, during the community phone survey residents stated they needed assistance with chronic health problems, including hypertension, diabetes, and obesity.

Programs, resources and intended actions to address heart disease need: Rowan Medical Center currently 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.

Goal
<ul style="list-style-type: none"> • Increase the awareness of heart disease risk factors and provide subsequent education for prevention.
Anticipated impact
<ul style="list-style-type: none"> • Increase the number of adults who have had a comprehensive health risk assessment within the preceding 5 years. • 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.
Priority population
<input type="checkbox"/> Broader Community <input checked="" type="checkbox"/> Vulnerable Population

Specific action	Baseline	% Growth target	Intervention strategies	Tactics	Collaborative partners
Cardiac Clinics*	499	15%	1.1 Increase number of participants in heart risk assessment and vascular clinics	1.1.1 Targeted outreach to high risk populations	

Other cardiac related screenings	1,337	25%	2.1 Increase number of participants in lipid and blood pressure screenings	2.1.1. Targeted outreach to high risk populations	
Community education	1,474	15%	3.1 Increase awareness of cardiac risk factors	3.1.1. Identify new locations to offer cardiac education	1. YMCA
				3.2.1 Targeted outreach to high risk populations	1. Livingstone College 2. Rowan County EMS

**Programs included in this baseline calculation are duplicative with the Diabetes and Obesity programs; these duplications are due to comprehensive biometric assessments.*

Evaluation plan: Rowan Medical Center will accurately track screening data through Lyon Software (CBISA) and 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.

2013-2014 results
Hospital contribution

Priority 4: Cancer

Cancer is one of the leading causes of disease related death in Rowan County. In 2009, Rowan County had 211 cancer related deaths per 100,000 residents, which is greater than the state average of 186 residents. Breast and prostate cancer had the highest cancer incidence rates in Rowan County.

Programs, resources and intended actions to address cancer need: Rowan Medical Center offers mobile mammography services, which provide free screenings for uninsured women through a partnership with Komen. Additionally, Rowan Medical Center provides community education on all cancer types and support groups for breast and prostate cancer. All services are intended to increase awareness, knowledge of risk factors and symptoms and encourage patient/provider discussions.

Goal
<ul style="list-style-type: none"> Increase early detection and awareness in an attempt to reduce the number of stage 3 & 4 cancer diagnosis.

Anticipated impact	
<ul style="list-style-type: none"> • Increase the number of uninsured/underinsured women who receive a breast cancer screening based on the most recent guidelines. • Increase the number of men who have discussed with their healthcare provider whether to have a prostate-specific antigen (PSA) test to screen for prostate cancer. 	
Priority population	
<input type="checkbox"/> Broader Community	<input checked="" type="checkbox"/> Vulnerable Population

Specific action	Baseline	% Growth target	Intervention strategies	Tactics	Collaborative partners
Screenings	233	10%	1.1 Increase number of participants in cancer screenings	1.1.1 Targeted outreach to high risk populations	1. Komen
Community education	675	20%	2.1 Increase awareness of cancer risk factors	2.1.1. Identify new locations to offer cancer education	
				2.2.1 Targeted outreach to high risk populations	1. American Cancer Society

Evaluation plan: Rowan Medical Center will accurately track screening data through Lyon Software (CBISA) and 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.

2013-2014 results
Hospital contribution

Priority 5: Access to care

According to Rowan County Community Needs Assessment focus groups, access to care was the number one priority concerning the community. Seventy-five percent of the population indicated they needed assistance with medical care for themselves or a household member. Additionally, 28.8% of telephone respondents had at least one household member not covered by health insurance, leading to limited-to-no medical care.

Programs, resources and intended actions to address access to care need: Rowan Medical Center provides community nurse services and congregational health programs, along with financial support for community dental clinics, free clinics, and the local federally qualified health care center. Additionally, Rowan Medical Center provides medical homes, assistance with Medicaid/Medicare enrollment and support for the new with marketplace enrollment. All programs and support is intended to assist the community with gaining access to a primary care provider for ongoing medical support with the intended purpose of chronic disease prevention and management.

Goal
<ul style="list-style-type: none"> • Provide all individuals, regardless of ability to pay, an option for routine primary care and screenings.
Anticipated impact
<ul style="list-style-type: none"> • Increase the number of individuals utilizing community nurse services. • Increase financial support of community based health clinics and congregational health programs leading to increased access to healthcare services.
Priority population
<input type="checkbox"/> Broader Community <input checked="" type="checkbox"/> Vulnerable Population

Specific action	Baseline	% Growth target	Intervention strategies	Tactics	Collaborative partners
Community nurse services	1,559	30%	1.1 Increase the number of participants utilizing a community nurse service	1.1.1 Targeted outreach to high risk populations	
Congregational health	28 health promoters	4 new promoters	2.1 Increase the number of health promoters providing services	2.1.1. Targeted outreach to high risk populations	

Evaluation plan: Rowan Medical Center will accurately track the number of participants with community nurses services and congregational health promoters through Lyon Software (CBISA). Impact will be measured based on above growth target, as compared to baseline statistics.

2013-2014 results
Hospital contribution

Unaddressed health needs

Although Rowan 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
Dental care	Outside of Rowan Medical Center's scope of services	Rowan County Health Department (Smile Center); Community free clinics
Employment	Outside of Rowan Medical Center's scope of services	Goodwill (Career Connection); Rowan County (Work First Employment Program, Division for Workforce Solutions); Rowan County (JobLink Career Center); Centralina Workforce Development Board; Salvation Army; Salisbury-Rowan Community Service Council
Educational achievement	Outside of Rowan Medical Center's scope of services	Rowan-Salisbury School System; Communities in Schools; Rowan-Cabarrus Community College; Rowan County Library System (online educational resources)
Child care cost, availability, and youth poverty	Outside of Rowan Medical Center's scope of services	Rowan County (Child Day Care Subsidy Program); Smart Start (Pre-K programs and referrals to area child care centers); Child Care Services Inc (Child Care Search); Salvation Army (Boys & Girls Club; Crisis Assistance); Rowan Helping Ministries
Teen pregnancy	Other agencies addressing need	Rowan County Health Department (Health Links); Healthy Baby Coalition of Rowan County; Families First; Rowan-Salisbury School System (Family Life Education Curriculum); Pregnancy Support Center
Prescription drug abuse	Outside of Rowan Medical Center's scope of services	Salvation Army (Adult Rehabilitation); Project Lazarus; Allies for Substance Abuse Prevention; Piedmont Behavioral Healthcare – Rowan Center; Alcohol and Drug Council of North Carolina (referral services)
Chronic disease frequency	Addressed in specific chronic disease indicators identified previously	N/A

Role of the board and administration

The Rowan 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
Advisory committee	
Judy Grissom	Rowan-Salisbury School System
Leonard Wood	Rowan County Health Department
Amy Smith	Rowan County Health Department
Steve Joslin	Rowan County Health Department
Sandra Wilkes	Rowan County Department of Social Services
Donna Fayko	Rowan County Department of Social Services
Gary Page	Rowan County
Dave Treme	Retired (City of Salisbury)
Doug Paris	City of Salisbury
John Gerstenmier	Smart Start Rowan
Dari Caldwell	Novant Health Rowan Medical Center
Valerie Stewart	Novant Health Rowan Medical Center
Rick Parker	Novant Health Rowan Medical Center
Rick Eldridge	Rufty-Holmes Senior Center
Dave Setzer	Blanche & Julian Robertson Foundation
Bob Lippard	Rowan County United Way

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).

Cancer:

- Increase the proportion of women who receive a breast cancer screening based on the most recent guidelines (Healthy People 2020; C-17).
- Increase the proportion of men who have discussed with their healthcare provider whether to have a prostate-specific antigen (PSA) test to screen for prostate cancer (Healthy People 2020; C-19).
- Increase the proportion of men who receive a prostate screening based on the most recent guidelines. (similar to C-17).