



Novant Health Brunswick Medical Center

Community Benefit Implementation Plan

Brunswick County, North Carolina

2019-2021

Approved by the Novant Health Coastal Region Board of Trustees on Tuesday, October 22, 2019

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I. Introduction

Novant Health Brunswick Medical Center (NHBMC), in partnership with Brunswick County Health Services conducted a community health needs assessment in 2019 to identify the most pressing health needs in our community. Novant Health Brunswick 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 Brunswick Medical Center is an integral part of the Novant Health system (collectively known as "Novant Health"). Novant Health (NH) is a non-profit integrated health care system of 15 medical centers and a medical group with over 575 clinic locations. Other facilities and programs include outpatient surgery and diagnostic centers, charitable foundations, rehabilitation programs, and community health outreach programs. Novant Health and its affiliates serve their communities with programs including health education, home health care, prenatal clinics, community clinics and immunization services. Novant Health's over 25,000 employees and physician partners care for patients and communities in North Carolina, South Carolina, and Virginia.

Mission

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

Our employees and physician partners strive every day to bring our mission, vision and values to life. We demonstrate this commitment to our patients in many different ways. Our organization:

- Maintains an active community health outreach program.
- Demonstrates superior outcomes for many health conditions as indicated by our state and national quality scores.
- Creates innovative programs that address important health issues, with many of our programs and services being recognized nationally.
- Believes in its role as a good corporate citizen, working with community agencies and organizations to make our communities better places to live and work.

Novant Health Brunswick Medical Center (NHBMC), was opened in 1977 as Brunswick Community Hospital, an acute care facility in the heart of Brunswick County. In 2006, Novant Health was selected by Brunswick County Hospital Authority to provide healthcare services to counties in eastern North Carolina. In 2011, our new facility opened its doors to the community. NHBMC is a 74-bed facility that provides maternity care, emergency services, surgery, outpatient diagnostic testing and other community healthcare programs.

b. Our Community

Primary and Secondary Service Areas

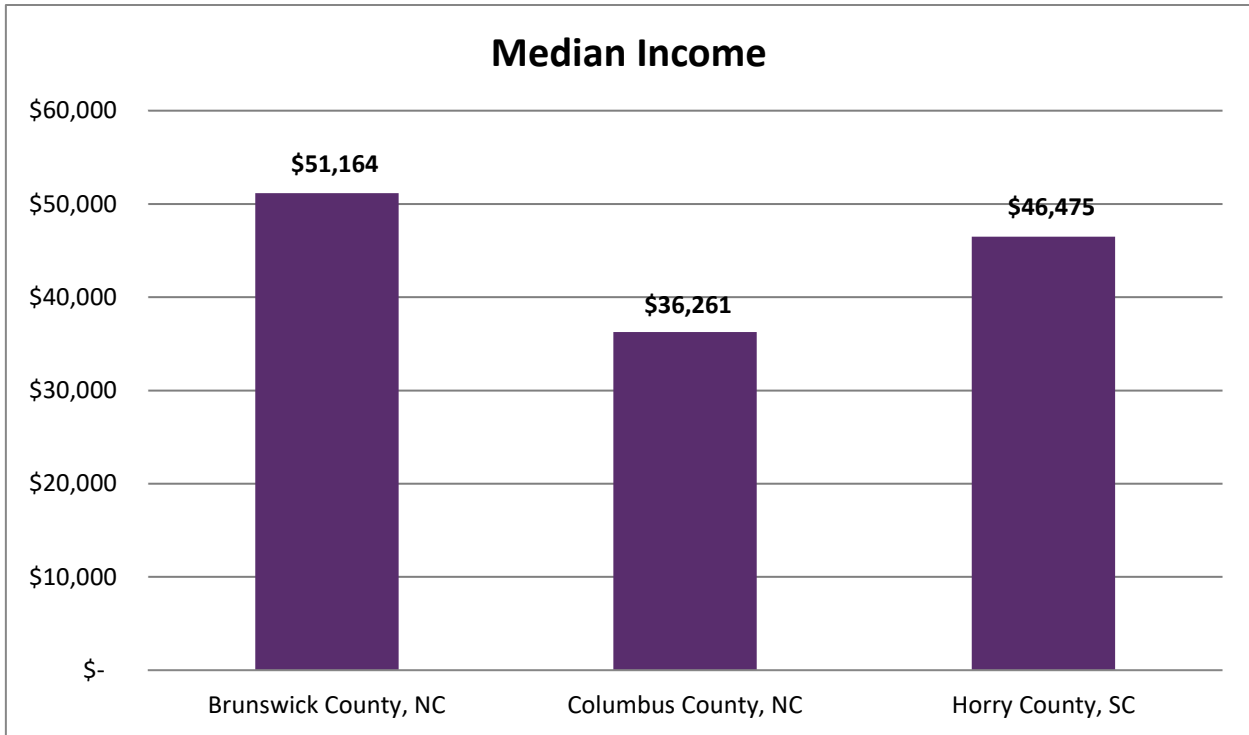
The Primary Service Area for Novant Health Brunswick Medical Center is defined by the zip codes that represent more than 75% of the hospital’s in-patient population as outlined below:

Zip Code	City	County
28462	Supply	Brunswick
28470	Shalotte	Brunswick
28469	Ocean Isle Beach	Brunswick
28422	Bolivia	Brunswick
28467	Calabash	Brunswick
28261	Southport	Brunswick
28251	Leland	Brunswick
28468	Sunset Beach	Brunswick

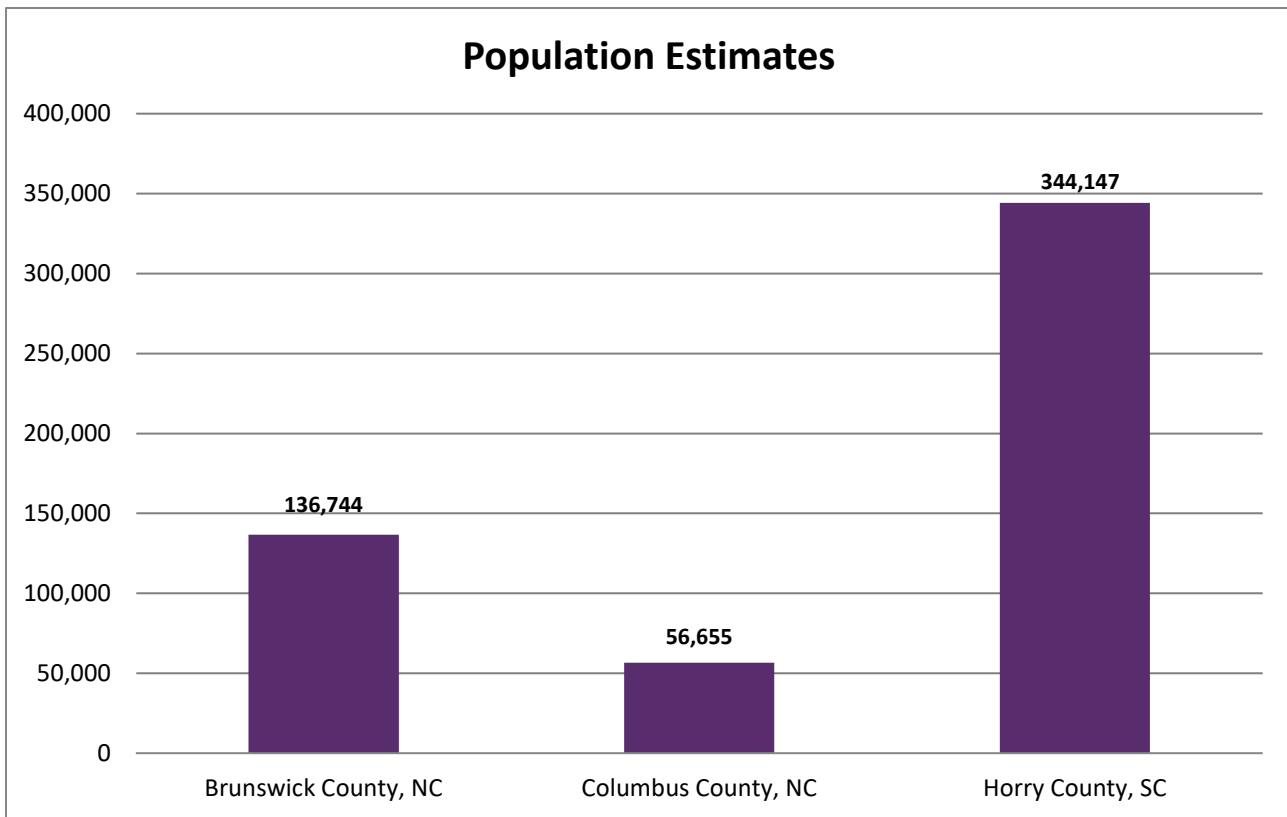
Brunswick County, NHBMC’s primary service area and defined community, includes the county seat of Bolivia. Based on 2018 estimates¹, Brunswick County has a population of 136,744 residents. Estimates indicate that Brunswick County’s population grew 27.3% since the 2010 US Census when there were an estimated 107,431 county residents. The County covers an 846.97 square mile area, with an average of 126.8 persons per square mile.

The Primary Service Area includes the Cities of Ash, Bolivia, Leland, Longwood, Shalotte, Southport Supply, Oak Island, Calabash, Sunset Beach, Ocean Isle Beach and Winnabow, which are all located in Brunswick County. The Secondary Service Area for Novant Health Brunswick Medical Center covers a three county radius, including: Columbus and New Hanover Counties, North Carolina and Horry County, South Carolina. According to 2018 Censuses Bureau data, the aforementioned counties include the following demographic profiles:

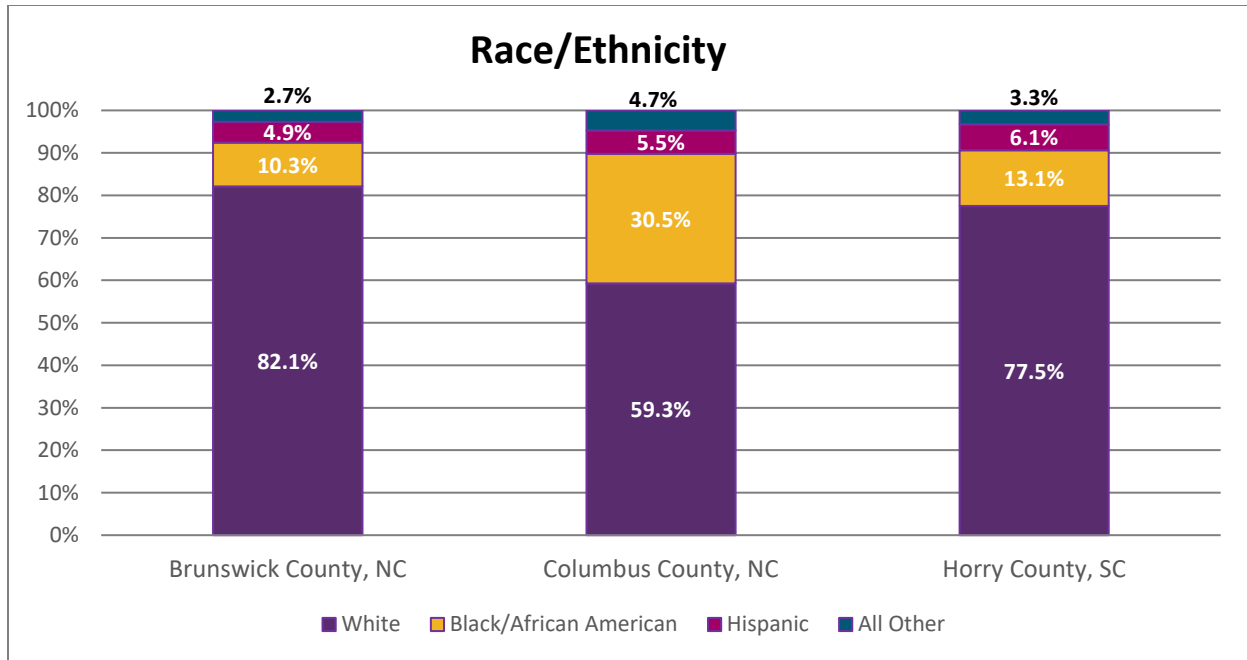
¹ US Census Bureau Population Estimates Program V
2018<https://www.census.gov/quickfacts/brunswickcountynorthcarolina>



Source: American Community Survey 2013-2017



Source: 2018 US Census Bureau Population Estimates



Population

Based on 2018 estimates, Brunswick County remained one of the fastest growing counties in North Carolina over the last 20 years, with 136,744 residents². Demographic data for Brunswick County is outlined below:

Brunswick County Population by Race & Ethnicity

	Brunswick County	North Carolina
		2
Population Estimate	136,744	10,383,620
Persons Under 5 Years	3.9%	5.9%
Persons Under 18 Years	15.3%	22.2%
Person 65 Years & Over	31.5%	16.3%
Female Persons	52.2%	51.4%
White Alone, Not Latino	82.1%	62.8%
Black/African-American Alone	10.3%	22.2%
American Indian & Alaska Native Alone	0.8%	1.6%
Asian Alone	0.8%	3.2%
Native Hawaiian & Other Pacific Islander Alone	0.1%	0.1%
Two or More Races	1.7%	2.3%
Hispanic or Latino	4.9%	9.6%

²U.S. Census Bureau (2018). State & County QuickFacts.

<https://www.census.gov/quickfacts/fact/table/brunswickcountynorthcarolina,US/PST045218>

³NC Office of State Budget and Management, Demographic and Economic Analysis Section

⁴National Center for Biotechnology Information (NCBI). The Health of Aging Populations. <https://www.ncbi.nlm.nih.gov/books/NBK98373/>

Children and adolescents make up just over one quarter (21.7%) of the population in Brunswick County, while seniors make up 27.0% of the population. Non-white minorities currently make up 19.4 % of the racial demographic in Brunswick County.

Brunswick County residents earn a median income that is slightly higher than the North Carolina state average. According to the U.S. Census 2013-2017 American Community Survey, more than one-fourth (28.0%) of Brunswick County residents have attained a bachelor’s degree or higher⁵. A key indicator to evaluate economic condition of Forsyth County is the poverty rate. The poverty rate for Brunswick County residents is lower than the North Carolina state average by 2% points, and the poverty rate for children (ages 0-17) in Brunswick County, is slightly higher than the NC State average

Median Household Income		Population Educational Attainment (≥ 25 yrs. old) ⁵		Poverty Rate ⁷	
Brunswick County	\$51,164	< HS diploma/GED	10.9%	All ages (Brunswick County)	11.9%
		HS diploma/GED	27.4%	All ages (North Carolina)	14.0%
North Carolina	\$50,320	Some college or associate's degree	33.8%	Children (0-17) (Brunswick County)	21.5%
		Bachelor's degree	18.1%	Children (0-17) (North Carolina)	21.0%
		≥ Graduate degree	9.9%		

II. Prioritized Health Needs

Identified Significant Health Needs

From participant responses, several social, behavioral, and clinical health needs were identified based on highest rank in responses after analyzing and interpreting Brunswick County’s primary and secondary data. Overall findings included the following:

- Results from the Community Health Opinion Survey suggest that Brunswick County residents are most concerned about drug misuse and chronic disease (heart disease, high blood pressure, cancer, etc.).
- The top seven leading causes of death among Brunswick County residents in 2019 include cancer, heart disease, chronic lower respiratory disease, cerebrovascular disease, unintentional injury, diabetes and Alzheimer’s disease.

a) Prioritization

Upon completion of the primary and secondary analyses, community members who responded to the Community Health Assessment prioritized their following issues as the top priorities for Brunswick County:

- 1) Drug misuse
- 2) Chronic diseases, heart disease and high blood pressure.
- 3) Other

- 4) Cancer
- 5) Unsafe driving
- 6) Environmental health exposures
- 7) Obesity
- 8) Mental health
- 9) Malnutrition / Lack of food
- 10) Alcohol misuse
- 11) Tobacco use
- 12) Prenatal care
- 13) Gangs / Violence
- 14) Dental health
- 15) Asthma / Lung disease

County Prioritized Health Outcomes

The Brunswick County Health Department (BCHD) will be conducting additional priority setting meetings in Spring 2020 to identify additional specific health priorities for the department.

Facility prioritization

In addition to the community rankings, Novant Health Brunswick Medical Center reviewed the top five diagnosis codes for inpatient and outpatient hospital emergency room visits year-to-date July to December 2018.

Novant Health Brunswick Medical Center Emergency Department
Top 5 Diagnoses July – December 2018

Inpatient		Outpatient	
Diagnosis	Volume	Diagnosis	Volume
Sepsis, unspecified organism	127	Urinary tract infection, site not specified	293
Chronic obstructive pulmonary disease w (acute) exacerbation	75	Acute upper respiratory infection, unspecified	258
Pneumonia, unspecified organism	61	Chest pain, unspecified	238
Hypertensive heart disease with heart failure	46	Other chest pain	193
Acute kidney failure, unspecified	43	Headache	191

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

Upon a comprehensive review of the community’s recommended prioritized outcomes and NHBMC’s ED top 5 diagnosis codes, the Novant Brunswick Medical Center leadership team and Board of Trustees evaluated this information based on the scope, severity, health disparities associated with the need, and

the estimated feasibility and effectiveness of possible interventions. Through this thorough evaluation, the team agreed on the following health priorities for Novant Health Brunswick Medical Center:

1. Drug misuse and substance use
2. Chronic Disease, including cancer, heart disease and high blood pressure.

III. Issues identified for remediation

Novant Health Brunswick Medical Center is committed to working to address each of the identified areas of need through resource allocation and support of the following programs:

1. Drug misuse and Substance Use
2. Chronic Disease

In addition to the programs and services offered to the community through Novant Health Brunswick Medical Center, there are several existing community assets available throughout the Brunswick County community that have additional programs and resources tailored to meet all of the identified health needs. The following is a list of those existing community assets:

<u>IDENTIFIED PRIORITY:</u>	<u>PROGRAM:</u>	<u>ACTION:</u>	<u>INTENDED OUTCOME:</u>
1. Drug misuse and Substance Use	Opioid Intervention	Implement a post-overdose response team	Increase the number of individuals connected to substance use disorder treatment and services within the community.
2. Chronic Disease – Management and Prevention	Wellness Education and Screenings	Working in collaboration with community partners, offer free health education and subject matter expertise regarding healthy behaviors, chronic disease management and access to care. Provide free community screenings including BMI, blood pressure, & heart issues.	Increase awareness of chronic disease prevention management and strategies.

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:

Identified Significant Health Need	Local Community Resources Addressing Needs
<ul style="list-style-type: none"> - <i>Access to Care</i> - <i>Chronic disease</i> - <i>Drug and alcohol abuse</i> - <i>Quality of care</i> 	<p>Brunswick County Health Services:</p> <ul style="list-style-type: none"> • General Health Clinic • Women, Infant and Children (WIC) • Care Coordination for Children (CC4C) • Child Screening Clinic • Pediatric Primary Care • Pregnancy Care Management • Maternity Clinic • Postpartum & Newborn Home Visits • Women’s Preventative Health (Family Planning) • Breast and Cervical Cancer Control Program (BCCCP) • Environmental Health • Health Education – Health Promotion • Diabetes Education • Laboratory Services • Mobile Health Unit Outreach services • Vital Records • Communicable Disease – confidential testing clinic • Tuberculosis Clinic • Brunswick Adult Medical Clinic • Cape Fear Clinic • Cape Fear HealthNet • The Cape Fear Walk-In Crisis Clinic • CommWell Health of Shallotte & Supply • Good Shepherd Clinic • The Harbor • Little River Medical Center • MedNorth Health Center • New Hope Clinic • Trillium Health Resources (formerly Coastal Care) • Vocational Rehabilitation <p>Senior Services</p>

	<ul style="list-style-type: none"> • AssistedCare • BrightStar Care • Coastal Companion Care • Elderhaus • Liberty Home Health • Well Care Home Health
<p>Family related resources addressing:</p> <ul style="list-style-type: none"> - <i>Access to care</i> - <i>Behavioral health</i> - <i>Homelessness and housing</i> - <i>Smoking during pregnancy</i> 	<ul style="list-style-type: none"> • Bridge Builders • Cape Fear Psychological Association • Carolina Counseling Center • Children’s Developmental Services Agency • Clinic for Special Children • Community Alternative Program for Children • Cooperative Extension Parenting Educator • East Coast Migrant Head Start • ECAC Parent Center • First in Families • Goodwill • Smart Start of Brunswick County • Teen Family Resource Center • Sharing our Bounty
<ul style="list-style-type: none"> - <i>Poverty</i> 	<ul style="list-style-type: none"> • Bread for Life Ministries • Brigade • Brunswick Senior Resources, Inc. • CIS – Wire Program • Community Boys & Girls Club • Habitat for Humanity ReStore • Hope Chest Thrift Store • Houston Moore Afterschool • Kids Making It • Matthew’s Ministry • Nourish NC • Pleasant Grove Missionary • Supply Elementary • Wilmington Family YMCA • Wings • World of Life Outreach • WRAAP • Ambassadors for Christ • Bethany Presbyterian Church • Brunswick Family Assistance Center

	<ul style="list-style-type: none"> • Brunswick Island Baptist Church • Camp United Methodist • Cape Fear Christian Church • Catholic Charities • Countywide CDC • Dixon Chapel UMC • First Fruit Ministries • First in Families • Full Circle Ministry • Helping Hands/St. Stanislaus Church • Mother Hubbard’s Cupboard • Inspiration House of Praise • Love of Christ Church • Myrtle Grove • Ocean View United Methodist • Pleasant Grove Missionary Baptist • Salvation & Deliverance • Salvation Army • Seaside United Methodist • Shoreline Baptist Church • Son-rise Independent Baptist Church • Southport Interfaith Pantry • St. Jude’s Metropolitan Community Church • St. Brendan’s Catholic Church • St. Mary • The Lord’s Church • The Rock Church • Towncreek Vision • Trinity Mission Baptist • Trinity Tabernacle • Upper Room Praise & Worship • Victory Independent Baptist Church • Wrightsboro United Methodist Church • Faith Building Missions • First Fruit Ministries • Good Shepherd Center • Martha’s Kitchen • Salvation Army • St. Peter the Fisherman Church • Food Bank of Central and Eastern NC
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<ul style="list-style-type: none"> - <i>Drug and alcohol abuse</i> 	<ul style="list-style-type: none"> • Coastal Horizons Center, Inc. • Delta Behavioral Health • Learning Perspectives • NC Mentor • Trillium Health Resources • Physician Alliance for Mental Health • The Harbor • Wilmington Health Access for Teens
<p>Social Issues addressing:</p> <ul style="list-style-type: none"> - <i>Affordability of insurance, healthcare and utilities</i> - <i>Homelessness and housing</i> - <i>Poverty</i> - <i>Transportation</i> 	<ul style="list-style-type: none"> • Catholic Social Ministries • Family Support Network of Southeastern NCF • St. Mary’s Social Ministries • Wilmington Baptist Association • Helping Hand Counseling Center • Amez Housing • Cape Fear Housing • Volunteers of America at Willow Pool • WARM (Wilmington Area Rebuilding Ministry) • Coastal Horizons Shelter • Domestic Violence Shelter & Services Inc • First Fruit Ministries Shelter • Good Shepherd Center Shelter • Hope Harbor Shelter • Mercy House Shelter • Salvation Army Wilmington • Brunswick County Medicaid Transportation Services • Brunswick Transit System • WAVE – Public Transit

V. Role of the board and administration

The Novant Health Coastal Region Board of Trustees and Novant Health Brunswick Medical Center administration are active participants in the community benefit process. Through strategic planning initiatives focused on chronic disease, community health outreach, and access to care, leadership provides direction on actions and intended impact, and serves as the approving body for the community health needs assessment and community benefit implementation plan. Administrative leaders serve on the County assessment process teams, priority setting committee and action planning team and hospital board members participate and provide influence to the community benefit plans. All members are actively involved in the priority setting discussion and outreach planning process. Additionally, community benefit reports are provided to the board and facility leadership teams throughout the calendar year for ongoing education.

Appendix A: 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).
- Reduce the number of children and adolescents who are considered obese (Healthy People 2020; NWS-10).

Heart Disease and Stroke

- Increase the proportion of adults who have had their blood pressure measured within the preceding 2 years and can state whether their blood pressure was normal or high (Healthy People 2020; HDS-4)
- Reduce the proportion of persons in the population with hypertension (Healthy People 2020; HDS-5)

Cancer

- Increase the proportion of women who receive a breast cancer screening based on the most recent guidelines (Healthy People 2020; C-17).

Infant Mortality

- Increase the proportion of pregnant women who attend a series of prepared childbirth classes (Healthy People 2020; MICH-12)