Novant Health Kernersville Medical Center

Community Benefit Implementation Plan
Forsyth County, North Carolina
2019-2021

Approved by the Novant Health Triad Region Board of Directors on October 15, 2019

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I.   Introduction

Novant Health Kernersville Medical Center, in partnership with the Forsyth County Department of Public Health, Forsyth County community partners and Wake Forest Baptist Health, conducted a community health needs assessment in 2017 to identify the most pressing health needs in our community. Novant Health Kernersville 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

Forsyth Memorial Hospital, Inc. DBA Novant Health Kernersville Medical Center is an integral part of the Novant Health system (collectively known as "Novant Health"). Novant Health 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 28,000 employees and 2,500 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 Kernersville Medical Center (NHKMC), a department of Novant Health Forsyth Medical Center, is a 50-bed community facility that provides surgery, emergency care, diagnostic testing, inpatient care and other medical services.
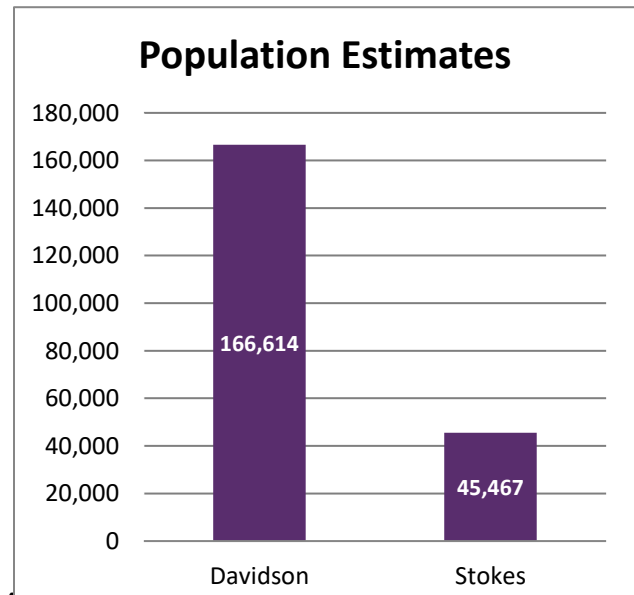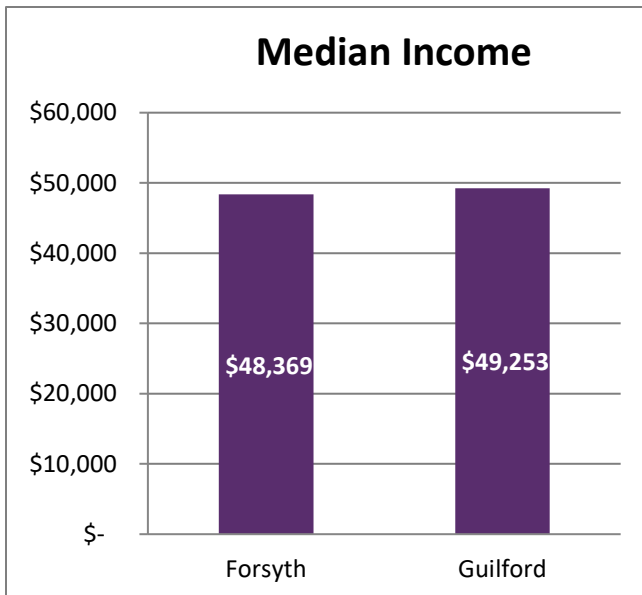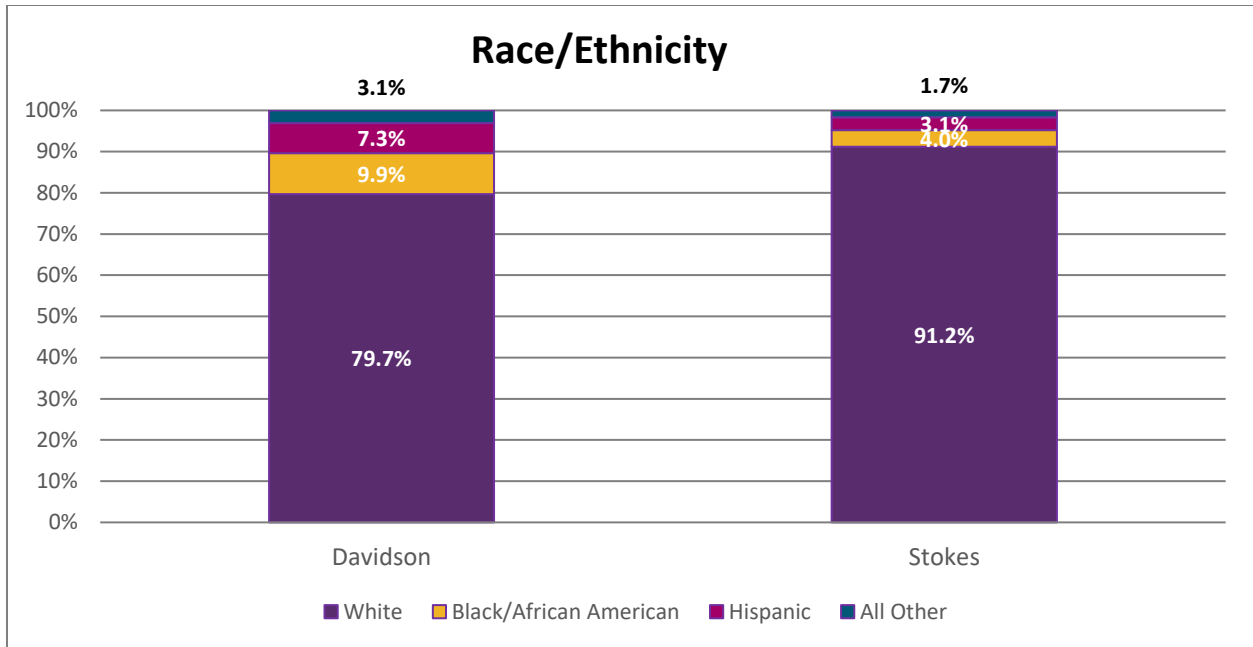
b. Our Community

Primary and Secondary Service Areas

The Primary Service Area for Novant Health Kernersville 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
27009	Belews Creek	Forsyth
27051	Walkertown	Forsyth
27052	Walnut Cove	Forsyth
27101	Winston Salem	Forsyth
27105	Winston Salem	Forsyth
27107	Winston Salem	Forsyth
27127	Winston Salem	Forsyth
27265	Winston Salem	Forsyth
27284	Kernersville	Forsyth
27357	Stokesdale	Guilford

Novant Health Kernersville Medical Center's Primary Service Area includes both Forsyth and Guilford counties while the Secondary Service Area includes Davidson and Stokes counties. 98% of the patients in the Primary Service Area reside in Forsyth County, while 86% of the patients in the Primary and Secondary Service Areas reside in Forsyth County. A comparison of county data from each geographic area from which the hospital draws its patients was conducted. Based on comparison of race/ethnicity, median income, educational attainment, persons in poverty and foreign-born individuals, Forsyth County represents the highest population of potentially underserved, low-income and minority individuals from the Primary Service Area.

Median Income

Forsyth	$48,369
Guilford	$49,253

Population Estimates

Davidson	166,614
Stokes	45,467

Race/Ethnicity

Population

Forsyth County is more urban in nature, with only 7.4% [1]of the population living in rural areas. The county consists of a large urban center surrounded by smaller, more rural communities. Demographic data for Forsyth County is outlined below:

Forsyth County Population By Race & Ethnicity (2018)

	Forsyth County	North Carolina
Population Estimate	379,099	10,383,620
Persons Under 5 Years	5.9%	5.9%
Persons Under 18 Years	22.9%	22.2%
Person 65 Years & Over	16.0%	16.3%
Female Persons	52.6%	51.4%
White Alone,	56.5. %	62.8%
Black/African-American Alone	27.5%	22.2%
American Indian & Alaska Native Alone	0.9%	1.6%
Asian Alone	2.6%	3.2%
Native Hawaiian & Other Pacific Islander Alone	0.1%	0.1%
Two or More Races	2.3%	2.3%
Hispanic or Latino	13.0%	9.6%

Source: U.S. Census Bureau (2018).

Forsyth County is mostly urban in nature, with only 7.4%[2] of the population living in rural areas. The

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[1]NC Economic Data and Site Information, 2015,
http://accessnc.commerce.state.nc.us/docs/countyProfile/NC/37067.pdf

county consists of a large urban center surrounded by smaller, more rural communities. Based on 2018 estimates, Forsyth County remained the fourth largest county in the State of North Carolina with 379,099 residents[3]. From 2020 to 2030, the population of Forsyth County is projected to grow by 4.0% which is down from 7.0% for the 2010-2020 period. Adolescents (individuals 18 and younger) make up an estimated 22.9% of the population in Forsyth County, while seniors (individuals 65 and older) make up 16.0% of the population[3]

Forsyth County residents earn a median income that is slightly lower than the North Carolina state average. According to the U.S. Census 2017 American Community Survey, roughly one-third (33.3%) of Forsyth County residents have attained a bachelor's degree or higher[4]. A key indicator to evaluate economic condition of Forsyth County is the poverty rate. The poverty rate for Forsyth County residents

Median Household Income		Population Educational Attainment (≥ *25 yrs. old*)		Poverty Rate	
Forsyth County	$48,369	< HS diploma/GED	11.5%	All ages (Forsyth County)	19.1%
		HS diploma/GED	25.3%	All ages (North Carolina)	16.1%
North Carolina	$50,320	Some college or associate's degree	29.4%	Children (0-17) (Forsyth County)	28.7%
		Bachelor's degree	20.7%	Children (0-17) (North Carolina)	22.9%
		≥ Graduate degree	12.6%		

continues to be higher than the North Carolina state average by 3.0%, and the poverty rate for children (ages 0-17) in Forsyth County, is 5.8% higher than the NC State average.

II.   Prioritized Health Needs

a) Identified Significant Health Needs

Through various data collection measures, and after analyzing and interpreting Forsyth County's primary and secondary data these issues have been identified as social, clinical, behavioral and health outcomes. The identified health needs included the following:

- Drug Overdose
- Mental Health
- Chronic Diseases including Oral Health
- Communicable Diseases & Sexual Health

[2]NC Economic Data and Site Information, February 2019, https://accessnc.nccommerce.com/DemoGraphicsReports/pdfs/countyProfile/NC/37067.pdf
[2] U.S. Census Bureau, 2018 American Community Survey 1-Year Estimates https://www.census.gov/quickfacts/fact/table/forsythcountynorthcarolina/POP060210
[3]U.S. Census Bureau (2018). State & County QuickFacts. https://www.census.gov/quickfacts/fact/table/forsythcountynorthcarolina,US/PST045218
[4] National Center for Biotechnology Information (NCBI). The Health of Aging Populations. https://www.ncbi.nlm.nih.gov/books/NBK98373/
[4] U.S. Census Bureau, Small Area Income and Poverty Estimate Program. December 2017. http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkmk

- Maternal & Infant Health
- Health Disparities/Quality of Life
- Lack of Trust
  - Lack of cultural competency of clinical staff
  - Poor Treatment or misdiagnosis from clinical staff
  - Stress influenced by political environment
- Lack of Resources
  - Lack of time
  - Lack of Money
  - Overwhelmed by cost of care, insurance, and /or healthy foods
  - Overwhelmed by feeling of stress/anxiety
- Lack of Awareness
  - Limited understanding of how to access care
  - Limited health literacy
  - Learning how/where to access available resources is challenging
  - Hesitancy to take medication

b) County Prioritization

In Forsyth County in 2017, a combination of online surveys and paper surveys were conducted to ask constituents to rank the top health issues impacting the community. The calculated scores were used to rank the focus areas, and the weighted rankings from the community opinion surveys and the priority focus exercise were combined.

Recommended Prioritized Health Outcomes

Based on the results of the Forsyth County priority setting survey, the following health needs were recommended for prioritization in Forsyth County:
- Chronic Diseases with a Focus on Physical Activity
- Oral health (age 0-5 years)
- Sexual Health
- Maternal and Infant Health

c) Facility prioritization

In addition to the community rankings, Novant Health Kernersville Medical Center reviewed the top five diagnosis codes for inpatient and outpatient hospital emergency room visits year-to-date January to July 2019.

Novant Health Kernersville Medical Center Emergency Department

Top 5 Diagnoses July – December 2018

Inpatient		Outpatient	
Diagnosis	**Volume**	**Diagnosis**	**Volume**
Sepsis, unspecified organism	104	Acute upper respiratory infection, unspecified	406
Chronic obstructive pulmonary disease w (acute) exacerbation	38	Chest pain, unspecified	368
Acute respiratory failure with hypoxia	34	Other chest pain	366
Acute kidney failure, unspecified	29	Headache	364
Tied: Hypertensive heart disease with heart failure/ Hypertensive heart & chronic kidney disease (stage 1-4) with heart failure	23	Urinary tract infection, site not specified	280

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 NHCMC's ED top 5 diagnosis codes, the Novant Health Kernersville Medical Center leadership team and Novant Health Triad 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 significant health priority for Novant Health Kernersville Medical Center:

1. Chronic Disease

d) Issues identified for remediation

In the following section Novant Health Kernersville Medical Center will address the top prioritized need. The need includes actions that must be taken to achieve improved community health. Outlined within the need, Novant Health Kernersville Medical Center will identify the description of need, programs,

resources and intend actions, anticipated impact, priority populations, evaluation plan, intervention strategies, tactics for achievement, growth targets, and community partners.

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

a) *Priority 1: Chronic Disease*

IDENTIFIED PRIORITY:	PROGRAM:	ACTION:	INTENDED OUTCOME:
1. Chronic Disease: Focus on aging population	Remarkable You screenings (A1C, Cholesterol, BMI, Blood Pressure) and educational programs	Detection of chronic disease and connection to a system of care in priority areas	Improved health

e) Unaddressed health needs

Although Novant Health Clemmons 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
• Drug Overdose • Communicable Diseases & Sexual Health • Health Disparities	Other agencies addressing need
• Access to Care	Community coalitions in existence to help address need from a collaborative-based approach
• Quality of Life	Outside of Novant Health Forsyth Medical Center's scope of services
• Oral Health • Maternal & Infant Health • Communicable Disease * Sexual Health	Baby Love Bethany Baptist Church Medical Clinic Birthright CC4C Cleveland Avenue Dental Health Center Community Care Center Downtown Health Plaza Dental Clinic Forsyth Tech Dental Education Clinic Forsyth County Department of Public Health Health Check Positive Wellness Alliance Smart Start Smile Starters Shalom Clinic Today's Woman Health and Wellness Center United Health Centers Winston-Salem Rescue Mission, Inc: Medical and Forsyth County Parks and Recreation

f) Role of the board and administration

The Novant Health Triad Region Board of Trustees and Novant Health Kernersville 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: Primary working group – represented agencies

CHA Primary Data Working Group
Agency
The Bethesda Center**
City of Winston Salem
Downtown Health Plaza
Forsyth County Parks and Recreation
Forsyth Technical Community College
MapForsyth
Salem College
The Salvation Army**
School Health Alliance**
Smart Start**
UNC, School of the Arts
United Health Centers**
Wake Forest University
Winston Salem State University**
Family Services**
Novant Health Forsyth Medical Center
Novant Health System
Imprints Cares
Forsyth County Department of Public Health*
Today's Woman**
Wake Forest University Baptist Medical Center
Exchange SCAN**
North Carolina Baby Love Plus**
Neighbors for Better Neighborhood**
Outreach Alliance for Babies**
Heartstrings**
Care Coordination for Children**
Healthy Coalitions
Nurse Family Partnership**
Pregnancy Care Management
Prevent Ongoing Spread of STIs**
Centers for Disease Control & Prevention (CDC) Public Health Associate Program Dental Clinic (PHAP)*
HIS/Epidemiology and Surveillance*

Appendix B: Community Health Assessment Team – Represented Agencies

Community Health Assessment Team – Davie County
Davie County Health Department*
Davie County Schools
Davie County Senior Services**
Novant Health
WFBMC – Davie Medical Center
Davie Community Foundation**
Mebane Charitable Foundation**
Davie County Cooperative Extension
Davie YMCA

- *Representative of a state, local, tribal, or regional governmental public health department (or equivalent department or agency)
- ** Members of medically underserved, low-income, and minority populations in the community served by the hospital facility, or individuals or organizations serving or representing the interests of such populations

Appendix C: Secondary Data Sources

CHA Secondary Data Sources - Agency
The State Center for Health Statistics
The North Carolina Electronic Disease Surveillance System (NCEDSS)
The North Carolina Disease Event Tracking and Epidemiologic Collection Tool (NCDETECT)
The 2015 Winston-Salem/Forsyth County High School Youth Risk Behavior Survey
The US Bureau of Census
The North Carolina Uniform Crime Reporting (UCR) Program
North Carolina Coalition to End Homelessness (NCCEH)