



Hugh Chatham Memorial Hospital



Hugh Chatham Memorial Hospital 2019 Community Health Needs Assessment Implementation Plan

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*"Imagine a place where Communication is clear, everyone Cares, and patients are always Safe.
We are Hugh Chatham, and this is our journey!"*

Executive Summary

Introduction

The IRS requires each non-profit (Section 501 (c)(3)) hospital to conduct a community health needs assessment (CHNA) every three years as part of the federal Patient Protection and Affordable Care Act. A Community Health Needs Assessment (CHNA) was conducted by Hugh Chatham Memorial Hospital (HCMH) in the spring of 2019 to explore the health status of people living within the communities we serve. The objective of the assessment was to pinpoint the most pressing health issues in our communities and determine three things: 1) who is affected by them; 2) who is already working on these issues and what progress is being made; and 3) what more can be done to improve the health of the people we serve?

The 2019 CHNA primarily focused on Surry, Wilkes, Yadkin, and Alleghany counties. These counties are considered our “community” as greater than eighty seven (87) percent of the HCMH inpatient population resides within these four counties. Primary data for the assessment was gathered through a survey tool with more than two hundred and thirty (230) submissions, through focus groups, and through individual interviews. Participants represented multiple organizations and included individuals who have a broad knowledge of the community and/or had specific expertise or knowledge. Secondary data was obtained from local and national data published in government and private sources. A comprehensive list of identified health issues was compiled and recommendations were made to HCMH’s executive leadership for further review and prioritization. Priorities were assessed and ranked based on issue prevalence, issue severity, and ability to impact. Final prioritization as determined by the executive leadership was approved by the HCMH Board of Trustees.

Key Findings: Where We Will Focus Our Efforts

Based on CHNA findings, HCMH has developed and will implement a community-wide health improvement plan to address the following health issues listed in alphabetical order:

- Access to care for medical and behavioral health needs
- Prescription drug abuse: HCMH has supported and will continue to support a regional response to the prescription drug/opioid crisis in our community.
- Promotion of Healthy Living and Preventive Care models

Documentation

A final report of the CHNA was made public on September 30, 2019 and can be found on HCMH’s website. The Board of Trustees for HCMH endorsed the Executive Summary Report and Implementation Plan for community health improvement activities on September 24, 2019.

Establishing Priorities

Decisions as to which of the many valid and deserving issues that were identified through the Community Health Needs Survey process could be addressed by Hugh Chatham Memorial Hospital over the next one to three years, were weighed to include:

- How much of an impact (prevalence and severity) does the issue have on our community at large?
- Does Hugh Chatham Memorial Hospital have the resources and expertise to address the issue or would it be more advantageous to partner with other community resources?
- Does it fall within the scope of our mission statement; “To consistently deliver exceptional healthcare”?
- Are there other organizations which can more effectively influence the issue?

Based on CHNA findings, HCMH will develop and execute a community-wide health improvement plan to address the following health issues listed:

- Access to care for medical and behavioral health needs
- Prescription Drug abuse: HCMH has supported and will continue to support a regional response to the prescription drug/opioid crisis in our community.
- Promotion of Healthy Living and preventive care models

CHNA findings which are outside the scope of our mission or fall outside the area of expertise for HCMH and thus are excluded in this current plan include:

- Free Clinics: HCMH works with each of the free and/or sliding scale clinics within our service area to support their efforts to provide quality medical care to the uninsured. HCMH provides volunteers from amongst its staff and offers in-kind services such as lab and imaging.
- Mental health programs: HCMH provides emergency psychiatric care within its emergency department while appropriate care needs are determined and referrals are made. The scope of services required by these patients is more extensive than what can be provided by HCMH for inpatient care.

2019 Community Health Needs Implementation Strategies

Identified Need	HCMH Resources	Potential Key Metrics	Potential Strategic Partners
<p>Access to care for: Medical and behavioral health needs— specifically addressing access to emergent Neurology care</p>	<ol style="list-style-type: none"> 1. Primary Stroke Certification 2. ASLS classes 3. Teleneurology Services 4. Community Stroke Screenings 5. Community Stroke Education 6. ImPACT and SWAY concussion screening for High School athletes 	<ol style="list-style-type: none"> 1. Recertification obtained from TJC 2. # staff and EMS trained 3. # minutes to consult 4. # community members screened 5. # of educational offerings 6. # of athletes screened 	<ul style="list-style-type: none"> • County EMS and Volunteer EMS services • State Telehealth service • Wake Forest Baptist Neurology • Surry County, Elkin City, Wilkes County, and Yadkin County School systems • Yadkin Valley Senior Center • YMCA

Hugh Chatham Memorial Hospital has been focused on providing quality access to neurological care since we first obtained primary stroke certification in 2011. HCMH’s stroke program currently holds a Gold plus level of certification and is listed on the AHA Elite honor roll.

Primary Stroke outreach activities involve community health fairs where stroke information is distributed by word of mouth, through printed materials, and through giveaways which are designed to educate the community on signs and symptoms of stroke and the importance of calling 911 to facilitate rapid entry into advanced stroke care and intervention. Additionally, stroke outreach activities are conducted in occupational settings through health fairs and the provision of lunch and learn talks. Stroke fairs are held to provide in-depth stroke screenings to the public. These screenings may include laboratory studies by venipuncture, carotid artery

assessments, and health histories which are then analyzed to provide a personal stroke risk assessment.

HCMH is committed to a strong focus on stroke patient recovery after their hospital stay. Transitional care management and on-going chronic care management are care coordination tactics designed to connect people not only with the appropriate medical providers but also with community-based resources such as the Area Agency on Aging (AAA), Community Care Pharmacy Network for medication assistance, wellness programs, etc. Additional neurology education has been provided to the Yadkin Valley Senior Center and to local YMCAs with program topics such as Aneurysms, Parkinson's disease, and Dementia.

An additional focus area for access to neurology care is the utilization of both the IMPACT and the SWAY test as part of a concussion screening program. In partnership with the area high schools, HCMH provides free baseline neurological screening for high school athletes as part of the North Carolina High School Athletic Association's commitment to reducing the potential impact of undiagnosed, untreated, or under treated concussions in youth athletes. This baseline screening is the cornerstone to the development of a comprehensive program of education to coaches, athletic trainers, and parents to recognize and intervene when signs or symptoms of a closed head injury occur. This then initiates a multi-faceted approach towards evaluation and treatment to determine the appropriate timing towards safely returning an athlete to academics and athletics.

Identified Need	HCMH Resources	Potential Key Metrics	Potential Strategic Partners
Access to care for: Medical and Behavioral health needs— specifically addressing access to emergent Cardiac Care	<ol style="list-style-type: none"> 1. BCLS and Hands Only CPR classes offered to the public 2. AED training 	<ol style="list-style-type: none"> 1. # trained 2. # trained 	<ul style="list-style-type: none"> ● TriCounty Ministerial Association

Hugh Chatham Memorial Hospital leads a community wide effort to increase the number of lay public who are trained in BCLS or in Hands only CPR. Additionally, the hospital provides non-profit agencies who own or obtain an AED with instruction on using their device. This education has been a vital component of a community wide approach to being able to provide immediate intervention for a cardiac arrest.

“Heart disease is the second leading cause of death in North Carolina after cancer, and this is something that we wanted to do in order to help save lives,” said Emily Parks, RN, CCRN, SCRN, stroke and education coordinator at Hugh Chatham Memorial Hospital. “By training more people in how to do CPR and use AEDs, we can create more ‘heart safe’ communities. If you start CPR and then use an AED within a few minutes, you will have the best chance of saving a life, possibly even before an ambulance arrives,” added Parks.

Identified Need	HCMH Resources	Potential Key Metrics	Potential Strategic Partners
<p>Prescription Drug Abuse: Addressing the opioid epidemic</p>	<ol style="list-style-type: none"> 1. Active participation in the implementation of strategies to decrease the availability of prescription narcotics in our community. 2. Active participation and support of county and private initiatives to address the opioid epidemic. 	<ol style="list-style-type: none"> 1. # of providers educated on the STOP act 2. # of opioid prescriptions written in ED and/or at discharge 3. # of events attended 4. # of peer support specialists 	<ul style="list-style-type: none"> ● HCMH Primary Care Practices ● HCMH ED ● Surry County Opioid Response Council ● Project Lazarus ● County Sheriff Departments

Hugh Chatham Memorial Hospital and its providers have adopted a prescription pain medicine policy which allows for appropriate management of both acute and chronic pain concerns while maintaining a high level of awareness of preventing the availability of excess narcotics in the community.

Hugh Chatham Memorial Hospital provides emergency treatment and stabilization of acute narcotic overdoses in its emergency department. Additionally, HCMH serves to provide immediate care for those requiring detoxification from these substances while placement in a treatment program is located. HCMH provides leadership to the Surry County Opioid Response Advisory Council, which consists of 20 members from county, state and federal agencies that represent the medical community, the court system, the three school districts, the faith based community, pharmacies, EMS and law enforcement. The Opioid Response Advisory Council provides leadership, strategic planning, and collaboration for the County’s opioid response efforts.

Identified Need	HCMH Resources	Potential Key Metrics	Potential Strategic Partners
Promotion of Healthy Living: Obesity	<ol style="list-style-type: none"> 1. Expansion of Wellness and Aquatic Center classes and programming to the public. 2. Diabetic Education classes 3. Registered Dietician consults 4. Community Education Programs 	<ol style="list-style-type: none"> 1. # of adult and pediatric classes offered 2. # of classes offered 3. # of outpatient consults 4. # of programs offered 	<ul style="list-style-type: none"> ● Elkin Valley Trails Association ● HCMH Wellness Center ● Area YMCA's and Recreation Centers

According to the National Health and Nutrition Examination Surveys (NHANES) (2009-2010), approximately 69% of adults are overweight or obese, with more than 78 million adult Americans considered obese. Children have become heavier as well. In the past 30 years, the prevalence of childhood obesity has more than doubled among children ages 2 to 5, has nearly tripled among youth ages 6 to 11, and has more than tripled among adolescents ages 12 to 19. About 17% of American children ages 2 to 19 are obese. Further, the latest data continue to suggest that overweight and obesity diagnoses and their sequelae are having a greater effect on minorities, including blacks and Hispanics.

Obesity in childhood can be a precursor to a myriad of health problems—often for life. In adults, a diagnosis of being overweight or obese are linked to increased risk of heart disease, type 2 diabetes (high blood sugar), high blood pressure, certain cancers, and other chronic conditions. Research has shown that obese children are more likely to be overweight or obese as adults. Additionally, many of the secondary chronic conditions that have historically been only diagnosed in adults are now increasing in prevalence among children of all ages.

Changes in our environment that make it harder to engage in healthy behavior have a lot to do with our overall increase in weight over the past few decades. For many —adults and children alike— daily life doesn't involve a lot of physical activity and exercise. Also, food is everywhere, and so are messages telling us to eat and drink.

HCMH is coordinating a focused effort on providing information and education to those most at risk, to our employees, and to the general public regarding nutrition, exercise, and ways to counteract our progression towards becoming an obese society.

Identified Need	HCMH Resources	Potential Key Metrics	Potential Strategic Partners
Promotion of Healthy Living: Preventive care models	<ol style="list-style-type: none"> 1. Participation in an ACO to promote Medicare beneficiaries to participate in preventive health measures. 2. Promote annual wellness participation to Commercial Medicare beneficiaries 	<ol style="list-style-type: none"> 2. # of attributable lives 3. % of patients with Annual Wellness visits performed in 12 month period 4. # of diabetic patients whose diabetes is controlled (HgbA1c < 9) 	<ul style="list-style-type: none"> ● HCMH Primary Care Practices ● HCMH Wellness Center ● Elkin Valley Trails Association ● Area YMCA's and Recreation Centers

HCMH will remain diligent to providing established education / screening programs including but not limited to: Stroke, Diabetes and Medication Education, Cardiac and Pulmonary Rehab, Women's programs and Cancer screenings.

Hugh Chatham Memorial Hospital became an Accountable Care Organization (ACO) participant on January 1, 2016.. An ACO is a healthcare organization that has decided to become "accountable" for the quality and cost of the care it provides to patients. In January of 2019, HCMH partnered with CHESS, an industry leader in population health management, to expand the attributed lives in the ACO to include some Medicare Advantage plans. To increase quality and lower costs, Hugh Chatham Memorial Hospital will implement new programs that improve *care coordination* to the community's most vulnerable patients. According to Medicare, *"the goal of coordinated care is to ensure that patients, especially the chronically ill, get the right care at the right time, while avoiding unnecessary duplication of services and preventing medical errors."*

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It's who we are.