NHRMC Community Health Needs Assessment: Implementation plan
• A component of the Community Health Needs Assessment is an implementation plan
• The information on the slides to follow includes initiatives already begun and some scheduled to begin in the near future
• NHRMC owes a debt of gratitude to the many community partners who lead or contribute to its many community initiatives. Each one is a key component of Leading Our Community to Outstanding Health
Universal implementation strategies

Find out who needs intervention
• NHRMC is expanding its strategy of screening for Health Drivers. Some inpatient units and an expanding number of outpatient units are asking all patients nine questions relating to:
  – Food insecurity
  – Housing stability
  – Access to transportation
  – Suffering from interpersonal violence or toxic stress
  – Social isolation

Refer those in need to assistance
• NHRMC worked with a vendor (Aunt Bertha) to develop a web-based platform to facilitate referrals to a vast number of health and human service nonprofits.
• That platform is now known as ourcommunitylink.com. Individuals or agencies can type in a zip code to find nearby assistance in food, housing, household and other goods, transportation, health, financial help, navigating the care system, education, career opportunities and legal assistance. Individual users can self-screen for need and the site will direct them to appropriate resources based on that screening.

Create or partner in programming to address broad, persistent issues
• Description of these programs to follow in this presentation
NHRMC Strategic Plan: Health Equity a key focus

Over the next five years our success will be measured by the following:

- Increase Consumer Touches
- Reduce Cost of Care
- Eliminate Disparities

We want to excel and distinguish ourselves in the following:

**A - Access**
- System utilization
- Consumer-centric options
- Ambulatory footprint
- Transparency (internal & external)
- Retail/employer offerings
- Digital strategy/virtual platform

**V - Value**
- Clinical variation
- Post-acute care network
- Enterprise-wide care continuum
- Cost to deliver care & internal efficiencies
- Payor strategies

**HE - Health Equity**
- Cultural competency
- Community partnerships
- Hiring & recruitment
- Managing risk, starting with employees
- Identify disparities & select initiatives

We will prioritize the following elements across all areas:

- Quality: Deliver highest quality care
- Financial Health: Sustain financial well-being
- Analytics: Strengthen & build system-wide analytic capabilities
- Innovation: Explore and develop new ideas, products and services
- Employee Engagement: Engage all in culture of being different & better
- Consumer Engagement: Be a trusted provider for all health needs
- Provider Alignment: Grow and retain talent
- Governance: Create lasting structure to guide system

Leading Our Community to Outstanding Health
To better address disparities in care throughout the region, NHRMC created a Health Equity Department in 2017.

Joseph Conway was appointed the system’s first Director of Health Equity and Human Experience.

Department is implementing organization goal of 100% participation in Everyday Bias for Healthcare Professionals.

Region-wide effort to combat infant mortality and improve maternal health, particularly among African-American mothers.

Leading the Northside Health and Wellness Committee.

Dancin’ in the Park initiative to encourage residents to exercise in the Northside neighborhood.

Barber Shop initiative – brings blood pressure screening and flu vaccines at no cost to barber shops, mostly in underserved African-American neighborhoods.
Response to leading causes of death
Cancer

• As part of it’s accreditation, the Zimmer Cancer Center has an Oncology Advisory Committee which addresses quality metrics, our cancer registry, advances in clinical research, psychosocial supports, and a survivorship program

• There is a significant amount of data available on cancer, at the national, state and local setting. They include
  - Cancer incidence, profiles and facts for the NC Department of Health and Human Services
  - National data from the Centers for Disease Control and Prevention
  - State cancer profiles – with sortable data – from CDC and National Cancer Institute
  - Sortable statistics from the NCI’s Surveillance, Epidemiology and End Results (SEER) Program
### Leading causes of death

Example of sortable data available through these databases:

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>My (N)</th>
<th>Oth. (N)</th>
<th>My (%)</th>
<th>Oth. (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. White</td>
<td>3319</td>
<td>59897</td>
<td>81.73%</td>
<td>75.52%</td>
</tr>
<tr>
<td>2. Black</td>
<td>623</td>
<td>15667</td>
<td>15.34%</td>
<td>19.75%</td>
</tr>
<tr>
<td>3. Hispanic</td>
<td>41</td>
<td>1232</td>
<td>1.01%</td>
<td>1.55%</td>
</tr>
<tr>
<td>4. Asian and Pacific Islander</td>
<td>28</td>
<td>977</td>
<td>0.69%</td>
<td>1.23%</td>
</tr>
<tr>
<td>5. Native American</td>
<td>15</td>
<td>498</td>
<td>0.37%</td>
<td>0.63%</td>
</tr>
<tr>
<td>6. Other/Unknown</td>
<td>35</td>
<td>1047</td>
<td>0.86%</td>
<td>1.32%</td>
</tr>
</tbody>
</table>

Col. TOTAL 4061 79318 100% 100%
Leading causes of death

Cancer

- NHRMC’s cancer program is nationally designated at an Academic Comprehensive Cancer Program by the Surgeon’s Commission on Cancer.
- **Zimmer Cancer Center** includes medical, radiation, surgical and gynecologic oncologists, an infusion unit for chemotherapy, and a linear accelerator for external beam radiation therapy.
- The ZCC expanded in 2017, doubling clinical and treatment space to include nearly 2,000 square feet dedicated to patient and family support resources, including financial counseling and assistance, dietary and nutrition support, healing arts, support groups, and connections with community resources.
- Cape Fear Cancer Specialists, the largest oncology group in the region, consolidated with the ZCC staff and moved to the Cancer Center.
- Three medical oncologists have been added to that practice.
- In 2020, the cancer program opened a treatment site at Brunswick Forest in Leland, which includes infusion and laboratory services.
- Cancer Program operates a Lung Clinic connected to a CT Lung Screening Program to coordinate lung cancer care and focus on earlier detection.
- Breast Cancer program screens more than 800 women annually through the Pink Ribbon Project.
Primary Service Area Incidence and Mortality Rates similar to State...
... adoption of similar focus points as recommended by State Plan

**Cancers Addressed in the North Carolina Comprehensive Cancer Control Plan**

The cancer control programs, satellite locations, case, screening including population cases discussed as the previous sections of the implementation for addressing the cancer burden in North Carolina.

The are priority cancers (lung, colorectal, breast, prostate, cervical and skin) are discussed in the next section. Maps showing North Carolina cancer mortality and incidence rates are located in Appendix F.

---

**Everyone Has a Part in the Fight Against Cancer**

<table>
<thead>
<tr>
<th>Prevention</th>
<th>Early Detection</th>
<th>Survivorship/Care</th>
<th>Policy/Systems Change</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Businesses</strong> (continued)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Health Care Professionals</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>- Encourage patients and staff to adopt a healthy lifestyle by:</td>
<td>- Recommend and/or provide appropriate cancer screenings.</td>
<td>- Provide appropriate medical care, information and referral for survivors.</td>
<td>- Educate legislators/policy makers to ensure the availability and support for cancer prevention, screening, and treatment.</td>
</tr>
<tr>
<td></td>
<td>- avoiding tobacco use and secondhand smoke.</td>
<td>- Allow time off work to get cancer screenings elsewhere.</td>
<td>- Work for changes within the organization to support healthy behaviors.</td>
</tr>
<tr>
<td></td>
<td>- using sun protection.</td>
<td>- Provide insurance coverage for cancer screenings.</td>
<td>- Offer health insurance that covers cancer screenings.</td>
</tr>
<tr>
<td></td>
<td>- avoiding tanning beds and</td>
<td></td>
<td>- Ensure that Tobacco Treatment Clinical Practice Guidelines are integrated into clinical protocols.</td>
</tr>
<tr>
<td></td>
<td>- being physically active.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Maintain a smoke-free environment inside and outside facilities.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Offer cancer screening.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>- Administer appropriate vaccines.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

---

**New Hanover Regional Medical Center**
## Top Local Barriers and Challenges

<table>
<thead>
<tr>
<th>Category</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transportation</td>
<td></td>
</tr>
<tr>
<td>Nutrition and Physical Activity</td>
<td>– Obesity, Access to Healthy Foods</td>
</tr>
<tr>
<td>Smoking/Tobacco Use</td>
<td></td>
</tr>
<tr>
<td>Environmental Exposure</td>
<td>– Sun; GenX and other PFAS</td>
</tr>
<tr>
<td>Financial</td>
<td></td>
</tr>
<tr>
<td>Care Coordination</td>
<td></td>
</tr>
<tr>
<td>Awareness/Education/Prevention/Early Detection</td>
<td></td>
</tr>
</tbody>
</table>
**Recent, Ongoing, Planned Actions to Address Community Needs**

<table>
<thead>
<tr>
<th>Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>Expanded Zimmer Cancer Center (2017)</td>
</tr>
<tr>
<td>Recruited Physicians to Medical, Radiation, Surgical, Gyn Oncology Groups</td>
</tr>
<tr>
<td>Opened NHRMC Cancer Services location at Brunswick Forest (Leland, 2020)</td>
</tr>
<tr>
<td>Partnered with ACS to support growth and expansion of Road to Recovery</td>
</tr>
<tr>
<td>Partnering with multiple agencies to raise funds for transportation and food</td>
</tr>
<tr>
<td>Partnering with NHRMC Foundation and Nourish NC to create food boxes for cancer patients without access to good nutrition</td>
</tr>
<tr>
<td>Developed multidisciplinary lung, breast, head and neck, and brain cancer programs, with dedicated nurse navigators for lung and breast cancers</td>
</tr>
<tr>
<td>Developed lay navigation program</td>
</tr>
<tr>
<td>Partnering with Radiology and NHRMC Foundation in support of expanded breast cancer screening (Pink Ribbon Project) and CT lung cancer screening</td>
</tr>
<tr>
<td>Partnering with Columbus Regional Health System on program to educate front-line firefighters in region on cancer risks and prevention strategies</td>
</tr>
<tr>
<td>Expanding internal financial counseling and social work resources</td>
</tr>
<tr>
<td>Partnering with Pharmacy to expand access to specialty oral drugs to reduce out of pocket costs for patients</td>
</tr>
</tbody>
</table>
Heart Disease

- **NHRMC Heart Center** features range of cardiac services, to include cholesterol screenings for early detection, sophisticated cardiac treatments, and rehabilitation programs to help recovery.
- The Heart Center won American Heart Association’s gold award and gold “plus” award for its response to cardiac arrest, and a silver award for its program for Congestive Heart Failure.
- Cardiac surgery specialists perform more than 12,000 cardiac procedures, including more than 550 open-heart surgeries, per year.
- The Heart Center includes a 16-bed Coronary Care Unit and 14-bed Cardiovascular Intensive Care Unit, as well as cardiac catheterization, electrophysiology, and cardiovascular labs. It employs Artic Sun technology to cool down patients whose hearts have been restarted.
- Cape Fear Heart Associates: leading cardiac care physician practice in Southeastern NC.
- Heart Failure Clinic developed by board-certified Heart Failure specialist MD.
- Region’s first cardio oncology program, led by specifically trained cardiologist.
- A-Fib Clinic: Focuses on education and medication management of this growing disease state.
- Hypertension Clinic in development to reduce strokes/heart disease with those with high BP.
- Licensed Social Worker on site to help patients cope with psychological impact of heart disease and to cope with social issues.
- In conjunction with NHRMC Emergency Medical Services, the Heart Center has reduced the time from a heart attack call to getting the patient into a cardiac catheterization suite to unblock the artery to well below national standards.
- The Heart Center is looking to add opportunities to walk with cardiologists and other outreach programs to help residents exercise and stay healthy.
Leading causes of death

**Cerebrovascular disease**

- NHRMC is the region’s only hospital that delivers advanced neuroscience care 24 hours a day, seven days a week. A team of neurologists, neurosurgeons and stroke specialists provide high level care among a long list of services.

- NHRMC received certification as a Comprehensive Stroke Center in 2019 from DNV GL-Healthcare, reflecting the highest level of competence for treatment of serious stroke events.

- The Stroke program won the Gold Plus Achievement Award from Get With The Guidelines, the highest quality recognition presented by the American Heart Association and American Stroke Association.

- Healthgrades awarded a five-star rating for NHRMC’s treatment of stroke.

- “Code Stroke” process describes a multi-disciplinary effort to rapidly identify patients who would benefit from clot-busting drugs and administer them within 60 minutes.

- “Code ELVO” (emergent Large Vessel Occlusion) is a multidisciplinary process to rapidly identify patients with a large vessel stroke and surgically intervene to remove the clot in less than 90 minutes.

- Active Outreach Team within the Stroke Program, offering screenings and education throughout the region.
Chronic Obstructive Pulmonary Disease

- The COPD program at NHRMC includes three major components: Asthma, Chronic Bronchitis, and Pulmonary Emphysema
- **Coastal Pulmonary Medicine – NHRMC Physician Group** providers are experts in a wide range of pulmonary care disorders, to include sleep disorders, with labs at two locations
- Dedicated COPD Navigator assist patients with care plans, disease management, exercise options and education, specifically on proper use of inhalers, spacers, nebulizers, O2 tanks and other equipment
- Outpatient Pulmonary program with a medical director, Registered Nurses, Respiratory Therapists and Exercise Physiologists
- The Pulmonary Rehabilitation Program is located with the Heart Center’s program in a standalone site on Physicians Drive, across from the hospital
Response to community’s stated needs
New Hanover County CHNA: Top issue negatively impacting quality of life is “alcohol, drugs or medication misuse/abuse”

Pender County CHNA: One of three top priorities

Brunswick County CHNA: “Substance Misuse” in one of top three priorities

NHRMC and Community Response

• Community Partnership Coalition - multiple strategies to educate public/clinicians and better dispose of meds
  • Last disposal event (2019) brought in 4,000 lbs. 19 sites in six counties
  • Medical Staff and Pharmacy changed prescribing habits for opioids
  • In 3 years, 2 million fewer opioid pills prescribed, reduction of one-third
• Founding member, and key provider through NHRMC EMS Community Paramedics, in area’s Quick Response Team. About 80% of patients are engaging in treatment
• Increase availability of Medication Assisted Treatment for substance use recovery patients at NHRMC
• Partner with recovery houses to house and treat homeless substance use patients
• Partner with Recovery International to offer peer support to patients discharging with substance use issues

How do we measure it?

• % reduction of opioids prescribed
• # lbs in medication disposal events
• % reduction in overdoses
• % QRT patients engaging in treatment
• 30-day readmissions of MAT and recovery house patients
• 30-day readmissions of RI program patients
New Hanover County CHNA: Most needed health screening/education/info is Mental Health, including depression and anxiety

New Hanover County Resiliency Task Force

- Addressing impact of Adverse Childhood Experiences (ACEs)
  - Four or more lead to increases in every major chronic disease
- Task force includes 700 “members.” Eight subcommittees include criminal justice, pre- and school-age children, health care, faith communities, data and marketing
- More than 3,000 educated in evidence-based trauma-informed training
  - Includes New Hanover County training all 1,800 employees
- About 2,500 have seen movie Resilience
  - Screened for MDs, at brewery, District Court, multiple churches
- 10 county schools committed to becoming “trauma-informed”
  - Less absenteeism, fighting, suspensions
  - Increase teacher retention rate. Eventually, better reading/math test scores
- “Freedom School” began in summer 2020. About 45 attended
- Grant-funded effort to educate more than 350 caregivers on resilience
- Partnered on efforts to start similar groups in Brunswick and Pender counties
- NHRMC has begun inhouse resilience efforts for staff with the implementation of a Resilience Governance Council under HR

How do we measure it?

- # trained in evidence-based causes
- # who have seen Resilience movie or others like it
- Schools that are trauma-informed
- Businesses/agencies adopting trauma-informed practices
- # providers trained on trauma-informed practices
New Hanover County CHNA: The 2nd-ranked health issue is Chronic Disease
Brunswick County CHNA: Chronic conditions make up 7 of top 10 causes of death

**The “Diabetes Moonshot” at NHRMC:**
Eradicate inevitability of Type II Diabetes and unnecessary impact on health outcomes. It is estimated that one-third of Americans born this century will have diabetes, and one-half of minorities
- Developed consistent clinical pathways to assist physicians in getting patients to the right setting
- Group medical visits to reduce wait time and better educate patients
- Have hired an additional an endocrinologist
- Many patients reporting to the ED with high blood sugar simply need primary care visit, Pharm D access or education
- Once COVID-19 pandemic subsides, will use new federally approved A1c testing tool as a community screening tactic
- 10 trainers certified in DEEP (Diabetes Empowerment Education Program). Will create a network of DEEP classes to educate in the region. Also partner with YMCA on its diabetes prevention classes
- Create Diabetes Center of Excellence for the region

**How do we measure it?**
- Wait time for third appointment to see endocrinologist
- % of ED visits presenting with “hypoglycemia” being admitted to IP unit
- # of patients screening for A1c
- % of patients screened at >9.0 A1c referred to primary care
- # of students in DEEP classes, % whose A1c drops and 30-day readmission rate
New Hanover County CHNA: The 2nd-ranked health issues is Chronic Disease
Brunswick County CHNA: Chronic conditions make up 7 of top 10 causes of death

- **Stroke care**: National certification as a Comprehensive Stroke Center by DNV GL-Healthcare

- **Barber Shop initiative**: Brings blood pressure screening and flu vaccines to barber shops in underserved areas of the community

- **Hypertension Team**: System-wide effort to identify high blood pressure, find access to care for those patients and streamline that care. Working with the American Health Association on the Million Hearts Initiative to improve care.

**How do we measure it?**

- % stroke patients given clot-busting drug within 60 minutes
- # screened
- # who are out of clinical range referred to a primary care physician
- # flu shots given
Screenings to detect disease

New Hanover County CHNA: The 2nd-ranked health issues is Chronic Disease
Brunswick County CHNA: Chronic conditions make up 7 of top 10 causes of death

NHRMC offers various screening programs, at no cost to the public, to detect a range of disease states. These programs include:

- **Breast cancer screening**: Free mammograms through Pink Ribbon program
- **AAA screens**: Screening for abdominal aortic aneurysm can detect deadly disease that often shows no symptoms
- **Balance screens**: Can help detect vestibular disease and risk for falls
- **Cholesterol Screening**: Can help detect your risk for heart disease
- **Blood Glucose/A1c Screenings**: Can help detect your risk of developing diabetes or monitor how well your treatment is working
- **Blood Pressure Screening**: Can help detect your risk for developing hypertension

**How do we measure it?**
- # patients receiving a mammogram
- % of mammograms that lead to breast cancer diagnosis
- # of new breast cancer cases
- # AAA screens
- # of detections of asymptomatic aneurysms greater than 3 cm
- # screening events in impoverished areas
New Hanover County CHNA: Two of top five issues negatively impacting quality of life are lack of affordable housing (2nd) and homelessness (4th)

Pender County CHNA: Lack of affordable housing ranks 6th among issues affecting quality of life

NHRMC and Community Response

- **Hope Recuperative Care**
  - Six beds available for homeless patients in the NHRMC tower with no discharge plan
  - This service reduces Emergency Department utilization and costs, reduces bed days, and has a readmission rate below the average for all patients
- Three-person [SOAR disability program](#) is the state’s most prolific. Now works to house clients
- Co-chair Tri-Hic, which oversees the Coordinated Entry of homeless people into housing in cooperation with the [Continuum of Care](#)
- Housing Fair to assist our employees in purchasing a home
- NHRMC employees have built 10 Habitat for Humanity homes

**How do we measure it?**

- # patients referred to Hope Recuperative Care
- 30-day readmission rate of those patients
- # bed days saved at NHRMC
- Medicaid dollars recovered by SOAR team
- # disability cases won by SOAR
- # clients who find permanent housing through SOAR
- # clients housed through Coordinated Entry program
Gun violence

**New Hanover County CHNA:** Among top five issues negatively impacting quality of life, gang involvement ranked 3rd

**NHRMC and Community Response**

In New Hanover County, 75% of gun violence between ages 15-24 is African-American males

- Joined Criminal Justice Advisory Group, includes most of law enforcement and court’s leaders
- Worked with Cape Fear Collective to develop Kate B. Reynolds grant program for entrepreneurship and investment in new business opportunities in Creekwood area
- Partnering with Wilmington Police Department to produce video depicting impact of gun violence
- Trauma coordinator working to further grow our peer program of trauma survivors, specifically focusing on those who’ve experienced gun shot wounds

**How do we measure it?**

- # jobs created through new entrepreneurial business opportunities through KBR grant
- # individuals trained or educated through “career impact bonds”
- # viewings of new video produced by WPD
- # gunshot victims at NHRMC from all races, communities and ages
New Hanover County CHNA: On a question of whether you were concerned about running out of food, one in five (21%) were unable to say this was not a concern.

Pender County CHNA: Nutrition and Physical Activity is one of top 3 priorities.

NHRMC and Community Response

1) Food Pharmacy
   - Opened in January 2020. Funded by NC Food Bank
   - For patients who fail on one of two “hunger vital signs questions”
   - Food box designed to last 3-4 days. Goal is to get patients to next source of food such as SNAP benefits or a food pantry

2) Community Dietitian
   - Grant-funded dietitian who visits homes of patients diagnosed as malnourished
   - Has cut ED utilization in half, IP visits by three-fourths and hospital readmission by half

3) Northside Food Co-Op
   - Grocery store is long-held dream by community in food desert
   - Co-op’s model will create Northside community ownership and jobs
   - Looking to locate in “soda pop” district

How do we measure it?

- # boxes of food given by Food Pharmacy
- IP and OP utilization by those who receive a box
- # residents added to SNAP program
- # patients visited by Community Dietitian
- 30-day readmission rate of those patients, compared to control group of similar patients
- Building site identified, funding raised and opening date for grocery store in Northside neighborhood
Community building

**New Hanover County CHNA:** Among top five issues negatively impacting quality of life, low income/poverty ranked 5th

**Pender County CHNA:** Low income/poverty identified as second-largest barrier affecting quality of life

**Northside Assessment**
- Completed in 2017. Led by NHRMC Health Equity Department
- Residents want safer place to live, recreation opportunities, community engagement, nutrition, access to health screening
  - Dancin’ in the Park
  - Advocacy for Portia Hines Park (City of Wilmington pledged to bring to City Park standards)
  - Cooking classes planned
  - Grocery store initiative
  - Neighborhood clean-ups
  - Partnership with area nonprofits and Virgo Middle School
  - Stop the Bleed/AED program
  - Training for Community Outreach Advocates employed through Voyage
- NSea Swim revitalized Northside Pool, integrated swimming

**How do we measure it?**
- # visits by Feast Down East food truck
- # health cooking education demos
- Community garden implemented
- Walkability assessment completed
- Portia Hines park improved to City standards
- % patients using ED for primary care decreases
- # of Stop The Bleed classes and defibrillator installations
- Connectivity through communication increases
A number of issues that appeared on lists of barrier or issues facing New Hanover, Pender and Brunswick counties are either not addressed or not fully addressed in this CHNA. Below is a list of frequent or prominent issues:

- **Motor vehicle accidents/reckless or drunken driving:** These are primarily the domain of public health and law enforcement. NHRMC does offer a Level II Trauma Center and is one of three hospital systems in the state that takes responsibility for its home county’s Emergency Medical Services.

- **Child neglect/abuse:** This issue is addressed through our county’s Departments of Social Services. However, NHRMC provides care for children injured or severely compromised by these issues and coordinates with DSS and law enforcement.

- **Domestic/Sexual violence:** NHRMC hosts a Sexual Assault Nurse Examiner program in its Emergency Department and works closely with law enforcement, Rape Crisis Center and the Carousel Center, which serves as a hub for child sexual assault treatment.

- **Air/water pollution:** This matter is addressed by Public Health.

- **Childcare/recreation activities:** While NHRMC has advocated for some park improvements, this is a matter for other nonprofits to lead.

- **Crime:** While NHRMC sees the impact of crime daily in its emergency services, we choose instead to coordinate with local law enforcement. An exception is our efforts regarding Gun Violence that revolve around economic development.

- **Transportation:** While NHRMC offers Uber Health rides to patients who don’t have other options, this is an area that will likely draw more attention going forward.
Tools to facilitate these responses
Community Health Workers

• Community Health mobile team
  – Research shows Community Health Workers are often more effective than clinical intervention
  – Basically, a “navigator” who is trusted and understands the culture, habits and preferences of a population
  – NHRMC will start a “Community Health” team in fall 2020 (courtesy of a grant from the N.C. Office of Rural Health). The team includes:
    • One Community Paramedic
    • One Community Health Worker
  – Will work in home setting with high-risk patients affiliated with NHRMC medical residency clinics
  – Goal will be to address social problems, help patients adhere to care plan, reduce future utilization and improve health outcomes
• **Faith Health program**
  - Scheduled to begin in late 2020 or early 2021
  - Goal is to align with volunteers in faith communities to monitor/screen/navigate for their fellow members
  - Will help NHRMC begin to address social isolation of elderly members of these groups
  - Faith groups to partner with NHRMC to bring in exercise classes, group visits, diabetes, falls education, and other programs
  - UNCW to partner with program to share its students working in various health sciences fields
  - Methodist Church district partnering to advance its mission of health ministry
  - Also seeking to identify at least six “Faith Community Nurses” who can support these faith communities, with grant funding for certification provided by SEAHEC
• **UNCW Social Worker intern program**
  – Partner with UNCW School of Health and Human Services to place Social Work interns at community sites
  – First interns started in August 2020
  – Interns will work in outpatient setting to amplify the physician’s care plan and help patients overcome barriers relating to Social Determinants of Health
  – Will work in conjunction with Community Health Worker program
  – Could become a workforce pipeline for future social workers at NHRMC
NHRMC one of early partners with effort started by Live Oak Bank to create a data-driven, research-focus approach to tackling the community’s most pressing and profound issues

- Data-driven project with UNC-Wilmington and NC State as partners
  - Created Racial Dashboard to measure and illustrate what our county has officially labeled a “Public Health Crisis”

- Social Financing
  - Investing in housing, economic development and small business development by offer “career impact bonds” as an investment that bears dividends
  - Also aligned with Cape Fear Community College’s “line worker program” to develop LPNs and RNs

- Meet other Social Determinants as data projects
  - Example: Beginning a transportation company owned by residents in low-income neighborhoods

With Live Oak Bank, partnering on:

- Workforce development
  - Dovetail with NHRMC’s own workforce develop programs encourage grade school students to pursue health-related careers

- Affordable housing
- Small business development
NHRMC created “Mission Corps” in 2018 to help employees volunteer in the community in ways meaningful to them and the community.

- More than 7,000 volunteer hours per year
- Many volunteered to teaming up to adopt classrooms in our communities most economically-distressed schools.
- Also become involved in food distribution with NourishNC
- Will partner with Cape Fear Collective on ShareCare app to manage volunteer activities going forward.