

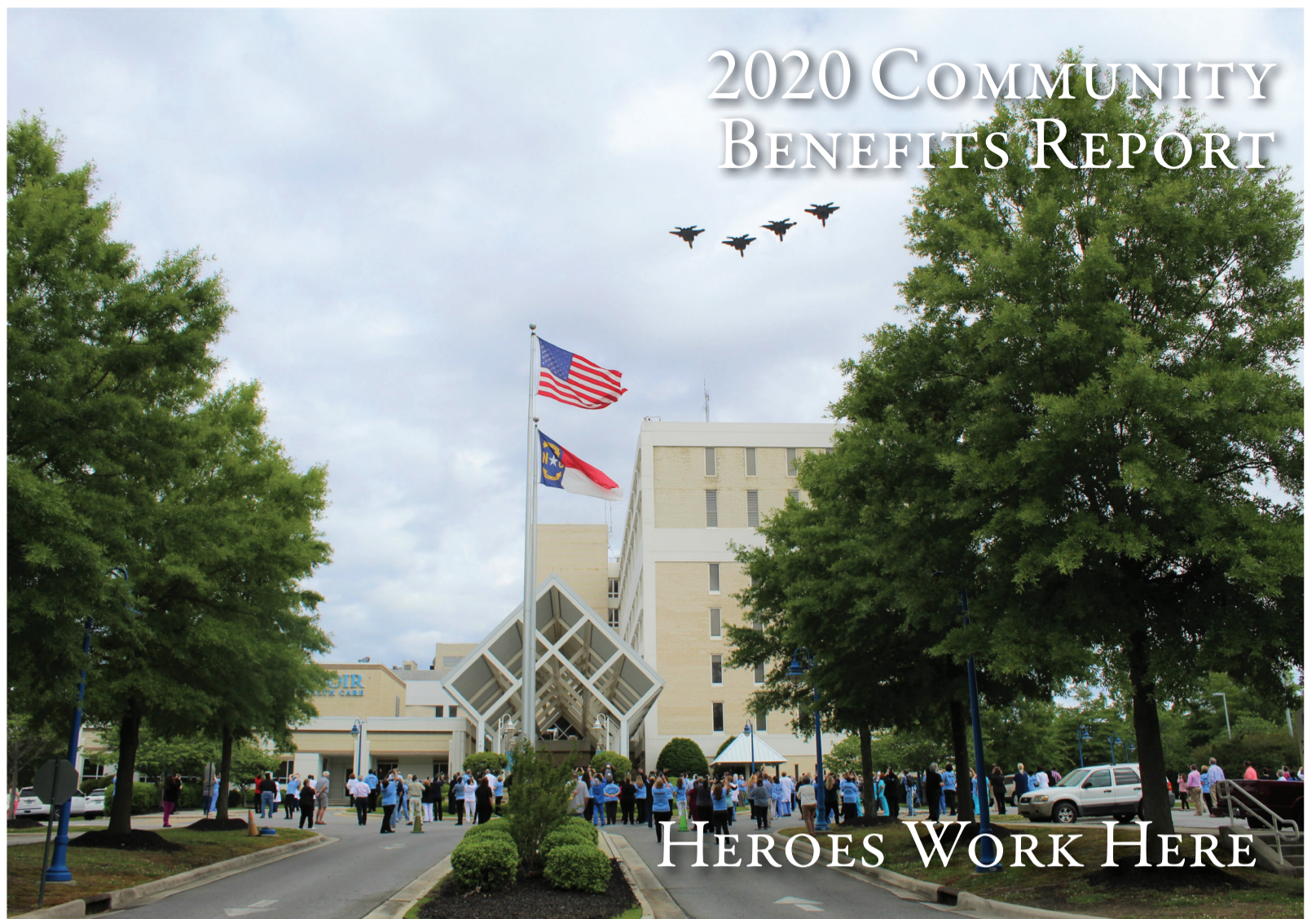
*From the CEO*

Hospitals everywhere experienced challenges this year as a new and evolving COVID-19 pandemic required unprecedented health-care delivery and service response. UNC Lenoir Health Care was no different as we sprang into action and adapted with countless strategies. Early responses included developing screening and isolation procedures to keep patients and employees safe, initiating and supporting COVID testing for the community, procuring PPE and medical equipment, suspending elective procedures to focus on the pandemic, and working with community partners to collaborate for the best results.

Many organizations and individuals reached out to assist the hospital, making donations of every kind, including PPE, treats for our staff and even HEPA filters in order to show support and commitment to our healthcare heroes. It meant a lot to our team. We thank you for your support from the bottom of our hearts.

A community is defined as a fellowship with others as a result of sharing common attitudes, interests, and goals. The dedication and work of our hospital is found throughout our deep relationship with our community. We value this unique relationship and the resulting improved overall health status of our residents.

Many diverse efforts are how we provide tangible and defined community benefits each year. Whether it is in pandemic education and preparation, recruiting health



providers, loaning members of our leadership team to serve on local boards, acting as a training site for area health students, or in a myriad of collaborative health improvement initiatives, our work provided \$1.8 million dollars in direct community benefit in 2020.

This report provides a snapshot provided by UNC Lenoir Health Care to help improve the health and well-being of our community. We are proud to have collaborated with many local

partners to promote health and wellness in our community, as we provided quality care to all in need, each and every day of the year.

It is an honor to serve on your behalf,

*Robert A. Enders, Jr.*

Robert A Enders, Jr  
President and CEO



**FY 2020  
UNC Lenoir Health Care Community  
Benefit Highlights Include:**

Revenues Written Off to Charity Care	\$4,642,625
Revenues Written Off to Bad Debt	\$30,632,487
Programs/Services	\$845,246
Health Professions Education	\$371,333
Cash and In-kind Contributions to Community Groups	\$288,024
Physician Recruitment expenses	\$215,603
Grants Received for Community Health Improvement	\$106,995
Salaries & Benefits	\$62,108,759

**FY 2020 by the numbers....**

Admissions	4,978
Average Daily Census	58.9
Patient Days	23,324
Emergency Room Visits	41,630
Radiation Therapy procedures	17,361
Surgeries	3,408
Deliveries	421
Meals Served	141,667

**In Lenoir County, 2020 challenges include:**

- 84<sup>th</sup> lowest of 100 NC counties for overall health outcomes
- 22% in poor or only fair health vs 18% in NC
- 38% of children live in poverty vs 20% in NC
- 33% of adults are obese
- Persons with disability 23.9% (2015-2019)
- 30% of adults with physical inactivity versus 24% in NC
- 13% uninsured
- Per capita income was approximately \$23,865 for county residents vs \$30,788 NC average (2015-2019)
- Median household income \$39,402 for county residents vs \$54,602 NC average

- Bachelor's degree or higher, age 25+ is 14.9% vs 31.3% NC average
- UNC Lenoir patient population is 69% government sponsored
- 13.4% uncompensated care (charity care and bad debt) makes up Hospital payor mix
- 47% children in single-parent households vs 35% NC average

**Germ Busters For Kids**

Grant funding provided financial support for an infection prevention initiative at Southeast Elementary School in Kinston. Fun AR reading books were given to all K-5 classrooms and school health nurses worked with classroom teachers about handwashing and other infection prevention measures.



Management team shows Germ Busters Books.

### Cancer Center Volunteer Lay Navigation

Once a diagnosis of cancer is received, patients often feel overwhelmed. Volunteer lay navigators, supervised by the nurse navigator in the Cancer Center, help patients identify and remove barriers to care while linking them to available cancer support resources. Over 139 hours were donated by volunteers in FY 20.

### Pet Therapy

UNC Lenoir continued its safe and therapeutic dog visits to the patients on approved patient care units by having 4 therapy dogs. Research indicates that pet therapy helps to reduce and manage patient's anxiety by focusing patient's

attention on the dog, stimulates positive feelings in patients, and offers a means of relaxation and social interaction. Our Pet Therapy volunteers, and their dogs Micki, Casey, Blue and Gypsi had 634 interactions with visitors and family members and 109 patient visits from July 1, 2019 – June 30, 2020.

### Physician Recruitment

UNC Lenoir has added three new physicians to the medical staff in 2020. The new physicians will be practicing in our community and include: Dr. Kristin Williams, general surgeon, Dr. Brittany Lloyd, Family Medicine, and Dr. Bryan Ehlert, Vascular Surgery

## It's My Hospital Today

## It's My Community Health

### Corporate Health Services

Services included 49 corporate clients, 36 worksite wellness visits with 800 employee contacts. Biometric screenings, flu shots, CPR training, urine drug screens, and targeted health education for risk factor reduction were provided.

### Stroke Prevention and Care

The Stroke Program at UNC Lenoir Health Care is accredited by the Joint Commission Survey for Certification as a Primary Stroke Center. Stroke patients are followed using the COMPASS (Comprehensive Post-Acute Stroke Services) program for 60 days after discharge to their home from the hospital. The Stroke Program Coordinator follows patients with a phone call on day 2 post discharge and is with the patient at the follow up Neurology appointment. Health coaching, risk factor management, and assistance in accessing community resources for the patient and their caregiver is provided. The patient is also offered a community paramedic home visit free of charge. As a Wake Forest Baptist Telestroke site, the program achieved several quarterly awards and an annual award for efficiency and effectiveness in delivering the "clot busting" medication to patients experiencing acute stroke. These awards are: FY2020- Door to Needle Challenge Winner of the Year, Door to Needle Challenge Winner 2nd Quarter, Door to Needle Challenge Winner 4th Quarter.

UNC Lenoir was awarded The 2020 American Heart Association Get with the Guidelines Gold plus Award, Target Stroke Honor Roll Elite, and Target Type 2 Diabetes Honor Roll for excellence in meeting stroke care quality metrics.

### Diabetes Wellness Program

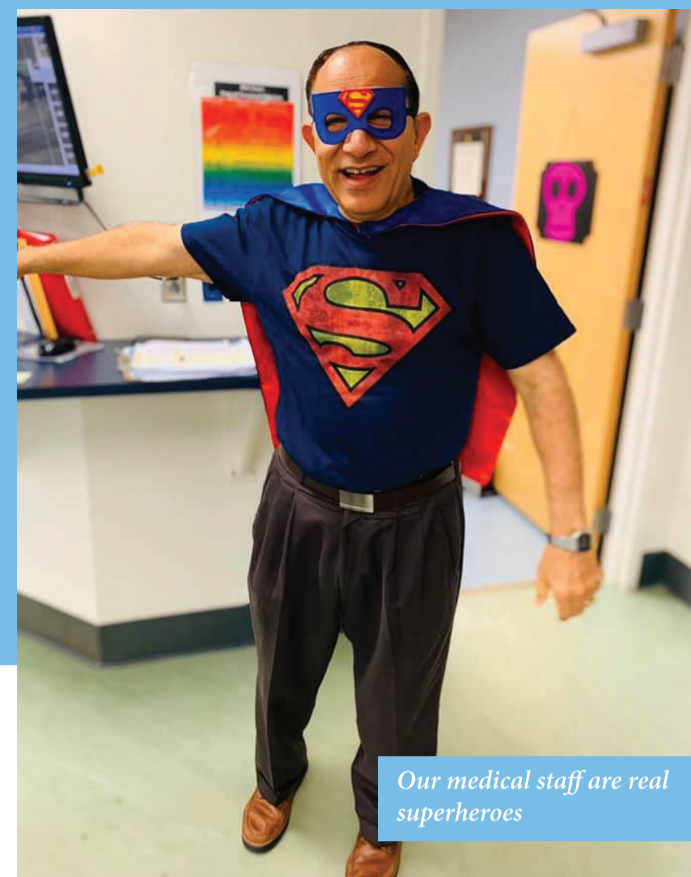
Located in the Minnie P. Stackhouse Diabetes Center,

the AADE accredited Diabetes Wellness Program provided free diabetes self-management education and follow up management to 81 individuals living with diabetes. Outreach education and off-site screenings were provided each month reaching 292 community members. Additionally, a registered dietitian/diabetes educator provided 288 medical nutrition counseling sessions during this year. Rx Food Coupons are provided to participants to incentivize education by increasing local access to fresh fruits and vegetables at the Lenoir County Farmer's Market.



### Minges Wellness Center

The on-site medically based fitness center for the community has 78 pieces of stationary exercise equipment with an average of 25 beginner's group exercise classes weekly. With a membership of 865 active individual members in FY20, monthly membership rates of \$20 per month assist an underserved community to initiate exercise plans. Our program partners with Silver Sneakers and Silver & Fit benefits for eligible community members. A number of free



Our medical staff are real superheroes

physical activity oriented educational sessions are offered throughout the year to the community by our exercise specialists. The Minges Wellness Center was closed due to Governor's COVID mandate from March- June this period but a number of Facebook exercise options were provided.

### Heart Failure Program

The Duke Endowment funded a three year project starting in 2019 supporting multiple key strategies to reduce avoidable heart failure readmissions and increase heart failure self-management in a high risk patient population. At the end of 2020 heart failure readmissions had been reduced to 17.3% for persons age 65 and older. The work of the program this year included a partnership with Lenoir County EMS for an active community paramedic program with home visits. 192 patients completed the 31 day program. Patients completing the community paramedic program were able to reduce ED visits, reduce EMS calls and positively impact unnecessary readmissions. The free Heart Failure Conversation Map group classes were implemented with over 50 persons attending. A community wide health promotion campaign, "Failure is Not an Option" was initiated with multimedia education across the community. UNC Lenoir earned the 2020 Get With The Guidelines Gold award for heart failure. See [ManageHeartFailure.org](http://ManageHeartFailure.org)

### Screening Events

Provided early detection and screening events of diseases/ disorders/risks including colorectal cancer (49), mammogram (22), lung cancer (13) and blood pressures(15,239).

## It's My Community Stewardship

### Community Health Needs Assessment and Health ENC

The most recent three year cycle for community health needs assessment cycle in 2018 identified three priority issues for Lenoir County: Obesity- Exercise and Nutrition, Substance Abuse, and Access to Care. The full 2018 Lenoir County CHNA and Implementation Strategies are found by going to the Healthy Communities tab under the Minges Wellness Center at [unclenoir.org](http://unclenoir.org) or through <https://www.lenoirwellness.org/healthy-communities/>

In 2018, UNC Lenoir and other partners in Lenoir County along with 33 other eastern NC counties initiated an eastern NC community health needs assessment process that shifts the cycle to a regionally cohesive three year cycle on a 2018 timeline. This provides similar data collection and reporting structures to improve assessment process planning in the East for collaboratively impact strategies for the future. Regional eastern NC priorities from the 2018 CHNA have been established to include: access to care and health equity, healthy lifestyles and health behaviors, substance abuse and/or use, and mental health. The work involves community leaders from the region and in partnership with the Foundation for Health Leadership and Innovation and was funded in part through The Duke Endowment. A regional report as well as individual county reports will be also available at [HealthENC.org](http://HealthENC.org).

### Economic Development

Cash donations included support and sponsorships for Community Council for the Arts, Downeast Wood Ducks,

Freedom Classic, and Lenoir County Public Schools Career Day.

### Kinston/Lenoir County Farmers Market

UNC Lenoir assisted underserved residents of the community having diabetes with access to local fresh fruits and vegetables through 86 incentive Rx coupons within program in partnership with Lenoir Hospital Foundation and Lenoir County Cooperative Extension. Additionally, UNC Lenoir provided several onsite cooking demonstrations by a dietitian.

### Community Health Education Programming

Provided 766 participants on and off-site free health and wellness programming. Programming included Infant CPR, tobacco cessation, exercise, nutrition and other health education offerings. A three-part heart education series with local cardiologists and other heart experts provided educational programs this year at evening series at Queen Street Deli.

### Grocery Cart Conversation Series

A free community nutrition education program led by registered dietitians was initiated with ongoing monthly sessions at the Piggly Wiggly in Kinston.

UNC Lenoir Health Care Community Walking Track Averages over 500 walkers per month. Offered the use of the track for not-for-profit community organizations' walks x 3 in FY 20 for no fees.



Rehab Services and our local Boys & Girls Club

### Employee Outreach in Community

UNC Lenoir employees show good community stewardship by participating in fundraising to support the American Cancer Society Relay for Life, Lenoir Hospital Foundation projects, and Lenoir- Greene United Way. Employees worked together to give time, talent and personal cash donations of \$66,118 during FY20 towards great causes in the community. Employees also collected 10,370 pounds of food for UNC Lenoir families, Greene County Interfaith, Friends of the Homeless, LaGrange First Missionary Baptist Church, and the Lenoir Cancer Center's food pantry. Employees kept the long tradition of playing Secret Santa to 17 needy children in the Northeast Elementary School with gifts from their own pockets.