

*From the CEO*

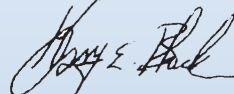
For more than a century, Kinston has had a community hospital, and the strategic partner selection process initiated by the Lenoir Memorial Board of Directors in 2014 will preserve the legacy of local healthcare for future generations. A strategic partnership is one that will be a good fit with our community, expand services and investments in the hospital, and assist in the recruitment of physicians. Ensuring a legacy of care that is here for the health of our community, especially the vulnerable and needy, is our continued goal.

Improving the health of our community begins one person at a time, and the three year cycle of community health needs assessment is a vehicle to better understand the perceptions and actual health status of Lenoir County. In 2014, the three year cycle of health status analysis started again and the community was polled with a community health perception survey. Over a thousand Lenoir County residents gave their opinion about what the pressing health issues are in the community. The top priorities have been identified as issues that stem from needs related to: obesity, responsible and healthy parenting, and illegal and legal drug abuse. These issues will serve as the focus for community health actions.

The work of Lenoir Memorial is found throughout our community, whether it is in loaning members of our leadership team to serve on local boards, acting as a training site for area health students or in work done for health improvement initiatives. These and many other efforts are how we provide tangible and defined community benefit each year. Our work at Lenoir Memorial Hospital provided \$2.3 million dollars in community benefit in 2014.

Lenoir Memorial will affiliate with a new strategic partner in 2015 and will remain a constant and engaged advocate for health behavior and quality of life improvements. As a community hospital, we invest ourselves in you and your family and that means a lot. This report provides a snapshot of the support for health needs that we provided in the community in 2014.

Sincerely,



Gary Black



**2014 Lenoir Memorial Hospital Community Benefit Highlights Include:**

Revenues Written Off to Charity Care	\$4,376,153
Revenues Written Off to Bad Debt	\$29,431,737
Programs/Services	\$648,140
Health Professions Education	\$281,049
Cash and In-kind Contributions to Community Groups	\$192,528
Physician Recruitment expenses	\$664,523
Grants Received for Community Outreach	\$183,060
Salaries & Benefits	\$52,809,988

**2014 by the numbers....**

Admissions	5,632
Average Daily Census	76.8
Patient Days	28,008
Emergency Room Visits	40,321
Radiation Therapy procedures	17,216
Surgeries	3,897
Deliveries	433
Meals Served	585,111

**In Lenoir County, challenges include:**

- 92<sup>nd</sup> lowest of 100 NC counties for overall health outcomes
- 25% in poor or only fair health vs 18% in NC
- 37% of children live in poverty vs 26% in NC
- 34% of adults are obese
- 63.5% of students eligible for Free Lunch Program
- The rate of disability is 20%
- 32.6% of adults with physical inactivity
- 1 out of 4 local residents eligible for Medicaid
- 20% uninsured
- 2013 per capita income was approximately \$19,760 for County residents vs \$25, 285 NC average

- Median household income \$35,770 for County residents vs \$46, 234 NC average
- Bachelor's degree or higher age 25+ is 14% vs 27.3% NC average
- LMH patient population is 72% government sponsored
- 13.7% uncompensated care (charity care and bad debt) makes up Hospital payor mix



**Lenoir County Health Indicators**

Healthy Communities, a comprehensive health status database at [www.lenoirmemorial.org](http://www.lenoirmemorial.org), provides the latest Lenoir County demographics and leading health indicators. It allows the user to search and report on over 50 specific health indicators, demographics, and comparisons with NC and national benchmarks. The resource is provided through a joint effort of Lenoir Memorial and the Lenoir Memorial Foundation.

**Health Library**

A comprehensive health library is located at [www.lenoirmemorial.org](http://www.lenoirmemorial.org). This free community resource contains national health news headlines and articles, condition guides, and interactive calculators and quizzes to help assess current health knowledge and status. Calculate a Body Mass Index or Target Heart Rate. Check out the Health Library for popular topic areas such as women's health, men's health, pregnancy, diet and exercise, and dozens of more relevant topics to easily print articles.



### Community Value Five-Star Hospital for 2014

Lenoir Memorial was designated as a Cleverly & Associates "Community Value Five Star Hospital" for the fourth year. The Community Value Index (CVI) is a study to provide a measure of the value that a hospital provides to its community by examining ten measures in four key performance areas. The four areas of performance include: 1.) Financial viability and plant reinvestment, 2.) Hospital cost structure, 3.) Hospital charge structure, and 4.) Hospital quality performance.

# It's My Hospital Today

### Crisis Collaborative

The Lenoir County Crisis Collaborative brings Eastpointe Mental Health, Easter Seals Mobile Crisis, Lenoir Memorial, local law enforcement, EMS, and other agencies together quarterly. The group focuses on the community mental health crisis needs to identify solutions and meet challenges to problems in Lenoir County.

### Community Health Education Programming

Provided 2261 participants on and off-site health and wellness programming. Programming included Infant CPR, tobacco cessation, exercise, nutrition and other health education offerings. Three physician-led focused topic educational series were offered this year.

### 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 206 individuals living with diabetes. Outreach education and off-site screenings were provided monthly reaching 399 community members. Additionally, a registered dietitian/diabetes educator provided 158 medical nutrition counseling sessions during this year.

### Corporate Health Services

Services included 79 corporate clients, 239 worksite wellness visits with 2276 employee contacts. Flu shots, CPR training, and targeted health education sessions for risk factor reduction were provided.



Corporate Health nurses visit local employers

### Physician Recruitment

Lenoir Memorial provided physician recruitment services to meet community needs for providers in the priority areas of general surgery and neurology. Two providers were successfully recruited to area practices. In 2014, we successfully recruited two physicians and one midlevel to Lenoir Physician Network practices. They are : Dr. Charles Moore - General Surgery and Dr. Manasi Gahlot – neurology, and Joy Smith, Orthopedic PA. In addition, Dr. Vikram Gahlot, an invasive non-interventional cardiologist was recruited for Kinston Cardiology.

# It's My Community Health

### Heart Healthy Lenoir

Collaboration with UNC Center for Population Health and Health Disparities continues in a 5 year NIH grant to reduce stroke and heart disease in Lenoir County. The project is overseen by researchers at UNC and ECU, assisting in the coordination of processes to implement a Blood Pressure Study with 600 local participants. This project includes six physician practices and the implementation of standardized hypertension guidelines, home blood pressure monitoring and telephone coaching as an evidence-based approach for better hypertension management. The project partnership includes a local advisory committee on which several hospital leaders serve and also focuses on healthy lifestyle and genetics study areas. During FY 14, area restaurants were invited to participate in a pilot healthy food choices program for dining out with three area restaurants participating in the first phase. Healthy eating fliers, table tents and 1564 coupons were redeemed with plans for a larger roll out in 2015.

### Minges Wellness Center

The on-site medically based fitness center for the community has 75 pieces of stationary exercise equipment with 25 group beginners exercise classes weekly. A total of 959 individual members participated in 2014, including 60 individuals who were provided incentive scholarships for diabetes self management. Monthly membership rates of \$20 per month assist an under-served community to initiate exercise plans.

Our program partnered with Healthways to roll out Silver Sneakers benefits to eligible community members in 2014.



### Cancer Resource Center

The CRC provides resources for individuals and families who have received a cancer diagnosis and need services to support their myriad of needs during treatment and care. 65 patients and families received formal support through the center during FY14. Dozens more interacted with staff informally. A staff of trained volunteers are available to assist in identifying cancer resources from 8-12 each weekday.

### My LMH Portal

Implemented an online patient portal in July, 2014 to provide patients a secure online access to personal health information by using an internet connection with a secure user name and password. The additional features provided allow residents to add information to their personal profile and manage more complete health information in one location.

### Lenoir County Childhood Obesity Prevention Task Force

Lenoir Memorial is an active partner in the Lenoir County Childhood Obesity Prevention Task Force that has representatives from the local schools, county government, and other key community agencies. A second school-wide healthy water beverage initiative was started at Northeast Elementary this year. More information about the activities of the task force can be found at <http://www.lenoircountynchealthkids.com>.



Contentnea-Savannah rolls out water initiative

### Parenting Education Series

A three part community education series was offered to support parenting and constructive discipline needs in different age groups by a parenting expert for residents.

### WorkHealthy America

Working with Prevention Partners in Chapel Hill, NC, Lenoir Memorial supported grant funded worksite wellness assessments with twelve Lenoir County organizations. This facilitated the evaluation and report card of current practices and policy support for wellness culture, environment and policy for 18.7% of the local workforce impacting 5171 employees.

# It's My Community Stewardship

### Lenoir County Community Health Needs Assessment

The last three year cycle process (2011/12) identified four priority issues for the community: Obesity (physical activity and nutrition), Diabetes, High Blood Pressure, and Responsible Parenting. Community efforts to address these issues have been ongoing. The 2014/15 cycle was initiated by Lenoir Memorial Hospital and the Lenoir County Health Department with community health perception surveys provided to the community and the full assessment and priorities to be developed in 2015.

### Economic Development

Prioritized donations included support for STEMEAST, the Pink Hill Rose Festival 5K, PRIDE of Kinston downtown park concert series, and the Kinston Run for the River. Donations were also made to support regional Kinston/Lenoir County Chamber of Commerce signature events: Festival on the Neuse and the Living Well in Eastern NC show.

### Emergency Preparedness

Lenoir Memorial participates in the local emergency planning committee, and as a member of the Lenoir County team in the Eastern Regional Advisory Council for 29 counties. Lenoir Memorial participates in the North Carolina Emergency Management Domestic Preparedness Region 2 (DPR2) emergency preparedness committee for 10 counties to develop and expand regional prevention, preparedness, response, and recovery capabilities for all hazards, both man-made and natural.

### Stroke Prevention and Care



Implemented the first year plan for developing a primary stroke center using grant funds from The Duke Endowment for a three year project that includes initiating telestroke services. A community stroke team has convened involving stakeholders: Lenoir County EMS, LMH leaders and a stroke victim to meet regularly to plan awareness programming treatment protocols, post-stroke education and comprehensive staff training. Stroke awareness messaging includes billboards, twelve Lenoir County transit vans, and direct mail to Lenoir County residents.

### Advanced Directives

Provided 83 community residents with support in completing advanced directives.

### Employee Outreach

Lenoir Memorial employees show good community stewardship by participating in fundraising to support the American Cancer Society Relay for Life, Lenoir Memorial Foundation, and Lenoir-Greene United Way. Employees worked together to give time, talent and personal donations of over \$75,000 during FY14. Employees also fed 26 local families for Thanksgiving and provided food to Friends of the Homeless and Greene County Interfaith. Employees kept the long tradition of playing Secret Santa to 26 needy children at Northeast Elementary School.

### Hospital Volunteer Program

During FY 14, 269 volunteers including 55 youth volunteers provided 35,034 volunteer hours in a variety of hospital settings enriching the patient experience and performing the work of 17 unpaid FTEs. Lights of Love Holiday tree lighting campaign community donations fund hospital projects each year.

### STEM Outreach

Lenoir Memorial worked with the Lenoir County Manufacturing Association to reward Lenoir County Project Lead the Way programs with science, technology, engineering and math (STEM) programming in area high schools through support for creative student project competition and scholarship awards. Lenoir Memorial also served as a site for a Lenoir County Public Schools STEM partnership with ECU showcasing careers in STEM based areas. Additionally, LMH provided support for STEMEAST through the Lenoir Committee of 100.



STEM education leaders observe technology at Lenoir Memorial