

# 2016 COMMUNITY BENEFITS REPORT



## From the CEO

Life on the front lines of healthcare has never before seen more challenge and change. Hospitals work 24/7 to meet the needs of their communities and the pressures can be daunting. Whether from regulatory demands, evolving technologies, critical staffing shortages, or complex community health disparities, it is especially difficult for individual organizations.

Improving quality patient care and impacting community health status in rural areas requires redefining hospital care in new ways these days. It has been said that maintaining a culture of transformation is meaningful when you can also stay true to your values.

Keeping the needs of our unique community a priority, our

hospital board recognized the extraordinary opportunity to partner with a flagship healthcare leader in the state, and began a management services agreement with UNC Health Care in May of 2016. This affiliation allows Lenoir Memorial to provide a broader scope of resources and experience in order to benefit our residents. It preserves an extraordinary legacy of over a century of care and will enhance community-based patient care services going forward.

The dedication and work of our hospital is found throughout our community, whether it is in loaning members of our leadership team to serve on local boards, recruiting health providers, 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 provided \$2.1 million dollars in community benefit in 2016. This report provides a snapshot of the support for certain health needs that we provided, and 2016 was truly a year of change for us. We teamed up with many local partners to promote health, and with UNC Health Care to maintain our unique character, while ensuring health care in this community for generations to come.

Sincerely,  
Gary E. Black, FACHE  
President and CEO



## 2016 UNC Lenoir Health Care Community Benefit Highlights Include:

Revenues Written Off to Charity Care	\$5,228,453
Revenues Written Off to Bad Debt	\$27,339,275
Programs/Services	\$728,598
Health Professions Education	\$787,796
Cash and In-kind Contributions to Community Groups	\$227,067
Physician Recruitment expenses	\$316,282
Grants Received for Community Outreach	\$135,653
Salaries & Benefits	\$60,121,506

## 2016 by the numbers....

Admissions	5,093
Average Daily Census	65.7
Patient Days	26,755
Emergency Room Visits	42,218
Radiation Therapy procedures	9,295
Surgeries	3,750
Deliveries	377
Meals Served	399,159

## In Lenoir County, challenges include:

- 85<sup>th</sup> lowest of 100 NC counties for overall health outcomes
- 22% in poor or only fair health vs 19% in NC
- 36% of children live in poverty vs 24% in NC
- 36% of adults are obese
- Disability under age 65, 2011-2015 is 18.1%
- 33% of adults with physical inactivity versus 25% in NC
- 1 out of 4 local residents eligible for Medicaid
- 19% uninsured
- Per capita income in 2015 was approximately \$20,191 for county residents vs \$25,920 NC average
- Median household income \$34,717 for county residents vs \$46,868 NC average

## 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 UNC Lenoir Health Care and the Lenoir Hospital Foundation.

- Bachelor's degree or higher age 25+ is 12.9% vs 27.3% NC average
- UNC Lenoir patient population is 71% government sponsored
- 11.7% uncompensated care (charity care and bad debt) makes up Hospital payor mix
- 50% children in single-parent households vs 36% NC average



## Healthy Community Hero Award

A community health recognition was initiated in 2016 where community heroes are nominated via an online process and are honored for impacting community health in Lenoir County. The first award was provided in 2016 to the Lenoir-Greene Partnership for Children for outstanding results in the Positive Parenting Program.



### Community Value Five-Star Hospital 2016

UNC Lenoir was named a "Five-Star Hospital" in this year's Community Value Index Leadership Award by Cleverly & Associates. The Community Value Index (CVI) is composed of ten measures that evaluate a hospital's performance in four areas: 1.) Financial Viability & Plant reinvestment; 2.) Hospital Cost Structure; 3.) Hospital Charge Structure; 4.) Hospital Quality Performance. To see all the winners on the "Top 100 Hospital" list, the winners on the "Five Star Hospital" list, as well as more about the Community Value Index, go to: <https://www.cleverlyassociates.com/CommunityValue/AboutTheCVI/Default.aspx>

## It's My Hospital Today

### Community Coalition Activities

UNC Lenoir provides leadership and administrative support for community health coalitions. The Lenoir County Alliance for a Healthy Community meets on a monthly basis for community networking and information sharing. Almost 20 different community organizations participate in the meetings. The Lenoir County Crisis Collaborative brings Eastpointe Mental Health, Easter Seals Mobile Crisis, UNC Lenoir, local law enforcement, EMS, and other agencies together quarterly. The group focuses on the community mental health crisis needs to identify solutions and confront challenges to problems in Lenoir County.

### Community Health Education Programming

Provided 1868 participants on and off-site health and wellness programming. Programming included Infant CPR, tobacco cessation, exercise, nutrition and other health education offerings. A four-part heart series with featured cardiologist speakers was provided this year. A UNC Lenoir two-part responsible parenting seminar was offered through Triple P-positive parenting by trained child educators in the community.

### 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 295 individuals living with diabetes. Outreach education and off-site screenings were provided each month reaching 442 community members. Additionally, a registered dietitian/diabetes educator provided 143 medical nutrition counseling sessions during this year. A three year grant continued from Kate B. Reynolds supporting the program expansion of the DSME/T program into Kinston Community Health Center.

### Project Lazarus

Project Lazarus is a public health initiative and community-based opioid overdose prevention program. Project

### Physician Recruitment

UNC Lenoir brought two new physicians, a nurse mid-wife, and a nurse practitioner on board in 2016. Dr. Sultan Babar joined Lenoir Orthopedics as a Family and Sports Medicine physician. Lenoir Obstetrics and Gynecology opened with Dr. Jamette Huffman, Ob/Gyn and Ginny Wade, CNM serving the women of the community. Jenna Aldridge, NP also joined Lenoir Neurology.

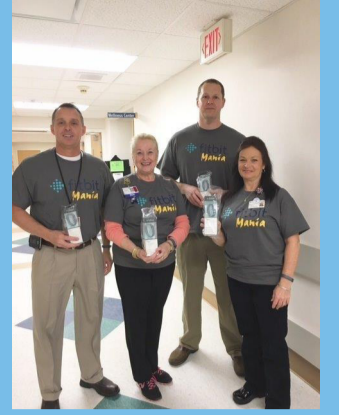
### Vitalboards

UNC Lenoir partnered with Lenoir County EMS to provide 500 Vitalboards in community homes through visits with the Lenoir County community paramedic program.

Vitalboards are a lifesaving reusable tool that is used in the home to provide basic yet vital health information and information about medications that could be required in an emergency. A decal is placed at the entrance to the home alerting EMS to the presence of a Vitalboard in the home.

### Fitbit Mania

Implemented an employee and community member physical activity initiative by offering 300 discounted Fitbits and a social media platform: Lenoir Memorial Fitbit Mania at [Fitbit.org](http://Fitbit.org)



## It's My Community Health

Lazarus provided grant funding to Lenoir County through the Lenoir County Health Department, who served as the fiscal agent. The campaign promoted safe medication use and disposal with the slogan "Take correctly, Store securely, Dispose properly, Never share," on three transit vans with signage that included a resource telephone number to call. 75 naloxone kits were provided to high risk community residents without fee through the health department. UNC Lenoir provided funds to support an additional safe community medication disposal unit in Lenoir County.



### Minges Wellness Center

The on-site medically based fitness center for the community has 77 pieces of stationary exercise equipment with an average of 25 beginner's group exercise classes weekly. With a membership of 1149 active individual members in FY16, 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 physical activ-

ity oriented educational sessions are offered through the year free to the community by our exercise specialists.

### Corporate Health Services

Services included 87 corporate clients, 214 worksite wellness visits with 1803 employee contacts. Flu shots, CPR training, urine drug screens, and targeted health education for risk factor reduction was provided.

### Stroke Prevention and Care

UNC Lenoir initiated the third year plan for developing a primary stroke center using grant funds from The Duke Endowment for a three year project that includes tele-stroke services with Wake Forest- Baptist Health. A community paramedic component has been added for stroke post discharge visits at home to those most at risk for complications. Stroke awareness messaging this year included early recognition and treatment at area business and industry, Lenoir County Public Schools, and Mary's Kitchen. 200 individual cholesterol screenings were performed in community with stroke education provided.

**WE'RE  
TAKING STROKE  
HEAD ON**

### Support Groups

Coordinated 11 hospital based groups, attended by 1104 participants. New in 2016 is the addition of an Alzheimer's Support Group that meets monthly for family members, friends, and caregivers of individuals with Alzheimers or Dementia. UNC Lenoir was a major sponsor of the local Alzheimer's Walk this year.

### Lenoir Memorial Community Walking Track

Averages over 700 walkers per month. Restricted opening from dawn to dusk for safety diligence in 2016.

## It's My Community Stewardship

### Lenoir County Community Health Needs Assessment

The three year cycle process (2014) identified three priority issues for the community: Obesity, Rx Abuse/Drug and Substance (Legal and Illegal Drug Abuse), and Parenting-Responsible and Healthy. The 2014 cycle includes written action plans and implementation strategies initiated by UNC Lenoir and the Lenoir County Health Department, including other community partners. The full 2014 Community Health Assessment and implementation strategies can be found at [www.lenoirmemorial.org](http://www.lenoirmemorial.org). UNC Lenoir works with the eastern region steering committee this year for regionalization and standardizing planning for community health needs assessment process in the east, to be initiated in 2018/19.

### Economic Development

Cash donations included support and sponsorships for STEMEAST, several area non-profit runs, walks and bike rides, PRIDE of Kinston downtown park concert series. Donations were also made to support the CSS Neuse Gunboat Association historical presentations, and the regional Kinston/Lenoir County Chamber of Commerce signature event: Festival on the Neuse.

Kinston/Lenoir County Farmers Market  
UNC Lenoir assisted 75 underserved residents of the community having diabetes with access to local fresh



fruits and vegetables through an incentive Rx coupon program in partnership with Kinston Community Health Center, Kate B. Reynolds Charitable Trust and Lenoir County Cooperative Extension. Additionally, UNC Lenoir provided two onsite cooking demonstrations by a dietitian. A donation to support the new kitchen at the Farmer's Market was provided.

### Community Donations

Cash donations included support for the Safe Kids of ENC, Project Graduation SLHS, American Heart Association Heart Walk, American Red Cross Swimming Lesson Event, Interchurch Outreach (ICOR), Teen Fest, Kinston Community Health Center Annual Health Fair, and the local Boys and Girls Club.

### Employee Outreach

UNC Lenoir employees show good community stewardship by participating in fundraising to support the American Cancer Society Relay for Life, Lenoir Hospital Foundation outreach, and Lenoir-Greene United Way. Employees worked together to give time, talent and personal donations of \$86,405 during FY16 towards great causes in the community. Employees also fed 20 local families during the holiday season and provided food to Friends of the Homeless and three church food banks. Employees kept the long tradition of playing Secret Santa to 26 needy children in the North-east Elementary School with gifts from their own pockets.

### Hospital Volunteer Program

During FY 16, 245 volunteers including youth volunteers provided 36,764 volunteer hours in a variety of hospital settings enriching the patient experience and performing the work of 17.5 unpaid FTEs. The community donations for Lights of Love Holiday tree lighting fund a number of hospital programs and projects each year related to cancer.

### STEM Outreach

UNC Lenoir served as a site for a Lenoir County Public Schools STEM partnership with ECU by showcasing careers in STEM based areas within key technology areas of the hospital. Additionally, LMH provided support for STEMEAST with sponsorship and in-kind time to the region's leadership team at STEMEAST.

