

Ensuring a legacy of care that is here for the health of our community, including the vulnerable and needy, is our continued goal at Lenoir Memorial.

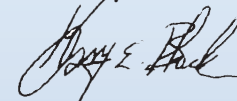
As an engaged community advocate for health behavior and quality of life improvements, our mission is in supporting you and your family's journey for improved health.

Improving the overall 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 assessment identified top priorities as issues that stem from needs related to: obesity, responsible and healthy parenting, and illegal and legal drug abuse. Actions in these areas have been initiated and working with community partners for these and other health needs is a significant strategy for improvement.

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, 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 at Lenoir Memorial Hospital provided \$1.9 million dollars in community benefit in 2015.

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 certain health needs that we provided in the community in 2015.

Sincerely,



Gary Black

## Healthy Hearts at Moss Hill Elementary *It's My Hospital.*



Turner-White Photography

### 2015 Lenoir Memorial Hospital Community Benefit Highlights Include:

|  |              |
|--|--------------|
| Revenues Written Off to Charity Care               | \$4,208,243  |
| Revenues Written Off to Bad Debt                   | \$26,519,683 |
| Programs/Services                                  | \$578,786    |
| Health Professions Education                       | \$583,358    |
| Cash and In-kind Contributions to Community Groups | \$263,240    |
| Physician Recruitment expenses                     | \$447,146    |
| Grants Received for Community Outreach             | \$184,070    |
| Salaries & Benefits                                | \$55,676,866 |

### 2015 by the numbers....

|                              |         |
|------------------------------|---------|
| Admissions                   | 5,225   |
| Average Daily Census         | 69.4    |
| Patient Days                 | 28,586  |
| Emergency Room Visits        | 40,456  |
| Radiation Therapy procedures | 16,642  |
| Surgeries                    | 3,866   |
| Deliveries                   | 426     |
| Meals Served                 | 396,620 |

### In Lenoir County, challenges include:

- 90<sup>th</sup> lowest of 100 NC counties for overall health outcomes
- 25% in poor or only fair health vs 18% in NC
- 34% of children live in poverty vs 25% in NC
- 35% of adults are obese
- The rate of disability is 20%
- 34% of adults with physical inactivity
- 1 out of 4 local residents eligible for Medicaid
- 24% uninsured
- 2013 per capita income was approximately \$19,760 for County residents vs \$25, 284 NC average
- Median household income \$35,770 for County residents vs \$46, 334 NC average

- Bachelor's degree or higher age 25+ is 14% vs 27.3% NC average
- LMH patient population is 71% government sponsored
- 11.8% uncompensated care (charity care and bad debt) makes up Hospital payor mix
- 51% children in single-parent households vs 36% 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 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.



Fun flash mob increases physical activity.

### Community Value Five-Star Hospital for 2015

Lenoir Memorial Hospital 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 evaluates a hospital's performance in four areas: 1) Financial Viability & Plant Reinvestment; 2) Hospital Cost Structure; 3) Hospital Charge Structure; and 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 review the 89 measures of hospital financial performance in the "2015 State of the Hospital Industry" publication, go to [www.cleverlyassociates.com](http://www.cleverlyassociates.com).

# It's My Hospital Today

### Community Coalition Activities

Lenoir Memorial 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, 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 2997 participants on and off-site health and wellness programming. Programming included Infant CPR, tobacco cessation, exercise, nutrition and other health education offerings. Four featured physician-led educational programs 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 237 individuals. Outreach education and off-site screenings were provided each month reaching 393 community members. A registered dietitian/diabetes educator provided 155 medical nutrition counseling sessions during this year. Additionally, a three year grant was received by Kate B. Reynolds that allowed the program to expand the DSME/T program into Kinston Community Health Center.



### Physician Recruitment

Lenoir Memorial provided physician recruitment services to meet community needs for providers in the priority areas of general surgery and orthopedics. Providers were successfully recruited to area practices. In 2015, we successfully recruited two physicians (general surgery and orthopedics) and one midlevel (orthopedics) to Lenoir Physician Network practices.

### Vitalboards

Lenoir Memorial partnered with Lenoir County EMS to provide 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.



Corporate Health nurses visit local employers

# It's My Community Health

### Project Fit America

Project Fit America was implemented at the second Lenoir County school on November 19th, 2015 in Moss Hill Elementary in rural Moss Hill via a partnership with Lenoir Memorial. Support for the project came through funding from the Lenoir Memorial Foundation.



Sir Purr and the Moss Hill cheerleaders are pumped about Project Fit America

### Minges Wellness Center

The on-site medically based fitness center for the community has 75 pieces of stationary exercise equipment with an average 25 group exercise classes weekly. Monthly membership rates of \$20 per month assist an underserved community to initiate exercise plans. Our program partnered with Healthways to roll out Silver Sneakers benefits to eligible community members in 2014 and Silver & Fit benefits in 2015.

### Corporate Health Services

Services included 62 corporate clients, 204 worksite wellness visits with 1776 employee contacts. Flu shots, CPR training, and targeted health education for risk factor reduction was provided.

### Stroke Prevention and Care

Lenoir Memorial Hospital implemented the second year plan to develop a primary stroke center using grant funds from The Duke Endowment. The three year project includes telestroke 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 barber shops, Community Council for the Arts, Lenoir County Public Schools, and Mary's Kitchen.

**WE'RE TAKING STROKE HEAD ON**

### Support Groups

Coordinated 13 hospital based groups, attended by 1276 participants.

### Lenoir Memorial Community Walking Track

Averages over 700 walkers per month. Restricted opening from dawn to dusk for safety diligence in 2015.



# It's My Community Stewardship

### Lenoir County Community Health Needs Assessment

The three year cycle process (2014/15) identified three priority issues for the community: Obesity, Rx Abuse/Drug and Substance (Legal and Illegal Drug Abuse), and Parenting-Responsible and Healthy. The 2014/15 cycle includes written action plans and implementation strategies initiated by Lenoir Memorial Hospital and the Lenoir County Health Department, including other community partners. The full 2014/15 Community Health Assessment and implementation strategies can be found at [www.lenoirmemorial.org](http://www.lenoirmemorial.org).

### Economic Development

Cash donations included support for STEMEAST, the Pink Hill Rose Festival 5K, PRIDE of Kinston downtown park concert series, and the Mother Earth Ironclad Half Marathon. 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.

### Kinston/Lenoir County Farmers Market

Lenoir Memorial assisted the underserved residents of the community and those who have diabetes with access to 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.



### Community Donations

Cash donations included support for the Community Law Enforcement Appreciation Benefit, 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 Boys and Girls Club. A donation to the Kinston Community Health Center to support the provision of obstetrical services for our community was also provided.

### 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 outreach, and Lenoir-Greene United Way. Employees worked together to give time, talent and personal donations of \$83,793 during FY15 towards great causes in the community. Employees also fed 19 local families for Thanksgiving 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 Northeast Elementary School with gifts from their own pockets.

### Hospital Volunteer Program

During FY 15, 258 volunteers including youth volunteers provided 36,153 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 a number of hospital programs and 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.

