

2013 Wake County Community Assessment and Implementation Plan

Community Health Assessment

The Wake County Community Assessment was conducted in 2010. The results of the assessment are derived from community surveys and focus groups of Wake County residents and other data from myriad sources including the State Center for Health Statistics, Centers for Disease Control and Prevention and Wake County. Doug Vinsel, President of Duke Raleigh Hospital, co-chaired the 2010 assessment.

The Wake County assessment outlines the major deficiencies and needs in community health in the following areas: behavioral and social health, economic health, environmental health, lifelong learning, physical health and safety.

The data gathered through the assessment will be used to develop a collaborative plan for a healthier and safer community which will be developed and executed annually by community partners. Duke Raleigh Hospital has reviewed the assessment and strategically identified key opportunities to impact community needs in the area of physical health. Duke Raleigh's partnership will leverage the resources of the services we provide as well as the populations we can impact most.

Duke Raleigh Hospital Defined Population

Demographics

The demographics of Duke Raleigh Hospital's patient population in FY11 are highlighted below.

Gender:

	Inpatient	Outpatient
Female	57.0%	59.9%
Male	43.0%	40.1%
Grand Total	100.0%	100.0%

Ethnicity:

	Inpatient	Outpatient
White	68.6%	62.6%
Black	26.9%	30.3%
Other	2.7%	4.2%
Asian	0.7%	0.7%
American Indian	0.2%	0.1%
Multiracial	0.1%	0.2%
Unknown	0.8%	1.9%
Grand Total	100.0%	100.0%

Age:

	Inpatient	Outpatient
0-17	0.7%	6.4%
18-34	7.8%	15.8%
35-44	9.7%	13.4%
45-54	16.7%	17.8%
55-64	19.4%	18.9%
65-74	21.8%	16.0%
75-84	16.3%	8.8%
85+	7.7%	2.8%
Grand Total	100.0%	100.0%

County of residence:

	Inpatient	Outpatient	Total
Wake, NC	69.5%	76.6%	76.2%
Johnston, NC	5.5%	4.9%	4.9%
Franklin, NC	6.1%	4.3%	4.4%
Harnett, NC	1.6%	1.6%	1.6%
Nash, NC	1.7%	1.2%	1.2%
All Others	15.6%	11.4%	11.6%
Grand Total	100.0%	100.0%	100.0%

Payer Mix:

	Inpatient	Outpatient
Private	32.5%	44.8%
Medicare	52.7%	33.3%
Medicaid	7.9%	8.4%
Other	2.7%	2.5%
Self-Pay	4.3%	11.0%
Grand Total	100.0%	100.0%

Hospital Services

Duke Raleigh Hospital provides acute care as well as a wide variety of highly-specialized and outpatient services including oncology, orthopaedics, cardiovascular, neurosciences, diabetic care and overall health, wellness and education outreach.

Wake County Health Needs - Assessment Findings

The Wake County Assessment evaluated health needs in the areas of infant health, child and adult health, adults with chronic conditions, senior adult health, dental health and access to care. Duke Raleigh Hospital's resources have the biggest impact in findings in the following three areas:

- Child and adult health:
 - The assessment found that obesity and overweight was the most important health issue in 2010. Lack of exercise was additionally ranked as number five.
 - The percentage of children age two to four who are overweight or obese and who receive services at Wake County Human services has leveled off and declined Wake County. However, the percentage of older Wake County children who are obese has continued to rise.

- Adults with chronic conditions:
 - Cancer is the leading cause of death in Wake County. There were 992 deaths due to cancer in Wake County in 2007.

- Access to care:
 - About 18 percent of Wake County's adults under the age of 65 lack health insurance.
 - Uninsured adults are less likely to seek care for chronic conditions, are 4.5 times more likely to have diabetes, are 30 percent more likely to have high blood pressure and are 25 percent more likely to die prematurely than adults with health insurance.

Implementation Plan - Current Initiatives

Duke Raleigh Hospital is currently participating in a number of community partnerships to impact the areas of adult health, adults with cancer as well as access to care.

- Adult and Senior Health:

Duke Raleigh Wellness Center: The Duke Raleigh Wellness Center offers outreach in the areas of Body Mass Index screenings, heart healthy educational programs, chronic disease management support and wellness learning opportunities to community groups. The Center provides free community health screening and programming for North Carolina State employees, the Wake County School System, Raleigh EMS, local social clubs and area church groups. The Center additionally offers an affordable weight loss program, Lose to Live, which provides an individualized and personal approach to weight loss through realistic goal setting and lifestyle changes. The majority of the wellness center participants are between 55 and 75 years of age. Many of the programs that have been created are specifically targeting senior citizens including chair aerobics and dizziness and balance programs.

Community Outreach:

- Duke Raleigh Hospital Speakers Bureau: The Duke Raleigh Speakers Bureau is comprised of volunteer content experts who provide health education to requesting community organizations free of charge. In FY 12, Duke Raleigh provided 47 free community health education events to the

public. This level of support will continue in FY13 with a goal of providing 50 community health education events in the community via the Duke Raleigh Speaker's Bureau

- In 2012, Duke Raleigh partnered with more than 20 area businesses and non-profit groups to provide community outreach on topics including childhood obesity, how to incorporate exercise into your work day and diabetes management. These community outreach initiatives will continue in FY13.
- Community screenings: In FY12, Duke Raleigh Hospital participated in a wide-variety of screenings in Wake County including glucose, blood pressure, bone density and body mass index screenings. Screening venues included the Knightdale Community Health Fair, Raleigh Parks and Recreation, Magnolia Glen Retirement Facility and the Raleigh Women's Club annual Health Fair. The Duke Raleigh Diabetes Center offered glucose and blood pressure screening at the annual Hispanic Health Fair in Louisburg. In FY13, Duke Raleigh will be participating in a number of health screenings with a specific focus on the African and Latino population. Greater efforts to reach that population through marketing efforts, community outreach and working with the faith community.
- Duke Raleigh Hospital has partnered with WakeMed and Rex Healthcare to provide a Health and Wellness Day for the uninsured and underinsured residents of Wake County. Five other agencies participated in the daylong event, including the Open Door Clinic, Project Access, Alliance Medical Ministry, Care Collaborative and the Wake County Health Department. There were 323 individuals who were screened at that event. In FY13, two community screening days are planned which will be supported by all three Wake County healthcare systems. The goal is to screen 500 individuals at each of these events.
- Healthy Focus Educational Series: For more than five years, Duke Raleigh Hospital has hosted the Healthy Focus community education series of free programs available to community members. In FY12, 1200 individuals participated in 11 physician-led seminars held on topics which included cholesterol, diabetes, stroke and allergies. Sixty-four percent of attendees were women, and 89 percent are Wake County residents. The majority of attendees live in Raleigh (73 percent), Cary (6 percent), Apex (4 percent) and Wake Forest (3 percent). The goal in FY 13 is to increase participation to 1500.

AHA Collaboration: Duke Raleigh Hospital is a member of the Advocates for Health in Action (AHA) committee for Wake County. Duke Raleigh collaborates with community partners from a variety of industries and organizations to address access to healthful foods and physical activity for everyone in Wake County through program development and implementation.

Midtown Farmers Market: Duke Raleigh Hospital is the presenting sponsor of the Midtown Farmers Market located in the North Hills Commons area at North Hills

shopping center in Raleigh. The market promotes a healthy lifestyle for families through the provision of local produce, fruits, cheeses and other products available every Saturday morning from April until November. Duke Raleigh Hospital provides a weekly booth offering health education activities and engagement including healthy recipes, resource materials and screenings. In addition to the booth, Duke Raleigh additionally provides a weekly health blog to more than 12,000 community members in the Wake County area.

- Cancer:

Cancer Patient Navigator Program: Brenda Wilcox, RN, BSN, OCN, and Julie McQueen, CHES, RHE, serve as patient navigators in the Duke Raleigh Cancer Center. They help cancer patients obtain valuable resources and knowledge to help them cope with their cancer diagnosis and also serve as advocates for the patients they assist by empowering them to make informed decisions about their care. This service is provided to patient regardless of their ability to pay.

Support and education: The Duke Raleigh Cancer Center offers a variety of support services available at no cost to cancer center patients as well as community members.

- Cancer Support Group: Duke Raleigh Cancer Center offers a monthly support group for patients living with cancer. The group is open to patients with any type of cancer, and patients may bring a family member if they choose.
- Breast Cancer Support Group: Duke Raleigh Cancer Center's breast cancer support group provides a place where breast cancer survivors can meet others going through similar experiences and can enjoy support and camaraderie.
- Look Good, Feel Better: This support group works with female cancer patients to improve their appearance and self-confidence. Many patients comment on the marked improvement in their emotional and physical health once they felt like they looked "normal."
- Gynecologic Oncology Support Group: This group offers a compassionate and understanding place for patients with gynecologic cancer to discuss their experiences and find support through others.
- Self-Hypnosis Training for Cancer Patients: Patients learn how to use self-hypnosis to help in managing illness and symptoms, reducing pain and stress, controlling the side effects of medications and radiation therapies, and generally enhancing quality of life. This four-week course is available free of charge for cancer patients.

Community outreach:

- **Free to Breathe:** Duke Raleigh Hospital has been the presenting sponsor of the Free to Breathe Race, sponsored by the North Carolina Lung Cancer Partnership since the inaugural event in 2007. Proceeds from this annual event support lung cancer research and advocacy. In FY12, Duke Raleigh had a run/walk team of over 100 participants and raised nearly \$5,500 for the North Carolina Lung Partnership. The goal in FY13 is to increase participant to 125 and dollars raised to \$7,500.
- Duke Raleigh also hosted the First Annual Team Captains Breakfast for the event. This breakfast brought team captains from all over the Triangle to help them brainstorm fundraising activities and team recruitment ideas. This breakfast led to a \$30,000 increase in overall revenue from the race, and allowed North Carolina Lung Cancer Partnership to raise \$125,000 to benefit lung cancer research and advocacy.
- **Ovarian Cancer Awareness Walk:** This annual event benefits the Duke Gynecologic Oncology program and provides much needed funding for research and education of ovarian cancer. Duke Raleigh Cancer Center staffs a patient resource and education booth at this event each year.

- **Access to Care:**

Urban Ministries Open Door Clinic: Duke Raleigh has partnered with Urban Ministries since the inception of the Open Door Clinic in 1985. The in-kind value of lab services provided to Urban Ministries by Duke Raleigh totaled more than \$1.8 million in FY12. Many Duke Raleigh staff including nursing staff and physicians have contributed time to the Open Door Clinic and Duke Raleigh Hospital was named the 2010 Provider of the Year by Urban Ministries for its work with the clinic. This same level of support is anticipated in FY13.

Alliance Medical Ministries: Duke Raleigh has impacted more than 1,000 patients each month through partnership with Alliance Medical Ministries. AMM provides working, uninsured patients, aged 18-64 and adult family members with primary care and access to affordable and high quality health care. Duke Raleigh Chief Operating Officer Rick Gannotta runs a monthly clinic at AMM and sees patients with chronic diseases and acute illnesses. The Duke Raleigh Diabetes Center additionally provides a diabetes education program of two, three-hour classes for Alliance patients. Through the class, participants learn about how to manage their diabetes as well as healthy cooking and dining options. Duke Raleigh staff evaluate three, six and 12-month follow-up data on participants to measure the effectiveness of the program and the participant's diabetes metrics including glucose level, A1C, BMI and weight.

Project Access: Many of Duke Raleigh's medical staff support this Project Access by providing free care to poor, uninsured men, women and children in

Wake County. The program runs through the collaboration of community health clinics, hospitals and physicians. Patients are referred into the program in order to be able to access free medical services. In FY 12, Duke Raleigh provided \$1.2 mil in uncompensated care for Project Access patients. That amount is anticipated to increase slightly in FY13.

Effective Strategies

- Child and Adult Health:
 - Triple Play (A Game Plan for Mind, Body & Soul): In 2012 Duke Raleigh Hospital partnered with the Boys & Girls Clubs of Wake County in a variety of initiatives including the Brentwood Club's art room. Duke Raleigh will continue to build on this existing relationship by supporting "Triple Play," the Boys & Girls Clubs first comprehensive health and wellness program, developed in collaboration with the U.S. Department of Health and Human Services. The program strives to improve the overall health of Club members ages 6-18 by increasing their daily physical activity, teaching good nutrition habits and helping children to develop healthy relationships. Components of the program include a healthy habits nutrition curriculum, daily physical challenges, sports clubs, "Triple Play" games and social recreation. With support of this program, Duke Raleigh can impact students in all seven Wake County Clubs and in communities located throughout the county where access to care is often challenging. The program will continue in FY13 with anticipated participation of 3,000 children and teens.

- Cancer:

Screenings:

- Duke Raleigh Cancer Center will partner with medical staff to offer at least one free cancer screening program to Wake County citizens. The Center has already begun plans to coordinate a prostate cancer education and screening event in coordination with Duke Urology during the month of September 2013. As a part of these events, participants will receive education on cancer screening and early detection guidelines as set forth by the National Comprehensive Cancer Network.

Community Education:

- The Cancer Center hosted an event open to all community members to provide important prevention, screening, early detection, diagnosis and treatment of breast and gynecologic cancers. The program will be led with a keynote discussion on the latest advances in cancer care and will include break-out educational sessions on targeted topics.
- Cancer Center team members will begin offering bi-annual educational programming to each of the center's existing focus groups. The programming

will afford attendees access to the latest research and information in cancer detection, treatment options and ongoing cancer care.

- Access to Care:

Diabetes Education in the Hispanic Population: Future expansion of the Alliance Medical Ministries collaboration for diabetic education will include a Spanish version of the class engaging Alliance Medical's Hispanic patients. Beginning in summer 2011, this class was structured similarly to the current class, but offered in Spanish with coinciding educational materials and examples. In 2012 Duke Raleigh partnered with Alliance Medical Ministry to pilot a program that focuses on the female diabetic population with the end goal of improving health outcomes and increasing the provider and clinic capacity. In addition to the in-kind services, Duke Raleigh Hospital, through the charitable grants process, has committed to \$25K per year beginning in 2012 to support this effort. That commitment is through 2014.

- Targeted Outreach: Duke Raleigh Hospital will target specific populations through area social organizations and churches to provide health information and screenings most critical to the community's population. Duke Raleigh will provide three targeted events each year to reach low income and minority populations where the need is greatest.

Dental Care

Duke Raleigh Hospital will not be focusing on Dental care as we do not offer dental care as a part of our continuum of services.