

2013 Wake County Community Assessment

Purpose

Every three years, Wake County conducts a comprehensive Community Health Needs Assessment. The 2013 assessment was a collaborative effort between area hospitals, community agencies and leaders which included community surveys and focus groups of Wake County residents and existing statistics from state, county and local sources. The assessment outlines the major deficiencies and needs in community health in the following areas: behavioral and social health, economic health, environmental health, education, 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 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 and health care access and utilization. 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

As a member of the Duke University Health System, Duke Raleigh Hospital is a 186-bed hospital located in North Raleigh and provides acute care as well as a wide variety of highly-specialized and outpatient services including oncology, orthopaedics, cardiovascular, neurosciences, disease management, diabetic care and education outreach.

An overview of Duke Raleigh Hospital's patient population is shown below:

Gender:

	Inpatient	Outpatient	Total
Female	54.9%	59.5%	59.3%
Male	45.1%	40.5%	40.7%
Grand Total	100.0%	100.0%	100.0%

Ethnicity:

	Inpatient	Outpatient	Total
White	67.3%	61.1%	61.4%
Black	27.5%	31.2%	31.0%
Other	0.8%	1.0%	1.0%
Asian	3.0%	4.4%	4.3%
American Indian	0.1%	0.1%	0.1%

Multiracial	0.1%	0.2%	0.2%
Unknown	1.3%	2.1%	2.0%
Grand Total	100%	100%	100%

Age:

	Inpatient	Outpatient	Total
0-17	0.8%	5.6%	5.3%
18-34	7.7%	14.7%	14.3%
35-44	9.0%	12.6%	12.5%
45-54	14.3%	17.4%	17.2%
55-64	21.2%	19.2%	19.3%
65-74	24.6%	18.8%	19.1%
75-84	15.5%	9.2%	9.6%
85+	6.8%	2.5%	2.7%
Grand Total	100.0%	100.0%	100.0%

County of residence:

	Inpatient	Outpatient	Total
Wake, NC	66.7%	74.1%	73.7%
Johnston, NC	3.9%	4.2%	4.2%
Franklin, NC	6.1%	3.7%	3.8%
Harnett, NC	1.7%	1.4%	1.4%
Nash, NC	1.8%	1.6%	1.6%
Other	19.8%	15.0%	15.3%
Grand Total	100.0%	100.0%	100.0%

Payer Mix

	Inpatient	Outpatient	Total
Private	29.2%	41.0%	40.4%
Medicare	56.3%	37.0%	38.0%
Medicaid	7.9%	8.9%	8.9%
Other	2.4%	2.1%	2.1%
Self-Pay	4.2%	11.1%	10.7%
Grand Total	100.0%	100.0%	100.0%

Assessment Findings

The Wake County Assessment evaluated health needs in the areas of healthcare access and utilization; mental health and substance abuse and nutrition, physical activity and obesity prevention. Duke Raleigh Hospital's resources have the biggest impact in the following areas with key data included from

the 2013 Wake County Community Health Needs Assessment (www.wakegov.com/humanservices/data/).

- Nutrition, physical activity and obesity prevention
 - The three leading causes of death in Wake County are cancer, heart disease and stroke. Promoting healthy lifestyles greatly reduces the risk of developing those diseases.
 - Cancer is the leading cause of death in Wake County. According to the CDC, a person's cancer risk can be reduced by receiving regular medical care, maintaining a healthy weight and making lifestyle changes including physical activity and a diet rich in fruits and vegetables. Cancer screening helps find the disease early at an often highly treatable stage (Centers for Disease Control and Prevention, Cancer Prevention and Control website).
 - Wake County's mortality rate for cerebrovascular disease (stroke) is 15% higher than the national rate.
 - In Wake County, almost 2 out of 3 adults are either overweight or obese (NC State Center for Health Statistics, Behavioral Risk Factor Surveillance System, 2009).
- Healthcare access and utilization
 - African Americans and Hispanics in Wake County experience disproportionately higher mortality rates from cancer, heart disease, stroke and diabetes.
 - In 2012, more than 1700 Wake County patients were seen in Wake County Emergency Departments for diabetes (types 1 and 2) related issues, a 17% increase since 2010.
 - In three focus groups, diabetes was identified as a health concern for Wake County.

Current Initiatives

Duke Raleigh Hospital is currently participating in a number of community partnerships and outreach initiatives. During FY2013, Duke Raleigh Hospital contributed \$193,578 to area community-based programs.

Current initiatives addressing identified Wake County priorities are highlighted below:

- ***Nutrition, physical activity and obesity prevention***
 - Duke Raleigh Lifestyle and Disease Management Center: The new Duke Raleigh Lifestyle and Disease Management Center is designed to support patients with chronic illnesses in improving their quality of life. The center includes cardiac and pulmonary rehabilitation, diabetes education, medical nutrition therapy for bariatric surgery patients and general wellness, nutrition and fitness programs to support individuals in achieving better overall health. The Lose to Live weight loss program is designed to help participants make important lifestyle modifications to diet and physical activity to achieve weight loss success.

- Weight Loss Surgery: Duke Raleigh Hospital is accredited as a Level 1 facility by the Bariatric Surgery Center Network Accreditation Program of the American College of Surgeons. The program includes a support program for bariatric surgery patients after surgery as well as an optional maintenance wellness program offered through the Duke Raleigh Lifestyle and Disease Management Center.

- Community Outreach:
 - Community screenings: In 2012, Duke Raleigh Hospital partnered with Rex Healthcare and WakeMed Health and Hospitals in a community health education and screening event at the NC State Fairgrounds. The goal of the event was to provide free screenings and health education to targeted populations with difficulty accessing medical care and to discover the feasibility of future collaborations. 291 individuals participated in heart health screenings at the event.
 - Healthy Focus Educational Series: For more than seven years, Duke Raleigh Hospital has hosted the Healthy Focus community education series of free programs available to community members. In FY13, 640 individuals participated in 10 physician-led seminars on topics including lung cancer, colorectal cancer and brain aneurysms.
 - The Triangle Stroke Education Outreach Initiative: Duke Raleigh Hospital has partnered with The Minority Women’s Health Project, Inc., the American Heart Association and Rex Healthcare to promote the sharing of support, well-being, strengths, challenges and resources for people affected by stroke – those who have experienced stroke, and their family, friends, and care providers through a support group offered at area community centers and faith-based organizations.
 - Duke Raleigh Hospital partners with the Duke Heart Center in an annual women and heart health initiative during the month of February. Events include a women’s Pretty Party in Red offering health screenings, heart health education and a celebration of heart disease survivorship.
 - Duke Raleigh Hospital partners with Duke Medicine and the American Heart Association in the annual American Heart Walk at the PNC Arena. Duke Raleigh employees hold several on-campus fundraisers in support of the event each year.

- Midtown Farmers Market: Duke Raleigh Hospital is the presenting sponsor of the Midtown Farmers Market located at North Hills shopping center in North 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 at the market including healthy recipes, resource materials and screenings. Health topics at the 2013 Duke Raleigh booth have included stroke awareness, lung cancer and heart health.

In June 2013, Duke Raleigh sponsored the Midtown Art Week as an extension of the hospital’s health, arts and healing initiatives. As a part of Art Week, Duke Raleigh coordinated an art supply donation for the Boys & Girls Clubs of Wake County.

- Social media: Duke Raleigh Hospital's social media efforts include a community blog and e-newsletter that provide healthy recipes and content to support health education and a healthy lifestyle. The blog reaches more than 1700 community members, and the e-newsletter is sent to more than 900 individuals each month.

In 2013, Duke Raleigh hosted a free online GoogleChat highlighting the importance of a healthy diet and diabetes prevention.

- **Cancer:**

- Cancer Patient Navigator Program: Duke Raleigh Hospital has expanded the patient navigator program to include four individuals who each have a disease-specific focus for their patient population. Patient navigators provide important support to cancer patients in obtaining knowledge and resources to help them cope with their cancer diagnosis and to serve as advocates for patients by empowering them to make informed decisions about their care.
- Lung Cancer: Duke Raleigh Cancer Center's lung cancer care program is a multidisciplinary clinic comprised of lung cancer specialists who provide comprehensive care. Duke Raleigh Cancer Center has added a Lung Cancer Screening Clinic to help those at risk for lung cancer and a Survivorship Clinic to empower lung cancer survivors to be engaged in their health. Individuals at high risk for developing lung cancer can participate in the lung cancer screening program providing access to the most advanced diagnostic screening tool: low-dose spiral computed tomography (CT) scans. In addition, smoking cessation evaluation and counseling is provided as well as follow-up treatment if needed -- all from a team of lung cancer specialists.

The Duke Raleigh Lung Cancer Survivorship Clinic was the first area program of its kind. Led by lung cancer specialist Dr. Jennifer Garst, the clinic empowers patients and their families to make healthy lifestyle choices to positively impact their ongoing quality of life and help minimize the risks of developing other illnesses or secondary cancers.

- 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:
 - Lung Cancer Initiative of North Carolina: Duke Raleigh Hospital has been the presenting sponsor of the Lung Cancer Initiative of North Carolina 5k Run/Walk since its inception in 2007. Proceeds from this annual event support lung cancer research and advocacy in North Carolina. In FY13, Duke Raleigh had a run/walk team to support the event in addition to providing collaboration and support in execution of the event. Duke Raleigh also hosted the LCI Initiative 5K Team Captain's Breakfast. This breakfast brought team captains from all over the Triangle to organize fundraising activities and team recruitment ideas.
 - Ovarian Cancer Awareness Walk: This annual event benefits the Duke Gynecologic Oncology program and provides much needed funding for research and education for ovarian cancer. Duke Raleigh Cancer Center staffs a patient resource and education booth at this event each year.
 - Skin Cancer Screening: In November 2012 and 2013, the Duke Raleigh Cancer Center hosted a community screening for skin cancer and provided educational information about skin cancer prevention.
 - Pretty in Pink Foundation: Duke Raleigh Cancer Center has worked closely with the Pretty in Pink Foundation to support events recognizing and celebrating breast cancer survivorship and breast cancer education.
- **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 \$1.47 million in FY13. Many Duke Raleigh staff including nursing and physicians have contributed time to the Open Door Clinic.
 - 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, ages 18-64 and adult family members with primary care and access to affordable and high quality health care. Duke Raleigh President Rick Gannotta runs a monthly clinic at AMM and sees patients with chronic diseases and acute illnesses.

The Duke Raleigh Lifestyle and Disease Management Center provides a diabetes education program of two, three-hour classes in both English and Spanish 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 program 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 to be able to access the free medical services.

- ***Other community outreach initiatives:***

In addition to the initiatives detailed above, in FY13, Duke Raleigh Hospital has partnered with agencies and organizations across our community to benefit those we serve including the following:

- Alliance Medical Ministries
- American Cancer Society
- American Heart Association
- Boys & Girls Clubs of Wake County
- Downtown Raleigh Alliance
- Gail Parkins Memorial Ovarian Cancer Awareness Walk
- Greater Raleigh Chamber of Commerce
- Knightdale Chamber of Commerce
- Knightdale Community Health Fair
- Lung Cancer Initiative of North Carolina
- Marbles Kids Museum
- North Carolina Opera
- Raleigh African American Cultural Festival
- Rotary Club of the Capital City
- Susan G. Komen for the Cure
- Triangle United Way
- United Arts Council of Wake County
- Urban Ministries of Wake County, Open Door Clinic
- Wake County Medical Society Alliance
- Wake Education Partnership
- Wake Technical Community College

Effective New Strategies and Goals for FY14

Duke Raleigh will continue to seek opportunities to have the greatest impact in our community with the resources available to our hospital. Our hospital will continue to support those efforts of community-based organizations whose goals and activities are compatible with our own mission, vision and values and the identified health priorities of our community.

Below are outlined new strategies for Duke Raleigh's efforts in responding to identified key priorities:

- ***Nutrition, physical activity and obesity prevention***
 - Expansion of the Duke Raleigh Lifestyle and Disease Management Center: Duke Raleigh Hospital will continue to develop the services offered through the Lifestyle and Disease Management Center including opportunities to innovate services for patients suffering from chronic illnesses like diabetes and congestive heart failure.
 - Duke Raleigh Hospital will continue to leverage existing communications materials including social media and newsletters to include healthy lifestyle messages. Duke Raleigh will additionally continue to partner with community organizations to support healthy lifestyle initiatives and to serve as a community resource for wellness and prevention information.

- ***Cancer***
 - Cancer patient resource program: Duke Raleigh Hospital will work closely with the Duke Cancer Institute to develop a cancer patient resource center for cancer patients and their loved ones. The center will provide items including wigs and scarves for patients undergoing treatment as well as other items for relaxation and patient support throughout the patient's course of care.
 - Screenings: Duke Raleigh Cancer Center will partner with medical staff to offer at least one free cancer screening program to Wake County citizens each year. Focus for the event will include targeted outreach to populations in need.
 - Community Outreach and Education:
 - Community navigator: Duke Raleigh Cancer Center will dedicate one patient navigator to community outreach and education. This individual will serve as a liaison with community organizations and will provide cancer-related education and resources to community and civic groups. This individual will allow the Duke Raleigh Cancer Center to have a greater impact in existing community collaborations as well as to support initiatives to provide important cancer-related education and resources to new populations.
 - Duke Raleigh Hospital's 2014 Healthy Focus education series will incorporate at least two cancer-focused community programs. The series will additionally employ targeted marketing efforts to reach key minority populations.
 - In June 2014, Duke Raleigh Hospital will partner with the Midtown Farmers' Market to celebrate cancer survivorship during their annual Art Week Celebration. Duke Raleigh will additionally identify opportunities to collaborate with the art program at the Boys & Girls Clubs of Wake County through the Art Week sponsorship.

- ***Access to Care:***
 - 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 look for opportunities to collaborate with community partners and other community agencies to provide a minimum of two targeted events each year to reach low income and minority populations where the need is greatest.