

Community Health Needs Assessment and FY 2014 Progress Report and 2015 Implementation Plan

For more than 35 years, Duke Regional Hospital has cared for residents of Durham and the surrounding communities. Duke Regional is a not-for-profit hospital and we honor our tax-exempt status and responsibility to the community through programs, activities and partnerships aimed at improving the health of our friends and neighbors.

As part of that responsibility, we were proud to partner on the 2011 Durham Community Health Assessment, led by Partnership for a Healthy Durham. The assessment process compiled valid and reliable information about the health of Durham. It included 207 citizen surveys from randomly selected households and 10 community listening sessions with 283 community members. The Community Health Assessment Team — comprised of more than 95 members representing Duke Regional Hospital as well as other hospitals, universities, local government, schools, non-profit organizations and businesses — worked to direct the activities of the assessment and provide written content and expertise on issues of interest.

The assessment identified six health priorities for 2012 – 2015:

1. Obesity and chronic illness
2. Poverty
3. Education
4. Access to medical and dental care
5. Mental health and substance abuse
6. HIV and sexually transmitted infections

Duke Regional has a variety of programs and activities to help the community address the priorities identified.

OBESITY AND CHRONIC ILLNESS

Look Good...Feel Better®

The American Cancer Society's Look Good...Feel Better® program provides support for female cancer treatment patients who have experienced hair loss or other physical appearance changes due to chemotherapy or radiation treatments. In FY 2014, this monthly support program helped 58 women.

2015 Goal: Duke Regional will continue to support the program in 2014 with a goal of reaching 65 patients.

Stroke Awareness

Duke Regional offers a monthly stroke support group to educate stroke survivors, care givers and people in the community about stroke prevention and stroke disabilities. An average of 25 people attended the group each month. Additionally, the hospital hosted a Durham Bulls game June 3, 2014 to promote and educate the community about stroke. Fans with stroke warning signs were distributed before the game, in-game announcements were made describing stroke warning signs and Barbara Griffith, MD, participated in an interview about stroke on the Bulls Radio Network.

2015 Goal: Duke Regional will continue to offer a monthly stroke support group.

POVERTY

Crayons2Calculators

Employees donated 13 fully-packed bins of school supplies to Crayons2Calculators (C2C) in December 2013. C2C provides free school supplies to classroom teachers in the Durham Public School System. Teachers from the highest poverty schools are invited to come into the warehouse once a month to pick out supplies needed in their classrooms.

Salvation Army Angel Tree

In December 2013, employees adopted 175 angels from Duke Regional's Salvation Army Angel Tree. Children in Durham received bikes, clothing, dolls and toys thanks to the generous donations. Extra gifts were also donated to the Salvation Army for other needy families in the area.

2015 Goal: Durham Regional will host a drive to benefit underserved children or families in our community.

EDUCATION

Bystander CPR

To celebrate heart month in February 2014, Duke Regional offered a free seminar called "And the Beat Goes On. . . ." Participants learned bystander CPR from Duke Regional Education Services and the warning signs and treatments for atrial fibrillation from Tim Donahue, MD. Education Services also provided a heart saver CPR class for a local youth organization.

Health professions education

Duke Regional is committed to helping train the healthcare workers of the future. In FY 2014, DRH contributed \$3.1 million toward the training and teaching of tomorrow's healthcare professionals.

2015 Goal: Duke Regional will continue that level of support in FY 2015.

Project SEARCH

Duke Regional is the host business for Project SEARCH, a partnership with Durham Public Schools, OE Enterprises, Vocational Rehab and Durham Center Access that provides career development experiences to senior high school students with developmental disabilities. The students accompanied by a teacher, teacher's assistant and job coaches, complete internships in several hospital departments during the academic year. Seven students graduated in June 2014.

2015 Goal: Duke Regional will continue to serve as a host site for Project SEARCH for the 2014-15 academic year.

City of Medicine Academy

Duke Regional has been a partner with City of Medicine Academy (CMA) and Durham Public Schools since the program's inception at Southern High School in the 1990s. In August 2011, CMA moved to a new facility located on the Duke Regional campus. As part of our partnership, Duke Regional hosts students for clinical rotations and internships and provides CPR training.

2015 Goal: Duke Regional will continue its level of partnership with CMA in FY 2015.

ACCESS TO MEDICAL AND DENTAL CARE

Lincoln Community Health Center

Lincoln Community Health Center (LCHC) is a federally qualified community health center that provides primary care services for about 40,000 patients each year. Approximately 80 percent of LCHC patients are uninsured and living at or below the poverty level.

In addition to generous financial support, Duke Regional provides engineering, environmental, laboratory, pharmacy and radiology services. The total Duke Regional Hospital contribution to LCHC in fiscal year (FY) 2014, including monetary and in-kind services, was more than \$7.3 million.

2015 Goal: Duke Regional will continue that level of support in FY 2015.

Durham County Emergency Medical Services

Durham County Emergency Medical Services (EMS) serves as the primary provider of emergency ambulance services and alternative medical transportation in Durham County. In FY 2014, Duke Regional paid the county more than \$2.3 million to support Durham EMS.

2015 Goal: Duke Regional will continue that level of support in FY 2015.

Project Access Durham County

Project Access of Durham County (PADC) coordinates specialty care at no charge to uninsured and underinsured Durham residents living at or below 200 percent of the federal poverty level. These residents have access to primary health care through Lincoln Community Health Center.

2015 Goal: Duke Regional will continue to provide office space as well as technological support for PADC in FY 2015.

Charity care

Each year Duke Regional provides no-cost or discounted urgent or emergent health care services to patients who were unable to pay. In FY 2014 Duke Regional provided \$24 million in charity care.

2015 Goal: Duke Regional will continue to provide charity care in FY 2015.

MENTAL HEALTH AND SUBSTANCE ABUSE

Durham Center Access (Oakleigh)

Each year Duke Regional provides \$100,000 to support Durham Center Access, an inpatient treatment facility for mental health, developmental disability and substance abuse services.

2015 Goal: Duke Regional will continue that level of support in FY 2015.

HIV AND SEXUALLY TRANSMITTED INFECTIONS

Duke Regional does not have a specific goal to address the rate of HIV and sexually transmitted infections because considerable work is already being done through organizations within the community. Through the Partnership for a Healthy Durham, the HIV/STI Advisory Council brings together community members and agencies to focus on strategies to prevent the spread of syphilis and HIV/AIDS. In addition, Lincoln Community Health Center, which Duke Regional supports, operates an Early Intervention Clinic for patients with HIV/AIDS at the Durham County Health Department.

FUNDRAISING

Duke Regional employees helped our community by raising \$28,603 for the following charitable organizations:

- Duke Community Giving
- United Way of the Greater Triangle
- American Heart Association Heart Walk

2015 Goal: Duke Regional will raise at least \$30,000 for Duke Community Giving and United Way of the Greater Triangle, at least \$5,000 for the American Heart Association Heart Walk and will participate in at least one additional community-wide fundraising effort.

ADDITIONAL OUTREACH

The hospital continues to partner with local nonprofits on endeavors that educate our community on health initiatives and disparities, and provides meeting space for Durham and Orange County's Domestic Violence and Sexual Assault Program, Community Health Coalition, American Cancer Society's Look Good...Feel Better® program, and Project Access.