

Community Health Needs Assessment and Implementation Plan FY 17 Progress Report and FY 18 Implementation Plan

For more than 40 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 2014 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 354 citizen surveys from randomly selected households and eight community listening sessions with 205 community members. The Community Health Assessment Team — comprised of 89 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 2015-2017:

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 Hospital considers this document to be a “working plan” that will continue to evolve over this three-year period in order to ensure the efficacy of strategies intended to meet expressed community health needs. This implementation plan does not contain descriptions of the community health improvement work carried out by other components of Duke Health or Duke University. This implementation plan represents only Duke Regional Hospital’s continually evolving variety of programs and activities in the six priority areas to improve health with the Durham community.

1. 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.

2016 Goal: Duke Regional will continue to support the program in 2016 with a goal of reaching 65 patients.

2016 Progress: 45 women participated in the Look Good...Feel Better® program hosted at Duke Regional.

2017 Goal: Duke Regional will continue to host the monthly program.

2017 Progress: 50 women participated in the Look Good...Feel Better® program hosted at Duke Regional.

2018 Goal: Duke Regional will continue to host the monthly program.

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. Approximately, 25 people attend the group each month.

2016 Goal: Duke Regional will continue to offer a monthly stroke support group.

2016 Progress: Duke Regional offered a peer-led monthly stroke support group with approximately 25 people participating.

2017 Goal: Continue to offer a monthly stroke support group with a goal of 25 participants.

2017 Progress: Duke Regional offered a peer-led monthly stroke support group with approximately 20 people participating.

2018 Goal: Continue to offer a monthly stroke support group with a goal of 25 participants.

2. POVERTY

Fill That Bus

Employees donated bins of school supplies to Fill That Bus in August 2015 to support Durham Public Schools. Teachers from the highest poverty schools were invited to pick out supplies needed in their classrooms.

Salvation Army Angel Tree

Each December, employees "adopt" 100 children from Duke Regional's Salvation Army Angel Tree. Children in Durham have received bikes, clothing, dolls and toys thanks to the generous donations. Extra gifts are also donated to the Salvation Army for other needy families in the area.

2016 Goal: Duke Regional will host a drive to benefit underserved children or families in our community.

2016 Progress: In August 2015, DRH donated 25 bins of crayons, glue sticks, markers, paper, pencils and more to the Fill That Bus! Campaign for Durham Public Schools classrooms. The hospital also “adopted” 100 children through the Salvation Army Angel Tree program in December 2015.

2017 Goal: Duke Regional will again host at least one drive to benefit underserved children or families in our community.

2017 Progress: Duke Regional donated 40 bins of crayons, glue sticks, markers, paper, pencils and more to the Crayons2Calculators Fill That Bus! Campaign for Durham Public Schools teachers in high-need and high-poverty areas. The hospital also granted 100 holiday wishes through the Salvation Army Angel Tree program.

2018 Goal: Duke Regional will again host at least one drive to benefit underserved children or families in our community.

3. EDUCATION

Health professions education

Duke Regional is committed to helping train the healthcare workers of the future. In FY 2015, DRH contributed over \$3 million toward the training and teaching of tomorrow’s healthcare professionals.

2016 Goal: Duke Regional will continue that level of support in FY 2016.

2016 Progress: DRH invested \$3.4 million in teaching and training healthcare professionals. DRH also provided opportunities for pre-health undergraduate students from local colleges and universities to shadow and volunteer alongside clinical and customer service staff as ambassadors in the Emergency Department, Operating Room and Women’s Services.

2017 Goal: Duke Regional will continue that level of support in FY 17.

2017 Progress: DRH invested \$3.5 million in teaching and training healthcare professionals. DRH also provided opportunities for 70 pre-health undergraduate students from local colleges and universities to shadow and volunteer alongside clinical and customer service staff as ambassadors in the Emergency Department. DRH also provided an eight-week junior volunteer program for area high school students to gain clerical and customer services work experiences in a health care setting.

2018 Goal: Duke Regional will continue that level of support in FY18.

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. Six students graduated in May 2015, and five were employed in the community by the end of the summer.

2016 Goal: Duke Regional will continue to serve as a host site for Project SEARCH for the 2015-16 academic year.

2016 Progress: More than 40 students have graduated from the Project SEARCH program since its inception in 2011 and more than half are currently employed in the community.

2017 Goal: Duke Regional will continue to serve as a host site for the 2016-2017 academic year.

2017 Progress: Duke Regional continued to serve as a host site for Project SEARCH adding 8 new graduates bringing the total number of graduates to 48 since 2011.

2018 Goal: Duke Regional will continue to serve as a host site for Project SEARCH.

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, provides CPR training and hosts the annual Senior Awards Night.

2016 Goal: Duke Regional will continue this partnership with CMA in FY 2016.

2016 Progress: Duke Regional continued to partner with CMA, hosting students throughout the year and hosting the annual Senior Awards Night in the hospital auditorium.

2017 Goal: Duke Regional will continue its partnership with CMA in FY 2017.

2017 Progress: Duke Regional continued to partner with CMA, providing various learning experiences for students throughout the year.

2018 Goal: Duke Regional will continue its partnership with CMA in FY2018.

4. 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) 2015, including monetary and in-kind services, was more than \$7.5 million.

2016 Goal: Duke Regional will continue that level of support in FY 2016.

2016 Progress: Duke Regional contributed \$7.4 million in monetary donations and in-kind services to LCHC.

2017 Goal: Duke Regional will continue that level of support in FY 17.

2017 Progress: Duke Regional contributed \$7.9 million in monetary donations and in-kind services to LCHC.

2018 Goal: Duke Regional will continue that level of support in FY18.

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 2015, Duke Regional paid the county more than \$2.3 million to support Durham EMS.

2016 Goal: Duke Regional will continue that level of support in FY 2016.

2016 Progress: DRH paid \$2.4 million to support Durham County EMS.

2017 Goal: DRH will continue that level of support in FY 17.

2017 Progress: DRH paid \$2.4 million to support Durham County EMS.

2018 Goal: DRH will continue that level of support in FY18.

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.

2016 Goal: Duke Regional will continue to provide office space as well as technological support for PADC in FY 2016.

2016 Progress: Duke Regional provided office space and technological support to Project Access Durham County.

2017 Goal: Duke Regional will continue this level of support in FY 17.

2017 Progress: Duke Regional provided office space and tech support to PADC in FY17.

2018 Goal: Duke Regional will continue this level of support in FY 18.

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 2015 Duke Regional provided \$16.7 million in charity care.

2016 Goal: Duke Regional will continue to provide charity care at a similar level in FY 2016.

2016 Progress: DRH provided \$21.4 million in charity care.

2017 Goal: Duke Regional will continue to provide charity care at a similar level in FY 17.

2017 Progress: Duke Regional provided \$21.9 million in charity care.

2018 Goal: Duke Regional will continue to provide charity care at a similar level in FY18.

5. 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.

2016 Goal: Duke Regional will continue that level of support in FY 2016.

2016 Progress: DRH provided \$100,000 to Durham Center Access.

2017 Goal: DRH will continue that level of support in FY 17.

2017 Progress: DRH provided \$100,000 to Durham Center Access.

2018l: DRH will continue that level of support in FY18.

6. 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 AND OUTREACH

In addition to the activities described in the previous sections, Duke Regional conducts a number of fundraising and outreach activities in the Durham community and beyond. Duke Regional employees raised \$31,763 for the following charitable organizations in FY 2015:

- Duke Community Giving \$20,906 (includes United Way)
- United Way of the Greater Triangle (see above)
- American Heart Association Heart Walk \$10,857

2016 Goal: Duke Regional will raise at least \$35,000 for local charities, including Duke Community Giving/ United Way of the Greater Triangle, the American Heart Association Heart Walk and at least one additional community-wide fundraising effort.

2016 Progress: DRH raised \$18,665 through Duke's Doing Good in the Neighborhood campaign, which includes Duke Community Giving and United Way of the Greater Triangle;

\$8,173 for the American Heart Association Triangle Heart Walk; and \$14,316 for the March of Dimes March for Babies.

2017 Goal: Duke Regional will raise at least \$35,000 for local charities.

2017 Progress: DRH raised \$15,066 through Duke's Doing Good in the Neighborhood campaign, which includes Duke Community Giving and United Way of the Greater Triangle; \$15,333 for the American Heart Association Triangle Heart Walk; and \$7,840 for the March of Dimes March for Babies.

2018 Goal: Duke Regional will raise at least \$35,000 for local charities.

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.

In addition, the hospital:

-Partnered with the American Red Cross to host blood drives, collecting 84 units of blood from 252 donors.

-Marched in the North Carolina PrideFest parade in support of the lesbian, gay, bisexual, transgender, and queer/questioning (LGBTQ) community and surveyed attendees to identify service gaps.

-Donated 1,028 pounds of nonperishable food, cleaning supplies, personal care items and more for families affected by Hurricane Matthew.