

Community Health Needs Assessment and Strategic Implementation Plan Progress Report

FY 2014

Purpose

Every three years, Wake County conducts a comprehensive Community Health Needs Assessment. This progress report represents the last year of the most recent three year cycle. The Community Health Assessment and Duke Raleigh's Strategic Implementation Plan were made widely available to the public in January 2013. The assessment was a collaborative effort between Duke Raleigh Hospital, Rex Healthcare, Wake Health Services, Triangle United Way and Wake County Human Services. The assessment 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 full copy of the reports can be found at the following:

In late 2011 work began on the 2013 assessment as it takes almost two years to conduct the Community Health Assessment and work on Duke Raleigh's Strategic Implementation Plan that will be made widely available in the fall of 2015.

The data gathered through the 2013 assessment will be used to evaluate progress and develop a collaborative plan for a healthier and safer community which will be developed and executed by community partners. Duke Raleigh Hospital will review the assessment and strategically identify key opportunities to impact community needs in the area of physical health and health care access and utilization. Duke Raleigh's partnership will continue to leverage the resources of the services we provide as well as the populations we can impact most.

Duke Raleigh Hospital Profile

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, orthopedics, neurosciences, disease management, diabetic care and education outreach.

Duke Raleigh Hospital's Mission, Vision and Values

Our Mission

Duke Raleigh Hospital's mission is to provide extraordinary care.

Our Vision

Duke Raleigh Hospital is recognized as the community leader for compassionate care with distinct centers of clinical excellence in oncology, orthopedics, neurosciences, and cardiovascular services.

Duke University Health System Values

"Caring for Our Patients, Their Loved Ones, and Each Other" through:

- **Excellence:** We strive to achieve excellence in all that we do.
- **Safety:** We hold each other accountable to constantly improve a culture that ensures the safety and welfare of all patients, visitors, and staff.
- **Integrity:** Our decisions, actions, and behaviors are based on honesty, trust, fairness, and the highest ethical standards.
- **Diversity:** We embrace differences among people.
- **Teamwork:** We have to depend on each other and work well together with mutual respect to achieve common goals.

Assessment Findings

In consideration of Duke Raleigh Hospital's mission, vision and values, the Wake County Health Assessment provided important information detailing the areas that Duke Raleigh Hospital could impact most.

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 gleaned from the 2013 Wake County Community Health Needs Assessment process.

- 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, and 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:

- **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 FY14, 693 individuals participated in 10 physician-led seminars on topics including the following:

- Lumbar stenosis
- Care of the singing voice
- Hip health
- Minimally invasive colorectal surgery
- Lung cancer
- Atrial fibrillation
- Head and neck cancers
- Healthy weight for a healthy life
- Urogynecology
- Care of the aging shoulder

Since its inception in 2007, Duke Raleigh Hospital's **Healthy Focus** seminar series has included 74 programs on a wide-variety of topics from osteoporosis, to lung cancer to diabetes.

- **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 supports 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 departments hold several on-campus fundraisers in support of the event each year.
 - The Duke Raleigh Lifestyle and Disease Management Center and Imaging Center provided support for the State of North Carolina Employee Health Fair in August 2014.
 - Duke Raleigh Hospital's employees annually support the Backpack Buddies initiative coordinated through the NC Food Bank.
 - Duke Raleigh Hospital has worked closely with North Carolina Prevention Partners in support of healthy workplaces. In fall 2013, Duke Raleigh Hospital was acknowledged as the first recipient to receive the Prevention Partners Culture of Excellence designation for providing nutritious dining options for staff, a culture of wellness and a tobacco-free campus environment.
- **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 2014 Duke Raleigh booth have included stroke awareness, healthy eating and cancer prevention.

In June 2014, Duke Raleigh sponsored the Midtown Art Week as an extension of the hospital's health, arts and healing initiatives.

- 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. Duke Raleigh Hospital has additionally live Tweeted educational content from the monthly Healthy Focus educational seminars.

In July 2013, Duke Raleigh hosted a free online GoogleChat geared toward men's health.

- **Cancer:**

- Cancer Patient Navigator Program: Duke Raleigh Hospital's 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 offers 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.
- 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

Duke Raleigh's **lung cancer survivorship clinic** was the first of its kind in the area. 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.

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 Lung 5k Run/Walk since its inception in 2007. Proceeds from this annual event support lung cancer research and advocacy in North Carolina. In FY14, 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 2013, the Duke Raleigh Cancer Center hosted a community screening for skin cancer and provided educational information about skin cancer prevention to 60 attendees.
- Cancer Survivor’s Day Celebration: In June 2014, Duke Raleigh Cancer Center staff celebrated cancer survivorship with entertainment and programming for survivors as well as a butterfly release.

• ***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 also contributed their 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.

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 supports 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.
- Wake County Medical Society Community Health Foundation: Duke Raleigh is an active participant in the Wake County Medical Society Community Health Foundation which seeks collaborative ways to address the needs of uninsured and Medicaid patients and includes Capital Care Collaborative, Community Care of NC, and Project Access. Duke Raleigh Hospital's Director of Case Management provides leadership as a member of advisory board for the Community Health Foundation.
- North Carolina-Virginia Hospital Engagement Network (HEN): Duke Raleigh Hospital is the only hospital in Wake County participating in this initiative through the North Carolina Hospital Association (NCHA) and the Carolinas Center for Medical Excellence (CCME) as a part of the Centers for Medicare & Medicaid Services (CMS) \$1 billion Partnership for Patients Initiative. The goal for the partnership is to make meaningful strides in advancing the quality, safety and affordability of health care. Ten areas of focus through the HEN are adverse drug events, catheter-associated urinary tract infections, central line-associated blood stream infections, injuries from falls and immobility, obstetrical adverse events, pressure ulcers, surgical site infections, venous thromboembolism, ventilator-associated pneumonia and preventable readmissions.

Duke Raleigh Hospital's area of focus as a part of the HEN is to reduce readmissions by 20 percent. Duke Raleigh staff worked closely with primary care physicians to streamline communications and implement a new protocol for primary care physicians to be notified within 48 hours of a patient's admission. Upon discharge, a follow-up appointment is scheduled with the patient's primary care physician within seven days.

- Hospital Long-Term Care Collaboration: Duke Raleigh is a part of this collaboration among all three Wake County hospitals and a portion of skilled nursing facilities, assisted living facilities and home health organizations. The goal of the collaboration is to better understand the regulatory requirements and other important processes that would affect a patient being transferred from the hospital into the care of another

Duke Raleigh Hospital is one of the **Community Care of North Carolina** partners in the transitions program geared toward improving care transitions for North Carolina Medicaid recipients. This program gives options for a safety net for fragile patients at risk of readmissions (meals, transportation).

post-acute care partner. The group has already developed literature provided to patients upon discharge that outlines realistic expectations in an SNF, home hospice, home health or assisted living facility.

Duke Raleigh Hospital's case management team has additionally planned visits to nursing homes and other post-acute care partners to better collaborate and to determine what opportunities exist in the patient transition process. The Duke Raleigh team also reviews all readmissions with the post-acute partner to determine what opportunities may exist. As a result, the Duke Raleigh team has developed a protocol to make a follow-up call to the patient's post-acute care provider one day after transfer. This new process has prevented readmissions in several instances.

- Wake Crisis Cooperative: The cooperative includes all Wake County Hospitals, representatives from mental health, law enforcement and other stakeholders in crisis response in Wake County. The cooperative has:
 - standardized the mental health assessment tool for healthcare providers in Wake County,
 - developed mental health and substance abuse transfer guidelines from acute to inpatient to be used across North Carolina,
 - defined high acuity patients to assist in prioritization of patients from the emergency department
 - developed a uniform process for involuntary commitment
 - designed a rotation schedule for accepting patients when the mental health center goes on diversion
- ***Other community outreach initiatives:***

In addition to the initiatives detailed above, in FY14, Duke Raleigh Hospital 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
- Interact
- Knightdale Chamber of Commerce
- Knightdale Community Health Fair
- Lung Cancer Initiative of North Carolina
- Midtown Raleigh Alliance
- North Carolina Opera
- City of Raleigh African American Cultural Festival
- Susan G. Komen for the Cure
- Triangle United Way
- Urban Ministries of Wake County, Open Door Clinic
- Wake County Medical Society
- Wake Education Partnership
- Wake Technical Community College

Effective New Strategies and Goals for FY15

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 strategies for Duke Raleigh's efforts in responding to identified key priorities in addition to the previously detailed strategies:

- ***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. In addition, through the integration of new fitness technology, the center is evaluating opportunities for enhanced fitness monitoring programs.
 - 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.
 - Duke Raleigh Hospital is collaborating closely with the Wake County Healthiest Capital County Initiative and is evaluating opportunities to provide support in meeting the initiatives in the key areas of focus including the promotion of nutrition and physical activity in locations without ready access.
- ***Cancer***
 - Linear Accelerator: The Duke Raleigh Cancer Center has received approval to replace the current linear accelerator. Upgrading this technology will allow the center to treat patients more efficiently and to offer state-of-the-art treatment equipment to the community.
 - Cancer patient resource center: Duke Raleigh Hospital is working with the Duke Cancer Institute to develop a cancer patient resource center for cancer patients and their loved ones. The center will provide self-image items including wigs and scarves at no cost for patients undergoing treatment as well as other items for relaxation and patient support throughout the patient's course of care. The center will additionally provide patient resource and educational materials.

- 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:
 - Duke Raleigh Hospital's 2015 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.
- ***Access to Care:***
 - Targeted Outreach: Duke Raleigh Hospital will target specific populations through area social organizations and faith-based organizations 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.