

Duke Regional Hospital Community Health Needs Assessment and Implementation Plan

FY 20 Progress Report and FY 21 Implementation Plan

For close to 45 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 2017 and 2020 Durham Community Health Assessments, led by Partnership for a Healthy Durham. At the time of writing our 2021 implementation plan, the 2020 Durham assessment is being finalized so the information included in our plan is based on the 2017 report. The Durham County assessment included surveys from randomly selected households and three community listening sessions with 42 community members. The survey was also conducted in person at grocery stores, libraries, Durham County Department of Public Health clinics and bus stations during January and February 2018. The Community Health Assessment Team — comprised of representatives from Duke University Health System, 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 five health priorities for 2018-2020:

1. Affordable housing
2. Access to healthcare and health insurance
3. Poverty
4. Mental health and substance abuse
5. Obesity, diabetes and food access

Duke Regional Hospital considers the DRH Community Health Needs Assessment and Implementation Plan document to be a “working plan” that continues to evolve 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 specifically 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 priority areas to improve health with the Durham community.

1) POVERTY/AFFORDABLE HOUSING

Duke University Health System

In 2017, Duke announced plans to gradually increase the minimum wage for all employees to \$15 per hour, more than twice the minimum federal or state hourly wage. In fiscal year 2017, the minimum wage for Duke University Health System employees increased to \$13. In fiscal year 2019, the Duke University Health System minimum wage increased to \$14. On July 1, 2019, the minimum wage increased to \$15 for all employees.

Fill That Bus and Salvation Army Angel Tree

Employees donated bins of school supplies to Crayons2Calculators Fill The Bus! Campaign annually since 2015 to support Durham Public Schools. Teachers from the schools with the highest poverty levels were invited to pick out supplies needed in their classrooms.

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.

2020 Goal: Duke Regional will again host at least one drive to benefit underserved children or families in our community.

2020 Progress: Duke Regional supported Crayons2Calculator drive, Salvation Army Tree gift drive and a food drive for the North Carolina Food Bank of Central & Eastern NC in 2020.

2021 Goal: Continue this level of support.

Education

2020-2021 Note: Due to COVID, in-person shadow and volunteer opportunities were halted in March 2020, but the hospital continues to find creative ways to engage students virtually and looks forward to welcoming all students back to campus as soon as it is safe to do so.

Duke Regional has identified Education as a priority part of its community strategy to help address poverty. Duke Regional is committed to helping train the healthcare workers of the future. In FY 2017, and 2018 consecutively, DRH invested \$3.5 million in teaching and training healthcare professionals, and invested \$4 million in 2019. DRH 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. 2020 Goal: Duke Regional will continue this level of support (\$4 million) in FY 2020.

2020 Progress: Duke Regional invested \$4.7 million in teaching and training healthcare professionals.

2021 Goal: Duke Regional will continue this level of support.

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

2020 Goal: Duke Regional will continue its partnership with CMA in FY 2020.

2020 Progress: Duke Regional continued its partnership with CMA in FY 2020, providing various learning experiences for students throughout the year.

2021 Goal: Duke Regional will continue its partnership with CMA.

Project SEARCH

Duke Regional was the first host hospital in the state for Project SEARCH, a partnership with Durham Public Schools, OE Enterprises, North Carolina Vocational Rehab and Alliance Behavioral Health that provides career development experiences to senior high school students with developmental disabilities.

2020 Goal: Duke Regional will continue to serve as a host site for Project SEARCH.

2020 Progress: Nine students graduated in 2020—for a total of 71 graduates to date.

2021 Goal: Continue to serve as a host site for Project SEARCH.

2) ACCESS TO HEALTHCARE AND HEALTH INSURANCE

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 70 percent of LCHC patients are uninsured and 84% are living at or below 100 percent of the federal 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 2020, including monetary and in-kind services, was \$8.2 million.

2020 Goal: Duke Regional will continue this level of support.

2020 Progress: Duke Regional contributed more than \$8.2 million in monetary and in-kind services.

2021 Goal: Duke Regional will continue with a similar level of support.

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 2019, Duke Regional contributed more than \$2.5 million to the county to support Durham EMS.

2020 Goal: Duke Regional will continue this level of support.

2020 Progress: Duke Regional contributed more than \$2.5 million to the county to support Durham EMS.

2021 Goal: Duke Regional will continue to continue this level of support.

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.

Duke Regional has provided office space and technological support for PADC as well as episodes of care for PADC patients.

2020 Goal: Duke Regional will continue to this level of support in 2020.

2020 Progress; Duke Regional continued to provide office space, technological support and episodes of care.

2021 Goal: Continue a similar level of support.

Financial Assistance

Each year Duke Regional provides no-cost or discounted urgent or emergent health care services to patients who were unable to pay. In FY 2019, Duke Regional provided \$27.5 million in financial assistance (previously referred to as “charity care”), an increase of \$4.3 million from the previous year.

2020 Goal: Duke Regional will continue to provide financial assistance at a similar level.

2020 Progress: Duke Regional provided \$30.4 million in financial assistance.

2021: Goal: Duke Regional will continue a similar level of support.

3) MENTAL HEALTH

In 2018, Duke Regional received approval to build a new Behavioral Health Facility which will consolidate inpatient, outpatient and emergency behavioral health services on Duke Regional's campus. The expansion is a \$102.4 million investment by Duke University Health System, and will provide better coordination of care for behavioral health patients in Durham and regionally. Construction started March 2019 and the hospital is on track to open this facility in the spring of 2021.

4) CHRONIC ILLNESS

Look Good Feel Better. The Look Good Feel Better program is a non-medical, brand neutral program that provides support for female cancer treatment patients who have experience hair loss or other physical appearance changes due to chemotherapy or radiation treatments. For more than 10 years, DRH has supported this program as a host site. In FY 2019, approximately women participated in the program at Duke Regional. Duke Regional continued to host the monthly program in 2020; however, due to COVID 19 safety restrictions, the program was postponed in March 2020. 2021 Goal: Duke Regional plans to continue to host the monthly program when able to safely provide services.

Stroke Awareness:

Duke Regional offers a monthly stroke support group that offers education, support and resources for individuals who have been affected by stroke. In 2018, Duke Regional hosted the monthly support group with approximately 20 to 25 participants attending each month (a total of 254 for the year) with a combination of survivors and care givers.

2020 Goal: Duke Regional will continue to offer a monthly stroke support group.

2020 Progress: Duke Regional continued to offer a monthly stroke support group through February 2020. The support groups were postponed in March due to COVID-19 restrictions.

2021 Goal: Duke Regional plans to continue to host the monthly support group when able to safely provide services.

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.

5) FUNDRAISING AND OUTREACH

Duke Regional conducts a number of fundraising and outreach activities in the Durham Community and beyond. Duke Regional employees raise funds each year for charitable organizations, including:

- Duke Community Giving (including United Way of the Greater Triangle)
- American Heart Association Heart Walk
- March of Dimes

In 2019, Duke Regional raised approximately \$38,691 for local charities.

2020 Goal: Duke Regional will continue to raise funds at a similar level.

2020 Progress: Duke Regional raised \$39,327 for local charities.

2021 Goal: Duke Regional will continue to a similar level of fundraising support.

The hospital continues to partner with local nonprofits on endeavors that educate our community about health initiatives and disparities and provides meeting space for Durham and Orange County's Domestic Violence and Sexual Assault Program, Community Health Coalition and Project Access. In FY 2020, DRH partnered with the American Red Cross to host three blood drives, collecting 89 units of blood. The hospital hosted and staffed a table at the North Carolina PrideFest event to support our LGBTQ community.