



Implementation Strategy To Address Significant Community Health Needs

2019 Maria Parham Health

Vance, Granville, and Franklin Counties, NC

Paper copies of this document may be obtained at:

Paper copies of this document may be obtained at Maria Parham Health or by phone 252-436-1106.
This document is also available electronically via the hospital website <http://www.mariaparham.com>

MARIA PARHAM
HEALTH

Duke LifePoint Healthcare

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Overview

The Community Health Needs Assessment (CHNA) defines priorities for health improvement, creates a collaborative community environment to engage stakeholders, and an open and transparent process to listen and truly understand the health needs of the communities served by Maria Parham Health (Vance, Granville, and Franklin Counties, NC). Given Maria Parham's expansion into the Franklin market in 2018 via the acquisition and subsequent reopening of the previously shuttered Franklin Regional Medical Center, Maria Parham Health engaged in two Community Health Needs Assessments. The Granville-Vance Public Health Department conducts its CHNA to cover Granville and Vance counties, and the Franklin Public Health department conducts its CHNA to cover Franklin County. Given the geographic proximity of these counties and the similar socioeconomic and social determinants of health, there are considerable similarities in the health opportunities identified, priorities and the applicable actions that may be taken to help address the health needs of the region. This document is Maria Parham Health's Implementation Plan outlining how the hospital plans on addressing significant health needs in these communities.

The CHNA is contained in a separate document.

- Maria Parham Health's Board of Directors approved and adopted this Implementation Strategy on September 30, 2019
- Starting on October 1, 2019, this report is made widely available to the community via Maria Parham Health's website, www.mariaparham.com, and paper copies are available free of charge at Maria Parham Health in Administration.

Purpose of the Community Health Assessment

The Community Health Needs Assessment (CHNA) process offers communities the chance to evaluate their health and human services status needs and to identify resources that can help improve the well-being of their residents. By identifying the most urgent and actionable concerns, leadership and community members can then take collaborative and strategic actions to make measurable progress on these issues to improve the overall health of the population.





Community Health Improvement/ Implementation Plan 2019

To successfully make our community healthier, it is necessary to have a collaborative venture which brings together all of the care providers, citizens, government, schools, churches, not-for-profit organizations and business and industry around an effective plan of action.

Based on the results of the CHNA, MPH has selected two of the identified significant health needs, both identified by each collaborating health department as top priorities, to address.

1. Mental Health and Substance Abuse
2. 1. Access to healthcare

1. *Mental health and substance abuse:*

MPH plans to meet the significant health need by:

The treatment of these patients requires a multidisciplinary team composed of physicians, nurse practitioners, nurses, medical assistants, licensed clinical social workers and ancillary/support staff to ensure day-to-day operations in a suitable care environment. The establishment of these services at the facility in Louisburg, NC are the direct result of public-private partnership between Duke LifePoint Healthcare, Duke University, the North Carolina Department of Health and Human Services, Cardinal Innovations, the town of Louisburg and Franklin County.

Through joint efforts with the state legislature Maria Parham Health was able to lease the property and reopen it with the support of \$10.1 M Dorothea Dix grant dollars awarded by the state and nearly \$900 K from the Golden Leaf Foundation. The total project expenditure is estimated at \$16.3 M. The Dix grant requires MPH to apply for three-way contracts with the state to serve the underinsured through expanded service offerings which is in process since being awarded IVC designation.

Anticipated Impact of these Actions:

MPH will continue to work with Cardinal Innovations and approved affiliates and partners (i.e. Daymark, Recovery Innovations, Visions, etc.) to provide patients with outpatient care and crisis management to avoid inpatient admission and/or prevent readmission for those individuals that meet criteria for care under the charge of our region's LME/MCO.

2. *Access to healthcare:*

MPH plans to meet the significant health need by:

In addition to the expanded access to behavioral health services noted above, the reopening of Franklin Medical Center as Maria Parham Health – Franklin in October 2018 also included a freestanding emergency center with outpatient lab and imaging at that site. This returned critical, emergent medical coverage to a

market previously without immediate access to this level of care for three years (when Franklin Medical Center closed in October 2015).

Programs and resources the hospital plans to commit:

In January 2019, Maria Parham Health has also established a multispecialty clinic site hosting full-time primary care providers (Monday – Friday) and specialists’ availability throughout the week, inclusive of nephrology, urology, general surgery, orthopedics and physical medicine/pain. MPH will continue to evaluate the viability of expanding access to these existing services as well as new services going forward. Potential services for consideration include cardiology and women’s services (obstetrics and gynecology).

Anticipated Impact of these Actions:

We know the impact of these offerings closer to home will positively impact the overall wellness and access to lower cost care for residents in the service area as transportation has been identified as an underlying issue when it comes to access to care.

Planned Collaborations:

We partnered with the town and County elected officials to create greater awareness of these offerings and will continue to work with key stakeholders to evaluate services and offerings.

Additionally, there is a link on Maria Parham’s website for the community to provide written input into the CHNA and implementation plan.

Issues that will not be addressed

Maria Parham Health does not intend to address the following significant health needs directly, but will serve in a supportive capacity to the public health departments and other various stakeholders where opportunities present regionally:

Youth well-being:

Adverse childhood events (ACEs) were specifically identified as an underlying issue in youth well-being. While MPH is fully supportive of efforts to foster a safer, healthier environment for children in the communities we serve, our ability to impact the underlying issues and home environment is limited. We will continue to work with local resources, including law enforcement, department of social services, the school systems and local family medicine and pediatric providers to identify and eliminate harmful factors where possible. At present, we have leaders serving on the Public School Foundation Boards in Vance and Franklin Counties, the Chambers in Vance and Franklin Counties, Vance Crime Stoppers, Vance Granville Community College, the Boys and Girls Club, Rotary and Kiwanis. All of these organizations have a focus on youth development and well-being. We will continue to support efforts through these entities and the local health departments where possible.

Nutrition, exercise and weight management:

Maria Parham will provide patient education on the importance weight management and a healthy diet consistent with its current practices and policies. Much of the underlying causes of this issues relate to the prevalence of food deserts and youth education on this front. MPH is working with a local, not-for-profit

farmer's cooperative –GROW- to explore an on-campus farm to supply vegetables to the kitchen and to patients at discharge from an inpatient stay that qualify as malnourished and/or underfunded. MPH employs one dietitian, so capacity is limited for outreach. MPH will continue to support the schools in their efforts to promote health and well-being and will continue to support local organizations of influence in this regard through sponsorship and collaboration, such as the YMCA.

