

Wilson Medical Center 2025

Community Health Needs Assessment

-Wilson County, North Carolina-

WILSON
MEDICAL CENTER

A Duke LifePoint Hospital

Adopted by Hospital Board of Trustees: 04/21/25
Adopted by Joint Venture Board of Trustees: 04/29/25



Paper copies of this document may be obtained at: Wilson Medical Center
1705 Tarboro Street, Wilson, NC 27893, by phone 252.399.8040, or via the hospital website: wilsonmedical.com

Table of Contents

Letter to the Community.....	3
Community Health Needs Assessment Overview.....	4
Process and Methods.....	6
About Wilson Medical Center.....	7
Community Served.....	8
Wilson County Community Health Characteristics.....	10
Impact Since Last CHNA.....	12
Methods of Identifying Health Needs.....	15
Community Survey Data.....	16
Community Summit.....	20
Evaluation and Selection Process.....	21
Overview of Priorities.....	22
Implementation Plan Framework.....	25
Implementation Plan Strategy.....	26
Appendix: Survey Results.....	32

Letter to the Community

Dear Community,

The mission of Wilson Medical Center is to make communities healthier. Our patients can expect quality healthcare with a personal touch, and we continually work to expand services to better meet the needs of patients and local residents.

Every three years, we conduct a Community Health Needs Assessment to gain insight and feedback on the community we serve. This allows us to understand how our efforts have affected local residents and what shifts need to take place to continue progression for a healthier community.

The 2025 Community Health Needs Assessment not only highlights the local health needs but provides an action plan detailing how Wilson Medical Center will respond to those health needs. We believe it is of utmost importance that Wilson-area residents have access to quality healthcare, right here at home. Through our high five guiding principles (see page 7) and partnerships with other organizations we strive to be your hub for healthcare in the Wilson County. Our implementation strategy outlines the need, the overview of how we will address the need, and the measures we will use to gauge success.

At Wilson Medical Center, we are committed to working with our local government entities, nonprofits and other key stakeholders to address social determinants that often have an adverse effect on people's health and wellbeing.

Wilson Medical Center is a diverse facility that strives to create places where people who choose to come for healthcare, physicians and providers want to practice, and employees want to work. I am committed to leading your health system to continue improving and growing to meet your healthcare needs. We all enjoy this wonderful community and, together, we can make our community healthier for all.

Sincerely,

Lindy White

CEO – Wilson Medical Center

Community Health Needs Assessment (CHNA) Overview

In 2025, Wilson Medical Center (“WMC”) performed a Community Health Needs Assessment (CHNA) in partnership with Strata Decision Technology (“Strata”) to determine the health needs of the local community and develop an accompanying implementation plan to address the identified health needs of the community.

CHNA Purpose

A CHNA is part of the required hospital documentation of “Community Benefit” under the Affordable Care Act for 501(c)(3) hospitals. It uses systematic, comprehensive data collection and analysis to provide information about the community including health status, needs, and disparities. The CHNA also offers a targeted action plan to address areas of need and allows the hospital to truly understand the health needs of the community it serves.

CHNA Facility Benefits



- Identify health disparities and social determinants to inform future initiatives, programs, and outreach strategies
- Identify gaps in healthcare
- Develop an understanding of perceptions and ideas among community members
- Form collaborations with community organizations to address local health needs

The core elements of a CHNA include:

- a definition and description of the community served
- a description of the process and methods used to conduct the CHNA
- a description of how the hospital facility solicited and took into account input received from community members
- a description of the identified significant health needs of the community, including selection process and criteria
- a description of resources available to address the significant health needs
- an evaluation of the impact of any actions that were taken to address the significant health needs identified in the immediately preceding CHNA

Community Health Needs Assessment (CHNA) Overview

The CHNA Process

The process to conduct the CHNA included the following:



Wilson Medical Center’s health priorities identified through the 2025 process are:

- Cancer
- Diabetes
- Heart Disease
- Mental Health & Drug/Substance Abuse
- Pediatric Care – Access
- Stroke – Outpatient Neurology

This report was approved by the Board on [DATE]

Process and Methods used to Conduct the Assessment

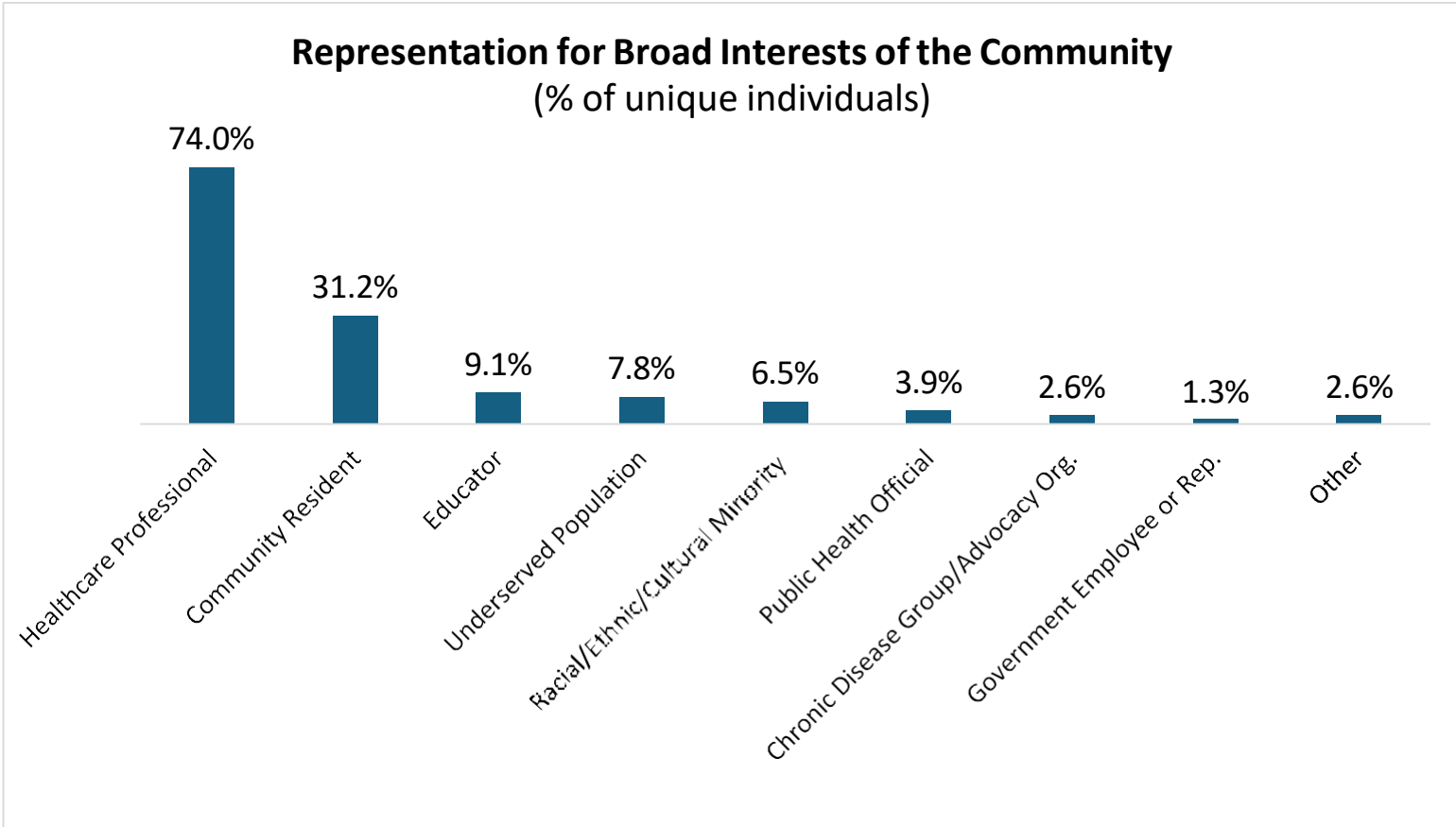
To assess the health needs of the community, a comprehensive approach was utilized. This included collecting community health data via secondary sources and a survey of community members to assess healthcare needs. A community summit was then held to review these inputs with community stakeholders to prioritize the health needs of the community and create action plans.

Community Health Data Collection and Analysis

Wilson Medical Center relied on secondary source data to define and assess the community. This data was sourced at the county level from available public sources, including www.countyhealthrankings.org and ESRI.

A community survey was deployed by Wilson Medical Center to gain input on local health needs, including those of priority populations such as the medically underserved, low-income, and minority populations. The survey received feedback from 44 community members. The survey was open from October 14, 2024 to November 27, 2024 and distributed digitally. The Community Summit was held on February 4, 2025 and had 33 participants.

Survey respondents and summit participants represented the stakeholder groups below:



About Wilson Medical Center

As a part of Duke LifePoint Healthcare, our community hospital is being supported with more resources than ever before. Duke LifePoint combines Duke University Health System's unparalleled expertise in clinical excellence, quality and patient safety with LifePoint Health's financial resources and extensive operational experience - making our hospital even stronger.

Duke LifePoint Healthcare's pledge to our hospital and the communities we serve is quality, expertise and commitment.

- Quality is the cornerstone of Duke LifePoint, and it is the central focus of everything the organization and our hospital strive to achieve.
- Duke LifePoint pledges to bring a wealth of expertise and resources to strengthen the already excellent care our hospital delivers.
- And, Duke LifePoint's commitment is to work collaboratively with our hospital to make our community healthier by strengthening local healthcare delivery for the future.

Mission

Making communities healthier[®]

Vision

We want to create places where people choose to come for healthcare, physicians and providers want to practice, and employees want to work.

High Five Guiding Principles

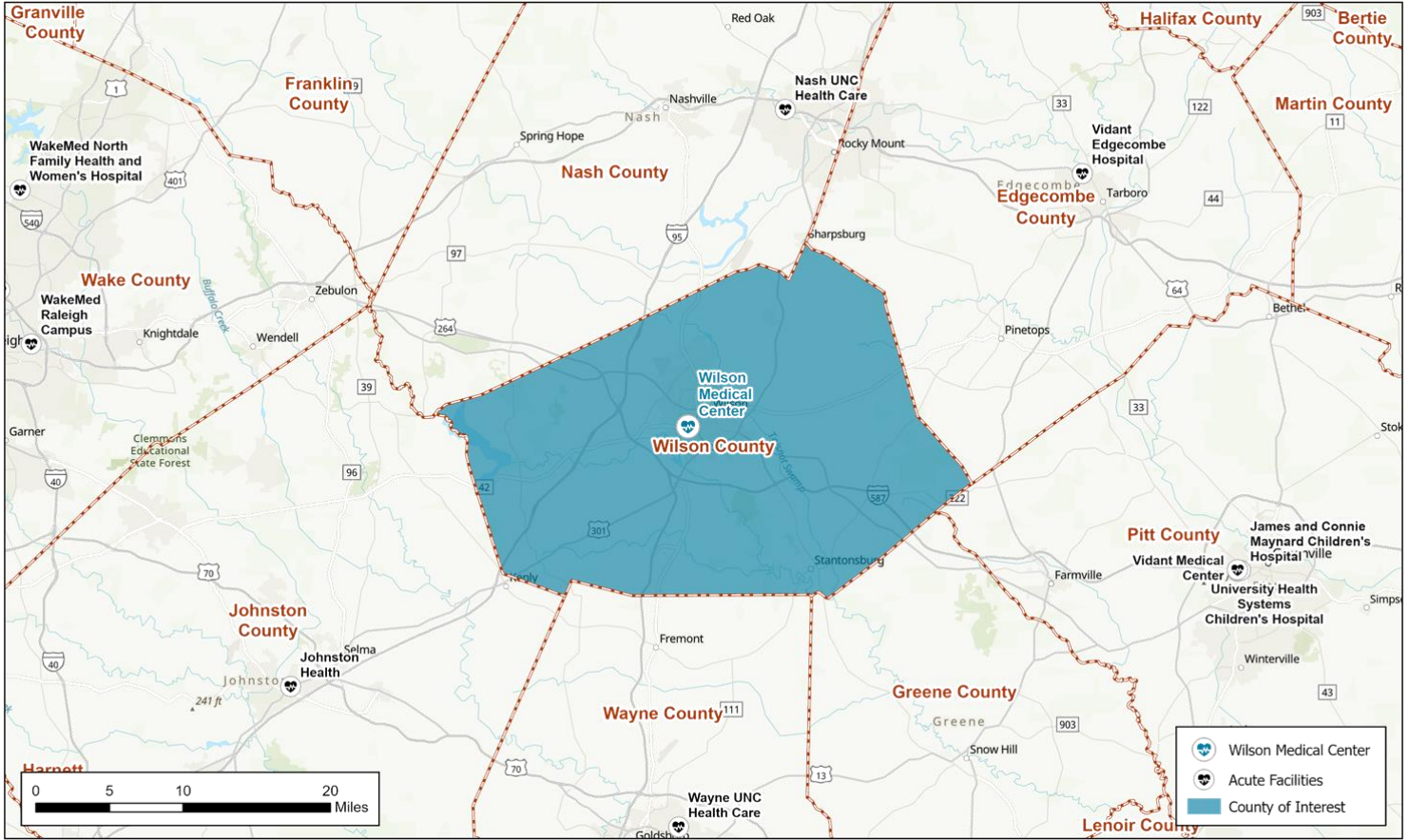
1. Delivering high quality patient care
2. Supporting physicians
3. Creating excellent workplaces for our employees
4. Taking a leadership role in our communities
5. Ensuring fiscal responsibility

Duke LifePoint Promise

Duke LifePoint promises to engage with our patients and people, lead quality innovation and advance knowledge to improve health in the communities we serve.

Community Served

For the purpose of this study, Wilson Medical Center defines its service area as Wilson County, North Carolina.

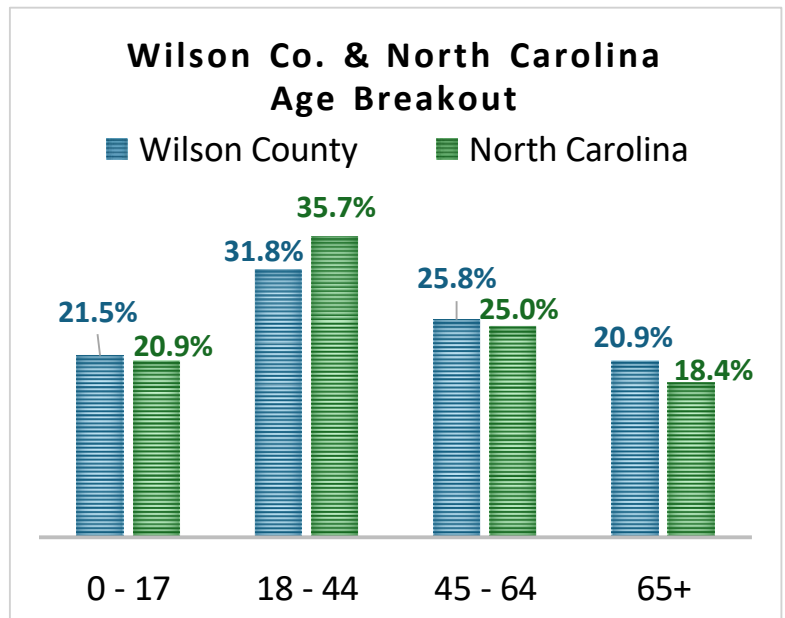


2024 Total Wilson County Population: 78,477

2029 Projected Total Wilson County Population: 77,581

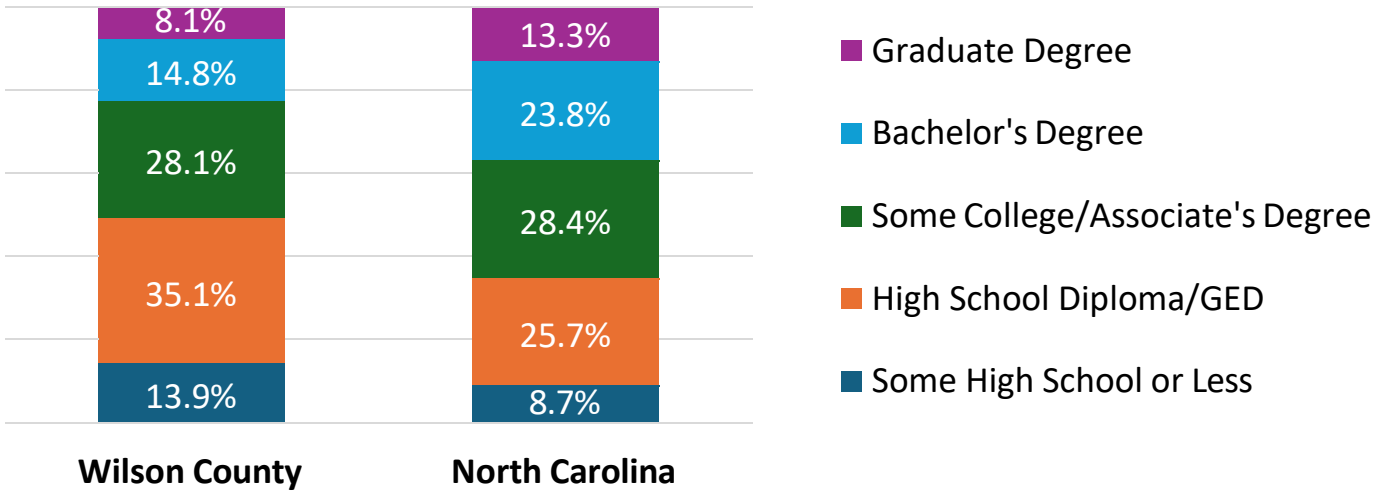
**-0.2%
change
per year**

Race & Ethnicity		
	Wilson Co.	North Carolina
White	46.1%	60.9%
Black	38.2%	20.6%
American Indian	0.7%	1.3%
Asian/Pacific Islander	1.2%	3.7%
Other Race	7.9%	6.3%
Two or More Races	5.9%	7.3%
Hispanic Origin	12.7%	11.5%

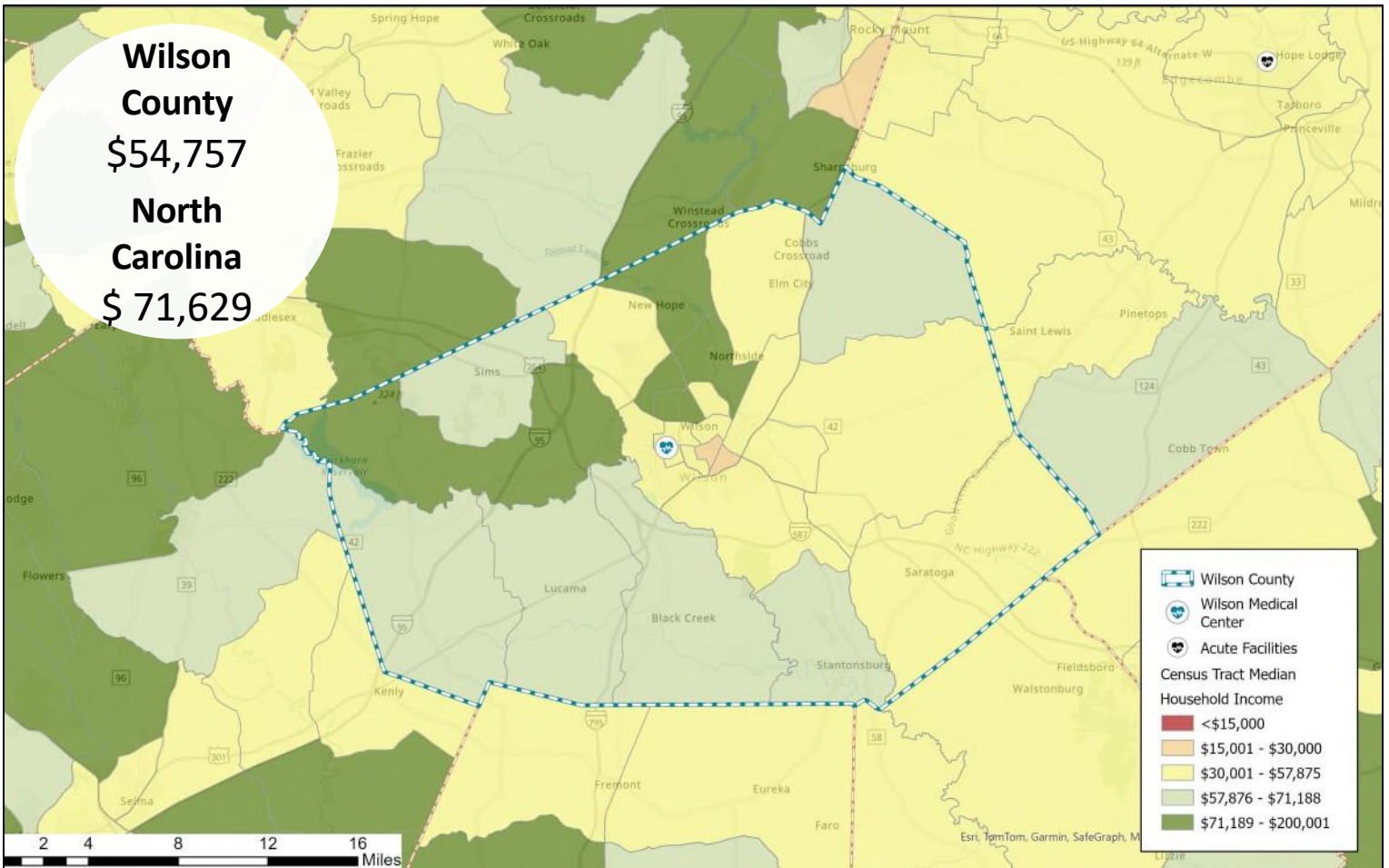


Community Served

Wilson County & North Carolina Education Breakout



2024 Median Household Income {by Census Tract}



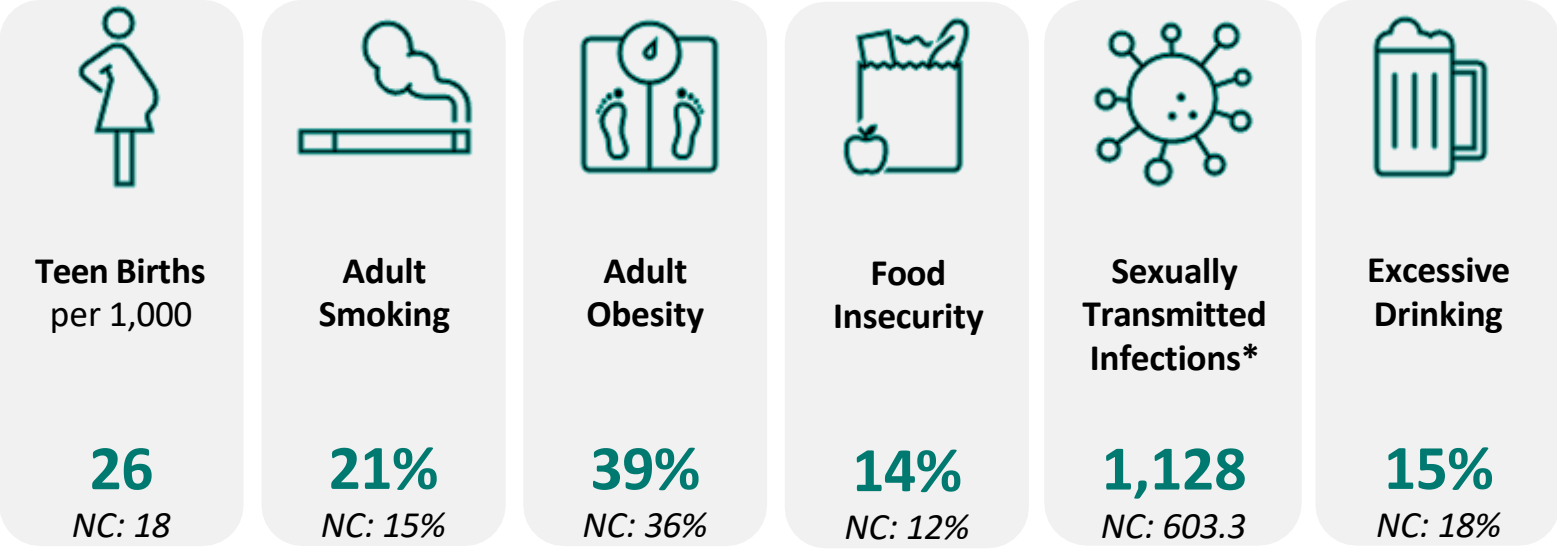
Census Tract: small, relatively permanent statistical subdivisions of a county uniquely numbered; average about 4,000 inhabitants

Wilson County Community Health Characteristics

The data below provides an overview of Wilson County’s community health including health behaviors, quality of life, socioeconomic factors, access to health and physical environment. For detailed descriptions and dates for each measure, please visit <https://www.countyhealthrankings.org/app/north-carolina/2024/overview>. Each indicator impacts the health of the entire community.

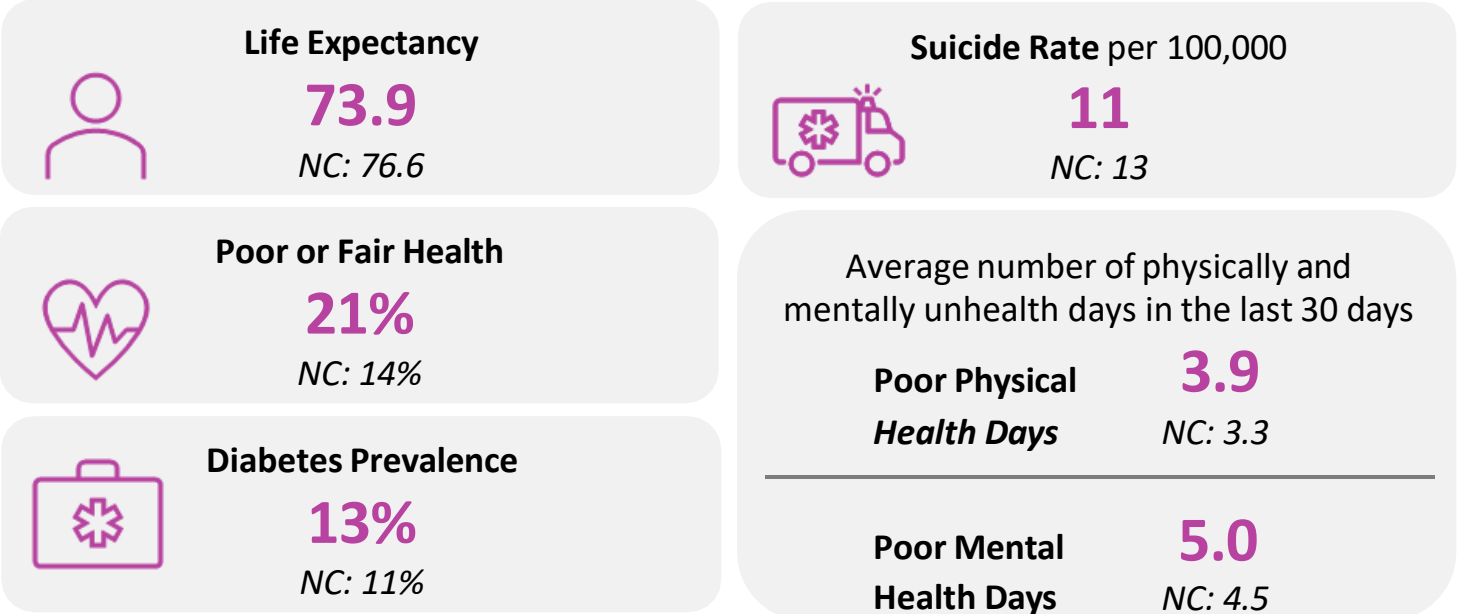
Health Status Indicators

Health Behaviors



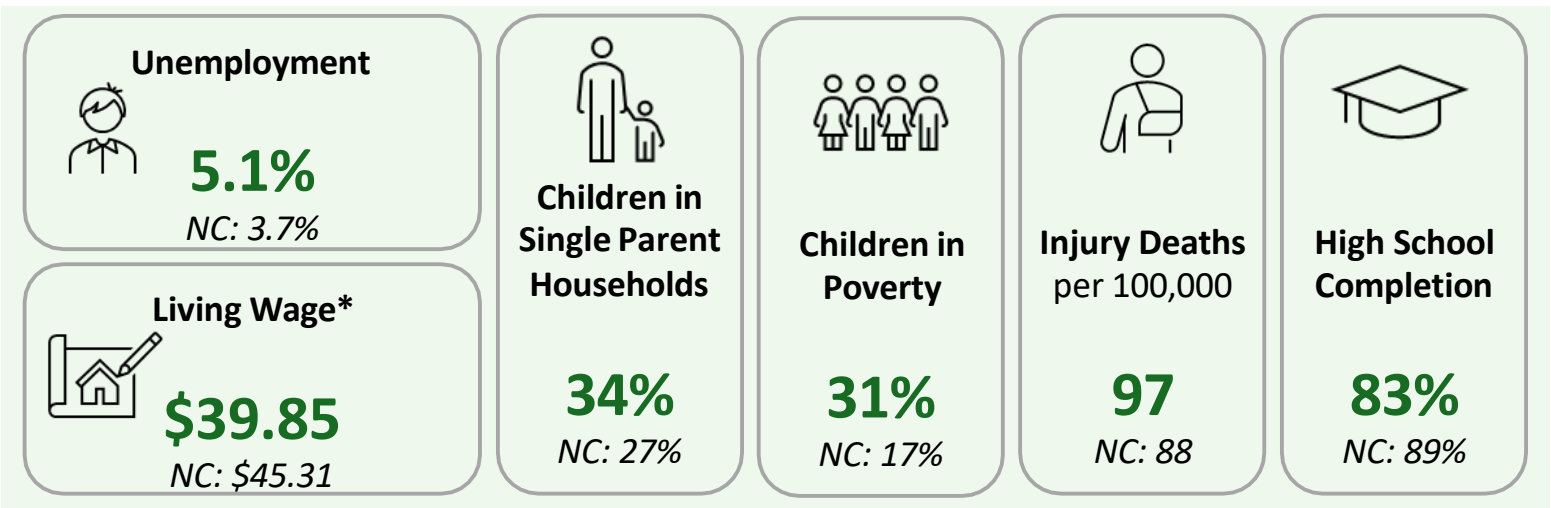
*New cases of chlamydia diagnoses per 100,000

Quality of Life

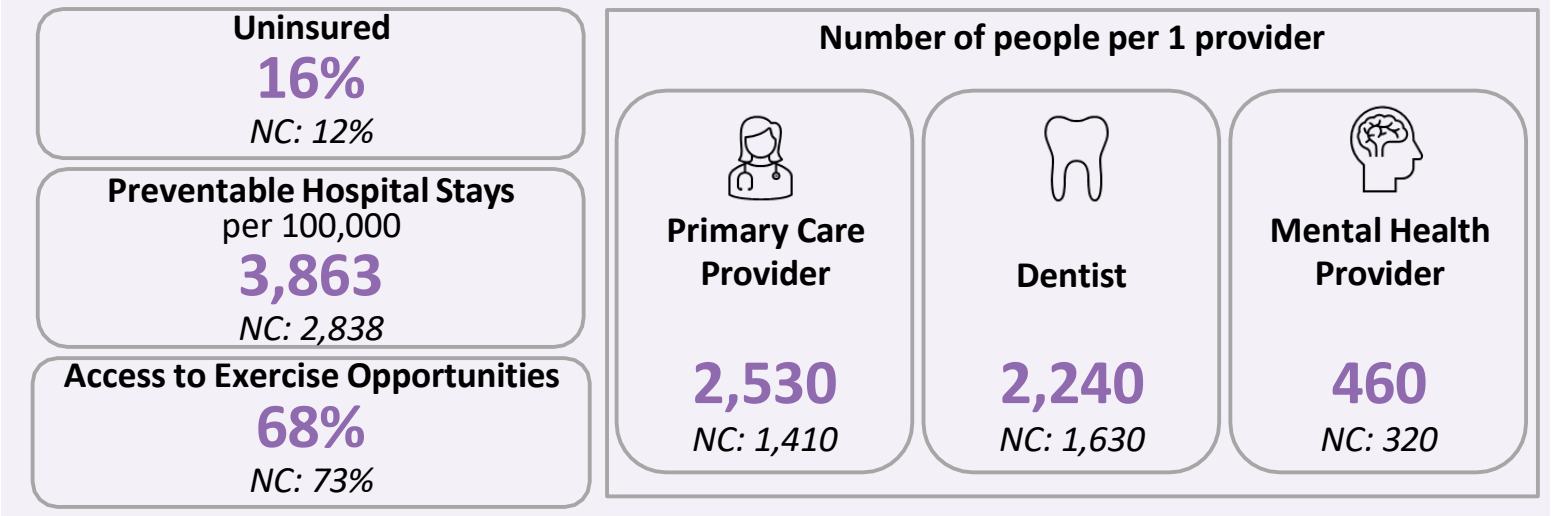


Wilson County Community Health Characteristics

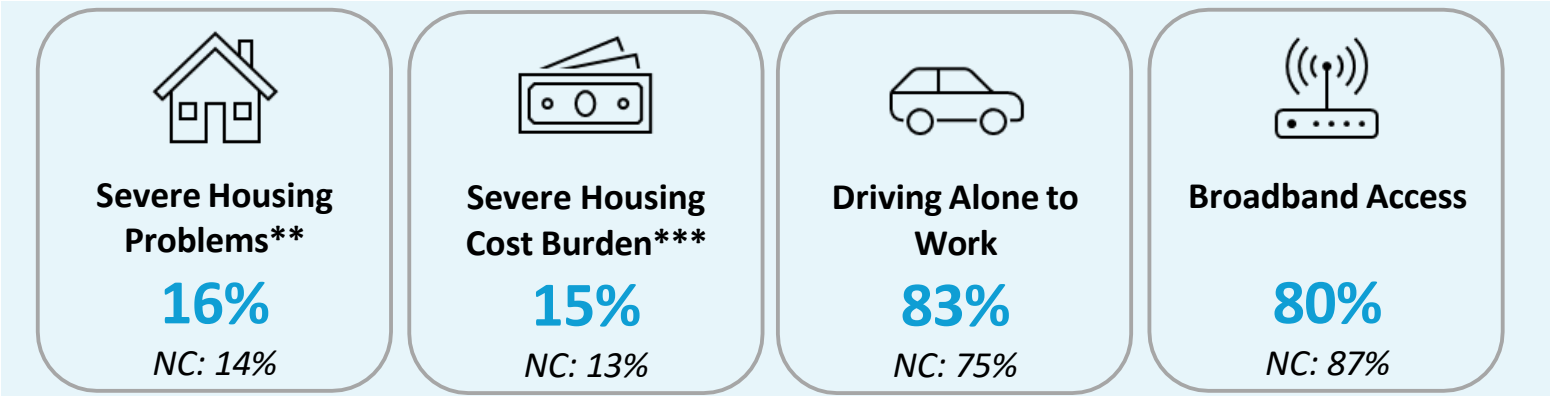
Socioeconomic Factors



Access to Health



Physical Environment



*The hourly wage needed to cover basic household expenses plus all relevant taxes for a household of one adult and two children.
 **% of households with at least 1/4 of problems: overcrowding, high housing costs, lack of kitchen facilities, or lack of plumbing facilities
 ***% of households that spend 50% or more of their household income on housing

Impact Since Last CHNA

The IRS requires there to be an evaluation of the impact of any actions that were taken to address the significant health needs identified in the immediately preceding CHNA. The health priorities identified in the 2022 CHNA are listed below.



Written comments and insights were gained from community members through the Wilson Medical Center Community Survey regarding the 2022 identified health priorities and implementation plan. Details of the comments and actions Wilson Medical Center has taken to address the identified health priorities can be found on the next two pages.

Impact Since Last CHNA

Mental/Behavioral Health

1. Partnered with Lifepoint Behavioral Health to further leverage and expand the subject matter experts within this service line
2. Expansion of programming to include a social worker, increased case management assistance, and recreational therapy services
3. Engagement with Wilson City Council city officials and other community agencies to implement new ordinances governing community MUHAS

Themes from Community Survey Comments (11 responses)*:

- Increased funding/structure within the hospital behavioral health units (i.e. inpatient services) (3)
- Increased visibility of need and awareness for resources (3)
 - Helping people get assistance prior to the situation escalating
- Addressing MUHAS (2)

Healthy Eating/Active Living

1. Skin cancer screenings, mammogram screening days, “Walk with A Doc” series, diabetic support group, cancer support group
2. Engagement with Civic groups in Wilson by attending their scheduled meetings (i.e. Senior Club, City of Wilson)
3. Expansion of OP rehab services to include adult speech and language pathologist

Themes from Community Survey Comments (3 responses)*:

- Now have a lot of food banks where there were food deserts
- Members of the hospital staff are part of the Wilson Wellness Collaborative
- School support and donations of food to local groups each year

Impact Since Last CHNA

Substance Misuse

1. Partnered with Area L AHEC to provide Continuing Medical Education related to controlled substances
2. Supported RC3 5k in 2023 and 2024. WMC Community Engagement Committee and family members made up more than 60% of participants in 2023.

Themes from Community Survey Comments (7 responses)*:

- Classes and education (4)
 - Workshops on street violence to employees
 - More advertising on services
 - After-school program for middle schoolers
 - Continuing education for providers
- Alliances, Coalitions, and agency partnerships (3)
 - Substance Prevention Coalition
 - Funding for Hope Alliance

Access to Healthcare or Insurance

1. Offered sessions in 2023-2024 to help register community members for N.C. Medicaid
2. Aligned with the Community Paramedic Program

Themes from Community Survey Comments (4 responses)*:

- Assistance with enrollment (2)
 - Assistance with insurance applications and sliding fee scale for primary care
 - Medicaid Expansion help with enrolling

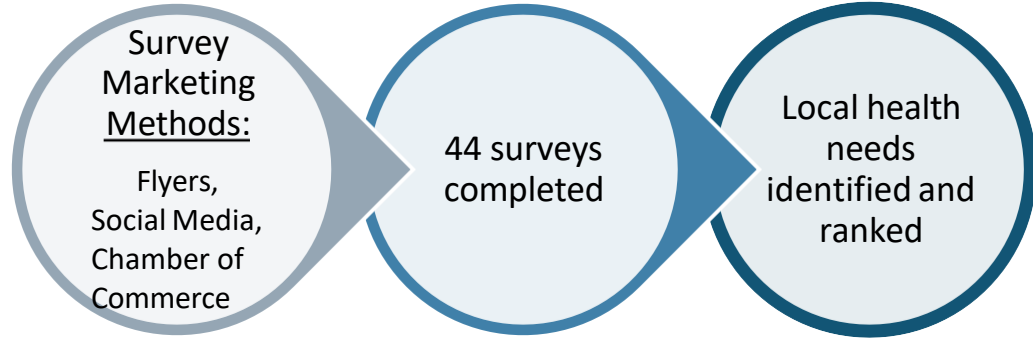
Methods of Identifying Health Needs

Analysis of existing data

Utilization of secondary data sources to gain analytical insights of the community

Data source: County Health Rankings

Collection of new data



Evaluate indicators and responses on below criteria

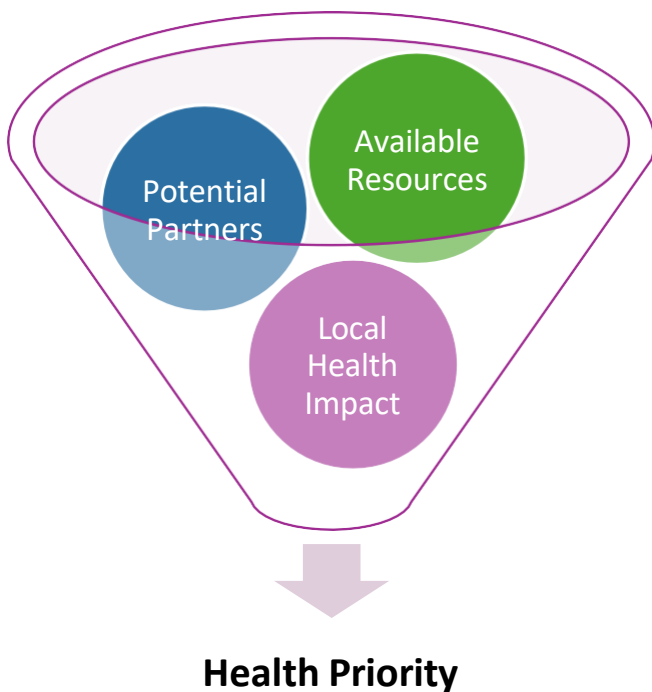
Severity or urgency of health need

Feasibility and effectiveness

Impact on health disparities

Importance identified by community

Select priority health needs for implementation plan



Wilson Medical Center's Health Priorities

Cancer

Diabetes

Heart Disease

Mental Health & Drug/Substance Abuse

Pediatric Care – Access

Stroke – Outpatient Neurology

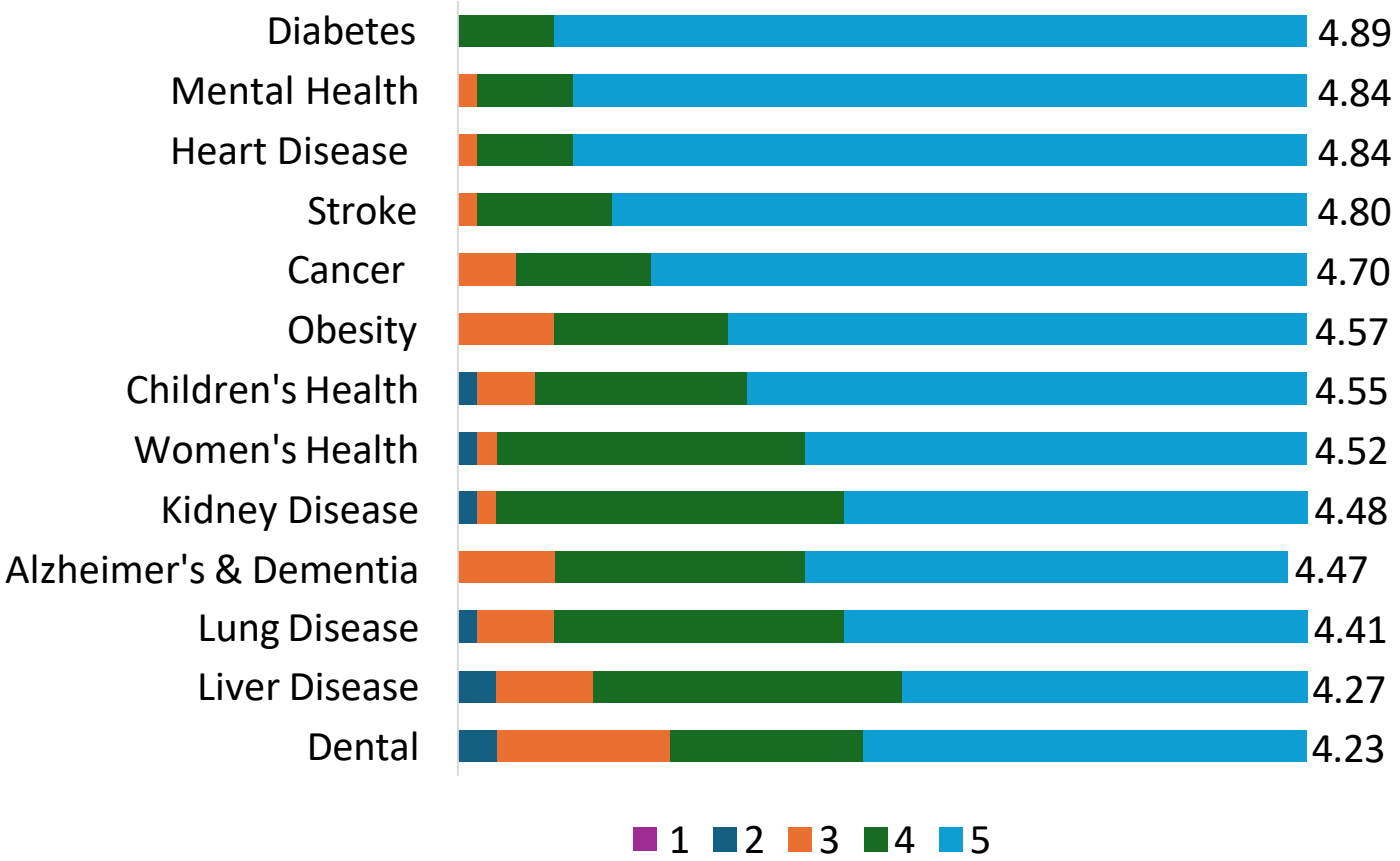
Community Survey Data

The health needs of the community include requisites for the improvement and maintenance of health status both in the community at large and in particular parts of the community, such as particular neighborhoods or populations experiencing health disparities. The community survey asked questions regarding health factors, lifestyle and personal factors, and community and healthcare services factors to better understand the local needs for the health status including groups with the highest health needs.

Health factors addressed areas such as chronic conditions, health conditions, and physical health. Lifestyle and personal factors addressed areas that affect the individual's health outcomes such as physical inactivity and substance abuse. Community and healthcare services factors addressed social determinants that influence community health, such as access to care, safety, and affordability.

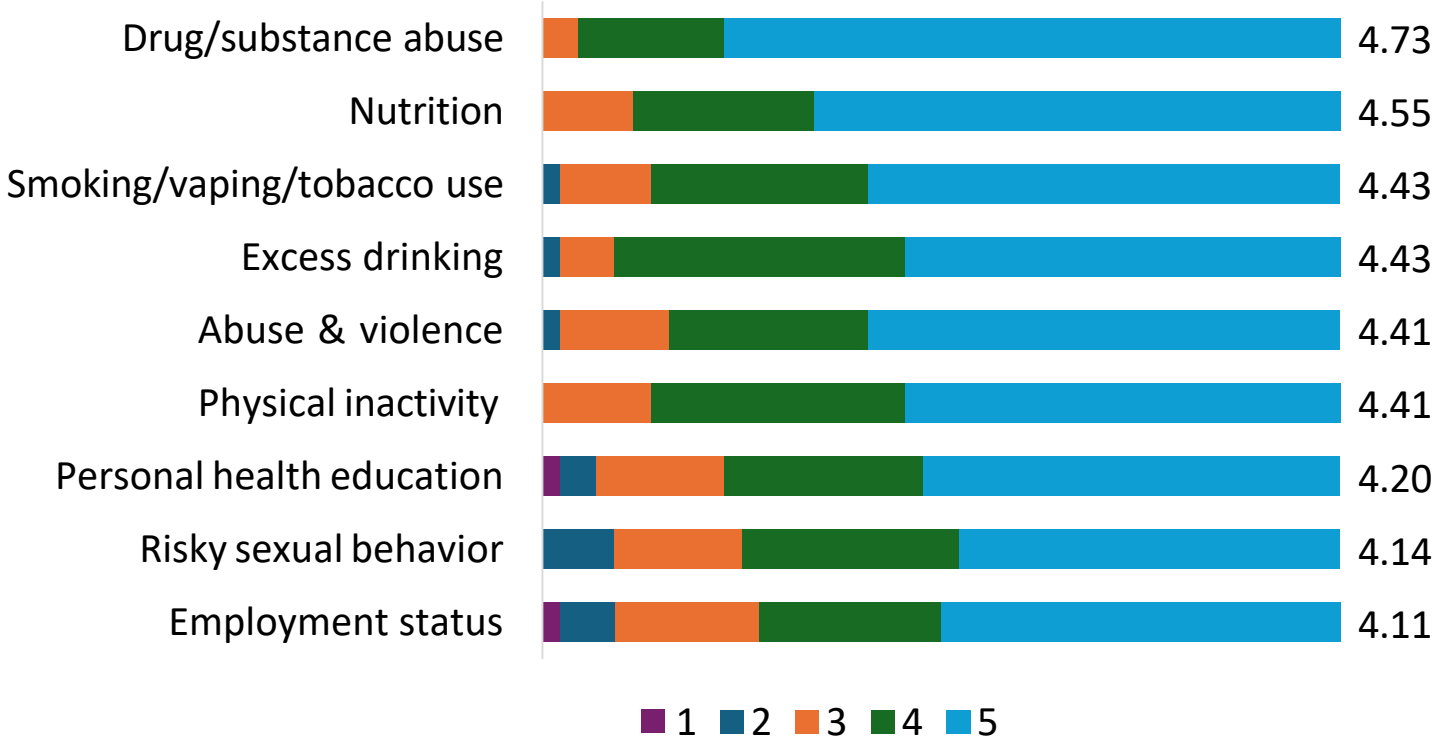
In our community survey, respondents had the opportunity to rate the importance of addressing different components of each factor. Results of the rankings are below.

Survey Question: Please rate the importance of addressing each Health Factor on a scale of 1 (not important) to 5 (very important).



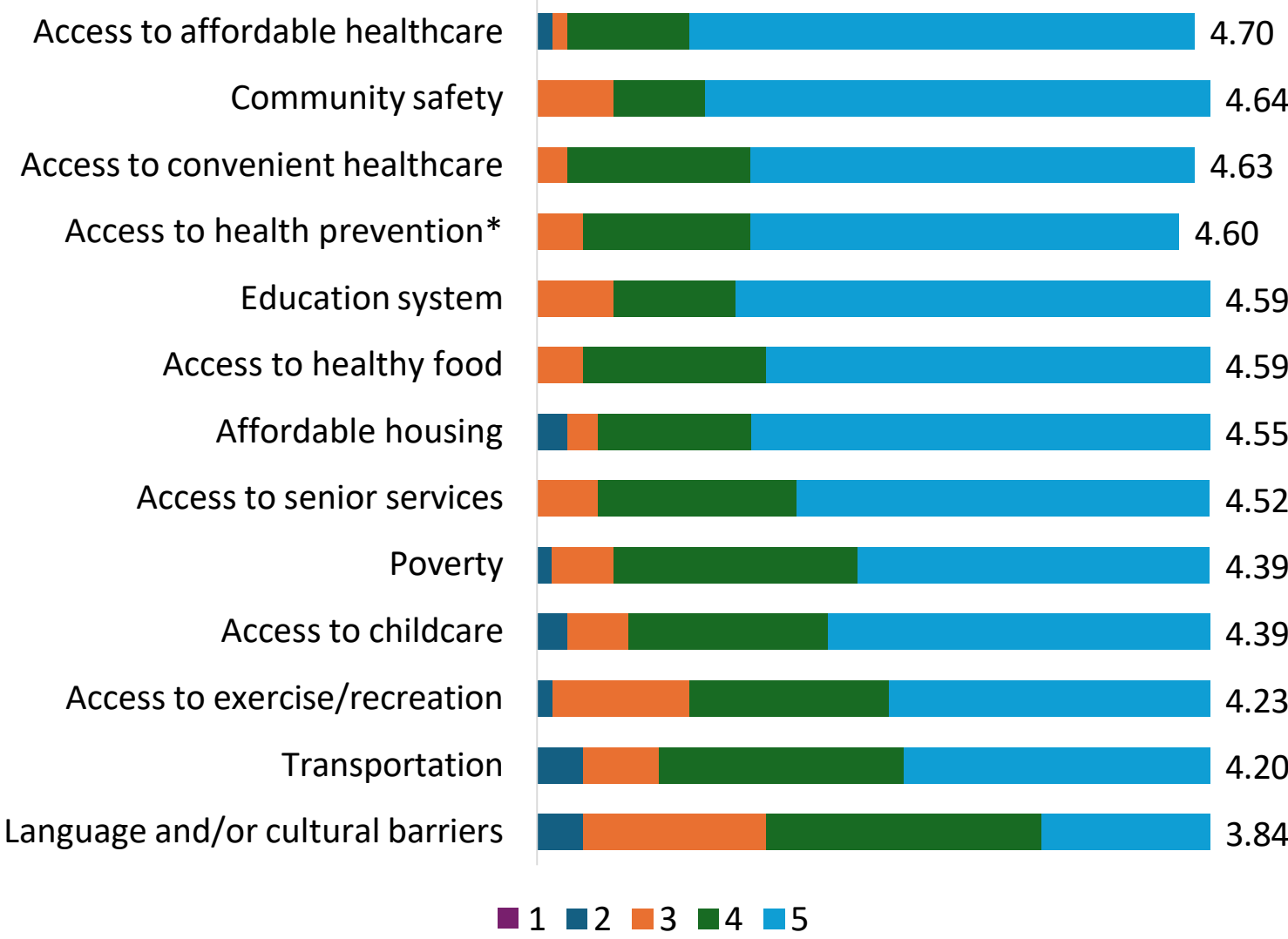
Community Survey Data

Survey Question: Please rate the importance of addressing each Lifestyle & Personal Factor on a scale of 1 (not important) to 5 (very important).



Community Survey Data

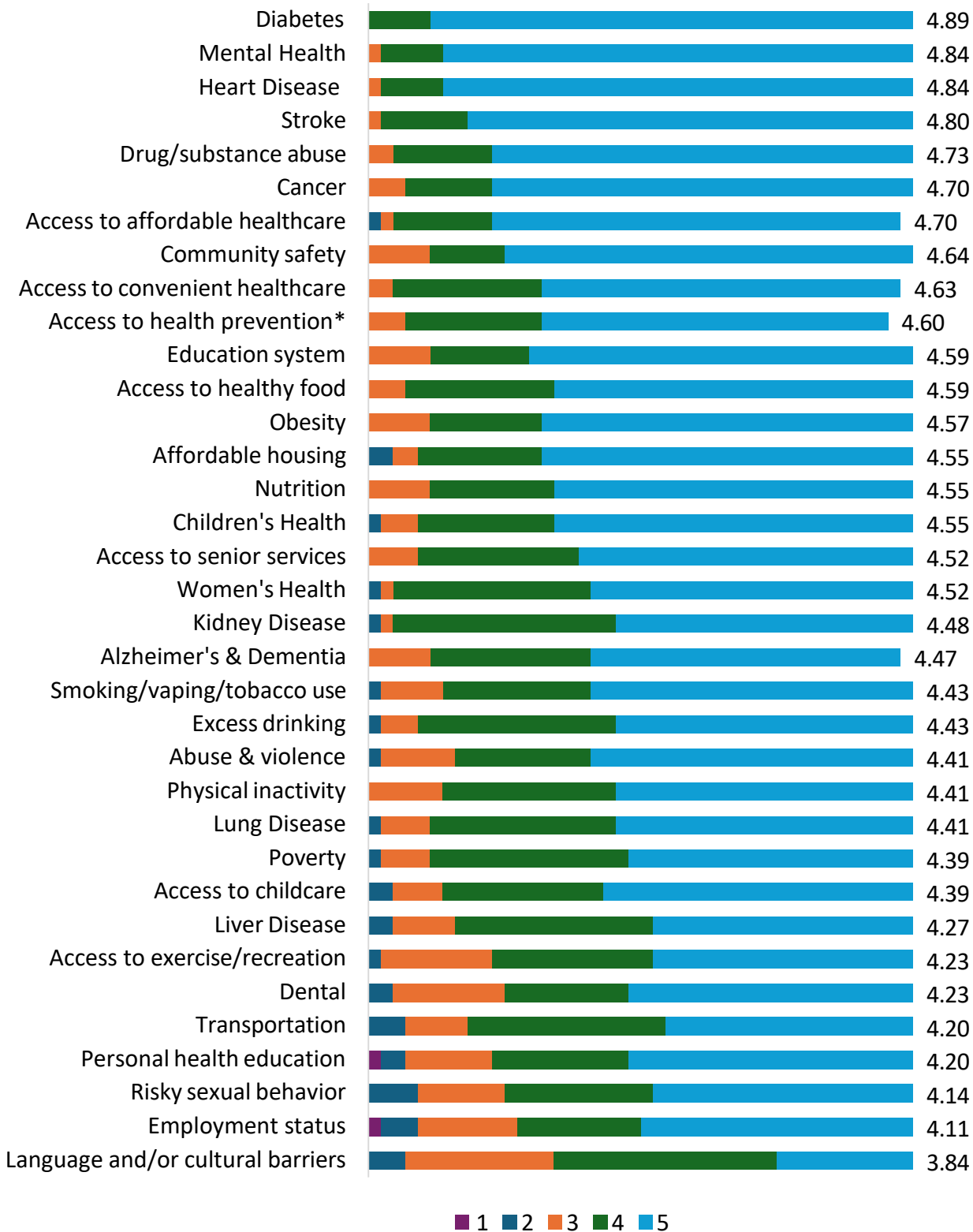
Survey Question: Please rate the importance of addressing each Community & Healthcare Services Factor on a scale of 1 (not important) to 5 (very important).



*Access to health prevention & education services

Community Survey Data

Overall Health Priority Ranking (includes all three factor categories)



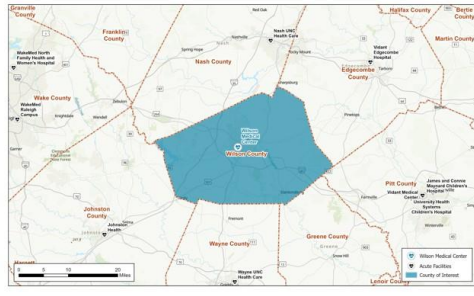
*Access to health prevention & education services

Community Summit

Wilson Medical Center held a Community Summit on February 4, 2025.
Below are topics of discussion and key takeaways.

Demographics* Slide examples

For the purpose of this CHNA, Wilson Medical Center defines its service area as Wilson County, North Carolina.



Wilson Co. Total Population
78,477

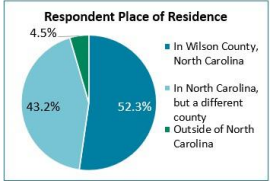
- 22.7% <18 years
- 19.4% 65+ years
- 52.3% Female
- 37.9% Rural
- Median Household Income: **\$54,757**
- North Carolina: **\$71,629**

Community Analysis: Wilson County, North Carolina

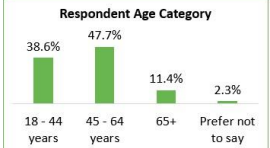
HEALTHY PEOPLE 2030 U.S. GOALS	HEALTH BEHAVIORS	QUALITY OF LIFE
<ul style="list-style-type: none"> Smoking: 6% Obesity: 36% Excessive Drinking: 25% Suicide Rate: 12.8 High School Graduation: 91% 	<ul style="list-style-type: none"> Adult Smoking: 21% (NC: 15%) Adult Obesity: 39% (NC: 36%) STIs*: 1,128.0 (NC: 603.3) Food Insecurity: 14% (NC: 12%) Excessive Drinking: 15% (NC: 18%) 	<ul style="list-style-type: none"> Life Expectancy: 73.9 (NC: 76.6) Poor or Fair Health: 21% (NC: 14%) Diabetes Prevalence: 13% (NC: 11%) Suicide Rate*: 11 (NC: 13) Poor Physical Health Days: 3.9 Poor Mental Health Days: 5.0

*Sexually Transmitted Infections: new cases of chlamydia diagnosed per 100,000

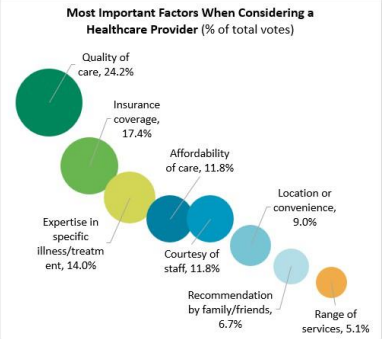
Survey Analysis** Slide examples



Respondent Community Role	% of Respondents
Healthcare Professional	77.3%
Community Resident	47.7%
Racial/Ethnic/Cultural Minority	6.8%
Educator	4.5%
Underserved Population	4.5%
Public Health Official	4.5%
Representative of Chronic Disease Group or Advocacy Org.	4.5%
Government Employee or Representative	2.3%



Services Utilized for Basic Health Needs	% of Total Votes
My primary care or family physician	40.4%
Urgent care center	20.2%
Hospital (including ER)	12.5%
Retail clinic (CVS, Walgreens, etc.)	12.5%
Alternative healthcare providers (chiropractors, etc.)	5.8%
Health department	2.9%
School/university nurse	1.9%
Free clinic	1.0%
I do not have a healthcare provider	1.0%
Other	1.9%



Prioritizing Health Needs

Focus areas for identified health needs

Health Need
Cancer
Diabetes
Heart Disease
Mental Health & Drug/Substance Abuse
Pediatric Care - Access
Stroke – Outpatient Care

Addressing Health Needs

Participant created goals

- Cancer:** Awareness; Education; Resources; Advertising services at Wilson Medical Center
- Diabetes:** Decrease prevalence from 13% to 11%
- Heart Disease:** Increase awareness of available resources. Increase primary care visits and decrease ED visits.
- Mental Health & Drug/Substance Abuse:** Increase community safety and health by increasing access to care through collaboration and coordination with community resources
- Pediatric Care – Access:** Increase access to sick care visits via an urgent care or pediatric provider
- Stroke – OP Care:** no breakout group

Evaluation & Selection Process

Severity or urgency of health need	Feasibility and effectiveness	Impact on health disparities	Importance identified by community
Health need has a higher severity, urgency, or burden and if addressed, could be positively impacted	Pressing health needs where hospital interventions are feasible and impactful	Priority population health needs that have the ability to be positively impacted if addressed	Health needs with online survey higher rankings or frequently mentioned by community members

Wilson Medical Center Health Need Evaluation

	Severity or urgency	Feasibility and effectiveness	Impact on health disparities	Importance identified by community
Access to Affordable Healthcare	✓		✓	
Access to Convenient Healthcare	✓		✓	
Access to Health Prevention & Education Services	✓	✓	✓	✓
Cancer	✓	✓	✓	✓
Community Safety	✓		✓	
Diabetes	✓	✓	✓	✓
Heart Disease	✓	✓	✓	✓
Mental Health & Drug/Substance Abuse	✓	✓	✓	✓
Pediatric Care (Access)	✓		✓	✓
Stroke (OP – Neurology)	✓	✓	✓	✓

Overview of Priorities

Cancer

Cancer was the sixth highest ranked health need in the community with a ranking of 4.70.

The following data points provide insight regarding cancer in North Carolina.

- In 2021, the North Carolina rate of new cancer diagnoses was 470.8 per 100,000 population compared to the United States at 439 per 100,000 population.
- In 2022, the North Carolina rate of cancer deaths was 148.8 per 100,000 population compared to the United States at 142 per 100,000 population.

Diabetes

Diabetes had the highest ranking of 4.89 in the community survey.

The following data point provides insight regarding diabetes in Wilson County.

- In 2021, the diabetes prevalence rate was 13% in Wilson County, compared to 11% in North Carolina and 10% in the United States.

Heart Disease

Heart disease was the second highest ranked health need in the community with a ranking of 4.84.

The following data point provides insight regarding heart disease in North Carolina.

- The 2022 mortality rate for heart disease in North Carolina was 165.8 deaths per 100,000 people (21,763 deaths), which was the 24th highest rate in the United States.

Overview of Priorities

Mental Health & Drug/Substance Abuse

Mental health was the third highest ranked health need in the community with a ranking of 4.84. Drug/substance abuse was the fifth highest ranked health need in the community with a ranking of 4.73. Both were also an identified health need in the 2022 CHNA.

The following data points provide insight regarding mental health and drug/substance abuse in Wilson County.

- In 2023, access to mental health provider was 460 people per mental health provider compared to North Carolina at 320 people per mental health provider
- Between 2017-2021, the suicide rate was 11 deaths by suicide per 100,000 people compared to North Carolina at 13 deaths per 100,000 people.
- In 2021, poor mental health days was 5.0 days of the previous 30 days compared to North Carolina at 4.5 days.
- Between 2019-2021, drug overdose deaths was 34 drug overdose deaths per 100,000 people compared to North Carolina at 30 drug overdose deaths per 100,000 and the United States at 27 drug overdose deaths per 100,000.

Pediatric Care – Access

Pediatric care was not a need explicitly inquired about in the survey, but became a heavily focused topic at the community summit. Children's health was a ranking included in the survey, which was the 14th highest ranked need (out of 35) with a ranking of 4.55.

The following data points provide insight regarding pediatric care in Wilson County.

- Between 2018-2021, the child mortality rate was 80 deaths per 100,000 children under age 20 compared to North Carolina at 60 deaths per 100,000 and the United States at 50 deaths per 100,000.

Stroke – Outpatient Neurology

Stroke was the fourth highest ranked health need in the community with a ranking of 4.80.

The following data points provide insight regarding stroke in North Carolina.

- The 2022 mortality rate for stroke in North Carolina was 47.7 deaths per 100,000 people (6,189 deaths), which was the 5th highest rate in the United States.

Overview of Priorities

Not Selected Health Priorities

Wilson Medical Center understands the need to address all health needs and is committed to making impacts across the community where possible. For the purpose of this CHNA, Wilson Medical Center has decided to focus efforts toward the previous six health priorities.

The health priorities not selected are:

- Access to Affordable Healthcare
 - While we recognize the importance of this need, our 2022 CHNA recognized this need and offered sessions in 2023-2024 to help community members register for N.C. Medicaid.
- Access to Convenient Healthcare
 - While we recognize the importance of this need, our 2022 CHNA addressed this priority and began aligning with the Community Paramedic Program.
- Access to Health Prevention and Education Services
 - This is not addressed directly but will be indirectly impacted by the efforts of our other initiatives.
- Community Safety
 - This need is outside the scope of services the facility provides, but we are happy to partner with other resources in the area when needed.

Implementation Plan Framework

Executive and clinical leadership at Wilson Medical Center gathered to discuss plans to address the identified health priorities. The leaders decided to breakout the health priorities into sub-categories to effectively create action plans to make positive community impacts. The next six pages outline the implementation plan for each identified health need seen below.

Wilson Medical Center Health Need Evaluation

	Severity or urgency	Feasibility and effectiveness	Impact on health disparities	Importance identified by community
Cancer	✓	✓	✓	✓
Diabetes	✓	✓	✓	✓
Heart Disease	✓	✓	✓	✓
Mental Health & Drug/Substance Abuse	✓	✓	✓	✓
Pediatric Care (Access)	✓		✓	✓
Stroke (OP – Neurology)	✓	✓	✓	✓

Note: Please see page 21 for definitions of each evaluation category.

This implementation plan was approved by the Board on [DATE]

Implementation Plan: Cancer

Initiative: Access and awareness

Goal: Increase access to specialty cancer care and awareness of community resources

Strategies Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 1: Continued utilization of lung multidisciplinary team	Ongoing	➤ Wilson Medical Group Services	➤ Local independent providers
Strategy 2: Addition of Duke outpatient thoracic surgery provider	3 rd Quarter 2025	➤ Wilson Medical Group Services	
Strategy 3: Addition of lung navigator to oncology navigation program	3 rd Quarter 2025	➤ Wilson Medical Center Oncology Services	
Strategy 4: Implement smoking cessation program through the Duke Cancer Network	Ongoing	➤ Wilson Medical Center Growth & Outreach team	➤ All community healthcare providers
Strategy 5: Explore inpatient palliative care program	Ongoing	➤ Wilson Medical Center Executive Leadership and Hospitalist team	
Strategy 6: Increase awareness of multidisciplinary breast clinic	Ongoing	➤ Wilson Medical Center Growth & Outreach, Marketing, & Patient Navigation team	➤ All community healthcare providers

Anticipated Impact:

- Improved care for local community cancer care
- Increased awareness of available community resources

Implementation Plan: Diabetes

Initiative: Awareness of Resources

Goal: Increase awareness and expand on existing diabetes care support programs

Strategies <small>Actions facility plans to implement</small>	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 1: Utilize technology (Kouper) to streamline primary care provider access and follow through appointments for ED patients	Ongoing	<ul style="list-style-type: none"> ➤ Emergency Department ➤ Wilson Medical Center Registration 	<ul style="list-style-type: none"> ➤ Kouper Program
Strategy 2: Cadence Program			<ul style="list-style-type: none"> ➤ Lifepoint Medical Services Group
Strategy 3: Explore collaborative community support groups	Ongoing	<ul style="list-style-type: none"> ➤ Wilson Medical Center Growth & Outreach team 	<ul style="list-style-type: none"> ➤ Carolina Family Health Center (FQHC) ➤ Wilson Health Department ➤ Duke Health & Other Academic Institutions
Strategy 4: Creation of access map	Ongoing	<ul style="list-style-type: none"> ➤ Wilson Medical Center Growth & Outreach team 	<ul style="list-style-type: none"> ➤ Carolina Family Health Center (FQHC) ➤ Wilson Health Department
Strategy 5: Explore physician recruitment opportunities	Ongoing	<ul style="list-style-type: none"> ➤ Wilson Medical Center Executive Leadership & Physician Recruitment team 	

Anticipated Impact:

- Increased awareness of available community resources
- Improved health and wellness of the community

Implementation Plan: Heart Disease

Initiative: Access to Care

Goal: Increase access to cardiovascular care, including screenings and follow-up care

Strategies Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 1: Continue to address timely provider follow-up via APP utilization and post discharge follow-up calls	Ongoing	➤ Wilson Medical Center Case Management	
Strategy 2: Continued use and potential expansion of Kouper Program	Ongoing	➤ Emergency Department ➤ Wilson Medical Center Registration	➤ KOUPER Program ➤ Community Paramedic Program
Strategy 3: Community health screening	Annually 2026 - 2028	➤ Wilson Medical Center Chest Pain team, Cardiovascular Services, & Marketing	➤ Senior Centers ➤ Wilson Medical Primary Care ➤ Wilson Community Health Center ➤ Churches ➤ Community colleges and high schools ➤ Industry partners
Strategy 4: Explore opportunity for heart failure clinic	Ongoing	➤ Wilson Medical Center Cardiovascular Services & Case Management	➤ Community Paramedic Program
Strategy 5: Explore opportunity to improve access for direct admissions for chest pain	Ongoing	➤ Wilson Medical Center Executive Leadership & Physician Services	

Anticipated Impact:

- Increased cardiology care patient compliance via follow-up provider access
- Increased awareness of cardiovascular health and wellness via KOUPER Program and community health screening

Implementation Plan: Mental Health & Drug/Substance Abuse

Initiative: Awareness and Access

Goal: Bring together and promote available community resources to increase awareness and access

Strategies <small>Actions facility plans to implement</small>	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 1: Local newspaper editorials	Ongoing	<ul style="list-style-type: none"> ➤ Wilson Medical Center Marketing team 	<ul style="list-style-type: none"> ➤ The Wilson Times
Strategy 2: Explore option of partnership with opioid management group	Ongoing	<ul style="list-style-type: none"> ➤ Wilson Medical Center Emergency Department 	
Strategy 3: Creation of access map	Ongoing	<ul style="list-style-type: none"> ➤ Wilson Medical Center Growth & Outreach team 	<ul style="list-style-type: none"> ➤ Carolina Family Health Center (FQHC) ➤ Wilson Health Department
Strategy 4: Explore opportunity to be a safe place for syringe and medication drop-off	Ongoing	<ul style="list-style-type: none"> ➤ Wilson Medical Center Pharmacy Department 	<ul style="list-style-type: none"> ➤ Wilson County Health Department ➤ Community Health Centers
Strategy 5: Exploration of expansion of outpatient treatment for mental health and drug/substance abuse (medication assisted therapy)	Ongoing	<ul style="list-style-type: none"> ➤ Lifepoint Behavioral Health team 	<ul style="list-style-type: none"> ➤ Community Health Centers

Anticipated Impact:

- Reduce stigma associated with receiving mental health & substance abuse care
- Increased awareness and utilization of community resources

Implementation Plan: Pediatric Care

Initiative: Increased Pediatric Care Access

Goal: Support more local and timely care for pediatric patients in the community

Strategies <small>Actions facility plans to implement</small>	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 1: Expanding access via APPs	Ongoing	<ul style="list-style-type: none"> ➤ Wilson Medical Center Executive Leadership & Provider Recruitment team 	
Strategy 2: Explore opportunities for after hours pediatric focused care access, including telehealth	Ongoing	<ul style="list-style-type: none"> ➤ Wilson Medical Group Services ➤ Emergency Department team 	<ul style="list-style-type: none"> ➤ Local schools ➤ Local independent providers
Strategy 3: Explore opportunity for pediatric sick weekend clinic, including telehealth	Ongoing	<ul style="list-style-type: none"> ➤ Wilson Medical Group Services ➤ Wilson Medical Center Emergency Department providers 	<ul style="list-style-type: none"> ➤ WASH clinics

Anticipated Impact:

- Increased access to pediatric care in the community
- Improved pediatric health with reduction in loss of school time for students and work time for guardians

Implementation Plan: Stroke

Initiative: Access

Goal: Improve access and follow-through for stroke and neurological care in the community

Strategies <small>Actions facility plans to implement</small>	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 1: Recruitment of outpatient neurologist	Ongoing	<ul style="list-style-type: none"> ➤ Wilson Medical Center Executive Leadership ➤ Wilson Medical Group Services 	
Strategy 2: Access to general inpatient neurology consults including EEG and EMG readings	Ongoing	<ul style="list-style-type: none"> ➤ Wilson Medical Center Executive Leadership ➤ Wilson Medical Group Services 	
Strategy 3: Explore transportation options for neurological care	Ongoing	<ul style="list-style-type: none"> ➤ Wilson Medical Center Emergency Department and Stoke Coordinator 	<ul style="list-style-type: none"> ➤ The Foundation
Strategy 4: Explore opportunity for stroke clinic	Ongoing	<ul style="list-style-type: none"> ➤ Wilson Medical Center Emergency Department and Stoke Coordinator 	

Anticipated Impact:

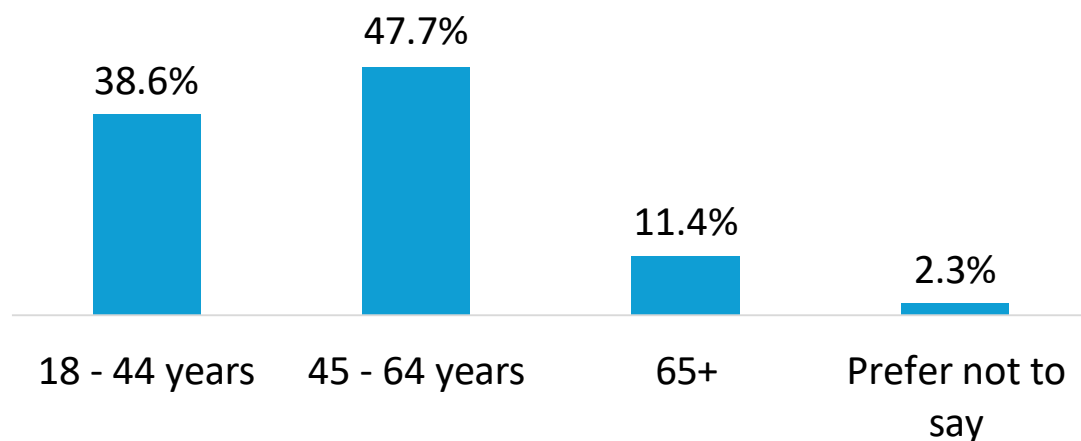
- Increased access to neurological care in the community
- Reduced outmigration of those seeking neurological care outside of the community

Appendix: Survey Results

Survey Results

Survey Question 1: Please provide your age.

Respondent Age Category

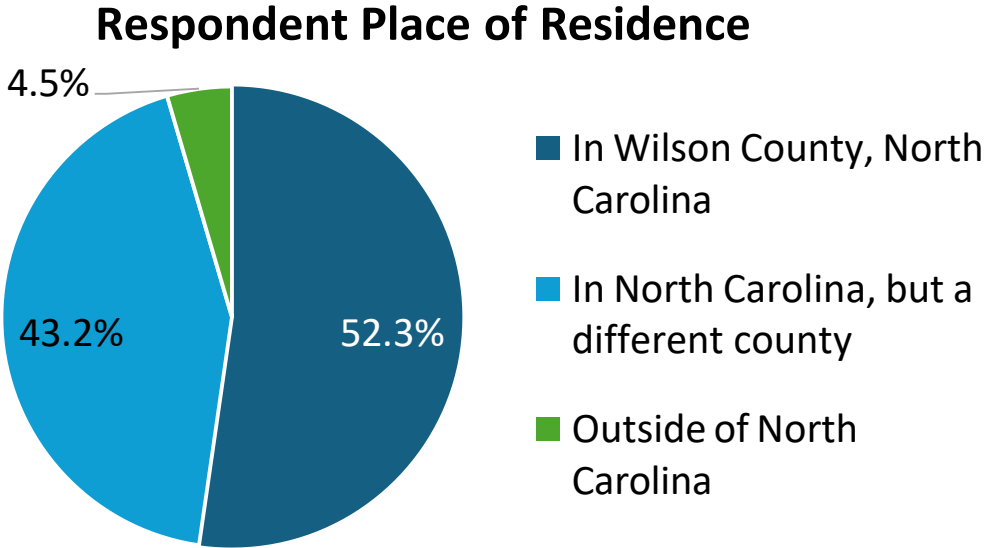


Survey Question 2: Please select which roles apply to you. [Check all that apply]

Respondent Community Role	% of Respondents
Healthcare Professional	77.3%
Community Resident	47.7%
Racial/Ethnic/Cultural Minority	6.8%
Educator	4.5%
Underserved Population	4.5%
Public Health Official	4.5%
Representative of Chronic Disease Group or Advocacy Org.	4.5%
Government Employee or Representative	2.3%

Survey Results

Survey Question 3: Where is your primary residence?



Survey Question 4: How would you describe your health? (1 star = Poor; 5 stars = Excellent)



Survey Question 5: How would you describe the overall health of your community? (1 star = Poor; 5 stars = Excellent)



Survey Results

Weighted average of votes on the importance of addressing each Health Factor on a scale of 1 (not important) to 5 (very important).

Diabetes	4.89
Heart Disease	4.84
Mental Health	4.84
Stroke	4.80
Cancer	4.70
Obesity	4.57
Children's Health	4.55
Women's Health	4.52
Kidney Disease	4.48
Alzheimer's & Dementia	4.47
Lung Disease	4.41
Liver Disease	4.27
Dental	4.23

Factor is in the overall top 10

Survey Question 7: If there is another Health Factor that needs addressing, please specify

- Drug Abuse/Addiction (3)
- STDs/STIs (2)
- Sexual Health in the Community
- Eye Health
- Homeless
- Cost – people won't do it if it costs too much, including eating right and exercising
- Sepsis
- Depression
- Autoimmune disorders and rheumatological conditions

Survey Results

Survey Question 8: Please rate the importance of addressing each Lifestyle & Personal Factor on a scale of 1 (not important) to 5 (very important).

Weighted average of votes

Drug/substance abuse	4.73
Nutrition	4.55
Excess drinking	4.43
Smoking/vaping/tobacco use	4.43
Physical inactivity	4.41
Abuse & violence	4.41
Personal health education	4.20
Risky sexual behavior	4.14
Employment status	4.11

Factor is in the overall top 10

Survey Question 9: If there is another Lifestyle & Personal Factor that needs addressing, please specify

- Homelessness/Resources for the homeless (2)
- Quality of food
 - Harmful food additives, dyes, high fructose corn syrup. Organic more readily available and reasonable costs.
- Number of vaccines required for children now is way too many and not safe.
- Budgeting
- Accessibility
 - The hospital needs an outpatient surgery center that includes endo, cysto, and surgery so that patients don't have to come into the main hospital.
- Poverty

Survey Results

Survey Question 10: Please rate the importance of addressing each Community & Healthcare Services Factor on a scale of 1 (not important) to 5 (very important).

Weighted average of votes

Access to affordable healthcare	4.70
Community safety	4.64
Access to convenient healthcare	4.63
Access to health prevention & education services	4.60
Access to healthy food	4.59
Education system	4.59
Affordable housing	4.55
Access to senior services	4.52
Access to childcare	4.39
Poverty	4.39
Access to exercise/recreation	4.23
Transportation	4.20
Language and/or cultural barriers	3.84

Factor is in the overall top 10

Survey Question 11: If there is another Community & Healthcare Services Factor that needs addressing, please specify

- Homelessness/Shelters
- Medicare/Medicaid Services
- Public transportation has reduced since COVID
 - Only uses debit/credit card or pay at City of Wilson to use RIDE services (only transportation available now). If you need a ride, you may not have a computer/phone/way to get to the City of Wilson, to pay for these services.

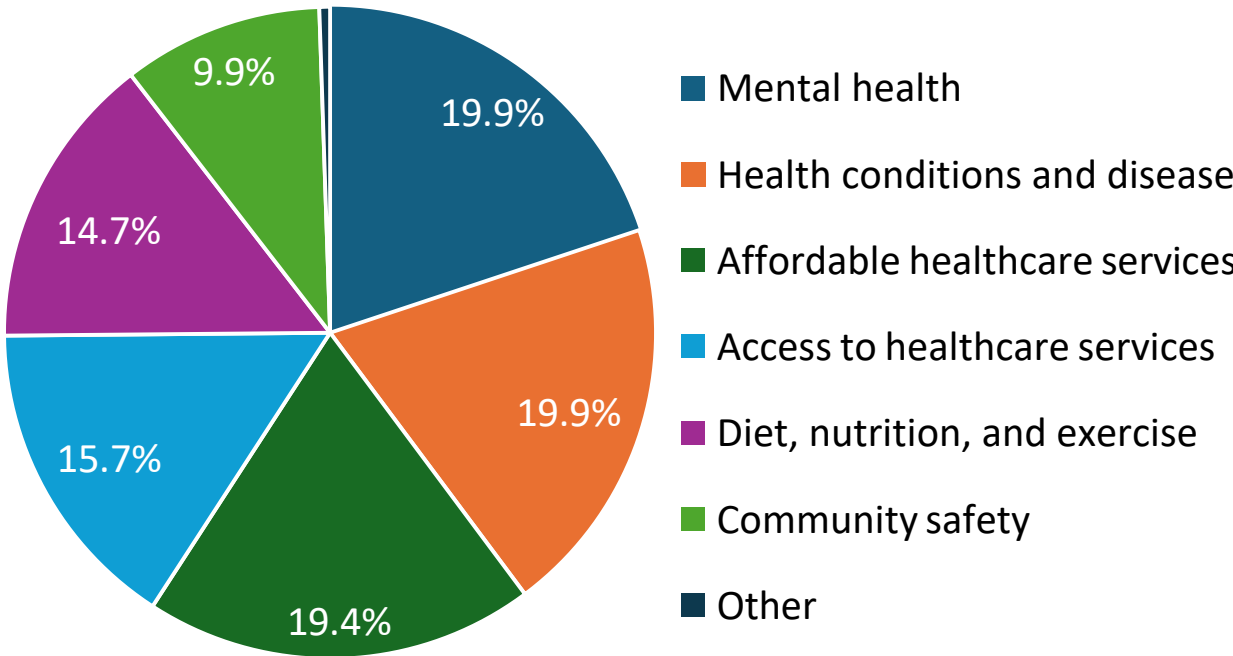
Survey Results

Survey Question 12: Which groups have the highest health needs in your community? (Select all that apply)

Groups with Highest Health Needs	% of Total Votes
Older adults	26.2%
Low-income groups	25.5%
Individuals requiring additional health support	16.1%
Children	10.7%
Women	10.1%
Racial and ethnic minority groups	6.0%
LGBTQ+	4.0%
Other	1.3%

Survey Question 13: What are the health needs, if any, for the group(s) selected above? (Select all that apply)

Health Needs for Groups Identified



Survey Results

Survey Question 14: How would you rate the quality of healthcare services in your community? (1 star = Poor; 5 stars = Excellent)



Survey Question 15: How would you rate the convenience of healthcare services in your community? (1 star = Poor; 5 stars = Excellent)

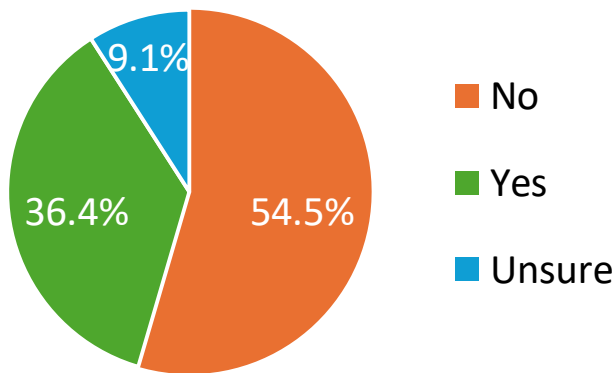


Survey Question 16: How would you rate the affordability of healthcare services in your community? (1 star = Poor; 5 stars = Excellent)



Survey Results

Survey Question 17: Are you aware of efforts to address Mental/Behavioral Health in your community in the last 3 years?



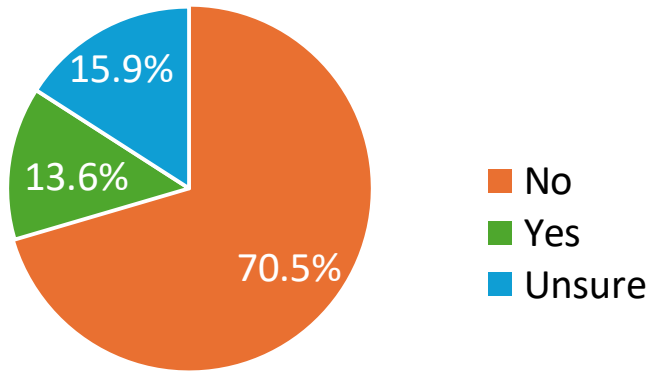
Survey Question 18: If yes, please share comments or observations about the actions Wilson Medical Center has taken to address Mental/Behavioral Health.

Themes from Comments (11 responses):

1. Increased funding/structure within the hospital behavioral health units (i.e. inpatient services) (3)
 2. Increased visibility of need and awareness for resources (3)
 - Helping people get assistance prior to the situation escalating
 3. Addressing MUHAS (2)
- Continued pursuit of psych providers
 - The ED has been a drop off for individuals in need of mental health services. Partnering with the police dept. is timely and needed
 - Need for support that is unfunded currently
 - The group homes in the area need to be better equipped to handle mental health patients via education and frequent quality control checks
 - We assisted community partners in working to understand and solve the problems of Behavioral Health seniors being dumped in the ED by their care homes

Survey Results

Survey Question 19: Are you aware of efforts to address Healthy Eating/Active Living in your community in the last 3 years?



Survey Question 20: If yes, please share comments or observations about the actions Wilson Medical Center has taken to address Healthy Eating/Active Living.

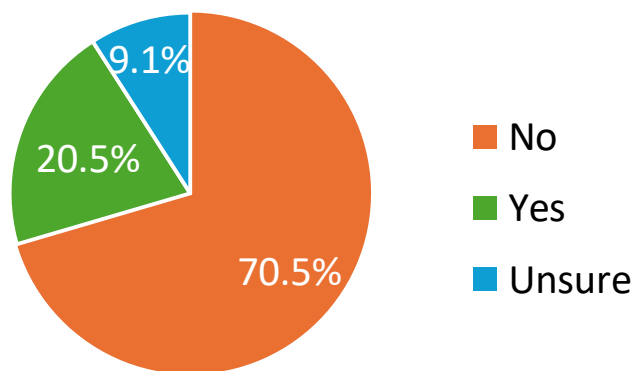
Themes from Comments (3 responses):

- None

- Now have a lot of food banks where there were food deserts
- Members of the hospital staff are part of the Wilson Wellness Collaborative
- School support and donations of food to local groups each year

Survey Results

Survey Question 21: Are you aware of efforts to address Substance Misuse in your community in the last 3 years?



Survey Question 22: If yes, please share comments or observations about the actions Wilson Medical Center has taken to address Substance Misuse.

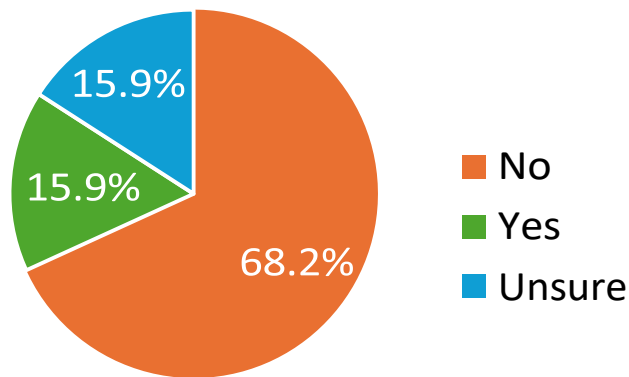
Themes from Comments (7 responses):

1. Classes and education (4)
 - Workshops on street violence to employees
 - More advertising on services
 - After-school program for middle schoolers
 - Continuing education for providers
2. Alliances, Coalitions, and agency partnerships (3)
 - Substance Prevention Coalition
 - Funding for Hope Alliance

- Good action items. Unfortunately, think more support is needed
- Not sure how much education is shared with the community
- Support of school health clinics and syringe support program

Survey Results

Survey Question 23: Are you aware of efforts to address Access to Healthcare or Insurance in your community in the last 3 years?



Survey Question 24: If yes, please share comments or observations about the actions Wilson Medical Center has taken to address Access to Healthcare or Insurance.

Themes from Comments (4 responses):

1. Assistance with enrollment (2)
 - Assistance with insurance applications and sliding fee scale for primary care
 - Medicaid Expansion help with enrolling

- Recruiting for primary care and needed specialty providers
- Progress in the transitional care program
- Not aware/not prevalent in the community

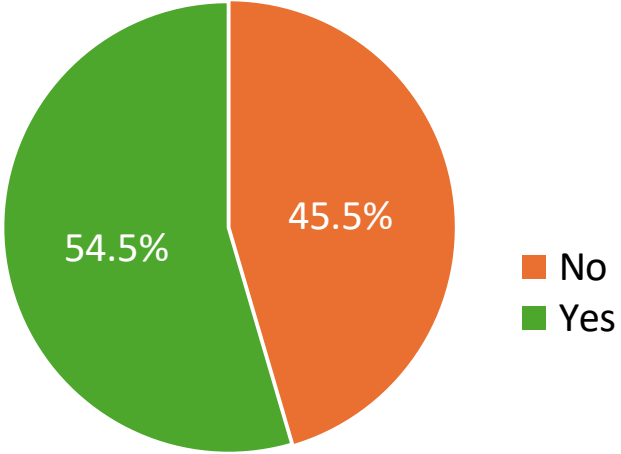
Survey Results

Survey Question 25: Which services do you use for basic health needs? (Select all that apply)

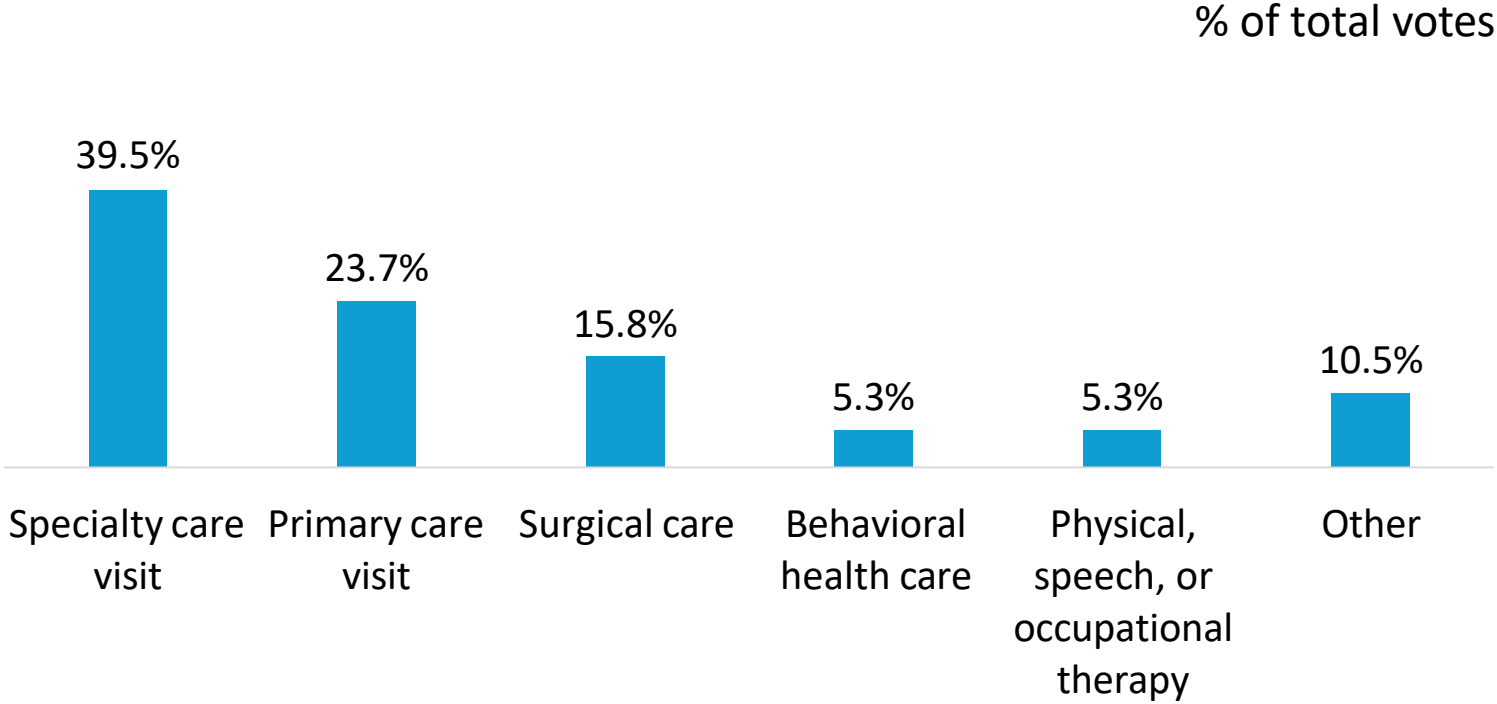
Services Utilized for Basic Health Needs	% of Total Votes
My primary care or family physician	40.4%
Urgent care center	20.2%
Hospital (including ER)	12.5%
Retail clinic (CVS, Walgreens, etc.)	12.5%
Alternative healthcare providers (chiropractors, etc.)	5.8%
Health department	2.9%
School/university nurse	1.9%
Free clinic	1.0%
I do not have a healthcare provider	1.0%
Other	1.9%

Survey Results

Survey Question 26: In the last 12 months, have you received healthcare outside of your community?



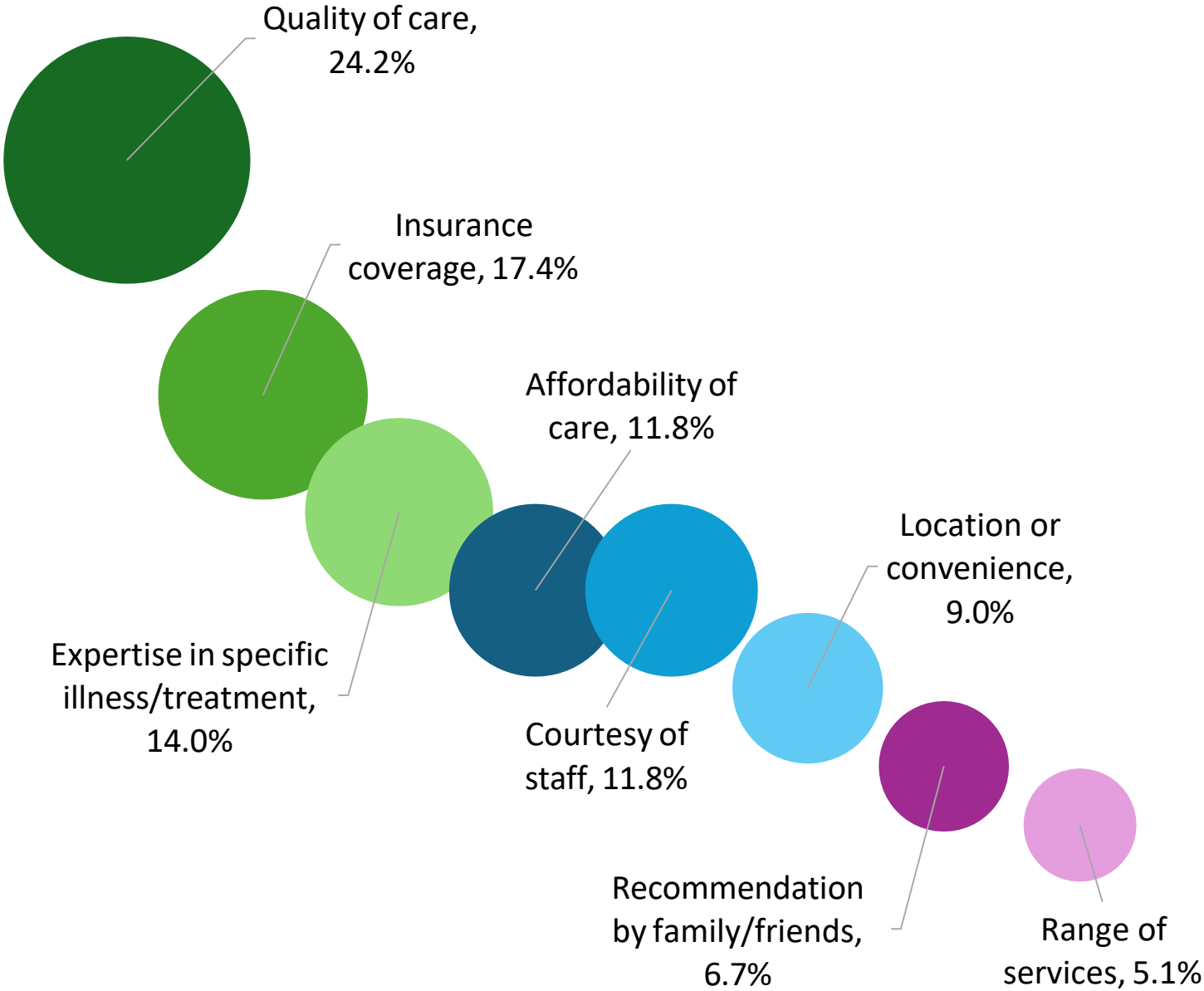
Survey Question 27: Which of the following services did you receive outside the community? (Select all that apply)



Survey Results

Survey Question 28: What do you consider to be the most important when considering a healthcare provider? (Select all that apply)

% of total votes



Survey Results

Survey Question 29: Which of the following public health services should Wilson Medical Center and its community partners focus on improving? (Select all that apply)

