

Wilson Medical Center 2026 – 2028

Community Health Implementation Plan

-Wilson County, North Carolina-

WILSON
MEDICAL CENTER
A Duke LifePoint Hospital

Adopted by Hospital Board of Trustees: 04/21/2025
Adopted by Joint Venture Board of Trustees: 04/29/2025



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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 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

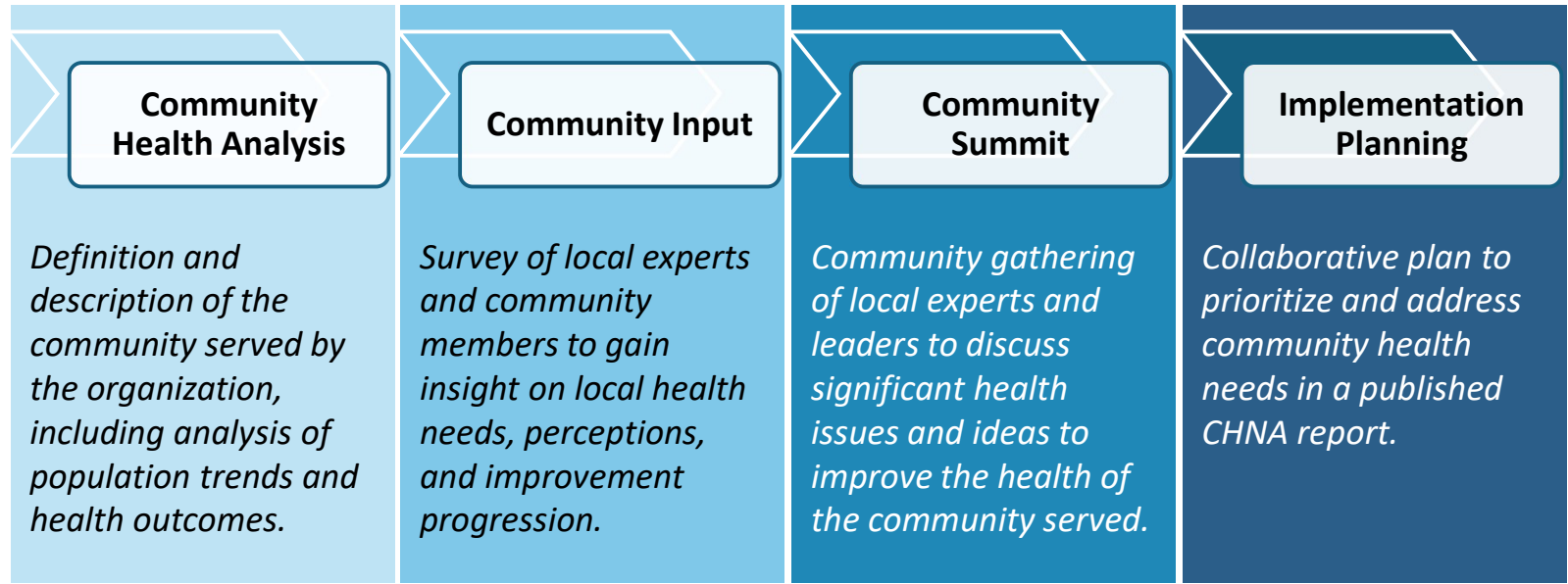
The core elements of a CHNA include:

- 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 Boards on 04/21/2025 & 04/29/2025

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)	✓	✓	✓	✓

This implementation plan was approved by the Boards on 04/21/2025 & 04/29/2025

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 Actions facility plans to implement	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	<ul style="list-style-type: none"> ➤ Emergency Department ➤ Wilson Medical Center Registration 	<ul style="list-style-type: none"> ➤ KOUPER Program ➤ Community Paramedic Program
Strategy 3: Community health screening	Annually 2026 - 2028	➤ Wilson Medical Center Chest Pain team, Cardiovascular Services, & Marketing	<ul style="list-style-type: none"> ➤ 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 Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 1: Local newspaper editorials	Ongoing	➤ Wilson Medical Center Marketing team	➤ The Wilson Times
Strategy 2: Explore option of partnership with opioid management group	Ongoing	➤ Wilson Medical Center Emergency Department	
Strategy 3: Creation of access map	Ongoing	➤ Wilson Medical Center Growth & Outreach team	➤ Carolina Family Health Center (FQHC) ➤ Wilson Health Department
Strategy 4: Explore opportunity to be a safe place for syringe and medication drop-off	Ongoing	➤ Wilson Medical Center Pharmacy Department	➤ 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	➤ Lifepoint Behavioral Health team	➤ 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 Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 1: Expanding access via APPs	Ongoing	➤ Wilson Medical Center Executive Leadership & Provider Recruitment team	
Strategy 2: Explore opportunities for after hours pediatric focused care access, including telehealth	Ongoing	➤ Wilson Medical Group Services ➤ Emergency Department team	➤ Local schools ➤ Local independent providers
Strategy 3: Explore opportunity for pediatric sick weekend clinic, including telehealth	Ongoing	➤ Wilson Medical Group Services ➤ Wilson Medical Center Emergency Department providers	➤ 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 Actions facility plans to implement	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