

**FY 2019  
UNC Lenoir Health Care Community  
Benefit Highlights Include:**

Revenues Written Off to Charity Care	\$4,881,260
Revenues Written Off to Bad Debt	\$34,075,756
Programs/Services	\$712,496
Health Professions Education	\$375,242
Cash and In-kind Contributions to Community Groups	\$169,434
Physician Recruitment expenses	\$119,921
Grants Received for Community Health Improvement	\$179,905
Salaries & Benefits	\$62,011,481

**FY 2019 by the numbers....**

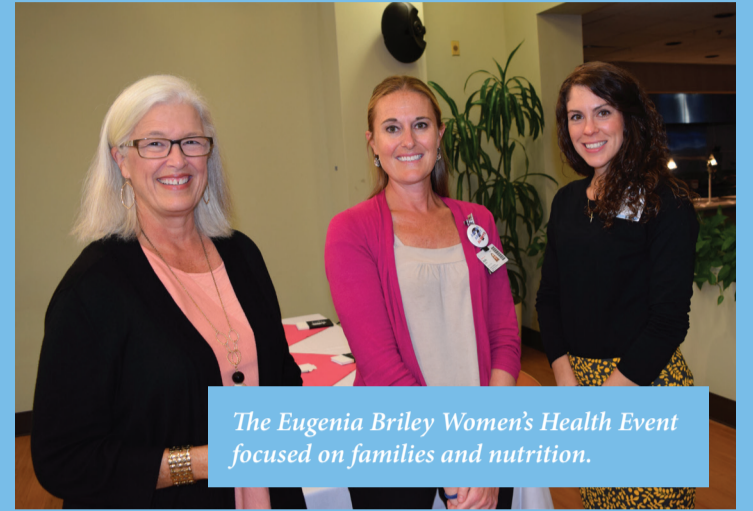
Admissions	5,507
Average Daily Census	67.3
Patient Days	26,516
Emergency Room Visits	45,233
Radiation Therapy procedures	16,560
Surgeries	3,962
Deliveries	381
Meals Served	352,835

**In Lenoir County, 2019 challenges include:**

- 83<sup>rd</sup> lowest of 100 NC counties for overall health outcomes
- 21% in poor or only fair health vs 18% in NC
- 38% of children live in poverty vs 24% in NC
- 35% of adults are obese
- Persons with disability 23.8% (2014-2018)
- 28% of adults with physical inactivity versus 23% in NC
- 14% uninsured
- Per capita income was approximately \$22,361 for county residents vs \$29,456 NC average (2014-2018)

- Median household income \$38,387 for county residents vs \$52,413 NC average
- Bachelor's degree or higher, age 25+ is 14.5% vs 30.5% NC average
- UNC Lenoir patient population is 69.2% government sponsored
- 13.6% uncompensated care (charity care and bad debt) makes up Hospital payor mix
- 44% children in single-parent households vs 35% NC average

**Corporate Health Services**  
Services included 45 corporate clients, 32 worksite wellness visits with 658 employee contacts. Biometric screenings, flu shots, CPR training, urine drug screens, and targeted health education for risk factor reduction were provided.



*The Eugenia Briley Women's Health Event focused on families and nutrition.*



*The Lenoir County Alliance for a Healthy Community meets monthly.*



*From the CEO*

A community is defined as a fellowship with others as a result of sharing common attitudes, interests, and goals. The dedication and work of our hospital is found throughout our deep relationship with our community. An integral process for understanding the community's shared interest and goals related to health status is in the Community Health Needs Assessment (CHNA) work.

Every three years, UNC Lenoir Health Care partners with area health organizations to collect health data and community perspective in order to gain a better understanding of the most pressing health needs in Lenoir County.

Lenoir County last conducted CHNA in 2018 and participated as one of the 33 total eastern NC counties to initiate an eastern NC community health needs assessment process and shift the cycle to a regionally cohesive 2018 timeline, with similar data collection and reporting structures to improve assessment process planning in the East, and collaboratively impact strategies for the future. Community strategies to focus on the identified health priorities including obesity, access to care, and substance abuse assist in improving the health status of Lenoir County.

These and many other efforts are how we provide tangible and defined community benefits each year. Whether it is in recruiting health providers, loaning members of our leadership team to serve on local boards, acting as a training site for area health students, or in a myriad of collaborative health improvement initiatives, our work provided \$1.4 million dollars in direct community benefit in 2019.

This report provides a snapshot of the support for certain health needs in 2019. We teamed up with many local partners to promote health and daily we are ensuring strong health care for the people we serve in this community.

Sincerely,

*Robert A. Enders, Jr.*  
Robert A. Enders, Jr.  
President and CEO



### Hurricane Florence

Hurricane Florence, a category 4 storm, made direct landfall in SE NC on September 14th, 2018 and painstakingly lingered for days dropping close to 20 inches of rain locally with subsequent historic floods cutting Lenoir County in half. Widespread power and phone outages with high flooding resulted in closings for most local businesses and agencies for over a week. Hospital incident command worked closely with Lenoir County Emergency Management and statewide and national authorities to coordinate emergency and operational plans and efficiencies during storm impact. At times, nearly 200 employees slept in the hospital in order to provide adequate staffing and coverage for the

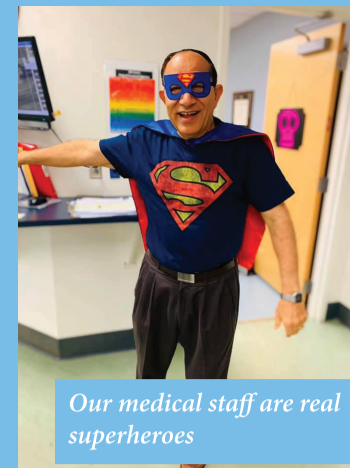
hospital. During this period, UNC Urgent Care waived fees associated with its virtual care service, UNC Urgent Care 24/7. This service provides patients with real-time access to physicians via phone, tablet or computer and was a concrete way for our health care system to serve North Carolinians during Hurricane Florence.

### Community Workforce Development

The third part of a three part health career series, "Cardiopulmonary Careers" video, was developed and released to the community including to the Neuseway Health and Science Museum in order to engage students in technology for healthcare career possibilities.

### Physician Recruitment

UNC Lenoir added five new physicians to the medical staff in 2019. The new physicians will be practicing in our community and include: Dr. Louis Peak, Orthopedic Surgeon; Dr. Ryan Gallaher, Infectious Disease; Dr. Abhishek Mishra, Cardiologist; Dr. Vengamappa Polu, Endocrinologist; and Dr. Heath Fallin, Pain Specialist.



Our medical staff are real superheroes

## It's My Hospital Today

### Community Coalition Activities

UNC Lenoir provides leadership and administrative support for community health coalitions. The Lenoir County Alliance for a Healthy Community meets monthly for community networking and information sharing. Almost 20 different community organizations participate in the meetings. The Lenoir County Crisis Collaborative brings Eastpointe Mental Health, Easter Seals Mobile Crisis, UNC Lenoir, local law enforcement, EMS, and other agencies together quarterly. The group focuses on the community mental health crisis needs to identify solutions and meet challenges to problems in Lenoir County. UNC Lenoir Health Care team members participate in the Lenoir County Opiate Task Force. UNC Lenoir has been an active participant in the Lenoir County Chamber of Commerce 2020 community visioning process again this year, with a 2019 focus on transportation as a prioritized issue in Lenoir County.

### Stroke Prevention and Care

The Stroke Program at UNC Lenoir Health Care underwent the second Joint Commission Survey for Certification as a Primary Stroke Center. UNC Lenoir was awarded recertification in August, 2019 after a very successful survey. The Stroke Program Coordinator with the Stroke Medical Director have given several talks about Stroke in the community ranging from school groups and civic groups to faith based groups. Additionally staff has been active in providing community stroke education at the many festivals and community events, reaching over 400 participants in 2019. As part of the stroke program, our stroke patients are followed using the COMPASS (Comprehensive Post-Acute Stroke Services) program for 60 days after discharge to their home from the hospital. The Stroke Program Coordinator follows patients with a phone call on day 2 post discharge and is with the patient at the follow up Neurology appointment. Health Coaching, risk

factor management, and assistance in accessing community resources for the patient and their caregiver is provided. The patient is also offered a community paramedic home visit free of charge. In 2019, over 100 patients were enrolled in the COMPASS program at UNC Lenoir Health Care.



Heart Failure Program

### Diabetes Wellness Program

Located in the Minnie P. Stackhouse Diabetes Center, the AADE accredited Diabetes Wellness Program provided free diabetes self-management education and follow up management to 115 individuals living with diabetes. Outreach education and off-site screenings were provided each month reaching 487 community members. Additionally, a registered dietitian/diabetes educator provided 225 medical nutrition counseling sessions during this year. Rx Food Coupons are provided to participants

to incentivize education by increasing local access to fresh fruits and vegetables at the Lenoir County Farmer's Market.

### Minges Wellness Center

The on-site medically based fitness center for the community has 78 pieces of stationary exercise equipment with an average of 25 beginner's group exercise classes weekly. With a membership of 1058 active individual members in 2019, monthly membership rates of \$20 per month assist an underserved community to initiate exercise plans. Our program partners with Silver Sneakers and Silver & Fit benefits for eligible community members. A number of free physical activity oriented educational sessions are offered throughout the year to the community by our exercise specialists.

### Heart Failure Program

The newly implemented and The Duke Endowment funded three year project is working on multiple strategies in year one to reduce avoidable heart failure readmissions and increase heart failure self-management in a high risk patient population. An RN heart failure coordinator was hired and new standards of work have been developed for a free community paramedic home visit program where self-care education is the primary focus.

### Oral Head and Neck Cancer Screening Event

The first oral, head and neck cancer screening event was held in 2019 at the UNC Lenoir Cancer Center with 18 participants screened. Dr. Barbara Goheen of Kinston Head and Neck Physicians provided the medical screenings. Cancer and HPV vaccine education was provided by the American Cancer Society representative.

## It's My Community Stewardship

### Lenoir County Community Health Needs Assessment

The three year community health needs assessment cycle process in 2018 identified three priority issues for Lenoir County: Obesity- exercise and nutrition, Substance Abuse, and Access to Care. The full 2018 Lenoir County CHNA and Implementation Strategies are found by going to the Healthy Communities tab under the Minges Wellness Center at [unclenoir.org](http://unclenoir.org) or through <https://www.lenoirwellness.org/healthy-communities/>

In 2018, UNC Lenoir and other partners in Lenoir County with 33 other eastern NC counties initiated an eastern NC community health needs assessment process that shifts the cycle to a regionally cohesive 2018 timeline, with similar data collection and reporting structures to improve assessment process planning in the East, and collaboratively impact strategies for the future. This work is in partnership with the Foundation for Health Leadership and Innovation and was funded in part through The Duke Endowment.

### Economic Development

Cash donations included support and sponsorships for STEMEAST/NC East Alliance and PRIDE of Kinston downtown park concert series. Donations were also made to support the Lenoir County Education Foundation, and the regional Kinston/Lenoir County Chamber of Commerce signature event: Festival on the Neuse.

### Lenoir County Farmers Market

UNC Lenoir assisted 75 underserved residents having diabetes with access to local fresh fruits and vegetables

through an incentive Rx coupon program in partnership with Kinston Community Health Center, Kate B. Reynolds Charitable Trust and Lenoir County Cooperative Extension. Additionally, UNC Lenoir provided several cooking demonstrations by a dietitian.

### Community Health Education Programming

Provided 1219 participants on and off-site free health and wellness programming. Programming included Infant CPR, tobacco cessation, exercise, nutrition and other health education offerings. A three-part alternative pain control series with a local featured acupuncturist speaker provided educational programs this year.

### Homegrown Community Health Event

Partnered with local radio station and Kinston/Lenoir County Farmer's Market to conduct a special health event featuring education about diabetes, exercise, medication safety, weight loss and cancer support with the Lenoir Hospital Foundation.

### Cancer Center Volunteer Lay Navigation

Once a diagnosis of cancer is received, patients often feel overwhelmed. Volunteer lay navigators, supervised by the nurse navigator in the Cancer Center, help patients identify and remove barriers to care while linking them to available cancer support resources. Over 112 hours were donated by volunteers in this program in FY 19.

### Grocery Cart Conversation Series

A free community nutrition education program led by registered dietitians was initiated with ongoing monthly sessions at the Piggly Wiggly in Kinston.



Grocery Cart Conversation Series at the Piggly Wiggly.

### UNC Lenoir Health Care Community Walking Track

Averages over 500 walkers per month. Offered the use of the track for not-for-profit community organizations' walks x 3 in FY 19 for no fees.