

Pender Memorial Hospital Community Benefit Implementation Plan

2019-2021



Introduction

A component of the Community Health Needs Assessment (“CHNA”) is a Community Benefit Implementation Plan (“CBIP”).

This CBIP was approved by the Pender Memorial Hospital Board of Trustees on December 15, 2021.

The information on the slides to follow includes initiatives begun as a result of the 2019-2021 CHNA process to identify and prioritize health needs for our community.

Pender Memorial Hospital (“PMH”) is an 86-bed critical access community hospital managed by New Hanover Regional Medical Center (“NHRMC”). PMH works in partnership with NHRMC, in proximity and collaboration for similar populations.

Overview

PMH's Service Area is defined as the geographical boundary of Pender County, North Carolina. On average, 76% of patients admitted to PMH are from Pender County. The remaining 24% of patients reside in Brunswick, New Hanover, and other surrounding counties.

Primary Data for the CHNA was collected through a community survey distributed through online and paper submissions and focus group discussions. Almost 400 Pender County residents contributed their input on the community's health and health-related needs, barriers, and opportunities, with special focus on the needs of vulnerable and underserved populations.

Secondary Data for the CHNA was collected and analyzed from Conduent HCI's community indicator database, which includes over 100 community indicators from various state and national data sources.

CHNA Findings Process

The CHNA findings were drawn from:

- An analysis of an extensive set of secondary data (over 100 indicators from national and state data sources) measuring the health and quality of life needs for Pender County.
- In-depth primary data through a community survey and focus group discussions representing broad interests in the community including community leaders, health and non-health professionals who serve the community at large, vulnerable populations, and populations with unmet health needs.
- Data was synthesized with input from the 2018 Pender County Health Department's Health Opinion Survey and community forum, which identified Nutrition and Physical Activity, Mental Health and Substance Use Disorders, and Cancer Education and Prevention as prioritized health needs.

Identified Needs from the 2019-2021 CHNA

The data analysis and synthesis process identified eight significant health needs for Pender County residents:

1. Access to Health Services
2. Economy
3. Exercise, Nutrition & Weight
4. Mental Health & Mental Disorders
5. Prevention & Safety
6. Social Environment
7. Substance Abuse and
8. Transportation

Prioritized Needs for Implementation

Upon a comprehensive review of the community's identified needs and county data, the leadership team and Board of Trustees considered the scope, severity, health disparities associated with the need, and the estimated feasibility and effectiveness of possible interventions.

After thorough evaluation, their process identified three priority areas:

1. Continued efforts towards improving the general wellness of the community,
2. Collaborative local efforts focused on the mental/behavioral health needs of the community, and
3. Increasing access to care for the elderly in our region

Prioritized Needs for Implementation

PMH is committed to working to address each priority through resource allocation and support, including the following actions:

Priority	Programs/Actions	Anticipated Impact
Improve general wellness	<ul style="list-style-type: none">• Farmer's markets at PMH campus• Food drives• Diabetes Empowerment Education Program• Career fairs• Sports physicals for public school children	<ul style="list-style-type: none">• Increased # of individuals accessing healthy food• Increased # of individuals accessing screenings• Increased access to opportunity, resources, tools, education and information to improve health outcomes and quality of life

Prioritized Needs for Implementation

PMH is committed to working to address each priority through resource allocation and support, including the following actions:

Priority	Programs/Actions	Anticipated Impact
Mental/behavioral health	<ul style="list-style-type: none">• Healthy Conversations Podcast• Trainings for Community Resilience Model and Reconnect for Resilience• Medication drop-off events	<ul style="list-style-type: none">• Increased awareness of mental health issues• Increased knowledge of resources to achieve mental health and how to access• Increased tools/skills to build resiliency• Reduction in health risks/substance abuse from improper use of medication

Prioritized Needs for Implementation

PMH is committed to working to address each priority through resource allocation and support, including the following actions:

Priority	Programs/Actions	Anticipated Impact
Access to care for the elderly	<ul style="list-style-type: none">• Faith Health Network virtual education session• COVID masking & education• Breast cancer awareness event• Fall prevention education event	<ul style="list-style-type: none">• Increased access to health resources and screenings, particularly for the aging population• Increased awareness of health risks for the aging population and prevention tools/methods

Addressing Community Needs:

In addition to the programs and services offered to the community through Pender Memorial Hospital and New Hanover Regional Medical Center, there are a variety of existing community assets available throughout the Pender County community that have additional programs and resources tailored to meet all of the identified health needs.

PMH will focus resource allocation toward prioritized needs but will also support and collaborate with community partners as appropriate for the purpose of improving outcomes for identified needs that are better aligned with their scope of service.

The following is a list of valued community agencies that address each need.

Addressing Community Needs:

Prioritized Identified Need:	Community Resources Also Addressing Need:
<p data-bbox="481 491 965 629">Access to Health Services* Mental/Behavioral Health Improving General Wellness</p> <p data-bbox="206 1172 1223 1276"><i>*Identified need is for the general population; prioritized need is for the elderly in particular. Resources listed here are for the general population, which may also include the elderly.</i></p>	<ul data-bbox="1294 322 2175 1268" style="list-style-type: none">• YMCA• Mt. Calvary Center for Leadership Development• Coastal Horizons Center• RHA Health Services• A Helping Hand of Wilmington• Physicians Alliance for Mental Health• Recovery International• PORT Health• Wilmington Treatment Center• MedNorth• Vigilant Hope• Wilmington Recovery• The TIDES• New Hanover Resiliency Task Force• Communities in School Cape Fear• Smart Start of New Hanover County• Carousel Center• Cape Fear Collective• One Christian Network

Addressing Community Needs:

Identified Needs:	Community Resources Addressing Need:
Transportation	<ul style="list-style-type: none"><li data-bbox="1294 475 1727 511">• Pender Adult Services
Economy	<ul style="list-style-type: none"><li data-bbox="1294 551 1696 586">• Step Up Wilmington
Exercise, Nutrition & Weight	<ul style="list-style-type: none"><li data-bbox="1294 629 1454 665">• YMCA<li data-bbox="1294 679 2186 715">• Food Bank of Eastern and Central North Carolina<li data-bbox="1294 729 1538 765">• NourishNC<li data-bbox="1294 779 1633 815">• Feast Down East<li data-bbox="1294 829 1753 865">• Cape Fear Food Council<li data-bbox="1294 879 1582 915">• Vigilant Hope<li data-bbox="1294 929 1651 965">• Catholic Charities<li data-bbox="1294 979 1696 1015">• First Fruit Ministries

Addressing Community Needs:

Identified Needs:	Community Resources Addressing Need:
Prevention & Safety	<ul style="list-style-type: none">• Wilmington Police Department• New Hanover County Sheriff's Department• District Attorney's office for New Hanover/Pender counties• Chief District Court for New Hanover/Pender counties• Sokoto House• New Hanover County Schools• Wilmington Housing Authority• UNCW
Social Environment	<ul style="list-style-type: none">• Pender Adult Services
Substance Abuse	<ul style="list-style-type: none">• Coastal Horizons Center• RHA Health Services• A Helping Hand of Wilmington• Physicians Alliance for Mental Health• Recovery International• PORT Health• Wilmington Treatment Center• MedNorth• Vigilant Hope• Wilmington Recovery• The TIDES