



Implementation Strategy to Address Significant Community Health Needs

Maria Parham Health

Granville, Vance and Franklin Counties, North Carolina

Paper copies of this document may be obtained at Maria Parham Health, 566 Ruin Creek Road, Henderson, NC 252.438.4143 and/or Maria Parham Franklin 100 Hospital Drive, Louisburg, NC 27549, 919.340.8700 or via the website at MariaParham.com.

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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 community served by Maria Parham Health. This document is the Maria Parham Health (MPH) Implementation Plan outlining how the hospital plans on addressing significant health needs in the community.

The CHNA is contained in a separate document.

Paper copies of this document may be obtained at Maria Parham Health and/or Maria Parham Franklin, available free of charge.



Community Health Improvement and Implementation Plan

To successfully make our community healthier, it is necessary to have a collaborative venture which brings together all the care providers, citizens, government, schools, churches, not-for-profit organizations and business and industry around an effective plan of action. The Community Health Needs Assessment was completed previously and posted on MPH's website.

Based on the results of the CHNA, MPH has selected three of the identified significant health needs to address.

1. Mental Health & Substance Use
2. Access to Healthcare
3. Engaging Youth for Community Health & Safety

Priority 1: Mental Health & Substance Use

Mental health and substance use was also listed as an important topic area to prioritize by community members and the steering committee. Focus group findings, CHOS results from county residents, and internal committee discussions influenced the overall decisions to select mental health and substance use as the first priority for the 2021-2024 Community Health Assessment. Participants across all seven focus groups indicated how stigma can create barriers for those seeking support and pointed out that there is a lack of awareness of the resources available for those in need of assistance. Additionally, focus group sessions with participants engaged in substance use recovery shed light on the resources and barriers prevalent in Granville and Vance County. These barriers to accessing recovery services were acknowledged by steering committee members and were noted as a key area worth investing time and resources in.

With the need for resources and assistance regarding the access to mental health services, Maria Parham opened a Behavioral Health unit at the Franklin facility in Louisburg. The Adult Inpatient Psychiatric Unit is a 20-bed acute inpatient psych unit for adults ages 18-54. The average daily census is 14 patients with an average length of stay between 7-10 days. The Geriatric Inpatient Psychiatric Unit is a 13-bed acute inpatient psych unit for geriatric patients ages 55 and older. The average daily census is 8 patients, and the average length of stay is between 10-14 days. Since opening the geriatric unit in 2019 and the adult unit in 2020, over 1,200 patients have been admitted for treatment, and we have recruited providers to support. The Maria Parham Behavioral Health unit is continuing to expand care to the community and surrounding areas while evaluating best practices for sharing resources with the public, which will continue to be a top priority for the hospital.

Priority 2: Access to Healthcare

Access to care is essential in addressing population health outcomes and there was consensus among CHA leadership that limited access to care was a community inequity in need of prioritization. Many barriers to healthcare exist, including high cost, lack of health insurance, and limited resources. As indicated in the prioritization survey, 45.9% of Granville County residents and 36.4% of Vance County residents listed access to healthcare as a priority. Upon review of the secondary data, it was noted that Vance County's breast cancer mortality increased from 25.4 per 100,000 female population in 2014 to 34.5 per 100,000 in 2019. The discrepancy between breast cancer incidence and mortality indicated potential healthcare access gaps prevalent in Vance. Focus group participants expressed concerns about the high cost and low quality of health care services which leads residents to see care outside of their communities. Latinx focus group participants also indicated that limited interpretation services and challenges qualifying for Medicaid and Medicare can pose a barrier to quality care.

One of the top defining issues within Franklin County is also access to care, and the priority includes data pertaining to how and why people use or do not (cannot) use healthcare. Heart disease, including data pertaining to key risk factors and outcomes of heart disease, along with exercise, nutrition and weight were also among the key priorities within the Franklin County CHA. Heart disease is the leading cause of death in Franklin County, and there is an increased rate of adult obesity among Franklin County residents compared to the state rate (Franklin County CHA pg. 10). The health outcome disparities for communities of color could include:

- Higher incidence and/or prevalence and earlier onset of disease
- Higher prevalence of risk factors, unhealth behaviors, or clinical measures in the casual pathway of a disease outcome
- Higher rates of condition-specific symptoms, reduced global daily functioning, or self-reported health-related quality of life using standardized measures
- Premature and/or excessive mortality from diseases where population rates differ
- Greater global burden of disease using a standardized metric

During one of the two planning sessions among the Granville Vance CHA committee, one of the next steps that was discussed for increasing access to healthcare included the need for audio, in addition to literacy, when communicating about healthcare, to combat any language barriers that may be present. The other need for expanding access to healthcare is to increase social security enrollment of those who are eligible to enroll, while providing the education and access to do so.

In an effort to increase access to healthcare, Maria Parham Women’s Care opened a satellite clinic in Henderson in May of 2021. The total number of visits in 2021 was 1,030, with an average of six appointments per day. The total number of visits in 2022 through November was nearly 1,700, with a daily average of seven appointments, based on 21 workdays per month.

In addition, Maria Parham Primary Care in Henderson saw over 9,360 visits in 2021, with an average of 37 appointments per day. In 2022, total visits rose to nearly 9,590 through November with a daily average of 42, based on 21 workdays per month.

Maria Parham is continuing to expand Primary Care and Women’s Care services, providing more access to direct markets. One of our newest clinics, Maria Parham Franklin Primary & Women’s Care, opened at the end of 2022, and serves Franklin County and surrounding communities. Women’s Care is expected to join the clinic towards the end of 2023. We are also continuing to spread information and awareness about our services to the entire community.

Priority 3: Engaging Youth for Community Health & Safety

It was noted during review of the community prioritization voting results that “Community Safety”, “Youth Wellbeing”, and “Access to Healthy Food and Physical Activity” were critical areas to target in the CHA. It was determined by CHA leadership and an Academic Public Health Department partner, that the third and final 2021-2024 priority would be Engaging Youth for Community Health and Safety. This decision to leverage youth engagement to target community goals was based on data from focus groups with youth and adults across both counties, as well as steering group discussions. Additionally, recent CDC data indicated the impact COVID-19 had on the mental health of youth, which led to an increase in cases of emotional distress in high school students (CDC, 2022). Participants across focus groups discussed how limited opportunities for youth, recreation, social engagement, and academics relate to challenges with mental health, substance use, and crime. Steering group participants also echoed similar sentiments, stressing that investing in youth is an investment in the future of the counties.

Maria Parham has, and will continue to have, involvement with local schools for resource fairs, career fairs and more. It is important to us that the youth population of our community understand who we are and what we have to offer. Our goal continues to be that they understand how we can help them, whether it be related to healthcare or a career down the road.