

# **DIVERSITY & SOCIAL IMPACT REPORT**

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Health Equity Awards

Diversity, Equity & Inclusion Awards



# Eugene A. Woods

Chief Executive Officer, Advocate Health

“

## WHATEVER AFFECTS ONE OF US, AFFECTS ALL OF US

We have the power to overshadow fear with **HOPE** and serve as a beacon of light with **HEALING** during some of the darkest moments in our nation’s history. I truly believe that the strength of our collective voice as Atrium Health in standing against injustice is more powerful than any evil that exists.”

”



# Dr. Kinneil Coltman

EVP, Chief Community & Social Impact Officer,  
Advocate Health

“We have made a powerful commitment to **disrupting the root causes of health inequities in our communities.** This is the heart and soul of our mission, and our patients and communities are depending on us to live this mission every day.”



# Fernando Little

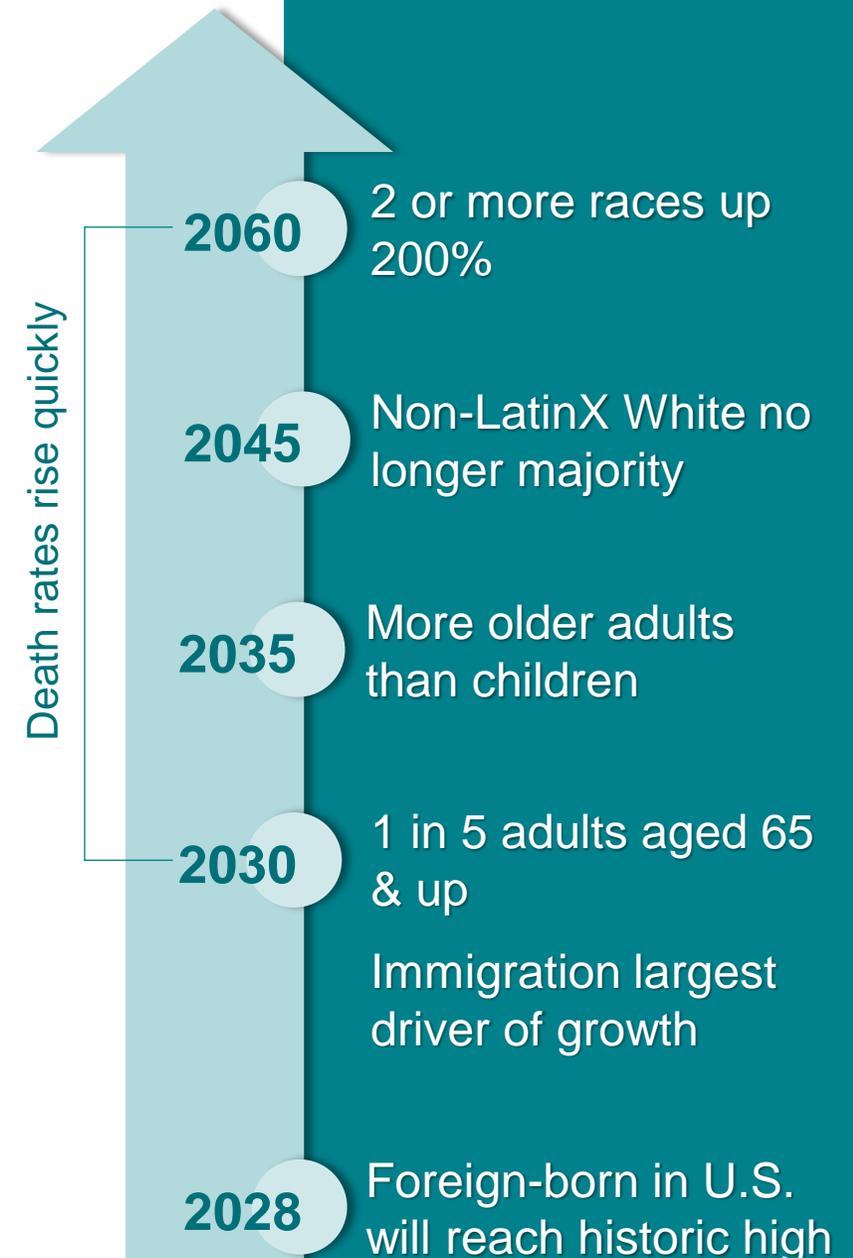
VP, Chief Diversity, Equity and Inclusion Officer  
Atrium Health

“We have a team of passionate individuals who are **dedicated to driving culture and eliminating barriers** to communication, understanding, access and opportunity **for all patients, teammates, learners and communities we serve.**”

# The nation is changing & so must we.

*“The fact that the nation’s health professions have not kept pace with changing demographics may be an even greater cause of disparities in health access and outcomes than the persistent lack of health insurance for tens of millions of Americans.”*

- Sullivan Commission on Diversity in the Healthcare Workforce



# From equity to transformative equity...

Reframing our thinking for fundamental change.

## EQUALITY



Assumes everyone benefits from the **same support**.  
This is equal treatment.

## EQUITY



Gives everyone the **support they need**.

## TRANSFORMATIVE EQUITY



**Removes the barrier.** The systemic barrier has been removed; the causes of inequity have been addressed.

# EQUITY FOR ALL

Our Diversity Agenda is the foundation for which diversity, equity and inclusion initiatives are built across the Atrium Health enterprise. The four main pillars represent and remind us of the people we must impact.

## PATIENTS

Equitable health care and health outcomes  
**FOR ALL**

## TEAMMATES

Equitable opportunities and representation in leadership and workforce diversity  
**FOR ALL**

## LEARNERS

Equitable learning environment, recruitment, Retention, and pipelines  
**FOR ALL**

## COMMUNITIES

Equitable resources that enhance trust, our brand and economic viability in diverse and vulnerable communities  
**FOR ALL**

### OUR 2025 BOLD GOAL

Atrium Health will achieve **transformative equity** in health care, leadership, workforce, learners & community.

# Social Impact Strategy Blueprint



## Our Four Health Equity Pillars

Access

Quality & Outcomes

Acute Social Needs

Social Drivers of Health

### OUR PATHWAYS FOR IMPACT

Community Clinics

Virtual Care

Mobile/ Home Health

AH Teammate Onsite Care

System Goal Alignment

Reduce Mortality

Disparities Elimination

Social Care Connections

Community Partners

Community Programs

Employment

Affordable Housing

Food Security

OUR ASSETS AND LEVERS



Power

Platform

Resources

Address Systemic Racism

## OUR BOLD GOAL

By 2030, Atrium Health will **reduce the life expectancy gap** in our most underserved communities<sup>8</sup>

A healthcare worker wearing a white lab coat, a blue surgical mask, a clear face shield, and blue gloves is performing a nasal swab test on a young child. The child is wearing a white t-shirt and a blue jacket. In the background, another person wearing a blue surgical mask is visible. The scene is set in a clinical or hospital environment.

# **COVID-19: Caring for Our Communities**

# COVID-19: Eliminating Disparities in Our Communities

The disparities that were already present in health were exacerbated by the COVID-19 pandemic, making our work on these issues even more vital. Over the last couple of years, we have worked even harder to adapt to meet the needs of our communities of color and the underserved.

With the help of community partners, Atrium Health was one of the first on the ground at the beginning of the pandemic and remained an anchor in our communities meeting people where they live, work, play and worship.

We have learned from the events of the pandemic and are planning so that we are prepared for what comes next, continuing to invest and laying the foundation to be the leaders in this space for the future.



One of the **FIRST** Mass Vaccination Sites in the Country



**70+** Faith and Community Based Organization Coalition



**650k+** Vaccinations in Greater Charlotte Region



# Million Mask Initiative

In June of 2020, Atrium Health along with a consortium of business leaders committed to donating **1 million masks** with an emphasis on reaching underserved communities.

Several successful distribution events throughout 2020 including the largest ones at Bank of America Stadium and Charlotte Motor Speedway. We also distributed masks to nearly 90 daycares, faith communities, Historically Black Colleges and Universities, barber shops, homeless centers and many more.



**+700k  
masks**

*Distributed to vulnerable populations, including Black, Latinx, elderly and at-risk youth.*



**+4.2M  
masks**

*Total distributed since July 2020*



Atrium Health President and CEO Eugene A. Woods announced a newly-formed public-private Million Mask Initiative

# Mobile Units Help Reach Underserved Communities

Through the deployment of mobile medical units, we provided basic, essential needs in underserved communities. While being tested or vaccinated, patients are also screened for social drivers of health. For those at risk, we provided patients with food, lodging, and cleaning supplies or connect them to services for domestic violence and other challenges.



## Hospital at Home and the Pandemic

As cases were rising and the need for hospital beds skyrocketed, we acted **urgently** to establish Hospital at Home, a groundbreaking, new telehealth program that allowed us to care for hundreds of patients at a time from the comfort of their homes. By providing hospital-level care through telephonic assessments and monitoring by registered nurses, coupled with daily provider virtual visits, we cared for **nearly 5,000 patients** who, in any other circumstance, would have needed hospitalization, while saving nearly **18,000 hospital bed days**, creating significant capacity for our facilities to care for the most acutely ill patients during the COVID-19 surges.

# Community Immunity FOR ALL

Following the release of the first FDA-approved vaccine, we launched **Community Immunity for ALL**, a collaborative effort to vaccinate underserved communities disproportionately affected by the coronavirus.

Acknowledge the history of health injustice in communities of color

Listen to and collaborate with partner organizations

Educate and support individuals in making informed decisions to best protect their health and well-being

Increase the vaccination rate in underserved communities and communities of color

## The Road to Vaccination

In January 2021, in collaboration with public and private partners, Atrium Health held its first mass vaccination sites in Charlotte, NC at Charlotte Motor Speedway with the hopes of vaccinating over 16,000 people. Over the course of the three-day weekend, we vaccinated over 32,000 people.



## PARA TU SALUD

*“For Your Health”*

Launched in May 2020, *Para Tu Salud* was our approach to further educate and inform LatinX communities on how to stay safe and healthy relative to COVID-19. By engaging community and faith-based organizations we simultaneously closed gaps in testing and vaccinations while strengthening the trust between the LatinX community and our health system.



# PROVIDING EQUITABLE ACCESS TO COVID-19 VACCINE

The **Vaccine Equity Taskforce** addressed vaccine hesitancy among teammates and community members. We used a multi-pronged approach grounded in data to create innovative processes to remove barriers to getting the vaccine and provided culturally sensitive education and communications to address myths & misconceptions in minority communities about the COVID-19 vaccine.

Our community efforts were grassroots in nature. We aligned with community partners to co-create collateral that was bilingual, culturally responsive and health literate. By hosting town hall events, we were able to timely respond to community questions and concerns.

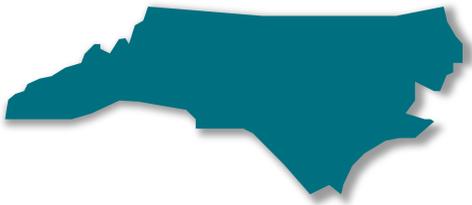
## Farm2Arm

As an extension of Community Immunity for All, Farm2Arm was an initiative led by Atrium Health to vaccinate migrant seasonal farm workers in rural North Carolina. Within the first 3 months we served **10 farms in 7 counties** and provided **over 200 vaccines**. The success of the program has led to its expansion into central and western North Carolina and will be led by Atrium Health Wake Forest Baptist.

# 937,000+ vaccinations

As of December 2022

## North Carolina



Black equity increased by over **9%**

Latinx equity increased by nearly **4%**

## Georgia



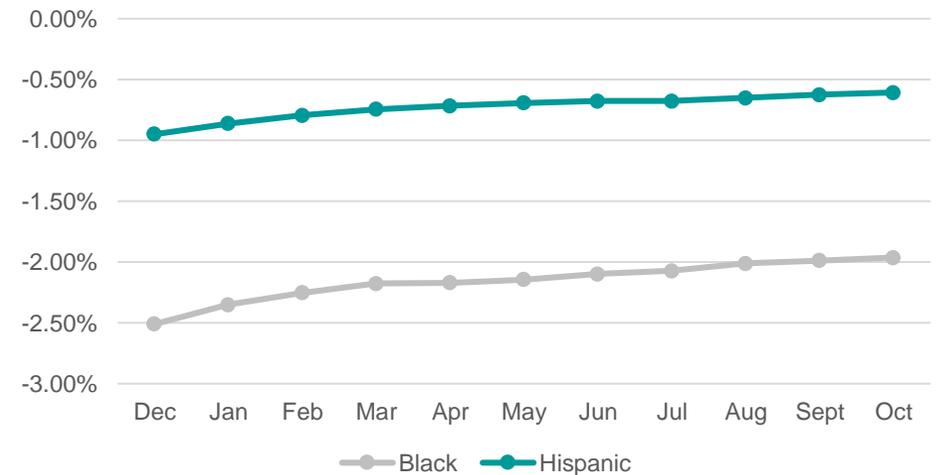
Black equity increased by over **13%**

Latinx equity increased by nearly **4%**

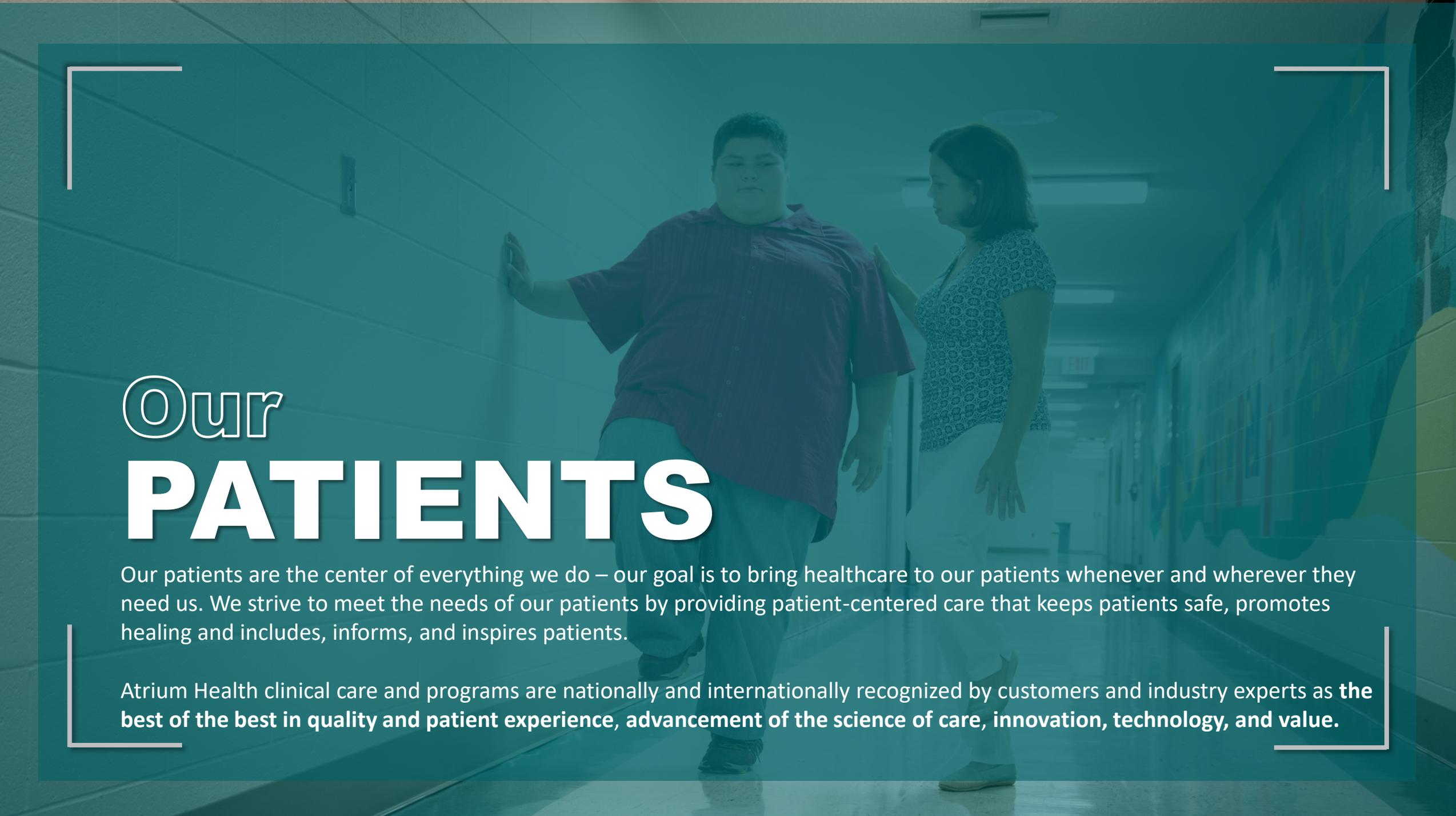
\*Since 2/22/2021

Since February 2022, we have **dramatically increased vaccine equity** for Black and Latinx community members **across our enterprise**.

### Vaccine Disparity—1st and Single Dose



Nearly **32,000 vaccines** have been administered via mobile units, **76%** in underserved, **minority communities**.



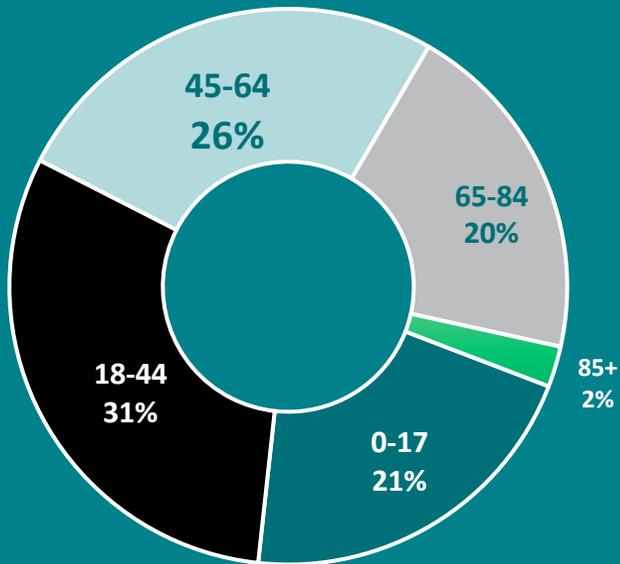
# Our PATIENTS

Our patients are the center of everything we do – our goal is to bring healthcare to our patients whenever and wherever they need us. We strive to meet the needs of our patients by providing patient-centered care that keeps patients safe, promotes healing and includes, informs, and inspires patients.

Atrium Health clinical care and programs are nationally and internationally recognized by customers and industry experts as **the best of the best in quality and patient experience, advancement of the science of care, innovation, technology, and value.**

# Creating Healthier Lives FOR ALL

## GENERATION



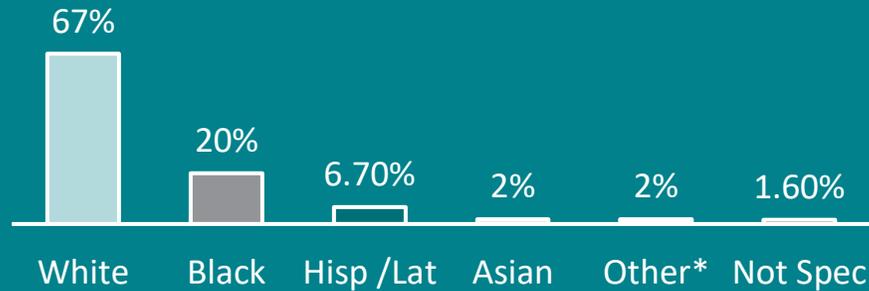
Boomers+ (Ages 65-84)

Gen. X (Ages 45-64)

Millennials (Ages 18-44)

Gen. Z (Ages 0-17)

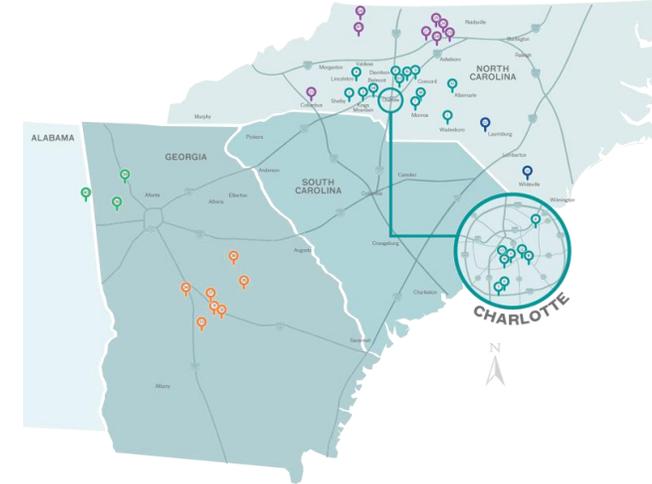
## RACE/ETHNICITY



## GENDER



## Size and Scope



We provide care to all individuals in the communities we serve, with a particular focus on those who are:

Racial Minority Groups:  
**Black, LatinX/Latino & Native American**

and/or

**200% or Below** of the Federal Poverty Level

Data as of December 2022.

\*Other includes American Indian/Alaska Native, Native Hawaiian/other Pacific Islander, and 2 or more races



## Racial Equity Taskforce

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Events across our country have highlighted the need to not only speak up, but also to act upon **racial inequality and systemic injustice**. **Dr. Julie A. Freischlag**, CEO of Atrium Health Wake Forest Baptist, and Dean of Wake Forest University School of Medicine announced the formation of a taskforce to identify and prioritize actions that **address the needs of underrepresented communities**, starting with a focus on African American communities.

## Language Access

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Good communication is essential to high-quality, compassionate healthcare. Our professional medical interpreters help bridge communication gaps between patients and providers and lower barriers to getting excellent care through language services.

Our in-house interpreters and have had over **1.2M patients encounters** and Spanish interpretation is the greatest need. Our virtual feature offers interpretation services in more than **106 languages, including American Sign Language (ASL)**.

## LGBTQ+ Care Council

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The LGBTQ+ Care Council was organized by Atrium Health Wake Forest Baptist as an Atrium Health enterprise council in First Quarter 2022. Early focus areas include:

-  Defining dedicated and/or specialized access points of service for the LGBTQ+ community
-  Developing a Clinical Outcomes Scorecard/ Dashboard & Targeted Social Impact Goals
-  Developing a Comprehensive Provider Education Strategy
-  Establishing a LGBTQ+ Patient Advisory Board (PAD)



[Atrium Health's Language Access Team Provides Translations for Coronavirus Information - YouTube](#)



# Community Clinics

Atrium Health provides **equitable, convenient, and accessible care** to medically underserved communities through our 8 community clinic locations. Our equity-driven focus allows Atrium Health to identify underserved areas with concentrated social and health risk factors.

In Fiscal Year 2021, Atrium Health **invested over \$6 million** in five of our community clinics across the Charlotte region.



Atrium Health provides the most health care to residents throughout North Carolina and is **the state's largest safety net provider** for the Medicaid and uninsured populations.

 [Downtown Health Plaza | Atrium Health Wake Forest Baptist \(\[wakehealth.edu\]\(http://wakehealth.edu\)\)](#)

## Atrium Health Greater Charlotte

Biddle Point Family Medicine  
East Charlotte Family Physicians  
Elizabeth Family Medicine  
Archdale Family Medicine

North Park Family Medicine & OBGYN  
Myers Park Internal Medicine, OBGYN & Pediatrics

## Atrium Health Navicent

Anderson Health Center

## Atrium Health Wake Forest Baptist

Downtown Health Plaza

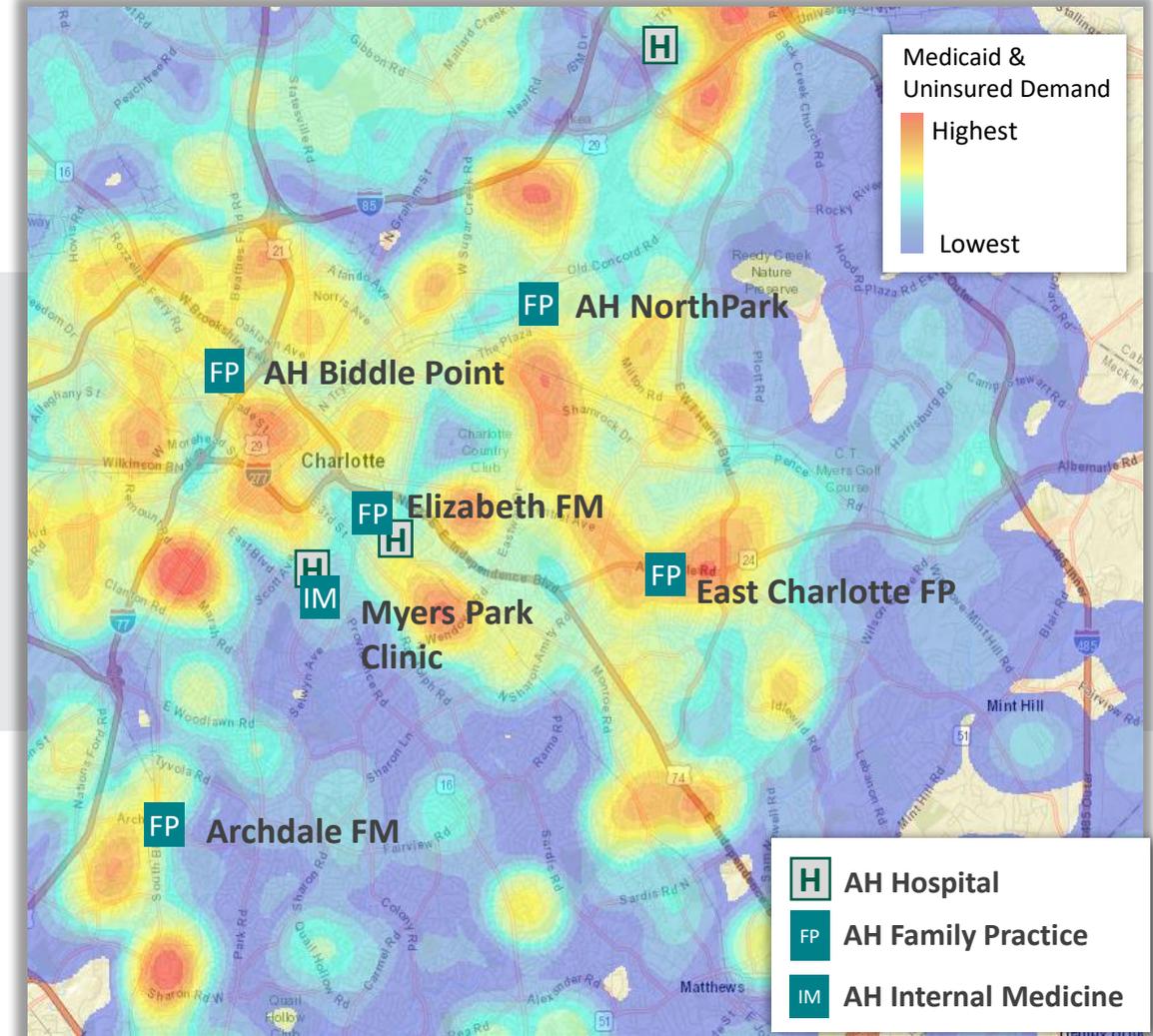
# Our Solutions are Community Guided

“My vision for the community is to have **equitable access to quality healthcare**, education, jobs and economic development.”

- YMCA Community Listening Session in Partnership with Atrium Health

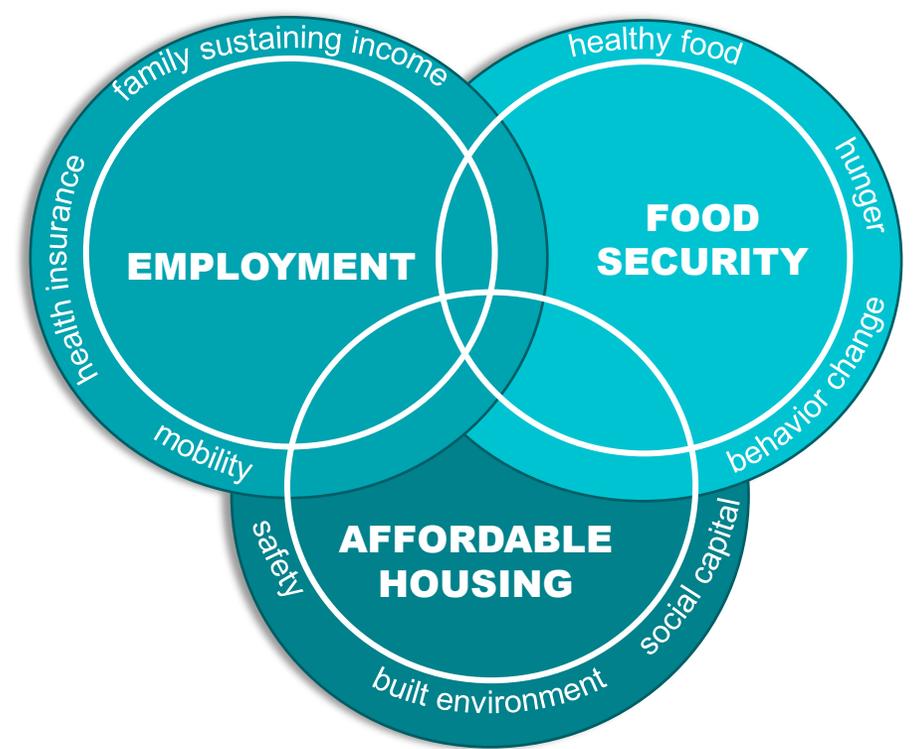
“**We deserve health care** for our youth, families, and seniors that are **equal to other parts of the city.**”

Using a **data-driven approach** to meet the needs of our community, Atrium Health will expand our clinic footprint, increase non-traditional services and access points, and expand partnerships to increase access in our most underserved and historically marginalized communities. In January 2022, we opened our newest community care practice, **Atrium Health Community Care Primary Care Archdale.**



# Social Drivers of Health and Patient Programs

Atrium Health focuses on three major social drivers of health for a maximum impact on physical and social health: **employment, food security, and affordable housing**. Providers use **The Accountable Health Communities (AHC) Health-Related Social Needs (HRSN) Screening Tool** to inform patient treatment plans and make referrals to community services which focuses on five core domains over the course of 10 questions: **Food Security, Housing Instability, Transportation Problems, Utility Difficulties and Interpersonal Safety**.



*We derive our patient programs from these social drivers of health. Creating impact through increasing employment opportunities, ensuring food security, and investing in affordable housing.*

## Screening for Social Drivers of Health

### SCREEN

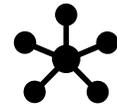


All patients screened for social drivers of health needs at the appropriate opportunity.



### REFER

System-wide use of Community Resource Hub as a referral tool.



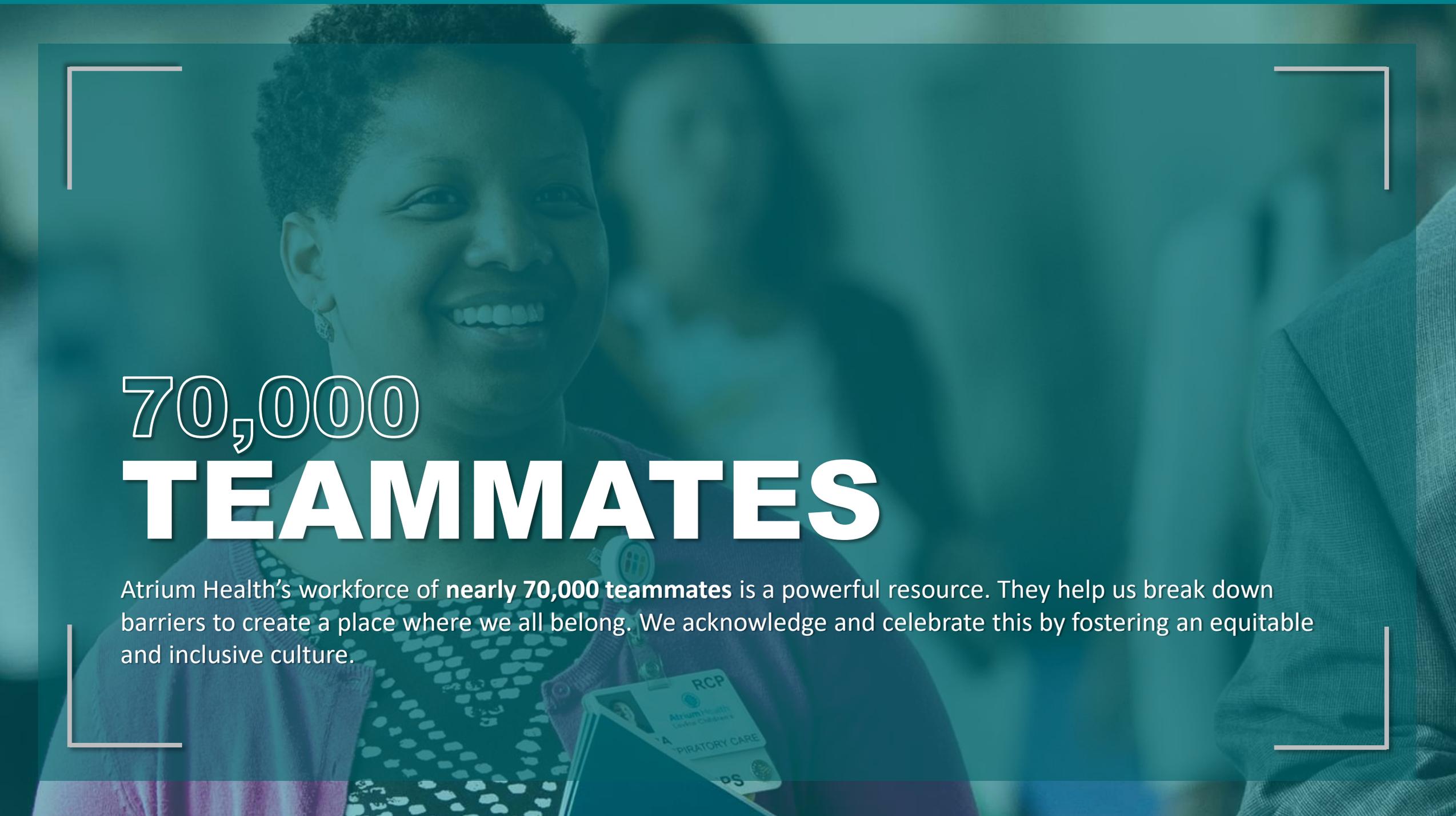
### CONNECT

Patients' risks are stratified then they are connected directly to resources or Community Health Workers for support.



### TREAT

Patient(s) enters or re-enters appropriate care location for health care.

A smiling woman with short dark hair, wearing a purple sweater over a patterned top. She has an Atrium Health ID badge around her neck that reads "RCP", "Atrium Health", "Linda Childers", "A", "PIRATORY CARE", and "PS". The background is a blurred crowd of people, overlaid with a teal gradient and white corner brackets.

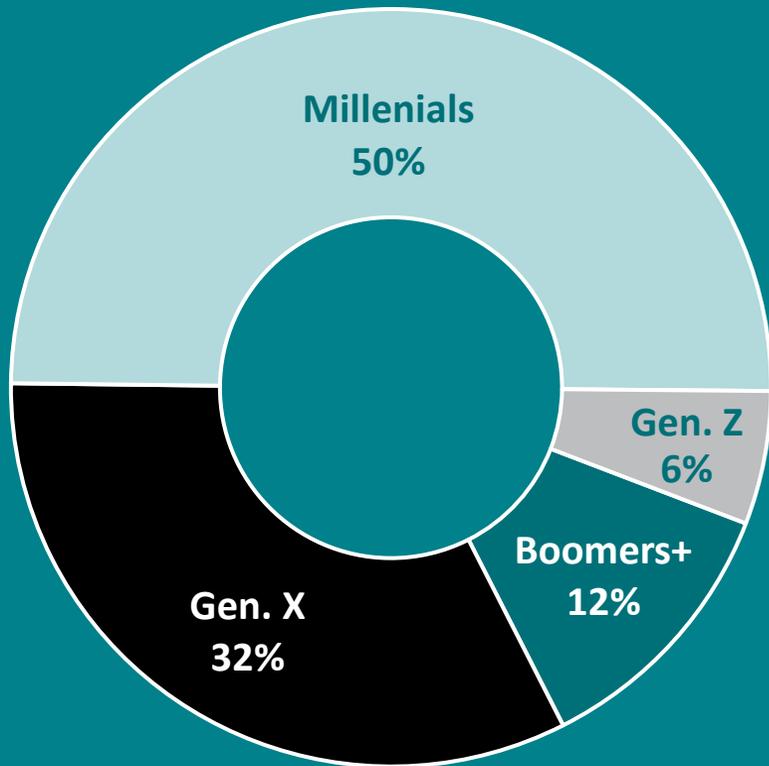
# 70,000 TEAMMATES

Atrium Health's workforce of **nearly 70,000 teammates** is a powerful resource. They help us break down barriers to create a place where we all belong. We acknowledge and celebrate this by fostering an equitable and inclusive culture.

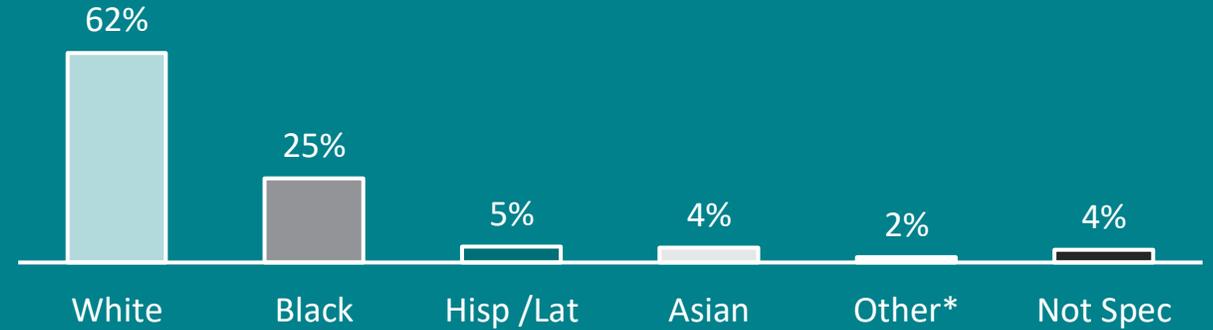
# We Work As One Team

## GENERATION

Boomers+ (Ages 65-84)    Millennials (Ages 18-44)  
Gen. X (Ages 45-64)    Gen. Z (Ages 0-17)



## RACE/ETHNICITY



## GENDER



Data as of December 2022. \*Other includes American Indian/Alaska Native, Native Hawaiian/other Pacific Islander, and 2 or more races

# OUR WHY

Top executives from diversity-advanced organizations feel higher levels of engagement, innovation, and a greater platform for top performance.

## - The Diversity Difference -



### Belonging & Trust

Glassdoor 2020

**75%**

candidates say diversity is important in considering a job

**32%**

won't apply to a company that lacks diversity

**50%**

of Black & Latinos quit due to discrimination

### Working as One Team

Cloverpop 2017

Up to

**87%**

Better business decisions

**60%**

Better results

**2x**

Faster decisions with

**50%**

Less meetings

### Excellence & Innovation

BCG 2018; HBR 2013; McKinsey 2020

**19%**

Greater innovation revenue

**70%**

More likely to capture new markets

**36%**

More likely to perform better

To align with our overarching organizational goals



To achieve the bold goal set forth by our Diversity Agenda



To support the Racial Equity Task Force change agenda



To live out our Culture Commitments

To recruit and retain the best and brightest talent, ensuring that our workforce reflects the communities we serve





# Ensuring Equity



## AFFIRMATIVE ACTION

We conduct a semi-annual pay equity analysis by job family and class. It highlights any disparities by ethnicity or gender – which are then flagged and researched.



## INCLUSIVE HIRING TOOLKIT

Inclusive hiring helps us build trust right from the beginning. We reimagined our practices by creating an Inclusive Hiring Toolkit, introducing hiring leader/team training and recruitment goals.



## PARITY PLEDGE

We signed the parity pledge for gender & racial parity, committing **to interview and consider at least one woman and one person of color**, for open roles at the director level and up, including the c-suite.



## TEAMMATE STRATEGIES

We've tailored our approach to hiring, developing, promoting and retaining diverse groups including, bilingual teammates, veterans, and people with disabilities

# Supporting Our Diverse Leaders

Atrium Health offers development programs to **support the advancement of leaders of color**. We aim for our governance, leaders, and physicians to **mirror the demographics of our patients**.



## Diversity Impact Assessment

Works to increase our measurement and accountability. Executives are required to take an introspective survey, a race equity and inclusive leadership module, review custom demographic dashboards, and create diversity goals.



## ASPIRE: Woman of Color Leadership Academy

A leadership development experience to support career equity for women of color and address barriers. Includes self-paced learning, facilitated sessions, career navigation, coaching, and development planning.



## ELEVATE: Diversity Acceleration Track

An **inclusive sponsorship** program designed to accelerate the career mobility and trajectory for leaders of color. It includes executive coaching, action learning, stretch assignments and sponsorship from executive leadership.



## Teammate Help NOW

Established during early 2021, **Help NOW** provide teammates with urgent needs in the Greater Charlotte region rapid access to community resources **including food, basic needs, housing, internet and more.**

## Housing Opportunity Promoting Equity Housing (H.O.P.E.)

Through our investment in the Housing Impact Fund, we offer an affordable housing program designed especially for our teammates. **H.O.P.E Housing** provides eligible teammates access to **affordable housing at six apartment communities across Mecklenburg County.**

## Career Development Center

We create development and income mobility opportunities for our teammates and community through our outside in, inside up approach to economic mobility. Our focus is on those impacted by inherited intergenerational poverty and individuals with less social network exposure.



Over **800 teammates** served in Greater Charlotte region since 2021

“It is so wonderful knowing that someone really cares. The comfort of having someone help me find housing but not make me feel ashamed of being unhoused, has lifted my spirits. I was ok to not be ok and ask for help. I now have temporary safe housing until my permanent housing with HOPE Housing becomes available. I can cook my own meals!”

- **Atrium Health Teammate**

# 900+

Teammates and community members impacted through **Career Development Center**

# Our Diversity Infrastructure

## System Resource & Affinity Groups

Our 20-system resource and affinity groups support teammates who are: LGBTQ+, executive-level women, men of color, African American/Black women, military and veterans, young, Latinx/LatinX, religious/spiritual, doctors of color, Asian, Muslim, Jewish, Indigenous, and White advocates for racial equity. These groups are also open to allies.

## Divisional Diversity Councils

Our more than 15 divisional diversity councils provide guidance, oversight, and support our Diversity Agenda.

## And more...

This infrastructure also includes inclusion chairs, student and faculty groups, diversity champions and diversity faculty.

This robust network of diversity councils, system resource groups, diversity champions & more, act as **force multipliers** that help to:



*Cascade information*



*Advise on initiatives*



*Boost engagement*



*Recruit & retain talent*



*Enhance brand awareness*



*Support an inclusive culture*

# Diversity Faculty

Our Diversity Faculty are a rotating pool of passionate teammates who donate their time and talents to teach diversity-related education across the enterprise. We match education requests to faculty members' interests and expertise whenever possible. Participants also gain access to valuable exposure and experience.





**Diversity Certificate Program**

**FOR ALL Conference**

**SRG & Councils Summit**

# Education & Celebrations

Our diversity education and cultural celebration offerings also include Bystander Apathy, SafeZone in Medicine, on-demand learning modules, Black History Month, Women’s History Month, Juneteenth and our MLK Month of Service.

**LGBTQ+ Pride Celebration**

**Diversity Leaders Speakers Series**

**Pink Turban Tying**



## Courageous Conversations

A 3-part enterprise-wide, virtual series offering a safe space for teammates to begin healing by listening and sharing.

- Part 1** – An intimate conversation for men of color (only) to share, find support and begin to heal.
- Part 2** – A fishbowl conversation highlighting the experiences of Black and African American teammates.
- Part 3** – Focused on the ally perspective and featuring a response from Atrium Health's executive leaders.



In the wake of nation-wide racism events, Atrium Health developed the **Racial Justice Toolkit**, a curated compilation of resources to help stop and prevent racial injustices. It empowers teammates and community members with the tools to become better friends, supporters and allies.

## Racial Justice Toolkit

### Leader Support

To help leaders understand how to support teammates through emotional curves, Atrium Health offered education for enterprise leaders about racial justice, including conversation strategies, unconscious bias, case studies and leader best practices for difficult times.

### Journey To Justice (in July)

A month-long virtual education series on the history of systemic decision-making that's shaped the most marginalized communities of color. The series also addressed ally-ship and personal biases.

## Teammate & Leader Education

A group of medical students in white coats are seated in a lecture hall, clapping and smiling. The image has a blue tint and is framed by white corner brackets. The text 'Our LEARNERS' is overlaid on the left side.

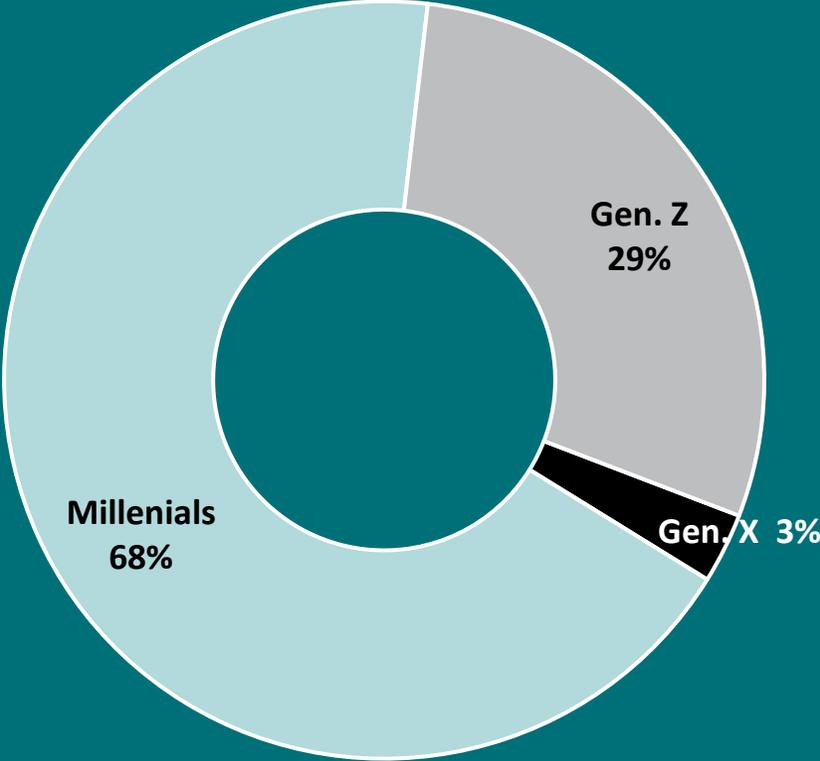
# Our LEARNERS

Atrium Health aims to create a space where people can improve how they live, learn, work and play. We offer excellent educational options for teammates and learners outside who seek to advance their careers or change career direction within the healthcare field.

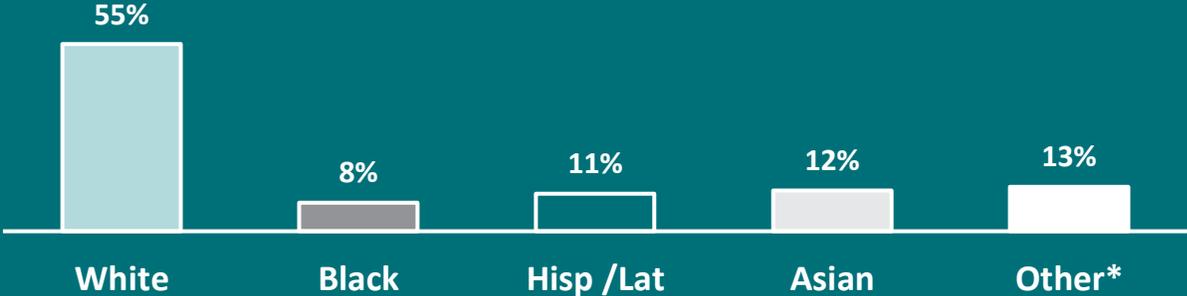
# We Learn Together

## GENERATION

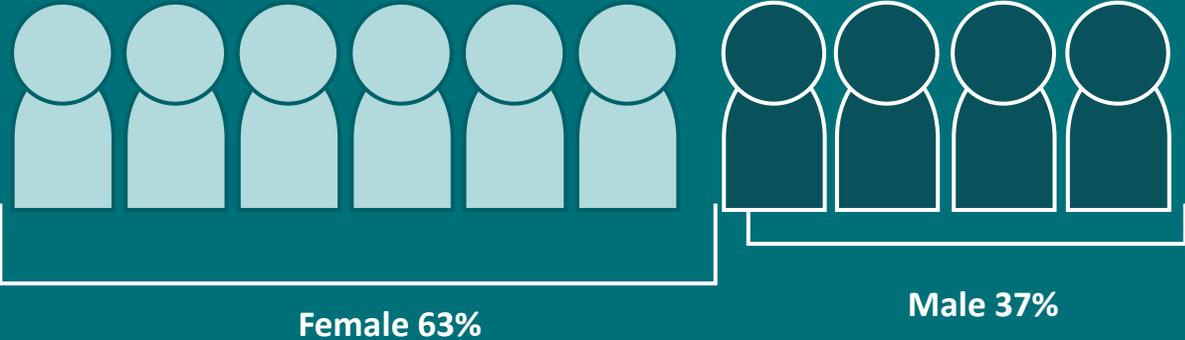
Boomers+ (before 1962)      Millennials (1978 to 1997)  
Gen. X (1963 to 1977)      Gen. Z (1998 & after)



## RACE/ETHNICITY

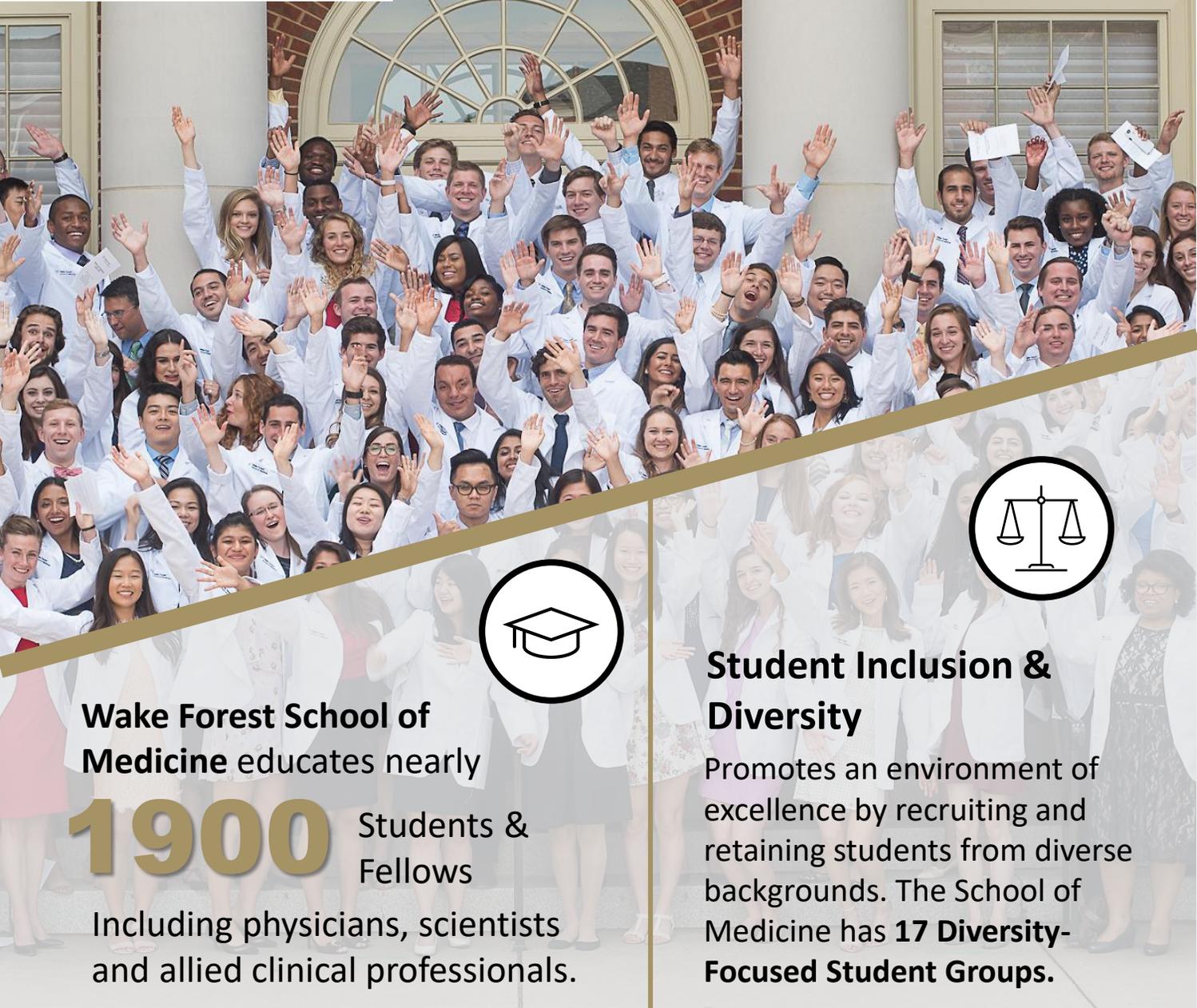


## GENDER



Data as of December 2022.

\*Other includes American Indian/Alaska Native, Native Hawaiian/other Pacific Islander, and 2 or more races



Wake Forest School of  
Medicine educates nearly

**1900** Students &  
Fellows

Including physicians, scientists  
and allied clinical professionals.



## Student Inclusion & Diversity

Promotes an environment of  
excellence by recruiting and  
retaining students from diverse  
backgrounds. The School of  
Medicine has **17 Diversity-  
Focused Student Groups**.

**Dr. Ebony L. Boulware** (right)  
was announced as the Dean of  
the Wake Forest University  
School of Medicine in Fall 2022.  
Dr. Boulware is a renowned  
physician, researcher and  
educator who also serves as  
Vice Chief Academic Officer  
and Chief Science Officer of  
Atrium Health.



*“Dr. Boulware brings the type of **transformative leadership** that will propel us to be the **model for academic learning health systems** across the nation.”*

- Eugene Woods, CEO, Advocate Health



## Kennedy-Hopskins Scholars Program

An endeavor from Wake  
Forest School of Medicine to  
**boost diversity and inclusion  
in medicine** by improving the  
experience of and **supporting  
underrepresented minority  
(URM) residents and fellows.**

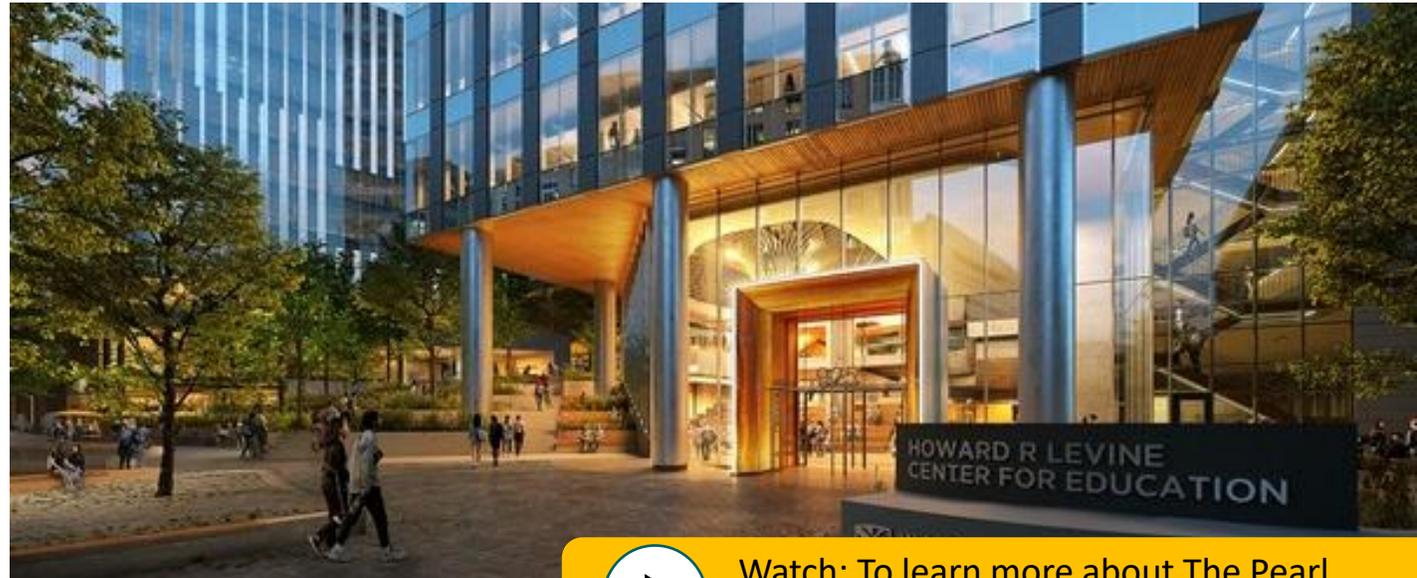
# The Maya Angelou Center for Health Equity

The Maya Angelou Center for Health Equity (MACHE) is an institutionally sponsored Center that promotes health equity through:

- Interdisciplinary community-engaged research
- Health education and training
- Health promotion and literacy
- Social justice initiatives



[View MACHE's 2021 Yearbook](#)



[Watch: To learn more about The Pearl Innovation District](#)

## The Pearl

The Pearl will be a mixed-use development featuring education, retail, apartments, a hotel and an open community space, in addition to being ground-zero for entrepreneurial activity, research and development that is expected to reshape the economy of the Charlotte region. Over the next 15 years, the Pearl Innovation District is projected to create over 11,500 jobs.

*“Adding this second campus will allow us to expand our health technology, research, and education capabilities at both campuses, and allow us to enhance the educational experience for our students who will shape the future of medicine as the next generation of healthcare leaders.”*

– **Dr. Julie Freischlag, MD, FACS, FRCSEd(Hon), DFSVS, EVP, Chief Academic Officer and CEO,**  
Atrium Health Wake Forest Baptist

# Atrium Health Colleges

We aspire to create the most diverse medical student body in the country and infuse this education with our priorities around health equity.



[Learn more about our Medical Education opportunities here!](#)



## Cabarrus College of Health Sciences

Located in Concord, NC on the campus of Atrium Health Cabarrus

Cabarrus College of Health Sciences offers affordable, quality healthcare education with special perks for Atrium Health teammates, including a fast-track application process, Atrium Health Loan Forgiveness, and a new Atrium Health Teammate Dependent Scholarship.

## Carolinas College of Health Sciences

Located in Charlotte, NC

Carolinas College of Health Sciences is a public, non-profit owned by Atrium Health that offers expert faculty support. Our students have high certification pass rates well above national averages, and we have been nationally recognized for the value we provide to our students.





# Student Support and Pipeline Programs

## Rise to Success

Rise to Success is a sponsorship program that enables high school graduates to earn an Associate degree or certification in a healthcare-related discipline from a local community college.



## PATCH Program

**Propelling Adolescents Towards Careers in Healthcare**  
PATCH provides high school students in underserved communities an equal opportunity to learn about and pursue a career in healthcare, ultimately producing a more diverse healthcare workforce that reduces health disparities in Charlotte communities.



*“Rise to Success is such an important program because it allows me to achieve my dreams in the healthcare field without the financial hardships of college. This program has allowed me to make connections with other participants, who are now like family. I am able to grow and learn in a field I have always wanted to work with the bonus of earning money and avoiding student loan debt”*

**Mildred Felix, Class of 2022**  
Atrium Health Teammate 37



[Watch Nurse Residency Workforce Development Program in the Floyd, GA service area](#)

# School-Based Virtual Care

In 2017, Atrium Health started our School-Based Virtual Care (SBVC) Program in Cleveland County. Since its inception we provided SBVC to:

**106**  
Schools

**9,714**  
Virtual Visits

**9,788**  
Unique Patients

**10**  
Counties throughout Greater Charlotte, Wake Forest Baptist & Navicent

**32%**  
Reduction in avoidable Emergency Department visits

**\$332K**  
In estimated avoidable charges

## Mayor's Racial Equity Initiative and HBCU Partnership Challenge

Atrium Health made a **\$22.8 million** commitment to improve equity in the Charlotte region, including commitments to Johnson C. Smith University (JCSU), Charlotte's Corridors of Opportunity, employment, and bridging the digital divide.

In 2017, Atrium Health also announced a public pledge and commitment to create strategic partnerships with our nation's HBCUs, specifically JCSU. We have partnered with the University in athletics, community health outreach, strengthening education and professional opportunities, and grassroots projects.



In January 2021, Atrium Health partnered with JCSU to provide over **6,000** COVID-19 vaccinations to students, staff, and local community members.



## Meaningful Medicine

Thanks to a generous **\$10M** gift from **Bank of America**, we are **expanding school-based virtual care** to 50+ Charlotte Mecklenburg Schools (CMS) Title I schools, creating 3 community-based virtual care sites in partnership with Central Piedmont Community College (CPCC) and YMCA, providing workforce development opportunities for CMS and CPCC students and implementing a Mental Health First Aid Teen Program in CMS schools.



# COMMUNITIES

## Where We ALL Belong

At Atrium Health we have reimagined care to improve the overall health of the communities we serve. By solving for social health needs like affordable housing, employment and food security, we have been able to dismantle disparities affecting health in historically forgotten communities.

# Increasing Access to Care

The ability to obtain necessary, affordable, intentional care in a *timely manner*.



## Rural Care

★ **770,000 rural NC patients annually**

Atrium Health serves **57 rural counties across 5-states**. Today, we are one of the **largest rural care providers in the Southeast**.



## Virtual Care

★ **9,788 virtual visits since inception in 2017**

Our unique partnership with our telemedicine team, public school staff, students and guardians allows us to reach students virtually to provide the mental health care they need.



## Mobile Care

★ **9,0000 patients reached by mobile primary care units annually**

Mobile COVID-19 testing and vaccination programs were designed to overcome barriers to access during the height of the pandemic. Today, our mobile units act as convenient community access points for all.

# Expanding Affordable Housing

We are increasing housing stability and affordability in the communities that we serve by expanding investments and implementing a comprehensive housing strategy.



## Naturally Occurring Affordable Housing (NOAH)

NOAHs provide lower rents for residents, investment returns for supporters and expanded affordable housing options for the community.



## A Home For ALL: Charlotte-Mecklenburg's Strategy To End and Prevent Homelessness

Co-chaired by CEO Gene A. Woods, **A Home For ALL** convened Charlotte-Mecklenburg leaders and partners to develop a strategy that is focused on providing every person access to permanent, affordable housing and the resources to sustain their housing.



## Metropolitan Village

**Metropolitan Village** is leading-edge healthy housing project sponsored by Atrium Health in **Wake Forest, NC**, providing equity funding for **324 mixed-use affordable workforce housing units**.



## Welcome Home, Patrick!

After starting his homeownership journey in 2021, Patrick was able to secure \$40k in down payment assistance with a connection to DreamKey Partners through our teammate **Help NOW** program.



Rendering of Metropolitan Village in Winston-Salem, NC



# Solving for Social Needs

We recognize many factors contribute to the state of our emotional, mental, and physical wellbeing. Sustaining basic social needs like food, housing, and transportation can play a huge role in the health of individuals and families.

Our commitment to solving for acute social needs is demonstrated by the many ways we connect patients to community programs and resources.



[Take me to the hub.](#) Experience how we hardwire our system for social care.

## Community Health Workers

Community Health Workers are **trained patient advocates who improve conditions of health** for low-income communities by partnering with health care facilities, social services agencies, and community-based organizations to connect patients to services and **help support patients navigating the healthcare system.**

## Community Resource Hub

The Community Resource Hub (CRH) is a **free, online** resource that finds programs and services in your neighborhood **that help meet basic needs via zip code.** When our patients present a need for social care for resources, we refer them to the CRH and our partner organizations provide them with wraparound care from **food, safety to transportation.**

# FAITH HEALTH

## MINISTRIES

The intersection between faith and community is paramount. We partner with faith communities to promote better health through education, access to healthcare, and encouragement toward wellness and wholeness.



Build, align, and animate religious and community assets to improve access to health care and the health of the community, beginning with those served by **Wake Forest Baptist Medical Center.**



**FaithHealth Programs**

CareNet  
FaithHealth NC  
FaithHealth Education

The Center for Congregational Health  
FaithHealth Chaplaincy & Clinical  
Ministries



**59%**  
of Black adults have  
Hypertension, the highest  
among all racial groups



Atrium Health Floyd

# MORE HEART INITIATIVE

Heart disease is among the most common, costly, and preventable health problems in the U.S. To address this disease, specifically within African American and LatinX communities, Atrium Health Floyd has collaborated with community leaders to form the **More Heart Outreach Initiative**.



**5 Blood Pressure Kiosks**

The Initiative provides education on cardiovascular health, free blood pressure checks and has funded the placement of **five blood pressure kiosks in key, trusted community locations** (i.e. Lovejoy Baptist Church and Wraps Styling Salon).

# Ensuring Food Security

Far too many of the patients and communities we serve lack consistent access to affordable, nutritious food, increasing their risk of developing a variety of chronic diseases. We strive to reduce food insecurities and promote nutrition security for all.



[Watch: Atrium Health Navicent Opens Food is Medicine Market](#)

## Kids Eat Free



**Over 16,000 Meals Served**

A partnership with the U.S. Department of Agriculture, Kids Eat Free provides nutritious meals to children during the summer months while schools are closed, to ensure that kids still have access to the healthy food they need to grow and thrive.

## Eat Well Pilot



**Over 2,000 Patients Enrolled**

In partnership with Mecklenburg County, a statewide nonprofit, Reinvestment Partners, and the grocery store chain Food Lion, we launched a produce prescription program that offers \$40 per month to eligible patients for the purchase of fruits and vegetables at Food Lion.

## Mobile Food Access



**More than 28k people served**

By hosting mobile food access programs, we reach our patients, teammates and communities where they live, work, and play like our Food Share program, Mobile Food Pantries, and our partnership with One Charlotte Health Alliance mobile food pharmacy.

## Eliminating Food Waste



**Over 6k lbs of Food Donated**

In partnership with Sodexo, Morrisons Healthcare and Feeding Charlotte, we donate leftover food items from our hospitals to various shelters throughout Mecklenburg County for same day use from participating cafeterias at Carolinas Medical Center, AH Mercy, Pineville, University City & Cabarrus.

# Employment: Investing in Leaders of Tomorrow

We are focusing our community impact efforts on aggressively tackling the persistent roots of inequities in our communities. We are improving access to employment and increasing economic mobility through community partnership for historically marginalized groups.



## Restorative Pathways

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Restorative Pathways is a program in partnership with City StartUP Labs to hire justice-involved individuals into in-demand roles. **In 2022, 27 participants graduated from this program**, providing workplace readiness skills, wrap-around services, career pathing, and upward mobility opportunities through our Career Development Center.



## Cultivando Talento

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In partnership with the Latin American Chamber of Commerce of Charlotte (LACCC), we aim at increasing economic mobility, developing diverse talent, creating a social safety net for LatinX youth, and ultimately building social capital in our community.

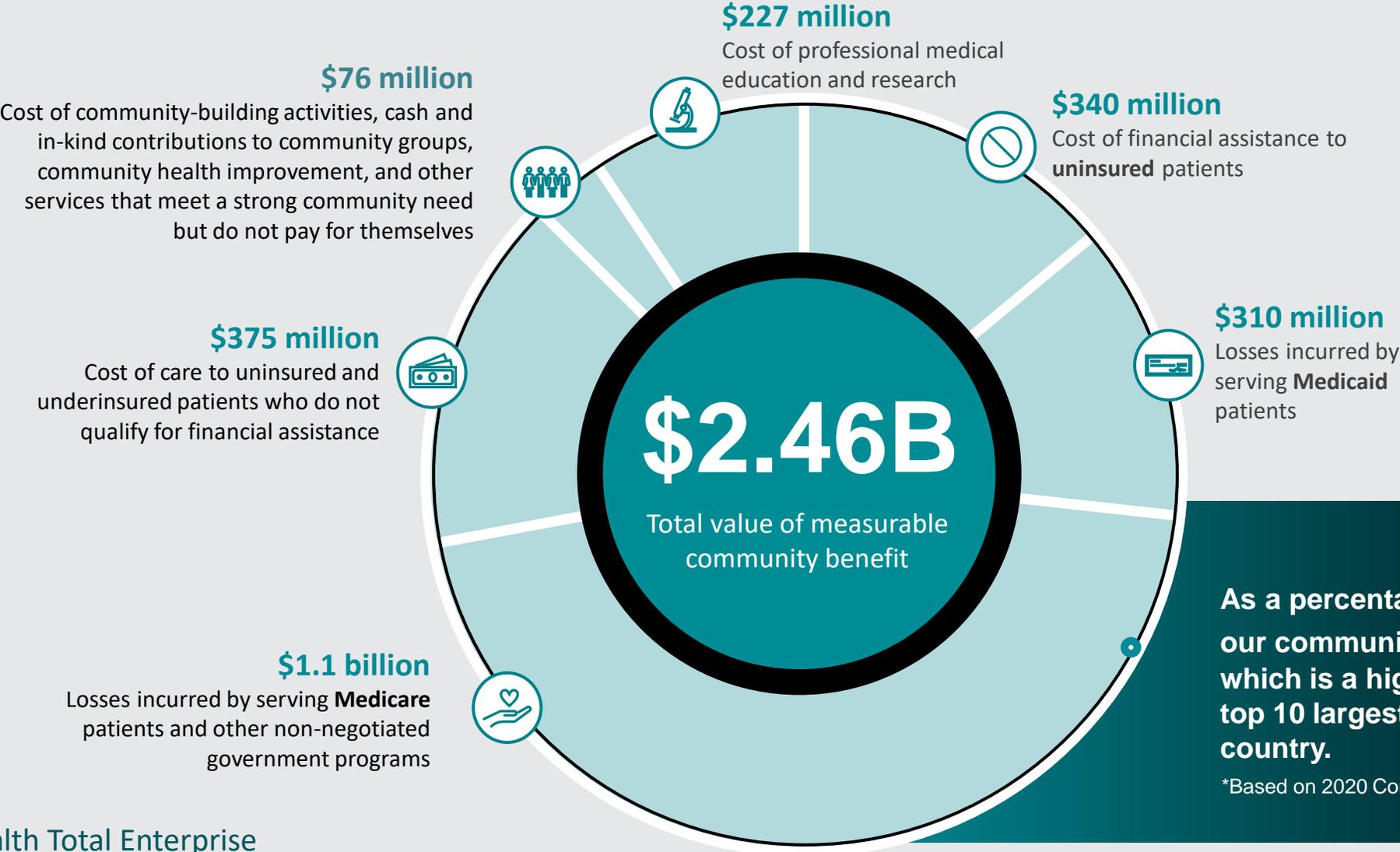


## Forward Macon

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A joint plan between One Macon and The Greater Chamber of Commerce that is focusing on building up the workforce through attracting and retaining talent and revitalizing neighborhoods in Georgia. By 2025, Forward Macon hopes to create upwards to 3,100 new jobs in the Macon-Bibb County.

# 2021 Community Benefit Breakdown

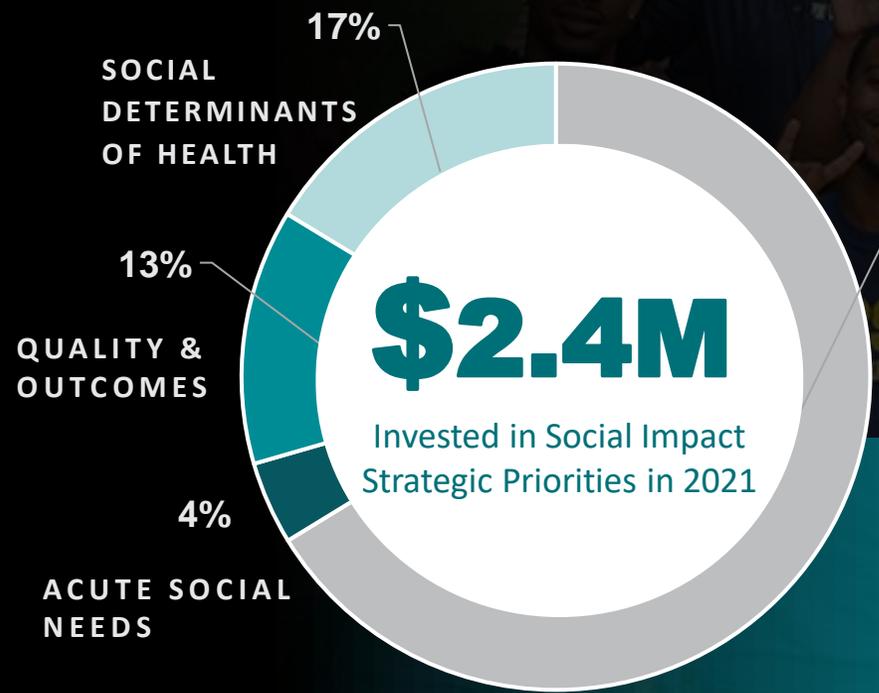


As a percentage of operating expense, our community benefit is **19.1%**, which is a higher percentage than the top 10 largest health systems in the country.

\*Based on 2020 Community Benefit National Rankings

# Prioritizing Social Impact Investments

We are intentionally directing our corporate sponsorships to align with our social impact strategic priorities: access, quality and outcomes, acute social needs, and social drivers of health.



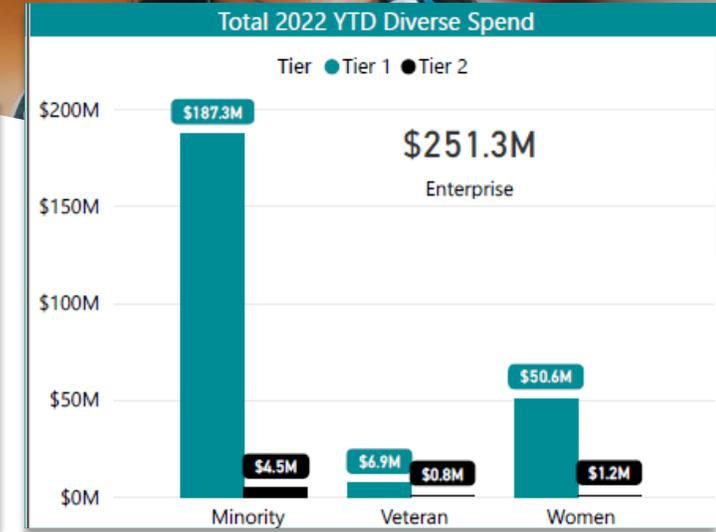
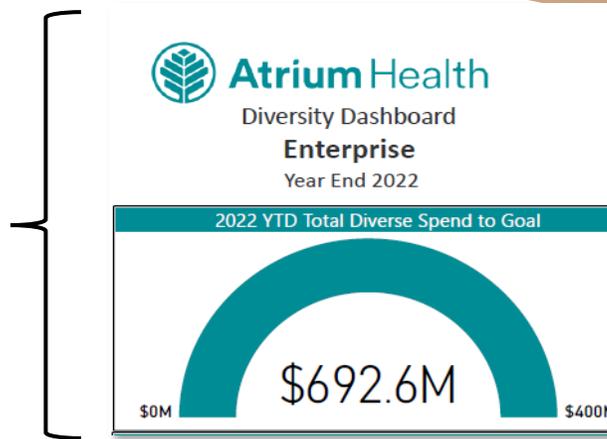
## Johnson C. Smith University Partnership

In 2022, we partnered with Johnson C. Smith University (JCSU), Charlotte's only Historically Black College and University (HBCU) to invest over \$3M in the university to sponsor a student health center, provide in-kind support for a pre-med program, supply 3 athletic trainers and commit scholarship dollars for students pursuing health care careers through the Bishop Battle Scholarship Fund.



# Building Equity in Our Communities

We are using our mission to improve health, elevate hope and advance healing for all in a new, innovative way that will empower diverse suppliers across Charlotte by prioritizing supplier diversity and encouraging entrepreneurship. We have established a **resource hub for diverse and minority entrepreneurs**, equipping them with the tools and education they need to **scale their businesses and secure contracts with Atrium Health and other large companies within Charlotte.**



In 2022, total Diverse Spend exceeded target goal by 73% and increased by \$326.2M, an 89% increase from 2021 to 2022.



We are creating a system to support business acceleration. **Atrium Health Center for Supplier Diversity and Entrepreneurship's** guiding principles focus on providing **equitable resources**. The Center has **3 main functions: supplier diversity center of excellence, entrepreneurship support for diverse suppliers and nurturing community partnerships**. With a physical presence on the campus of University of North Carolina Charlotte (*pictured left*), entrepreneurs have access to mentorship, resources and more to reach their business needs and goals.



# A National Leader in Health Equity

Health inequities are created when people cannot attain optimal health because of unjust, unnecessary, and avoidable circumstances. We are committed to addressing the root causes of disparate health outcomes as a part of our mission to improve health, elevate hope and advance healing **FOR ALL**.



2021 American Hospital Association  
Carolyn Boone Lewis Equity of Care Award Winner

**Atrium Health Wins  
2021 American  
Hospital Association  
Carolyn Boone Lewis  
Equity of Care Award**



**Atrium Health Only  
Nonprofit Healthcare  
System in Nation to Win  
2020 CMS Health Equity  
Award**

# Leading the Way in Excellence



**2022 PRISM  
AWARD**

EXCELLENCE IN ADVANCED  
DIVERSITY EFFORTS



**2022 BEST  
EMPLOYERS**

EXCELLENCE IN HEALTH  
& WELL-BEING  
EXCELLENCE IN HEALTH EQUITY

BECKER'S  
**HOSPITAL REVIEW**

**TOP PLACES  
TO  
WORK IN  
HEALTHCARE**

**Forbes 2022**  
**THE BEST  
EMPLOYERS  
FOR VETERANS**

POWERED BY STATISTA



**#1 Best Place to Work**  
For Women & Diverse Managers