

# Atrium Health Wake Forest Baptist Davie Medical Center

A Facility of North Carolina Baptist Hospital

## Community Health Implementation Strategy

January 1, 2025 - December 31, 2027

Community health improvement is an effective tool for creating a shared vision and supporting a planned and integrated approach to improving health outcomes. The basic premise of community health improvement is that entities identify community health issues, prioritize those that can be addressed, and then develop, implement, and evaluate strategies to address those issues. Tax-exempt hospitals are required to conduct a community health needs assessment (CHNA) and develop an implementation strategy to document how the hospital will address prioritized community health needs. The following outlines a summary of the CHNA process and provides details on Atrium Health Wake Forest Baptist Davie Medical Center's plans to address their prioritized community health needs.

### SUMMARY OF CHNA PROCESS

In 2024, Atrium Health Wake Forest Baptist Davie Medical Center conducted a CHNA in Davie County, which consisted of a comprehensive presentation and analysis of both qualitative and quantitative data.

The Atrium Health Wake Forest Baptist Davie Medical Center CHNA relies on three sources of information:



**Community Health Survey (primary data):** Online and phone surveys conducted from January through June 2024, with 100 Davie County residents completing questions related to the top health needs in the community. Residents were also asked about perception of their overall health, access to health services, and social drivers of health, including disparities and opportunities for a healthier community.



**Stakeholder Interviews (primary data):** Conducted through an online survey with internal and external stakeholders. These 54 individuals helped to identify the community's most pressing health issues and effective health improvement strategies.







**Metopio (secondary data):** Atrium Health has a contract with Metopio to provide an internet-based data resource for their hospitals. This robust platform offers curated data from public and proprietary sources for information on health behaviors and health risks, health outcomes, health care utilization, demographic, and community-level drivers of health like economic, housing, employment, and environmental conditions. Data for each indicator is presented by various demographic characteristics when the data is available (Metopio: <https://public.metop.io>).

### Top Health Issues Identified

- Access to Health Care Services
- Cancer
- Disabling Conditions
- Heart Disease and Stroke
- Injury and Violence
- Mental Health
- Nutrition, Physical Activity & Weight
- Respiratory Disease
- Substance Abuse

The top health issues identified were presented to the Atrium Health Wake Forest Baptist Davie Medical Center’s Steering Council, and members were asked to rank the issues based on the following criteria: size/seriousness of the problem, effectiveness of available interventions, available resources to address the health issue, health care system adequately situated to address the health issue, meets a defined community need as identified through data, potential for issue to impact other health and social issues and ability to effectively address or impact health issue through collaboration.

**Using these criteria, Atrium Health Wake Forest Baptist Davie Medical Center has prioritized these significant health needs to address in 2025-2027:**

Significant Need	Implementation Strategy Selection Reasoning
 <p><b>Chronic and Emerging Disease:</b> Osteoporosis, Heart Disease and Stroke and Cancer</p>	<p>Prioritizing the management and prevention of heart disease, stroke, cancer, and osteoporosis is essential for improving overall public health and reducing the burden of these serious conditions. Heart disease and stroke are leading causes of death locally and globally, necessitating early detection, lifestyle modifications, and access to effective treatments to mitigate risks. Cancer, with its diverse forms and complex treatments, requires robust screening programs, research advancements, and patient support systems to enhance survival rates and quality of life. Osteoporosis, often overlooked, poses significant risks for fractures and long-term disability, highlighting the need for preventive measures such as bone density screenings, nutrition education, and physical activity promotion. By prioritizing these conditions, Davie Medical Center can allocate resources more effectively, promote healthier lifestyles, and ultimately improve patient outcomes and longevity.</p>
 <p><b>Access to Care and Services</b></p>	<p>Data indicates that access to health care access and health care utilization is a top concern in Davie County. Forty seven percent of Davie County phone survey respondents experienced difficulties or delays of some kind in receiving needed health care in the past year, and 21.8% of adults skipped doses or stretched a needed prescription in the past year to save costs.</p>
 <p><b>Behavioral Health:</b> Mental Health and Substance Abuse</p>	<p>Mental health, including social isolation and the need for trauma-informed care, and substance use remains a top concern for both community members and key stakeholders in Davie County. Access to treatment is challenging and has been a significant barrier for many residents. As we continue to observe trends in the region, especially post-COVID, Davie Medical Center will actively explore opportunities for collaboration and partnerships to enhance treatment and support options within the community. By working together, we aim to improve access to mental health services and provide comprehensive care to those in need.</p>
 <p><b>Social Drivers of Health</b></p>	<p>The socioeconomic and environmental conditions where people live, work, learn, play, and pray significantly impact a wide range of health and quality of life outcomes. Social Drivers of Health contribute to health disparities and inequities, affecting communities differently. Data indicates that 33.8% of phone survey participants experienced food insecurity or worried about running out of food at least once in the past year. Addressing these factors is crucial for promoting health equity and improving overall well-being.</p>

## PRIORITY: Chronic and Emerging Disease

### DESCRIPTION OF HEALTH NEED DATA:

- Heart Disease and Stroke remains a high priority in Davie County with over 90% of phone survey respondents indicating one or more cardiovascular risks or behaviors.

*Source: PRC, Davie County Community Health Survey, 2024*

- One hundred percent of Key Informants indicated heart disease and stroke to be a major or moderate problem for the county.

*Source: PRC, Davie County Key Informant Survey, 2024*

- Age adjusted cancer mortality as well as prevalence of cancer within Davie County is higher than the national numbers.

*Source: National Vital Statistics-Mortality, Center for Disease Control and Prevention via Metopio, 2024*

### STRATEGY #1: Build Community awareness and education of chronic disease prevention and management programs and services

SPECIFIC INTERVENTIONS	COLLABORATIVE PARTNERS	OBJECTIVES
<ul style="list-style-type: none"> <li>Hire Faith Community Nurse position to focus on education, screenings, support and partnerships</li> </ul>	<ul style="list-style-type: none"> <li>The Bridge @ 197 Main</li> </ul>	<ul style="list-style-type: none"> <li>Increase awareness of programs in the community for patients with chronic disease</li> <li>Improve health outcomes and metrics for chronic diseases</li> <li>Improve chronic disease self-management for patients enrolled in programs</li> </ul>

### MEASURING OUR IMPACT

- Number patients screened and monitored by Faith Community Nurse
- Number of individuals screened or educated at community events
- Participation of community members in screening and speaker series

# PRIORITY: Access to Care and Services

## DESCRIPTION OF HEALTH NEED DATA:

- Forty seven percent of Davie County phone survey respondents experiencing difficulties or delays of some kind in receiving needed health care in the past year  
*Source: PRC, Davie County Community Health Survey, 2024*
- Over 60% percent of Key Informants indicated access to health care services to be a major or moderate problem for the county.  
*Source: PRC, Davie County Key Informant Survey, 2024*

## Strategy #1: Increase Access to Health Care

SPECIFIC INTERVENTIONS	COLLABORATIVE PARTNERS	OBJECTIVES
<ul style="list-style-type: none"> <li>Screen patients for transportation needs and barriers</li> <li>Create direct patient referrals to the Community Resource Hub powered by FindHelp</li> <li>Refer patients to Community Paramedics program</li> </ul>	<ul style="list-style-type: none"> <li>The Last Mile</li> <li>Davie Community Paramedics</li> <li>FindHelp</li> <li>FaithHealth Connectors</li> </ul>	<ul style="list-style-type: none"> <li>Improve access by addressing social drivers of health and mitigating barriers to care</li> </ul>

### MEASURING OUR IMPACT

- Number of QR code visits on Davie Wellness Path
- Number of patients served
- Number of community members educated at community events
- Number of individuals using the Community Resource Hub to locate services in Davie County

*\*Impact measures are subject to change depending on the direction of each intervention.*

# PRIORITY: Behavioral Health: Mental Health and Substance Use

## DESCRIPTION OF HEALTH NEED DATA:

- Of phone survey respondents, 23.8% said they have fair or poor mental health.  
*Source: PRC, Davie County Community Health Survey, 2024*
- 100% of key informants said that mental health was a major or moderate problem for the county.  
*Source: PRC, Davie County Key Informant Stakeholder Survey, 2024*
- Over 47% of phone survey respondents indicated life has been negatively affected by substance use.  
*Source: PRC, Davie County Community Health Survey, 2024*

## STRATEGY #1: Increase access to Drug Takeback Program

SPECIFIC INTERVENTIONS	COLLABORATIVE PARTNERS	OBJECTIVES
<ul style="list-style-type: none"> <li>• Educate patients and community members about drug take back program in the Davie Medical Center’s outpatient pharmacy.</li> </ul>	<ul style="list-style-type: none"> <li>• Medsafe</li> <li>• Pharmacy line</li> </ul>	<ul style="list-style-type: none"> <li>• Increase awareness for drug takeback program</li> <li>• Increase mental health treatment knowledge</li> </ul>

### MEASURING OUR IMPACT

- Number of individuals served through pharmacy events  
*\*Impact measures are subject to change depending on the direction of each intervention.*

## STRATEGY #2: Improve mental health through community collaborations and services

SPECIFIC INTERVENTIONS	COLLABORATIVE PARTNERS	OBJECTIVES
<ul style="list-style-type: none"> <li>• Screen for mental health challenges and provide pertinent resources</li> <li>• Form collaboration partnerships between faith community nurse, CareNet counselor and Davie Community Collaborative</li> </ul>	<ul style="list-style-type: none"> <li>• FaithHealth</li> <li>• CareNet Counseling</li> <li>• Community Paramedics Program</li> <li>• Davie Community Collaborative</li> </ul>	<ul style="list-style-type: none"> <li>• Increase awareness and access to mental health services in the community</li> <li>• Decrease suicide rates in Davie County</li> </ul>

### MEASURING OUR IMPACT

- Number of community members trained on MHFA, QPR and Companionship programs
- Number of patients screened for mental health concern by Faith Community Nurse  
*\*Impact measures are subject to change depending on the direction of each intervention.*

# PRIORITY: Social Drivers of Health: Food Security

## DESCRIPTION OF HEALTH NEED DATA:

- Over 90% of key informants said that social drivers of health is a major or moderate problem for the county.  
*Source: PRC, Davie County Key Informant Stakeholder Survey, 2024*
- Over 33% of phone survey respondents indicated food insecurity and nearly 12% said they went without electricity, water or heating in the home within the past year.  
*Source: PRC, Davie County Community Health Survey, 2024*

## STRATEGY #1: Increase Access and Response

SPECIFIC INTERVENTIONS	COLLABORATIVE PARTNERS	OBJECTIVES
<ul style="list-style-type: none"> <li>• Host a food drive in partnership with a food bank annually</li> <li>• Strengthen relationships with food banks in Advance, Cooleemee, and Mocksville</li> </ul>	<ul style="list-style-type: none"> <li>• FaithHealth</li> <li>• Second Harvest Food Bank</li> <li>• Our Daily Bread Food Pantry</li> <li>• A Storehouse for Jesus</li> <li>• Food ministries at The Bridge @ 197 Main</li> </ul>	<ul style="list-style-type: none"> <li>• Increase access to healthy food</li> </ul>

### MEASURING OUR IMPACT

- Number of individuals served and referrals provided
- Number of education sessions provided

*\*Impact measures are subject to change depending on the direction of each intervention.*

### Adoption of the Implementation Strategy

The Community Health Implementation Strategy report was reviewed by the Davie leadership team on April 29, 2025, and approved by the Wake Forest Baptist Health board of directors on May 7, 2025.

**Note:** Plans to address selected CHNA priorities are dependent upon resources and may be adjusted on an annual basis to best address the health needs of our community.