



UVA Health Culpeper Medical Center

Community Benefit Implementation Plan

(Culpeper County, Virginia)

2016-2018

Approved by Culpeper Medical Center Board of Trustees on November 15, 2017

Table of Contents

I. Introduction	
a) Organizational overview	3
b) Our community	4
II. Prioritized Health Needs	
a) Community Prioritization	8
b) Facility Prioritization	8
III. Issues identified for remediation	
a) Priority 1: Mental Health	10
b) Priority 2: Health Risk Factors and Chronic Disease Prevention	10
c) Priority 3: Access to Care	11
IV. Unaddressed needs	12
V. Role of the board and administration	14
VI. Appendix	

I. Introduction

UVA Health Culpeper Medical Center conducted a community health needs assessment in 2017 to identify the most pressing health needs in our community. The assessment is designed to identify the health needs of the most vulnerable populations in the community. UVA Health Culpeper Medical Center will enhance the community's health by offering health and wellness programming, clinical services and financial support in response to the specific health needs identified.

a. Organization Overview

UVA Health Culpeper Medical Center ("NHUVACMC") is an integral part of the Novant Health UVA Health System ("NHUVAHS"). NHUVAHS was formed in 2016 by Novant Health and the University of Virginia Health System, and is a regional nonprofit, integrated healthcare network of physician clinics, outpatient centers, and hospitals that serves patients and communities in Virginia.

NHUVACMC receives strategic planning, administrative, and other support from Novant Health, Inc., a member of the Novant Health UVA Health System.

Our employees and physician partners strive every day to bring our mission, vision and values to life. We demonstrate this commitment to our patients in many different ways. Our organization:

- Maintains an active community health outreach program.
- Demonstrates superior outcomes for many health conditions as indicated by our state and national quality scores.
- Creates innovative programs that address important health issues, with many of our programs and services being recognized nationally.
- Believes in its role as a good corporate citizen, working with community agencies and organizations to make our communities better places to live and work.

UVA Health Culpeper Medical Center, (NHUVACMC), is a 70-bed acute care community hospital offering a family birth center and 24/7 emergency department. By bringing together world-class technology and clinicians to provide quality care, we are committed to creating a healthcare experience that is simpler, more convenient and more affordable so patients can focus on getting better and staying healthy.

b. Our Community

Primary Service Areas

The Primary Service Area for UVA Health Culpeper Medical Center is defined by the zip codes that represent 75% to 85% of the hospital’s in-patient population as outlined below:

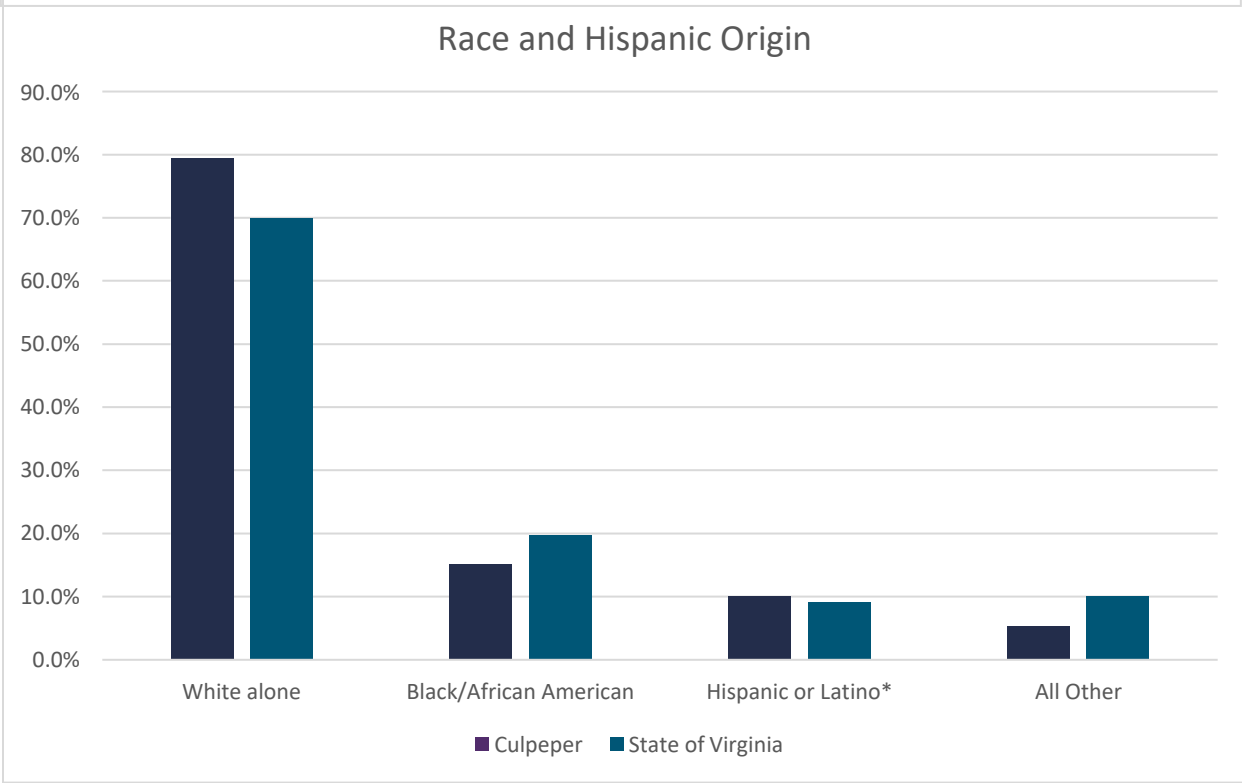
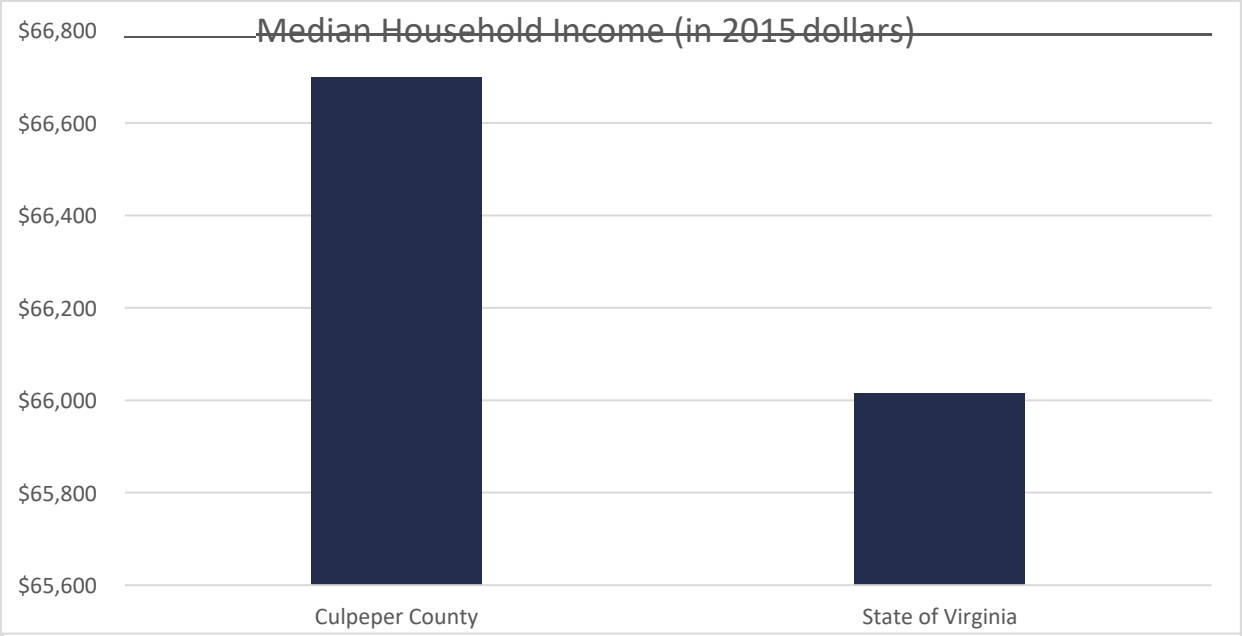
Zip Code	City	County/Jurisdiction
20106	Amissville	Culpeper
22701	Culpeper	Culpeper
22713	Boston	Culpeper
22714	Brandy Station	Culpeper
22718	Elkwood	Culpeper
22724	Jeffersonton	Culpeper
22726	Lignum	Culpeper
22729	Mitchells	Culpeper
22733	Rapidan	Culpeper
22735	Brightwood	Culpeper
22736	Richardsville	Culpeper
22737	Rixeyville	Culpeper
22741	Stevensburg	Culpeper

The primary service area includes Culpeper County, Virginia. Based on 2016 estimates, Culpeper County is the 37th out of 133 counties in the State of Virginia with just over 50,000 residents¹. Spread across the foothills of the Blue Ridge Mountains’ fields of the North Central Piedmont Region, Culpeper County, Virginia possesses a rural character displaying the natural splendor of rustic Virginia. Culpeper County has experienced small, but steady population growth (7.3%)² since the 2010 US Census.

According to the 2016 U.S. Census estimates, Culpeper County include the following demographic profiles:

¹ U.S. Census Bureau (2017). American FactFinder <https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=CF>

² U.S. Census Bureau (2017). US Census Bureau. <https://www.census.gov/quickfacts/fact/table/culpepercountyvirginia/AGE295216>



*Hispanics may be of any race, so also are included in applicable race categories

Population

Detailed demographic data for Culpeper County is outlined below:

Culpeper County Population by Race & Ethnicity (2016)

	Culpeper County	Virginia
Population Estimates	50,083	8,411,808
Persons under 5 years, percent 2016	6.5%	6.1%
Persons under 18 years, percent 2016	25.0%	22.2%
Persons 65 years and over, percent 2016	14.7%	14.6%
Female persons, percent 2016	49.9%	50.8%
White alone, percent 2016	79.5%	70.0%
Black or African American alone, percent 2016	15.1%	19.8%
American Indian and Alaska Native alone, percent 2016	0.7%	0.5%
Asian alone, percent 2016	1.6%	6.6%
Native Hawaiian and Other Pacific Islander alone, percent 2016	0.1%	0.1%
Two or More Races, percent 2016	2.9%	2.9%
Hispanic or Latino, percent 2016	10.1%	9.1%
Persons in Poverty, Percent 2016	10.2%	11.0%

Source: U.S. Census Bureau (2016).

Children and adolescents (age 0-18) make up an estimate of just over one-third (31.5%) of the population in Culpeper County and seniors (age 65 and over) make up 14.7% of the population. Since 2010, all areas have experienced steady population growth. Non-white minorities currently make up 30.5% of the racial demographic in Culpeper County.³

Population Educational Attainment, Culpeper County, 2015 (ages 25+)		Graduation and Degree Attainment, 2011-2015 (ages 25+)		
			Culpeper County	Virginia
< HS diploma/GED	16.3%			
HS diploma/GED	34.1%			
Some college or Associate's degree	27.7%	High school graduate or higher	83.8%	88.3%
Bachelor's degree	14.9%			
Graduate or professional degree	7.0%	Bachelor's degree or higher	21.9%	36.3%

*Some estimates presented in US Census data come from sample data, and thus have sampling errors that may render some apparent differences between geographies statistically indistinguishable.

83.8% of Culpeper residents are high school graduates, which is slightly lower than the State of Virginia rate of 88.3%. Culpeper residents earn a median income of \$66,697, which is only \$1,682 higher than the Virginia state average of \$65,015.² A key indicator to evaluate economic condition is the poverty

³ US Census Bureau (2017). American FactFinder www.factfinder.census.gov

rate. The poverty rate for Culpeper County residents is 10.2%, which is slightly lower than the rate of the Virginia state average of 11.0%.

II. Prioritized Health Needs

From participant responses, it was apparent that chronic disease prevention, health risk factors, mental health and substance abuse were the most important concerns of community residents. Other key data points included:

- When asked to identify the greatest health related concerns, respondents identified the following:
 - Substance Abuse (59.9%)
 - Mental health issues (38.3%)
 - Health risk factors (36.5%)
 - Chronic disease including cancer, diabetes and heart disease (34.3%)
 - Access to healthy foods (28.9%).
- When asked to identify which community health services need strengthening, respondents identified the following:
 - Behavioral Health/Mental Health Services (47.3%)
 - Substance Abuse Services (43.2%)
 - Homeless Services (41.8%)
 - Healthcare Coverage (34.7%)
 - Aging/Senior Services (32.1%)
 - Early Intervention for Children (23%)
 - Maternal, Infant and Child Services (15.6%)
 - Family Planning (13.5%).
- When asked to rate their own personal health, respondents rated themselves as the following: 12.1 % as very healthy, 47.2% as healthy, 33.1% as somewhat healthy, 6.3% as unhealthy, and 1.2% as very unhealthy.
- When asked about diagnosis of specific health conditions, respondents identified that they had been diagnosed with the following: 30.0% high blood pressure, 27.7% overweight/obesity, 25.8% high cholesterol, 23.8% depression or anxiety, 15.8% asthma, and 13.1% diabetes.

Based on these identified health needs, the following 8 social, clinical and behavioral health needs were identified as a significant need for Culpeper County:

1. Access to Healthcare (includes healthcare coverage, clinical services, pharmacy services, cancer services, primary care and specialty providers)
2. Aging Issues (includes available resources for seniors, elder-friendly housing, etc.)
3. Behavioral and Lifestyle Issues (includes physical inactivity, environment, access to healthy foods)
4. Chronic Disease Prevention (includes cancer, heart disease, stroke, diabetes, etc.)

5. Health Risk Factors (includes high blood pressure, obesity, high cholesterol, etc.)
6. Maternal/Infant Health (includes maternal and infant mortality)
7. Mental Health Issues (includes substance abuse, suicide)
8. Socioeconomic Issues (includes employment availability, homeless services and social support services)

a) Community Prioritization

In October 2017, survey results were presented to community members and stakeholders via electronic distribution, and both were asked to rank the top three health issues according to magnitude, severity, and scope of these issues. The outcomes from the priority survey exercises were weighted and ranked with the following results:

- 1) Mental Health
- 2) Health Risk Factors
- 3) Access to Healthcare
- 4) Chronic Disease Prevention
- 5) Behavioral and Lifestyle Issues
- 6) Aging Issues
- 7) Socioeconomic Issues
- 8) Maternal/Infant Health

Recommended Prioritized Health Outcomes

For each of the identified areas, recommendations were made for the top prioritized health needs. Below is a summary of those recommendations:

- *Mental health issues (includes substance abuse, suicide):* Increase in programming addressing mental health such as mental health first aid and/or support groups; partnerships and more coordinated efforts to connect community members to community agencies and substance abuse treatment facilities
- *Health Risk Factors and Chronic Disease Prevention (includes high blood pressure, obesity, high cholesterol; also includes prevention of cancer, heart disease, diabetes, etc.):* Increase in programming that addresses health risk factors with a focus on education and prevention
- *Access to Health Care (includes healthcare coverage, clinical and pharmacy services, cancer services, primary care and specialty providers):* Innovative partnerships to increase access to healthcare in rural areas, specialty provider recruitment and/or creation of a service that will create greater access to specialty providers

b) Facility prioritization

In addition to the community rankings, UVA Health Culpeper Medical Center reviewed the top five diagnosis codes for inpatient and outpatient hospital emergency room visits in 2016.

UVA Health Culpeper Medical Center Emergency Department Top 5 Diagnoses 2016

Top Inpatient ED Diagnosis 2016		Top Outpatient ED Diagnosis 2016	
Diagnosis	Volume	Diagnosis	Volume
Sepsis, unspec organism	375	Other chest pain	835
Pneumonia, unspec organism	149	Acute upper respiratory infection, unspecified	687
Acute kidney failure, unspec	106		
Chronic obstructive pulmonary dis w(acute) exacerbation	97	Urinary tract infection, site not specified	549
		Acute bronchitis, unspecified	474
Acute on chronic diastolic (congestive) heart failure	54	Strain of muscle, fascia and tendon of lower back, init.	412

A review of the hospital emergency room visits indicated that many of the top inpatient diagnosis codes are correlated with chronic issues that typically affect the aging population and also symptoms related to specific chronic diseases. Upon analysis of the outpatient diagnosis codes, it was apparent that many of the patients seen had symptoms that could be related to a number of chronic conditions, including (but not limited to) behavioral/lifestyle issues, chronic sinus, heart disease, obesity, and other chronic issues related to aging.

Upon a comprehensive review of the community’s recommended prioritized outcomes and Novant Health UVA Health System Culpeper Medical Center’s ED top 5 diagnosis codes, the UVA Health Culpeper Medical Center leadership team and Board of Trustees evaluated this information based on the scope, severity, health disparities associated with the need, and the estimated feasibility and effectiveness of possible interventions. Through this thorough evaluation, the team agreed on the following three top significant health priorities for UVA Health Culpeper Medical Center:

1. Mental Health
2. Health Risk Factors and Chronic Disease Prevention
3. Access to Care

III. Issues identified for remediation

In the following section UVA Health Culpeper Medical Center will address each of the top three prioritized needs. Each need includes actions that must be taken to achieve improved community health. Outlined within each need, UVA Health Culpeper Medical Center will identify the description of need, programs, resources and intended actions, anticipated impact, priority populations, evaluation plan, intervention strategies, tactics for achievement, growth targets, and community partners.

The following action plans were developed through evaluation of UVA Health Culpeper Medical Center programs and the U.S. Department of Health and Human Services “Healthy People 2020” topics. To determine anticipated impact, Healthy People 2020 objectives were reviewed and integrated into each priority area. As a leader committed to improving the nation’s health, it is

imperative to UVA Health Culpeper Medical Center that our guiding principles in defining our role in community health outreach and advocacy be well aligned with the Healthy People’s goal of achieving health equity and eliminating disparities. (See Appendix A for Healthy People 2020 objectives that were evaluated.)

a) Priority 1: Mental Health

In the Community Health Needs Assessment Survey, community residents were asked a series of questions related to health concerns. 59.9% of residents identified substance/drug abuse as a top concern and 38.3% of respondents identified mental health issues as a top concern. When asked about community services needing strengthening, 47.3% identified behavioral health/mental health services and 43.2% identified substance abuse services as services needing strengthening. Additionally 23.8% of respondents indicated that they had been told by a health professional that they had depression or anxiety.

Programs, resources and intended actions to address mental health: UVA Health Culpeper Medical Center provides community based behavioral services and will be involved in a large- scale community awareness campaign. All programs and services are intended to assist the community with varying needs of mental health support at times when they are needed most.

SIGNIFICANT HEALTH NEED		
MENTAL HEALTH		
COMMUNITY BENEFIT ACTIONS	PROGRAM	INTENDED OUTCOME
Community Partnership with Law Enforcement	Community partnership to decrease overdose	Support offered by providing Narcan (naloxone) and trainings to local law enforcement will help decrease the number of unintentional deaths related to overdose and help create a more coordinated system for community members to receive addiction services.
Community education and support services	Lecture series on mental health, postpartum depression and substance abuse support groups	Community education, support and awareness will increase navigation of community members to appropriate mental health resources.

b) Priority 2: Health Risk Factors and Chronic Disease Prevention

According to the Virginia Department of Health, the three leading causes of death in Culpeper County, Virginia in 2013 were cancer, heart disease and stroke, respectively. In the Community Health Needs Assessment Survey, 36.5% of community residents indicated that health risk factors (high blood pressure, obesity, high cholesterol, etc.) were of greatest concerns to the community’s wellbeing. 34.3% indicated that chronic disease (cancer, diabetes, heart disease, etc.) were of greatest concerns to the community’s wellbeing. Additionally, 30.0% of respondents reported that they had been told by a

health professional that they had high blood pressure, 25.8% high cholesterol, and 27.7% overweight or obesity.

Programs, resources and intended actions to address health risk factors: UVA Health Culpeper Medical Center offers programs to address chronic disease risk factors such as high blood pressure, high cholesterol, obesity and diabetes. Additionally, UVA Health Culpeper Medical Center collaborates with various community partners to support other chronic disease prevention programs throughout the community. All programs and partnerships are intended to increase early detection of risk factors, educate participants on chronic disease prevention, and lower overall health risk factors.

SIGNIFICANT HEALTH NEED		
HEALTH RISK FACTORS and CHRONIC DISEASE PREVENTION		
COMMUNITY BENEFIT ACTIONS	PROGRAM	INTENDED OUTCOME
Remarkable You Community screenings	Remarkable You community screening initiative	Early detection of high risk factors (high blood pressure, high BMI, high A1C) related to chronic disease (obesity, heart disease and diabetes) among participants will educate and participants and enable them to learn new skills to change unhealthy behaviors
Community education	Lectures on risk factors to chronic disease and chronic disease prevention	Knowledge level of participants will increase and participants will learn new skills to change unhealthy behaviors.

c) Priority 3: Access to Care and Chronic Disease Prevention

There is a significant body of evidence that indicates that health insurance coverage significantly increases patients’ access to care and use of preventive care, primary care, chronic illness treatment, medications and surgery.³ The 2016 US Census Bureau estimates indicate that 12.6% of Virginia residents under the age of 65 do not have health insurance⁶ and when surveyed in the Culpeper Community Health Needs Assessment, 28.7% of residents indicated that the availability of healthcare is one of the greatest health concerns to the community’s wellbeing. Additionally, multiple residents left comments in the survey about the need to have more specialty providers (endocrinologists, cardiologists, gastroenterologists) in the Culpeper community.

Programs, resources and intended actions to address access to care: UVA Health Culpeper Medical Center provides mobile mammography services and clinical breast exams to uninsured/underinsured women. All of these screenings are designed to expand access to screenings to underserved populations. Additionally, UVA Health Culpeper Medical Center is involved in the ongoing development of partnerships with local free clinics to help expand access to care for the underserved and in the ongoing recruitment of specialty providers to expand access to needed services in the community.

³ Benjamin D. Sommers, M.D., Atul A. Gawande, and Katherine Baicker. “Health Insurance Coverage and Health – What the Recent Evidence Tells Us” N Engl J Med 2017; 377:586-593. 2017 August 10

SIGNIFICANT HEALTH NEED		
ACCESS TO CARE		
COMMUNITY BENEFIT ACTIONS	PROGRAM	INTENDED OUTCOME
Community Cancer screenings	Novant Health mammography unit and community cancer screenings in underserved/uninsured populations	Additional screenings offered to underserved patients will expand access and increase the number of uninsured participants receiving services.

IV. Unaddressed health needs

Although UVA Health Culpeper Medical Center is working to address several significant needs in the community, we are unable to impact all identified county priorities, but will support community partners as appropriate with the following known issues:

Health Needs	Local Community Resources Addressing Needs
Aging Issues	<ul style="list-style-type: none"> • AARP • Adult Services and Adult Protective Services • Aging Together • Alzheimer’s Association Central and Western Virginia • Alzheimer’s Family Support Group • At Home Your Way • Culpeper Senior Center • Dementia Support Groups for Caregivers – Alzheimer’s Association • Dogwood Village Senior Living Support Group • Fauquier Adult Day Healthcare Center • In-Home Health Agencies • Memory Café • Overwhelmed How Can I Help, LLC • Protective Money Management Program • Rappahannock Rapidan Community Services • Reformation Lutheran Church Senior Adult Ministry • Senior Helpers of Central and Western Virginia • Senior Housing • Silver Citizens’ Club • The Place • Virginia Department of Aging and Rehabilitative Services

Behavioral and Lifestyle Issues	<ul style="list-style-type: none"> • Culpeper County Parks & Recreation • Girls on the Run Piedmont • LifeLifeWell, LLC
Maternal/Infant Health	<ul style="list-style-type: none"> • Culpeper YoungLives • Families First • Infant and Toddler Connection (ITC) • The Foster Care Program • The Parenting Cooperative Program • Smart Beginnings • UVA Pediatrics Culpeper • Head Start
Socioeconomic Issues	<p>Financial Assistance</p> <ul style="list-style-type: none"> • Community Touch • Enroll Virginia • First Call for Help/Piedmont United Way • People, Inc. • Protective Money management Program <p>Food Pantries:</p> <ul style="list-style-type: none"> • Clara’s House Food Pantry/Community Touch Inc. • Culpeper Farmer’s Market • Culpeper Senior Center • Culpeper United Mehtodist Church foodprogram • Empowering Culpeper USDA Food Distribution Program • Food Closet/St. Stephen’s Episcopal Church • Home Delivered Meals for Seniors (formerly known as Meals on Wheels) • Manna Ministry • Pilinut Press, Inc. • Power Pack Program • SHARE Food Network • Silver Citizen’s Club • SNAP/”Food Stamps” • The Salvation Amry Family Store • WIC Program <p>Housing</p> <ul style="list-style-type: none"> • Amerisist of Culpeper • Blue Ridge Christian Home • Center of Hope Shelter • Culpeper Winter Heat Shelter • Culpeper Housing and Shelter Services

	<ul style="list-style-type: none"> • Fauquier Family Shelter Services, Inc. • SAFE: Services to Abused Families, Inc. • Section 8 Housing • Victory Transitional Housing/Community Touch Inc • Vint Hill Transitional Housing <p>Transportation</p> <ul style="list-style-type: none"> • Culpeper Cab Company • Foothills Area Mobility System Call Center (FAMS) • Foothills Express • Logisticare (Medicaid-reimbursed transportation) • Virginia Handi-Ride) • Virginia Regional Transit (VRT) <p>Workforce Development/Job Training:</p> <ul style="list-style-type: none"> • Culpeper Human Services <ul style="list-style-type: none"> ○ Career Resource Center • Culpeper CAN (Christians Are Networking) • Culpeper Workforce Center and Goodwill Job Hunt Center • Didlake • Division of Rehabilitative Services, Virginia DARS • Pathways, Inc. • The Lighthouse Project, Empowering Women • Sam’s Place/Culpeper Department of Social Services • Supplemental Nutrition Assistance Program (SNAP) • Temporary Assistance to Needy Families (TANF) • Virginia Employment Commission Charlottesville Office • Virginia Initiative for Employment not Welfare (VIEW)
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V. Role of the board and administration

The NHUVACMC Board of Trustees and NHUVACMC administration are active participants in the community benefit process. Through strategic planning initiatives focused on chronic disease, community health outreach, and access to care, leadership provides direction on actions and intended impact, and serves as the approving body for the community health needs assessment and community benefit implementation plan. Administrative leaders serve on the County assessment process teams, priority setting committee and action planning team and hospital board members participate and provide influence to the community benefit plans. All members are actively involved in the priority setting discussion and outreach planning process. Additionally, community benefit reports are provided to the board and facility leadership teams throughout the calendar year for ongoing education.

Appendix A: Community Organizations supporting the NHUVACMC CHNA

Organizations:
Orange Free Clinic
Madison Free Clinic
Free Clinic of Culpeper
Piedmont United Way
Culpeper County School System
Public Safety
Culpeper Wellness Foundation
Culpeper Human Services
Culpeper County Department of Social Services
The Virginia Health Department
Other town and County representatives