



Novant Health UVA Health System Prince William Medical Center

Community Benefit Implementation Plan

(Prince William County, Manassas City, and Manassas Park)

2016-2018

Approved by the Prince William Health System and Prince William Hospital Board of Trustees on November 17, 2016

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I. Introduction

Novant Health UVA Health System Prince William Medical Center, in partnership with the Community Healthcare Coalition of Greater Prince William conducted a community health needs assessment in 2016 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. Novant Health UVA Health System Prince William 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

Novant Health UVA Health System Prince William Medical Center is an integral part of the Novant Health system (collectively known as "Novant Health"). Novant Health is a non-profit integrated health care system of 14 medical centers and a medical group with over 500 clinic locations. Other facilities and programs include outpatient surgery and diagnostic centers, charitable foundations, rehabilitation programs, and community health outreach programs. Novant Health and its affiliates serve their communities with programs including health education, home health care, prenatal clinics, community clinics and immunization services. Novant Health's over 25,000 employees and physician partners care for patients and communities in North Carolina, Virginia, South Carolina and Georgia.

Mission

Novant Health exists to improve the health of our communities, one person at a time.

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.

Novant Health UVA Health System Prince William Medical Center is a 170-bed acute care community hospital offering a wide range of services in emergency, heart and vascular, orthopedics and spine, imaging, women's and children's health, cancer, fitness and wellness, rehabilitation, behavioral health, comprehensive outpatient care and assisted living. 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 and Secondary Service Areas

The Primary Service Area for Novant Health UVA Health System Prince William 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
20108	Manassas	Manassas City
20109	Manassas	Prince William
20110	Manassas	Manassas City
20111	Manassas	Prince William
20112	Manassas	Prince William
20113	Manassas	Manassas Park
20136	Bristow	Prince William
20181	Nokesville	Prince William
20182	Nokesville	Prince William

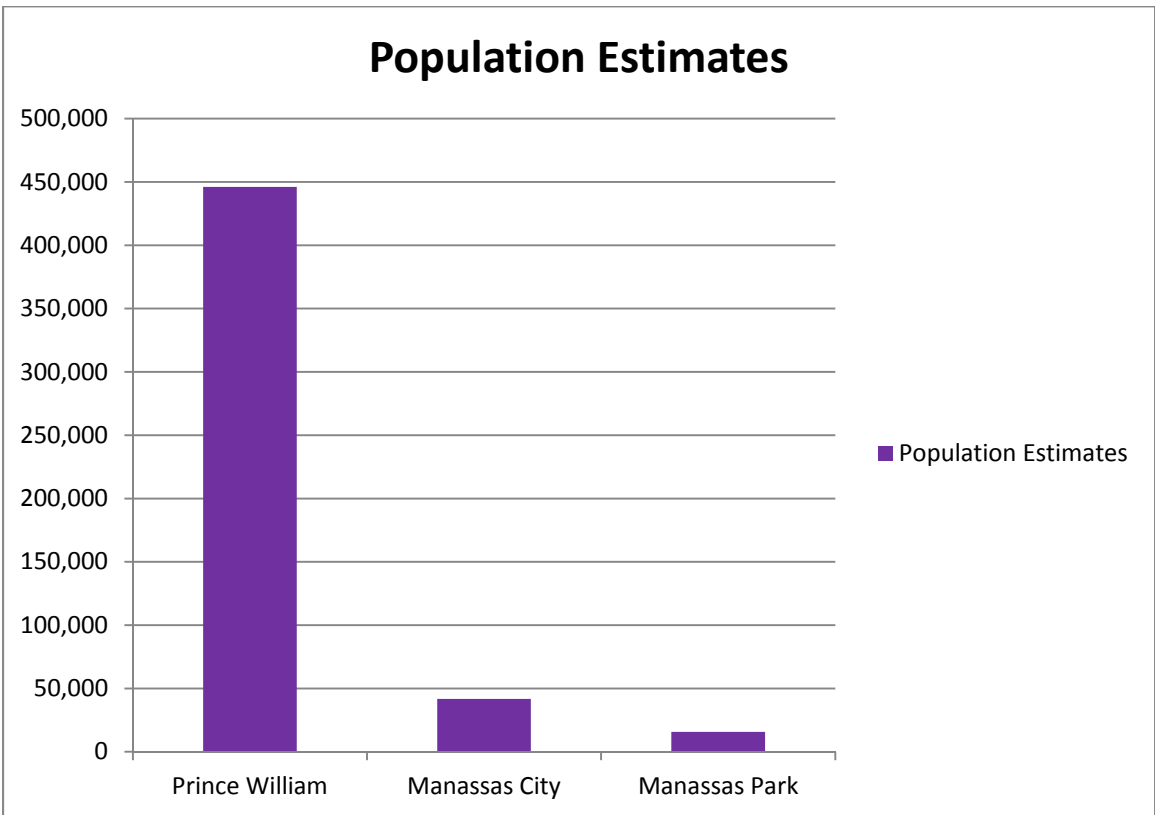
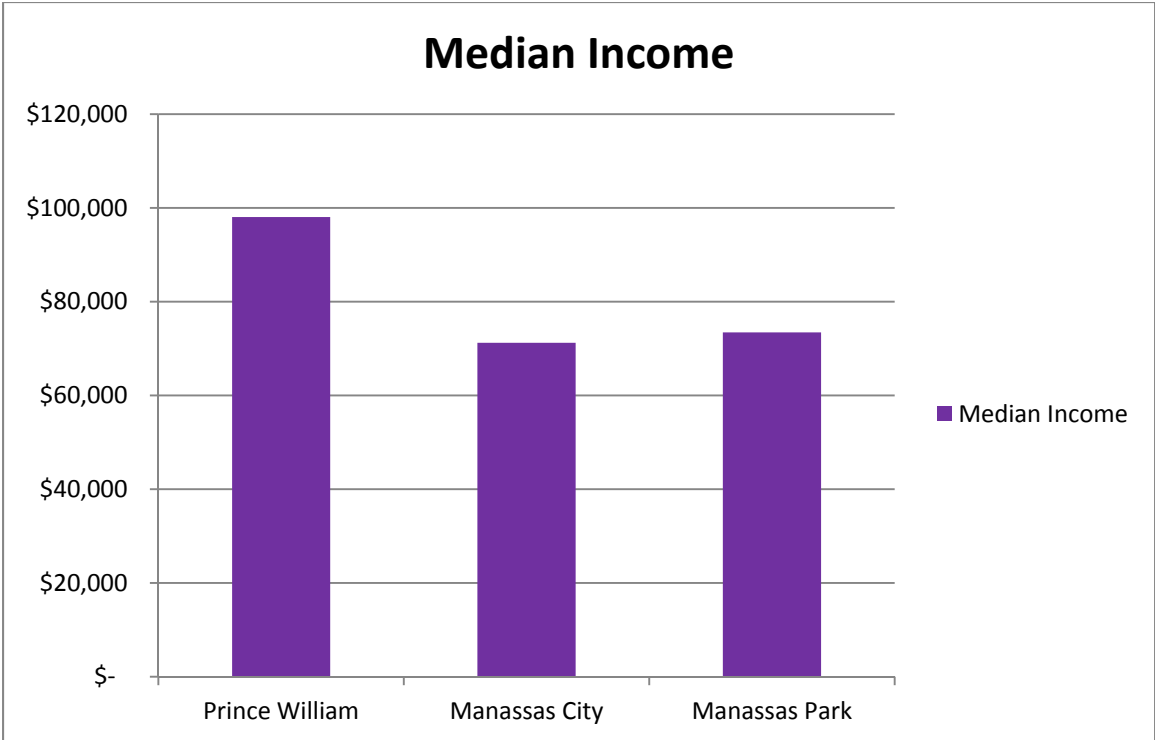
The primary service area includes Prince William Count, Manassas City and Manassas Park, Virginia. Based on 2014 estimates, Prince William County remained the second-most populous county in the State of Virginia with just over 446,000 residents¹. Manassas City has an estimated population of 41,764 residents² and Manassas Park has an estimated population of 15,726 residents.³ Prince William, Manassas City and Manassas Park all have experienced steady population growth since the 2010 US Census.

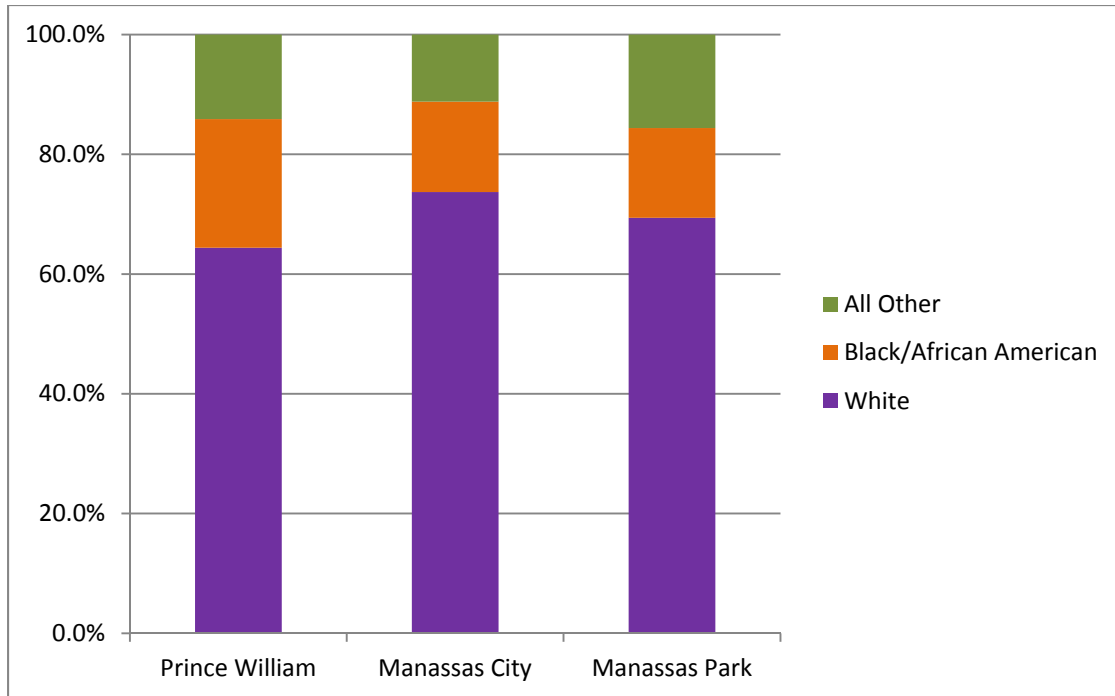
According to the 2014 U.S. Census estimates, the aforementioned counties include the following demographic profiles:

¹ U.S. Census Bureau (2015). State & County QuickFacts. <http://quickfacts.census.gov/qfd/states/51/51153.html>

² U.S. Census Bureau (2015) State & County QuickFacts <http://www.census.gov/quickfacts/table/PST045214/51683>

³ U.S. Census Bureau (2015) State & County QuickFacts <http://www.census.gov/quickfacts/table/PST045214/51685>





Population

Detailed demographic data for Prince William and Fauquier County is outlined below:

Prince William & Fauquier County Population By Race & Ethnicity (2014)

	Prince William County	Manassas City	Manassas Park	Virginia
Population Estimate	446,094	42,081	15,174	8,326,289
Persons Under 5 Years, percent 2014	7.9%	8.6%	5.1%	6.2%
Persons Under 18 Years, percent 2014	28.1%	27.0%	24.9%	22.4%
Person 65 Years & Over, percent 2014	8.3%	8.2%	7.5%	13.8%
Female Persons, percent 2014	50.2%	49.7%	49.1%	50.8%
White Alone, percent 2014	64.4%	73.7%	69.4%	70.5%
Black/African-American Alone, percent 2014	21.5%	15.1%	15.0%	19.7%
American Indian & Alaska Native Alone, percent 2014	1.1%	1.3%	1.3%	0.5%
Asian Alone, percent 2014	8.4%	6.0%	10.3%	6.3%
Native Hawaiian & Other Pacific Islander Alone, percent 2014	0.2%	0.2%	0.1%	0.1%
Two or More Races, percent 2014	4.4%	3.7%	3.7%	2.8%
Hispanic or Latino, percent 2014	22.0%	33.7%	35.5%	8.9%

Source: U.S. Census Bureau (2014).

Children and adolescents make up an estimate of over one-third (36.0%) of the population in Prince William County, over one-third (35.6%) of the population in Manassas City and one-third (30.0%) of the population in Manassas Park. Seniors make up 8.3%, 8.2% and 7.5% of the population in the three areas, respectively. Since 2010, all areas have experienced steady population growth. Non-white minorities currently make up over one-third (35.6%) of the racial demographic in Prince William County, a little over one-quarter (26.3%) of the racial demographic in Manassas City, and just over one-third (30.6%) of the racial demographic in Manassas Park.

Median Household Income		Population Educational Attainment & Poverty Level				
Prince William County	\$98,071	Education & Poverty Level	Prince William County	Manassas City	Manassas Park	Virginia
Manassas City	\$71,215	< HS diploma/GED	10.9%	*	*	12.5%
Manassas Park	\$73,460	HS diploma/GED	89.1%	82.7%	81.1%	87.5%
Virginia	\$63,907	Bachelor's degree	38.1%	29.1%	26.3%	35.2%
		Persons below poverty level, percent (2009-2013)	6.3%	9.8%	8.9%	11.3%

*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.

Prince William County, Manassas City and Manassas Park residents earn a median income that is higher than the Virginia state average.⁴ A key indicator to evaluate economic condition is the poverty rate. The poverty rate for Prince William County, Manassas City and Manassas Park residents is lower than the rate of the Virginia state average (6.3%, 9.8%, and 8.9% respectively).

II. Prioritized Health Needs

Identified Significant Health Needs

From participant responses, it was apparent that behavioral risk factors, access to care and substance abuse were the most important concerns of community residents. Other key data points included:

- When asked to identify the greatest public health concerns, respondents identified the top 10 health concerns as the following: 1) cost of healthcare, 2) drug use/abuse, 3) obesity, 4) mental

⁴ U.S. Census Bureau, 2014 American Community Survey.
http://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_14_5YR_B19001&prodType=table

health issues, 5) distracted driving, 6) access to healthy foods, 7) availability of health care, 8) lack of exercise, 9) alcohol use/abuse, and 10) dental care.

- Regarding personal health responses, 85.2% reported their health was good to excellent; 75% reported seeing a primary care provider within the past year; 72% reported having a preventive health service within the past year.
- Regarding access to care, 80% reported that they strongly agree or agree that they are able to get the healthcare that they need (29% and 51%, respectively); 31% strongly agree or agree that they must travel outside of their community for healthcare (8% and 23%, respectively), while 58% strongly disagree or disagree that they must travel outside of their community for healthcare.

a) Community Prioritization

In May and June 2016, two community town hall meetings were held to present survey results and ask community members and stakeholders to rank the top three health issues according to magnitude of these issues and years of potential life lost. The outcomes from the priority focus exercises were combined with the following results:

- 1) Access to healthy foods
- 2) Alcohol use/abuse
- 3) Availability of healthcare
- 4) Cost of healthcare
- 5) Dental care
- 6) Distracted driving
- 7) Drug use/abuse
- 8) Lack of exercise
- 9) Mental health issues
- 10) Obesity

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:* Increase programming addressing mental health and coordinate efforts through community agencies.
- *Cost of Healthcare:* Identify key partnerships through the healthcare coalition and other agencies to address healthcare costs and create innovative approaches that would assist in lowering the cost of healthcare services.
- *Alcohol and Other Drug Use/Abuse:* Integrate substance abuse screenings and treatments into a primary care setting, carefully collaborate between providers, case managers, behavioral health consultants and mental health specialists to help educate, improve mental health, patient engagement and reduce drug and alcohol use.
- *Dental Care:* Provide services and programming related to making dental care more widely available throughout the community to those in need. Work with local dentists to provide more community outreach.

b) Facility prioritization

In addition to the community rankings, Novant Health UVA Health System Prince William Medical Center reviewed the top five diagnosis codes for inpatient and outpatient hospital emergency room visits year-to-date January to July 2015.

Novant Health UVA Health System Prince William Medical Center Emergency Department
Top 5 Diagnoses YTD Jan-July 2015

Inpatient		Outpatient	
Diagnosis	Volume	Diagnosis	Volume
Urinary tract infection NOS	28	Otitis media NOS	515
Chest pain NEC	13	Chest pain NEC	471
Noninf gastroenterit NEC	10	Abdmnal pain unspcf site	454
Chest pain NOS	7	Urinary tract infection NOS	452
Acute pharyngitis	3	Noninf gastroenterit NEC	451

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 heart disease. 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) chronic sinus, heart disease, obesity, diabetes and other chronic issues related to aging.

Upon a comprehensive review of the community’s recommended prioritized outcomes and Novant Health UVA Health System Prince William Medical Center’s ED top 5 diagnosis codes, the Novant Health UVA Health System Prince William 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 four top significant health priorities for Novant Health UVA Health System Prince William Medical Center:

1. Diabetes
2. Obesity
3. Other Chronic Diseases, including cancer, heart disease and stroke
4. Mental health, including substance use and abuse

III. Issues identified for remediation

In the following section Novant Health UVA Health System Prince William 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, Novant Health UVA Health System Prince William 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 Novant Health UVA Health System Prince William 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 Novant Health UVA Health System Prince William 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: Diabetes

Since 1999, Diabetes has moved up as a leading cause of death in Virginia and disproportionately affects African-Americans.

Programs, resources and intended actions to address diabetes: Novant Health UVA Health System Prince William Medical Center offers community based services including education for diabetes prevention and diabetes management, as well as glucose and A1C screenings. All of the these programs are intended to increase awareness of diabetes, promote healthy lifestyles that prevent disease, provide education around management and monitoring techniques and support patients through the initial stages of diagnosis and treatment.

SIGNIFICANT HEALTH NEED		
DIABETES		
COMMUNITY BENEFIT ACTIONS	PROGRAM	INTENDED OUTCOME
Community A1C screenings	Remarkable You community screening initiative in high African American populations	Early detection of undiagnosed prediabetic and diabetic participants will increase
Community diabetes education	Lecture series on diabetes prevention	Knowledge level of participants will increase and participants will learn new skills to change unhealthy behaviors

b) Priority 2: Obesity

In the Community Health Check Survey, community residents were asked a series of questions related to health behavior concerns. 29.41% of respondents identified obesity as a top concern and 20.37% identified lack of exercise as a top concern.

Programs, resources and intended actions to address obesity: Novant Health UVA Health System Prince William Medical Center offers programs to address obesity, including body mass index screenings, and nutrition education. Additionally, Novant Health UVA Health System Prince William Medical Center

collaborates with various community partners to support other nutrition and fitness programs throughout the community. All programs and partnerships are intended to increase exposure and access to healthy foods, decrease weight loss and lower overall health risk factors.

SIGNIFICANT HEALTH NEED		
OBESITY		
COMMUNITY BENEFIT ACTIONS	PROGRAM	INTENDED OUTCOME
Community Body Mass Index (BMI) screenings	Remarkable You community screening initiative	Early detection of undiagnosed obese participants will increase and participants will learn new skills to change unhealthy behaviors
Community nutrition education	Lectures on healthy eating and weight management	Knowledge level of participants will increase and participants will learn new skills to change unhealthy behaviors. Cost savings from healthy lifestyle change attributed to participation in weight management programs

c) Priority 3: Other Chronic Diseases, including heart disease, cancer and stroke

Cancer and heart disease are ranked the first and second leading causes of death, respectively, in Virginia. Since 1999, the death rate for both cancer and heart disease has decreased.

Programs, resources and intended actions to address other chronic diseases: Novant Health UVA Health System Prince William Medical Center provides mobile mammography services and clinical breast exams to uninsured/underinsured women. All of these screenings are designed to increase early detection of cancer. Additionally, Novant Health UVA Health System Prince William Medical Center offers heart risk assessments, vascular screenings, and cardiac education that are designed to increase the community’s awareness of risk factors, prevent unnecessary cardiac related problems, and connect individuals to prevention and management services.

SIGNIFICANT HEALTH NEED		
OTHER CHRONIC DISEASES – including heart disease, cancer and stroke		
COMMUNITY BENEFIT ACTIONS	PROGRAM	INTENDED OUTCOME
Community Cancer screenings	Novant Health mammography unit and community cancer screenings in racial minority populations	Participants will change beliefs about importance of annual screening for early detection and increase adherence for follow up appointments.

Community education	Lectures on healthy lifestyles and heart disease, stroke and/or cancer prevention	Knowledge level of participants will increase and participants will learn new skills to change unhealthy behaviors
Cardiac screenings	Heart health screenings for community-at-large	Detection of undiagnosed heart disease risk factors among participants will increase

d) Priority 4: Mental Health

In the Community Health Check Survey, community residents were asked a series of questions related to health behavior concerns. 27.23% of respondents identified mental health issues as a top concern, 29.52% identified drug use/abuse as a top concern, and 18.95% of respondents identifying alcohol use/abuse as a top concern.

Programs, resources and intended actions to address mental health: Novant Health UVA Health System Prince William 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 education	Mental health community campaign	Community education and awareness will increase navigation of community members to appropriate mental health resources.

IV. Unaddressed health needs

Although Novant Health UVA Health System Prince William 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
<ul style="list-style-type: none"> • Access to healthy foods • Availability of healthcare • Cost of healthcare • Dental care 	<ul style="list-style-type: none"> • Manassas Midwifery • Novant Health UVA Health System Prince William Medical Center • Novant Health UVA Health System Haymarket Medical Center • Prince William Health District • Sentara Northern Virginia Medical Center • Special Supplemental Nutrition Program for Woman Infants and Children (WIC) • Action in Community through Service (ACTS) • Court Appointed Special Advocates (CASA) • Children’s Intervention Services of Greater Prince William • Fauquier & Rappahannock • Early Childhood Partnership • Greater Prince William Coalition for Human Services • Manassas City Police Department • Manassas City Public Schools • Manassas Park Department of Parks & Recreation • National Alliance on Mental Illness – Prince William • Northern Virginia Family Service • Phoenix Counseling Services, PLLC, • Prince William County At-Risk Youth & Family Services • Prince William County Community Services • Prince William County Public Schools • Prince William County Public Schools-Head Start • Prince William Health District, Sentara Healthcare • Smart Beginnings Greater Prince William Virginia • Cooperative Extension- Prince William County • Greater Prince William Community Health Center • Neighbor’s Keeper • Prince William Area Free Clinic • Prince William Community Services • Prince William Health Partnership • Prince William Speech and Hearing Center • Sentara-Potomac Hospital

	<ul style="list-style-type: none"> • Virginia Cooperative Extension
Mental health resources including: <ul style="list-style-type: none"> • Alcohol use/abuse • Drug use/abuse 	<ul style="list-style-type: none"> • ACTS, Inc • American Red Cross, Prince William Chapter • Legal Service of Northern Virginia • Manassas Park Department of Social Services • Salvation Army Prince William Corps • National Counseling Group • Phoenix Family Counseling & Play Therapy Center • Didlake, Inc. • Independence Empowerment Center, Inc. • Manassas/Manassas Park Disabilities Services • Prince William County Disabilities Services Board
Social Needs addressing: <ul style="list-style-type: none"> • Distracted driving • Food assistance • Housing • Transportation • Workforce Development 	<ul style="list-style-type: none"> • Manassas Park Department of Social Services • United Way of the National Capital Area • Northern Virginia Family Service/SERVE • The Northern Virginia Urban League • The SkillSource Group • Catholics for Housing • Habitat for Humanity • Transportation Commission • Prince William County Housing and Community Development • Project Mend-A-House • Transitional Housing • BARN, Inc.
Wellness Resources addressing: <ul style="list-style-type: none"> • Lack of exercise • Obesity 	<ul style="list-style-type: none"> • Prince William Health District • Prince William County Government Parks & Recreation • YMCA of Metropolitan Washington

V. Role of the board and administration

The Novant Health Northern Virginia Board of Trustees and Novant Health UVA Health System Prince William Medical Center 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 Health Coalition of Greater Prince William

Agency
George Mason University
Greater Prince William Community Health Center
Kaiser Permanente
Novant Health UVA Health System
Potomac Health Foundation
The Prince William Health District
Sentara Northern Virginia Healthcare