Atrium Health Wake Forest Baptist High Point Medical Center 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 High Point Medical Center's plans to address their prioritized community health needs.

SUMMARY OF CHNA PROCESS

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

The Atrium Health Wake Forest Baptist High Point 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 301 Guilford County residents completing questions related to the top health needs in the community, individuals' perception of their overall health, access to health services, and social drivers of health.

Stakeholder Interviews (primary data): Conducted through an online survey with internal and external community stakeholders. These 17 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

- Cancer
- Diabetes
- Disabling Conditions
- Heart Disease & Stroke
- Infant Health & Family Planning
- Injury & Violence
- Mental Health
- Nutrition, Physical Activity & Weight
- Respiratory Disease
- Sexual Health
- Substance Abuse
- Tobacco Use

Atrium Health Wake Forest Baptist

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The top health issues identified were presented to the Atrium Health Wake Forest Baptist High Point 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 High Point Medical Center has prioritized these significant health needs to address in 2025-2027:

Significant Need	Implementation Strategy Selection Reasoning
Social Drivers of Health	The socioeconomic and environmental conditions where people live, work, learn, play and pray have a direct impact on a wide range of health and quality of life outcomes. They have an impact on all health outcomes and were noted by the key informants as a top concern. Of note, Guilford County has a high percentage of population in poverty and with low food access when compared to North Carolina and the US.
Maternal and Infant Health	Guilford County has a higher incidence of Infant Deaths at 8.5 per 1000 births than the State (6.6) or the US (5.7). Keeping infants healthy starts with making sure women get high-quality care during pregnancy and improving women's health in general. The data also reflects a higher incidence of infant deaths for some populations.
Chronic Disease: Heart Disease and Stroke	Prioritizing the management and prevention of heart disease and stroke, 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. Key informants ranked heart disease and stroke as a top concern and noted the disproportionate impact on some populations.

PRIORITY: Social Drivers of Health: Food Access

IMPACT:
Improve health among residents by creating conditions that provide access to healthy food to support overall health and well-being.

DESCRIPTION OF HEALTH NEED DATA:

- 39% of survey respondents met the criteria for Food Insecurity. The response was higher for people of color at 59%

  Source: PRC, Guilford County Community Health Survey, 2024

- From the Key Informant Survey, 100% of respondents believed social drivers of health to be a major to moderate problem for Guilford County.

  Source: PRC, Guilford County Key Informant Survey, 2024

STRATEGY #1: Increase Access to Food Resources

SPECIFIC INTERVENTIONS	COLLABORATIVE PARTNERS	OBJECTIVES
• Provide food resource guides for patients meeting criteria for Food Insecurity. • Connect applicable patients 60+ with food resources including hot delivered meals. • Provide resources to patients meeting criteria for Food Insecurity including grocery store gift cards and/or food boxes at discharge.	• Greater High Point Food Alliance • United Way of High Point • Second Harvest • Sodexo Magic • Senior Services	• Reduce preventable Emergency Department visits and readmissions • Increase access to food resources

MEASURING OUR IMPACT

- Number of patients meeting criteria who are connected with some type of food resource.
- Number of referrals to Senior Resources.

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

PRIORITY: Maternal and Infant Health

IMPACT:

Improve access to care both during and after pregnancy to support healthy birth outcomes including C-Section rates, low-weight births and infant mortality.

DESCRIPTION OF HEALTH NEED DATA:

- 10% of live births in Guilford County are low-weight births.

  Source: National Vital Statistics – Natality, Centers for Disease Control and Prevention, Retrieved May 2024 via Metopio.

- The infant mortality rate for Guilford County is 8.5 per 1,000 live births with a Healthy People 2030 goals of 5.0 or lower.

  Source: National Vital Statistics – Natality, Centers for Disease Control and Prevention, Retrieved May 2024 via Metopio.
  US Department of Health and Human Services. Healthy People 2030. https://health.gov/healthypeople

STRATEGY #1: Decrease 1st time C-section rates.

SPECIFIC INTERVENTIONS	COLLABORATIVE PARTNERS	OBJECTIVES
• Provide education and training for team members and providers. • Revamp the OB nurse navigator program to better partner with clinics and community resources with a focus on prenatal care. • Provide support resources including food/gift cards to support healthy prenatal care.	• Foundation for a Healthy High Point • High Point Regional Foundation • Every Baby Guilford	• Decrease 1st time C-section rates.

MEASURING OUR IMPACT

- 1st time C-section rates.
- Number of team members participating in education opportunities.
- Number of patients supported by the OB navigator.
- Number of patients receiving food/gift cards.

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

PRIORITY: Chronic Disease: Heart Disease and Stroke

IMPACT:
Increased awareness of the risk factors leading to heart disease and stroke. Improve access to resources to support heart disease and stroke prevention.

DESCRIPTION OF HEALTH NEED DATA:

- The prevalence of heart disease in Guilford County is 8.4% and the prevalence of stroke is 4.4%
  Source: PRC, Guilford Community Health Survey, 2024 [Item 22].
- 88% of the adults surveyed in Guilford County report at least one Cardiovascular risk factor.
  Source: PRC, Guilford Community Health Survey, 2024 [Item 100].

STRATEGY #1: Provide education opportunities and improve access to resources to support health and prevention of heart disease and stroke.

SPECIFIC INTERVENTIONS	COLLABORATIVE PARTNERS	OBJECTIVES
• Provide community screenings and education opportunities. • Bring together community resources for easy patient access. • Provide scholarships for the cardiac rehab program.	• High Point Regional Foundation • High Point Library • Foundation for a Healthy High Point • Healthy People Healthy Carolinas	• Increase education on risk factors for heart disease and stroke. • Increase access to resources to support healthy eating and active living.

MEASURING OUR IMPACT

- Number of community screenings and education sessions.
- Number of scholarship participants in the cardiac rehab program.

**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 adopted by the Wake Forest Baptist High Point Medical Center board of directors on April 25, 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.