Atrium Health Wake Forest Baptist

Hugh Chatham Memorial Hospital Community Health Implementation Strategy

January 1, 2026 - December 31, 2028

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 Hugh Chatham Memorial Hospital's plans to address their prioritized community health needs.

SUMMARY OF CHNA PROCESS

In 2025, Hugh Chatham Memorial Hospital conducted a Community Health Needs Assessment (CHNA) in Surry, Wilkes, Yadkin, and Alleghany counties, which consisted of a comprehensive presentation and analysis of both qualitative and quantitative data.

The Hugh Chatham Memorial Hospital CHNA relies on multiple sources of information:

Community Health Survey (primary data): Online surveys were conducted from February through April 2025, with nearly 7,500 responses regionally and 653 within the service area. Residents completed 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, including opportunities for a healthier community.

Key Informant Focus Group (primary data): Conducted through an in-person focus group with leaders who have a broad knowledge of the health of the community. These individuals helped to identify the community's most pressing health issues and effective improvement strategies.

Metopio (secondary data): Advocate 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 demographics when the data is available (Metopio: https://public.metop.io).

County Health Rankings and Roadmaps: Surry, Wilkes, Yadkin and Alleghany Counties (secondary data): A program of the University of Wisconsin Population Health Institute provides a compilation of data using county-level measures from a variety of national and state data sources

Top Health Issues Identified

- Access to Care
- Alcohol and Substance Use
- Chronic Disease and Prevention
- Economic Stability/Social Drivers of Health
- Mental Health

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The top health issues identified were presented to the Hugh Chatham Memorial Hospital 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, Hugh Chatham Memorial Hospital has prioritized the following significant health needs to address in 2026-2028:

Significant Need	Implementation Strategy Selection Reasoning
Access to Care	Access to care means having the ability to obtain affordable, relevant health services and wellness programs that raise the quality of life for everyone. It includes local options for basic health care like screening and prevention services and having access to health care providers when urgent health care needs arise.
Behavioral Health: Mental Health and Substance Use	Mental health—our emotional, psychological, and social well-being—affects how we handle stress, build relationships, and make decisions, and it is more than the absence of illness; it's the ability to thrive. Alcohol and substance use, including tobacco, illicit drugs, and prescription misuse, contribute to preventable health issues and social challenges, and are closely tied to mental health conditions like depression, anxiety, and trauma. These issues often co-occur, creating complex barriers to recovery and highlighting the need for integrated prevention, treatment, and support strategies. (CDC, 2025)

PRIORITY: Access to Care

DESCRIPTION OF HEALTH NEED DATA:

- 31.5% of adults surveyed reported that someone in their household delayed or did not receive needed health care in the past year.
- Medical debt in the United States averages 5.0%, with North Carolina experiencing a higher rate of 8.5%. The Hugh Chatham service area has an even higher medical debt rate of 10.41%.
- Family Medicine providers per capita (per 100,000 residents) – in the Hugh Chatham service area is 21.03 which is significantly lower than the state at 30.79.
- The Hugh Chatham service area has 44.2 Primary Care Providers per capita, significantly lower than North Carolina's at 83.9 and the United States at 90.8.

STRATEGY #1: Increase healthcare access points for patients

COLLABORATIVE PARTNERS

- Grace Clinic
- Yadkin Valley Economic Development District Incorporated (YVEDDI) Public Transportation
- Hugh Chatham service lines

MEASURING OUR IMPACT

- Number of new appointments at Grace Clinic
- Number of virtual care visits of each type (Primary Care, Urgent Care, Virtual Emergency Visits)
- Number of expanded Grace Clinic services in new building

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

STRATEGY #2: Begin Family Medicine residency program to increase providers in the area

COLLABORATIVE PARTNERS

- Hugh Chatham Family Medicine Residency program

MEASURING OUR IMPACT

- Number of patients being seen by residents – Number of new appointments for patients being seen by residents

PRIORITY: Behavioral Health: Mental Health and Substance Use

DESCRIPTION OF HEALTH NEED DATA:

- Of survey respondents, substance use ranked as one of the top most important health related challenges in the community.
- The Hugh Chatham service area has a 17.3 alcohol-related mortality rate (deaths per 100,000) which has increased 6% in the last three years. This is a notable concern for the service area compared to the North Carolina rate of 11.56 and the United States at 12.81.
- Drug overdose deaths have significantly increased in the last 4 years from 26.37 deaths pers 100,000 to 42.19.
- In the service area, 30.97% of respondents reported that they did not receive the mental health care needed.

Strategy #1: Increase access to MAT (medication assistance treatment)

COLLABORATIVE PARTNERS

- LME (Local Management Entity)
- Surry County Opioid Response Team
- Local EMS

MEASURING OUR IMPACT

- Number of family medicine providers who provide MAT initiation
- Number of Narcan prescriptions written by primary care and ED providers
- Number of ED visits related to substance use
- Number of opioid deaths in Surry County

*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 Hugh Chatham Memorial Hospital Board of Directors on February 23, 2026.

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.