



Vidant Health's Partnership with NC
DHHS to Increase **C**COVID-19 Testing
to **H**High-Priority **& M**Marginalized
PPopulations (CHAMP)

Carolinas Pandemic
Preparedness Task Force

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Vice President, Systems & Procedures

February 28, 2022



VIDANT HEALTH™

We Are Vidant Health



Mission, Vision, and Values



Our mission To improve the health and well-being of eastern North Carolina

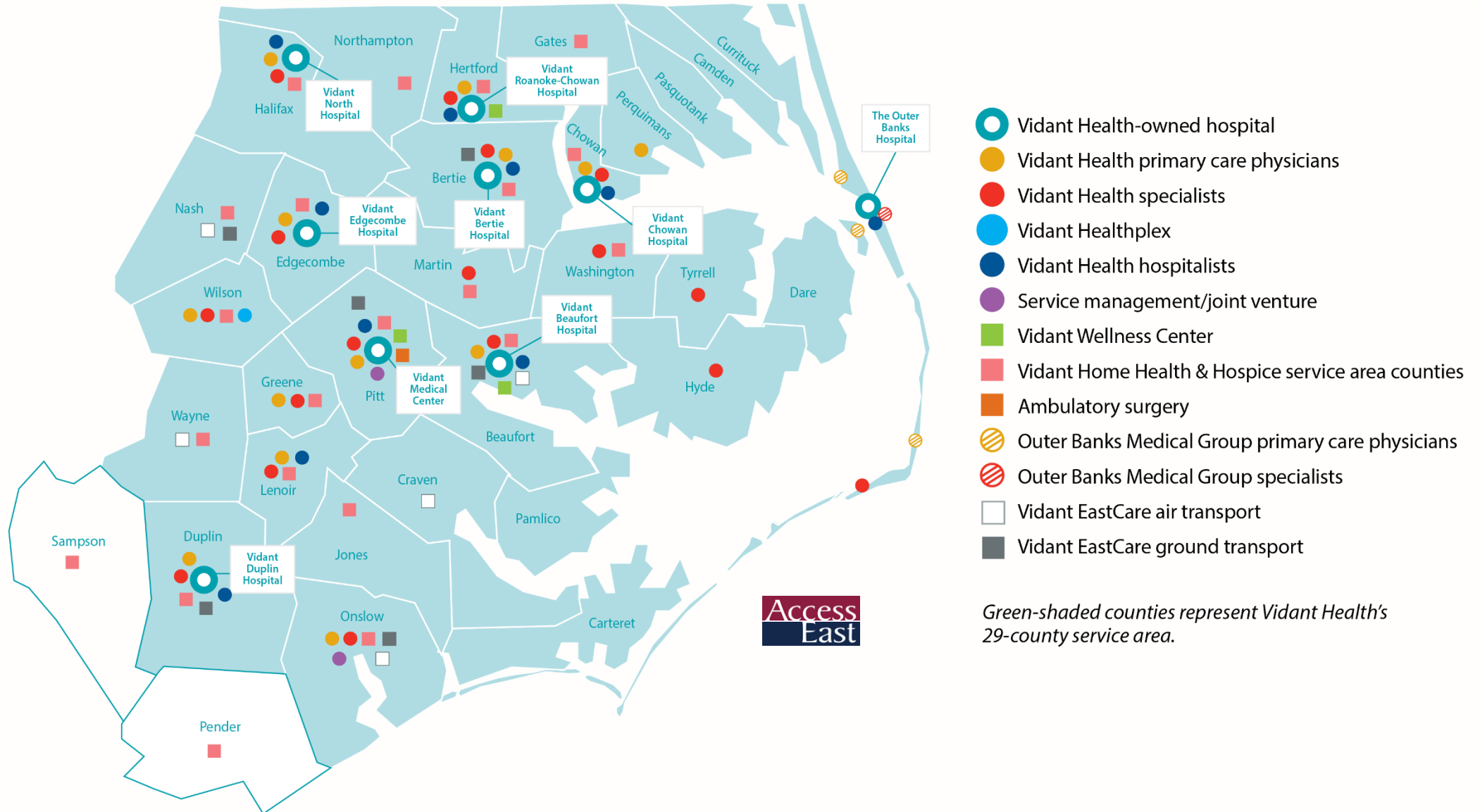
Our vision To become the national model for rural health and wellness by creating a premier, trusted health care delivery and education system

Our values

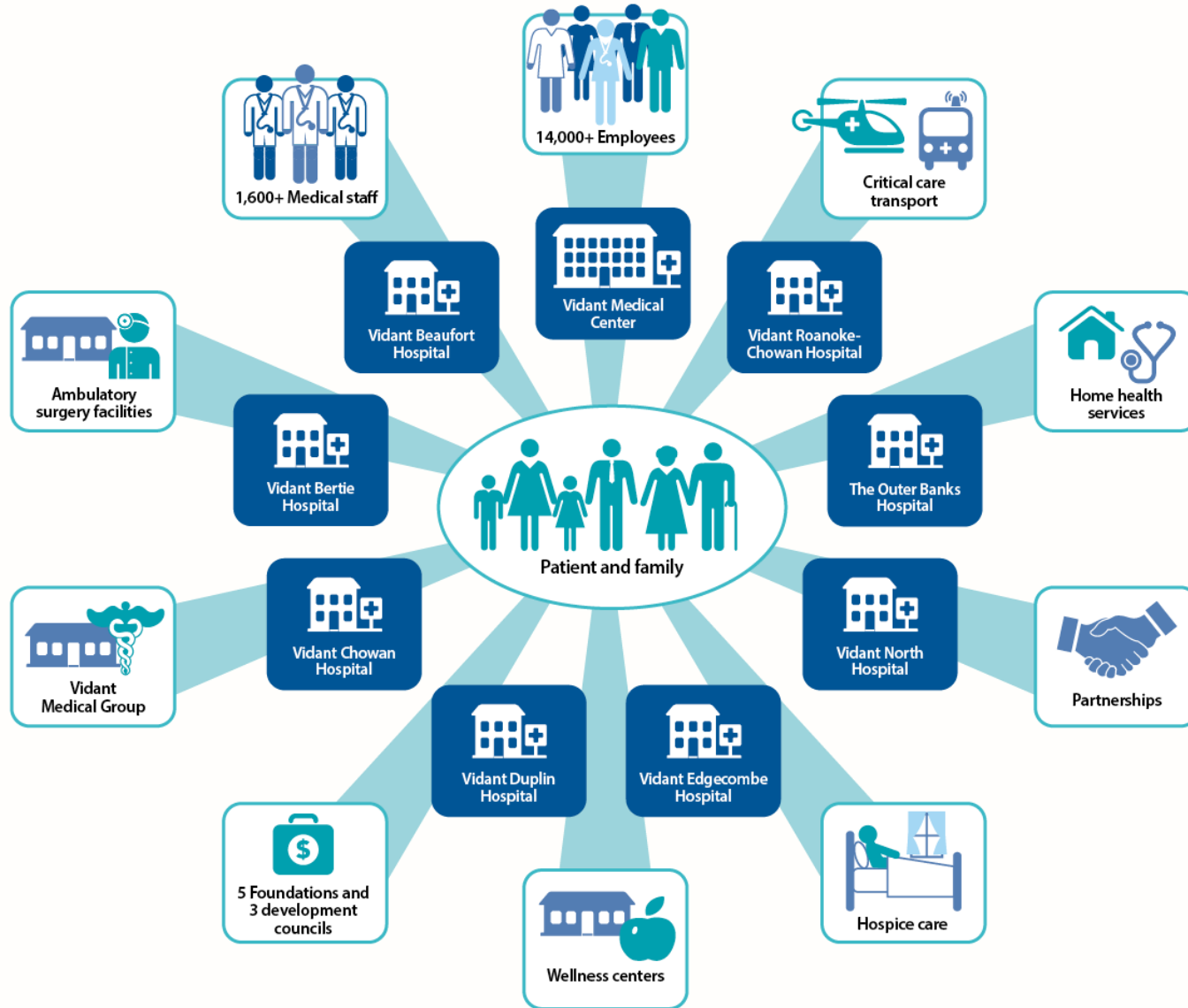
- Integrity
- Compassion
- Education
- Accountability
- Safety
- Teamwork



Our Service Area & Footprint



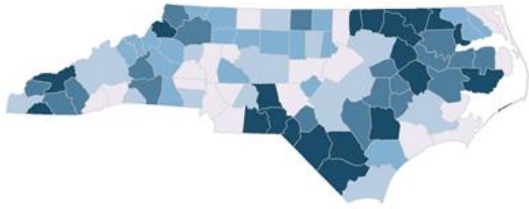
Our System of Care



- 14,000+ team members
- 9 hospitals
- 100+ physician practices
- Outpatient, home health and hospice services
- Critical care transport
- Serving 1.4 million people in 29 counties, 1/3 of NC
- \$2.1 billion of net patient revenue annually
- Access East

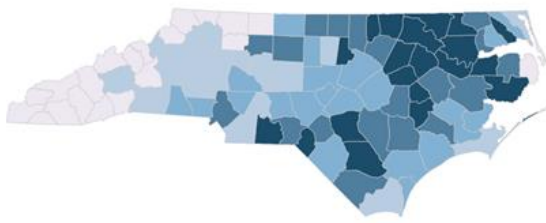
Eastern NC is Challenged

Individuals with Incomes Below the Poverty Level
(2009 - 2013) (Percent)



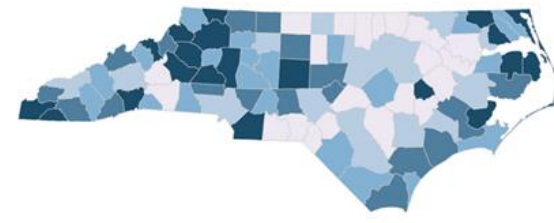
Source: NC Health Data Explorer, Center for Health Services Research and Development, East Carolina University

Percent Non-White Individuals
(2009 - 2013)



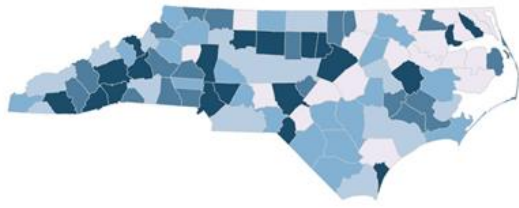
Source: NC Health Data Explorer, Center for Health Services Research and Development, East Carolina University

High School Graduation Rate
(2013) (Percent of Students)



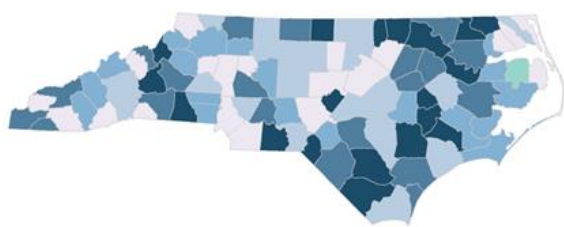
Source: NC Health Data Explorer, Center for Health Services Research and Development, East Carolina University

Primary Care Physicians per 10,000
(2012)



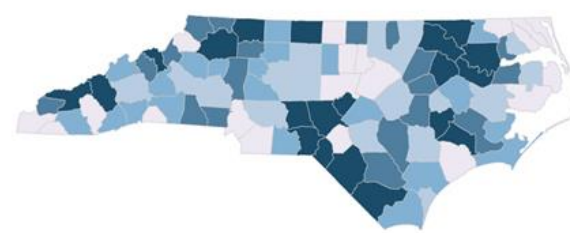
Source: NC Health Data Explorer, Center for Health Services Research and Development, East Carolina University

Disease Prevalence – Percent All Ages
(2006 – 2010)



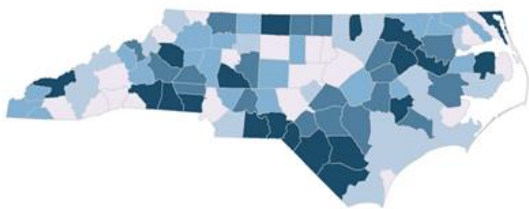
Source: NC Health Data Explorer, Center for Health Services Research and Development, East Carolina University

All Conditions Discharge Rate
(2012) (Per 1000 Population)



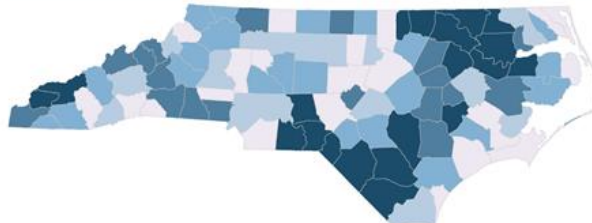
Source: NC Health Data Explorer, Center for Health Services Research and Development, East Carolina University

Five Year Mortality Rate, Age Adjusted, All Causes
(2008 – 2012) (per 100,000)



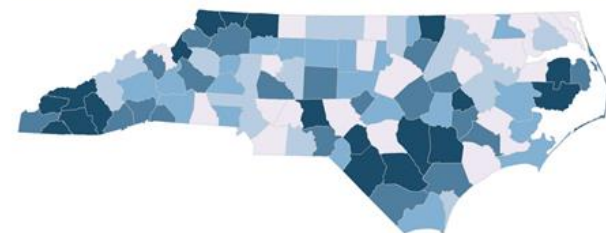
Source: NC Health Data Explorer, Center for Health Services Research and Development, East Carolina University

Population Enrolled in Medicaid
(2011 – 2012)



Source: NC Health Data Explorer, Center for Health Services Research and Development, East Carolina University

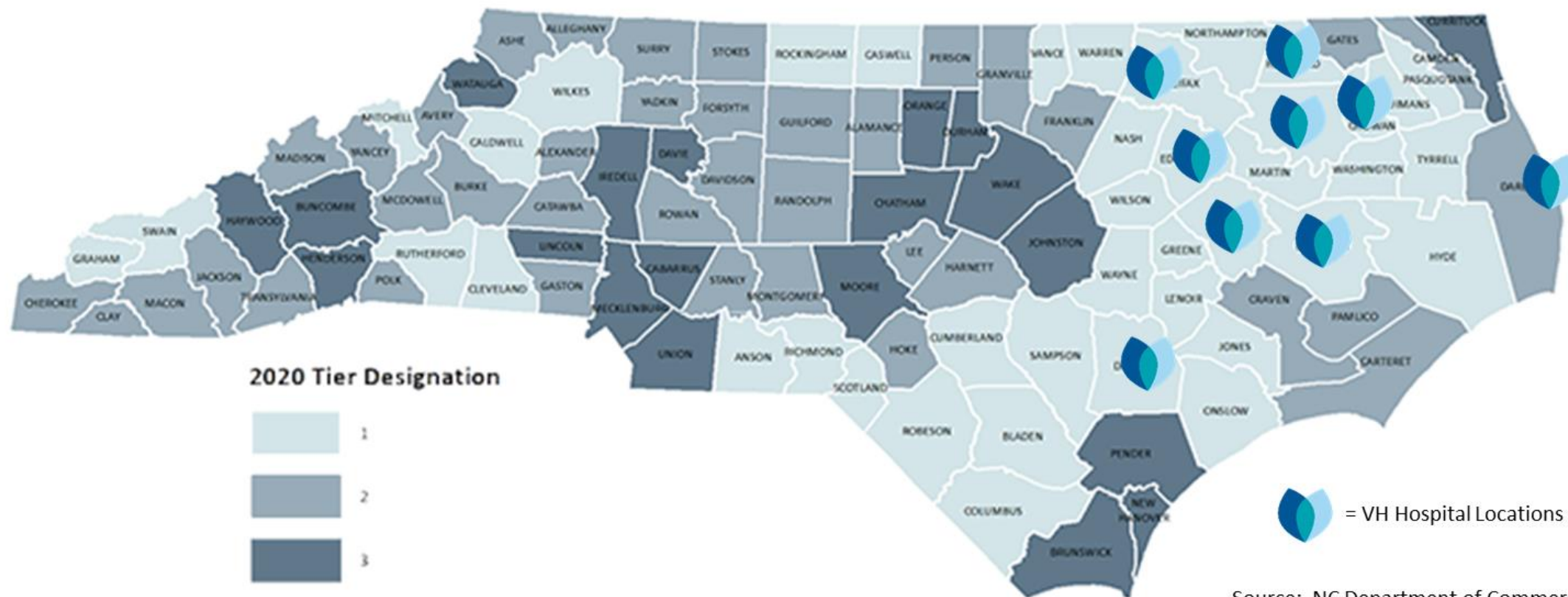
Percent uninsured under 65
(2012 Rate)



Source: NC Health Data Explorer, Center for Health Services Research and Development, East Carolina University

NC County Distress Rankings

(published December 2, 2019)



Source: NC Department of Commerce

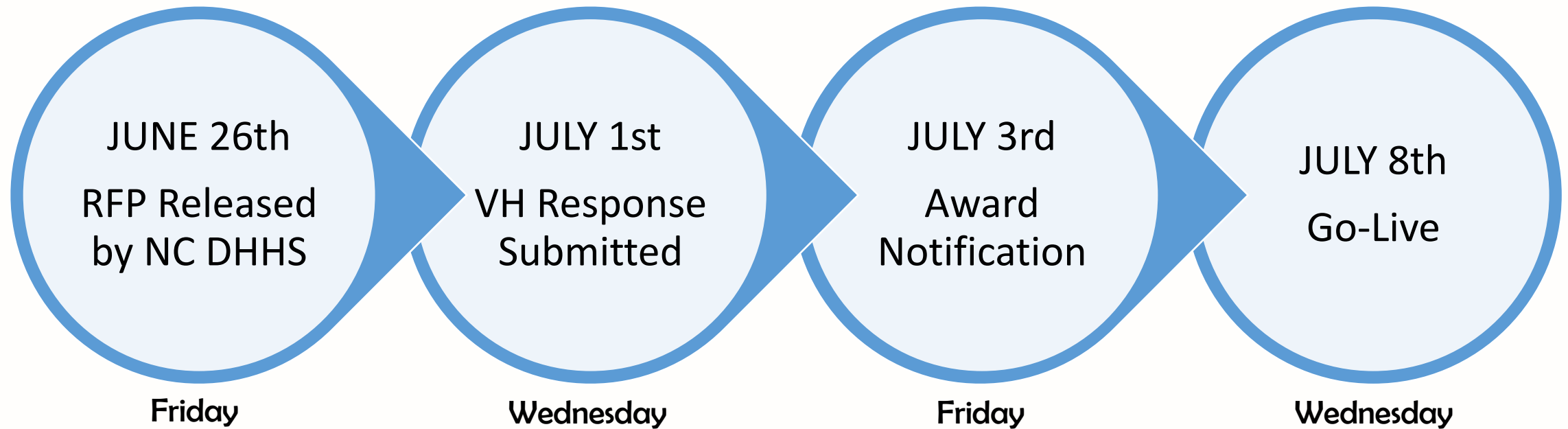
County Tiers are calculated using four factors:

- Average unemployment rate
- Median household income
- Percentage growth in population
- Adjusted property tax base per capita

Observations:

- 22 of the 40 (55%) Tier 1 counties across NC are in ENC
- 22 of our ENC 29 (76%) counties are classified Tier 1

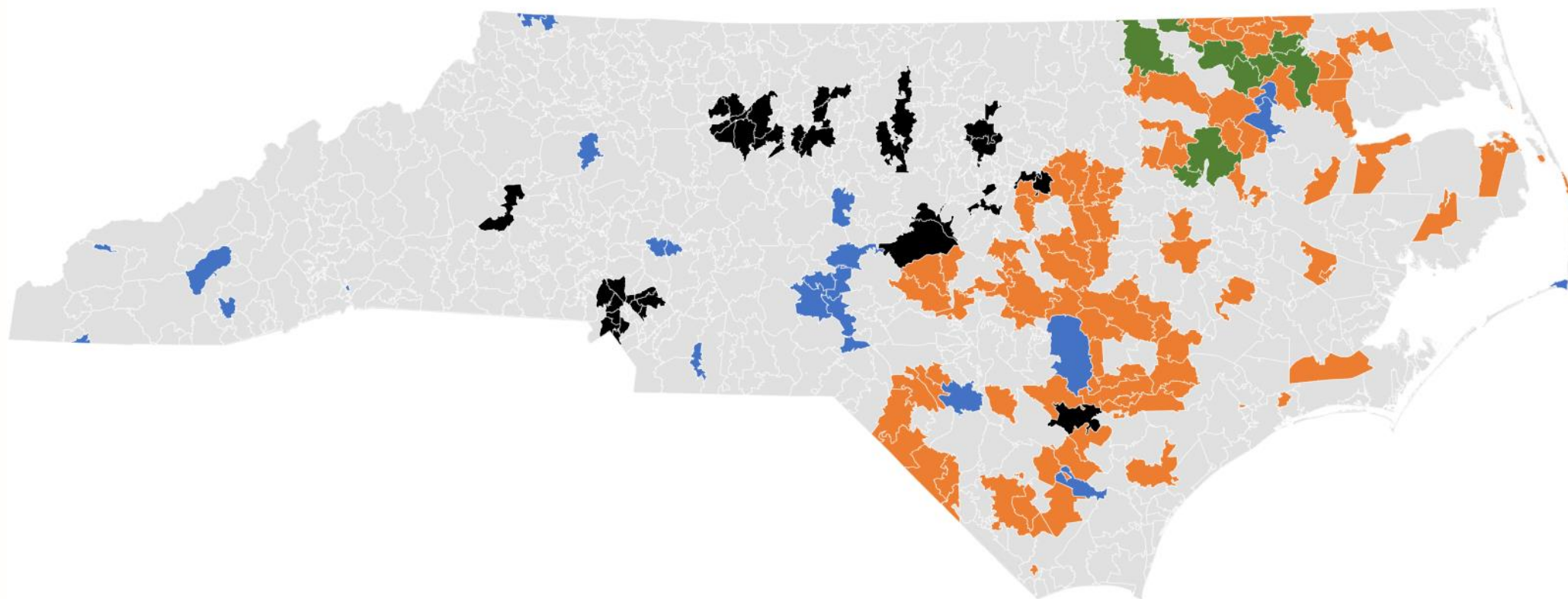
Our Partnership: RFP Timeline





Our Partnership: Geography

- Provide daily testing in identified counties and ZIP codes



Our Partnership: Outreach

VH Team Members

Community Partnerships
& Faith-Based

Direct
Consumer/Residential
Outreach

Local Government
Leaders/Agencies



Together

We Can Stop the Spread

In these unprecedented times it is even more important that we stand up for eastern North Carolina and work together to stop the spread of COVID-19. Your health – and the health of your loved ones – depends on it.

Not feeling well?
Call our free community helpline: **252-847-8000**
Visit VidantHealth.com/staysafe for more information.

COVID-19: Frenemos la propagación

covidenc.com **252-847-8000**



Usa una mascarilla
cuando salgas
de casa



Not feeling well?

252-847-8000

Call our COVID-19 Helpline



Help protect yourself and others

- Practice social distancing
- Stay home as much as possible
- Wash your hands often

VidantHealth.com/staysafe



COVID-19: Frenemos la propagación

covidenc.com **252-847-8000**



Usa una mascarilla
cuando salgas
de casa



#ComunidadUnidaPandemiaVencida
#ENCQuédateEnCasa

Comunidad Unida Pandemia Vencida

¿Cómo combatimos los rumores que se riegan por estos días? Uniéndonos como comunidad para compartir información confiable y para que sepamos qué hacer mientras nos quedamos en casa.

COVID-19 Sitio web comunitario: ENCQuédateEnCasa.com
COVID-19 Línea de ayuda: **252-847-8000**

COVID-19 Let's Stop the Spread

As the economy begins to reopen, it's important we continue to stand up for eastern North Carolina and work together to stop the spread of COVID-19. Your health – and the health of your loved ones – depends on it.

- Stay home as much as possible
- Avoid large gatherings
- Wash your hands often
- Wear a mask when out
- Practice social distancing

We are here for you.
Vidant has taken steps to provide you and your family with a safe environment. It's important not to delay care. This includes emergency visits or treatment for other health conditions. Talk to your doctor if you have questions about scheduling a surgery or procedure.

Not feeling well?
Call our Community COVID-19 Helpline at 252-847-8000 or see a doctor 24/7 by visiting VidantNow.com.

Help flatten the curve and stop the spread.

For more information visit
VidantHealth.com/StayHome



Together We Can Stop the Spread

In these unprecedented times it is even more important that we stand up for eastern North Carolina and work together to stop the spread of COVID-19. Your health – and the health of your loved ones – depends on it.

For more information visit
VidantHealth.com/COVID-19

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252-847-8000



Tag @VidantHealthNC on Facebook and share how you are helping to stop the spread.

#ENCStayHome | #ENCStaySafe

Our Partnership: LatinX Outreach Examples



¿Te sientes enfermo?
252-847-8000

Llama a nuestra línea gratuita de ayuda contra la COVID-19



Protégete a ti mismo y a los demás



Practica el distanciamiento social



Quédate en casa tanto como sea posible



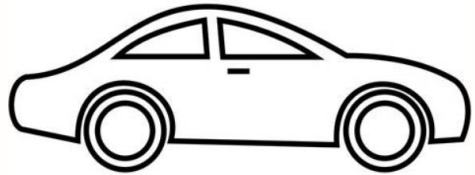
Lávate las manos con frecuencia

covidenc.com



- Yard signage in Spanish was placed at farm worker camps/housing through collaboration with Access East.
- Call-to-Action:
 - Hand hygiene
 - Cough & sneeze etiquette
 - Social distancing; stay home as much as possible.
 - COVID Community Helpline

Our Partnership: The Process



Registration



- Validates patient ID & Registration
- Consent & HIPPA

Specimen Collector

- Performs Testing



Education

- Provide education materials



Lab Orders

- Enters req orders into epic
- Labels and packages specimen



Specimen Assistants

- Assists with testing materials
- Ensures transition from dirty to clean environment

Specimen Runner / support



Interpreter



Site Coordinator

Results Communicated
w/n 24 hours

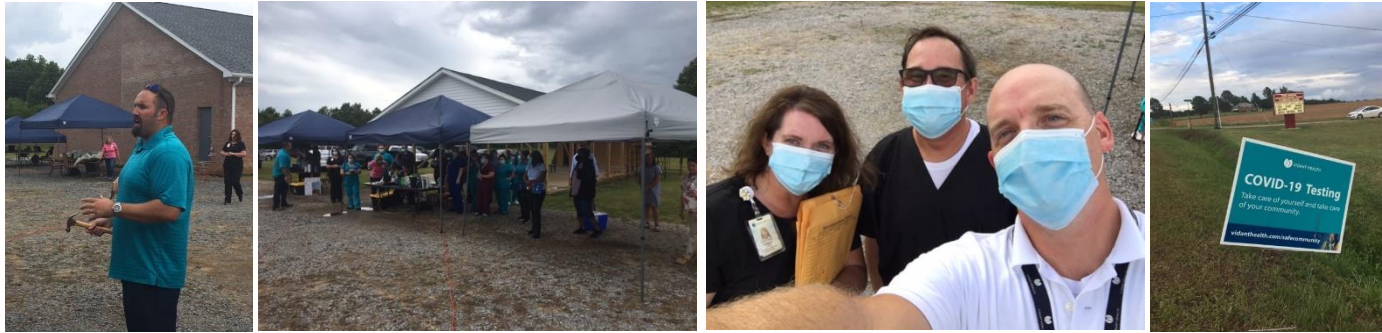


Ahoskie; Hertford County



Rich Square;
Northampton County

Our Partnership: A Picture is Worth...



Cool Springs Missionary Baptist Church (Gaston; Northampton County)



Willow Oak AME Zion
(Rich Square; Northampton)



Conetoe Family Life Center
(Conetoe; Edgecombe County)



Living Waters Ministries
(Pinetops; Edgecombe County)

Our Partnership: Operations Summary



July 8th – August 18th

141 testing “events” held in Bertie, Chowan, Duplin, Edgecombe, Halifax, Hertford, Lenoir, Northampton, Pitt and Wilson counties

COVID-19 Testing
Take care of yourself and take care of your community.

Wednesday, July 8 from 1-3 p.m.
Conetoe Family Life Center

Phone: (252) 555-5555
Contact Name: First Last

Do I need an appointment?
NO – this clinic offers tests without an appointment.

Do I need insurance?
NO – you can get the test without insurance.

How much does it cost?
No fees will be collected for the test. Vidant will bill insurance so please bring your card if you have one. There are no co-pays.

To learn more about staying safe, visit [VidantVerified.com](https://vidantverified.com) or call 252-847-8000.



State goal was 300 sites; VH contributed ~47% towards the goal; all in the EAST!

~11,000 tests were resulted via CHAMP; VH contributed 5,380 or ~49% of the total tests; all in the EAST!



Our Partnership: Findings



- **5,380 COVID-19 PCR specimens resulted**
- **7.1% positive rate (383 tests)**
- **3,410 asymptomatic persons with 120 positives (3.5%)**
- **1,822 symptomatic persons with 252 positives (13.8%)**
- **3,197 women / 2,183 men with positive rates of 6.4% and 8.1% respectively**
- **214 of 3,532 African Americans were positive (6.1%)**
- **91 of 1,371 Whites were positive (6.6%)**
- **68 of 351 LatinX were positive (19.4%)**

COVID-19 Greenville Testing Site Photos

Site Opened October 5th



COVID-19 Drive Through Testing

Open to The Public

vidanthealth.com/safecommunity

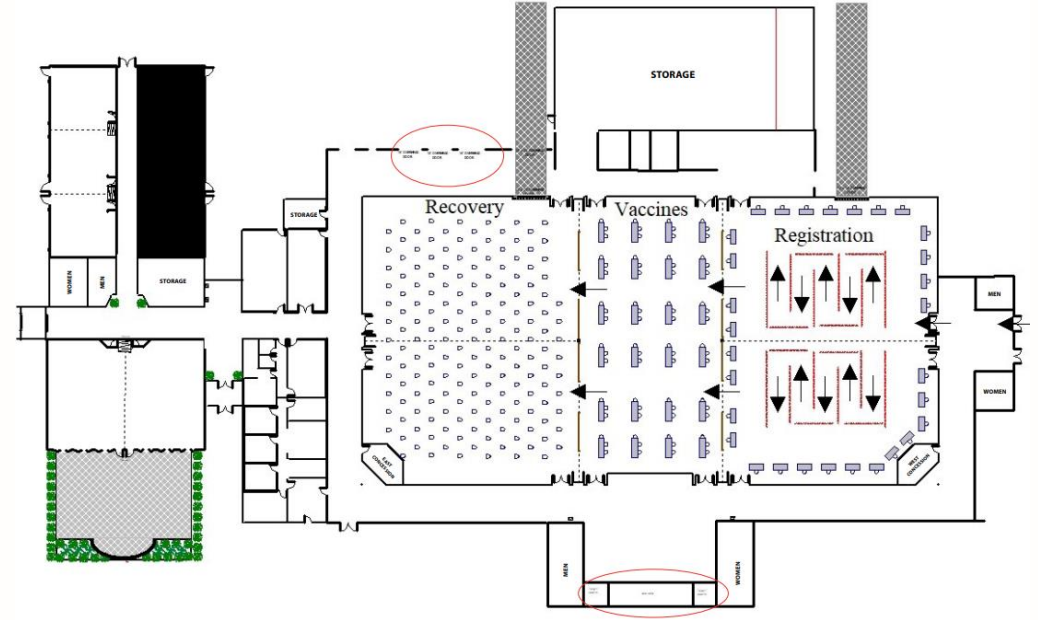




High-Throughput Vaccine Clinic at the Greenville Convention Center



Planning & Our Blank Canvas



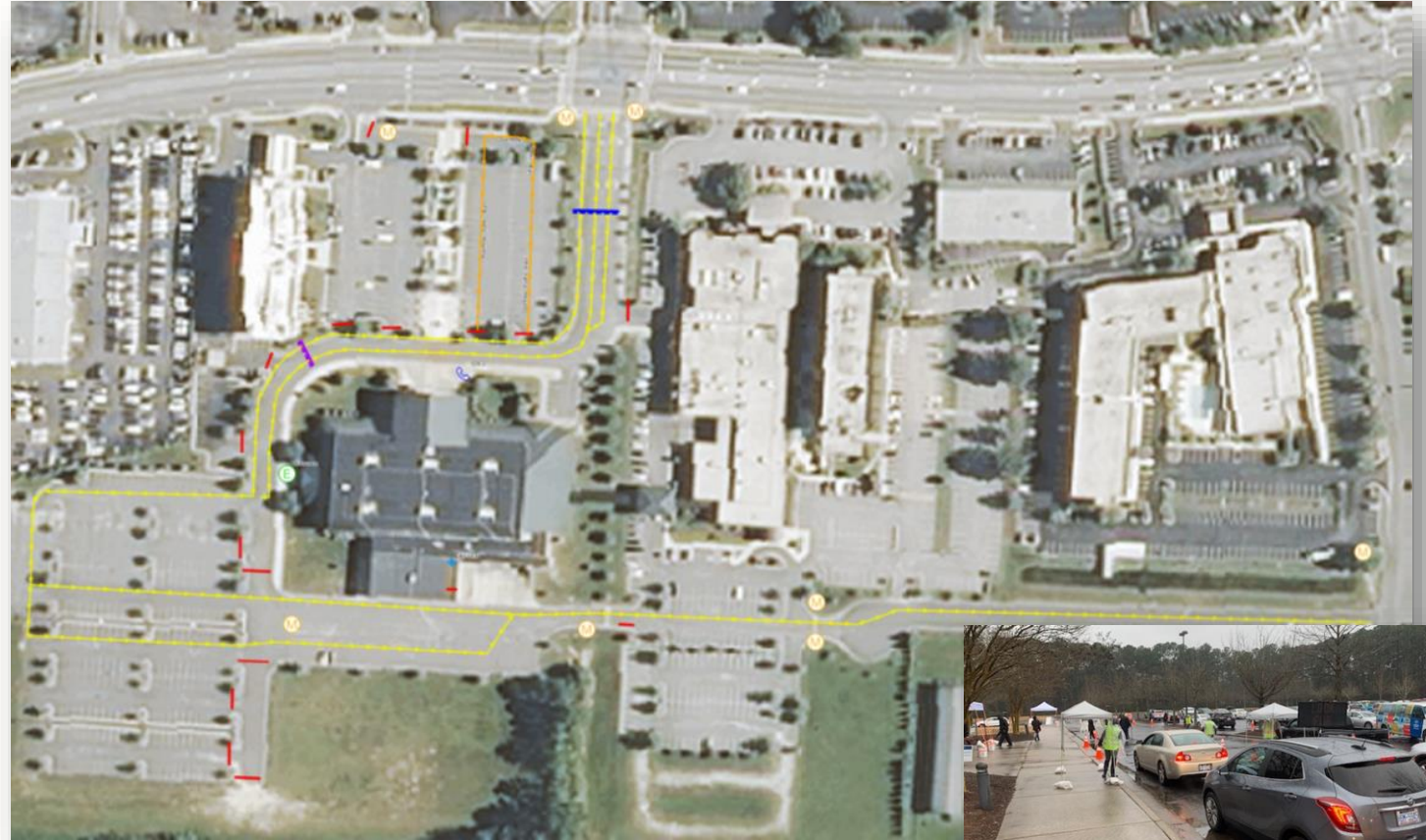
9:00am – Shipments & Army Arrive



9:30am - WOW



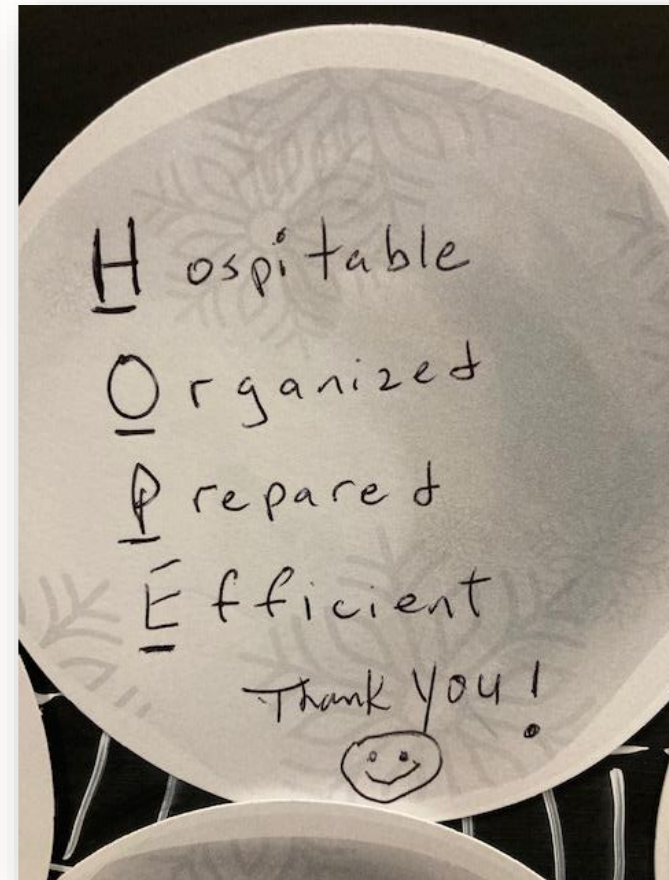
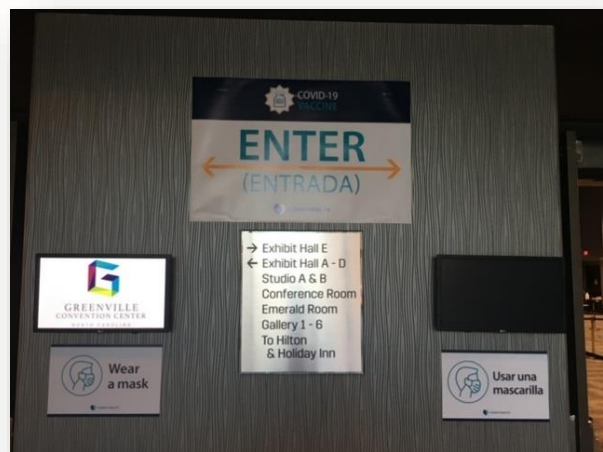
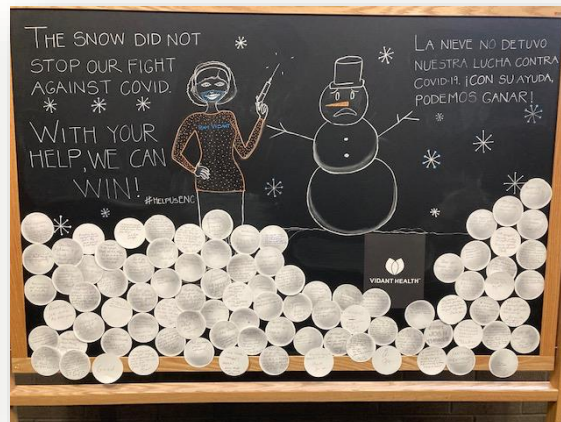
The Outside Flow



The Inside Flow



The Experience







Vaccine Equity & High-Risk Populations

Initiative	Activities
Programs	<ul style="list-style-type: none">▪ 135 faith-based organizations identified; master outreach tracking tool developed▪ Dedicated scheduling widget for churches (77 partners)▪ Dedicated scheduling widget for Hispanic/LatinX▪ Identification & connection to community-based resources (transportation, etc)
Education & Programs	<ul style="list-style-type: none">▪ Support letters, in partnership with faith-based leaders in ENC▪ Identification of minority influencers▪ Community-based education/interest sessions▪ Spanish & English toolkits to assist partners with Widget scheduling▪ Spanish interpreters▪ Video tours of vaccine clinic & other media opportunities
Mobile Vaccine Sites	<ul style="list-style-type: none">▪ Outreach to partners & community leaders to assess interest▪ Data-driven analysis to determine geographical-based need▪ Opportunities identified in Lenoir, Halifax, Nash, Northampton, Pitt counties

Reaching Low Trust Communities

Facebook Live, Tours, technology

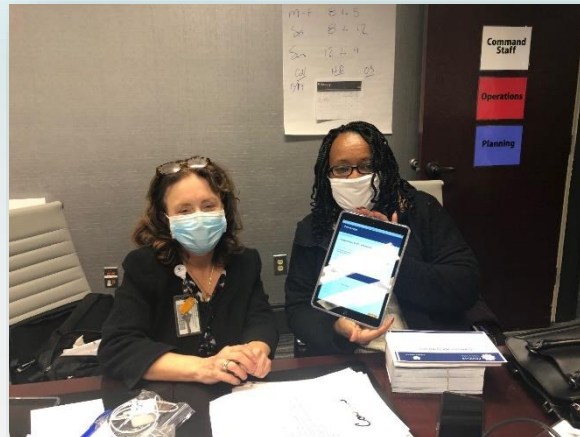


Dr. Waldrum and Jermaine McNair Facebook Live from large vaccine site in Greenville, Jan. 31

Tours

Councilwoman Monica Daniels (left)
NCLM Racial Equity Task Force

Other tours: Representative Kandie Smith, Pastor Trev /Koinonia
Pastor Chris/ Relmage



Will I have side effects from taking the COVID-19 vaccine?



Technology

Providing community partners with iPads to directly schedule appointments

- *Community partners can directly schedule appointments using an iPad or dedicated widget*

Zoom connections and video content for community partners

Scheduled for faith based leaders and other community partners

- Feb. 4
- Feb. 11

TESTING/VACCINE: Community/Mobile Changing Strategy → Pop Ups



Community Health Event



Pamlico County Community Health Event

Free Community Health Event

- Blood Pressure Screening
- Glucose Monitoring Screening
- Colorectal Health Information
- Organ Donation Information
- Advanced Care Planning Information
- Mental Health Resources
- Health Benefits Information
- MyChart Registration
- Employment Opportunities
- Pfizer COVID-19 Vaccines for those 18 and older* (2nd doses will be given on Tuesday, August 17 from 3pm -7pm at the same location)
- COVID-19 Testing
- Emergency and Disaster Display
- Licensed Providers Onsite
- Healthy Food and Snacks
- Free Health Giveaways

When:

Tuesday, July 27, 2021, 3pm – 7pm

Where:

Pamlico Community College
5049 NC-306
Grantsboro, NC 28529



To learn more about getting vaccinated, visit [VidantHealth.com/Vaccinate](https://www.vidanthealth.com/Vaccinate) or call **252-847-8000**. Everyone 12 and older qualifies to receive a vaccine.

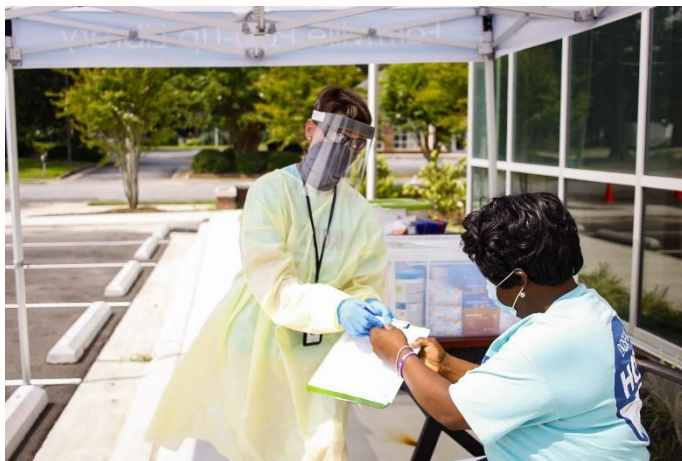
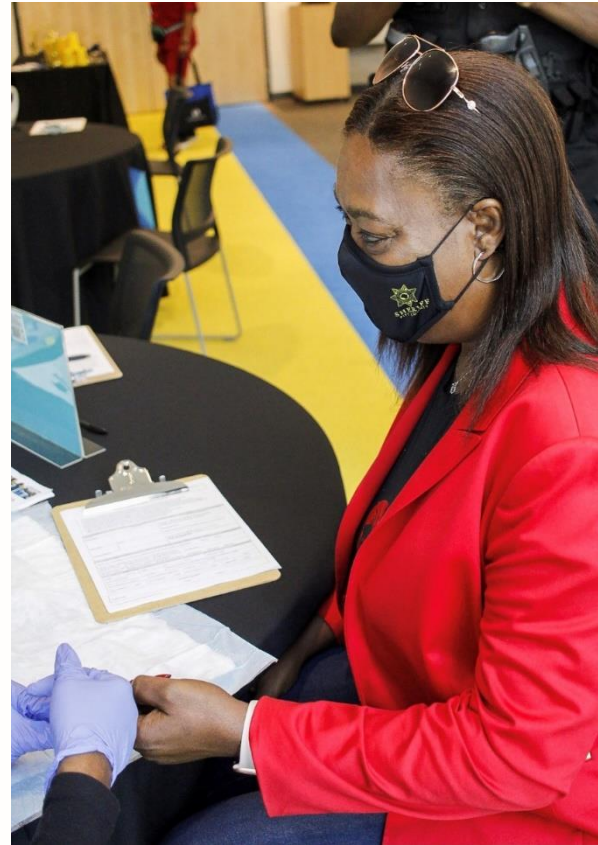
**Vaccine appointments for those 12-17 can be made by calling 252-847-8000.*



TESTING/VACCINE: Community/Mobile Changing Strategy → Pop Ups



TESTING/VACCINE: Community/Mobile Changing Strategy → Pop Ups





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