

FirstHealth Moore Regional Hospital-Richmond

2025-2028 Implementation Plan

Organization Overview

FirstHealth of the Carolinas (FirstHealth) is a private, non-profit [501(c)(3)], comprehensive health care delivery system serving a predominantly rural, fifteen county region in the mid-Carolinas. The system has a five-county primary service area in which four of its hospital campuses are located including the main campus at FirstHealth Moore Regional Hospital, FirstHealth Moore Regional Hospital – Richmond Campus, FirstHealth Moore Regional – Hoke Campus and FirstHealth Montgomery Memorial Hospital (a critical access hospital) with a total of 546 licensed beds, 26 FirstHealth Family Care Centers, eight health and fitness centers and three dental clinics for underserved children.

Mission and Commitment to the Health of the Community

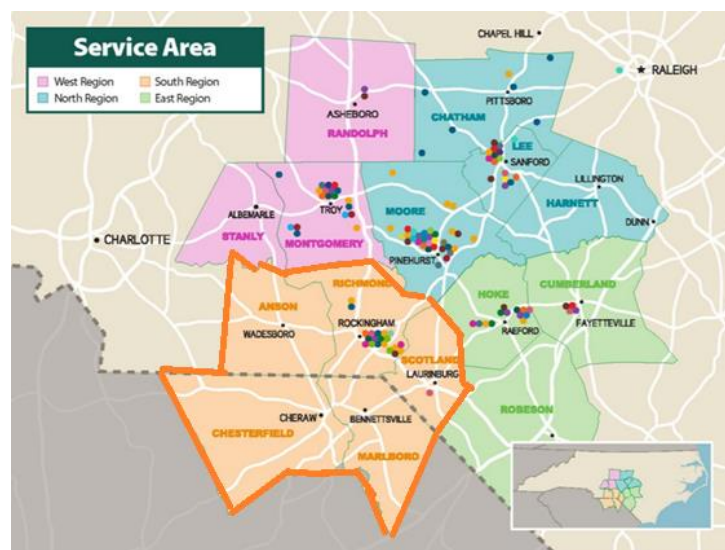
The health system is guided by its core purpose, “To care for people.” Demonstrated through a deep commitment to providing safe, high-quality, whole-person care to patients residing in the Sandhills region of North Carolina as well as South Carolina. As a community-based health network, FirstHealth employs strategies which support the core purpose. These strategies are made up of initiatives to increase patient safety and satisfaction, financial performance, alignment and growth, and Human Resources. The health system remains committed to creating a culture where all are welcome by launching the *FirstHealth for all initiative* with a focus on providing culturally competent care and creating an atmosphere of belonging for all staff, patients, and visitors.

FirstHealth of the Carolinas also demonstrates a commitment to the community through Community Benefit which is measured and tracked through the organization’s Community Health department. Over the past several years, the organization has exceeded Community Benefit Targets around community engagement through the provision of free health screenings for blood sugar and blood pressure as well as through community service hours logged by staff across the service region. This community-based approach also involves participating in partnerships and collaboration with other community serving agencies to meet the health and social care needs of community members.

Additionally, the health system has taken action to address the forecasted nationwide health professional shortage. Rural communities, such as those served by the health system, will be greatly affected. FirstHealth has engaged in partnerships with surrounding school systems and community colleges to create a pipeline of skilled individuals to ensure that the hospital is adequately staffed, further securing access to safe and high-quality care for years to come. Through the FirstFutures Program, students receive sponsorships to assist with the cost of their education or may participate in the apprenticeship program. Upon completion of their education they agree to work for the health system for two years.

Region Served

FirstHealth Moore Regional Hospital – Richmond Campus is a 99-bed community hospital that serves the emergency, inpatient, outpatient, and acute-care needs of the people of Richmond County. The hospital opened in 1952 and was originally certified for 50 beds. MRH-Richmond joined FirstHealth on March 1, 2001 and became a division of Moore Regional Hospital in August 2009. MRH-Richmond offers medical and surgical hospital services as well as specialized services. To include joint replacement, cardiopulmonary services, laboratory services, pulmonary rehabilitation, radiology/imaging, physical and occupational rehabilitation, sleep disorders and wound care.



Conducting the Community Health Needs Assessment Process

Data Collection

August 2024

The Community Health Services team began the process of planning for the Community Health Needs Assessment which involved coordinating efforts across the four counties which serve as locations for the FirstHealth hospital campuses. Conversations were held with the health system's partnering health departments in Montgomery, Moore, and Richmond counties, as each of these counties were also planning to their individual Community Health Assessments. The health system and the health departments agreed to decrease the burden to the respective communities by working together. The health departments agreed to publish community surveys while the health system agreed to facilitate focus groups across each of the counties. The health departments shared their survey data with the health system, while the health system shared the feedback received during the focus groups with the health departments.

September-December 2024

During this time, FirstHealth developed the protocol, facilitation guide, and participant demographic data collection tool for the focus groups. The CHNA team applied for and received an exemption from the FirstHealth Institutional Review Board (IRB) making this process exempt from requiring IRB approval to proceed. The team also worked with the health system’s Strategic Marketing department to develop marketing materials (Figure 1) that could be shared digitally across social media platforms as well as through email and text messaging.

Figure 1. Social media marketing images for focus groups.



January – March 2025

Focus groups were held across the county (Table 1) to gather feedback from community members and stakeholders regarding their perception around their health and the health of their community. Participants were asked to share feedback around ways they felt that their community supported them in reaching their optimal health status and what other resources they felt were needed.

April – June 2025

All focus groups concluded, and the data collected was analyzed and themes were identified. The data compiled during the analysis period was shared with partners as well as FirstHealth of the Carolinas’ Administration.

Table 1. Focus groups held during data collection.

Richmond County Focus Groups:
• Dobbins Heights Community Center
• Hamlet Soup Kitchen
• Richmond Community College
• FirstHealth Moore Regional Hospital-Richmond Campus - First Responder Focused
• Richmond Senior High School

Themes Identified During CHNA Focus Group Data Analysis

The five focus groups held across the county produced valuable feedback from 29 community members, providing insight into the perceived health and needs of the community. Focus group participants represented a variety of sectors such as the community-at-large, students, education, business, healthcare, social services, public health, and first responders. These focus groups allowed the health system to hear the stories behind the data. The key focus group insights gathered, are outlined below.

- Top 3 concerns facing the community:
 - Access to affordable housing resources
 - Access to safety from drug related crime
 - Access to educational opportunities

- Vision for a healthy community:
 - Members of the community coming together to help each other
 - Safe community
 - Communication to the public regarding available resources and how to access them
 - Neat and clean neighborhoods

- Common Themes:
 - Overall, participants expressed pride in being a resident of Richmond County
 - Expressed the importance of unity in the county
 - Emphasis on the need for more affordable housing
 - Highlighted the need for more resources for the homeless population
 - Interest in having more access to funding for community projects and gaining skills needed for requesting and managing these funds

Supplemental Richmond County Population Data

Secondary Data Trends

The primary data collected through the focus groups held with community members from across the county, were compared against secondary data compiled from the North Carolina Data Portal. In the student focus group, as well as the adult community member focus groups, finances were mentioned on multiple occasions. Though finances were not mentioned as often as some other topics, it is worth highlighting that the Bureau of Labor Statistics reports Richmond County's unemployment rate as 5.8% which 1.0% higher than the total FirstHealth service region. It is also estimated that nearly 61% of children under the age of 18 are living below 200% of the Federal Poverty Level. These economic statistics serve as contributing factors for adverse health outcomes and served as concerns for many community members.

Some of the most commonly occurring chronic conditions in the county are diabetes, depression, and obesity. It is reported that nearly, 10% of adults over the age of 20 report ever being told that they had diabetes. When analyzing trends in the data it has been observed that since the widespread implementation of the National Diabetes Prevention Program, screening for diabetes has increased which is believed to have inflated these numbers. Almost 32% of adults over 20 who reside in Hoke County report having a Body Mass Index of greater than 30 (obese). These chronic conditions serve as risk factors for other health conditions which could lead to negative health outcomes.

Overwhelmingly, access to care continues to be an area of needed growth for Hoke County. With regard to mental health providers, the county falls short of both the state and national averages. Average number of poor mental health days each month is higher than the state and national averages at 5.3 days per month compared to 5.0 day for the state and 5.2 days per month for the national average. The county also has a need for more substance use providers as well as substance use continues to be a concern for communities nationally.

FirstHealth About Me Social Care Data

In further support of the findings of the focus group data, the health system analyzed data collected surrounding patient social care needs during the past year. There were 408 referrals to the FirstHealth Center for Health and Social Care also referred to as the CARE Suite. There were 406 activities completed by the Health and Social Care Specialists. Among the most frequent concerns addressed were transportation, coordination of care – referrals to special care partner services (social services, aging services, etc.), and food access.

Implementation Planning

The FirstHealth Community Health Needs Assessment data was reviewed with the FirstHealth Board of Directors as well as with key FirstHealth leaders. Additionally, FirstHealth shared the community health needs assessment data with community focused collaborative groups referred to as the First-In-Health Task Forces, which includes representation from public health, school systems, school nursing, school-based health centers, town and county government, social services, food banks, housing authorities, community colleges, community members at-large, and other key stakeholders. These groups actively engaged in an open feedback process to identify priority health areas for focusing population health program initiatives and leveraging needed resources to pilot innovative solutions to improving community health. FirstHealth is dedicated to working together with these collaborators to ensure a coordinated approach to addressing the needs of the community.

Health Priorities to Be Addressed

Social Determinants of Health			
Goal: To increase access to and awareness of community resources for social needs such as housing.			
Intervention	Strategy	Lead Department(s)	Partners Involved
Richmond Community Health Impact Team (First-in-Health Task Force)	<ul style="list-style-type: none"> Identify and invite new partners as needed Work with partners to support and promote access to programs and services across the county Serve as an access point for helping community members get connected to the necessary resources available within partner organizations 	<ul style="list-style-type: none"> FH Community Health Services 	<ul style="list-style-type: none"> Trillium Rockingham Housing Authority City of Rockingham Richmond County Health Department Richmond County Cooperative Extension Office Richmond County Sheriff's Office Richmond County Department of Social Services Richmond County Drug Endangered Families Taskforce Richmond County Schools
FirstHealth Center for Health and Social Care (CARE Suite)	<ul style="list-style-type: none"> Continue to establish a variety of partnerships across the county to meet 	<ul style="list-style-type: none"> FirstHealth Community Health Services Foundation of FirstHealth 	<ul style="list-style-type: none"> Local Housing Authorities Richmond County Department of Aging Services

	<p>Social Care Needs</p> <ul style="list-style-type: none"> • Seek to leverage additional funding from diverse sources to aid in the provision of sustained resources • Increase community awareness of services provided through the CARE Suite and associated partners • Provide community members with assistance enrolling in services, as needed 		<ul style="list-style-type: none"> • Department of Social Services • Health Department • Community organizations
<p>About Me Social Determinants of Health Screening tool</p>	<ul style="list-style-type: none"> • Continue to screen patients across care settings to identify individuals with urgent social care needs • Utilize data collected through the About Me tool to inform the work of the CARE Suite staff 	<ul style="list-style-type: none"> • FirstHealth Physician Group • FirstHealth Moore Regional Hospital -Hoke • FirstHealth Community Health Services 	

Substance Use & Safety

Goal: Access to substance use resources for families and individuals in need.

<i>Intervention</i>	<i>Strategy</i>	<i>Lead Department(s)</i>	<i>Partners Involved</i>
FH Peer Support Program	<ul style="list-style-type: none">• Increase community awareness of and access to resources offered by the FH Peer Support Program through participation in events across the county• Continue engaging in partnerships with other organizations in the community who offer resources for individuals with substance use disorder• Provide education around stigma reduction	<ul style="list-style-type: none">• FH Community Health Services	<ul style="list-style-type: none">• Richmond Drug Endangered Families Taskforce• Richmond County Sheriff's Office• EMS• Daymark
FH ED Peer Support Program	<ul style="list-style-type: none">• Strengthen the Emergency Department based peer support program• Continue to provide timely follow up for patients seen in the ED for overdose or referred for substance use disorder to connect them to treatment	<ul style="list-style-type: none">• FH Community Health Services	<ul style="list-style-type: none">• Independent Emergency Physician's Trust• FirstHealth Emergency Department

	<p>and recovery support services</p> <ul style="list-style-type: none"> • Provide continuous education to ED staff and providers on resources available through ED peer support program to increase engagement 		
Sandhills Opioid Response Consortium	<ul style="list-style-type: none"> • Continue to lead the consortium and engage partners from across the region to form a collaborative and coordinated response to the need for substance use resources 	<ul style="list-style-type: none"> • FirstHealth Community Health Services 	<ul style="list-style-type: none"> • Trillium • Richmond County Health Department • Richmond County Drug Endangered Families Taskforce • Richmond County DSS • Samaritan Colony

Access to Care

Goal: Improve access to services that support physical and mental health and well-being.

<i>Intervention</i>	<i>Strategy</i>	<i>Lead Department(s)</i>	<i>Partners Involved</i>
FirstHealth Center for Health and Social Care	<ul style="list-style-type: none">• Provide care navigation and coordination services to connect patients to appropriate services• Continue to provide assistance to patients facing barriers receiving health services	<ul style="list-style-type: none">• FirstHealth Community Health Services	<ul style="list-style-type: none">• FH Physician Group• Richmond County Health Department
FirstHealth Medication Assistance Program	<ul style="list-style-type: none">• Assist community members with completing documentation and processes to access medications at low to no cost	<ul style="list-style-type: none">• FirstHealth Community Health Services	<ul style="list-style-type: none">• Richmond County Health Department
FirstHealth Behavioral Health Collaborative Care Management Program	<ul style="list-style-type: none">• Continue to offer support to individuals referred to the program in collaboration with their Primary Care Provider.• Continue to provide support to referred individuals surrounding adherence to prescribed treatment plans, management of medications, or referral to elevated level of care.	<ul style="list-style-type: none">• FirstHealth Physician Group• FirstHealth Chronic Care Management	<ul style="list-style-type: none">• North Carolina Department of the Health and Human Services• Array Behavioral Care

<p>FirstHealth Community Health - Zentangle®</p>	<ul style="list-style-type: none"> • Continue engaging local entities and raising awareness of the mental health benefits of the Zentangle® Program which demonstrates mindfulness through art • Broaden the reach of the program across the county through community outreach 	<ul style="list-style-type: none"> • FirstHealth Community Health Services 	<ul style="list-style-type: none"> • Dayma
<p>Collaborations with Local Behavioral Health Providers</p>	<ul style="list-style-type: none"> • Referrals provided to local agencies based on the needs of individual patients 	<ul style="list-style-type: none"> • FirstHealth Behavioral Health Services 	<ul style="list-style-type: none"> • Local Behavioral Health Providers • Trillium