FirstHealth of the Carolinas Community Health Needs Assessment 2025 -2028

FirstHealth Moore Regional Hospital – Hoke Campus

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Introduction

FirstHealth of the Carolinas (FirstHealth) is a private, non-profit [501(c)(3)], comprehensive health care delivery system that 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.

FirstHealth also operates a retail pharmacy, emergency medical services (EMS) and medical transport, home health, and hospice and palliative care. To ensure the provision of high-quality health care, FirstHealth hospitals hold all major accreditations and have an active medical staff of 983; 95 percent are board certified. Across the system's four hospitals in fiscal year 2024, FirstHealth logged 24,402 discharges and 128,808 visits to hospital emergency departments. Additionally, 778,101 visits were made to FirstHealth Physician Group providers and 32,483 patients were served by EMS. Named one of America's Best Large Employers by Forbes, FirstHealth employs nearly 6,200 individuals across the region.

FirstHealth actively demonstrates the commitment to the fulfill the system's core purpose "to care for people" by responding to the needs of the communities it serves. In fiscal year 2024, FirstHealth's Community Benefit Program provided $44.1 million in financial assistance, service delivery and other support and $14 million in charity care for patients unable to pay for services. Additionally, more than 1,400 employee volunteer hours were dedicated to implementing projects and providing services as part of FirstHealth's Community Benefit Program.

Based on a commitment to implement innovative services designed to care for the region's most vulnerable populations, FirstHealth maintains positive partnerships with organizations across the region and seeks funding opportunities from a variety of sources. Through these collaborative relationships and opportunities the system has the ability to provide occupational health screenings, free mobile lung cancer screenings, school-based health care services, substance use counseling and resources, telehealth behavioral health care and chronic disease management services, medication assistance programs, as well as a broad range of behavioral health/lifestyle modification programs.

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FirstHealth Moore Regional Hospital – Hoke Campus

FirstHealth Moore Regional – Hoke Campus opened on October 7, 2013 as the first hospital in Hoke County. This was a historic event for a county long acknowledged as one of the largest in the state without its own hospital. The hospital is anchored by a 24/7 emergency department. Services offered include imaging ranging from X-ray to low-dose CT and nuclear medicine as well as mobile MRI, and outpatient surgeries.

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FirstHealth of the Carolinas Service Area

FirstHealth provides health care services to a 15-county region across the south-central region of the North Carolina also referred to as the Sandhills.

At the core of the 15-county region lies the health system's primary service area consisting of 5 counties: Hoke, Lee, Montgomery, Moore, and Richmond counties. For the purposes of this Community Health Needs Assessment, data collection was conducted within the health system's primary service area.

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Population Demographics

The demographic information for FirstHealth of the Carolinas' five-county primary service region (FirstHealth) is presented below along with the data for each of the counties included in the primary service region, the state, and national statistics.

Total Population

Report Area	Total Population	Total Land Area (Square Miles)	Population Density (Per Square Mile)
FirstHealth	285,919	2,308.06	124
Hoke County, NC	52,612	390.15	135
Lee County, NC	63,560	255.06	249
Montgomery County, NC	25,839	491.54	53
Moore County, NC	100,759	697.61	144
Richmond County, NC	43,149	473.69	91
North Carolina	10,470,214	48,624.01	215
United States	331,097,593	3,533,269.34	94

Data Source: US Census Bureau, American Community Survey. 2018-22.

Total Population by Gender

Report Area	Male	Female	Male, Percent	Female, Percent
FirstHealth	140,121	145,798	49.01%	50.99%
Hoke County, NC	26,017	26,595	49.45%	50.55%
Lee County, NC	31,219	32,341	49.12%	50.88%
Montgomery County, NC	12,560	13,279	48.61%	51.39%
Moore County, NC	49,243	51,516	48.87%	51.13%
Richmond County, NC	21,082	22,067	48.86%	51.14%
North Carolina	5,131,370	5,338,844	49.01%	50.99%
United States	164,200,298	166,897,295	49.59%	50.41%

Data Source: US Census Bureau, American Community Survey. 2018-22.

Total Population by Age Group

Report Area	Age 0-4	Age 5-17	Age 18-24	Age 25-34	Age 35-44	Age 45-54	Age 55-64	Age 65+
FirstHealth	6.31%	16.98%	7.75%	12.84%	12.54%	11.89%	12.84%	18.85%
Hoke County, NC	8.15%	19.00%	8.24%	16.96%	14.23%	11.49%	10.95%	10.98%
Lee County, NC	6.25%	17.53%	8.22%	12.70%	12.98%	12.40%	13.18%	16.76%
Montgomery County, NC	5.12%	16.11%	7.93%	11.83%	10.41%	12.91%	14.52%	21.15%
Moore County, NC	5.85%	15.67%	6.74%	11.21%	12.24%	11.24%	12.98%	24.08%
Richmond County, NC	5.97%	17.31%	8.74%	12.41%	11.83%	12.53%	13.31%	17.91%
North Carolina	5.63%	16.18%	9.69%	13.32%	12.62%	12.93%	12.93%	16.69%
United States	5.74%	16.37%	9.45%	13.71%	12.93%	12.41%	12.86%	16.53%

Data Source: US Census Bureau, American Community Survey. 2018-22.

Total Population by Race/Ethnicity

Report Area	Non-Hispanic White	Non-Hispanic Black	Non-Hispanic Asian	Non-Hispanic NAAN	Non-Hispanic NPI	Non-Hispanic Other	Non-Hispanic Multiple Races	Hispanic or Latino
FirstHealth	60.58%	20.01%	1.19%	1.85%	0.04%	0.37%	3.70%	12.25%
Hoke County, NC	37.76%	32.45%	1.38%	6.97%	0.06%	0.92%	5.71%	14.75%
Lee County, NC	57.18%	18.37%	1.15%	0.11%	0.00%	0.12%	3.11%	19.97%
Montgomery County, NC	62.54%	17.07%	1.49%	0.54%	0.00%	0.15%	2.28%	15.91%
Moore County, NC	76.27%	10.27%	1.26%	0.40%	0.08%	0.37%	4.02%	7.33%
Richmond County, NC	55.59%	31.77%	0.70%	2.33%	0.00%	0.20%	2.26%	7.15%
North Carolina	61.66%	20.65%	3.08%	0.87%	0.06%	0.37%	3.27%	10.04%
United States	58.86%	12.13%	5.70%	0.55%	0.17%	0.43%	3.51%	18.65%

Data Source: US Census Bureau, American Community Survey. 2018-22.

Service Area Median Family Income

Report Area	Total Family Households	Average Family Income	Median Family Income
FirstHealth	73,766	$97,655	No data
Hoke County, NC	11,936	$94,114.48	$70,671
Lee County, NC	16,931	$87,189.31	$67,217
Montgomery County, NC	6,613	$87,976.94	$62,796
Moore County, NC	27,861	$118,448.56	$95,534
Richmond County, NC	10,425	$69,279.81	$58,611
North Carolina	2,653,429	$110,687.27	$82,890
United States	81,432,908	$124,529.93	$92,646

Note: This indicator is compared to the state average.
Data Source: US Census Bureau, American Community Survey. 2018-22.

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Children Below 200% of the Federal Poverty Level (FPL)

Report Area	Total Population Under Age 18	Population Under Age 18 Below 200% FPL	Population Under Age 18 Below 200% FPL, Percent
FirstHealth	64,656	29,285	**45.29%**
Hoke County, NC	13,870	5,818	41.95%
Lee County, NC	14,532	7,691	52.92%
Montgomery County, NC	5,382	3,005	55.83%
Moore County, NC	20,971	6,761	32.24%
Richmond County, NC	9,901	6,010	60.70%
North Carolina	2,245,774	922,669	41.08%
United States	72,035,358	26,772,207	37.17%

Note: This indicator is compared to the state average.
Data Source: US Census Bureau, American Community Survey. 2018-22.

Population in Poverty by Gender

Report Area	Male	Female	Male, Percent	Female, Percent
FirstHealth	18,090	23,730	13.35%	16.53%
Hoke County, NC	3,913	4,927	15.69%	18.80%
Lee County, NC	4,400	5,534	14.54%	17.36%
Montgomery County, NC	1,632	2,403	13.84%	18.29%
Moore County, NC	3,763	5,617	7.77%	11.11%
Richmond County, NC	4,382	5,249	21.82%	24.10%
North Carolina	594,769	762,649	11.99%	14.59%
United States	18,109,332	22,412,252	11.34%	13.70%

Data Source: US Census Bureau, American Community Survey. 2018-22.

Employment

Report Area	Labor Force	Number Employed	Number Unemployed	Unemployment Rate
FirstHealth	116,447	110,876	5,571	**4.8%**
Hoke County, NC	20,536	19,424	1,112	5.4%
Lee County, NC	25,133	23,943	1,190	4.7%
Montgomery County, NC	11,092	10,580	512	4.6%
Moore County, NC	42,826	41,039	1,787	4.2%
Richmond County, NC	16,860	15,890	970	5.8%
North Carolina	5,299,381	5,073,877	225,504	4.3%
United States	170,919,060	163,162,476	7,756,582	4.5%

Note: This indicator is compared to the state average.
Data Source: US Department of Labor, Bureau of Labor Statistics. 2024 - July.

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Education – High School Graduation Rate

Report Area	Adjusted Student Cohort	Number of Diplomas Issued	Cohort Graduation Rate
FirstHealth	3,318	2,916	87.9%
Hoke County, NC	581	482	83.0%
Lee County, NC	825	718	87.0%
Montgomery County, NC	277	263	94.9%
Moore County, NC	1,071	985	92.0%
Richmond County, NC	564	468	83.0%
North Carolina	107,680	94,292	87.6%
United States	3,448,175	2,795,415	81.1%

Note: This indicator is compared to the state average.
Data Source: US Department of Education, EDFacts. Additional data analysis by CARES. 2020-21.

Population with Limited English Proficiency

Report Area	Population Age 5+	Population Age 5+ with Limited English Proficiency	Population Age 5+ with Limited English Proficiency, Percent
FirstHealth	267,873	12,018	4.49%
Hoke County, NC	48,326	2,035	4.21%
Lee County, NC	59,589	4,764	7.99%
Montgomery County, NC	24,516	1,487	6.07%
Moore County, NC	94,868	2,503	2.64%
Richmond County, NC	40,574	1,229	3.03%
North Carolina	9,880,447	451,823	4.57%
United States	312,092,668	25,704,846	8.24%

Note: This indicator is compared to the state average.
Data Source: US Census Bureau, American Community Survey. 2018-22.

Community Health Needs Assessment

FirstHealth of the Carolinas collects feedback from the communities served by the health system concerning health status, health behaviors, social determinants of health, and needs every three years. The findings of the Community Health Needs Assessment (CHNA) inform the focus of programming and resources provided to the community aimed at improving health outcomes and quality of life for residents over the next three-years between assessment cycles.

Methodology

Collaboration

FirstHealth of the Carolinas participates in multiple collaboratives across the service area allowing for multisectoral partnerships across a variety of organizations. Table 1 illustrates the sectors represented by community partners. The CHNA process was influenced by input gathered from the partners around what topics may be of interest to key stakeholders as well as the community-at-large. Partners also assisted with the promotion of focus groups as well as offered to host sessions at their locations.

Table 1. *Sectors represented by community partners providing input during the CHNA process.*

Sectors Represented by Community Partners
• Community Centers
• Community Based Organizations
• Department of Social Services
• Local Health Departments
• Healthcare
• County Government
• City Government
• Education (School Systems and Community Colleges)
• Senior Centers
• Libraries
• First Responders (EMS and Law Enforcement)

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Data Collection & Timeline

Primary Data

Primary data collected for the CHNA was gathered through the facilitation of focus groups. FirstHealth also collects data on social determinants of health through the About Me screening tool which is currently in use across the primary care setting along with some other outpatient clinics and inpatient departments.

Secondary Data

Secondary data sources provided statistics on health behaviors, chronic disease rates, population demographics, and mortality rates. Table 2 lists the secondary data sources utilized to inform this CHNA.

Table 2. *List of secondary data sources contributing to the CHNA.*

Secondary Data Sources
• NC Data Portal
• NC Center for Health Statistics
• County Health Rankings

August 2024

Upon beginning the CHNA process, the health system held conversations with the health departments in the primary service area, as many of these agencies were also in the process of beginning to collect data for their individual assessments. The health departments planned to distribute a survey to collect data. In an effort to reduce the burden of receiving multiple requests to participate in surveys to residents of the communities served, the health system collected feedback from stakeholders and community members across the service area by holding focus groups.

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 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

Three focus groups were held across the county to gather feedback from community members and stakeholders.

April – June 2025

All focus groups concluded, and the data collected was analyzed for common themes. The results of the data analysis was shared with partners and community members at the Hoke County Public Health Advisory Council monthly meeting as well as the health system board.

Focus Group Data

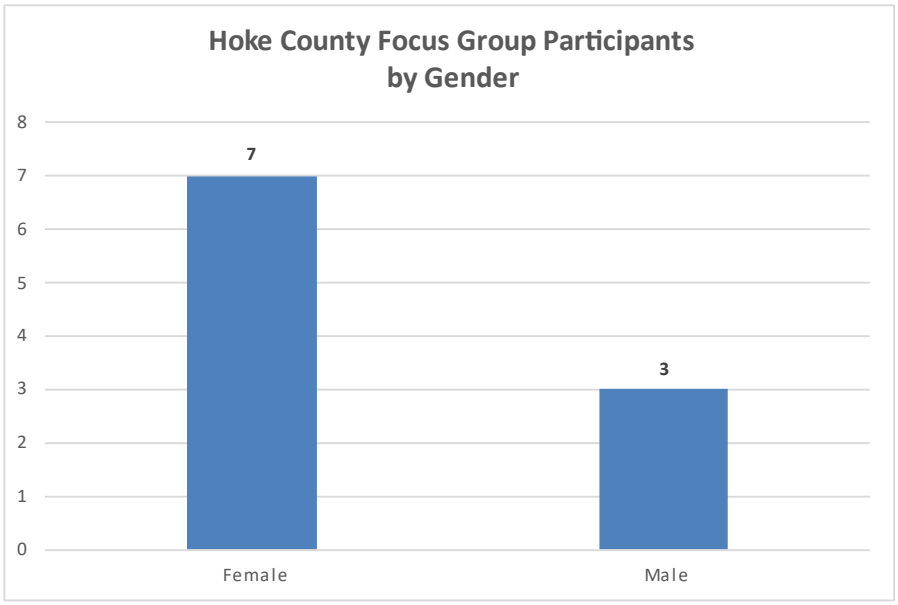
Focus Groups

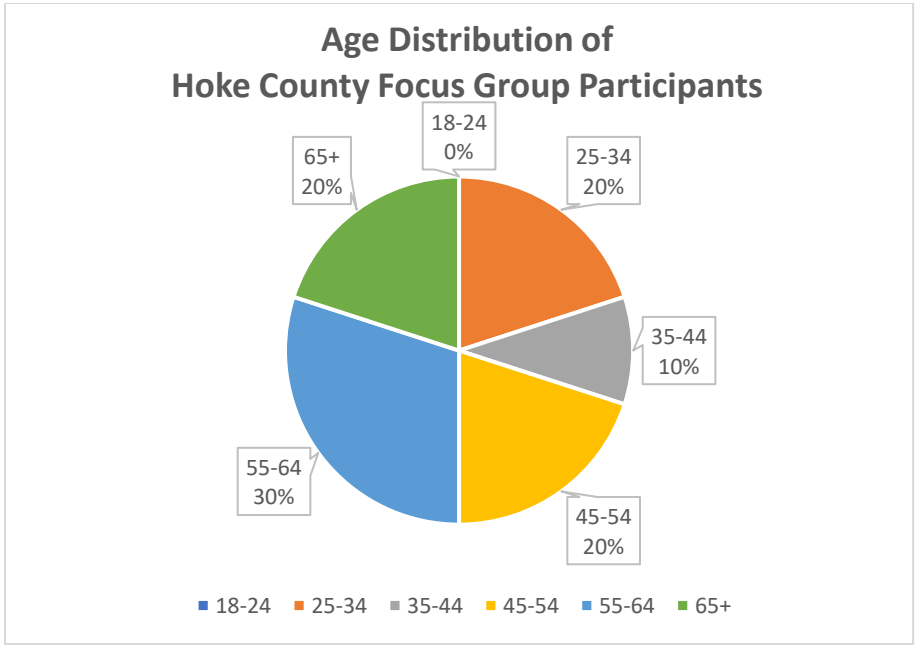
There were three focus groups were held at various locations across the county as outlined in Table 3. In total, 10 individuals participated in the groups providing insight into the perceived health and needs of the community. Focus group participants represented a variety of sectors such as the community-at-large, education, business, healthcare, social services, public health, and first responders.

Table 3. *List of Hoke County focus group locations*

Hoke County Focus Groups:
• Hoke County Public Health Advisory Council Focus Group
• Hoke County Community Member Focus Group
• Hoke County First Responder Focus Group

Demographics of Focus Groups Participants





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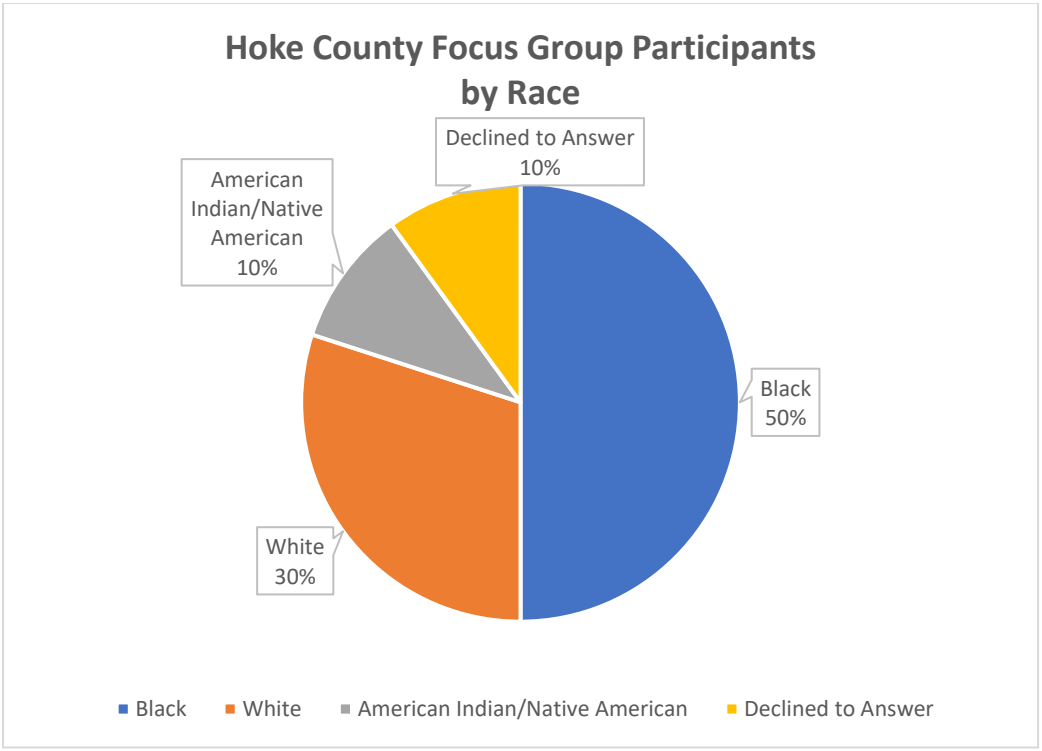

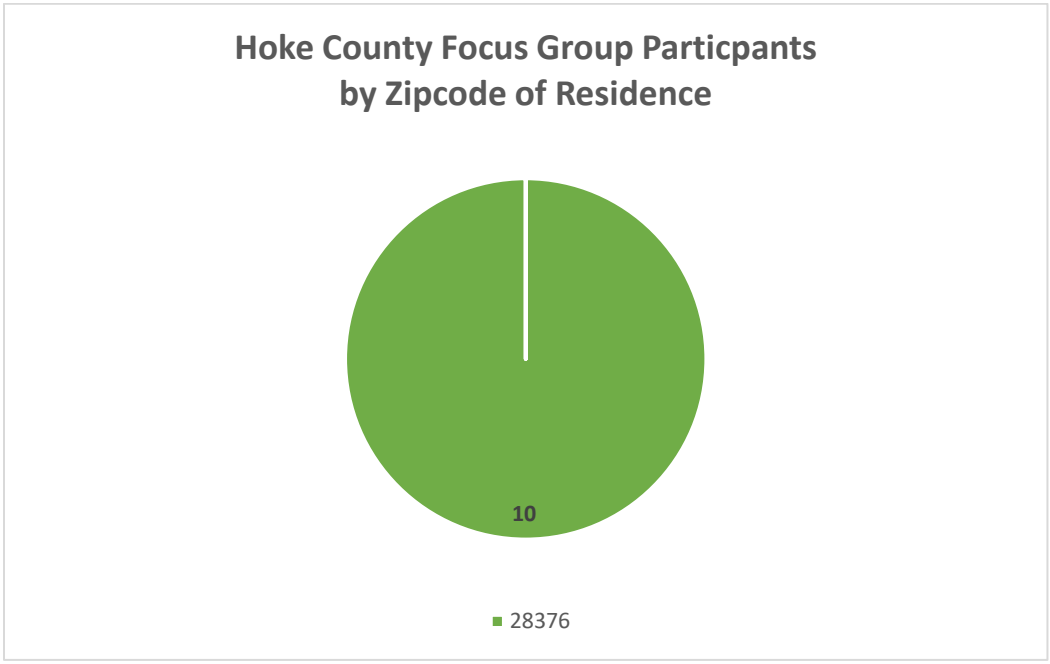

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Focus Group Insights

Focus group participants were asked to identify the top three concerns facing their community. The following responses were mentioned most often:

- Increasing awareness of community resources
- Access to quality health care and mental health services
- Affordable housing and homelessness

When asked to share their vision for a healthy community participants highlighted the following:

- Access to affordable, healthy foods
- Parks and Recreation – Access to green spaces and opportunities for physical activity
- Access to health services that is equitable (mental health, doctors, and medications)

Common themes identified through the focus groups:

- Interest in more parks and recreation
- Access to affordable housing in the county
- More access to health care and specialists in the county
- Need for increased community awareness of available resources and ways to find help getting connected to them
- More programming for children

Participants of the Hoke County focus groups highlighted the following as aspects that they enjoy the most about their community:

- There is a strong sense of community
- The friendly environment filled with southern hospitality
- Hoke county is a close-knit, family-oriented community
- Emphasis and support for local growth

Health Status Data

Cancer

Cancer Incidence

Report Area	Estimated Total Population	New Cases (Annual Average)	Cancer Incidence Rate (Per 100,000 Population)
Hoke County, NC	47,911	234	**488.4**
North Carolina	12,749,947	60,626	475.5
United States	392,542,529	1,744,459	444.4

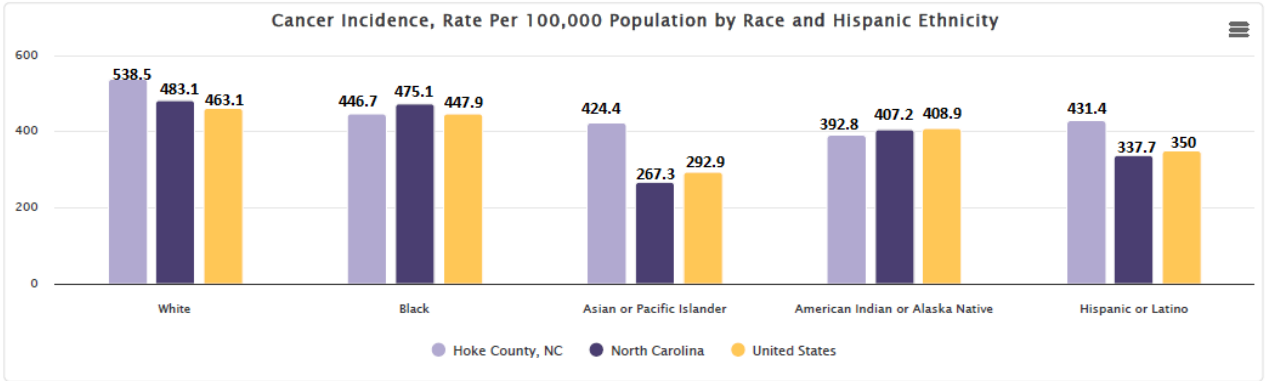
Note: This indicator is compared to the state average.
Data Source: State Cancer Profiles. 2017-21.

On average, there were 234 new cases of cancer diagnosed each year from 2017 to 2021. During this time, cancer occurred at a rate of 488.4 cases per 100,000 population per year.

Top 5 Most Commonly Diagnosed Cancers

Area Name	Cancer Site	New Cases (Annual Average)	Cancer Incidence Rate (Per 100,000 Population)
Hoke County, North Carolina	**1 - All Cancer Sites, 2017-2021**	234	488.4
Hoke County, North Carolina	**2 - Lung & Bronchus, 2017-2021**	35	76.2
Hoke County, North Carolina	**3 - Breast, 2017-2021**	35	130.7
Hoke County, North Carolina	**4 - Prostate, 2017-2021**	35	150
Hoke County, North Carolina	**5 - Colon & Rectum, 2017-2021**	16	33.7

Data Source: State Cancer Profiles. 2017-21.



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Heart Disease

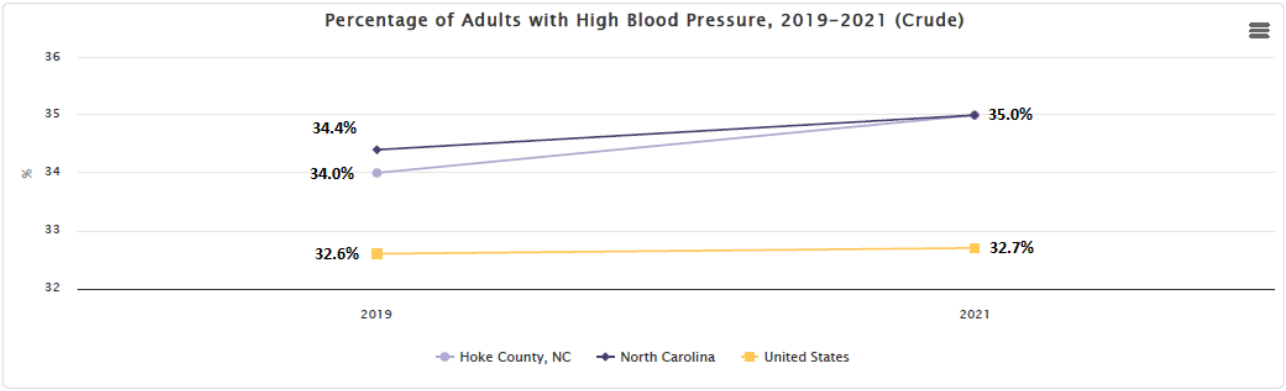
Percentage of Adults with Heart Disease, 2018-2022

Trends in the percentage of adults who have been diagnosed with heart disease from 2018 to 2022.

Report Area	2018	2019	2020	2021	2022
Hoke County, NC	6.7%	5.9%	6.0%	5.6%	6.2%
North Carolina	7.5%	6.6%	6.9%	6.5%	6.9%
United States	6.8%	6.2%	6.4%	6.1%	6.8%

Data Source: Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System. Accessed via the PLACES Data Portal. 2022 .

Percentage of Adults with High Blood Pressure, 2019-2021



Data Source: Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System. Accessed via the PLACES Data Portal. 2021.

Percentage of Adults with Stroke 2018-2022 (Crude)

The table and chart below display annual trends in the percentage of adults age 18+ who have ever had a stroke.

Report Area	2018	2019	2020	2021	2022
Hoke County, NC	3.9%	3.8%	3.6%	3.5%	4.0%
North Carolina	3.8%	3.7%	3.5%	3.5%	3.8%
United States	3.4%	3.4%	3.2%	3.3%	3.6%

Data Source: Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System. Accessed via the PLACES Data Portal. 2022 .

Diabetes

Diabetes Prevalence

In Hoke County, 9.9% of adults aged 20 and older report ever being told by their healthcare provider that they have diabetes.

Report Area	Population Age 20+	Adults Age 20+ with Diagnosed Diabetes	Adults Age 20+ with Diagnosed Diabetes, Age-Adjusted Rate
Hoke County, NC	37,567	3,644	**9.9%**
North Carolina	7,966,106	817,325	9.0%
United States	232,706,003	23,263,962	8.9%

Note: This indicator is compared to the state average.
Data Source: Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion. 2021.

Percentage of Adult Diagnosed with Diabetes, 2004-2021

Report Area	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Hoke County, NC	9.3%	9.5%	11.6%	12.0%	12.1%	11.9%	11.8%	11.3%	12.8%	11.2%	10.3%	8.2%	8.9%	9.1%	9.2%	9.7%	10.0%	9.9%
North Carolina	7.3%	7.9%	8.8%	8.9%	9.0%	9.0%	8.9%	9.0%	9.3%	9.2%	9.2%	8.9%	8.9%	8.9%	9.0%	9.0%	8.9%	9.0%
United States	6.6%	7.0%	7.3%	7.8%	7.9%	8.2%	8.3%	8.5%	8.7%	8.5%	8.7%	8.6%	8.7%	8.7%	9.0%	9.0%	8.9%	8.9%

Data Source: Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion. 2021.

Obesity

Of adults aged 20 and older living in Hoke County, 31.6% report having a Body Mass Index (BMI) greater than 30.0 (obese) .

Report Area	Population Age 20+	Adults with BMI > 30.0 (Obese)	Adults with BMI > 30.0 (Obese), Percent
Hoke County, NC	37,688	11,947	**31.6%**
North Carolina	7,962,672	2,371,515	29.7%
United States	232,757,930	70,168,831	30.1%

Note: This indicator is compared to the state average.
Data Source: Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion. 2021.

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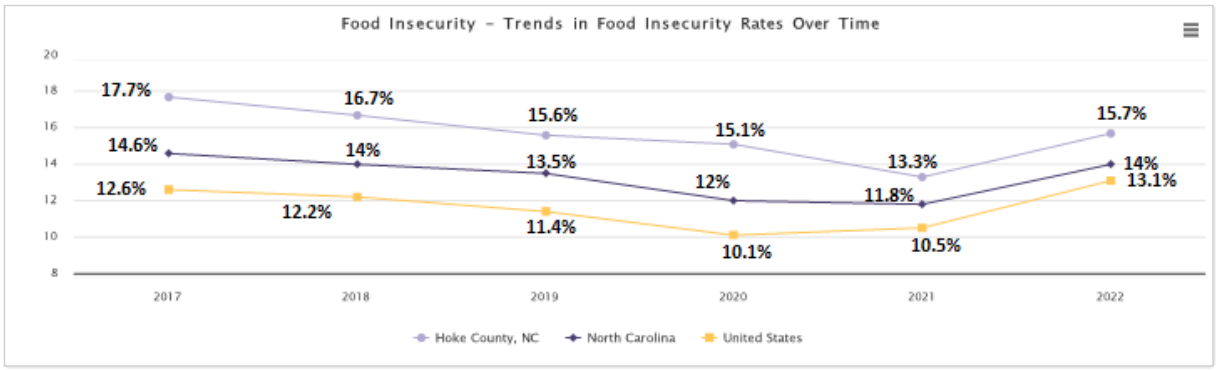
Access to Nutrition & Physical Activity

Food Insecurity Rate

In Hoke County, 15.7% of the population reported having limited or inadequate access to food.

Report Area	Total Population	Food Insecure Population, Total	Food Insecurity Rate
Hoke County, NC	52,611	8,260	**15.7%**
North Carolina	10,473,672	1,471,360	14.05%
United States	331,148,169	42,657,200	12.88%

Note: This indicator is compared to the state average. Data Source: Feeding America. 2022.



Total Population Receiving SNAP (Supplemental Nutrition Assistance Program)

Report Area	Total Population	Population Receiving SNAP Benefits	Population Receiving SNAP Benefits, Percent
Hoke County, NC	52,082	10,693	**20.5%**
North Carolina	10,439,388	1,585,110	15.2%
United States	331,449,281	41,975,381	12.7%

Note: This indicator is compared to the state average.
Data Source: US Census Bureau, Small Area Income and Poverty Estimates. 2022.

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Percent Low Income Population with Low Food Access

Report Area	Total Population	Low Income Population	Low Income Population with Low Food Access	Percent Low Income Population with Low Food Access
Hoke County, NC	46,952	19,843	3,689	**18.59%**
North Carolina	9,535,483	3,360,489	715,209	21.28%
United States	308,745,538	97,055,825	18,834,033	19.41%

Note: This indicator is compared to the state average.
Data Source: US Department of Agriculture, Economic Research Service, USDA - Food Access Research Atlas. 2019.

Access to Exercise Opportunities

Individuals living in urban areas residing within one mile of a park or recreational facility or those living in rural areas residing within three miles of these resources are considered to have adequate access to exercise opportunities. Hoke county residents report having less access to exercise opportunities, compared to state and national rates.

Report Area	Total Population (2020)	Population with Access to Exercise Opportunities	Percentage of Population with Access to Exercise Opportunities
Hoke County, NC	52,082	31,770	**61.00%**
North Carolina	10,439,388	8,142,722	78.00%
United States	331,449,281	279,894,833	84.45%

Note: This indicator is compared to the state average.
Data Source: ArcGIS Business Analyst and Living Atlas of the World, YMCA & US Census Tigerline Files. Accessed via County Health Rankings. 2024, 2022&2020.

Access to Fitness Facilities

Report Area	Total Population (2020)	Number of Establishments	Establishments, Rate per 100,000 Population
Hoke County, NC	52,082	Suppressed	**0.00**
North Carolina	10,439,388	1,415	13.55
United States	331,449,275	41,556	12.54

Note: This indicator is compared to the state average.
Data Source: US Census Bureau, County Business Patterns. Additional data analysis by CARES. 2023.

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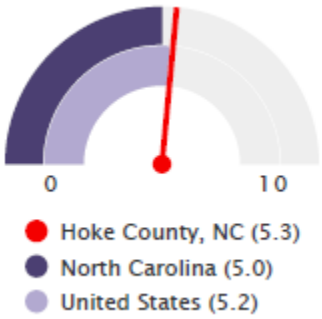
Mental Health & Substance Use

Poor Mental Health Days

Adults aged 18 and older living in Hoke County, reported their mental health as poor an average of 5.3 days per month. This is slightly higher than the state average of 5.0 days and the national average of 5.2 days per month.



Note: This indicator is compared to the state average.
Data Source: Centers for Disease Control and Prevention, Behavioral Risk Factor Surveillance System. Accessed via County Health Rankings. 2022.

Mental Health Providers

Compared to state and national rates Hoke County has fewer mental health providers to serve the population.

Report Area	Total Population (2020)	Number of Facilities	Number of Providers	Providers, Rate per 100,000 Population
Hoke County, NC	52,082	46	131	251.53
North Carolina	10,439,388	5,853	33,739	323.19
United States	334,735,155	152,801	1,104,134	329.85

Note: This indicator is compared to the state average.
Data Source: Centers for Medicare and Medicaid Services, CMS - National Plan and Provider Enumeration System (NPPES). September 2025.➡ Show more details

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Substance Use Treatment

There are six addiction treatment facilities and 14 addiction/substance use providers in the county.

Report Area	Total Population (2020)	Number of Facilities	Number of Providers	Providers, Rate per 100,000 Population
Hoke County, NC	52,082	6	14	**26.88**
North Carolina	10,439,388	624	3,134	30.02
United States	334,735,155	23,234	99,380	29.69

Note: This indicator is compared to the state average.
Data Source: Centers for Medicare and Medicaid Services, CMS - National Plan and Provider Enumeration System (NPPES). September 2025.➞ Show more details

Opioid Overdose – Five-year average 2019-2023

Report Area	Total Population, 2019-2023 Average	Five Year Total Deaths, 2019-2023 Total	Crude Death Rate (Per 100,000 Population)
Hoke County, NC	54,482	74	**27.2**
North Carolina	10,634,907	14,425	27.1
United States	331,563,969	364,717	22.0

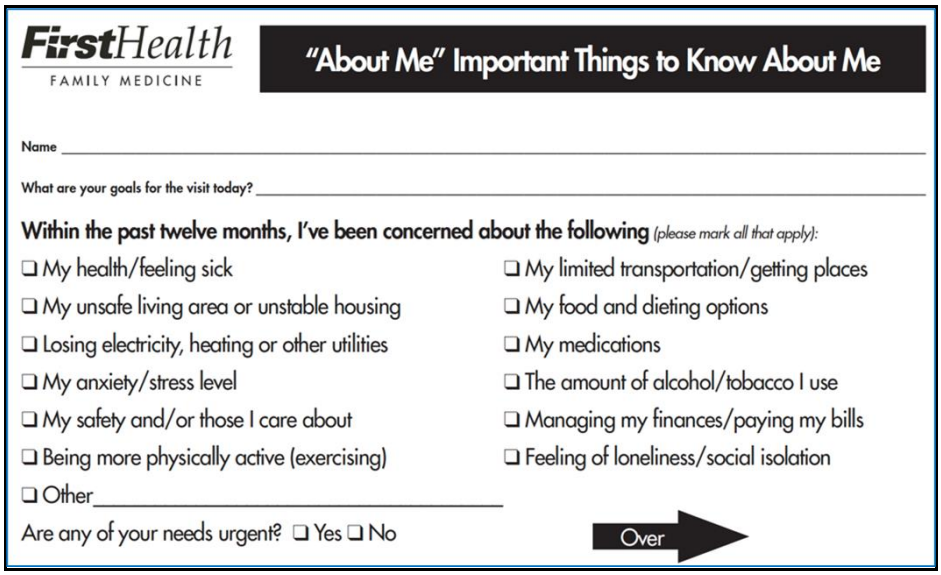
Note: This indicator is compared to the state average.
Data Source: Centers for Disease Control and Prevention, CDC - National Vital Statistics System. Accessed via CDC WONDER. 2019-2023.

Social Determinants of Health

***About Me Card* - Patient Reported SDOH Data**

In 2018, FirstHealth created a patient-reported instrument called the "About Me Card (AM Card)" as pictured in figure two. The purpose of the AM Card is to enable patients to communicate their non-medical (SDOH) needs and other personal circumstances and preferences to medical teams. The medical teams then use the AM Card data to shape the care conversation and co-produce a care plan that is reflective of the whole person, not simply the medical patient.

Figure 2: The ambulatory version of the FirstHealth About Me Card, a patient-reported instrument patients are asked to complete within a FirstHealth ambulatory setting.



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FAMILY MEDICINE

"About Me" Important Things to Know About Me

Name _____

What are your goals for the visit today? _____

Within the past twelve months, I've been concerned about the following *(please mark all that apply)*:

- ❑ My health/feeling sick
- ❑ My unsafe living area or unstable housing
- ❑ Losing electricity, heating or other utilities
- ❑ My anxiety/stress level
- ❑ My safety and/or those I care about
- ❑ Being more physically active (exercising)
- ❑ My limited transportation/getting places
- ❑ My food and dieting options
- ❑ My medications
- ❑ The amount of alcohol/tobacco I use
- ❑ Managing my finances/paying my bills
- ❑ Feeling of loneliness/social isolation
- ❑ Other_____

Are any of your needs urgent? ❑ Yes ❑ No

Over

As of the August 31, 2025, FirstHealth has collected 37,219 AM Cards across various ambulatory and inpatient settings across the entire FirstHealth service area. The AM Card data offers numerous insights for providers at the point-of-care and for FirstHealth's strategic planning, both for the system overall and for FirstHealth's Community Health Services team of Health and Social Care Specialists with the CARE Suite.

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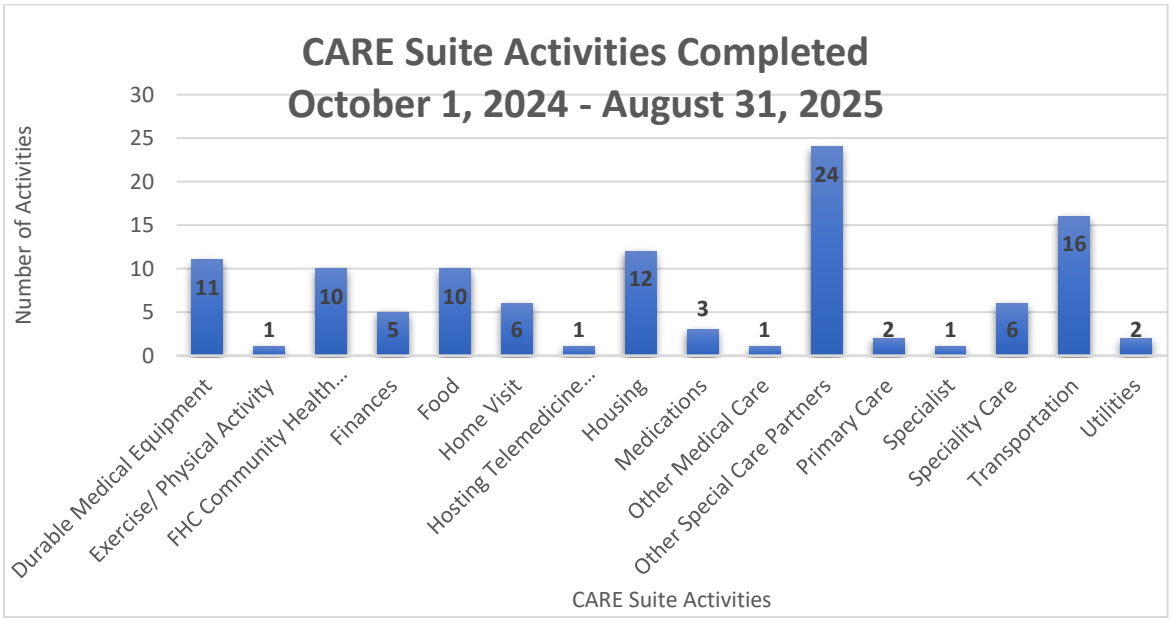
Overview of CARE Suite Activities – Hoke County
October 1, 2024 – August 31, 2025

Overview of CARE Suite Activities Hoke County	
Referrals to CARE Suite	169
Patients engaged with the CARE Suite	81
Activities Completed	111
Activity Type	
Care Coordination	100
Care Navigation	11

CARE Suite Activities Completed in Hoke County
October 1, 2024 – August 31, 2025



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Appendix

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Appendix A: Focus Group Facilitation Guide and Participant Demographic Survey

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FirstHealth
COMMUNITY HEALTH SERVICES

Community Health Needs Assessment 2025

Focus Group Guide Questions

Please read the following statement to the group and ask them to confirm understanding:

You have been invited to participate in a focus group as part of FirstHealth and the Health department's Community Health Needs Assessments. The purpose of this focus group is to gain insight around the health concerns facing the community and identifying priorities for the agencies to work towards addressing. The confidentiality of the topics discussed during this session is very important to us and as such we will not be collecting identifiable information. We ask that you do not share the identities of other participants. Your participation is completely voluntary, and you are free to discontinue your participation at any time.

1. What does your vision of a healthy community look like?

2. What would you say are the top 3 concerns facing your community?

3. What are some things/resources that your community needs to become healthier?

4. What are some ways the health system and/or public health department can help improve the health of the community?

5. What do you enjoy most about your community?

6. Is there anything else that you would like us to know about your community?

2025 Community Health Needs Assessment

Focus Group Participant Demographic Survey

1. How old are you?

- ◯ 18-24
- ◯ 25-34
- ◯ 35-44
- ◯ 45-54
- ◯ 55 - 65
- ◯ 65+

2. Which option(s) best describes your race/ ethnicity?

- ☐ Asian
- ☐ Black
- ☐ Hispanic/Latino
- ☐ Native American/ American Indian
- ☐ White
- ☐ Decline to Answer
- ☐ Other

3. Which option describes your gender?

- ◯ Female
- ◯ Male
- ◯ Non-Binary
- ◯ Decline to Answer
- ◯ Other

4. What is your zip code of residence?

_____

References

County Health Rankings. (2025). *Hoke, North Carolina*. Retrieved from County Health Rankings and Roadmaps: https://www.countyhealthrankings.org/health-data/north-carolina/hoke?year=2025

North Carolina Data Portal. (2025, April 15). *Community Health Assessment.* Retrieved from North Carolina Data Portal: https://ncdataportal.org/community-health-needs-assessment/?REPORT=%7B%22name%22%3A%22North%20Carolina%20Data%20Portal%20Report%22%2C%22style%22%3A%22nc%22%2C%22contentId%22%3A%22%23cdt-report-content%22%2C%22output%22%3A%7B%22countylist%22%3Afalse%2C%22s

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North Carolina Department of Health Human. (n.d.). *N.C. State Center for Health Statistics*. Retrieved from NCDHHS: Division of Public Health: https://schs.dph.ncdhhs.gov/

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