

Haywood Regional Medical Center 2026 – 2028

Community Health Implementation Plan

-Haywood County, North Carolina-

HAYWOOD
REGIONAL MEDICAL CENTER

A Duke LifePoint Hospital

Adopted by Board of Trustees: 08/28/2025



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About Haywood Regional Medical Center

Haywood Regional Medical Center is located in Haywood County and licensed for 154 beds. The hospital was created in 1927 as the first county hospital in North Carolina. Later rebuilding in 1978 to our new location in Clyde.

Continuing a long-standing tradition of excellence, Haywood Regional Medical Center offers a comprehensive array of services, including orthopedics, spine services, cardiology, general surgery, women's care, emergency medicine, behavioral health, and includes 11 multi-specialty physician clinics. The campus, located in Clyde, is also home to the 54,000 square foot Haywood Regional Health and Fitness Center, and the 44,000 square foot Outpatient Care Center (includes the outpatient surgery center, laboratory, imaging center and physician practices). Haywood Regional Medical Center also operates two urgent care centers in the county, in Hazelwood and Canton.

As a part of Duke LifePoint Healthcare, Haywood Regional Medical Center is supported by Duke University Health System's world-renowned leadership in clinical excellence and quality care and LifePoint Health's extensive resources, knowledge and experience in operating community hospitals.

Mission

Making communities healthier®

Vision

We want to create places where people choose to come for healthcare, physicians and providers want to practice, and employees want to work.

Values



**Champion
Patient Care**



**Do the
Right Thing**



**Embrace
Individuality**



**Act with
Kindness**



**Make a
Difference
Together**

Community Health Needs Assessment (CHNA) Overview

In 2025, Haywood Regional Medical Center (“HRMC”) performed a Community Health Needs Assessment (CHNA) in partnership with Strata Decision Technology (“Strata”) to determine the health needs of the local community and develop an accompanying implementation plan to address the identified health needs of the community.

CHNA Purpose

A CHNA is part of the required hospital documentation of “Community Benefit” under the Affordable Care Act for 501(c)(3) hospitals. It uses systematic, comprehensive data collection and analysis to provide information about the community including health status, needs, and disparities. The CHNA also offers a targeted action plan to address areas of need and allows the hospital to truly understand the health needs of the community it serves.

CHNA Facility Benefits



- Identify health disparities and social determinants to inform future initiatives, programs, and outreach strategies
- Identify gaps in healthcare
- Develop an understanding of perceptions and ideas among community members
- Form collaborations with community organizations to address local health needs

The core elements of a CHNA include:

- a definition and description of the community served
- a description of the process and methods used to conduct the CHNA
- a description of how the hospital facility solicited and took into account input received from community members
- a description of the identified significant health needs of the community, including selection process and criteria
- a description of resources available to address the significant health needs
- an evaluation of the impact of any actions that were taken to address the significant health needs identified in the immediately preceding CHNA

Community Health Needs Assessment (CHNA) Overview

The CHNA Process

The process to conduct the CHNA included the following:



Haywood Regional Medical Center’s health priorities identified through the 2025 process are:

- 1 Cancer
- 2 Children’s Health
- 3 Diabetes
- 4 Heart Disease
- 5 Stroke

This report was approved by the Board of Trustees on 08/28/2025.

Implementation Plan Framework

Executive leadership at Haywood Regional Medical Center gathered to discuss plans to address the identified health priorities. The leaders selected four of the identified significant health needs to create action plans to make positive community impacts. The next five pages outline the implementation plan for each identified health need seen below.

Haywood Regional Medical Center Health Need Evaluation

	Severity or urgency	Feasibility and effectiveness	Impact on health disparities	Importance identified by community
Cancer	✓	✓	✓	✓
Children’s Health	✓	✓	✓	✓
Diabetes		✓	✓	✓
Heart Disease	✓	✓	✓	✓
Stroke	✓	✓	✓	✓

This implementation plan was approved by the Board on [DATE]

Implementation Plan: Cancer

Initiative: Education Improvement

Goal: Maintain and educate on cancer care in the community

Strategies Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 1: Market The Breast Center including cancer care services	Ongoing	➤ Haywood Marketing and Breast Center Team	
Strategy 2: Community events and lunch and learns including mammography scheduling	Annual 2026-2028	➤ Haywood Marketing, Breast Center, and Cancer Nurse Navigation Team	
Strategy 3: Market the cancer support group	Monthly 2026-2028	➤ Haywood Marketing and Cancer Nurse Navigation Team	
Strategy 4: Ongoing partnership with palliative care	Ongoing	➤ Haywood Marketing Team	➤ Haywood Hospice and Palliative Care ➤ Four Seasons

Anticipated Impact:

- Improved knowledge of cancer care and services in the community

Implementation Plan: Children’s Health

Initiative: Education and Access Improvement

Goal: Maintain, educate, and improve access to pediatric care

Strategies Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 1: Market and share back-to-school pediatric wellness checklist	Annual 2026-2028	➤ Haywood Marketing Team	➤ Local school system
Strategy 2: Host annual sports physical event	Annually Quarter 2	➤ Haywood Marketing, Medical Staff, and Fitness Staff Team	
Strategy 3: Market Haywood outpatient pediatric services	Ongoing	➤ Haywood Marketing Team	
Strategy 4: Community lunch and learns including provider presence	Annually 2026-2028	➤ Haywood Marketing and Pediatric Team	

Anticipated Impact:

- Improved access and knowledge of pediatric services in the community

Implementation Plan: Diabetes

Initiative: Education Improvement

Goal: Maintain and educate on diabetes care in the community

Strategies Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 1: Community lunch and learns including provider presence	Bi-annually 2026-2028	➤ Haywood Marketing and Nutrition Team	
Strategy 2: Market outpatient nutrition services	Ongoing	➤ Haywood Marketing and Nutrition Team	
Strategy 3: Diabetes Awareness Month – continuation of internal and external education campaigns	Q4 2026-2028	➤ Haywood Marketing Team	

Anticipated Impact:

- Improved knowledge of diabetes care and services in the community

Implementation Plan: Heart Disease

Initiative: Education and Access Improvement

Goal: Maintain, educate, and improve access to cardiology care

Strategies Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 1: Maintain Chest Pain Accreditation	Ongoing	➤ Haywood PCU* Team	
Strategy 2: Market outpatient cardiology clinic and inpatient cardiology coverage	Ongoing	➤ Haywood Marketing Team	➤ Area Agency on Aging
Strategy 3: Community lunch and learns including provider presence	Annually 2026-2028	➤ Haywood Marketing and Cardiology Team	
Strategy 4: Provider and referral source education	Annually 2026-2028	➤ Haywood Growth & Outreach Team	
Strategy 5: Host Heart Expo	Annually 2026-2028	➤ Haywood Marketing, Cardiology & PCU, Nutrition, Emergency, and Fitness Staff Team	➤ Haywood EMS ➤ Haywood Hospice & Palliative Care ➤ Media

**Progressive Care Unit*

Anticipated Impact:

- Improved access and knowledge of cardiology services in the community

Implementation Plan: Stroke

Initiative: Education and Access Improvement

Goal: Maintain, educate, and improve access to stroke care

Strategies Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 1: Ongoing support for application for Acute Stroke Ready Hospital	Ongoing	➤ Haywood Disease Specific Care Coordination Team	
Strategy 3: Community lunch and learns	Annually 2026-2028	➤ Haywood Marketing and Emergency Department Team	
Strategy 3: Market and education on stroke symptoms and response	Ongoing	➤ Haywood Marketing and Disease Specific Care Coordination Team	➤ Area Agency on Aging
Strategy 4: Provider and referral source education	Annually 2026-2028	➤ Haywood Growth & Outreach Team	

Anticipated Impact:

- Improved access and knowledge of stroke services in the community