



Forward, together
Pursuing health equity
in our community

2022 community impact report

Table of contents

1. Health equity is everyone's business.
2. What is community benefit?
3. Financials
4. When getting healthy starts at the barbershop
5. This event helps give babies the best start.
6. How we keep parents informed about safe sleeping practices for babies
6. Let's swim!
7. Patients can connect to social services resources when needed most.
8. Community health worker goes where needed — including home visits.
10. This program provides groceries so pregnant patients are not hungry.
11. Here's what our patients are saying.
12. We're treating hunger, one patient at a time.
13. Forsyth Backpack Program addresses food insecurity in local schools.
14. Our cruiser met this sheriff where he works: in the community.
15. Mammography is one way we pursue health equity.
16. We're dedicated to reducing pregnancy-related mortality rates among Black patients.
17. Her job is to reach out and support victims of community violence.
18. Helping to keep our communities safe is a top priority.
19. Novant Health and Cape Fear Habitat for Humanity invest in housing well-being at the coast.
20. Building a healthier Mecklenburg County takes a 'Village.'
20. We're partners in the mission to help men in need.
21. Exploring innovative solutions can help end chronic homelessness.
22. Combining healthcare mission with community passion is part of our culture.
23. It's vital to invest in the talent we have — and the talent we want.
24. It's important to create career opportunities for students.
25. Leadership

Health equity is everyone's business.

Advancing health equity is a vital part of our mission at Novant Health, and our commitment to health equity strategies goes far beyond a singular initiative. Every day we work together to create a healthier future and bring remarkable experiences to life for each patient in our community, and the only way to thrive is if we work together to discover what makes each patient unique. To do so, we must understand the complex reasons behind health disparities.

No matter the patient's journey, there is a cumulative effect of social determinants of health – the conditions in environments where we are born, live and work that impact our long-term health. As we dig deep to address the root causes of health disparities, Novant Health is creating new ways to improve the health of our patients and transform our communities through four key areas: access to care, food and housing security and the development of our current and future workforce.

As we have focused on ensuring equitable care for every patient in our communities through these four areas, our impact has drawn national attention. In 2022, our work to advance equity earned Novant Health a special recognition, as part of the first cohort of the National Committee for Quality Assurance's Health Equity Accreditation Plus program. Novant Health was one of only two health systems in the country to leverage expertise, resources and commitment to simultaneously achieve both the Health Equity Accreditation and the Health Equity Accreditation Plus.

Health Equity Accreditation Plus helps organizations develop and enhance processes and partnerships to address inequities in care and health outcomes. Novant Health partners with community-based organizations, offers resources that support clinical and social needs, collects data on community social risk factors and patients' social needs, and makes clear to partners and patients how their information is used, shared and protected.

More recently, The Cigna Group launched the Health Equity Action Awards to celebrate and recognize its Collaborative Accountable Care provider partners who are going above and beyond to achieve health equity. Novant Health received the Health Equity Action Gold Award, the highest honor, for developing Novant Health Nourishes, a campaign designed to address food insecurity. The award recognized our greater Winston-Salem region, where, since the program launched in January 2022, we have conducted nearly 370,000 screenings for food insecurity and connected food-insecure patients with a local community resource.

To continue improving health equity for all, we must continue creating shared accountability and action. We are grateful for our community partners who are working together with Novant Health to empower every patient, help them thrive and ensure our communities grow and succeed.

Carl S. Armato
President and CEO, Novant Health



What is community benefit?

It's more than our responsibility — it's our commitment.

At Novant Health, community benefit is a core priority. Through strategic planning and investment, our community benefit initiatives create avenues to improve health and create positive change throughout our communities.

“When we pay attention to our patients’ unique needs, such as their access to food and health services, we can provide them with Novant Health’s highest level of safety, quality and compassionate care.”

— Chere Gregory, MD, senior vice president and chief health equity officer at Novant Health

Because of this work, we also know that regardless of the care we provide in our clinics and hospitals, there will always be outside factors that influence a person’s health. These factors often are referred to as social determinants of health — the deep and complex economic and social conditions that influence an individual’s health status. From a lack of access to nutritious foods, to working multiple jobs that leave no time to see a doctor, these barriers to healthy outcomes influence the risk for chronic diseases.

“Our community benefit initiatives help shape how we approach social determinants of health, as well as our ability to be sure that everyone is seen, heard and receives the healthcare they deserve,” said Chere Gregory, MD, senior vice president and chief health equity officer at Novant Health. “When we pay attention to our patients’ unique needs, such as their access to food and health services, we can provide them with Novant Health’s highest level of safety, quality and compassionate care.”

Community benefit includes programs or activities that provide treatment or promote health and healing as a response to identified community needs — and meet at least one of these objectives:

- Improve access to healthcare services
- Enhance the health of the community
- Advance medical or health knowledge
- Relieve or reduce the burden on government to provide health services

Novant Health’s community impact includes hundreds of programs that address the most pressing health needs of the communities we serve, particularly among historically excluded groups. This includes unreimbursed health services to individuals with Medicaid and Medicare coverage; free community health education and screenings; support groups; investments in health-focused community groups; and participation in medical research and academic health programs.

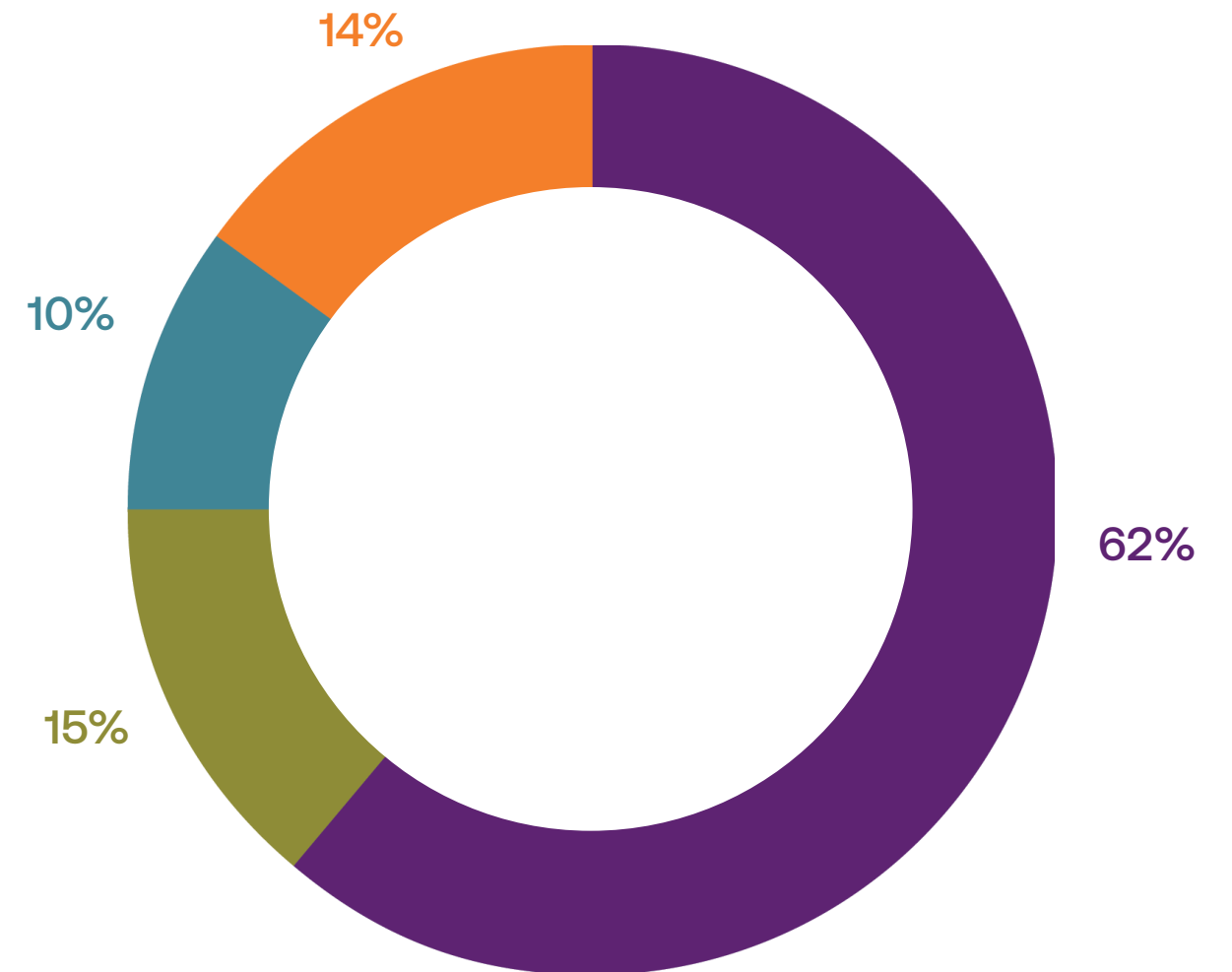


When you see this icon, you’ll know where Novant Health is promoting health and wellness in response to each community’s health needs assessment.

In 2022, Novant Health provided more than

\$1.5 billion

in community benefit, up from \$1.1 billion in 2021.



- Unpaid cost of Medicare
- Unpaid cost of Medicaid
- Community benefit programs
- Financial assistance

Total may vary due to rounding.

ACCESS TO CARE

When getting healthy starts at the barbershop



Novant Health New Hanover Regional Medical Center supports a Barbershop Initiative to provide convenient health screenings.

With our commitment to improving the health of our community, one person at a time, Novant Health New Hanover Regional Medical Center supports a Barbershop Initiative to provide convenient health screening opportunities. Through partnerships with area barbershops, Novant Health team members offer blood pressure checks, health information, physician referrals and vaccines. Appointments are not required.

Launched in 2017 by the community engagement team and Black/African American business resource group (BRG) at New Hanover Regional Medical Center, the Barbershop Initiative builds relationships within the community — while highlighting wellness education in convenient, nontraditional settings. Following a pause of about two years due to the COVID-19 pandemic, the program returned in 2022 with the same mission: delivering health services and education to community members who might not seek them on their own. The barbershop team partnered with the Todos Unidos (Hispanic/Latinx) BRG to make connections at Paola's Salon & Barber, a shop that styles a primarily Hispanic clientele.

“This is really about creating access in unconventional places, where we are not waiting for people to come to the hospital when they are already sick,” said Kevin Briggs, senior director of health equity, inclusion and belonging at New Hanover Regional Medical Center. “We are proactively going out and providing these services while building on key relationships for the future of health in the region.”



BY THE NUMBERS

- 15 Barbershop Initiative screening events completed
- 30 volunteers involved
- 6 barbershops located in Wilmington
- 2 rounds of community barbershop sessions conducted in the spring and fall

“This is really about creating access in unconventional places, where we are not waiting for people to come to the hospital when they are already sick.”

— Kevin Briggs, senior director of health equity, inclusion and belonging



ACCESS TO CARE

This event helps gives babies the best start.



Novant Health Brunswick Medical Center continues tradition of hosting annual baby shower for the community.

When the call went out from Novant Health Brunswick Medical Center for item drop-offs for the annual community baby shower, team members and a range of community donors and nonprofits came through. The medical center's yearly tradition — an initiative funded by the Novant Health Foundation — provides expectant parents with encouragement and much-appreciated supplies that help get their babies off to the best start possible.

The baby shower fulfills our organization's mission of collaborating with community partners to provide whole-person care to the communities we serve. Attendees also were screened for food insecurity in an effort to address additional needs of expecting parents.

BY THE NUMBERS

- Over 200 gift bags distributed with baby clothes, bibs, sippy cups, diapers, wipes, books and toiletries
- Over 200 Novant Health bags distributed with information on how people can receive services at reduced rates, along with a box of diapers, wipes, baby thermometer, toiletries and books
- 15 food boxes shared



ACCESS TO CARE

How we keep parents informed about safe sleeping practices for babies



Our hospitals and clinics in Forsyth County helped spread the word on safe-sleep awareness.

In 2022, hospitals and clinics in Forsyth County distributed an educational flyer warning parents of an unfortunate statistic. Between 2014 and 2019, 29 infants in Forsyth County died due to unsafe sleep practices.

However, parents can take simple steps to reduce the risk. By sharing a QR code and information from HealthyChildren.org/SafeSleep, we're helping to protect the communities where we live and work.

Tips shared:

- Put baby on back to sleep.
- Keep face and head clear from soft items.
- Have babies sleep in their own sleep space.



Let's swim!



Novant Health is a proud partner in promoting water safety for children in our communities.

What is the leading cause of death for children ages 1 to 4 in the United States? Drowning. And children from underserved and historically underrepresented communities are especially vulnerable.

Participation in formal swimming lessons can reduce the risk of drowning among children and young adults, according to the Centers for Disease Control and Prevention. That's why Novant Health is a proud partner in supporting initiatives that promote water safety in our communities. In 2022, we supported the High Point Swim Club in High Point and NSEA Swim Foundation in Wilmington. These organizations provide swim lessons for children in communities without access to lessons.

More facts from the CDC:

Ages 5 to 14

For children in this age group, drowning is the second leading cause of unintentional injury death, after motor vehicle crashes.

About 40% of drownings among children in this age group occur in natural water. About 30% occur in swimming pools.

Ages 5 to 9

For Black children in this age group, drowning death rates are 2.6 times higher than the rates for white children.

ACCESS TO CARE

Patients can connect to social services resources when needed most.



Through MyCommunity, patients receive help with transit fares, food, housing and more.

While navigating the legal challenge of seeking custody of young family members, a Winston-Salem woman learned she faced a health obstacle, as well: prediabetes. She reached out for help from her Novant Health community health worker, who connected the grandmother with a comprehensive list of resources that would aid both her health management journey and the well-being of her family.

Those resources included financial counseling through Novant Health and Financial Pathways of the Piedmont, prediabetes patient education and recipes through Lexicomp, and child care services through Family Services - Head Start and Child Care Resource Center. She also received free mental health counseling through Sunrise-Amanecer, legal services through Legal Aid of North Carolina, and a free TytoCare medical device for at-home guided medical exams with a Novant Health clinician.

Those connections were made possible through Novant Health MyCommunity, an online platform powered by Find Help that connects patients to free and reduced-cost social service resources for housing, food, help with transit fares and more. Clinicians, team members and the community go to NovantHealth.org/MyCommunity to connect those in need with resources available in their area.

MyCommunity offers resources outside of traditional healthcare that support overall well-being and address social needs. Novant Health community engagement team members are always connecting with local organizations and adding them to the platform to expand the referral base. Any community member can search for and connect with resources for free at NovantHealth.org/MyCommunity.

BY THE NUMBERS

MyCommunity connections

Here are the number of referrals made between Jan. 1, 2022, and Dec. 31, 2022, in the following categories:

Health: 1,918

Money: 1,206

Transit: 187

Work: 202

Care*: 1,438

Housing: 655

Food: 1,066

*support for various needs



ACCESS TO CARE

Community health worker goes where needed — including home visits.

When families face big obstacles, community health workers are there.

Jasmine Swain assists pediatric patients and their families at a specialty pediatric clinic in Wilmington, North Carolina. But what she does for her clients goes way beyond addressing just their physical health.

Swain, a community health worker at Novant Health Nunnelee Pediatric Multispecialty Care Clinic (who also works with the senior population), said her job description is simple: “I’m here to connect patients to the resources they need to help them thrive.”

She helps families drill down on complex challenges that can be connected to the child’s health issues, advocates with schools and other institutions, and sometimes makes home visits so she can assess what’s really going on.

Nurse Vanessa Van Gilder manages the clinic where Swain works. “Jasmine and other community health workers take care of things that aren’t in the realm of healthcare but affect people’s health,” Van Gilder explained. “If those simple, basic things — housing, food, transportation — aren’t met, then your health won’t be a priority.”

‘A real aha moment’

Swain’s work was supported by the Novant Health New Hanover Regional Medical Center Foundation, which provided a grant for the community health worker pilot.

Not long ago, doctors at Nunnelee had a young patient struggling with his weight and behavioral issues. He and his mom were missing appointments, and the staff worried about the care the boy was getting at home. They looped in Swain.

“When Jasmine got involved, she discovered that the mom couldn’t read well,” Van Gilder said. “There’s so much verbal information given to patients, so we provide written information they can refer to after their

appointment. Written information provides a way for them to go back and refresh their memory. But if you struggle with reading, then that information isn’t useful.

“It was a real aha moment,” she continued. “It wasn’t until Jasmine went into the home and started talking with mom that she realized mom had trouble reading. She’d been missing appointments and was confused about her son’s medicine. Jasmine put it all together and was able to help her take better care of her child.”



Community health worker Jasmine Swain

It’s all about achieving health equity. Swain’s involvement — and home visits — helped solve a mystery. And ultimately this mom is able to take better care of her child.

Another parent of a patient has three children. Her teenage son struggles with his weight, is prediabetic, has PTSD and is undergoing testing for autism. “His last school, his middle school, wasn’t supportive at all,” his mom said.

“They kind of treated him like a bad kid. So, when Jasmine offered her help, I said yes,” the mother said. “I needed the school board to take me seriously. Jasmine just stepped

“She advocated for us. I was very grateful to have her on our side. My boy has had a rough time. It’s hard for him to trust other people, but he trusts Jasmine.”

— Parent of a pediatric patient

right in. I was having trouble finding testing for him for autism, and she immediately found someone for that. She attended the Zoom meeting. Anything I had questions about, she was on it immediately. On one of her home visits, she even brought over a portion plate to help him see what healthy portions look like. She went above and beyond.”

He is doing so well that the family is planning to transition him from home schooling to high school. “Jasmine helped us get a special plan in place,” the mom said. “If he needs to leave the classroom because of an anxiety attack, he’ll be able to.”

“She advocated for us,” she concluded. “I was very grateful to have her on our side. My boy has had a rough time. It’s hard for him to trust other people, but he trusts Jasmine. He really bonded with her, and that’s a big deal.”

As for Swain, she’s fulfilling her calling by helping these and other clients as a community health worker.

“It’s just always been in my world to be there for others,” Swain said. “It made sense with this job.”



When families need help, community health workers like Jasmine Swain are there.

This program provides groceries so pregnant patients are not hungry.



Our Maternal Food Security Program uses food as healthcare during and after pregnancy.

Novant Health is dedicated to tackling maternal food insecurity and improving the health of mothers and babies in our communities. We understand that good maternal health is essential for healthy babies, and that maternal and infant mortality are indicators of the health of the community. The Novant Health Maternal Food Security Program helps address our commitment to improve maternal and infant health.

“Our food security initiatives are about keeping pregnant patients and their families from going hungry and using food as healthcare during and after pregnancy — especially during the postpartum period — which is often overlooked,” according to Noellee Clarke, MD, Novant Health vice president and chief medical information officer for digital health. “Not worrying about one’s next meal can have a huge positive impact on mental health, adherence to visits and overall comfort.”

It starts by asking questions during appointments to help identify pregnant patients experiencing food insecurities. At OB-GYN clinics throughout the Charlotte

region, pregnant food insecure patients can be referred to a community health worker, who arranges food pack delivery throughout their pregnancy and addresses additional social needs. Results show promising reduction in maternal anxiety and depression and increases in the baby’s birth weight.

In addition to providing food resources, our community health workers stay in contact with the mother throughout her pregnancy journey, and after delivery, addressing any additional needs and connecting her to local resources.

We are confident that by providing this combination of food resources and social support, Novant Health is helping reduce preterm birth rates and decrease the need for emergency care. Food insecurity screening is an effective way to identify other social needs, too, so we can take steps to address them.

“The combination of food resources plus social support makes a huge difference,” Clarke said. “We are making a difference for moms who, without this program, would have been going to bed hungry.”

BY THE NUMBERS



Food intervention at OB-GYN clinics in 2022

- 60+ patients enrolled
- 79% food utilization rate when compared to food pantry pickup rate, which is typically 20%
- 12 weeks: length of time participants continue receiving healthy, convenient food postpartum

Here’s what our patients are saying.



Here’s how community health workers are making a difference in people’s lives.

Delivering the kind of human-centered care patients need and deserve sometimes comes down to asking the unexpected, such as, do you need assistance with food, rent, utilities or other matters.

Forging these connections with people — and connecting them with services that can help — is what matters most

to our community health workers. When Novant Health OB-GYN clinics and community health workers in the Charlotte region asked pregnant patients whether they had consistent access to healthy food and connected them to food resources with community partner Loaves & Fishes, they learned the food insecurity screening was a gateway to identifying additional needs.

Asking matters. Here’s why, according to our patients.

“I give all 5 stars to Tammy [Marshall-Reed, community health worker]. At first, I was a little skeptical or afraid to join this program because I didn’t want to be labeled, ‘I can’t help myself or I can’t get the help I need.’ The program is different. To be honest, I learned a lot with new knowledge that I wasn’t aware about. It’s true when they say it takes a village to raise a baby. I didn’t know it would be outside of family and friends.”

“Thank you for caring about me, for saying that at Novant Health you are trying to treat me as a whole person — it means so much to be seen and helped.”

“Thank you so much for the food delivery. I thanked them so many times. It was amazing and so helpful right now. What you are doing is truly incredible.”

“My experience with Novant Health was a really positive experience. Ms. Tammy was able to help me with not only the food referral but also help with my own personal challenges and talking things through. It is a great thing when you can have a healthcare advocate that goes above and beyond the job description (or what is being asked of her). I think that Novant Health should continue this program because it not only helps people with food insecurity but also their overall health and well-being.”

“You have been such a blessing to me and my family — we feel like you are an angel sent to help us.”

HEALTH EQUITY

We're treating hunger, one patient at a time.



Novant Health screened more than a million patients for food insecurity and connected them, as needed, with food source options.

Among North Carolina residents, 1,248,880 people are facing hunger.

Adults who do not have consistent access to food are more likely to experience many different negative health issues and health disparities. Food insecurity can have serious health consequences due to the physical and mental strain it puts on the body. Kids are particularly vulnerable to the ill effects of food insecurity because their brains and bodies are still growing.

Realizing how the pandemic has worsened food insecurity, Novant Health started a Hunger Vital Sign strategy in 2022 to screen patients for food insecurity and connect them with local food pantries and other community resources to help reduce food insecurity. The initiative, called Novant Health Nourishes, is a campaign designed to address food insecurity in partnership with the Novant Health Foundation and multiple community partners.

During a clinic visit, patients are asked two screening questions: "Within the last 12 months, have you worried that your food would run out before you got the money to buy more? Within the last 12 months, has the food you bought not lasted and you did not have the money to get more?" If a patient answers "often true" to both questions and does not have food for that day, they are offered an emergency food pack from the clinic's supply. Each pack provides one person or a family with a four-day supply of food.

Clinics also connect patients, as needed, with local food pantries, the supplemental nutrition programs SNAP and WIC, and other community resources to reduce food insecurity and hunger.

Inspired by efforts in the Coastal region, emergency food packs launched in mid-July 2022 in the greater Winston-Salem area, with plans to launch in January 2023 in Charlotte. Any Novant Health team member can contribute to the success of this project, either through financial support to the Novant Health

Foundation or volunteering with local food bank and food pantry partners. Novant Health team members participated in three volunteer events to support the packaging and labeling of over 400 emergency food packs for clinic distribution.

Novant Health recognizes the critical importance of this project. Among North Carolina residents, 1,248,880 people are facing hunger. Of that number, 353,450 are children, according to Feeding America, a nationwide network of food banks, food pantries and community-based organizations. The COVID-19 pandemic caused this number to rise significantly.

Food insecurity has been linked to a number of health issues, including birth defects, diabetes, anemia, high blood pressure, hyperlipidemia, oral health problems, poor sleep outcomes, aggression and anxiety, depression, and suicidal ideation. In order to provide whole-patient care, it is necessary to address the root causes of health problems, such as hunger.

BY THE NUMBERS

Addressing hunger in 2022

- 3,600 patients across Novant Health screened positive for hunger each month, on average
- 400 to 600 food-insecure patients each month expressed not having food for the day or weekend
- ~440 emergency food packs were distributed from July to December during the program pilot in the greater Winston-Salem area

HEALTH EQUITY

Forsyth Backpack Program addresses food insecurity in local schools.



This initiative aligns with Novant Health's mission to influence food availability.

Novant Health is dedicated to supporting the Forsyth Backpack Program, a local nonprofit organization that provides nutritious food to students identified by school personnel as being in need. We recognize the serious and long-term effects that persistent hunger can have on children, such as depression, anxiety, post-traumatic stress disorder, and an increased risk of chronic illnesses like high blood pressure, heart disease and diabetes.

In November 2022, before the Thanksgiving break, team members from across the Winston-Salem region gathered at Novant Health Conference Center, located on the campus of Novant Health Forsyth Medical Center. They packed hundreds of backpacks with food to help local school children who may have little to no access to food outside of school. This food provides the nutrition that children need to stay focused, learn and have fun when school is not in session.

We are highly focused on achieving the same goals as the Forsyth Backpack Program, as our Hunger Vital Signs initiative has revealed the importance of exploring solutions to food insecurity and its influence on health and health outcomes.

BY THE NUMBERS

November 2022 volunteer event

- 85 tons of food packed in 4,000 backpacks
- 16,000 meals assembled
- 900 students received backpacks
- 13 underserved schools served
- Over 115 team members volunteered almost 100 hours of time packing



Our cruiser met this sheriff where he works: in the community.

Novant Health deploys a new Community Care Cruiser to advance health equity across the Triad.

Forsyth County Sheriff Bobby F. Kimbrough Jr. can't always find a break in his schedule to stay on top of his health needs, so Novant Health came to him.

Kimbrough boarded the Novant Health Community Care Cruiser we brought to the Triad area in 2022 and took advantage of the health screenings our team of experts offered. The cruiser allows Triad-area community members to receive physicals, vaccinations, health screenings, management of chronic diseases and referrals to specialty care clinics and other social services.

The 38-foot-long Community Care Cruiser, part of a fleet that includes cruisers in Charlotte and New Hanover, was funded through Novant Health Forsyth Medical Center Foundation. It's part of Novant Health's long-standing commitment to advance health equity for all patients.

"The Novant Health Community Care Cruiser attended a community event we hosted in downtown Winston-Salem. With my busy schedule, I had the opportunity to receive my screening results in less than 15 minutes," Kimbrough said. "The staff was friendly and engaging throughout



the process, helped me better understand my numbers, recommended ways to continue to improve my health and provided resources. This is a great service to help prevent serious health events."

Kimbrough is just one of thousands of people in our communities Novant Health reached as we brought care outside clinic and hospital walls.

As part of our mission as a not-for-profit healthcare organization, we give back to our region — in financial assistance for medical care, in free or reduced-cost health screenings, immunizations and mammograms, and in hundreds of hours of volunteering in the communities we serve. We're focused on extending health equity and opportunity, ensuring that all have access to health and well-being.

"We're very excited to expand healthcare beyond the traditional clinic or hospital setting in order to reach patients where they are and with the services they need close to home," said Chad Setliff, senior vice president and president of Novant Health Forsyth Medical Center and the greater Winston-Salem market. "The new Community Care Cruiser will allow us to continue to work strategically with our community partners to close the gaps in health disparities."

BY THE NUMBERS

- 3 Community Care Cruisers were in the Novant Health fleet in 2022, with plans for expansion in 2023
- 2 days a week, the cruiser in the Winston-Salem region is used by the Community Health & Wellness Institute team to provide direct primary care to communities in need



Mammography is one way we pursue health equity.

Our mobile mammography cruisers are here to help make this easy and accessible for all.

At Novant Health, we are passionate about delivering high-quality healthcare that is accessible to everyone. That's why we're committed to using cultural understanding and community outreach in our mammography care. Funding from the Novant Health Foundation for two mobile mammography units in Charlotte, two in the Winston-Salem area and one in Salisbury, allows us to provide outreach in historically underserved communities.

Through the dedicated work of our office of health equity and our business resource groups, we identified two patient populations — Latino and Asian patients — who were less likely to get mammograms. Through our research, we found that Asian patients often express concerns around modesty and meeting someone for the first time and having to disrobe. We are working to incorporate this into our patient education to ensure that our patients still feel comfortable and respected while going through the procedure. Our research also revealed that cancer is not always discussed openly among Latino/Hispanic families, which can be a barrier to care. We are striving to provide information to our patients to help start the conversation and encourage them to speak to their families about their health.

One woman's cancer diagnosis encouraged her sister to get screened, and this is a great example of how Novant Health's equity work made a difference in one Latina's life.

"After the patient was diagnosed with breast cancer, she ultimately discussed it with her sister because we recommended talking to her family about medical history," explained Chere Gregory, MD, senior vice president, Novant Health, and chief health equity officer at Novant Health. "Her sister, who was actually younger than we would normally expect women to have breast cancer, decided to be screened. And as a result of that screening, she also was diagnosed with breast cancer.

"What we really need to do as an organization is continue to hold true to our service standards [Know me, Respect me, Care about me and Delight me] and understand our patients. The 'Know me' standard helps us to have conversations with our patients in a unique and personalized way, based on some of the things that they may fear or misunderstand culturally, to ensure that they attain the highest level of wellness possible."

In addition to our mobile mammography outreach work, the Novant Health Cancer Institute's prevention and early detection department provides screening mammograms and breast health education for uninsured populations in Charlotte and Salisbury.

BY THE NUMBERS

Mobile mammogram units in Winston-Salem in 2022

- 35 grant-funded community events completed
- Over 560 3D screening mammograms provided to uninsured and underinsured women
- Over 170 grant-funded diagnostic exams completed at Novant Health Breast Center in Winston-Salem

In Charlotte and Salisbury in 2022

- 594 free mammography screenings completed in Charlotte (574 mobile screenings and 20 at Novant Health Matthews Medical Center breast imaging center)
- 122 free mammograms completed in Salisbury (110 mobile screenings and 12 at Novant Health Imaging Julian Road)

HEALTH EQUITY

We're dedicated to reducing pregnancy-related mortality rates among Black patients.



Novant Health is investing in initiatives to address preventable pregnancy-related complications and improve infant health.

Health equity is achieved when everyone has what they need individually to attain the highest level of health and well-being for all people. And yet, studies show Black women in the United States have one of the highest rates of pregnancy-related deaths in the world and are more likely than women of other ethnicities to lose an infant to premature death.

These alarming facts are why Novant Health has established a long-term goal focused on preventing pregnancy-related deaths, reducing infant mortality and improving patient health outcomes during and after birth.

"Black maternal health — like many health inequities and disparities, is a complex topic, but we have the power to reverse the trends we're seeing," said Pam Oliver, MD, executive vice president and chief medical officer for Novant Health. "We've made an intentional commitment to address implicit bias, strengthen care pathways and partner with our patients to address social determinants of health, like food insecurity."

What our work looks like

We're talking about access to nutritious foods. We want to be sure that we ask all pregnant patients about food insecurity and identify resources and community partners that can help address this, as well as other social and economic needs that could influence a healthy pregnancy.

We're asking patients questions — and encouraging a dialogue. We're reaching out to our communities to spread the message that if you think you are pregnant, early and adequate prenatal care is crucial. So it's important to find a doctor as soon as possible. It's also critical for patients to know that their voice is incredibly valuable — so they should be an advocate for themselves, sharing with their care team what they're experiencing and asking questions about what may or may not be normal.

"Black maternal health — like many health inequities and disparities — is a complex topic, but we have the power to reverse the trends we're seeing."

— Pam Oliver, MD, executive vice president and chief medical officer

"Most pregnancy-related deaths are considered preventable," said Lewis Lipscomb, MD, an ob-gyn in Winston-Salem and physician leader of the Novant Health Women's & Children's Institute. "We can influence this. It's not an easy issue. It's a complex issue, but we all need to lean in and really ask the hard questions and be willing to have the hard conversations."

We are committed to compassionate care. "One of the things that we are doing as an organization is helping people to understand implicit bias and how to mitigate the impact on patients," said Chere Gregory, MD, senior vice president and chief health equity officer for Novant Health.

"If you breathe, you're biased. All of us are — and so we are willing to understand our own humanity as we care for all populations. We want to be sure that at any given time, we are able to understand our patients. Team members have committed to ongoing learning and conversation about the importance of culturally and linguistically appropriate care for all of our patients."

We recognize that this is about everyone. Pursuing health equity is essential to achieving good health outcomes for all patients. By prioritizing health equity, we can ensure that all patients receive the same high-quality care and that all can benefit from expert, advanced health services. Ultimately, it's about ensuring successful pregnancies and healthy babies.

COMMUNITY SOLUTIONS

Her job is to reach out and support victims of community violence.



With foundation support, Novant Health New Hanover Regional Medical Center takes on new challenge.

You matter.

That's the message Tammie Jones-Hall shares with people affected by community violence in Wilmington, North Carolina.

Jones-Hall, a violence intervention specialist with Novant Health, launched a new violence intervention program at Novant Health New Hanover Regional Medical Center in 2022. Her goal: working to stop the cycle of community violence by helping victims and their surrounding community find the tools and resources they need to move on in life. And Jones-Hall has seen firsthand the toll community violence can take. As an employee of Lutheran Social Services and Pathways Inc. for Brothers United Program, she aided in serving the gang and incarceration reentry populations in Detroit and Ohio.

"I want to let them know I am here to provide whatever they need to provide stability in their lives."

— Tammie Jones-Hall, violence intervention specialist

"It led me to navigate within the community," she said. "Once I found an avenue where I was able to use this skill, I was glad to do it. I wanted these men to know they matter, and there is help for them."

Community violence and gang-related violence are issues in Wilmington. The violence intervention program is headed by Sarah Arthur, director of community engagement at New Hanover Regional Medical Center. Novant Health New



Hanover Regional Medical Center Foundation is paying for the program for two years with a \$200,000 grant. Jones-Hall said her team is focusing on building positive community outreach.

Jones-Hall's role is to provide support and advocacy for victims of community violence, as well as families. She will receive the emergency department log every morning during the week to check for victims and point them in the right direction of services they may need. Jones-Hall may also address weekend and nighttime incidents if she is available.

"I want to let them know I am here to provide whatever they need to provide stability in their lives," she said. "I'm not making any promises, but asking their needs, whether it's a referral, counseling, mediation or more."

Jones-Hall also will try to help with problems that can snowball and drag families into a bad situation. That could include trouble making rent, mental health challenges and more. She also will try to help people who may need a medical specialist and related financial assistance. It's all part of Novant Health's philosophy of treating the whole patient.

COMMUNITY SOLUTIONS

Helping to keep our communities safe is a top priority.



We invest in strategies that help protect our most vulnerable populations and prevent trauma occurrences.

At Novant Health, we take an active role in sponsoring community safety and trauma prevention programs to help strengthen our communities. We realize that trauma can have a serious, lasting impact on the physical and emotional health of residents — and understand the power of taking action to help protect the communities we serve. Here's a look at some of our initiatives.



YOUTH

- Joined community partners to provide anti-bullying education to kids.
- Worked with the Novant Health Community Cruiser at immunization clinics to distribute backpacks funded by Novant Health Foundation. The backpacks included pedestrian safety and teen dating violence education.
- Hosted a webinar for Novant Health team members on identifying and responding to child maltreatment and abuse. Provided an in-person class for nurses and clinicians.
- Planted pinwheel gardens at Novant Health Presbyterian Medical Center, Novant Health Matthews Medical Center, Novant Health Mint Hill Medical Center and Novant Health Huntersville Medical Center for National Child Abuse Prevention Month.
- Conducted monthly car seat checks with community partners to ensure child safety seats are installed correctly.
- Hosted the Impact Teen Drivers course at two local high schools to focus on distracted driving and the importance of a graduated licensing process for teens.

SENIORS

- Sponsored the Matter of Balance course for older adult fall prevention, along with multiple education sessions and webinars on fall prevention.

CAR AND BIKE SAFETY

- Fitted and distributed 225 free bike helmets to community members at Hola Charlotte Festival. Also provided bike safety education and helmets at Play Streets 704. The helmets were funded by Novant Health Foundation.
- Partnered with NC Vision Zero on road safety, provided education at the GovPorch family fun space at the Charlotte-Mecklenburg Government Center Plaza and created a video with Vision Zero on the effects of motor vehicle collisions.

SAFETY AND TRAUMA

- Participated in television interviews on WCCB Healthy Headlines on various injury topics to raise awareness of safety issues and provide tips to decrease risk.
- Hosted the bimonthly Trauma Talks for Novant Health clinicians on various trauma topics.

COMMUNITY SOLUTIONS

Novant Health and Cape Fear Habitat for Humanity invest in housing well-being at the coast.



We're committed to improving health through housing.

Well-being starts at home — and at Novant Health, we are steadfast in our commitment to addressing social determinants of health, like housing, across our region. That's why Novant Health New Hanover Regional Medical Center has built a tradition of helping our team members and our community through a partnership with Cape Fear Habitat for Humanity. Volunteers from New Hanover Regional Medical

Center invested more than 462 hours in building this home, and, in August 2022, team members and leaders participated in a special house dedication ceremony.

Influencing health through housing remains a top priority for our organization — because we know that a safe, stable living environment can have an enormous impact on our health.



COMMUNITY SOLUTIONS

Building a healthier Mecklenburg County takes a 'Village.'



Village HeartBEAT focuses on reducing risks of cardiovascular disease.

Village HeartBEAT (Building Education & Accountability Together) is a joint health initiative that takes place in the Charlotte area. It is led by the Mecklenburg County Health Department and several African American and Hispanic/Latino faith-based organizations. Its purpose is to reduce the likelihood of cardiovascular diseases. Novant Health has been a partner of the program for several years, offering healthcare education and screening services in the areas where we live and work. In addition, Novant Health's physician ambassadors are regular speakers on health-related topics.

BY THE NUMBERS

Village HeartBEAT in 2022

- 748 people were screened
- 20% of those served were uninsured
- 7 years is the length of time Novant Health has been a Village HeartBEAT partner

We're partners in the mission to help men in need.



Novant Health, Samaritan Ministries work together to tackle substance use disorder.

From the homeless man who hiked 70 miles to get there, to the struggling father grateful for a chance to turn his life around, a growing number of men have made their way to Project Cornerstone. And they credit that move with saving their lives.

Project Cornerstone, run by Winston-Salem's Samaritan Ministries, is a residential program for men in long-term recovery, overcoming substance use disorder. While living at Samaritan Ministries, participants develop job and life skills, and work toward becoming self-sufficient. Novant Health has partnered with Samaritan Ministries since 2017.

In addition to Project Cornerstone, Samaritan Ministries also runs Samaritan Inn, a 70-bed homeless shelter for men, and The Soup Kitchen, Winston-Salem's only one, which serves 300 to 400 guests daily. Novant Health team members routinely volunteer in the soup kitchen. From May to November 2022, Novant Health Community Care Cruiser also made monthly stops at Samaritan Ministries to provide health screenings, COVID-19 vaccines and flu shots.

BY THE NUMBERS

Samaritan Ministries

- 90 people were served through Novant Health Community Care Cruiser health screening events in 2022
- 13 to 18 months was the average length of stay for men enrolled in Project Cornerstone, undergoing treatment for substance use disorder

COMMUNITY SOLUTIONS

Exploring innovative solutions can help end chronic homelessness.



How Novant Health is helping address healthcare needs at Charlotte's Roof Above.

While the challenges of developing healthcare solutions for those who are chronically homeless can be daunting, it's essential for improving lives. In Charlotte, Novant Health is partnering with Roof Above, a comprehensive homeless services provider working to end homelessness, to help reduce the burden of chronic health conditions among the homeless population.

Roof Above transformed a former hotel into a community of 88 affordable studio apartments for individuals experiencing health issues and chronic homelessness. On-site services include a nurse funded by Novant Health and the availability of TytoCare, a portable medical exam device that connects users with a Novant Health clinician for virtual appointments. Roof Above provides apartment units for five Novant Health patients who are chronically homeless.

Apartment community residents also have a medical home at Novant Health Michael Jordan Family Medical Clinic, thanks to funding from Novant Health Foundation. More than 30 residents are connected to the clinic, receiving support with issues like medication compliance,

care for chronic health issues and support with ongoing medical needs. Case managers based at the apartment community said residents going to the clinic for care find Novant Health team members welcoming and understanding of their challenges.

For many residents, their first visit to the Michael Jordan Family Medical Clinic represents the first time, or the first time in many years, they have connected with a healthcare professional.

The care is making a lasting impact.

One resident in particular "is learning more about himself and is taking care of himself in a different way than he has in the past," his case manager said.



COMMUNITY SOLUTIONS

Combining healthcare mission with community passion is part of our culture.



Novant Health Cares matches team members to volunteer opportunities.

Volunteering is an important part of the workplace experience for many Novant Health team members. Giving time to important causes builds public trust, enhances engagement in our workplace and communities, and supports a key philosophy of our organization: Our business is the care of all people.



To that end, our team members donate thousands of hours every year to community causes — volunteering with the Jerusalem Fire Department in Mocksville, building homes with Habitat for Humanity in Charlotte, distributing over-the-counter medications to those who need them at a Winston-Salem giveaway event, sharing health information at events like “Community Engagement Day - Passport to Health” at Livingstone College in Salisbury, and more.

By engaging with Novant Health Cares, our online team member platform, volunteers can review a range of

opportunities where they can donate their time. In addition to getting matched to opportunities, team members can log their own volunteer hours.

For some, volunteering in 2022 was about reconnecting with colleagues and community members, especially as we emerged from the social isolation of the pandemic. For others, volunteering was an opportunity to connect to a cause they had not considered before.

Well before the COVID-19 challenge, Kristy Styborski, prospect research and grants management specialist for the Novant Health Rowan Medical Center Foundation, was enthusiastic about volunteering. However, the pandemic and its effect on the health and well-being of others inspired her to volunteer even more of her time to those in need.

“I’ve always been passionate about volunteering, but Novant Health Cares has helped me find new, unique opportunities, and has helped me make new friendships at work, which I can’t get from other volunteer opportunities. It’s the best!”

BY THE NUMBERS

Our team members in the greater Charlotte and Winston-Salem regions made time to help others between December 2021 and December 2022.

- 5,714 volunteer hours were logged.
- 676 team members volunteered.

WORKFORCE DEVELOPMENT

It’s vital to invest in the talent we have — and the talent we want.



Our student programs in health professional education provide valuable hands-on experience.

Investing in workforce development is not only important to our present workforce but tomorrow’s, too. Prioritizing workforce training helps shape our work toward delivering the kind of human-centered care that matters to our patients. It also encourages upward mobility among our workforce and within the community we serve.

Here’s a look at two initiatives.

6 workforce development scholarship recipients were named in the inaugural Novant Health Latino/Latina Nurse Aide Scholarship program through Davidson-Davie Community College. Investing in the instruction and development of bilingual nurse aides creates a more diverse healthcare workforce — and builds a hiring pipeline that reflects the Hispanic community in Davidson County. The scholarship helps eliminate barriers for students. The grant from Novant Health Thomasville Medical Center covers student fees for blood pressure cuffs, stethoscopes, scrubs, shoes and watches.

20 team members were chosen for the Upward Mobility RN Educational Assistance Fund, a work-study and scholarship program supported with the help of Novant Health Foundation. The fund provides team members up to two years of upfront coverage of tuition and fees for an accredited nursing program leading to licensure as a registered nurse, flexibility of working a reduced schedule without a reduction in current compensation and benefits, and access to mentorship and career coaching.



Upward Mobility scholarship recipient Marci Caceres

WORKFORCE DEVELOPMENT

It's important to create career opportunities for students.



Our student programs in health professional education initiatives provide valuable hands-on experience.

While it is well-known that our hospitals provide essential medical services for the community, what may not be as obvious is the fact our medical centers provide comprehensive student programming. Our health professional education programs offer students in various stages of their career opportunities for development and hands-on experience in real-world learning environments.

Opportunities for students

Bridges to Healthcare

In May 2022, Novant Health's first cohort of 20 high school students enrolled in the Bridges to Healthcare program finished their experience. During the students' 16-week rotations at Novant Health Presbyterian Medical Center and Novant Health Forsyth Medical Center, they participated in an orientation process, wore team member badges and received a regular salary for their work.

The opportunity allowed students to experience firsthand what it's like being a part of Novant Health. They worked alongside preceptors in the people and culture service center, pharmacy, rehabilitation, radiology, nursing, sterile processing, digital products and services, community engagement, and Novant Health Medical Group.

Bridges to Healthcare is Novant Health's first paid program aimed at supporting the education of high school students and graduates and providing early exposure to healthcare careers. It was made possible by a \$1.4 million gift from the John M. Belk Endowment, secured by the Novant Health Foundation. Eleven participants in Bridges to Healthcare are now engaged in the next phase of the program — having received financial assistance to pursue a certificate, diploma or associate degree from a local community college.

Bridges to Healthcare brings to life our organization's commitment to providing access to work-based learning opportunities in the communities we serve — and ultimately strengthens our talent pipeline.

Nth Dimensions

To help create more opportunities for exceptionally talented, historically underrepresented candidates in this highly specialized field of medicine, the Novant Health Orthopedics & Sports Medicine Institute partners with Nth Dimensions, an educational nonprofit, for an eight-week clinical and research summer internship in Charlotte.

Nth Dimensions encourages, educates and supports students of color, women and underrepresented minorities qualified to enter orthopedics. Since its founding in 2004, Nth Dimensions has mentored and educated over 350 orthopedic surgeons. Interns, such as those who joined the program in 2022, are paired with a surgeon mentor during clinics and in the operating room. They also complete a research project, which may be shared at the National Medical Association's annual meeting.

Black Men In White Coats Youth Summit

To encourage students of younger ages to consider healthcare as a career, Novant Health hosted the inaugural Black Men In White Coats Youth Summit at Johnson C. Smith University in Charlotte. Novant Health Foundation funded and helped secure the venue for the summit. Boys and girls from sixth grade up, many from groups historically underrepresented in the medical field, attended the day of inspiration and education. They met doctors, participated in workshops and networked over lunch to learn about the careers they could explore in medicine.

Pipeline and recruitment programs

We're reaching students through student observations, clinical rotations, unpaid non-clinical internships, and paid internships to high school and college students.

BY THE NUMBERS

5,000+ students served

350+ academic affiliations maintained

LEADERSHIP

NOVANT HEALTH EXECUTIVE LEADERSHIP TEAM

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Frank E. Emory Jr.

Executive vice president and chief legal officer

John H. Gizdic

Executive vice president and chief administrative officer

Sanjay Gupta

Executive vice president and chief transformation officer

Kimberly A. Henderson

Executive vice president and chief of staff

Jeffery T. Lindsay

Executive vice president and chief operating officer

Denise B. Mihal

Executive vice president and chief nursing and clinical operations officer

Onyeka N. Nchege

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Executive vice president and chief medical officer

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The community impact report prepared by Novant Health is a systemwide report that includes qualitative and quantitative information. Please note that the numeric data in this report are not based on the IRS Form 990, Schedule H criteria and should not be relied upon as the organization's Form 990, Schedule H Community Benefit Report, its Community Health Needs Assessment or Community Benefit Implementation Strategy.

Nondiscrimination and access to healthcare: Novant Health does not exclude from participation, deny benefits to, or otherwise discriminate against patients, students, or visitors on the basis of race; color; religion; national origin; culture; language; physical or mental disability; age; sex, including pregnancy, childbirth or related medical conditions; marital status; sexual orientation; gender identity or gender expression; socioeconomic status; source of payment; or any other protected status in admission to, participation in, or receipt of the services and benefits of any of its programs and activities, whether carried out by Novant Health directly or through a contractor or other entity with whom Novant Health arranges to carry out its programs and activities.

Free foreign language interpreters are available for individuals with limited English proficiency. Free sign language and oral interpreters, TTYs and other services are available to deaf and hard-of-hearing persons. For further information about this policy, contact: Novant Health director of internal audit and compliance, 704-384-7638 or TDD 800-735-8262.

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