Our Community, Our Commitment

Report of the Tithe 2014

To be remembered by each patient as providing the care and compassion we want for our families and ourselves.

Our Vision

To give back to our community 10 percent of our bottom line for 35 years and beyond.

Our Tithe

Richland

Lexington

Fairfield

Sumter
It is our pleasure to present the Report of the Tithe 2014. This report details our accomplishments and goals, and provides an overview of services and resources provided by Palmetto Health’s Office of Community Health.

$46 million invested in the community

Leadership

Palmetto Health Board of Directors 2014
James E. “Rick” Wheeler, Chair
William L. “Freedie” Freeman, III, Vice Chair
Jerome D. Odom, Ph.D., Treasurer
Jean E. Duke, Secretary
Rep. Lester P. Branham, Jr., Chairman Emeritus
Charles D. Beaman, Jr., CEO
Lester P. Branham, Jr.
Beverly D. Chrisman
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Rosalyn W. Frierson
William (Bill) C. Gerard, MD
James H. Herlong, MD
Joel E. Johnson, DMD
George S. King, Jr.
Candy Y. Waites

Community Health Committee 2014
Candy Y. Waites, Chair
Beverly D. Chrisman
Paul V. Fant, Sr.
William C. Gerard, MD
James E. Wheeler, Ex-Officio
William L. Freeman, III., Ex-Officio
Charles D. Beaman, Jr., Ex-Officio

Community Outreach Advisory Task Force 2014
Edith Canzater
Harriot Faucette
Beverly Chrisman
J. Marie Green
Lonnie Randolph
Carol Sloop
Gregory Taste
Carol Wofford

To learn more about Palmetto Health's commitment, visit PalmettoHealth.org/Community Health or call 803-296-CARE (2273).
December 12, 2014

Ms. Catherine Templeton  
Commissioner  
Bureau of Health Facilities and Services  
SC Department of Health and Environmental Control  
2600 Bull Street  
Columbia, South Carolina 29201

RE: COPA Annual Report

Dear Commissioner Templeton:

We are pleased to provide the Annual Report covering the period Oct. 1, 2013 through Sept. 30, 2014, in accordance with the terms of our Certificate of Public Advantage (the COPA) issued by your Department on May 8, 1997 and modified on Nov. 18, 2003.

It is a privilege for us at Palmetto Health to have this opportunity to continue our role as a leader in providing services benefiting our communities.

We look forward to reviewing this report with you and your staff and are prepared to respond to any questions you may have regarding the content of this report.

Sincerely,

Charles D. Beaman, Jr.  
Chief Executive Officer, Palmetto Health

Attachment: COPA Annual Report

c: Beverly Patterson, Director, Bureau of Health Facilities and Services Department  
SC Department of Health and Environmental Control

William L. Freeman III, Chairman  
Board of Directors  
Palmetto Health
Our Commitment

In FY 2014, Palmetto Health provided health care services and support to thousands of people in South Carolina. Together with our partners, we are working to improve the overall health of our community.

In FY 2014, the Office of Community Health provided 430,041 services to the underinsured, uninsured and medically-underserved people in the Midlands, along with the general population. Services were provided to 64,583 people in South Carolina communities.

Palmetto Health made a commitment in 1998 to return to the community 10 percent of its annual bottom line.

During its 17 years of service, the Palmetto Health Office of Community Health has invested $46,380,503 in health care services.

“We have been blessed to help others. We do this by working with individuals, families, neighborhoods and communities. Palmetto Health made a promise to provide quality health care and we continue to honor that promise daily.”

Vince Ford
Chief Community Health Services Officer, Palmetto Health
Our Focus

Created in 1998, the Palmetto Health Office of Community Health continues to be true to its mission. The department is focusing on multiple initiatives to improve the physical, emotional and spiritual health of all individuals and communities that it serves. The goal is to:

- impact individual health status;
- impact community health;
- provide quality screening and education; and
- foster and promote collaboration among various agencies and organizations.

Diabetes Health Initiative
This initiative conducts comprehensive screening programs designed to detect and diagnose diabetes at an early stage of development while providing education and programs to those at risk.

Cancer Health Initiative
This initiative addresses five cancers: breast, cervical, lung, prostate and colorectal. Through the use of clinics, health fairs, schools, faith-based and civic organizations, free screenings are made available to the community.

Maternal and Child Health Initiative
Teen Health and Palmetto Healthy Start
These two sub-initiatives aim to improve the health and well-being of women, infants, children and families. Teen pregnancy prevention services also are provided.

Richland Care
This initiative is a health care delivery system designed to improve access to care and improve health outcomes for low-income, uninsured residents of Richland County.

Community Partners
Palmetto Health funds many outstanding initiatives designed to improve community health. The initiatives selected for funding are approved by the Community Health Committee, a sub-group of the Palmetto Health Board of Directors.

SC Mission 2014

For the fourth year in a row, Palmetto Health continued its commitment to the community by participating in SC Mission. Providing care for those who do not have access to health care is a community-wide effort. More than one thousand clinical and non-clinical volunteers from local hospitals and organizations around the Midlands volunteered to take care of patients at the SC State Fairgrounds. Community partners include Palmetto Health, Lexington Medical Center, Providence Hospitals and the South Carolina Hospital Association, along with many non-profit organizations and private service providers. There were 535 patients who received medical and vision services. The goal was to meet the critical health care needs of people in the community who are uninsured and underserved.

<table>
<thead>
<tr>
<th>SC Mission 2014 Patient Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical visits</td>
</tr>
<tr>
<td>Prescriptions filled</td>
</tr>
<tr>
<td>Vision visits</td>
</tr>
<tr>
<td>Eyeglasses provided</td>
</tr>
<tr>
<td>Mammograms</td>
</tr>
<tr>
<td>Pap smears</td>
</tr>
<tr>
<td><strong>Total Patients</strong></td>
</tr>
</tbody>
</table>
Fiscal Year 2014 Review

- There were 5,548 screenings performed for 3,609 participants.
  - Through screening efforts, 15 cancers, nine cervical dysplasias and 11 colon polyps were detected.
  - There were 1,121 patients screened at the weekly screening clinic.
  - The cancer health care management team followed 337 patients for abnormal findings following cancer screenings.
  - Cancer health teams participated in Benedict College’s Annual Multicultural Heritage Celebration, Harambee, to provide prostate cancer education and screenings.
  - The Smoking Cessation program provided prescriptions and services to 97 participants.
  - There were 6,020 screening and education services for early detection and prevention of type 2 diabetes.
  - Of the 4,060 participants screened, 1,760 were found to have abnormal test results. Of those, 1,068 were diagnosed as pre-diabetic and 29 were diabetic.
  - There were 304 diabetes screening events along with 1,761 people educated about diabetes, nutrition, physical activity and heart disease.
  - Women at Heart was held Saturday, Sept. 20 and 1,182 people attended. A total of 678 women were provided free blood work consisting of a fasting glucose and a fasting lipid panel.
  - The I Pledge program, a six-week health and wellness challenge, had 1,804 participants enroll.
  - Of the adults enrolled in the Diabetes Prevention Program (DPP), 67 percent showed measurable improvement in health indicators including HbA1c, body fat percentage, weight, BMI, blood pressure and waist circumference.

- Ten community advocates conducted 1,280 Teen Talk sessions in 35 public and private schools in Richland and Lexington counties.
- The tenth annual Teen Health Summit provided teen pregnancy prevention education to 338 students and 64 parents.
- Freshman Focus reached 534 college freshmen, increasing knowledge of reproductive health and improving attitudes and behaviors towards contraception.
- There were 101 parents reached through ParenTeen, a quarterly program designed to improve parent/child communication.
- Through the Teen Reach program, 101 teens received pregnancy prevention education in their faith community.
- Enrolled 671 pregnant women in the Palmetto Healthy Start program.
- There were 598 infants born during the reporting period.
- Provided services to 1,904 women and 1,336 infants and 3,586 home visits.
- Sponsored an Infant Mortality Awareness (IMA) Walk with 153 attendees and raised money for the purchase of 26 Pack’n Plays.
- Distributed more than 2,000 fact sheets and buttons throughout the community on Infant Mortality Awareness Day.
- The infant mortality rate for Palmetto Healthy Start participants was 3.4 per 1,000 live births, compared to 13.2 per 1,000 live births among African-Americans in 2013 in the target area.
- Held childbirth class for 448 participants and childbirth education to 149 participants through home visits or phone contacts.
- Provided 1,432 contacts through the Pregnancy Prevention and Male Involvement Initiative.
- Provided Repeated Pregnancy Prevention education to 597 women and breast feeding education to 671 women.
- Received a Make-a-Wish Foundation grant to purchase 120 breast pumps to distribute during breastfeeding support groups.
- Sponsored two Family Healthy Festivals with 279 participants, a job fair with 174 participants.
and a fatherhood symposium with 25 participants.

- Oral health services were provided to 572 participants, with 49 affected by periodontitis (nine percent) and 160 with tooth decay (28 percent).

- There were 1,331 first-time enrollees to the Richland Care program.
- All-time participants reached 24,478.
- There were 1,250 referrals for specialty care services.
- Participants received more than $1.675 million dollars in specialty services.
- Participants receiving disease management services for diabetes had an average decrease of 20 percent in HbA1c readings.

- Project LEAD (Ladies Empowered to Achieve and Dream), a program through Columbia College designed to encourage leadership and promote responsibility, enrolled 538 young women (ages 18-22) living in the 29203 ZIP code area.
- Through a partnership with the United Way, Community Partners of the Midlands provided 2,627 dental visits, including comprehensive services, for uninsured, low-income, children, adults and pregnant women.
- Midlands Eye Care Clinic provided 211 comprehensive eye and vision exams, 200 eyeglasses and 42 prescriptions to uninsured or underinsured in Richland and Fairfield counties.
- Project Breathe Easy, a six-month asthma education program, provided services to 257 children and their families.
- With the use of HealthTeacher, 811 teachers from 76 schools in Richland County played 16,695 activity games totaling 743,973 minutes of physical activity for students.
- Through a partnership with James R. Clark Memorial Sickle Cell Foundation, Palmetto Health provided funding for 5,171 hours of case management and 2,553 in-home visits, disease monitoring services, patient education and resource referrals to patients living with sickle cell disease in Richland, Lexington, and Fairfield counties.
- The Midlands Partnership for Parish Nursing Program provided 15,013 individual support services in body, mind and spirit through health and wellness education, support groups, health care case management and health screenings.

- The Midlands Dental Initiative, provided by Palmetto Health and Lexington Medical Center, provided 1,807 emergency dental services to 1,072 Richland and Lexington county residents.
- There were 241 adolescents (age 13-21) from Richland, Lexington and Fairfield counties who participated in Project READY (Realistic Education about Dying Young) through 5.5-hour hospital sessions at the Palmetto Health Richland Trauma Center.
- Palmetto Project’s Carolina Hearing Aid Bank provided 48 free hearing aids to 26 adults from Richland and Fairfield counties.
- There were 3,427 middle and high school students participating in Sexual Trauma Services of the Midlands Youth Violence Prevention Program, with 87 percent of students indicating they know what steps to take and are prepared to intervene to prevent sexual assault.
- Silver Ring Thing, a high-energy program designed to promote abstinence until marriage through an intense live concert, served 800 adults and youth in Richland and Lexington counties.
- The South Carolina Campaign to Prevent Teen Pregnancy reached 1,622 professionals, parents and teens via training, technical assistance, outreach events and the annual Summer Institute.
- SC HIV/AIDS Council performed 206 rapid HIV and STD tests, and reported two positive HIV results, 10 positive gonorrhea, 18 positive chlamydia, 11 syphilis and four bacterial vaginitis.
- Perinatal Awareness for Successful Outcomes (PASOs), a healthy family planning and health care navigation program for the Hispanic/Latino community of Richland County, provided 41 community sessions for 697 adults.
- A partnership with the University of South Carolina School of Medicine provided funding for one minority student to study medicine.
- The University of South Carolina hosted a contraceptive awareness fashion show, Project Condom, with 243 university students in attendance and provided ‘edu-tainment’ about sexual responsibility.
Rhonda Marshall had a kidney transplant years ago but otherwise considered herself healthy and saw her doctor regularly. It wasn’t until she received a Palmetto Health screening that she found out she wasn’t as healthy as she thought. Months later, she has made huge improvements in her lifestyle. She successfully completed the Palmetto Health Diabetes Prevention Program and improved her health. She now serves as a health advocate in her community. She works at the Richland Library North Main campus, and lives in Columbia. She is a part of a community health task force to create a healthier environment in the community.

“I’m working on getting programs started at the library for people to start exercising and learn how to eat and cook healthier,” said Marshall.

“If I can do it, others can too.”

During September, Palmetto Healthy Start recognizes Infant Mortality Awareness (IMA) month as an effort to raise awareness about keeping babies healthy and to reduce infant mortality rates. Palmetto Healthy Start organized an IMA Walk on Saturday, Sept. 6 in Columbia’s Riverfront Park to recognize infants who are celebrating their first birthday and remember those who are not. There were 153 attendees and money was raised to purchase 26 Pack ‘n Plays (portable cribs) in the continued fight against Sudden Infant Death Syndrome (SIDS). Palmetto Healthy Start is a member of the national Healthy Start initiative and is operated through a federally-funded grant received by Palmetto Health. Its mission is to reduce infant mortality and the number of low birth-weight babies, as well as other health disparities, through education and outreach.
As the number one killer among diabetics and women, heart disease has become a major concern for the Diabetes Health Initiative. Since 2008, the department has annually hosted the Women at Heart Forum and Exhibition. Women receive important information regarding heart disease risk factors, symptoms of heart attack that differ from men, and heart healthy cooking recipes. Women also learn about the effects of menopause on heart health, the heart health benefits of starting a weight loss program and are provided with information on cooking healthy on a budget.

Fitness and cooking demonstrations are the most popular activities offered as participants have an opportunity to move and learn. Free heart health screenings also are offered prior to and during the event, with case managers available for counsel and advice. Since its inception, the Women at Heart event has engaged more than 6,000 women. In 2014, there were 1,182 women who attended the event at the Columbia Convention Center and 678 heart health screenings were performed.

Best-selling author and life coach Valorie Burton, pictured below, was the keynote speaker and talked about how happy people live better lives. Dr. Jennifer Feldman (pictured left) spoke about arrhythmias in women and the importance of a healthy heart. Women were able to learn how to be active in their daily routines and eat better and healthier.
Cancer Health Initiatives

Cancer is a chronic health condition that plagues the lives of thousands each year. In the United States, it remains the second leading cause of death and accounts for one of every four deaths. According to the American Cancer Society, an estimated 1,665,540 new cases of cancer were diagnosed and 580,350 deaths were projected in 2014. Like the United States, cancer is the second leading cause of death in South Carolina, according to the SC Department of Health and Environmental Control (SC DHEC, 2012).

The Cancer Health Initiative addresses five of the most prevalent types of cancer in South Carolina: breast, cervical, colorectal, lung and prostate.

Cancer education, screenings and lung health services are available to participants at health events, schools, faith-based, civic organizations, businesses and clinics. Intensive follow-up care and case management for patients with abnormal screening results also is provided.

The Cancer Health Initiative provides screenings and services to the medically underserved and general public due to our state having one of the highest reported rates of prostate and lung cancer mortality.

<table>
<thead>
<tr>
<th>Screening and intervention</th>
<th>Participants</th>
<th>Services</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breast</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Clinical breast exam, mammogram and ultrasound)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Cervical</td>
<td>1,649</td>
<td>3,459</td>
<td>10 breast cancers</td>
</tr>
<tr>
<td>(Pelvic exam, Pap smear, ultrasound and colposcopy)</td>
<td></td>
<td></td>
<td>9 cervical dysplasia</td>
</tr>
<tr>
<td>Colon</td>
<td>48</td>
<td>48</td>
<td>22 polyps</td>
</tr>
<tr>
<td>(Colonoscopy)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lung</td>
<td>7,777</td>
<td>8,115</td>
<td>N/A</td>
</tr>
<tr>
<td>(Smoking cessation and Trumpeter)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prostate</td>
<td>1,912</td>
<td>2,041</td>
<td>5 prostate cancers</td>
</tr>
<tr>
<td>(Prostate specific antigen and digital rectal exam)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total Outcomes</strong></td>
<td><strong>11,386</strong></td>
<td><strong>13,663</strong></td>
<td><strong>15 cancers</strong></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>FY 2014 Cancer Health Services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of patients screened</td>
</tr>
<tr>
<td>Number of screenings</td>
</tr>
<tr>
<td>Number of lung health patients served</td>
</tr>
<tr>
<td>Number of lung health services</td>
</tr>
</tbody>
</table>
Health Education and Cancer Screenings
Free cancer awareness events, screenings and prevention workshops are provided throughout the year in more than 100 community locations. These events help educate the community about the signs and symptoms of cancer, as well as prevention. Clinical screenings also are provided weekly at the Palmetto Health campus.

In order to provide clinical-based services, the Cancer Health Initiative partners with a variety of Palmetto Health specialty health care offices, including Palmetto Health Women’s Center, Palmetto Health Breast Center at the Baptist and Richland locations, SC Cancer Center and Richland Care. Numerous primary care providers also ensure patients have ongoing access to medical care regardless of health insurance coverage.

Case Management
Health care can be complicated following a cancer diagnosis. Case management and psychosocial support groups are vital to the continued care and well-being of cancer patients and their families. Case management is provided to all patients who have abnormal breast, cervical, colorectal or prostate screenings requiring further evaluation or treatment.
Case management coordinators assist patients with follow-up medical appointments and diagnostic results analysis. Of the abnormal screenings identified, 94 percent were provided case management services. The remaining six percent were unavailable due to phone or address changes, or no response to certified mail.

Cancer Support Program
In addition, the case management team facilitates MARYS (Meeting and Reviving Your Spirit) for breast cancer survivors. This support group is designed for the unique needs of African-American women diagnosed with cancer.

This group provides a safe environment in which women can share their experiences with others and receive psychosocial, educational and spiritual insight and support. Each monthly session averages 10 women, accounting for more than one hundred contacts during the fiscal year.

Smoking Cessation
The Smoking Cessation program consists of six 90-minute group meetings for smokers eager to quit. The initial meeting is a medical consultation with the program physician. Participants receive a medical check-up and, if desired, a prescription for Chantix, Zyban or the nicotine patch. During initial sessions, participants can discuss personal motivations to quit smoking and throughout the program learn cognitive-behavioral skills to quit smoking.

<table>
<thead>
<tr>
<th>Number of smokers enrolled</th>
<th>97</th>
</tr>
</thead>
<tbody>
<tr>
<td>Race</td>
<td></td>
</tr>
<tr>
<td>African-American</td>
<td>51</td>
</tr>
<tr>
<td>White</td>
<td>41</td>
</tr>
<tr>
<td>Other</td>
<td>5</td>
</tr>
<tr>
<td>Gender</td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>30</td>
</tr>
<tr>
<td>Female</td>
<td>67</td>
</tr>
<tr>
<td>Employment Status</td>
<td></td>
</tr>
<tr>
<td>Full-time</td>
<td>36</td>
</tr>
<tr>
<td>Part-time</td>
<td>10</td>
</tr>
<tr>
<td>Unemployed</td>
<td>47</td>
</tr>
<tr>
<td>No response</td>
<td>4</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Number of smokers prescribed medication</th>
<th>84</th>
</tr>
</thead>
<tbody>
<tr>
<td>Types of medication</td>
<td></td>
</tr>
<tr>
<td>Nicotine gum</td>
<td>3</td>
</tr>
<tr>
<td>Chantix*</td>
<td>25</td>
</tr>
<tr>
<td>Zyban</td>
<td>11</td>
</tr>
<tr>
<td>Nicotine patch</td>
<td>45</td>
</tr>
</tbody>
</table>

*Prescription written but no longer covered through program due to costs

<table>
<thead>
<tr>
<th>Number of smoke-free participants (by end of program)</th>
<th>72</th>
</tr>
</thead>
<tbody>
<tr>
<td>Decreased tobacco use</td>
<td>25</td>
</tr>
</tbody>
</table>
Trumpeter
Participants receive one hour of tobacco education, then are challenged to create positive tobacco-free marketing and media tools. This year 7,678 students participated in the campaign.

The Trumpeter program is an initiative to educate and prevent tobacco use by middle and high school students. This anti-tobacco media campaign encourages students to have smoke-free lifestyles and to understand facts and myths of tobacco-related advertising.

Next Steps
In compliance with Palmetto Health’s financial assistance policies, the Cancer Health Initiative will continue to provide education, screening, wellness sessions and case management for breast, cervical, colon, lung and prostate cancers.

For more information about the Cancer Health Initiative, contact: Valencia Bostic, Director, 803-296-3070

It’s time to take control of your health.

In FY 2014, Palmetto Health enlisted the help of everyday heroes to encourage the communities they serve to take charge of their health.

Participants were able to receive free cancer and diabetes education and screening. Agencies with the highest participation in screenings won the challenge and were presented with a plaque.

The Richland County Sheriff’s Department and Columbia Fire Department were among the top winners.
According to the Centers for Disease Control and Prevention, 9.3 percent of the American population has been diagnosed with diabetes, or about 28 million people. If the current trends continue, more than 37 million will be living with the disease by the end of 2015. According to the 2012 Burden of Diabetes Report, approximately 450,000 South Carolinians are affected by diabetes, many of whom were still undiagnosed in 2010. Diabetes is the seventh leading cause of death in South Carolina.

There are several complications associated with diabetes. Heart disease is the leading cause of diabetes-related deaths. Adults living with diabetes have heart disease death rates two to four times higher than adults without diabetes. The risk of other health concerns and conditions include stroke, high blood pressure, new blindness, kidney disease, amputations, dental disease, diabetic ketoacidosis, nervous system disease and coma. According to the SC Department of Health and Environmental Control (SC DHEC), South Carolina has the 16th highest rate of diabetes among African-Americans in the nation.

In South Carolina, 27.8 percent of adults also are physically inactive, a major risk factor for developing type 2 diabetes. Obesity and low level of physical activity among young people, as well as exposure to diabetes during pregnancy, also may be contributors to the increase in type 2 diabetes, specifically during childhood and adolescence.

One of every five patients in a South Carolina hospital has diabetes, and one in every 10 visits to a South Carolina emergency room is related to diabetes. The Diabetes Report indicates that the total charges for diabetes and diabetes-related hospitalizations and emergency room visits were more than $4.2 billion in 2010. The Diabetes Health Initiative provides comprehensive screenings to detect and diagnose diabetes at an early stage of development to prevent hospital visits while providing education to diabetics and those at risk for developing type 2 diabetes.

Clinical Diabetes Screenings
Clinical diabetes screenings are provided to participants most at risk for type 2 diabetes, as determined by the American Diabetes Association (ADA) Diabetes Risk Assessment. To be eligible for a screening, participants age 18-44 must complete the risk assessment to determine if they are high risk for developing type 2 diabetes. According to American Diabetes Association Clinical Practice Recommendations, anyone over the age of 45 is eligible for testing regardless of risk score.

Throughout the 17 years of service to the community, the Diabetes Health Initiative has provided 36,668 free screening tests for type 2 diabetes resulting in 9,493 abnormal screenings. Of those, 6,139 cases of pre-diabetes were detected and 427 cases of type 2 diabetes were diagnosed.

FY 2014 diabetes screening outcomes

<table>
<thead>
<tr>
<th>Total number of screenings</th>
<th>4,060</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of abnormal screenings</td>
<td>1,760 (43 percent)</td>
</tr>
<tr>
<td>Diagnosis</td>
<td></td>
</tr>
<tr>
<td>Pre-diabetes</td>
<td>1,068 (61 percent)</td>
</tr>
<tr>
<td>Diabetes</td>
<td>29 (2 percent)</td>
</tr>
</tbody>
</table>

During FY 2014, there were 4,060 people screened through the Diabetes Health Initiative. Of those screened, 43 percent had abnormal test results. There were 1,068 cases of pre-diabetes detected and 29 cases of type 2 diabetes diagnosed.

Screenings are held at churches, community events, health and human services organizations, worksites and stationary clinic sites throughout the community. There are no income eligibility requirements and screening...
tests are free. The clinical screening test used is the hemoglobin (HbA1c) blood test. Patients with values that are considered abnormal are referred to primary care physicians for a fasting plasma glucose test or a repeat HbA1c to definitively diagnose diabetes. A patient is not classified as a diabetic until this second test is performed and diabetes is confirmed.

People at a higher risk for type 2 diabetes often exhibit signs and symptoms. The following chart illustrates the signs and symptoms reported by those screened.

### Diabetes warning signs reported by screening patients

<table>
<thead>
<tr>
<th>Sign</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequent urination</td>
<td>19 percent</td>
</tr>
<tr>
<td>Blurry vision</td>
<td>12 percent</td>
</tr>
<tr>
<td>Tingling/numbness in hands or feet</td>
<td>27 percent</td>
</tr>
<tr>
<td>Unusual tiredness or drowsiness</td>
<td>23 percent</td>
</tr>
<tr>
<td>Extreme thirst</td>
<td>12 percent</td>
</tr>
<tr>
<td>Frequent or recurring infections</td>
<td>8 percent</td>
</tr>
<tr>
<td>Unexplained weight loss</td>
<td>0 percent</td>
</tr>
</tbody>
</table>

### Case Management/Medical Home

Follow-ups and case management are provided to the patient. A patient with normal test results receives a letter from a staff nurse stating that the test performed yielded normal results.

All patients found to have test results that show pre-diabetic or abnormal levels are referred to a staff nurse and a case manager for follow-up. Patients are able to see their results and are encouraged to schedule an appointment with a primary care physician in order to have a fasting plasma glucose test or a repeat HbA1c test to diagnose diabetes.

The patient with abnormal HbA1c test results also receives a letter in the mail. The patient is encouraged to schedule an appointment with a primary care physician. Test results for patients with abnormal results are forwarded to the patient and their primary care physician. The case manager follows up with the patient and the primary care physician to provide support and encouragement. Diagnoses of diabetes are made after patients have had a second test performed by their doctor. A physician’s signature on a diagnosis form is required.

All patients diagnosed as diabetic receive information on diabetes care, a cookbook, a foot-care guide, and diabetes self-management educational program information. Patients who are not diagnosed as diabetic are put into a yearly reminder queue and sent annual reminder letters for diabetes screening.

### Health Education

Diabetes health education is provided through various sites in the community using licensed and trained health care professionals including physicians, nurse practitioners, nurses, social workers, and public health educators.

Diabetes prevention programs are reserved for those clinically diagnosed as pre-diabetic. Pre-diabetes participants have blood glucose levels higher than normal but not high enough to be considered diabetic. Though they still may be at risk for heart disease, stroke, and chronic diseases, their progression to diabetes is not inevitable. Studies show that people with pre-diabetes who lose weight and increase their physical activity can prevent or delay diabetes and even return their blood glucose to normal levels.

Participants enrolled in diabetes prevention programs are asked to achieve and maintain a seven percent weight loss and exercise at least five times per week. Classes are free for Richland County residents.

In conjunction, Healthy Palmetto, which promotes nutrition and physical activity, is offered to the general public. The program is comprised of the I Pledge program, community education classes, and the Fit Together elementary school obesity prevention program. Each program has seen phenomenal results and participant successes in 2014.

### Healthy Palmetto / I Pledge

Healthy Palmetto’s new initiative for FY 2014 was the I Pledge program, a six-week health and wellness challenge for all people regardless of current physical activity levels or current diet. Through the program, participants are given a booklet with ways to help motivate them to accomplish a weekly goal. Participants can add up the amount of activities
completed each week. Participants receive a “point” for each activity completed. At the end of the six weeks, participants send their total scores. Participants were recruited through health fairs, health education sessions, word-of-mouth, and other community events.

**Fit Together**

Fit Together is a series of classes focusing on diabetes, nutrition and physical activity for fifth-grade students at participating schools and churches. The goal is to encourage children to make healthy choices that prevent chronic diseases such as type 2 diabetes. Information about diabetes, nutrition, and physical activity is shared over four 30-minute classroom sessions. The session topics were *How the Body Uses Food for Energy*, *Diabetes*, *Healthy Eating* and *Be Active*.

In FY 2014, **91 students** from the 29203 ZIP code participated in Fit Together. Hyatt Park Elementary School had **47 students** who completed the program. J.P. Thomas Elementary school had **44 students** complete the program. Students are assessed on their nutrition, physical activity, and diabetes knowledge before and after the program. Participants increased their knowledge on an eight question quiz by **23 percent** by the end of the sessions. There were **19 students** who scored 75 percent or higher on the post-test, with **three** of them correctly answering all the questions.

Outside of the classroom, the Healthy Palmetto team also worked closely with parents and children at Katherine M. Bellfield Booker Washington Heights Cultural Arts Center after school, weekends, and during the summer to help promote healthy eating, physical activity, and other health-related topics. Parents had the opportunity to engage in hands-on meal preparation workshops and children in after school enrichment programs. These classes have served more than **385 children and their parents** since September 2013.

**Nutrition and Physical Activity Program**

Monthly nutrition and physical education sessions were offered after school to youth in the Bellfield Center community. The Healthy Palmetto team partnered with SC DHEC’s SNAP-Ed program to deliver educational sessions about MyPlate, portion sizes, how to read nutrition facts labels, and making healthy nutritional choices. Quarterly nutrition classes also were offered to parents and the community including topics such as *Healthy Eating 101*, *Healthy Snacks for Kids*, and *Cooking with Family*. The after-school students also had the opportunity to participate in physical activity sessions. Students did exercises that focused on the improvement of coordination, balance, speed, and teamwork.

**Summer Camp**

During the summer camp at the Bellfield Center, Palmetto Health had the opportunity to partner with several organizations to provide an educational and fun experience for **53 students** in grades pre-K to ten. Partners included the following organizations:

- **Palmetto Health Counseling**: Counselors taught various topics related to self-empowerment and self-esteem with interactive activities. See picture on page 16.
Located in the northern part of Richland County, the 29203 ZIP code has a total population of **39,843** and is the **fourth most populated area** in Richland County. This community has a greater percentage of African-Americans compared to Richland County and the state. The area also has a higher percentage of females and unemployment among those of workforce age. Income is lower and the per capita household income in 2010 was below South Carolina’s average of **$25,065**. The percentages of people living in and/or below the poverty level also are higher than the percentage living in poverty for Richland County, which was **14.5 percent** in 2010.

**Next Steps**

The Diabetes Health Initiative will continue to provide screening and education to those at risk for developing type 2 diabetes and expand the diabetes prevention programs modeled after the National Diabetes Prevention Program Study (DPP).

The following will be continued:

- Free screenings for type 2 diabetes to high-risk adults in the community
- Increase the percentage of diagnoses confirmed by case management when patient test results are elevated
- Free education regarding healthy lifestyles and type 2 diabetes to adults and children
- Educational training and materials for physicians, patients, caregivers and others on the importance of early diagnosis of pre-diabetes and diabetes
- Increase number of physician referrals into the diabetes prevention programs

For more information about the Diabetes Health Initiative, contact:
Tiffany Sullivan, Director,
803-296-3070

**LiveWell Columbia 29203 Resident Survey**

Palmetto Health partnered with several community partners to assess the overall health and wellness of the 29203 ZIP code communities. From July through October 2013, Palmetto Health distributed surveys to the residents in that community and received **1,542 responses**. These residents were from different backgrounds, family types, and age groups. The survey consisted of questions about individual health and perceptions of community health. Results will guide the development of future initiatives in the 29203 communities with other community partners.

In January 2014, survey results were released to the public through community forums and other distribution. Free diabetes and prostate cancer screenings also were offered at the events. Surveys also were discussed at neighborhood association meetings as an opportunity to meet and engage with other community members committed to improving the well-being of the 29203 community.

**Whole Foods Market:** Students were able to visit the grocery store and learn about the paths between where their food comes from and how it ends up on their plate. Students toured the store and sampled a fresh fruit and vegetable smoothie. See picture above.
Most Important Health Problems in our community

- High Blood Pressure: 63%
- Diabetes: 49%
- Overweight/Obesity: 45%

Most Important Factors for a healthy community

- Safe Neighborhoods: 48%
- Access to Affordable Health Care: 39%
- Good Jobs/Healthy Economy: 35%

Has a primary care doctor: 85% (15% No)
Had a physical in past 12 months: 80% (20% No)
Visited a health care provider in past 12 months: 92% (8% No)

Overall community health
- 39% Somewhat Healthy

Personal health
- 46% Fair

Access to mental health care
- 67% Don't Know

Means of transportation
- 86% Car

50% of those responding indicate they are healthy eaters


Jacquelyn Belton

Ms. Belton is a successful participant of the Diabetes Prevention Program and advocates healthy habits and “living well” in her community.
Maternal and Child Health Initiatives

Teen Health

Teenage pregnancy is a serious public health issue that affects the lives of teenage parents and their children. According to the National Campaign to Prevent Teen and Unintended Pregnancy, teenage parents and their children face high risk of social challenges. Teen parents are less likely to receive prenatal care and more likely to deliver prematurely. Less than one-third of teenage mothers graduate from high school and are more likely to live at or below poverty.

Children of teenage parents are at increased risk for violence and drug use exposure, and as they grow older, more likely to become high school dropouts themselves. Daughters of teenage mothers are more likely to become teenage mothers and sons are more likely to become incarcerated. According to the South Carolina Youth Risk Behavior Survey, 47.5 percent of high school students and 19.5 percent of middle school students reported having had sex at least once. SC DHEC reported 4,811 teenage births in 2013. Nonetheless, teenage birth rates have steadily decreased since 2008.

The Maternal and Child Health Initiative was created to address teenage pregnancy through school and community-based programs for youth and adults in Richland County and Lexington County. The initiative has implemented four school and community-based teen pregnancy prevention programs, supplemented by a teen health website and monthly newsletters.

South Carolina as a whole and target counties (Richland and Lexington) have experienced significant declines in teen pregnancy for the past five years, in part, because of organizations and programs such as the Maternal and Child Health Initiative.

Teen Talk

Teen Talk is a weekly youth development program for middle and high school students held during each participating school’s lunch period. The program is a standard abstinence-based program. Each program facilitator, also known as a community advocate, uses an approved youth development curriculum developed by Advocates for Youth, a national adolescent health research organization.

During FY 2014, Teen Talk was hosted in 35 Richland and Lexington county schools, including one private school. The curriculum includes group discussions, role-play and team-building activities to allow teens to express their concerns in a safe and confidential setting. Community Advocates strictly adhere to the South Carolina Comprehensive Health Education Act (CHEA) and the school district’s sexual health guidelines. The curriculum allows open discussion of youth-related topics including self-esteem, personal and family values, decision-making, communication, alcohol, tobacco and other drugs, personal responsibility and accountability.

### FY 2014 Teen Talk Participants

<table>
<thead>
<tr>
<th>Race/Ethnicity</th>
<th>Students recruited</th>
</tr>
</thead>
<tbody>
<tr>
<td>African-American</td>
<td>83.2 percent</td>
</tr>
<tr>
<td>White</td>
<td>9.1 percent</td>
</tr>
<tr>
<td>Hispanic</td>
<td>2.4 percent</td>
</tr>
<tr>
<td>Other</td>
<td>2.9 percent</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>School level</th>
<th>Students recruited</th>
</tr>
</thead>
<tbody>
<tr>
<td>Middle (grades 6-8)</td>
<td>52.2 percent</td>
</tr>
<tr>
<td>High (grades 9-12)</td>
<td>47.4 percent</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender</th>
<th>Students recruited</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>30.4 percent</td>
</tr>
<tr>
<td>Female</td>
<td>69.3 percent</td>
</tr>
</tbody>
</table>
According to program pre- and post-tests, Teen Talk students reported increased levels of self-esteem, goal setting skills and positive perceptions of pregnancy, sex and sexuality (such as having a baby would make it harder to reach my goals and I can explain the benefits of not having sex at my age).

Operation of this large program requires partnerships with school administrators and staff. School liaisons are trained each year, and community advocates are required to meet with school liaisons biweekly. During these meetings, program updates and session topics are discussed as they relate to each school.

As a show of appreciation for this collaboration, Palmetto Health honors a school each year for an outstanding partnership. W.G. Sanders Middle School was honored as the Teen Talk School of the Year, 2013-2014.

Pictured left to right: Sherry Hughes, guidance counselor, Wanda Hughes, principal Stacey McPhail, director, Palmetto Health Maternal and Child Health Initiative

ParenTeen
Palmetto Health understands the importance of parent-child connections in improving overall teen health outcomes. ParenTeen was created to help parents of teens with communication about sexuality and health education. The program raises awareness of important issues facing teens, informs parents of the economic and social impacts of teen pregnancy, and nurtures parental skills in developing strong, positive and connected relationships. One session is hosted per quarter.

Freshman Focus
Teen pregnancy is a major concern for older teenagers. According to SC DHEC, 74 percent of South Carolina pregnant teens are between the ages 18 and 19. In response, Palmetto Health partners with local colleges to implement a college-based sexual health workshop. Freshmen Focus is a 50-minute session that provides accurate information to college freshmen on healthy relationships, signs and symptoms of sexually transmitted diseases and the appropriate use of contraceptive methods to protect against sexually transmitted diseases (STDs) and unintended pregnancy.

During freshmen orientation, the program served 534 college students.

Summer Connections
Summer Connections supports the community in educating teens about pregnancy prevention. This six-week program incorporates weekly youth development sessions into existing summer programs. Students are engaged in discussions and activities regarding self-esteem, body image, decision-making, goal-setting, values and building positive relationships. These topics are universal, and can be incorporated into most existing summer programs. Sessions are one-hour long and conducted by Palmetto Health. Programs and organizations within Richland and Lexington counties are eligible to participate and each session can accommodate a minimum of 10 youth (ages 10-19).

In FY 2014, 695 youth educational services were provided at 13 locations, including summer camps hosted by the City of Columbia.
ItzTime Newsletter
Palmetto Health publishes a monthly teen health newsletter, ItzTime, to provide information and promote communication between teens and parents. In FY 2014, **81,310 newsletters** were distributed to teens in Richland and Lexington counties. In addition, there were **1,484 teen health flyers, pamphlets, brochures and promotional items** were distributed to local teen health providers and community organizers.

Next Steps
The Maternal and Child Health Initiative will work to:
- Increase the number of parent workshops offered throughout the community
- Increase the number of male participants served
- Continue to promote clinical services to high-risk teen populations

For more information about the Maternal and Child Health Initiative, contact: **Stacey McPhail, Director**
803-296-3764

The 2014 Teen Health Summit was held at Dreher High School, with **402 teens and parents** in attendance. The 2014 theme was “One Night Stand: If You Don’t Stand For Something, You’ll Fall For Anything.”

For seven hours, parents and teens engaged in deep conversations about personal, peer and parental relationships while being entertained by Silver Ring Thing and a host of community adolescent health educators. Palmetto Health partners with local school districts, teen-friendly organizations, and supporting businesses. Lunch was provided by Chick-fil-A, and Baskin-Robbins hosted an ice cream social.

Teens overwhelmingly enjoyed the event and **93 percent** reported that they would attend again next year. The Teen Health Summit is a large, comprehensive program that requires the commitment of Palmetto Health staff, local school teachers, administrators and community members. It is the consistent commitment that keeps students coming from across the state. Palmetto Health has sponsored the summit for **10 years** and has reached **more than 3,400 students**.
Maternal and Child Health Initiatives

Palmetto Healthy Start

Palmetto Healthy Start targets medically-indigent expectant mothers and infants in Richland, Fairfield, Lexington and Sumter counties. The community-based, federally-funded program has been part of Palmetto Health since 1997. Palmetto Healthy Start’s goal is to reduce infant mortality, low birth weights and racial disparities within perinatal health outcomes.

Palmetto Health began providing prenatal care services to low-income pregnant women in four ZIP code areas of Richland County in 1998 and expanded to all of Richland and Fairfield counties in 2001. The service area was expanded in 2010 to include Lexington and Sumter counties through an additional grant from the Bureau of Maternal and Child Health of the Health Resources and Services Administration (HRSA).

Palmetto Healthy Start is instrumental in helping low-income pregnant women receive prenatal services. In FY 2014, **1,904 women**, including **671 newly-enrolled pregnant women**, and **1,336 infants** received prenatal care and/or inter-conceptional care in addition to well-baby services.

**Prenatal Care**

Early, adequate prenatal care significantly improves the chances of having a healthy baby. Through prenatal visits, Palmetto Healthy Start provides education to expectant mothers about nutrition and the dangers of substance abuse during pregnancy. Education helps prevent poor birth outcomes including low birth-weight and infant death.

Prenatal care that begins early and is risk-appropriate, continuous and comprehensive improves maternal and infant outcomes. Palmetto Healthy Start works to bring prenatal care to participants in the earliest stages of pregnancy, connecting mothers and their infants with health and social services.

Palmetto Healthy Start recruits participants from four counties centrally located in South Carolina including Fairfield, Lexington, Richland and Sumter counties.

In 2014, **65.1 percent** of participants initiated prenatal care in the first trimester, compared to **63.3 percent** of pregnant African-American women within the program’s target area in 2013 (latest data from SC DHEC).

In 2014, **57.6 percent** of participants received adequate prenatal care as outlined by the Kessner Index (the criteria for adequacy of prenatal care). In 2014, **57.6 percent** of participants received adequate prenatal care as outlined by the Kessner Index (the criteria for adequacy of prenatal care).
adequate prenatal care, compared to 56.4 percent of pregnant African-American women within the program’s target area in 2013 (latest data from SC DHEC). Research has proven that African-Americans have high rates for infant mortality and supporting risk factors. With an African-American population of more than 85 percent, Palmetto Healthy Start is using culturally-appropriate program strategies to engage and retain its most vulnerable population.

**Low-Birth Weight/Infant Mortality**

All Palmetto Healthy Start services are designed to improve the health of infants and to reduce infant mortality rates. These efforts have made significant progress in reducing the number of low-birth weight babies (2,499 grams or less) and infant mortality among participants in the past several years. In 2014, 12 percent of Palmetto Healthy Start infants were low-birth weight babies, compared to 14.6 percent of African-American infants within the program’s target area. However, the infant mortality rate among Palmetto Healthy Start infants was 3.4 per 1,000 live births, compared to 11.9 per 1,000 live births among African-Americans within the program’s target area. See charts on page 23.

The significant decreases in the infant mortality rate, especially among African-Americans, are a result of improving health measures and/or health behaviors (such as prenatal care, reducing teen pregnancy and low-birth weight), as well as advances in technology available for improving the survival of very low birth weight infants born prematurely. Nevertheless, there still are opportunities that exist.

**Periodontitis Prevention**

Periodontitis is inflammation of the tissue surrounding the teeth, causing shrinking of the gums and loosening of the teeth. This common gum disease and severe gingivitis are factors in premature and low-weight births. The harmful bacteria causing these diseases can enter the bloodstream and target the fetus, resulting in preterm labor. While obstetricians encourage all pregnant women to be examined, the challenge is reaching low-income or uninsured pregnant women early to have dental problems identified and treated.

In 1998, Palmetto Health’s Office of Community Health partnered with South Carolina’s first free dental clinic for uninsured adults and children, Community Partners of the Midlands Dental Clinic (formerly Family Service Center Dental Clinic), to provide free comprehensive dental care for the women referred by Palmetto Healthy Start. Women found positive for periodontitis, dental care or gingivitis, are provided treatment and follow-up care. Of the 572 women who were screened in FY 2014, nine percent screened positive for periodontal disease.

<table>
<thead>
<tr>
<th>Periodontal Screenings</th>
<th>FY 2012</th>
<th>FY 2013</th>
<th>FY 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Screenings</td>
<td>605</td>
<td>796</td>
<td>572</td>
</tr>
<tr>
<td>Screened positive</td>
<td>26 percent</td>
<td>15 percent</td>
<td>9 percent</td>
</tr>
</tbody>
</table>

**Childbirth and Infant Care Classes**

One of the Healthy People 2020 objectives is to increase the number of pregnant women who attend childbirth education classes. Patients are educated on the importance of prenatal care and the childbirth process during free classes.

Childbirth education, newborn care, infant CPR and breastfeeding classes were provided to pregnant women, new moms and teens in Richland, Lexington and Fairfield counties. Childbirth education increases women's knowledge regarding the importance of prenatal care and the childbirth process. Transportation to classes is provided when needed. Women and teens are encouraged to bring expectant fathers or support people. In FY 2014, Palmetto Health provided 38 classes to 450 participants.

<table>
<thead>
<tr>
<th>Childbirth and infant care classes</th>
<th>FY 2012</th>
<th>FY 2013</th>
<th>FY 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classes</td>
<td>50</td>
<td>36</td>
<td>38</td>
</tr>
<tr>
<td>Participants</td>
<td>818</td>
<td>619</td>
<td>450</td>
</tr>
</tbody>
</table>

**Baby Buzz Newsletter**

Palmetto Healthy Start publishes a newsletter with health-related information regarding mothers and infants, distributing 3,497 newsletters to program and community participants and service providers in Richland, Fairfield, Lexington and Sumter counties.
**Next Steps**

In FY 2015, Palmetto Healthy Start will continue providing services to pregnant women, their infants and families to reduce infant mortality and health disparities in the community. Through continued outreach, the goal is to serve 800 pregnant women in the program. Goals include:

- Participant support groups
- Breastfeeding initiative
- Identify resources to purchase more breast pumps
- Safe sleep awareness
- Fatherhood initiative
- Continuing partnerships with organizations and agencies

For more information about the Maternal and Child Health Initiative, contact: Kim Alston, Director, 803-296-3780

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### Percent of Low-Birth Rate Babies 2012-2014

<table>
<thead>
<tr>
<th>Year</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2012</td>
<td>11.9</td>
</tr>
<tr>
<td>FY 2013</td>
<td>12.5</td>
</tr>
<tr>
<td>FY 2014</td>
<td>12.0</td>
</tr>
</tbody>
</table>

### Infant Mortality Rates (per 1,000 live birth) 2012-2014

<table>
<thead>
<tr>
<th>Year</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>FY 2012</td>
<td>3.5</td>
</tr>
<tr>
<td>FY 2013</td>
<td>1.2</td>
</tr>
<tr>
<td>FY 2014</td>
<td>3.4</td>
</tr>
</tbody>
</table>
Richland Care

Richland Care is a collaborative initiative designed to improve access to care and health outcomes for low-income (below 100 percent of the federal poverty level), uninsured residents of Richland County.

Richland Care participants choose a medical home and have access to primary care, specialty care, hospital and pharmacy services, plus referral to mental health and substance abuse services as needed.

Since its inception in 2001, Richland Care has provided health care services to 24,478 low-income, uninsured residents of Richland County. This access has allowed participants to address health concerns through primary care, specialty care and/or medications. Participants reported improved health.

Richland Care’s goal is to continue developing a coordinated health care delivery system to improve access to care and outcomes for low-income, uninsured residents. Medical homes provide primary care and pharmaceuticals, and four local hospitals, including Palmetto Health, provide inpatient services.

Richland Care services also include disease case management activities and support for participants with hypertension or diabetes, and case management for participants who use emergency departments.

Health education and wellness services are available to all participants. The Healthwise Handbook, a self-care reference guide, supports these activities. In FY 2014, 1,331 handbooks were distributed.

Richland Care Community Coalition
Richland Care is advised by a coalition of community organizations.

- Columbia Area Mental Health Center
- The Cooperative Ministry
- Eau Claire Cooperative Health Centers, Inc.
- The Free Medical Clinic
- Greater Columbia Chamber of Commerce
- Lexington/Richland Alcohol and Drug Abuse Council
- Midlands Care Consortium
- Midlands Partnership for Community Health Parish Nurse Program
- Norman J. Arnold School of Public Health
- Palmetto Health
- Palmetto Public Health District
- Sisters of Charity Providence Hospitals
- Richland County Department of Social Services
- Richland County Government
- Richland School Districts One and Two
- SC Department of Health and Environmental Control
- SC Department of Health and Human Services
- United Way of the Midlands
- USC College of Social Work
- USC School of Medicine
- Welvista

As of Sept. 30, 2014, there were 2,793 participants active in Richland Care.

The demographic characteristics of active Richland Care participants have changed slightly with a growth in both male and Hispanic enrollment:

- 86 percent unmarried, 14 percent married
- 65 percent African-American
- 14 percent Caucasian
- 14 percent Hispanic
- Seven percent other
- 59 percent female, 41 percent male
- 60 percent between the ages 41 and 60 (average age of 46)

Health Care Coalition
Providing access to primary care is the cornerstone of Richland Care. All participants select one of the
following medical homes for primary care and pharmaceutical services. Richland Care participants have access to subspecialty care and services through providers that have contracted with the program for partial payment of fees and through groups that provide services at little or no cost.

<table>
<thead>
<tr>
<th>Primary Care Providers, by enrollment FY 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Laurel Medical Practice 6,773</td>
</tr>
<tr>
<td>Free Medical Clinic 3,249</td>
</tr>
<tr>
<td>Internal Medicine Clinic 2,377</td>
</tr>
<tr>
<td>Eau Claire, Internal Medicine 2,143</td>
</tr>
<tr>
<td>Family Medicine Center at Palmetto Health 2,013</td>
</tr>
<tr>
<td>Celia Saxon Health Center 1,978</td>
</tr>
<tr>
<td>Waverly Family Practice 1,829</td>
</tr>
<tr>
<td>Eastover Family Practice 1,230</td>
</tr>
<tr>
<td>Richland Care Transition 921</td>
</tr>
<tr>
<td>Good Samaritan Clinic 660</td>
</tr>
<tr>
<td>Eau Claire, Transitions 516</td>
</tr>
<tr>
<td>Providence Internal Medicine, Downtown 277</td>
</tr>
<tr>
<td>Brookland-Cayce Medical Practice 187</td>
</tr>
<tr>
<td>University of South Carolina School of Medicine, Department of Immunology 84</td>
</tr>
<tr>
<td>Ridgeway Family Practice 78</td>
</tr>
<tr>
<td>Hopkins Pediatrics and Family Practice 55</td>
</tr>
<tr>
<td>Eau Claire, The Cooperative Ministry 28</td>
</tr>
<tr>
<td>Winnsboro Pediatrics and Family Practice 23</td>
</tr>
<tr>
<td>Physicians Medical Group 22</td>
</tr>
<tr>
<td>Christ Central Medical Care 17</td>
</tr>
<tr>
<td>Eau Claire, St. Lawrence Place 9</td>
</tr>
<tr>
<td>Lake Monticello Family Practice 5</td>
</tr>
<tr>
<td>Sandhills Medical Foundation 3</td>
</tr>
<tr>
<td>Palmetto Health Children’s Hospital Outpatient Center 1</td>
</tr>
</tbody>
</table>

Contracted specialists were paid on a fee-for-service basis, and participants were responsible for a $20 office visit co-payment. At the end of FY 2014, Richland Care had partnerships with 21 specialty groups.

Richland Care paid $232,169 for specialty services during the year. For that amount, participants received a total value of care equaling $1,675,000.

In addition, Richland Care has referred participants to the following services:
- Dental and vision services
- Infectious disease
- Mental health
- Substance abuse

Next Steps
In FY 2015, the community coalition and health care teams will continue to evaluate capacity within the primary care safety net for low-income, uninsured patients. Richland Care will continue to evaluate utilization data with AccessHealth SC to improve the network’s effectiveness and efficiency.

For more information about Richland Care, contact: Marc Barnes, Director 803-296-2251
Community Partners

Palmetto Health is grateful for the collaboration and support of its community partners. Together, we can improve health care in our community. As part of the annual tithe, Palmetto Health provides funding support to a variety of community organizations and health initiatives. From dental care for adults and children, to mental health support, vision services and student support in local school districts, our partnerships extend beyond hospital walls.

Columbia College

Project LEAD

In 2009, Palmetto Health partnered with Columbia College to implement a teen pregnancy prevention program called Project LEAD (Ladies Empowered to Achieve and Dream) targeted to young women ages 18-22 who live, work or worship in the 29203 ZIP code area. This program uses leadership development to expand participants’ understanding of personal strengths, define goal-setting skills, clarify career and educational planning and change sexual behavior. Also included is a high school component to reach girls before college. The program is centered in the 29203 ZIP code area, which has the highest number of teen pregnancies in the state.

In FY 2014, Project LEAD provided programs, services and sessions to 538 young women.

Community Partners of the Midlands, LLC

Children and Adult Dental Clinic

A partnership with the United Way of the Midlands allowed Palmetto Health to sustain its relationship with the children’s and adult dental clinic once operated by Family Service Center of South Carolina. Community Partners of the Midlands provides comprehensive dental services to these children caught in the government assistance and insurance gap. Dental services include cleanings, X-rays, sealants, fluoride and fillings. The children’s dental clinic is operated using private volunteer dentists. More than 500 South Carolina dentists have volunteered to provide free dental services for children and have done so for 55 years.

The Community Partners of the Midlands Dental Clinic (Richland County) also provides comprehensive dental services to uninsured and underinsured adults 11.5 hours per week during adult clinic hours. Palmetto Health dental residents volunteered 584 hours to the clinic, and services are provided to patients at no cost. Evidence supporting a strong association between periodontal disease and pre-term and low birth-weight births prompted a third program through the Community Partners of the Midlands Adult Dental Clinic. This common gum disease and severe gingivitis are factors in premature and low-weight births. Women participating in Palmetto Healthy Start’s prenatal program are referred to the dental clinic, screened for periodontal disease and also treated at no cost.

In FY 2014, the dental clinic served 2,627 patients, including children, adults and pregnant women. Nine percent of the pregnant women served tested positive and were treated for periodontal disease.

Midlands Eye Care Clinic

A collaboration of the United Way of the Midlands, Palmetto Health, and South Carolina Optometric Physicians Association maintain one of the state’s only eye care clinics for the uninsured. Residents of Richland and Fairfield counties are provided a free comprehensive eye exam and eyeglasses, as needed. Currently, the clinic operates two half-days per month with assistance from volunteer optometrists.

In FY 2014, the clinic saw 211 patients during 18 clinic days and provided 200 pairs of glasses and filled 42 prescriptions for therapeutic medication.

Eau Claire Cooperative Health Centers

Palmetto Health partnered with Eau Claire Cooperative Health Centers to improve and expand two of their 340b discount pharmacies with goals to make 340b discount medications available to primary care patients as well as to patients who have been referred to subspecialists and return to have a specialty prescription filled. The Eau Claire Cooperative offers a 340b discount
pharmacy for its more than 50,000 low-income patients in Richland, Lexington and Fairfield service areas. Pharmacy A, located at 4605 Monticello Rd., was upgraded with new pharmacy software and hardware, along with space upgrades for workflow improvement. Pharmacy B, located at 1228 Harden St., was equipped, expanded, and reconfigured to handle general patients of the Eau Claire Cooperative, including its homeless and HIV/AIDS programs. The Cooperative Pharmacy improvement and expansion project concluded in September 2014.

**Family Connection of South Carolina**  
**Project Breathe Easy**

According to the SC Office of Research and Statistics, asthma is the leading cause of hospitalizations in Richland County for children under the age of 18. Serving Richland and Lexington counties, Family Connection received funding from Palmetto Health to expand Project Breathe Easy, a six-month asthma education program for parents of asthmatic children. Parents and children enrolled in the program learn to better manage their child’s asthma, reduce the number of emergency room visits due to an asthma attack, and reduce the number of missed school/work days due to asthma-related conditions. In FY 2014, **257 children and their families** participated in Project Breathe Easy.

**HealthTeacher**  
**Community Youth Health Literacy Collaborative**

HealthTeacher is an international company that is committed to education, outreach and promoting health literacy. Since 2010, Palmetto Health has sponsored the company’s online health education curriculum in Richland School Districts One and Two. The curriculum creatively incorporates health lessons in all common core courses, and promotes physical activity while learning through mini brain breaks via GoNoodle. In FY 2014, there were **76 active schools** and **811 registered teachers and staff** trained to use the program. Registered users played **16,695 activity games** totaling **743,973 minutes** of physical activity for their students.

**James R. Clark Memorial Sickle Cell Foundation**  
**Sickle Cell Case Management**

For patients with a chronic illness like sickle cell disease, case management is essential for a healthy lifestyle. Palmetto Health helps fund the James R. Clark Memorial Sickle Cell Foundation to provide direct nurse case management to patients in Richland and Lexington counties. The Foundation also collects specific patient data to better understand and address the over-use of emergency rooms and to measure the impact of case management services.

In FY 2014, the Foundation provided **5,171 hours of case management services** (disease monitoring, patient education) during **2,553 in-home visits** with sickle cell patients from the Midlands.

**Mental Illness Recovery Center, Inc. (MIRCI)**

MIRCI specializes in assisting individuals who suffer from mental illness and/or severe emotional disturbances with the recovery process through community-based services. This organization recognizes that helping individuals recover from these conditions should include not only treatment, but also assistance in recovering the areas of their lives that have been disrupted as a result of mental illness, such as housing and social skills. Palmetto Health provides funding to MIRCI, which enables the organization to provide the HomeBase and Homeless Recovery Center programs at no cost to the patient. These programs help those in recovery recuperate from the disruptions to housing and social skills that may have occurred as a result of their mental illness.

The HomeBase program offers housing for homeless individuals and families who need intensive therapeutic services. The Homeless Recovery Center is open every day and combines intensive services with social rehabilitation therapy and peer support. Both of these programs assist in the recovery process by promoting fellowship and nurturing the desire to accomplish among individuals recovering from mental illness. They allow individuals to recover from their illness while simultaneously making the transition from homelessness to supported independent living, providing a foundation for recovery and independence.

In 2013 (most recent data) an **89 percent drop** in psychiatric specialty hospitalizations by individuals was experienced in the first year following enrollment, and the rate of emergency department visits where mental illness was the reason dropped by **54 percent**.
Clients receiving all services and housing from MIRCI are linked by a unique tracking number to the Office of Research and Statistics general inpatient hospitalization and emergency room (ER) visits databases. In 2013 each client’s hospital/ER experience for the 12 months preceding the entry date and for the 12 months following the entry date were captured and placed into a statistical analysis file. The following is a summary of findings:

- Psychiatric specialty hospitals, inpatient hospitalizations dropped by 89 percent following enrollment, from 27 to three
- Number of ER visits dropped by 36 percent once clients were enrolled in MIRCI
- ER visits where mental illness was the reason for the visit dropped by 54 percent
- In general hospital systems, mental illness/substance abuse as reason for hospitalization dropped by 67 percent

In FY 2014, 301 clients were served through the MIRCI program.

**Midlands Partnership for Community Health Palmetto Health Parish Nurse Program**

Palmetto Health provided funding to the Midlands Partnership for Community Health to cover the costs of a nurse for elderly patients of Columbia Housing Authority (CHA). CHA matches the health system’s funds to ensure supplemental materials and resources also are provided. The elderly, low-income residents of CHA high-rise apartments, who typically receive little to no care, benefit tremendously from the services and convenience of an on-site nurse. They receive home visits, health screenings, blood pressure monitoring, chronic disease education, health histories, flu shots, prescription assistance and transportation.

In FY 2014, Palmetto Health’s parish nurses conducted 1,210 home visits, 978 blood pressure screenings, and identified 8,280 health concerns or medical diagnoses.

**Palmetto Health and Lexington Medical Center Midlands Dental Initiative (MDI)**

In 2012, an emergency oral health program was developed to relieve uninsured individuals of dental pain and discomfort, and discourage unwarranted emergency room visits. Palmetto Health partnered with 20 private dentists who each agreed to provide emergency dental services for a minimum of five uninsured, low-income patients per month. More than half of the dentists enrolled in the Midlands Dental Initiative treat more than 10 patients per month, doubling available appointments.

Patients are referred to a dentist from the network, and Palmetto Health and/or Lexington Medical Center cover costs at the 2011 Medicaid rate. An uninsured dental visit to the emergency room costs approximately $700 per patient. Through the initiative, an emergency dental visit to a private dentist costs approximately $200 per patient, a $500 savings per patient served. The hospitals are able to redirect an uninsured patient from the emergency room at a reduced cost. However, in April 2014, the Department of Health and Human Services (DHHS) reinstated Medicaid’s emergency adult dental services. Therefore, some previous MDI patients would be covered by Medicaid insurance.

In FY 2014, the MDI provided 1,954 emergency dental visits to 1,326 patients from Richland and Lexington counties.

**Palmetto Health Trauma Center Project READY**

Project READY (Realistic Education about Dying Young) is an injury prevention program that exposes adolescents to a Level I trauma center in order to explore the consequences of risky adolescent behavior. Project READY is a single five-hour session offered to youth ages 13 to 21. Participants learn how to evaluate and anticipate consequences of their choices by witnessing real situations in which risky behavior resulted in traumatic injury. In FY 2014, Project READY served 241 students and provided 3,945 educational opportunities for the general public.

**Palmetto Project, Inc. Carolina Hearing Aid Bank**

South Carolina has existing programs for children and working adults to obtain free hearing aids. However, it is also important to provide services to the growing number of unemployed, disabled, uninsured and low-income adults within the state. Palmetto Health partnered with the Carolina Hearing Aid Bank to provide free hearing aids to low-income adults.
who were referred by local audiologists. In FY 2014, Palmetto Health funded **48 hearing aids** for **26 adults** of Richland and Fairfield counties.

**Sexual Trauma Services of the Midlands**

**Community Education and Outreach**

Sexual Trauma Services of the Midlands provides public awareness, community education and prevention programming to local schools, youth and adult organizations, educators, parents and professionals in Richland, Lexington and Newberry counties. The program's goals include:

- Expose youth to harmful gender stereotypes which perpetuate gender-based violence
- Explore personal, physical, emotional and electronic boundaries to help youth identify their own sense of safety
- Teach youth how to express their needs assertively in familial, romantic and professional relationships
- Empower youth to be positive bystanders to confront and prevent dating and sexual violence in schools and communities
- Reinforce help-seeking behavior and raise students’ awareness of resources within the community
- Provide 24-hour hotline and hospital response to sexual violence survivors

In FY 2014, the Sexual Trauma Services of the Midlands staff facilitated **488 youth-focused educational sessions** to **3,427 middle and high school students** through the Midland's Youth Violence Prevention Program, and provided support and education services to **7,825 adults** and sexual assault survivors.

**Silver Ring Thing**

**Abstinence Only Sexual Health Education**

The Silver Ring Thing (SRT) is a ministry that promotes abstinence until marriage using an intense live concert and a small youth group film event called Project 434. The SRT program was created in 1995 as a response to the escalating numbers of teen pregnancies in Yuma, Ariz., and was moved to Pittsburgh, PA in 2000. In 2001, SRT was invited to bring its program to South Carolina. With funding from Palmetto Health, **20,000 people** have attended a SRT live show in SC with **11,500 committing to abstinence** and putting on the ring. **More than 3,000 parents** have been equipped to inspire abstinence in their children's lives as a result of attending the parent session. In FY 2014, **800 adults** and youth attended the SRT live events.

**SC Campaign to Prevent Teen Pregnancy**

**Teen Pregnancy Prevention in the Midlands**

The South Carolina Campaign to Prevent Teen Pregnancy was founded in 1994 to respond to concerns in South Carolina and across the country regarding high rates of teen pregnancy. The SC Campaign is the only organization that serves all 46 counties with an exclusive focus on reducing teen pregnancy.

Through funding from Palmetto Health in FY 2014, the organization has hosted several events to further address teen pregnancy among older teens on college campuses and continues its annual teen pregnancy prevention conference, Summer Institute. The Summer Institute provided the latest information and research on teen pregnancy and STD/HIV prevention to enhance knowledge and skill level of youth-serving professionals nationally. Through these initiatives and other activities, the SC Campaign reached **1,622 professionals, parents and teens**, and provided numerous hours of direct services and technical assistance to adolescent sexual health providers throughout the state. SC Campaign's bi-weekly Friday broadcast newsletter reaches **1,500 people**.

**South Carolina HIV/AIDS Council**

**HIV/AIDS Community Health Education, Screening and Treatment**

South Carolina HIV/AIDS Council (SCHAC) provides HIV testing in the community using a mobile unit and the rapid HIV/AIDS test. Palmetto Health funded SCHAC to provide free HIV/STI screening and treatment for adults in Richland, Lexington and Fairfield counties. SCHAC performed **206 rapid HIV tests** and found two positive cases of HIV, 10 cases of gonorrhea, 18 cases of chlamydia, 11 cases of syphilis, and four cases of bacterial vaginitis. Free treatment was provided for all positive STI patients, and counseling to avoid risky behaviors that can lead to a positive HIV/AIDS diagnosis for themselves or their partner.
South Carolina Research Foundation

Perinatal Awareness for Successful Outcomes (PASOs)

PASOs was created in 2005 to empower Hispanic/Latino residents with resources for healthy pregnancies and babies. The PASOs program provides opportunities to sustain cultural practices that support healthy pregnancies while navigating SC health systems and resources. The program has become a well-known and trusted source of information within its target community and has been expanded to 11 counties across the state. In FY 2014, PASOs provided health education training to Hispanic/Latino Community Ambassadors, who serve as peer educators on family planning methods and local child-wellness services. PASOs also met with local sexual health and domestic violence organizations to develop resource networks, facilitated 41 community outreach events for 697 adults, and were featured as monthly guests on the local Hispanic/Latino radio station, La Raza.

University of South Carolina School of Medicine

Minority Medical Student Scholarship

South Carolina has a disproportionate number of minority students enrolling in medical school within the state. Palmetto Health uses its partnership with the University of South Carolina School of Medicine to provide funding for a minority medical student to increase the number of minority students studying and practicing medicine in South Carolina. Since the inception of the award, five students have received the Palmetto Health Medical Scholarship. Three have graduated, and two have remained to practice in South Carolina.

In FY 2014, Ashley Williams was the student grantee. She is a fourth-year medical student who plans to continue training as a surgery resident.

University of South Carolina

Student Health Services

Project Condom

Project Condom is an education-based, contraceptive awareness fashion show initiated by the University of South Carolina’s Office of Sexual Health and Violence Prevention in 2009. The concept is derived from the popular reality show, Project Runway. Unlike the reality show, Project Condom allows students three to four weeks to complete their condom-constructed garments. Students are given an opportunity to display their garments during the Project Condom fashion show and entries are judged for creativity, theme, stage presence and conceptual message.

Project Condom seeks to:

- Increase the quality, availability and effectiveness of educational and community-based programs designed to prevent disease and improve health and quality of life
- Improve pregnancy planning and prevent unintended pregnancies
- Prevent HIV infection and its related illnesses and death
- Promote responsible sexual behaviors, strengthen community capacity and increase access to quality services to prevent sexually transmitted diseases (STDs) and their complications

In FY 2014, 243 students attended the final runway awareness fashion show.

Welvista

Reducing Readmissions Through Prescription Assistance

Palmetto Health partnered with Welvista to meet the growing needs of the uninsured population. Prescription medications are provided to patients. Therapeutic outcomes for the patients are improved with therapy. In FY2014, Welvista filled 4,499 prescriptions for 1,894 patients, with a value of $2,297,000.

Good Samaritan Clinic

Increasing Access to Services

Palmetto Health entered into a partnership with the Good Samaritan Clinic in April 2014 to help increase access to health care, case management and health education services. The clinic is open one afternoon per week. In FY 2014, 815 patients were served. There were 493 people who signed up for the Richland Care program through the clinic.

For more information about Palmetto Health’s community partners, contact:

Tiffany Sullivan, Director, 803-296-3070
Stacey McPhail, Director, 803-296-3764
or Marc Barnes, 803-296-2251
Diversity and Inclusion

Palmetto Health provides the same care and compassion for each patient as we would want for our families and ourselves. As part of that vision, we work to foster and sustain a climate of inclusion. This includes a diverse workforce and community involvement. We want to provide a culture where team members, patients, families and the community feel welcome and have the opportunity to contribute to the success of Palmetto Health.

In 2013, Cynthia Walters, EdD, was named the Corporate Director of Inclusion at Palmetto Health. She works with Vince Ford, the Chief Community Health Services Officer, to provide oversight of compliance requirements, training opportunities, metrics and reporting, strategic alignment, and policy review for diversity and inclusion.

“When we feel a sense of belonging, it’s not because we are the same as everyone else, but because we have been accepted as we are.”

Cynthia Walters
Corporate Director of Inclusion
Palmetto Health
Palmetto Health Foundation, a 501(c)(3) non-profit organization, engages community partners to enhance healthcare for patients and families served by Palmetto Health. Gifts to the Foundation allow Palmetto Health to continue to offer an ever increasing array of services targeted to meet specific community needs. Private support is essential to maintain a level of excellence with new programs, services and equipment.

Find out more at PalmettoHealthFoundation.org or call 803-434-7275.

Palmetto Health is committed to improving the physical, emotional and spiritual health of all individuals and communities we serve; to providing care with excellence and compassion; and, to working with others who share our fundamental commitment to improving the human condition.