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# Public Health Initiatives and Community Outreach Programs – FY 2022

A Certificate of Public Advantage Report by  
Prisma Health in the Midlands  
(October 2021–September 2022)

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# Our purpose:

*Inspire health.*

*Serve with compassion.*

*Be the difference.*

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## H. Vincent “Vince” Ford (1958–2022)



*No one has exemplified Prisma Health’s purpose better than Vince Ford – an advocate for the vulnerable and underserved who created and championed community health programs in the Midlands for 25 years, first for Palmetto Health and then for Prisma Health.*

*We dedicate this report to Vince, senior vice president of Community Affairs, who died Dec. 6, but whose legacy will long survive for making our community a better place.*

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## Overview

### Our commitment

In 1998, what is now Prisma Health in the Midlands made a commitment, as part of its Certificate of Public Advantage (COPA), to return to the community 10% of its annual “excess revenues over expenses to fund public health initiatives and community outreach programs.” We have faithfully carried out this responsibility and privilege for more than 24 years since entering the COPA with South Carolina.

Together with like-minded community benefit organizations, we are striving to improve the overall health of the communities we serve. And together we are making a positive difference.

In 2022, our organization remained steadfast in enhancing the physical, emotional and spiritual health of all individuals and communities we serve. To learn more about our 24+ years of community involvement, we invite you to visit [PrismaHealth.org/CommunityHealth](https://PrismaHealth.org/CommunityHealth).

### Our impact

Prisma Health has been a catalyst in improving the health and well-being of our community. Over the past two decades, our organization has provided more than one million health services to residents in our Midlands service area.

Some populations in our service area continue to experience barriers to healthcare access. These barriers may create disparities in life expectancy, access to services and treatments, overall level of medical care and other health outcomes.

We strive to identify these populations by partnering with community-based organizations. We also focus on the underserved, uninsured and those using the emergency department (ED) for primary care services. Targeting these populations is made possible by reviewing ED data and by working with uninsured populations, neighborhood associations, faith communities, schools, and other community groups.

In recent years, our focus has expanded to include social determinants of health. Examples are access to affordable housing, healthy food and convenient transportation. The pandemic has further highlighted existing disparities and contributed to the isolation of those who are vulnerable and living with chronic illness. By advancing these social issues, our goal is to help South Carolinians become healthy and well – physically, emotionally and spiritually.

## Our performance

Despite nearly three years of being in a COVID-19 pandemic, Prisma Health has remained committed to delivering excellent care for patients and support to all the communities we serve. Although some programs have shifted or changed, our mission to provide healthcare to our most vulnerable populations is unwavering.

Our commitment to enhance clinical outcomes, healthy behaviors, disease prevention, wellness initiatives and access to care is unchanged, thanks to programs and services made possible through living our Prisma Health purpose: *Inspire health. Serve with compassion. Be the difference.*

This report details the many programs we offered, the diverse populations we served, and the encouraging results that were realized as part of our long-term commitment to improving the health and well-being of our communities. At Prisma Health, we are privileged to serve, and we are dedicated to expanding our efforts and reach in transforming the health of all who call South Carolina home.

## Summary of COPA-related activities



### Budget

Over the past 24 years, our organization has funded more than

**\$65 MILLION**

in public health initiatives and community outreach programs under the COPA.

**\$1.7 MILLION**

was spent on these programs.



### Impact

Prisma Health provided

**110,789**

community health services to

**35,158**

adults, families and children living in the Midlands in FY22.

*(Figures include Community Health Improvement, Chronic Disease Prevention, Midlands AccessHealth and Midlands Healthy Start.)*



### Partnerships

Prisma Health funded

**\$662,138**

to Richland, Lexington and Sumter counties through

**14**

community programs supporting local partnerships for

**104,782**

unique services in FY22.

*(Prisma Health's Office of Community and Social Health in the Midlands also collaborates with more than 80 local community groups; details will follow in this report.)*

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# Chronic Disease Prevention

The Chronic Disease Prevention (CDP) department provides education and screening in many communities across the Prisma Health service area. The main priorities of CDP are to increase awareness of chronic disease, increase screening and detection, and offer interventions to help patients improve their health.

As part of Prisma Health's Office of Community and Social Health, CDP delivers care coordination to help community members access healthcare and provides support in navigating their care.



## Community screenings

In March 2020, chronic disease screenings shifted to address the increasing community need for COVID-19 testing and vaccination. To help meet the overwhelming needs of the community, the Office of Community and Social Health worked with various partners to provide COVID-19 vaccines and testing.



## COVID-19 testing and vaccinations

- Provided **269** COVID-19 tests for Richland County School District One
- Partnered with **25** community sites and organizations
- Provided vaccines in **8** South Carolina counties in the Midlands
- Administered **1,078** vaccinations
  - **1,023** Pfizer
  - **55** Moderna

While the main priority of the department in 2022 was COVID-19 testing and vaccination, the department also offered blood pressure screenings:



### **Blood pressure screenings**

- **228** hypertension (high blood pressure) screenings

## **Intervention programs and community education**

### **Hypertension Management Program (HMP)**

In partnership with Clemson University's Institute for Engaged Aging, Prisma Health offers a unique Hypertension Management Program for adults with high blood pressure.

#### ***Program overview:***

- The program incorporates remote monitoring and self-tracking of blood pressure, which are key factors to improving hypertension.
- Patients are led through eight biweekly education sessions by a health coach. Topics include physical activity, healthy eating, stress management and medication compliance.

In May 2022, the HMP became clinically integrated and was successfully built into Epic, Prisma Health's secure, electronic health record system. HMP team's strategic 2022 plan included providing education to clinicians to increase awareness on resources for patients with hypertension.

Beginning January 2023, two virtual HMP sessions will be presented with an additional six offered over the course of 2023.



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## Chronic Disease Prevention *(cont'd.)*



**22** cohorts offered  
(**11** active cohorts)

**200** participants  
(**112** active participants  
and **77** program  
graduates)

- **87.5%** program retention rate:  
**77 of 88** participants completed the yearlong DPP
- **6.3%** average weight loss across **88** program participants completing the program
- **1,805.5** pounds lost

### Diabetes Prevention Program (DPP)

Despite challenges faced by the pandemic, Prisma Health was able to expand its virtual DPP sessions. The DPP team adapted the program to meet the needs of participants virtually, resulting in continued participant success and outcomes. In September 2022, Prisma Health resumed in-person sessions while continuing virtual classes for those in the DPP.

In October 2020, Prisma Health implemented the Medicare Diabetes Prevention Program (MDPP). This program is for Medicare beneficiaries and includes a second year of support services. While the MDPP is typically offered in person, a COVID-19 public health emergency issued by the Centers for Medicare & Medicaid Services (CMS) allowed for this program to be offered virtually.

In December 2021, Prisma Health DPP Virtual earned Full Plus Recognition from the Centers for Disease Control and Prevention (CDC) for its National Diabetes Prevention Program lifestyle change program. This “plus” designation is reserved for programs that have effectively delivered a quality, evidence-based program that meets all the standards for CDC recognition and additional retention thresholds. This achievement means that our organization has earned five years of CDC recognition as opposed to the three years that organizations in Full Recognition receive.

In partnership with the American Medical Association, Prisma Health initiated an internal awareness campaign focused on educating providers about prediabetes and diabetes prevention. The partnership is a quality improvement project centered on implementing three prediabetes quality measures and measuring provider performance. Various educational opportunities were offered to 138 providers across four pilot sites.

In 2022, Prisma Health partnered with the American Medical Association and Health Services Advisory group to perform testing on the three prediabetes quality measures in the electronic health record.





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# Community Health Improvement

Community Health Improvement works with partners, schools and medical services to help improve the health of families, patients and area residents. A focus on strategic partnerships and initiatives provides support to achieve desirable public health outcomes.

## Overall snapshot

- **192** students enrolled in telehealth education programs
- **439** students enrolled in telehealth clinical services
- **\$13,000** saved in avoidable ED visits\* by school-based telehealth clinical visits
- **426** views of teen talk video lessons (a 68% increase from FY21)
- **67** referrals for community programs and specialty services
- New partnership with Senior Resources provided **67** seniors recently discharged from the hospital with eight weeks of free meal delivery and subsequent enrollment in nutritional programming
- **\$8,000+** in grocery gift cards were distributed to residents living in the 29203 ZIP code to help alleviate food insecurity

*\*calculated through a \$1,300 estimated ED charge per visit*

**426**

views of  
Teen Talk  
video lessons

**↓ 73%**

decrease in teen birth  
rate from peak year 1991

## Teen Talk

Prisma Health's Teen Talk program provides access to educational videos found on Prisma Health's YouTube channel. Videos are targeted to young people in grades 6–12 and deliver evidence-based information on topics that include healthy relationships, effective communication, sexually transmitted diseases (STDs), and drugs and alcohol.

Before moving completely to on-demand videos in 2019, Teen Talk cultivated strong partnerships with six school districts, 41 schools and made more than 171,000 student contacts since its inception. In FY22, there were 426 views of Teen Talk video lessons – a 68% increase from FY21.

Teen Talk is also a strategy to prevent teen pregnancy. Fortunately, teen birth rates across the United States and South Carolina have continued to decline over the past decade. South Carolina's teen birth rates have decreased by 73% since 1991, with Richland County having one of the lowest rates.

## Community Connections

Prisma Health partners with the United Way of the Midlands and with Richland County School District One to address social determinants of health in local communities. Families with students attending Hyatt Park Elementary School (HPES), a Title 1 school, are offered care management and coordination by referral from school staff. Participants receive care management, group and one-on-one counseling, home visits, advocacy, and connection to community resources.

The Community Connections team works closely with the HPES support team – which includes the social worker, parent-family engagement specialist and guidance counselor – to address the needs of students and their families. Services are designed to improve the overall well-being of families by helping connect them with various community resources and programs that address families' unmet social needs. In addition to the partnership with HPES, Community Connections accepts referrals from other Prisma Health departments that are not able to provide care management services to those patients.

### Program highlights

- **77** social needs screenings were completed at community events.
- **56** referrals were received for assistance in connecting to community resources.
- **59** kindergarten and first-grade students took part in group lessons focused on social, emotional and coping skills.
- **67** seniors with recent hospital discharges received eight weeks of meal delivery and subsequent enrollment into the Meals on Wheels program through a partnership with Senior Resources.
- **24** Latimer Manor residents participated in two sessions of Money Talks, a financial education series in partnership with Columbia Housing – 90% "strongly agreed" the sessions were beneficial.
- **11** referrals were made to specialty health services.
- **\$8,225** in grocery gift cards were delivered to families in the 29203 ZIP code.
- Hygiene products were purchased and donated to HPES to help meet student needs.
- Nearly **\$800** in transportation assistance was provided to families for medical appointments.
- Access was given to **28** new users of NowPow, the social needs screening and referral platform.
- Community Connections continued partnerships with other community programs and initiatives such as Serve and Connect/North Columbia Youth Empowerment Initiative, Senior Resources Inc. and Columbia Housing.



## Connect to purpose

Gayle (not her real name) has two children; one attends Hyatt Park Elementary School. Gayle became involved with the Community Connections program in November 2018 when she reached out for resources involving housing, transportation and parenting.

With support and guidance from the social worker, Gayle was able to avoid eviction from her home, practiced parenting skills using the Triple P program and completed a home buying workshop. Community Connections also provided Gayle with transportation on several occasions to medical appointments.

Gayle greatly appreciates the support the program has delivered. An active participant in financial education sessions and community coalitions, she continues to make strides in meeting her goals. In 2022, Gayle received a promotion at work and has saved enough to buy a car.



## Food for thought

During FY22, Prisma Health supplied more than \$8,200 in grocery gift cards to eligible families in the 29203 ZIP code to help alleviate food insecurity. Several families expressed their gratitude for these cards. Here are two examples:

- “It was extremely helpful. I spent half on groceries and the other half on house supplies. Thank you so much.”
- “This was very helpful with needed house supplies. Many people are not always financially stable to afford these. We are very grateful and appreciative for all help from Prisma Health.”

Providing gift cards to those in need – amid rising food costs, soaring inflation and an ongoing pandemic – not only helps those in our communities but also brings Prisma Health’s purpose to life: *Inspire health. Serve with compassion. Be the difference.*





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## Midlands Healthy Start

Midlands Healthy Start (MHS) at Prisma Health has been funded by the Maternal and Child Health Bureau of the Health Resources and Services Administration since 1997. MHS' current fiscal year budget is \$1,142,121. The agency serves Richland and Sumter counties.

Accessing prenatal care is one factor that may improve a chance for a healthy pregnancy outcome for both mother and baby. The goal of MHS is to help pregnant women enhance birth outcomes through educational and supportive services. In addition, MHS continues to positively affect health outcomes for families with ongoing support during the postpartum period until the baby is 18 months old. Preventive services such as wellness exams, postpartum exam and reproductive planning are other factors aimed at improving pregnancy outcomes.

Services consist of education and support through home visiting, virtual groups and classes, connection to resources, supportive service providers (nurse practitioner, social worker, community health workers), and referrals to other agencies and providers. MHS offers education based on an evidence-based curriculum that addresses nutrition, parenting, safe sleep, stress and depression, preterm labor, kick counts, healthy eating, breastfeeding, spacing pregnancy, maternal warning signs and other topics to guide parents in managing their pregnancy.

Health outcomes before, during and after pregnancy can affect pregnancy outcomes. Obesity, chronic health conditions, stress and depression, short pregnancy spacing, infections, and using alcohol, tobacco and drugs are risk factors that can cause adverse pregnancy outcomes. Social determinants of health such as poverty, intimate partner violence and racial disparities also can influence pregnancy outcomes.

MHS addresses these factors by using a multidisciplinary approach with support from our community partners and our knowledgeable staff. In addition, we have incorporated a familial approach by enrolling fathers as participants in our program. This holistic method creates better pregnancy outcomes and reduces disparities. In sum, MHS adopts a "village approach" to support our families.

Maternal and infant outcomes are improved by prenatal care that begins early, is risk-appropriate, ongoing and comprehensive. MHS works to reach participants in early stages of pregnancy and to connect them with health and social services.

**180**

infants born to participants

**508**

participants  
(467 women, 41 men)



- **1,508** services were provided to pregnant women, **2,941** services to postpartum women and their infants, and 220 services to male participants.
- **1** infant death occurred among triplets.
- **83.6%** of participants are non-Hispanic African American, **10.9%** are non-Hispanic white, **3.4%** are Hispanic and **2.1%** are non-Hispanic other races.
- **93.3%** of women received preventive medical care; **92.7%** of infants received well-baby services.
- **23** playard sets were provided.
- **30** breast pumps were provided.
- **38** car seats were provided.
- **78** women received childbirth education; **4** childbirth classes were held.
- **279** women received breastfeeding education; **10** breastfeeding basics classes and **9** breastfeeding support group events were held.
- **255** women received safe sleep education; **23** events related to safe sleep education were held.
- **348** women with risk factors that might affect pregnancy outcomes were served by a nurse practitioner.
- **100%** of participants received an oral health screening; **172** women received oral health education, with **1** being referred for periodontitis.
- **149** community or group education events with 2,436 attendees were held in person or virtually.
- To address infant mortality and other health disparities, MHS sponsored a virtual educational symposium, 2022 EMPOWER, on Sept. 29 (Participant Track) and Sept. 30 (Provider Track).
  - **30** providers
  - **22** participants and
  - **37** community/local partners took part.

## Raising awareness: Infant mortality and safety

The Midlands Healthy Start Program received the Key to the City from Columbia Mayor Daniel Rickenmann for the team's life-changing work to reduce disparities in maternal and infant mortality.

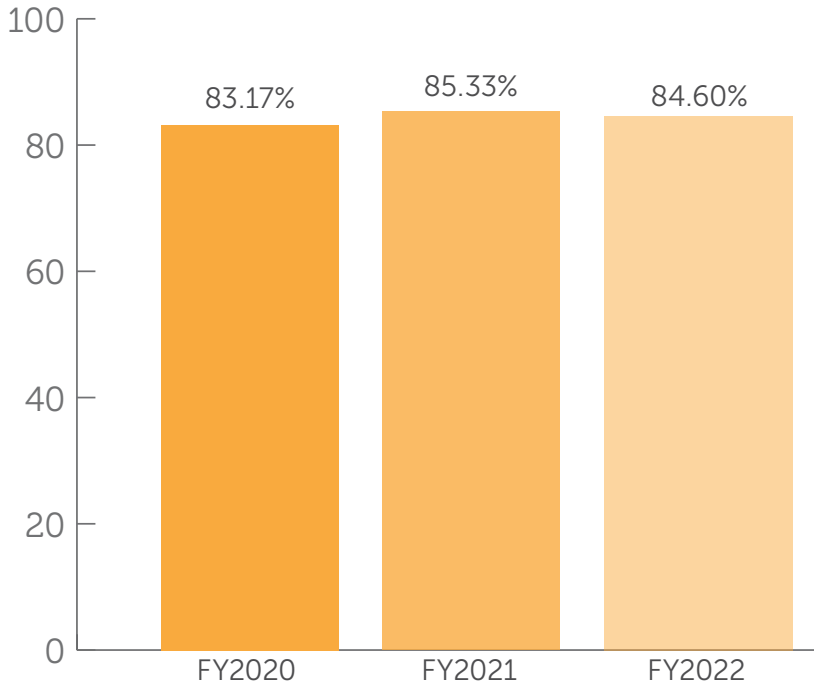
Throughout National Infant Mortality Awareness Month in September, this Prisma Health team shared education on infant mortality and infant safety in Richland, Sumter and Greenville counties. They also visited colleges in Richland and Sumter counties to discuss infant mortality, safe sex and infant safety.



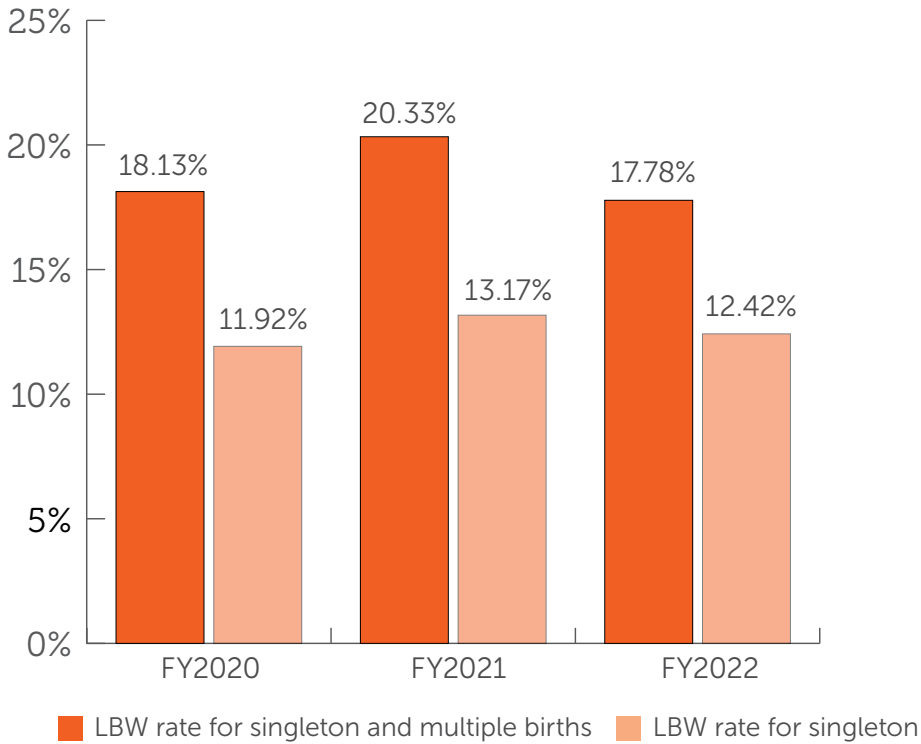
Members of Prisma Health's MHS team with Columbia Mayor Daniel Rickenmann and Richland Hospital CEO Mike Bundy.



**MHS participants initiating prenatal care in the first trimester, 2020–2022**



**Percent of low birthweight infants to MHS participants, 2020–2022**



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## Midlands AccessHealth

**\$2,106,318**

value of services

**37,637**

total participants since inception

**898**

first time enrollees\*

**23%**

reduction in overall ED visits for participants\*\*

\*Data provided through internal data sources

\*\*Data provided through the Duke Endowment database (partnership with Midlands AccessHealth)

Midlands AccessHealth partners with 20 medical home providers in Fairfield, Lexington, Richland and Sumter counties. This initiative helps improve access to care and health outcomes for low income (below 200% of the federal poverty level), uninsured residents. Some services and enrollment were impacted because of COVID-19 and reduced clinical support.

Since its inception in 2001, Midlands AccessHealth has provided healthcare services to more than 41,000 residents of Richland County and expanded to cover Lexington and Fairfield counties in May 2015 and Sumter County in 2016.

**Midlands AccessHealth is advised by a coalition of community organizations including:**

- Columbia Area Mental Health Center
- Eau Claire Cooperative Health Centers, Inc.
- Good Samaritan Clinic
- Manning Correctional Facility- SCDOJ
- Palmetto Public Health District
- Prisma Health
- Providence Health
- Richland County School Districts One and Two
- SC Department of Health and Human Services
- Tandem Health
- The Cooperative Ministry
- The Free Medical Clinic
- United Way of the Midlands
- University of South Carolina School of Medicine Columbia
- Welvista



## Specialty services



50 Endocrinology



71 Pulmonology



148 Orthopedics



59 Podiatry



74 Cardiology



266 Ear, nose, throat



180 Ophthalmology



10 SC Eye Care Initiative



259 Gastroenterology



70 Nephrology



76 Neurology



14 Neurosurgery



7 Mental health



1 Infectious disease



26 Rheumatology



95 Surgery



32 OB/GYN



72 Urology

**1,510**

referrals for  
specialty services

**\$214,406**

paid for  
specialty services

## School-based telehealth



School year 2021–2022

**10**

visits

**306**

new enrollments

**439**

total enrollments  
(based on consents  
received)

Prisma Health ED cost  
avoidance by students  
using telehealth  
services:

**\$13,000**

(using an estimated ED  
value of \$1,300 per visit)

Prisma Health and four Midlands school districts partner for telehealth programs to offer students a way to receive clinical and educational support for their health needs. Clinical and education programs are available in schools across Richland County School District One, Lexington County School District 1 and Lexington County School District 4.

- **Richland One**

Annie Burnside Elementary, Arden Elementary, Carver Lyon Elementary, E.E. Taylor Elementary, Gadsden Elementary, Hopkins Elementary, Horrell Hill Elementary, Webber Elementary

- **Lexington 1**

Forts Pond Elementary, Pelion Elementary, Pelion Middle, Pelion High (Pelion, SC)

- **Lexington 4**

Freshman Academy (Swansea, SC)

Overall, Prisma Health’s virtual health program with elements of clinical and education services affords children and families increased access to care and an improved sense of health and well-being. Resources should continue to be allocated for equipment and needed upgrades, along with staffing to help with expansion.

Prisma Health provides school-based telehealth education through an evidenced-based educational program curriculum focused on childhood obesity prevention and reduction.



## Telehealth Clinical Program

Students with health needs are connected to a Prisma Health provider for non-emergency needs and have prescriptions sent to the pharmacy of choice following the visit. This service does not replace existing primary care. Parent/guardians are contacted before any telehealth visit occurs with participating students.

The following schools participated in the telehealth clinical program during 2021–2022:

- **Richland One**
  - Annie Burnside Elementary
  - E.E. Taylor Elementary
  - Carver Lyon Elementary
  - Gadsden Elementary
  - Webber Elementary
- **Lexington 1**
  - Forts Pond Elementary
  - Pelion Elementary
  - Pelion Middle
  - Pelion High
- **Lexington 4**
  - Swansea High School Freshman Academy

Prisma Health and school districts continued to work through COVID-19 protocols for school-based health services. Students were in schools but were required to complete COVID-19 testing to be treated for minor ailments such as runny nose, sore throat and other cold/flu symptoms. This decreased the number of visits that school nurses could provide via telehealth.

Equipment and services were shifted from three schools to meet a growing need for telehealth services in other Richland One schools for the 2021–2022 school year. Training was provided to all school nurses in using the TytoCare clinic equipment and platforms at the beginning of the school year, along with individual-requested trainings. Telehealth consent forms were given to each student and their family, including both new consents and returning student enrollment letters. Telehealth enrollment increased with this school year. Equipment was updated and upgraded, and nurses were more comfortable with TytoCare devices than during the initial 2020–2021 school year with the new equipment.

The virtual health clinical program is supported by community health teams in the Midlands along with nursing and clinical support from the Bradshaw Institute for Community Child Health & Advocacy at Prisma Health. This model uses an iPad and clinical peripherals, along with a MiFi hotspot to connect to Prisma Health nurses. Prisma Health providers from the Bradshaw Institute are available to interact with school nurses to coordinate care; they also follow-up with parents for prescription needs and primary care referrals.



Potential school hours missed if telehealth was not used:

# 80 hours

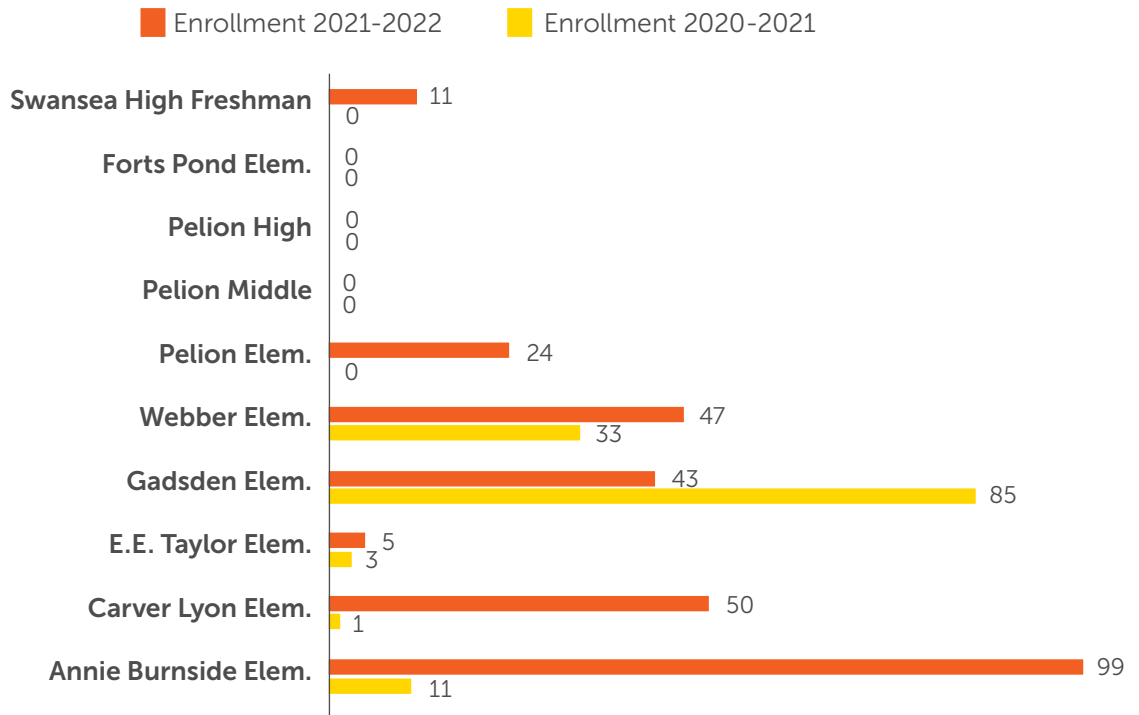
(using 8 hours for a total school day)

Average telehealth visit:

# 20 minutes

# School-based telehealth *(cont'd.)*

## School-based Telehealth Clinical Program enrollment



School	Consents 2020-2021	New consents 2021-2022	Total students	Total visits
Annie Burnside Elementary	11 (Summer 2021)	99	331	1
Carver Lyon Elementary	1 (Summer 2021)	50	377	0
E.E. Taylor Elementary	3 (Summer 2021)	5	224	0
Gadsden Elementary	85	43	144	8
Webber Elementary	33	47	305	1
Forts Pond Elementary	0	0	566	0
Pelion Elementary	0	24	636	0
Pelion Middle	0	0	583	0
Pelion High	0	0	679	0
Freshman Academy	0	11	226	0
<b>TOTAL</b>	<b>133</b>	<b>306</b>	<b>4,071</b>	<b>10</b>

Richland One
  Lexington 1
  Lexington 4

## Telehealth Education Program

Prisma Health offers school-based telehealth education through an evidenced-based educational program curriculum focused on childhood obesity prevention and reduction. Similar programs exist in Upstate communities and schools through the Bradshaw Institute.

Arden Elementary School, located in the 29203 ZIP code of Richland County, was added to the participating schools in Richland One. This was due to equipment being re-allocated from Prisma Health to Arden Elementary. The following schools took part in the telehealth education program during 2021–2022:

- **Richland One (grades 3-5)**

Arden Elementary, Gadsden Elementary, Hopkins Elementary, Horrell Hill Elementary, Webber Elementary

In the previous school year (2020–2021), students participated through online support lessons due to hybrid instruction and limited in-person programming, which created an opportunity to share more education services with more students. For school year 2021–2022, students were back in the classroom and taking part in in-person after-school programs. Originally, telehealth education was intended for after-school programming and averaged around 200 students. This school year (2021–2022) was on average with numbers before COVID-19.

However, online and on-demand videos were still used during the 2021–2022 school year. For schools that experienced technical difficulties and equipment failure, the previously used Prisma Health Telehealth Education online/on-demand videos were provided. Additionally, videos were used in conjunction with after-school programming for the second semester.

Lessons were presented weekly from October 2021 through May 2022. Prisma Health and the SC Department of Health and Environmental Control (DHEC) produced 13 lessons on physical activity and healthy decision making.

Lessons were broken up by semesters. The first semester focused on physical activity, with lessons created and produced by Prisma Health in a professional video studio. The second semester focused on nutritional health; these lessons were created and produced by SC DHEC through Microsoft Teams.

The program includes pre-recorded videos, evaluation quizzes and physical activity through GoNoodle. The video lessons produced and recorded through Prisma Health and DHEC were sent to teachers with all lesson materials. The telehealth education content can be found at <https://PrismaHealth.org/services/virtual-care/virtual-health-education-for-students>.



## School-based telehealth *(cont'd.)*

Throughout the school year, students were given a notebook, pencil and GoNoodle promotional items and awarded a Prisma Health water bottle at year's end.

School	2020–2021 school year participants	2021–2022 school year participants	2021–2022 total student engagement
Arden Elementary	0	45	34 (75%)
Gadsden Elementary	43	24	24 (100%)
Hopkins Elementary	140	38	27 (71%)
Horrell Hill Elementary	275	50	46 (92%)
Webber Elementary	120	35	17 (48%)
<b>TOTAL</b>	<b>578</b>	<b>192</b>	<b>148 (77%)</b>

### Pre- and post-knowledge and behavior evaluation

Overall, students' behavior changed in a positive way due to the telehealth education in the after-school programs, as provided through pre/post self-assessments.

- Students' choice of beverage changed by **at least 15%** for drinking more water and **at least 9%** less likely to drink soda during the day.
- Students increased their fruit and vegetable daily intake by an average of **1.6%**.
- Students' assessment of being physically active at least 5 days a week increased by **12%** by the end of the semester.
- Students' assessment of eating healthier at least 5 days a week increased by **5%** by the end of the semester.

## Spotlight

Prisma Health was awarded the 2022 SC Telehealth Program of Excellence by the Palmetto Care Connections organization. This award recognizes a mature program that shows considerable positive outcomes in clinical intervention, improved access and community engagement. The award was presented at the state's annual telehealth summit. For a video about the school-based telehealth program, please visit <https://vimeo.com/776633289>.

*Prisma Health received the Program of Excellence award in Charleston through Palmetto Care Connections. Lt. Gov. Pamela Evette presented the award to Kimberly South, who works in the Office of Community and Social Health.*

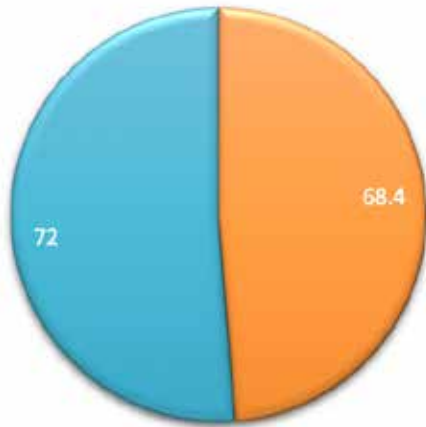




**True or false: I eat healthy foods at least 5 days a week.**

On the post-test survey, there was a 5.3% increase in the percentage of "true" responses and an 11.4% decrease in the percentage of "false" responses about students' healthy eating habits.

**Responses "True" for Q10**



pre post

**Responses "False" for Q10**

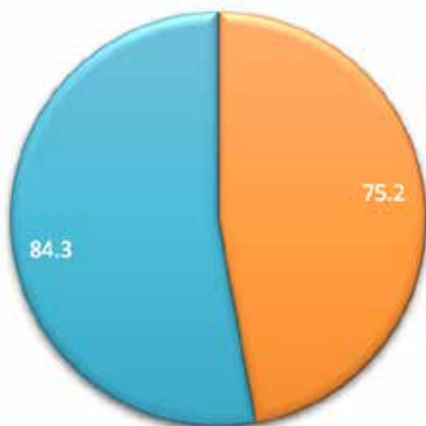


pre post

**True or false: I am physically active at least 5 days a week.**

On the post-test survey, there was a 12.1% increase in the percentage of "true" responses and a 36.7% decrease in the percentage of "false" responses about students' physical activity levels.

**Responses "True" for Q11**



pre post

**Responses "False" for Q11**



pre post

# Community partnerships

Prisma Health partners with 14 select organizations in the Midlands to address challenges surrounding social determinants of health. Prisma Health provides funding to these organizations and receives reports on patient outcomes. We also receive information on services provided, value of services, referrals and reduction of avoidable costs for healthcare services.

- **27,446** people served through funded community partners
- **104,782** services provided through community partners
- **209** connections made to Prisma Health primary care providers
- **228** connections made to Prisma Health specialty services
- **5,940** social determinants of health referrals and screenings to local agencies and partners

## Prisma Health Ambulatory Care and Columbia Housing Authority

- **414** services provided to 559 patients
- **19** patients reported improved blood pressure readings
- **312** hours of nursing and clinical support care
- **36** connections made to permanent medical home providers

## Fact Forward

(teen pregnancy prevention and resource support)

- **1,085** people served
- **59** training events held
- **\$111,300** value of services provided

*Teen pregnancy rates, ages 15–19, in 2020 (the most recent data reported):*

- Since 1991, there has been a **73%** decline in the state's teen birth rate
- South Carolina: **3,069** births (19.3 per 1,000), an **11%** decrease from 2019 rate of 21.6
- Richland County: **227** births (14.2 per 1,000)
- Lexington County: **169** births (18.7 per 1,000)
- Sumter County: **108** births (32.9 per 1,000)

Source: SC DHEC (2020)

## Family Connections: Project Breathe Easy

- **373** asthma services provided to **276** participants
- **149** medical home or primary care referrals and **7** specialty clinic referrals
- **100%** average monthly reduction in ED asthma-related visits (self-reported)
- Asthma is one of the top reasons why children are admitted to the ED

## FoodShare

- **12,075** people served
- **26,009** healthy food boxes provided, estimated value **\$1,040,360** (\$40/food box)
- **20** referrals to a Prisma Health medical home provider
- **31** referrals to a Prisma Health specialty clinic
- **704** referrals to Prisma Health community partners

## Good Samaritan Clinic

(primary care services targeting the Hispanic population)

- **1,683** services provided to **929** patients
- **\$119,500** estimated value for cost of care
- **43** referrals to Prisma Health specialty clinics
- **135** screenings for social determinant needs
- **58** referrals to Prisma Health community partners

## MedNeed of SC

(durable medical equipment)

- **907** people served
- **1,167** medical items supplied
- **\$43,618** value of items provided to patients, with \$10,112 value of diabetes supplies
- **\$723,200** saved through estimated avoidable ED costs because of falls prevention safety items provided to patients (calculated by an average ED per patient estimated charge of \$1,300; source: CMS)



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

- **48,381** services provided to **300** participants
- **\$1.1 million** approximate value of care management services
- **\$6.8 million** avoidable mental health-related hospital charges for MIRCI clients
- Charges for inpatient hospitalizations for mental illness and substance use disorders dropped **78.5%** in the year following enrollment with MIRCI, and the number of hospitalizations decreased **68.9%**

*Most recent data (from 2020 SC Integrated Health and Human Services Data and RFA Integrated Data System):*

- ED visits dropped by **46%** once clients enrolled in MIRCI
- **41%** decrease in inpatient hospitalizations for MIRCI clients
- **56%** decline in ED visits where mental illness/substance abuse was the primary reason
- **73%** drop in specialty psychiatric hospitalizations

### **PALSS**

**(Palmetto AIDS and Life Support Services)**

- **620** HIV/AIDS and STD screening and testing services provided to **992** patients
- **\$60,570** estimated value of services provided
- In 2019 (most recent data), there were **338** HIV/AIDS cases in Richland County (2,337 for South Carolina)

### **PASOs Midlands**

**(primary care services for the Hispanic population)**

- **1,690** services provided to **1,352** participants
- **3** referrals to Prisma Health medical homes
- **11** referrals to Prisma Health specialty clinics
- **15** screenings for social determinant of health needs
- **181** referrals to supporting local agencies
- **\$3,900** saved in estimated avoidable ED charges for PASOs participants (calculated by using number of patients referred to medical homes times per patient estimated ED charge of \$1,300; source: CMS)

### **Pathways to Healing**

*(formerly Sexual Trauma Services of the Midlands)*

- **14,904** services provided to **3,899** patients
- **10,915** mental health services provided
- **25** referrals for social determinant of health needs with **1,117** interventions provided

- **190** Prisma Health ED patients received trauma support services valued at **\$276,094**
- **\$1.2 million** in avoidable hospital charges for STSM patients (such as mental health services and case management support)

### **Sickle cell support**

- **670** services provided to **60** participants whose care is managed by James R. Clark Memorial Sickle Cell Foundation
- **1** patient connected to a permanent medical home
- **10** patients referred to a specialty clinic
- **15** referrals for social determinant of health needs
- **\$53,560** approximate value of case management services provided
- **\$306,703** avoidable ED charges, according to the Clark Sickle Cell Foundation (patients with sickle cell are high medical users; therefore, the goal is to reduce ED visits)

### **United Way/WellPartners:**

#### **adult and pediatric dental clinic**

**(Richland, Lexington, Sumter counties)**

- **3,413** patients served
- **7,213** services, including cleanings, fillings and extractions
- **3,069** referrals to WellPartners vision services
- **1,738** additional services provided (oral health-related screenings)
- **\$3.4 million** value of services to the uninsured
- Average of **97.4%** reduction of ED visits for dental pain
- WellPartners Dental Clinic serves adults and children in Richland, Lexington and Sumter counties living below 200% of the federal poverty level with no dental insurance

### **United Way/WellPartners:**

#### **comprehensive vision**

- **1,599** adults served
- **\$30,927** value of glasses provided
- **\$159,647** value of services for patients without vision insurance
- **126** referrals to specialty clinics and the WellPartners dental clinic
- WellPartners Eye Care Clinic serves adults in Richland, Lexington and Sumter counties living below 200% of the federal poverty level with no vision insurance

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# Impacting lives

“This was a very informative program, especially the mental/emotional/physical effects of depression and trauma, along with overcoming these challenges. I plan to add recommendations provided in the keynote presentation from Drs. Jackson and James to my current health plan. I greatly appreciate Prisma Health providing this webinar.”

- WellFest participant

## WellFest 2022: A virtual heart health event

WellFest is a free health and wellness event that features renowned physicians and motivational experts to inspire the community to take control of personal wellness. WellFest (formerly Women at Heart and Men’s Health Day) has been supported by Prisma Health for more than 13 years. It has traditionally been held at the Columbia Metropolitan Convention Center with an average of 1,000 in-person attendees from around the Midlands.

Because of the pandemic, WellFest 2022 was held virtually over two days, May 20–21, but sessions are available for an entire year. The event featured pre-recorded videos from seven Prisma Health physicians from the Midlands and Upstate, along with presentations from senior leadership.

A live panel discussion was held about health equity and access to care featuring the late Vince Ford, Prisma Health; Dr. Rick Foster, SC DHHS; and Juana Slade, AnMed Health. Local personality Kara Gormley Meador moderated the discussion. National comedian George Willborn delivered a short stand-up routine, with the keynote address presented by The Twin Docs of Chicago, two sisters who offered insights about their medical journey and personal wellness.

In addition, FoodShare South Carolina and Chef Christa Demment-Gonzalez presented a special cooking demonstration. Closed captioning was provided for videos, and the site content was available in Spanish.

There were 843 registered participants with more than half joining virtually the day of the event. Day-of pageviews reached 8,100. There were 19 health-related exhibitors.

### Statistics

Total registered on day-of event	843
Total registered on June 7, 2022	850
Total logged in and watching on day-of event	198 (23%)
Total watched by June 10, 2022	354 (42%)
<i>This is industry average and what Pathable indicated was expected.</i>	
Pageviews on day-of event	8,100
<i>Pageviews are visits to a page or session within the event app.</i>	
<b>Highest attended sessions</b>	<b># virtual attendees</b>
Day 1 pre-recorded event (3 hours of video and sessions)	182
Live panel: Access to Appropriate Healthcare	77
Cooking for Life: FoodShare Demonstration	37

New components and features were added for the 2022 event. WellFest 2022 also was shown during the Black Expo 2022 event, resulting in 81 more attendees viewing the pre-recorded live panel session.

**Additional features:**

- WellFest 2022 App (available on Apple and Google Play stores)
- Spanish language translation for WellFest site, including registration
- Spanish language closed captioning availability for videos
- Live panel discussion on health equity and access to care
- Cooking demonstrations available in English and Spanish
- Focus on holistic wellness, senior primary care, children’s health and safety, and mental health
- Continued marketing post-event and through YouTube video library
- More than 10 door prizes for registered attendees, including digital health wearables, YMCA memberships, museum memberships and a signed basketball from Dawn Staley, USC Lady Gamecocks basketball coach

Overall, WellFest 2022 was a successful event and continues to see increased attendance and impact on health and wellness awareness in the Upstate and Midlands. Additional promotion will encourage watch parties, registrations and accessing the event.

Videos from the event can be accessed on the Prisma Health YouTube channel by searching for WellFest 2022.

*The Office of Community and Social Health appreciates the support of the organization’s Marketing, Communications & Consumerism team, along with the Information Technology team. Financial support was provided through the Prisma Health Midlands Foundation and the generous support of BlueCross BlueShield of South Carolina.*



“Thank you for providing this live panel of dynamic speakers.

The panel is very through-provoking, informative and resourceful.”

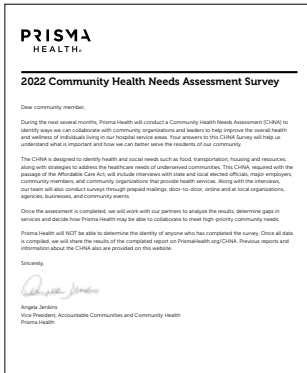
- WellFest participant

“The information on diabetes is such a wake-up call!”

- WellFest participant

*FoodShare South Carolina and chef Christa Demment-Gonzalez gave a cooking demonstration in both English and Spanish at WellFest.*

# Impacting lives *(cont'd.)*



## Community Health Needs Assessment

Prisma Health’s commitment to transforming community health and wellness is driven by our purpose: *Inspire health. Serve with compassion. Be the difference.* To effectively and efficiently transform health, we must first be aware of the top health issues facing our residents, especially the health of underserved and vulnerable populations.

A Community Health Needs Assessment (CHNA) is an invaluable tool for identifying and prioritizing a community’s health needs, in this case, the areas served by Prisma Health. The 2022 CHNA is a comprehensive data collection plan of quantitative and qualitative measures across two markets: three counties in the Midlands (Lexington, Richland and Sumter) and four counties in the Upstate (Greenville, Laurens, Oconee and Pickens), for a total of seven counties. Secondary data was gathered from numerous community sources, such as the CDC, SC DHEC, County Health Rankings & Roadmaps, and America’s Health Rankings.

Participating groups included community-based organizations, state agencies, schools, Free Medical Clinics, SC DHEC, primary care physicians, pediatricians and schools. Diverse communities also were engaged, including adult Latinx, Generation Zers (those born 1997–2012) and African American populations. Health problems mentioned by the greater community were consistent with those discussed in one-on-one interviews and focus groups.

This report includes input from individuals representing the broad interests of the community through a mail survey in our service area counties, online surveys, community focus groups and interviews with community leaders. With this input, along with support from community stakeholders and a thorough analysis of relevant data (and following regulations put forth by the Internal Revenue Service pursuant to the 2010 Patient Protection and Affordable Care Act), Prisma Health has identified three health priorities (ranked) to focus on over the next three years:

1. Mental health
2. Overweight and obesity
3. Heart disease and stroke

In all, 7,613 surveys were submitted across the Midlands and Upstate markets. While most were submitted electronically (93.2%), paper surveys also were submitted (6.8%). Surveys were available in English, Spanish and Vietnamese, and promoted via email and postcards with QR codes. Surveys and postcards were distributed throughout the community at satellite locations and general community gathering spots (grocery stores, schools, etc.) from March 18 to June 9, 2022.

Collection of qualitative data included interviews and focus groups facilitated April to May 2022. Key informant interviews and focus groups were conducted by GOODSTOCK Consulting, LLC, to reduce potential bias imposed by the role or responsibility of Prisma Health staff. Fourteen focus groups and 42 key informant interviews were conducted. Participants were drawn from both the Midlands and Upstate markets to include community members, professional community partners, providers/clinicians and hospital administrators.

Prisma Health will begin an action plan of the 2022 CHNA priorities and report quarterly progress at [PrismaHealth.org/CHNA](https://PrismaHealth.org/CHNA).

## Community health and COVID-19

Healthcare providers play a critical role in building confidence in and improving COVID-19 vaccine rates. That's because healthcare organizations are considered the most trusted source for medical information. And that's why Prisma Health deployed its Mobile Health Unit to rural and underserved communities to provide testing and vaccines to local residents.

Each week, a team of nurses, pharmacists and support staff traveled to rural neighborhoods, offering Pfizer vaccines at no cost. Three weeks later, the team returned to the same location to dispense the second dose of the vaccine.

In addition, COVID-19 testing was made possible through partnerships with Richland County School District One. Weekly testing was provided throughout district campuses.

Between October 2021–September 2022:

- **269** people received COVID-19 tests
- **1,078** people received COVID-19 vaccines



**269**

people received  
COVID-19 tests

**1,078**

people received  
COVID-19 vaccines

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## Impacting lives *(cont'd.)*



**2,732**

flu shots to children and adults in the Midlands



*Dr. Akil Ross, Lexington-Richland School District Five superintendent, received his flu vaccine during the community flu shot clinic at CrossRoads Intermediate School on Oct. 16.*

### Free flu shots

To help stop the spread of flu, the Office of Community and Social Health dispensed 2,732 flu shots to children and adults in the Midlands during FY22 (Oct. 2–30, 2021). Of those vaccinated, 1,020 were children and 1,712 were adults (age 16+). Prisma Health launched the free flu shot initiative in October 2017. Since then, Prisma Health has dispensed 12,515 free flu vaccines in the Midlands. Prisma Health will continue free flu shots in FY23 and provide updates at [PrismaHealth.org/Fight-the-flu](https://PrismaHealth.org/Fight-the-flu).

### Social determinants of health

Prisma Health works with local agencies to support the overall health and wellness needs of the community. Many times, these needs extend beyond hospital walls to cover transportation, food stability, employment assistance, financial knowledge, behavioral and emotional support groups, and more.

In FY22, Prisma Health worked with Senior Resources and the Meals on Wheels program, along with Columbia Housing, to provide more than 75 services to residents in need.

### Program highlights

- **77** social needs screenings were completed at community events
- **67** seniors with recent hospital discharges received eight weeks of meal delivery and subsequent enrollment in the Meals on Wheels program through a partnership with Senior Resources
- **24** Latimer Manor residents took part in two sessions of Money Talks, a financial education series in partnership with Columbia Housing – 90% “strongly agreed” the sessions were beneficial
- Nearly **\$800** in transportation assistance was provided to families for medical appointments
- Access was given to **28** new users of NowPow, the social needs screening and referral platform
- **56** referrals were received for assistance in connecting to community resources



## Mobile Health Unit

The Office of Community and Social Health provides services beyond hospital walls through mobile health units. The fully equipped mobile clinic offers free health-related services, including flu shots, COVID-19 testing and vaccines; social support referrals; and health education. In addition, the unit visits targeted areas as a referral resource to help families in underserved neighborhoods connect with services they may need, such as food banks, nutrition assistance programs, Medicaid, mental health services and employment resources.

## GoNoodle

GoNoodle’s mission is to become the premier partner for the healthcare industry to reach families and children to increase physical and mental activity. This mission is accomplished through virtual full-body interaction along with movement and mindfulness content – both in school and at home. Prisma Health has renewed an annual partnership with GoNoodle to allow free access in Richland, Lexington and Sumter counties (and Greenville County in the Upstate) to students, teachers and families.

Between August 2021–June 2022, the four counties logged these numbers within active schools (verified through National Center for Education Statistics):

- **26,492** active teachers
- **541,623** classroom students
- **314** active schools
- **9.7 million** student video views
- **25.8 million** student activity minutes

Between August 2021–June 2022, the four counties logged these numbers outside of schools (home and family usage):

- **16,874** active family users
- **243,475** family video plays
- **415,711** family activity minutes

In FY23, three Upstate counties will be added: Oconee, Pickens and Laurens.



**GoNoodle**

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## Special thanks

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***If you have questions about this document or the data presented, please contact:***

Angela Jenkins, Vice President for the Office of Community and Social Health,  
Prisma Health, [Angela.Jenkins2@PrismaHealth.org](mailto:Angela.Jenkins2@PrismaHealth.org).

## Prisma Health Midlands Foundation

Many of the outreach programs provided to Midlands residents by the Office of Community and Social Health are supported by the generosity of donors through Prisma Health Midlands Foundation, a 501(c)(3) nonprofit organization, in Columbia. To learn more or to support the Office of Community and Social Health in the Midlands, visit [PrismaHealthMidlandsFoundation.org](http://PrismaHealthMidlandsFoundation.org).





*The 2022 COPA Report was prepared by:*

**Office of Community and Social Health**

1301 Taylor St.  
Columbia, SC 29201  
Angela.Jenkins2@PrismaHealth.org

PrismaHealth.org

