



CENTRA

Community Benefit and Impact Report

2021 – 2023

About the Community Benefit and Impact Report

Letter from Centra Board Chair and Interim President and CEO

Dear Friends,

We are pleased to share with you Centra's Community Benefit and Impact Report. This report highlights Centra's community initiatives in Bedford, Lynchburg, and the Farmville regions, showcasing Centra's contributions to our shared communities, while aligning with our vision to pursue excellence, inspire hope, and advance health and healing.

Our efforts are focused on addressing the priorities identified in the latest Community Health Needs Assessment, including Access to Health Care, Mental Health and Substance Use Disorders, Issues Impacting Children and their Families, and Coordination of Resources and Community Outreach.

The content of the report demonstrates Centra's commitment to serving and improving the well-being of our community members. By investing in programs and partnerships that address critical health needs, Centra aims to create a healthier and more resilient community for everyone.

Centra takes pride in the investments we have made together with our non-profit partners and invites you to join us in celebrating those investments.

Your Partners in Health and Healing,



Thomas Nygaard, Chair
Centra Board of Directors



Richard Tugman
Interim President and CEO

Centra 2021-2023 Community Benefit & Impact Report

Serving our Community

At Centra our mission is to improve the health and quality of life for the communities we serve. We do this in large part by fostering partnerships that address the needs and resources that impact the well-being of those living in our region. Every three years, we gain a deeper understanding of our communities through **Community Health Needs Assessments** and we develop **Implementation Strategies** in response to identified unmet health needs.

The Centra Community Health service area encompasses:

- 9,000 square miles served by our 4 hospitals (Bedford Memorial, Southside Community, Lynchburg General and Virginia Baptist Hospitals) including the following localities:
 - Counties of Amelia, Amherst, Appomattox, Bedford, Buckingham, Campbell, Charlotte, Cumberland, Lunenburg, Nottoway, Prince Edward and Pittsylvania
 - City of Lynchburg, Towns of Bedford and Farmville

MISSION

We exist to improve the health and quality of life for the communities we serve.

VISION

Our hope for the future is to pursue excellence, inspire hope and advance health and healing.

VALUES

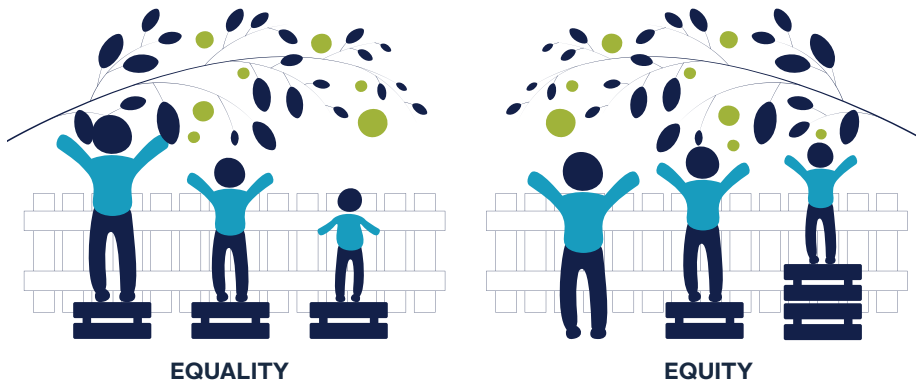
Our standards of behavior are:

- Respect & Kindness
- Excellence
- Stewardship
- Integrity
- Teamwork
- Diversity, Equity & Inclusion



Community Benefit

By achieving health equity, we can improve the health outcomes of the communities we serve!



“Health equity means increasing opportunities for everyone to live the healthiest life possible, no matter who we are, where we live, or how much money we make.”

rwjf.org/en/building-a-culture-of-health/focus-areas/Features/achieving-health-equity.html

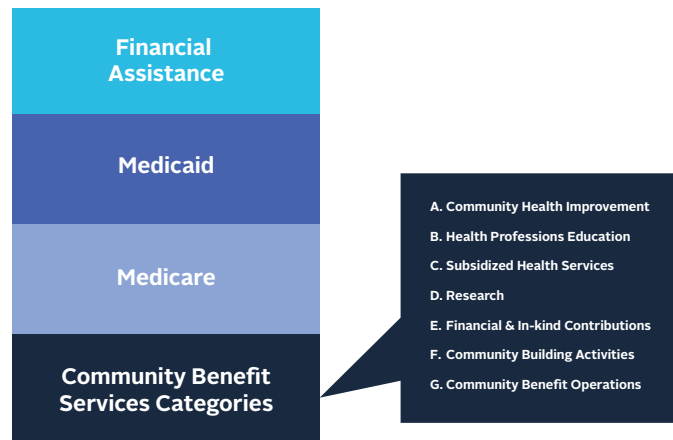
Community Benefit activities are programs and services provided by non-profit hospital systems, like Centra, that are designed to improve health in communities and increase access to care in response to community needs.

These activities seek to achieve one or more of the following objectives:

- Improve access to health services
- Enable low-income persons to afford health care
- Enhance public health
- Advance healthcare knowledge
- Educate health professions
- Relieve the government burden to improve health

www.chausa.org

What Qualifies (Counts) as a Community Benefit?



“The **Bedford Area Resource Council (BARC)** has partnered with Centra Health for over 12 years. The Community Health Needs Assessment has been adopted as the tool used to identify community action groups with active community members who are invested in making improvements. Centra is a key partner and the health system’s involvement has been key. There is a quote in human services that ‘no significant change occurs without a significant relationship’ and while that quote is focused on individual work, there is a parallel for community advocacy work. Without our significant relationship with Centra and other community partners, Bedford would not be eliminating the barriers to achieving optimal health in the last decade.”

- **Andrew (Andy) Crawford, LCSW, Director- Bedford County Department of Social Services**

Centra's Impact in the Community



1. Community Health Improvement

Activities or programs for the express purpose of improving community health (community health education, community-based services, healthcare support services, etc.)



2. Health Professions Education

Programs that address current and future shortages of health professions and assure communities preserve access to healthcare.



3. Financial & In-kind Contributions

Cash & in-kind contributions to community non-profits for one or more of the health system's community health needs assessment priorities or of regional importance. See pages 9-10 for details.

In 2023 Centra has provided a total of \$13.4 M in "Financial and In-kind Contributions" to the Community Access Network, Free Clinic of Central Virginia, Johnson Health Center, Horizon Behavioral Health, and Teachable Moments Preschool.



4. Community Benefit Operations

Efforts to address priority needs including conducting community health needs assessments and Community Benefit administration and reporting.



5. Community Benefit Activities

Activities that protect or improve the community's health or safety by addressing underlying causes of health problems and thus improve health status and quality of life. Community Health needs Assessment Coalition Building, memberships in civic organizations, workforce development.)



6. Financial Assistance

Free or discounted health care services provided to persons who cannot afford to pay for care and qualify for financial assistance.



7. Medicaid Payment Shortfall



8. Medicare Payment Shortfall


Reflects the difference between reimbursements and the actual cost of care for patients in the Medicare | Medicaid programs.

Community Health Needs Assessment

Centra addresses the social determinants of health (SDOH) of our communities. SDOH are the conditions in the environment where people are born, live, play, worship, and age that affect a wide range of health functioning and quality of life outcomes and risks. Health is determined by many factors, including housing, education, physical activity, accessible transportation and healthy foods. Community Health Needs Assessments (CHNAs) give residents an opportunity to provide their perception of their health and the health of the community they live in.


Every three years, Centra administers CHNAs for each region where its four hospitals are located. The completion of these CHNAs along with the implementation of the action plans developed from them ensures that Centra addresses the health needs of the community.

Lynchburg Area Top 10 Priority Areas of Need 2018 and 2021 Compared



Ranking	2018	2021
1	Poverty	Access to healthcare services
2	Access to affordable healthcare & access to healthcare	Mental health and substance use disorders & access to services
3	Access to affordable housing	Issues impacting children and their families: <ul style="list-style-type: none"> • Childcare • Child abuse/neglect
4	Access to healthy food	Poverty
5	Access to mental health services & mental health problems	Aging and eldercare
6	Transportation	Housing
7	Substance use: alcohol and illegal drug use	Financial stability
8	Overweight/obesity	Chronic disease
9	Diabetes	Food insecurity and nutrition
10	Poor eating habits	Equity, inclusion & diversity

Bedford Area Top 10 Priority Areas of Need 2018 and 2021 Compared



Ranking	2018	2021
1	Access to affordable healthcare	Mental health and substance use disorders & access to services
2	Access to mental health services & mental health problems	Access to healthcare services
3	Substance use: alcohol and illegal drug use	Issues impacting children and their families: <ul style="list-style-type: none"> • Childcare • Child abuse/neglect
4	Diabetes	Transportation
5	Overweight/obesity	Aging and eldercare
6	Poor eating habits	Chronic disease
7	Transportation	Employment/ job assistance
8	Access to healthy food	Financial stability
9	Access to affordable housing	Housing
10	High blood pressure	Dental care & dental problems

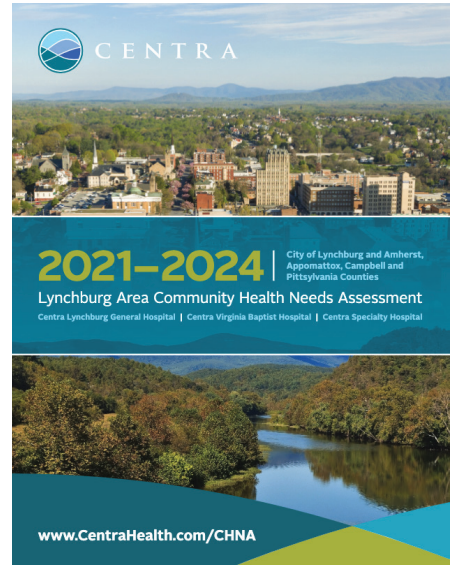
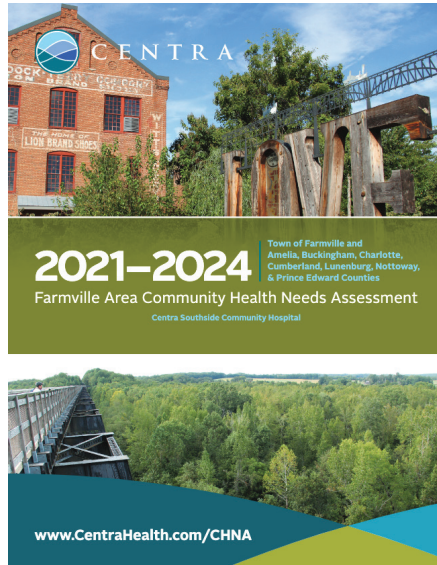
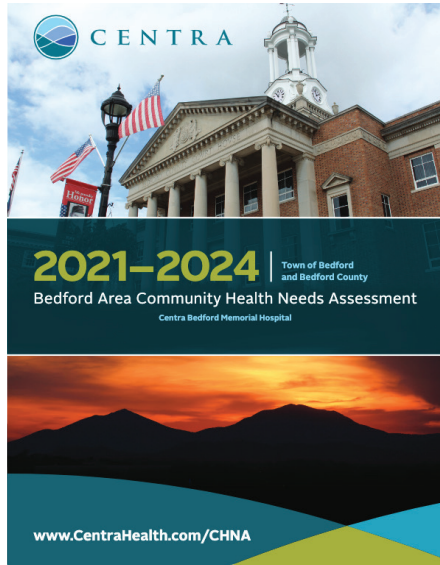
Farmville Area Top 10 Priority Areas of Need 2018 and 2021 Compared



Ranking	2018	2021
1	Access to affordable healthcare	Access to healthcare services
2	Access to healthy foods	Broadband/internet access
3	Access to affordable housing	Issues impacting children and their families: <ul style="list-style-type: none"> • Childcare • Child abuse/neglect
4	Diabetes	Mental health and substance use disorders & access to services
5	Access to mental health services & mental health problems	Aging and eldercare
6	Substance use: alcohol and illegal drug use	Chronic disease
7	Overweight/obesity	Coordination of resources & community outreach
8	Transportation	Education and literacy (Pre-K & public schools)
9	Poverty	Housing and Homelessness
10	Poor eating habits	Employment/ job assistance

It's Happening at Centra

Centra collaborates with health departments and community leaders who are dedicated to addressing the health needs of our communities. The assessments focus on identifying health disparities, gaps and unmet needs along with identifying community resources, strengths and perceptions. The assessments are conducted through focus groups and by surveying the general population.



The CHNAs help us identify the complex social factors that impact health and people's ability to make healthy choices. The insights we gain from these assessments act as key drivers for the design and development of innovative care models that link our vast clinical services and community resources.

The results of the 2021 Community Health Needs Assessment (CHNA) guides Centra and our partners as we develop plans and programs that address community need. Centra uses this information to invest our funds and resources back into our communities. Recognizing that all the identified priority areas of need are crucial to improving health outcomes, Centra is focused on the following areas as described in our 2022-2025 Implementation Plans.

2022-2025 Centra Priorities of Need

Bedford Memorial Hospital	Lynchburg General Hospital & Virginia Baptist Hospital	Southside Community Hospital
Access to Health Care	Access to Health Care	Access to Health Care
Mental Health & Substance Use Disorders	Mental Health & Substance Use Disorders	Mental Health & Substance Use Disorders
Issues Impacting Children & their Families: 1) Child Abuse & Neglect; 2) Childcare	Issues Impacting Children & their Families: 1) Child Abuse & Neglect; 2) Childcare	Coordination of Resources & Community Outreach
	Chronic Disease	

For more information on our 2021 Community Health Needs Assessments and 2022-2025 Implementation Plans, please go to Centrahealth.com/community-resources/community-health#chna

What's Happening in Your Area



Centra Bedford Memorial Hospital

Centra Bedford Memorial Hospital (CBMH) enhances **Access to Healthcare** through active participation in the Bedford Area Resource Council (BARC) and its committees to provide education, programs and screenings for the residents in its service area. CBMH also participates in Bedford Town Health sessions.

CBMH addresses **Mental Health & Substance Use Disorders** by offering mental health first aid training for the community through a partnership with the Virginia Cooperative Extension. CBMH also hosted Horizon Behavioral Health's Rapid REVIVE Narcan training. An interdisciplinary Mental Health Collaborative formed to include Centra, law enforcement, fire & rescue, and mental health providers.

Regarding Issues **Impacting Children & their Families**, in recent years CBMH funded the Patrick Henry Family Services Kinship Navigator program to provide training for foster parents and the Bedford YMCA's childcare center.

Centra Lynchburg General & Virginia Baptist Hospitals

Centra Lynchburg General & Virginia Baptist Hospitals (CLGH/VBH) implemented the Remote Home Monitoring program to provide increased **Access to Healthcare** in March 2023. The hospitals' are addressing **Chronic Disease** through community outreach, education and screenings. CLGH/CVBH partners with community organizations to provide a variety of **Mental Health & Substance Use Disorders**

Continued...

services that meet the needs of patients and the community. The region's first Emergency Psychiatric Assessment, Treatment and Healing (EmPATH) unit opened at Centra Lynchburg General Hospital. Working with the University of Lynchburg, Lynchburg Child Protective Services and local church organizations, CLGH/CVBH addresses **Impacting Children & their Families** through education in an effort to reduce shaken baby syndrome, encourage safe sleep and support the transition to home with a newborn. Centra funding also supports childcare initiatives in the Greater Lynchburg Region.

Centra Southside Community Hospital

Centra Southside Medical Center is conducting telehealth urgent care visits in an effort to provide increased **Access to Healthcare**. In addition, the Buckingham Primary Care practice opened in 2023.

A mental health professional was hired for Centra Southside Community Hospital (CSCH) emergency department to work with the Community Services Board to meet the needs of patients with **Mental Health & Substance Use Disorders**. Mental health first aid classes for the community are hosted on the CSCH campus.

Since 2022, CSCH is addressing **Coordination of Resources & Community Outreach** by hosting quarterly meetings with community partners to communicate and share resources that impact the priority areas of need. CSCH also hosts health education lectures by medical professionals in partnership with the Farmville Chamber of Commerce.

We are already at work putting our plans into action.

Centra's Modernization Plan

Centra's Modernization Plan is a multi-year initiative that will encompass the most significant facility improvements and capital investments in Centra's 36-year history. Aligning with our long-term strategic plan, this investment will address different needs found within our community based on findings from the 2021 Community Health Needs Assessment, and will come to life with the assistance of our joint ventures, operations, long-term financing (bonds) and in partnership with the Centra Foundation and generous donors. This expansion will include, in part, a new tower at Lynchburg General Hospital, expansion of the emergency department, a new medical office building, a new behavioral health and rehab medical campus, additional parking at Lynchburg General Hospital and growth of Centra's home-based services.

Community Health Workers

Centra Community Health Workers (CHWs) play an important role in addressing social determinants of health (SDOH) in their communities. Their impact on SDOH is multifaceted, as they work at the grassroots level, understanding the factors influencing the health of the residents. Their work not only targets immediate health concerns but also aims to create sustainable changes by addressing the underlying social, economic, and environmental determinants of health.

Remote Home Monitoring

Centra's Remote Home Monitoring program seeks to extend care directly to patients' homes. The effort hopes to reduce readmissions and repeated emergency room visits as it helps patients manage conditions such as diabetes, congestive heart failure, pneumonia, COPD, and hypertension. The initiative is expanding to primary care offices, behavioral health services, and urgent care. The program emphasizes proactive care and continuous support which helps patients establish better health habits.

Investment in Behavioral Mental Health

Centra focuses on the well-being of our communities through an integrated system of inpatient, outpatient, school-based, crisis, and residential treatment programs. Psychiatric, therapeutic, and clinical services are available for patients of all ages. Comprehensive support for individuals who want to reduce chemical dependency, physical medicine/pain management programs, autism and other developmental services are available at Centra.

The innovative Emergency Psychiatric Assessment, Treatment and Healing (EmPATH) unit allows patients and their families to move around, interact and get help in a safe and soothing environment. The primary focus of the EmPATH unit is to return patients safely to their homes with the support of outpatient services, their families and community resources.

Unite Virginia (Unite VA)

Unite VA is a statewide social care referral network in partnership with the Office of the Virginia Secretary of Health and Human Resources, the Virginia Department of Health, Centra and other community organizations to deliver integrated whole person care through a shared technology platform. The platform allows users to make electronic referrals for service, securely share patient information, and track outcomes together in an effort to provide comprehensive care to patients.



Centra Community Investments 2021-2023

Lifting the Voice of our Community Partners

Through our Centra community investments, we support you, and our community partners, as we work together to improve the health and quality of life for the communities we serve.



\$512,147

Access to
Healthcare Services



\$337,000

Issues Impacting Children & Their Families:
Childcare or Child Abuse/Neglect



\$237,000

Aging & Eldercare



\$25,000

Chronic Disease



\$15,000

Education/Literacy



\$113,000

Equity, Inclusion, Diversity



\$7,500

Financial Stability



\$86,628

Community Health Needs
Assessments &
Implementation Planning



\$627,894

Food Insecurity
& Nutrition



\$1,002,353

Housing &
Homelessness



\$9,000

Non-Profit Referral
Platform



\$36,000

Physical Activity-based
Youth Development



\$331,283

Poverty



\$380,050

Mental Health & Substance Use
Disorders/Access to Services



\$147,750

Transportation

Lifting the Voice of the Community!

2021-2023 Funded Partners by Community Health Needs Assessment (CHNA) Priority

Through our community grants, Centra invests in the good work of our non-profit partners who address priority needs in the community and projects of regional importance.

\$3.9M Total Grants Funded | 100 Funded Partners

Scan the QR code to learn more about Centra's Grant & Sponsorship Program



Access to Healthcare Services

- Amelia Emergency Squad, Inc.
- Central Virginia Alliance for Community Living, Inc.
- Central Virginia Community College Educational Foundation, Inc.
- Central Virginia Regional Library
- Children's Health Investment Partnership (CHIP) of Roanoke Valley
- Children's Assistive Technology Service
- Coalition for HIV Awareness & Prevention of Central Virginia Inc.
- Cumberland County, Virginia
- Danville Speech and Hearing Center
- FARRR Foundation, Inc.
- F.R.E.E. Foundation for Rehabilitation Equipment & Endowment
- Heart of Virginia Free Clinic
- Johnson Health Center
- Longwood University
- The Free Clinic of Central Virginia

Aging & Eldercare

- Academy Center of the Arts
- Central Virginia Alliance for Community Living, Inc.
- Cross Road Community Wellness Ministry
- Meals on Wheels, Inc.
- Piedmont Senior Resources Area Agency on Aging, Inc.

Chronic Disease

- Farmville Area Community Emergency Services

Community Health Needs Assessments & Implementation Plans

- Community Access Network

Education/Literacy

- Lynchburg City Schools Education Foundation, Inc.

Equity, Inclusion and Diversity

- Amazement Square
- Friends of the Lynchburg Public Library
- IRON Lives, Inc.
- Lynchburg City Schools Education Foundation, Inc.
- Virginia Center for Inclusive Communities

Financial Stability

- Campbell County Educational Foundation

Food Insecurity & Nutrition

- Bedford Area Family Young Men's Christian Association

- Blue Ridge Area Food Bank
- Boys & Girls Club of Greater Lynchburg
- Danville Community College Educational Foundation, Inc.
- Farmville Area Community Emergency Services (FACES)
- Gleaning For The World
- Jubilee Family Development Center
- Lynchburg Daily Bread
- Lynchburg Grows
- Meals on Wheels, Inc.
- Park View Community Mission
- Second Stage | Amherst
- The Society of Saint Andrew, Inc.
- Young Men's Christian Association of Central Virginia

Housing & Homelessness

- Altavista Area/Campbell County Habitat for Humanity, Inc.
- Greater Lynchburg Habitat for Humanity
- Habitat for Humanity International, Inc.
- House of Hope, Inc.
- Impact Living Services
- Interfaith Outreach Association
- Lynchburg Covenant Fellowship, Inc.
- Miriam's House
- Piedmont Habitat for Humanity, Inc.
- Roads to Recovery, Inc.
- Rush Homes, Inc.
- Southside Center for Violence Prevention
- STEPS, Inc.
- Tri-County Community Action Agency, Inc.
- Virginia Legal Aid Society
- YWCA of Central Virginia

Issues Impacting Children & Their Families: Childcare or Child Abuse/Neglect

- Altavista Area YMCA
- Bedford Area Family Young Men's Christian Association
- CASA of Central Virginia
- Central Virginia Community College Educational Foundation, Inc.
- Boys & Girls Club of Greater Lynchburg
- Elizabeth's Early Learning Center, Inc.
- Girls on the Run Central Virginia & Blue Ridge
- Jubilee Family Development Center
- Lynchburg Community Action Group, Inc.
- National D-Day Memorial Foundation
- One Community One Voice Lynchburg
- Patrick Henry Family Services, Inc.
- Patrick Henry Memorial Foundation
- United Way of Central Virginia, Inc.

Mental Health & Substance Use Disorders & Access to Services

- Academy Center of the Arts
- Amazement Square
- American Red Cross of Blue Ridge Virginia
- Amherst Glebe Arts Response, Inc.
- Brook Hill Retirement Center for Horses, Inc.
- Camp Kum-Ba-Yah, Inc.
- DePaul Community Resources
- Diamond Hill Health and Wellness Community Services
- Harvest Outreach Center, Inc.
- Horizon Opportunities
- Impact Living Services
- Kids' Haven: A Center for Grieving Children
- Lynchburg Community Action Group, Inc.
- Patrick Henry Family Services
- Presbyterian Homes & Family Services, Inc.
- Roads to Recovery, Inc.
- The UP Foundation
- United Way of Central Virginia, Inc.
- We Recover Group, Inc.

Non-Profit Referral Platform

- Greater Lynchburg Community Foundation

Poverty

- Big Brothers Big Sisters of Central Virginia, Inc.
- FREE Foundation for Rehabilitation Equipment & Endowment
- Lynchburg Beacon of Hope
- Lynchburg Daily Bread
- One Community One Voice Lynchburg
- Open Table, Inc.
- PPL Foundation
- The Listening
- Young Men's Christian Association of Central Virginia

Transportation

- Adult Care Center of Central Virginia, Inc.
- Central Virginia Alliance for Community Living, Inc.
- Danville-Pittsylvania Cancer Association, Inc.
- Diamond Hill Health & Wellness Community Services
- Piedmont Senior Resources, Area Agency on Aging, Inc.

Testimonials



“No one should have to go without mental healthcare due to financial issues, and financial constraints are major barriers to accessing alternative mental health, especially for low-income youth who are therapy resistant. Centra supports the **Brook Hill Farm** programs, providing low-income youth the opportunity to work with horses in equine therapy to address their mental health issues. This year we are providing services to 169 youth, thanks to the financial support from Centra!”

- **Jo Anne Miller, CTRI, ESMHL, Mentor, Executive Director, Brook Hill Farms**

“The support that the **Free Clinic of Central Virginia** receives from Centra is the backbone of our organization. It is the foundation on which we are able to grow access to care in our community. We speak in some fashion every day about how important Centra is to supporting the care we provide. We have been able to meet our goal of providing urgent dental care to our community and double our dental access because of this support. In every way possible this support is a glimmer of hope that they too can access equal medical and dental care in our community.”

- **Jen K. Webb, RN MSN , CEO, Free Clinic of Central Virginia**

“The support of Centra has been instrumental in our ability to make a positive impact for good on the housing landscape across central Virginia. Through the generous support from both grants and event sponsorships, we are able to continue to serve households through the programs of affordable homeownership and affordable homeowner repairs. This allows individuals, families with children, seniors living alone, and a wide variety of households to experience proven positive benefits around physical and mental health, education, and wealth building.”

- **Sam Rabon, Interim Executive Director, Director of Resource Development and Marketing, Piedmont Habitat for Humanity**

“The support **STEPS** has received from the Centra Health community grants has been a critical part of providing safe shelter for the homeless of our region these last 3 years. Last year we served 100 households in the region with these funds, and 84 of them found viable housing as a result. Centra grants have also been a catalyst for the development of a supportive housing program in the Farmville area coming in the near future, which will provide coordinated services with our community partners to positively impact client health and life outcomes.”

- **Shawn M. Rozier, Vice President of Housing | STEPS, Inc.**

“**Lynchburg Daily Bread** has faced unprecedented levels of hunger in our community since the pandemic, with nearly 250,000 meals served in 2023. Grants from Centra have allowed us to grow to meet the needs of our neighbors, facing hunger and struggling to make ends meet. While Lynchburg Daily Bread is providing more meals than ever before, the financial support and thoughtful guidance from Centra has allowed us to tackle the hunger crisis with additional staff and resources.”

- **Tracey Dixon, CFRE, Executive Director, Lynchburg Daily Bread**