

Frye Regional Medical Center 2025

Community Health Needs Assessment

-Catawba, Caldwell, & Burke Counties, North Carolina-

FRYE REGIONAL
MEDICAL CENTER

A Duke LifePoint Hospital

Adopted by Board on 09/29/2025



Table of Contents

Letter to the Community..... 3

Community Health Needs Assessment Overview.....4

Process and Methods.....6

About Frye Regional Medical Center..... 7

Community Served.....8

Catawba County Community Health Characteristics..... 10

Caldwell County Community Health Characteristics.....13

Burke County Community Health Characteristics..... 16

Impact Since Last CHNA..... 19

Methods of Identifying Health Needs..... 22

Community Survey Data.....23

Community Summit..... 27

Evaluation and Selection Process.....29

Overview of Priorities..... 30

Implementation Plan Framework.....33

Implementation Plan Strategy..... 34

Appendix: Survey Results..... 39

Letter to the Community

Dear Community,

The mission of Frye Regional Medical Center is simple and powerful: *making communities healthier*. We provide high-quality care with a personal touch and continuously expand our services to meet the evolving needs of patients and neighbors.

Every three years, we conduct a Community Health Needs Assessment (CHNA) to gather insight and feedback from those we serve. This process helps us evaluate our impact and identify changes needed to keep our community moving toward better health.

The 2025 CHNA highlights current health priorities and presents a clear action plan detailing how Frye Regional will respond. Our goal is to ensure that everyone has access to a full range of care close to home. Through expanded service lines, telemedicine, and strong partnerships with other organizations, we aim to be a trusted cornerstone of healthcare for Catawba, Caldwell, and Burke Counties. Our implementation strategy defines each need, outlines how we will address the needs, and specifies the measures we will use to track progress.

We recognize that good health depends on more than clinical care. Frye Regional works alongside a wide range of community organizations—including city and county agencies, emergency services, educational institutions, and other local organizations—to support initiatives that strengthen overall well-being and address the wider conditions that influence health. We are deeply grateful for these partnerships and the shared commitment they represent to building healthier communities.

Frye Regional is committed to be a diverse, welcoming facility where patients trust us for their care, physicians and providers want to practice, and employees want to build their careers. I am dedicated to lead this health system as we continue to grow, improve, and meet your healthcare needs.

Together, we can keep our community healthy—today and for generations to come.

Sincerely,

Philip Greene, MD

CEO | Frye Regional Medical Center

Community Health Needs Assessment (CHNA) Overview

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

CHNA Purpose

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

CHNA Facility Benefits



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

The core elements of a CHNA include:

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

Community Health Needs Assessment (CHNA) Overview

The CHNA Process

The process to conduct the CHNA included the following:



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

- 1 Heart Disease
- 2 Cancer
- 3 Diabetes
- 4 Obesity
- 5 Substance Use

This report was approved by the Board on 09/29/2025

Process and Methods used to Conduct the Assessment

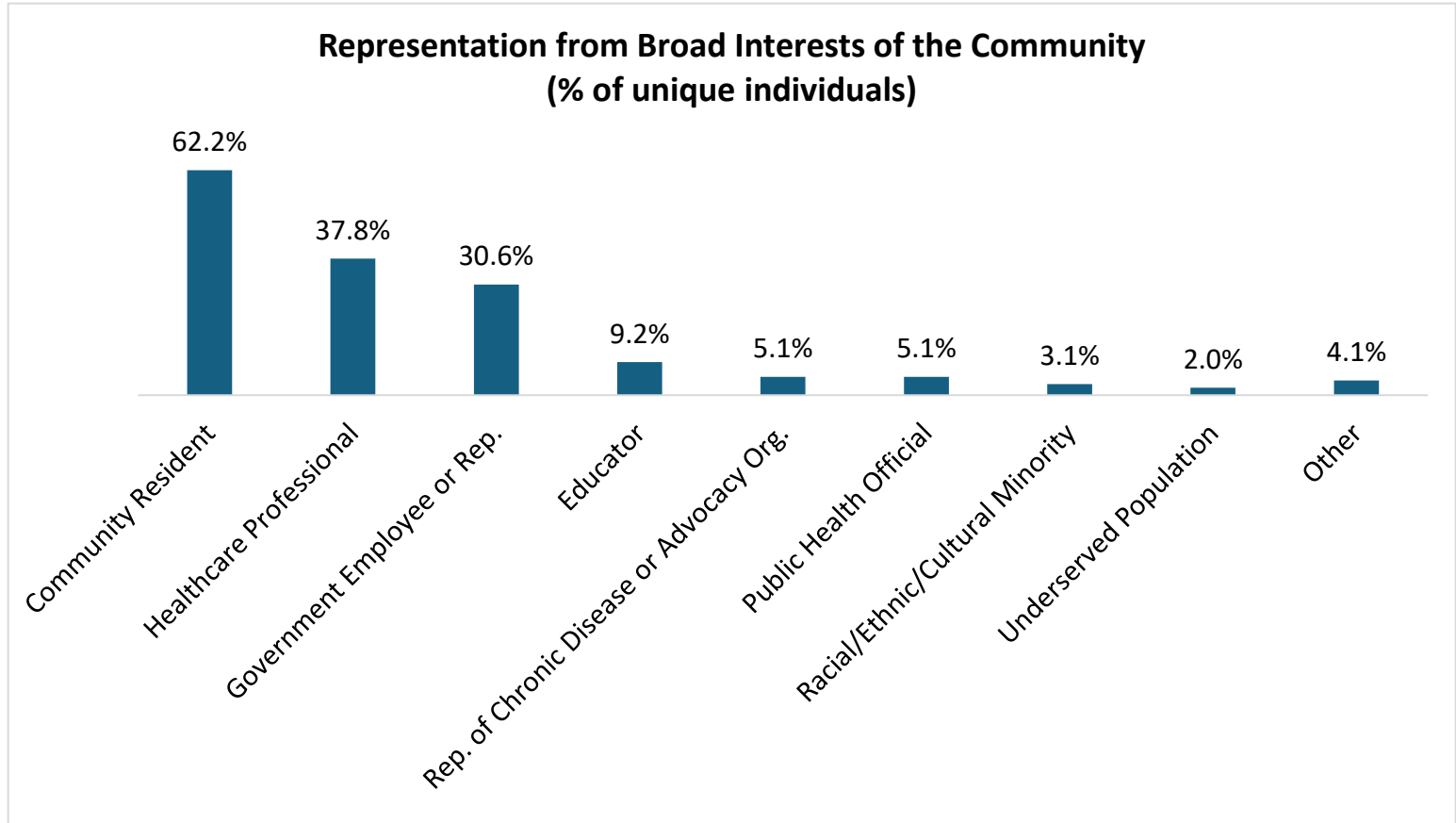
To assess the health needs of the community, a comprehensive approach was utilized. This included collecting community health data via secondary sources and a survey of community members to assess healthcare needs. A community summit was then held to review these inputs with community stakeholders to prioritize the health needs of the community and create action plans.

Community Health Data Collection and Analysis

Frye Regional Medical Center relied on secondary source data to define and assess the community. This data was sourced at the county level from available public sources, including www.countyhealthrankings.org and ESRI.

A community survey was deployed by Frye Regional Medical Center to gain input on local health needs, including those of priority populations such as the medically underserved, low-income, and minority populations. The survey received feedback from 77 community members. The survey was open from May 5, 2025 to June 6, 2025 and distributed digitally. The Community Summit was held on July 22, 2025 and had 21 participants.

Survey respondents and summit participants represented the stakeholder groups below:



About Frye Regional Medical Center

A part of Duke LifePoint Healthcare, Frye Regional Medical Center has served the health and medical needs of the residents of the Catawba Valley region since 1911 with a commitment to delivering high quality and compassionate care with a focus on patient experience and clinical outcomes.

Frye Regional Medical Center includes a 355-bed acute care hospital – home to the Frye Heart Center, Cancer Center, General and Bariatric Surgery, Emergency Services, Advanced Orthopedics, Neurosciences, Women’s Birthing Center, Inpatient Rehabilitation, and Inpatient/Outpatient Imaging. The system also includes the Frye South Campus, an inpatient adult behavioral health treatment center. The Behavioral Health unit offers a multidisciplinary approach to inpatient care for individuals aged 18 or older. Frye Regional also offers regional access to more than 110 primary care and specialty care providers through the FryeCare Physicians Network.

About Duke Lifepoint Healthcare

Duke LifePoint Healthcare is a joint venture of Duke Health and Lifepoint Health that was established in 2011 to bring high-quality healthcare services to community hospitals in North Carolina and the surrounding region, as well as regional tertiary centers across the nation. Duke LifePoint combines Duke’s unparalleled expertise in clinical excellence, quality care, and patient safety with Lifepoint’s extensive resources, knowledge, and experience in hospital operations. Together, we are *making communities healthier*.

Frye Regional Medical Center is the first Duke Health heart affiliate in western North Carolina. Backed by the resources of the Duke Health, Frye Regional gains access to Duke training and staff education as well as evidence-based guidelines and best practices to enhance the quality of cardiovascular care across the Catawba Valley region.

Mission

Making communities healthier®

Vision

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

Values



Champion
Patient Care



Do the
Right Thing



Embrace
Individuality



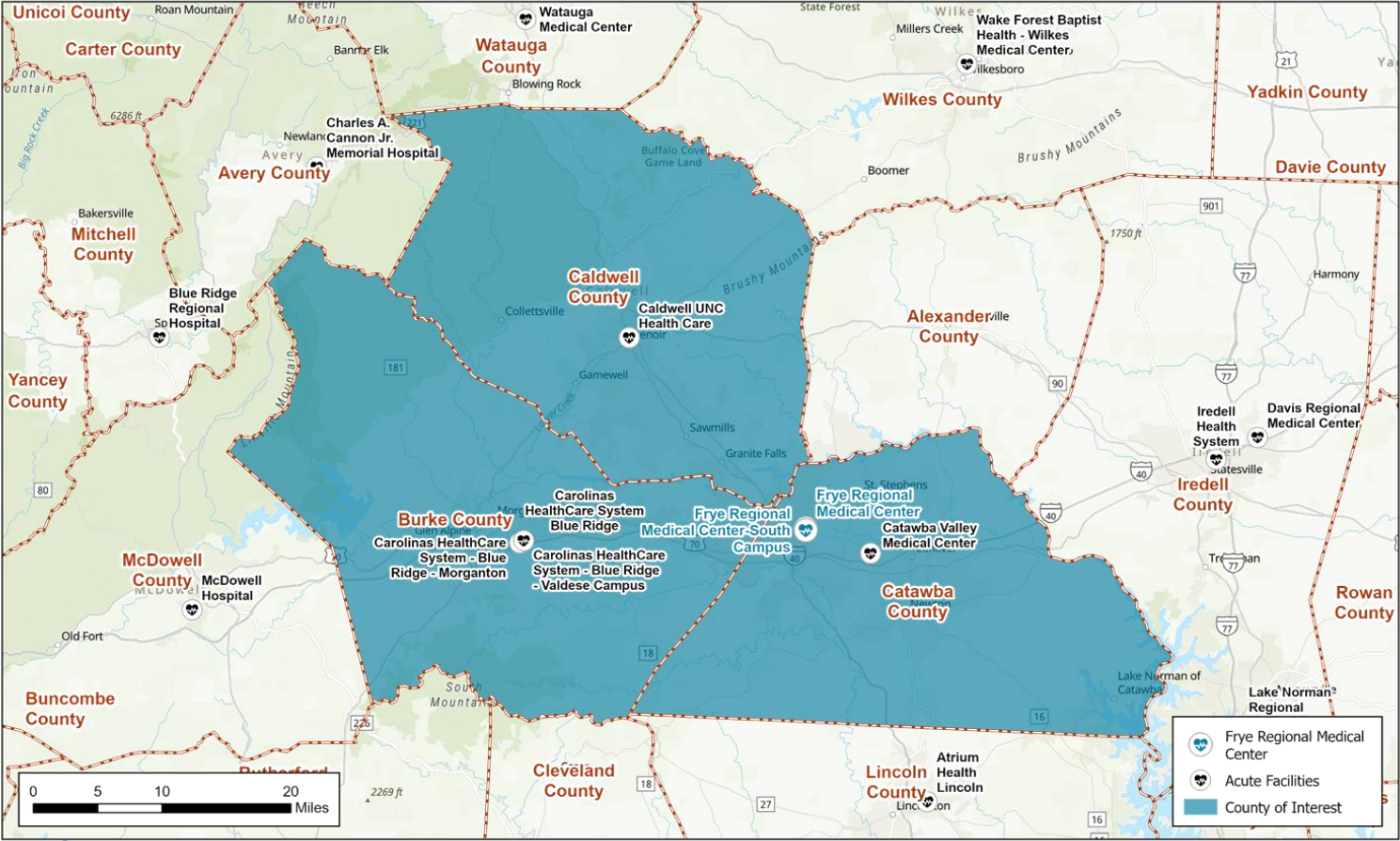
Act with
Kindness



Make a
Difference
Together

Community Served

For the purpose of this study, Frye Regional Medical Center defines its service area as Catawba, Caldwell, and Burke Counties, North Carolina.

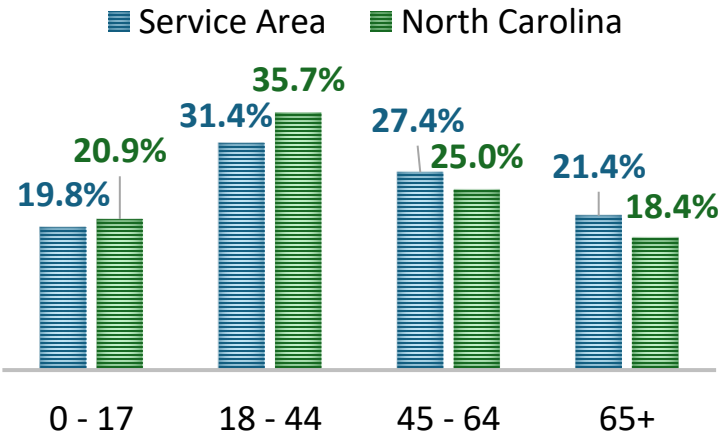


2024 Total Service Area Population: 332,541
2029 Projected Total Service Area Population: 334,064

**0.1%
change
per year**

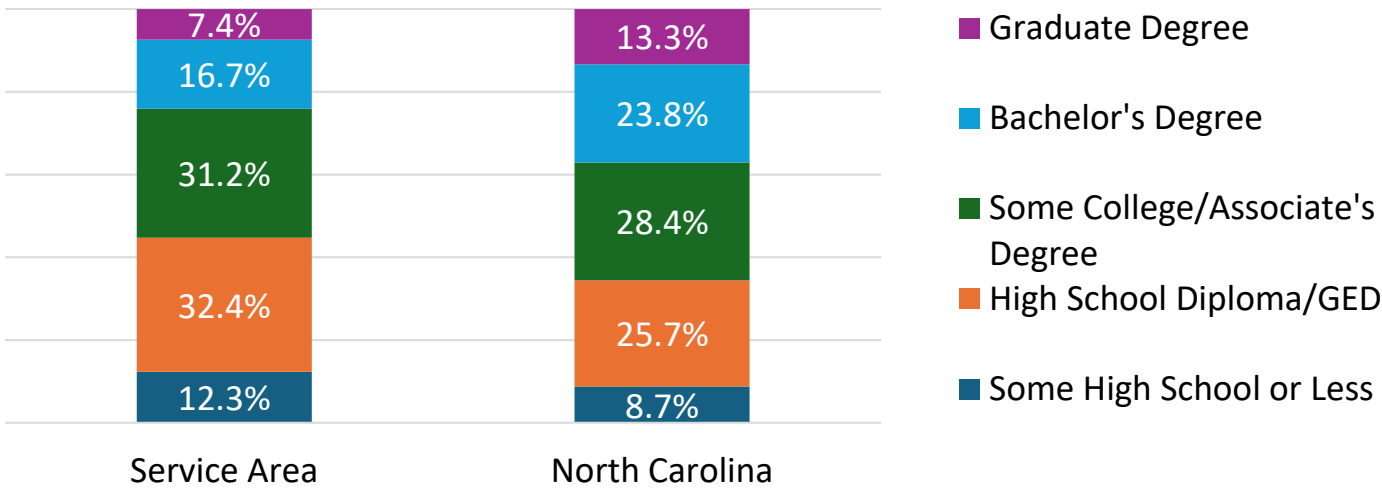
Race & Ethnicity		
	Service Area	North Carolina
White	77.1%	60.9%
Black	6.7%	20.6%
American Indian	0.9%	1.3%
Asian/Pacific Islander	3.5%	3.7%
Other Race	5.2%	6.3%
Two or More Races	6.6%	7.3%
Hispanic Origin	9.7%	11.5%

Service Area & North Carolina Age Breakout

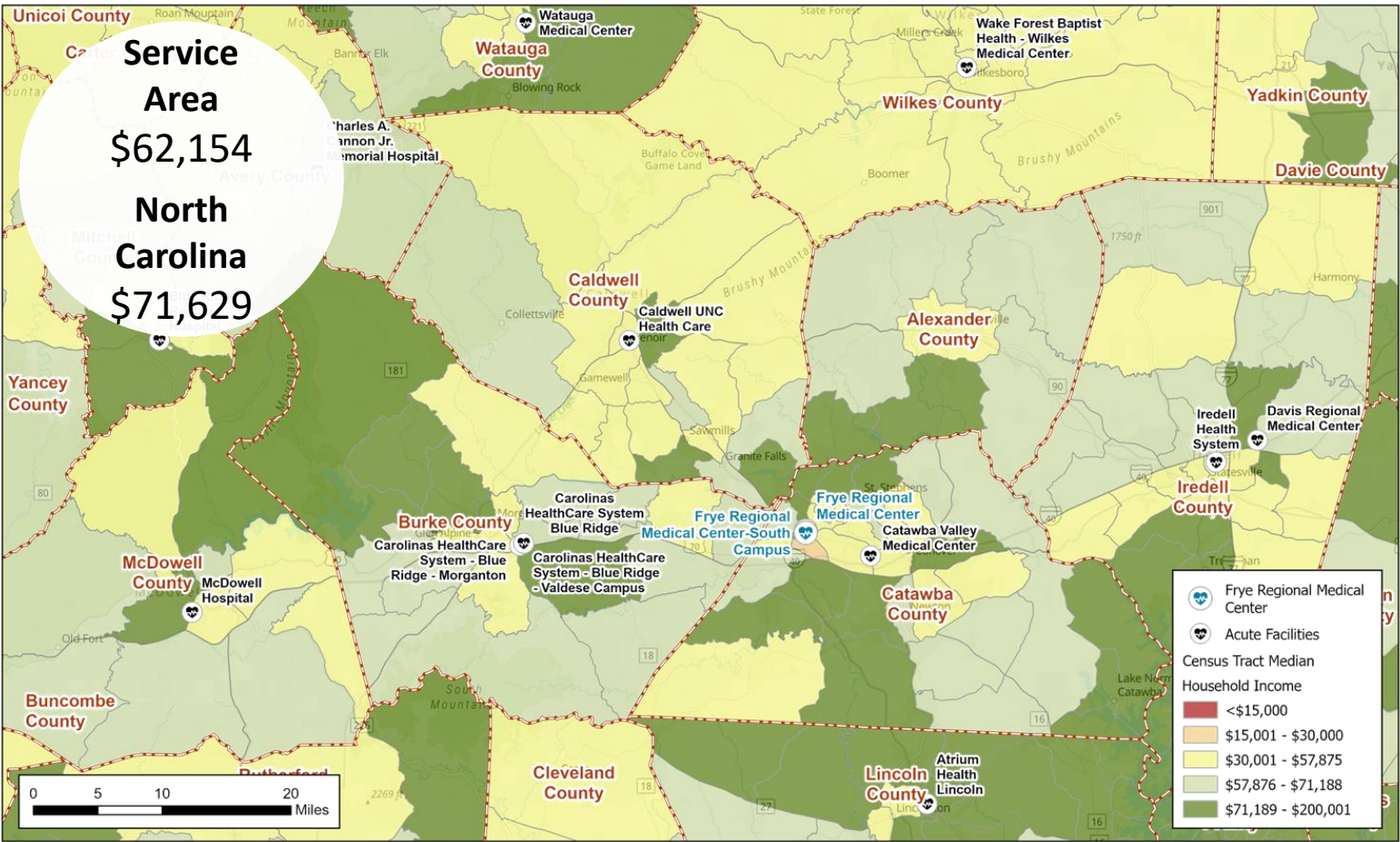


Community Served

Service Area & North Carolina Education Breakout



2024 Median Household Income {by Census Tract}



Census Tract: small, relatively permanent statistical subdivisions of a county uniquely numbered; average about 4,000 inhabitants

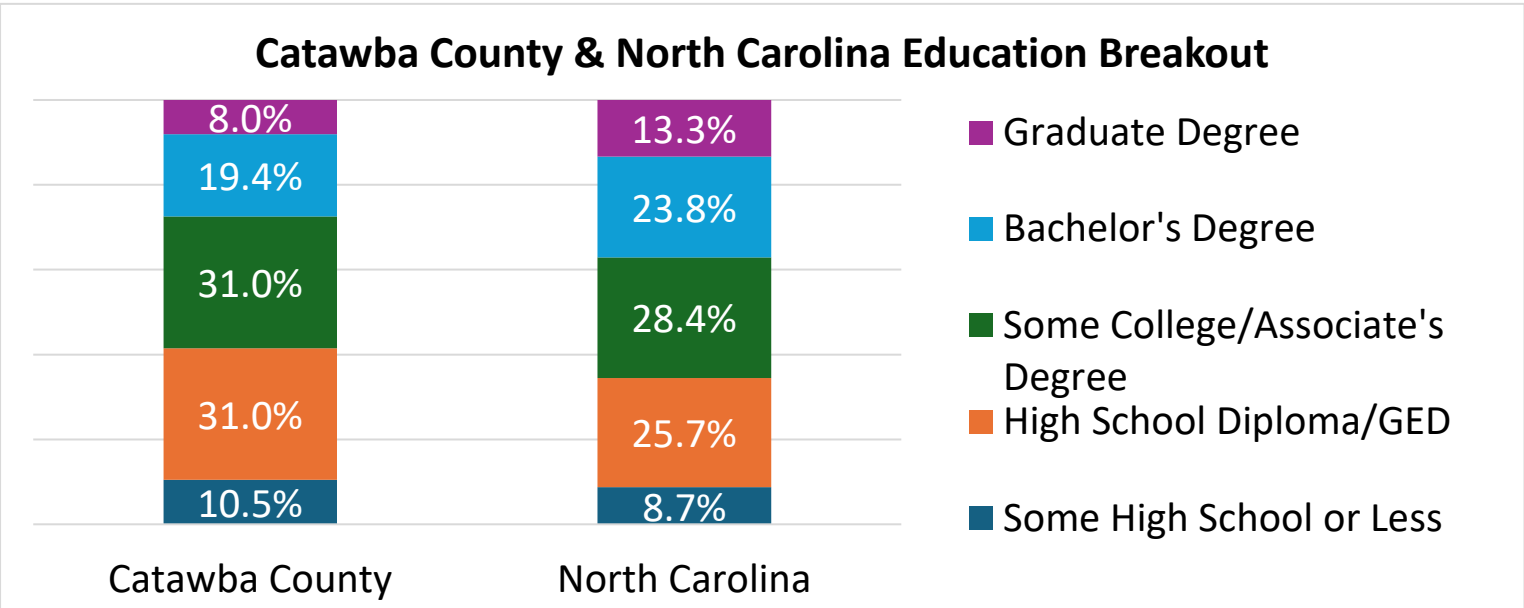
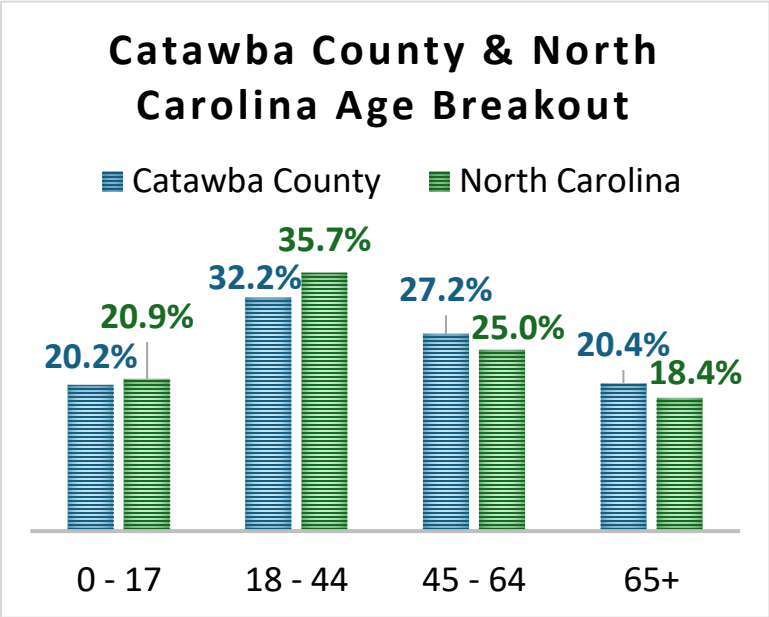
Community Served: Catawba County



2024 Total Catawba County Population: 164,926
2029 Projected Total Catawba County Population: 167,812

0.3%
change
per year

Race & Ethnicity		
	Catawba County	North Carolina
White	72.8%	58.9%
Black	8.0%	18.7%
American Indian	0.7%	0.5%
Asian/Pacific Islander	4.7%	7.7%
Other Race	6.3%	5.5%
Two or More Races	7.4%	8.7%
Hispanic Origin	11.6%	11.3%



Population % Female
50.2%

Population % Rural
35.2%

Median Household Income
\$65,790

Population % <18 years
20.2%

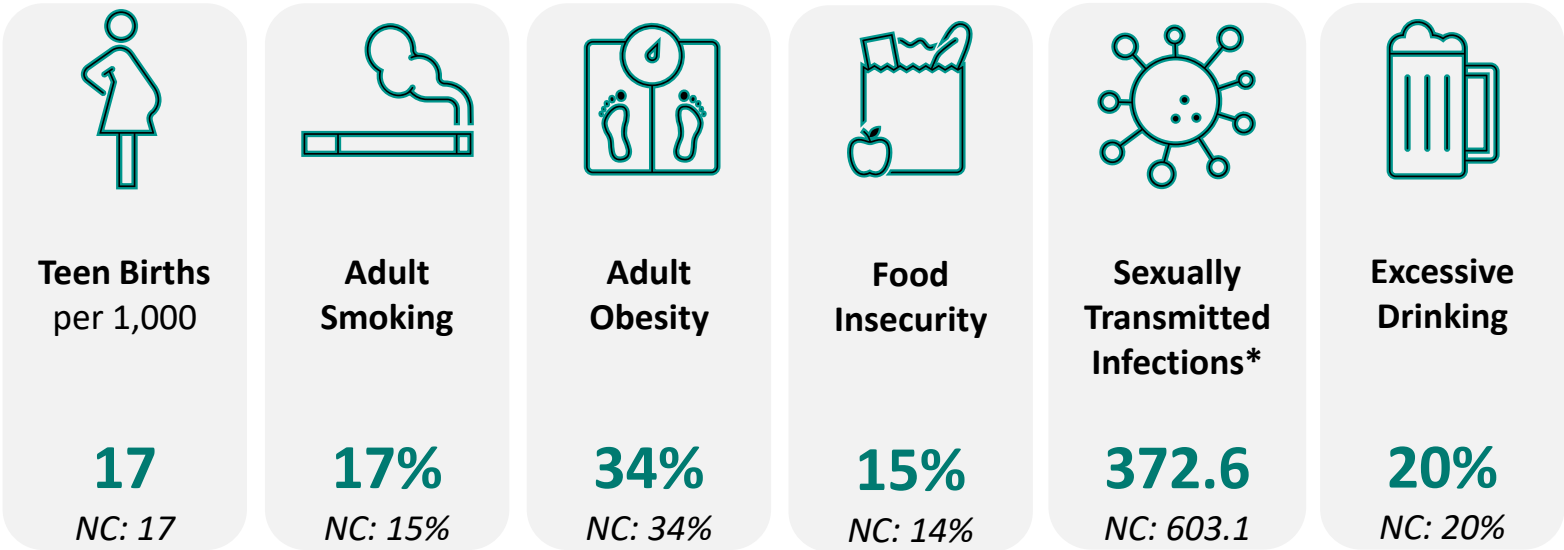
Population % 65+ years
20.4%

Catawba County Community Health Characteristics

The data below provides an overview of Catawba County’s community health including health behaviors, quality of life, socioeconomic factors, access to health and physical environment. For detailed descriptions and dates for each measure, please visit <https://www.countyhealthrankings.org/app/north-carolina/2025/overview>. Each indicator impacts the health of the entire community.

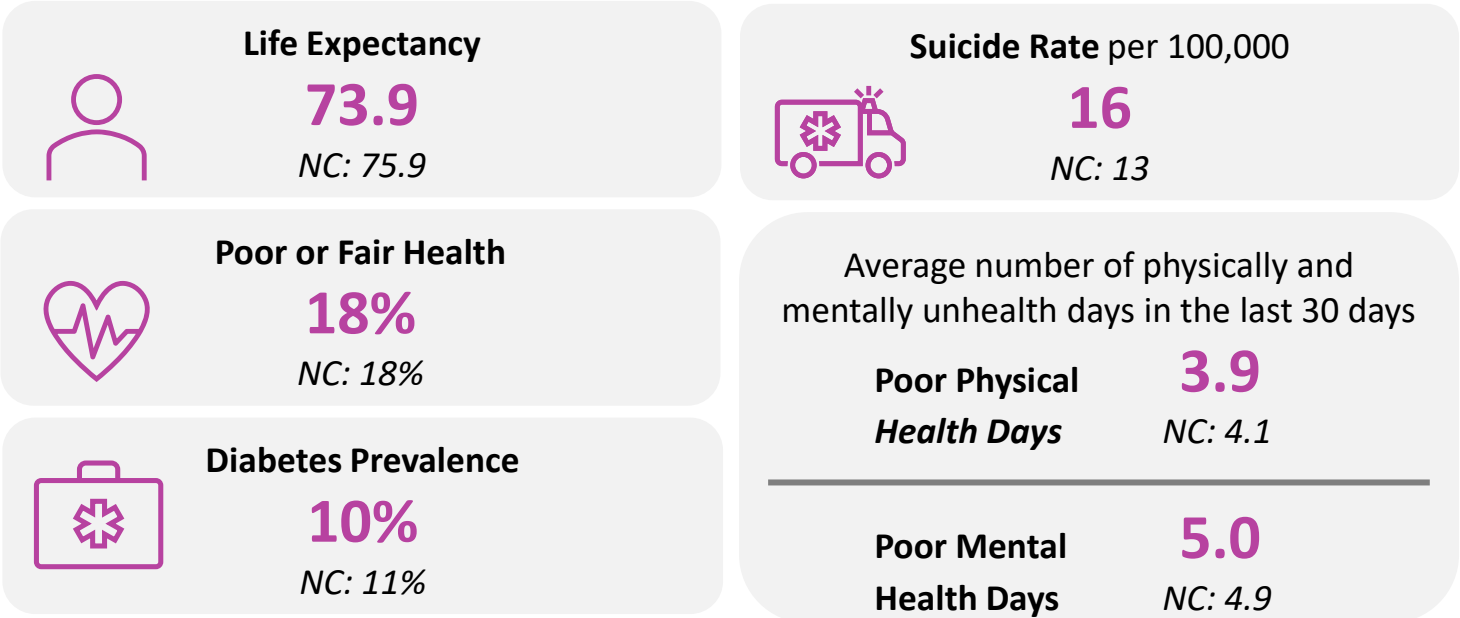
Health Status Indicators

Health Behaviors



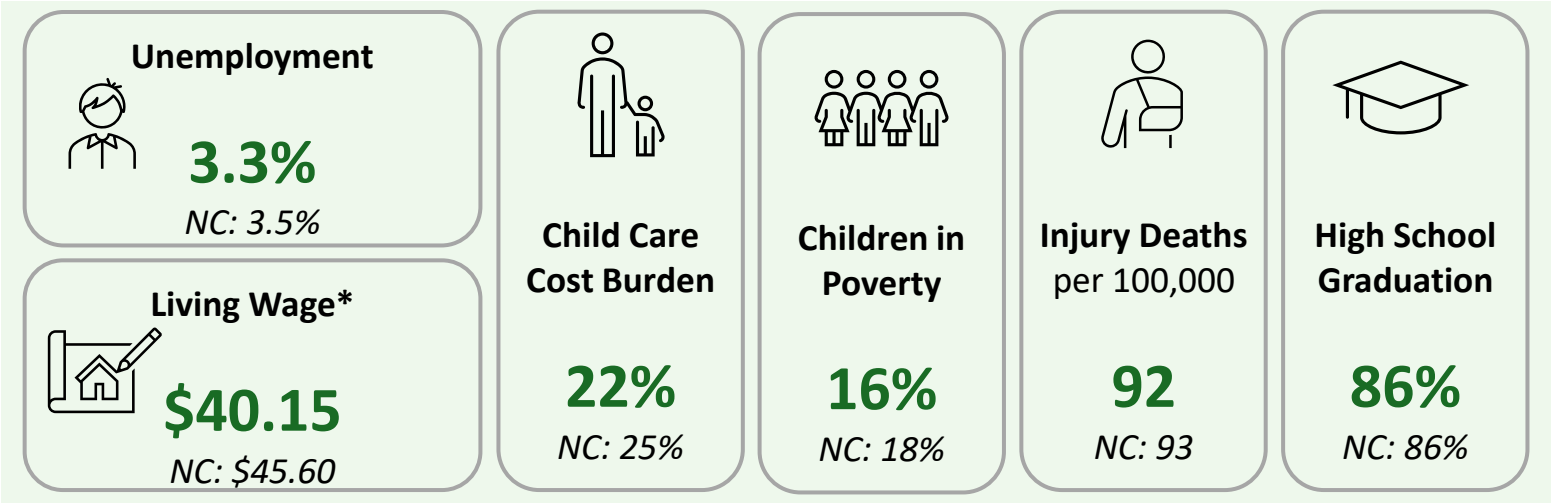
*New cases of chlamydia diagnoses per 100,000

Quality of Life

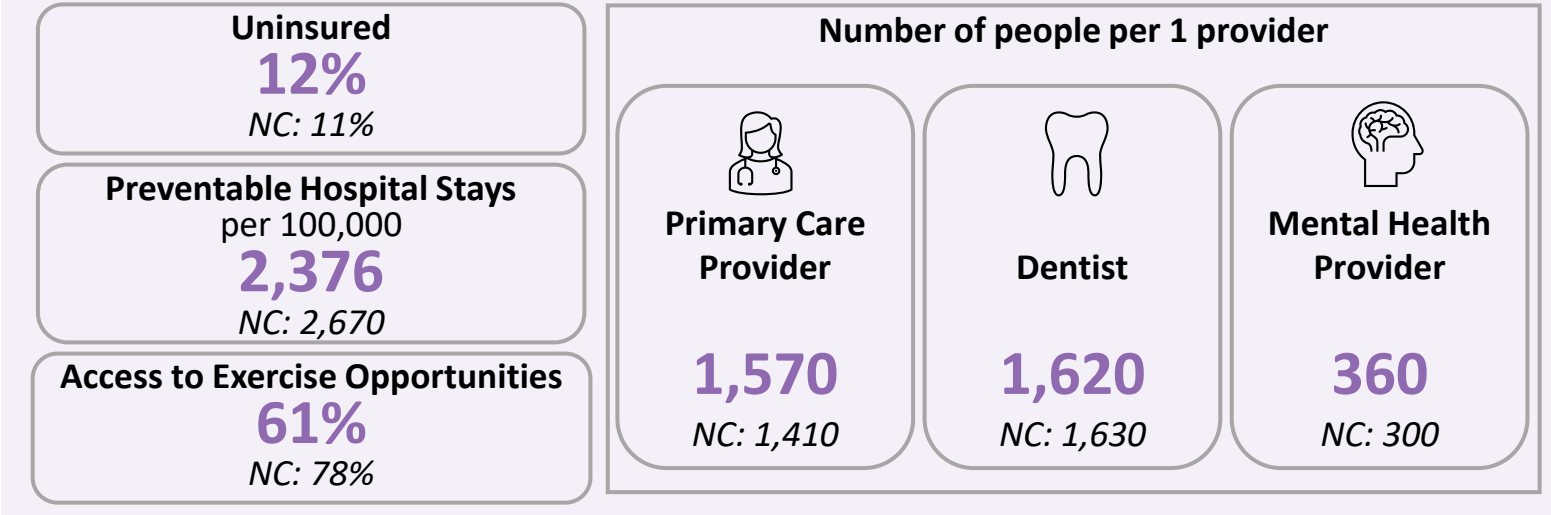


Catawba County Community Health Characteristics

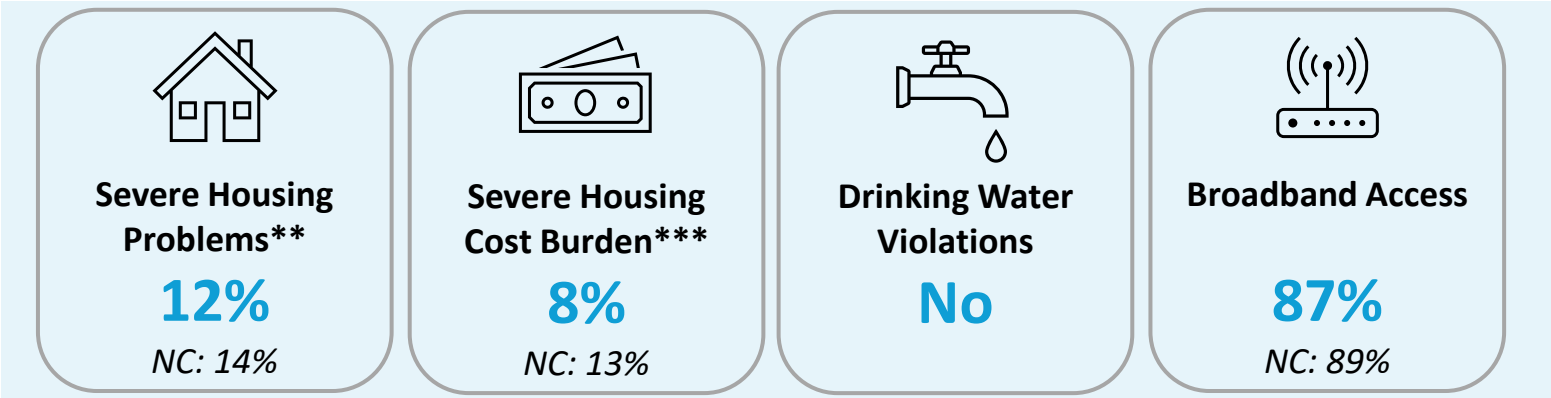
Socioeconomic Factors



Access to Health



Physical Environment



*The hourly wage needed to cover basic household expenses plus all relevant taxes for a household of one adult and two children.
**% of households with at least 1/4 of problems: overcrowding, high housing costs, lack of kitchen facilities, or lack of plumbing facilities
***% of households that spend 50% or more of their household income on housing

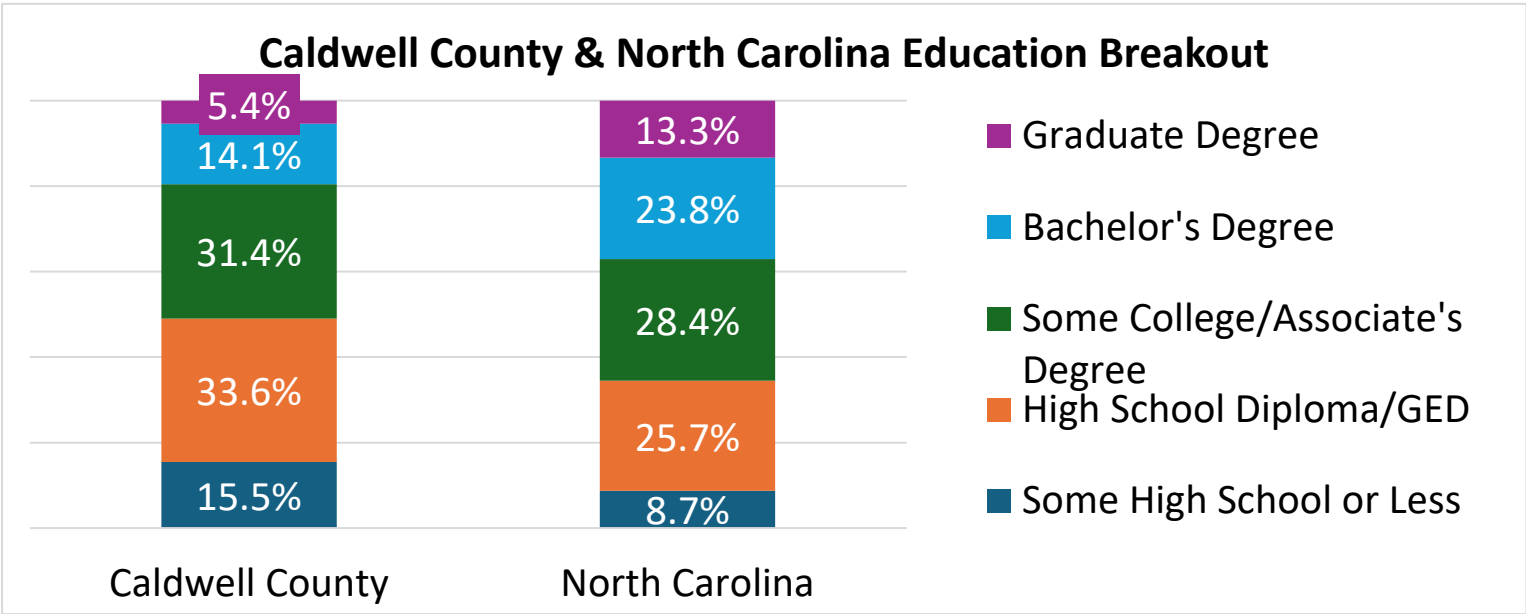
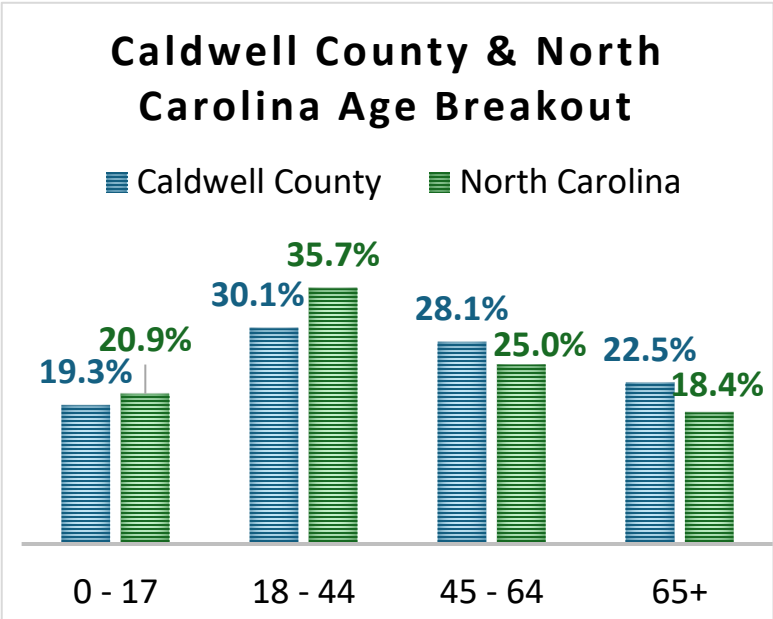
Community Served: Caldwell County



2024 Total Caldwell County Population: 80,136
2029 Projected Total Caldwell County Population: 76,639

-0.1%
change
per year

Race & Ethnicity		
	Caldwell County	North Carolina
White	84.3%	58.9%
Black	5.1%	18.7%
American Indian	0.4%	0.5%
Asian/Pacific Islander	0.8%	7.7%
Other Race	3.4%	5.5%
Two or More Races	5.9%	8.7%
Hispanic Origin	6.7%	11.3%



Population % Female
50.0%

Median Household Income
\$54,366

Population % <18 years
19.3%

Population % Rural
42.8%

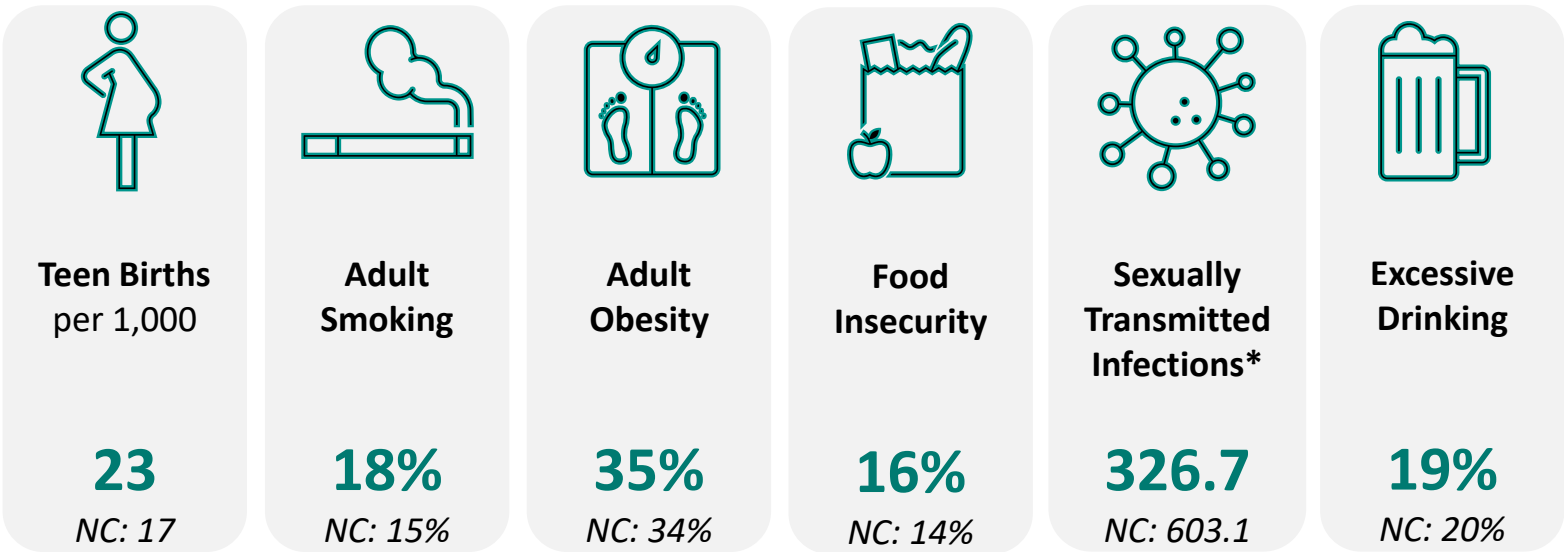
Population % 65+ years
22.5%

Caldwell County Community Health Characteristics

The data below provides an overview of Caldwell County’s community health including health behaviors, quality of life, socioeconomic factors, access to health and physical environment. For detailed descriptions and dates for each measure, please visit <https://www.countyhealthrankings.org/app/north-carolina/2025/overview>. Each indicator impacts the health of the entire community.

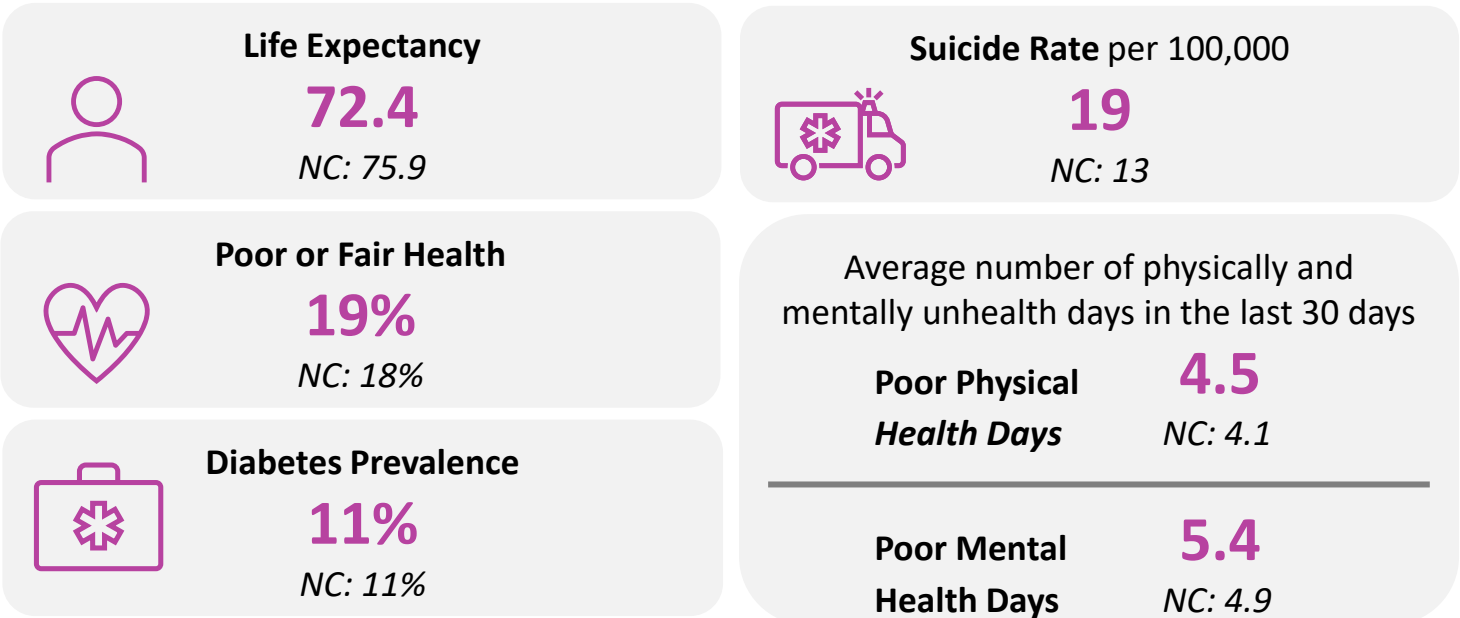
Health Status Indicators

Health Behaviors



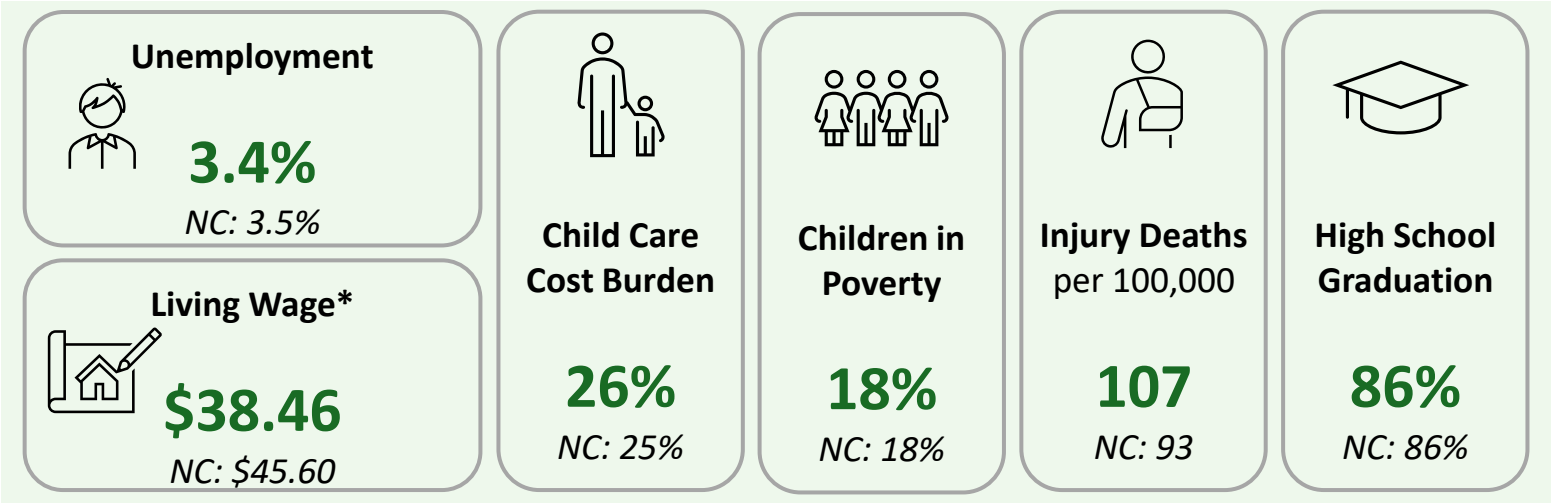
*New cases of chlamydia diagnoses per 100,000

Quality of Life

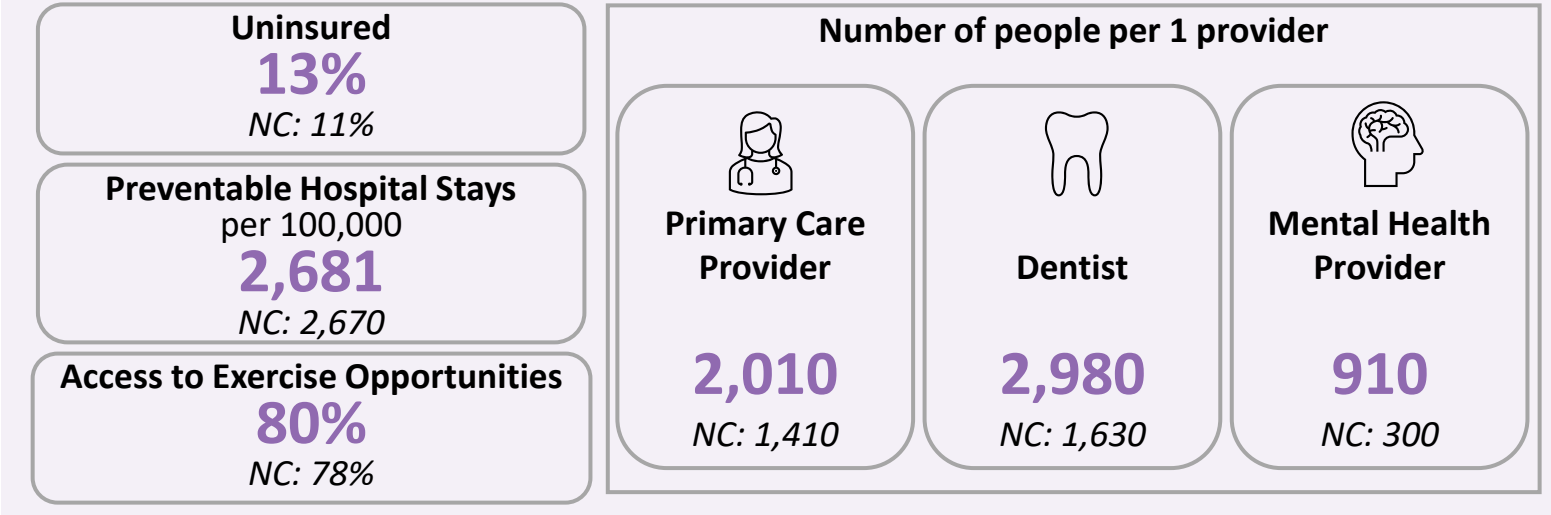


Caldwell County Community Health Characteristics

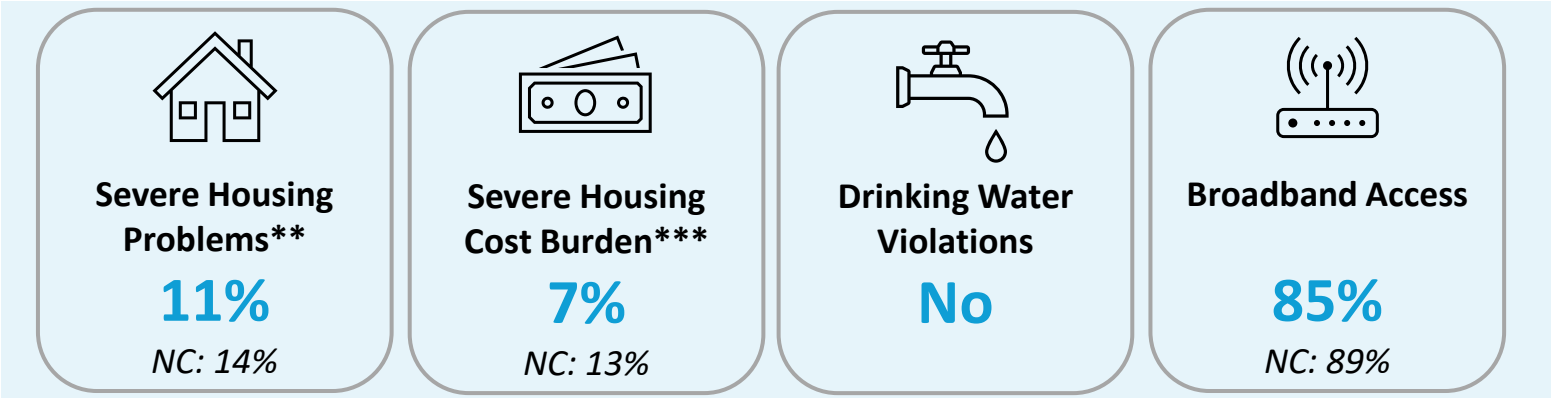
Socioeconomic Factors



Access to Health



Physical Environment



*The hourly wage needed to cover basic household expenses plus all relevant taxes for a household of one adult and two children.
**% of households with at least 1/4 of problems: overcrowding, high housing costs, lack of kitchen facilities, or lack of plumbing facilities
***% of households that spend 50% or more of their household income on housing

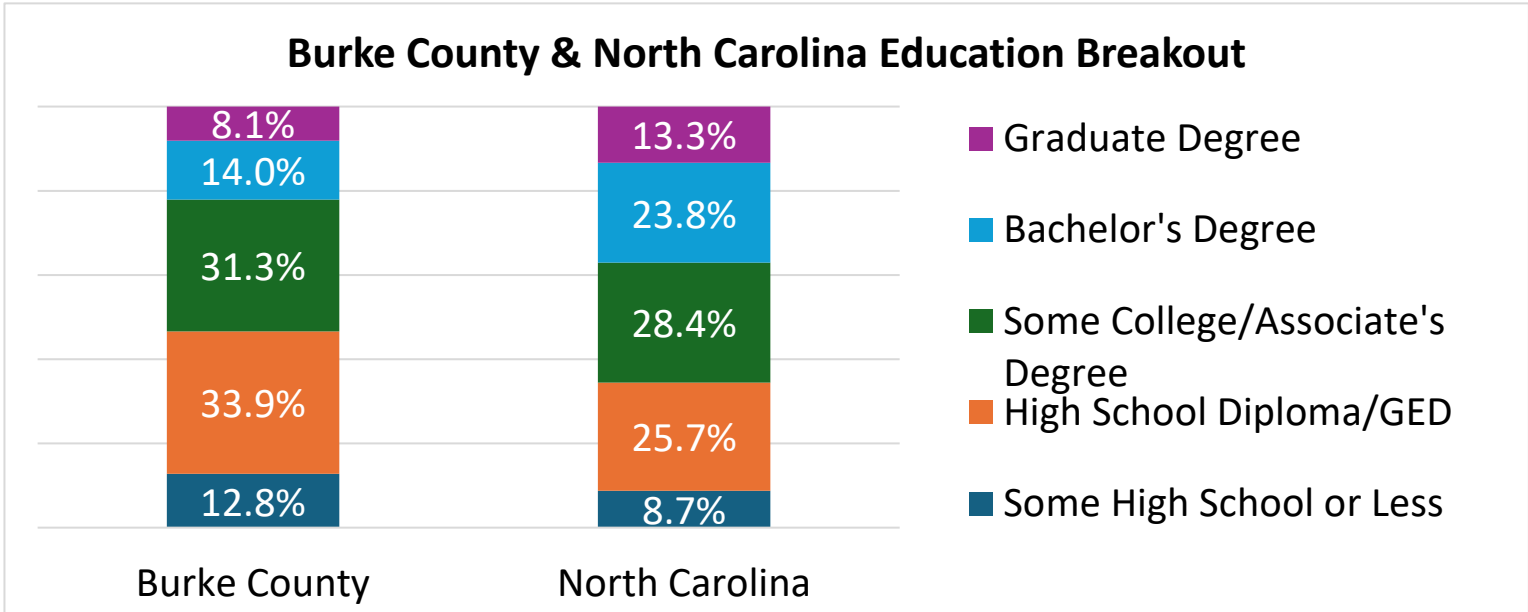
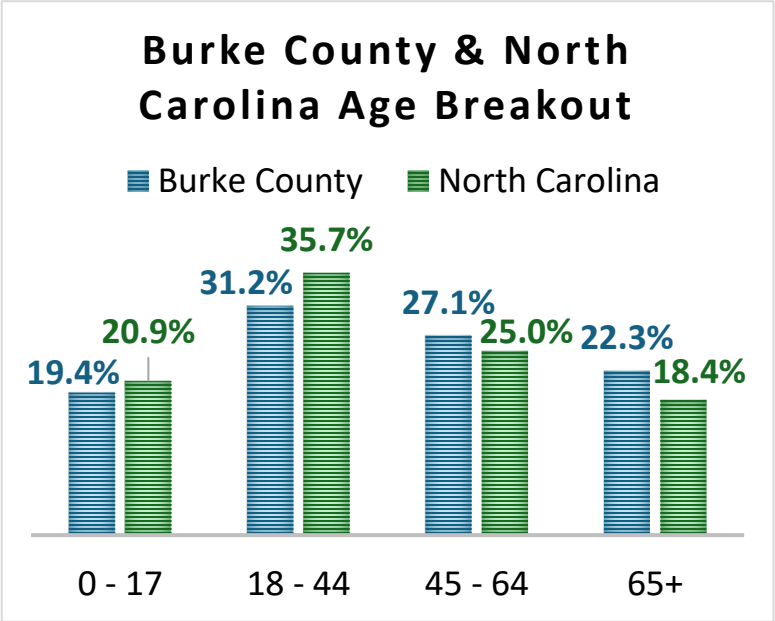
Community Served: Burke County



2024 Total Burke County Population: 87,479
2029 Projected Total Burke County Population: 86,613

-0.2%
change
per year

Race & Ethnicity		
	Burke County	North Carolina
White	78.5%	58.9%
Black	5.6%	18.7%
American Indian	1.6%	0.5%
Asian/Pacific Islander	3.9%	7.7%
Other Race	4.7%	5.5%
Two or More Races	5.7%	8.7%
Hispanic Origin	8.8%	11.3%



Population % Female
49.6%

Population % Rural
45.9%

Median Household Income
\$62,432

Population % <18 years
19.4%

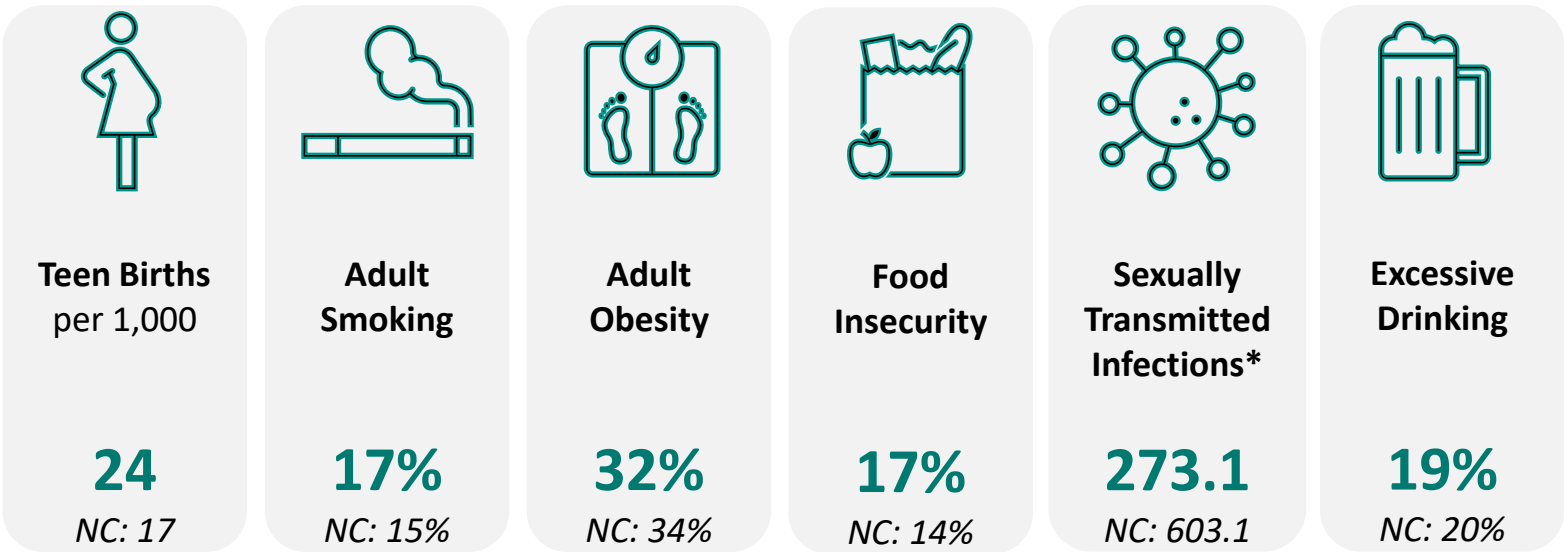
Population % 65+ years
22.3%

Burke County Community Health Characteristics

The data below provides an overview of Burke County’s community health including health behaviors, quality of life, socioeconomic factors, access to health and physical environment. For detailed descriptions and dates for each measure, please visit <https://www.countyhealthrankings.org/app/north-carolina/2025/overview>. Each indicator impacts the health of the entire community.

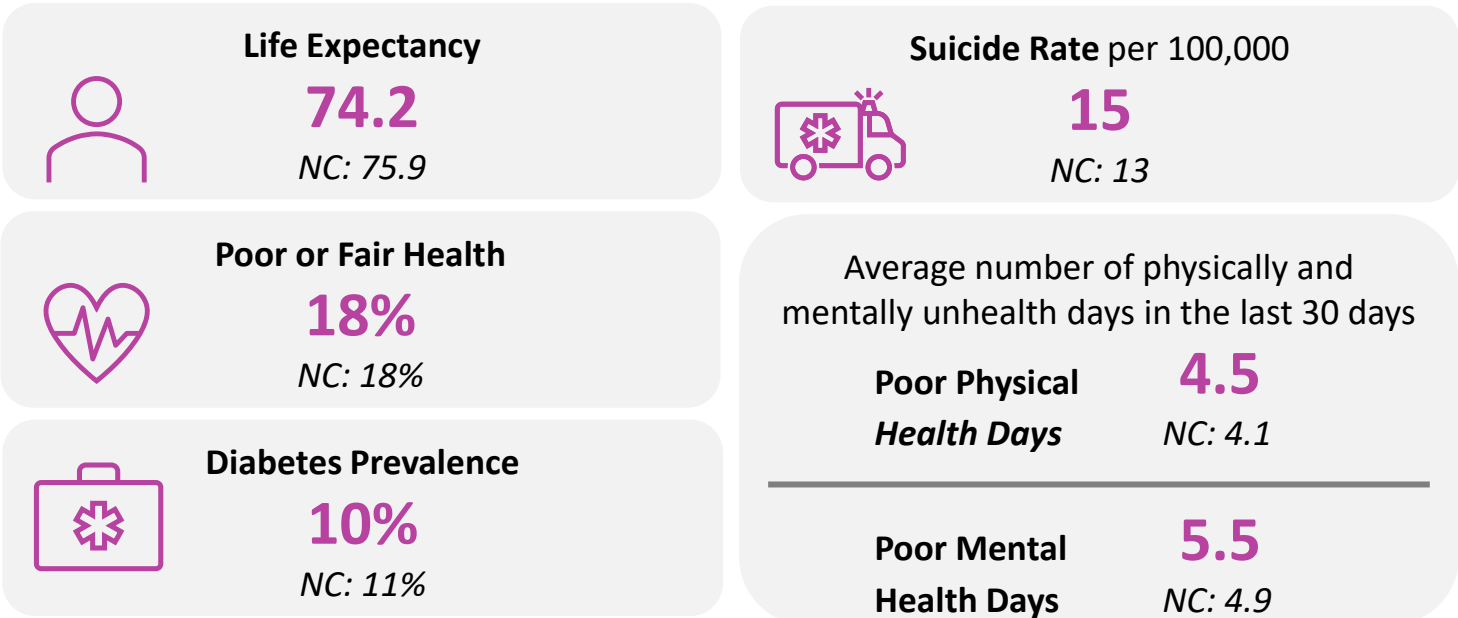
Health Status Indicators

Health Behaviors



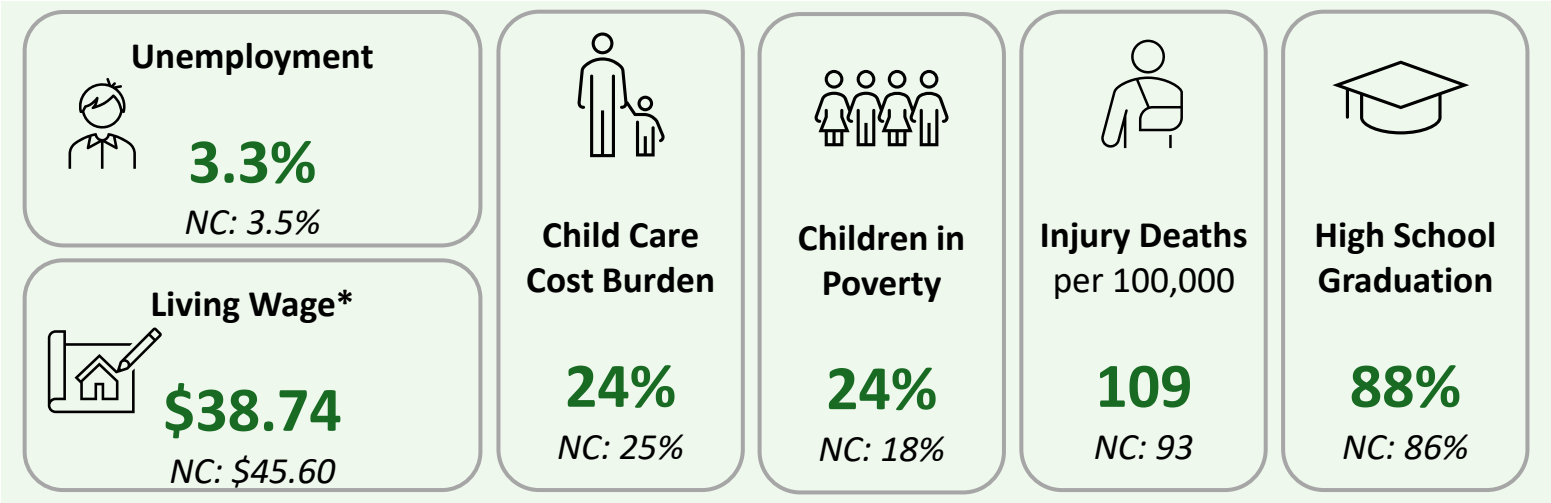
*New cases of chlamydia diagnoses per 100,000

Quality of Life

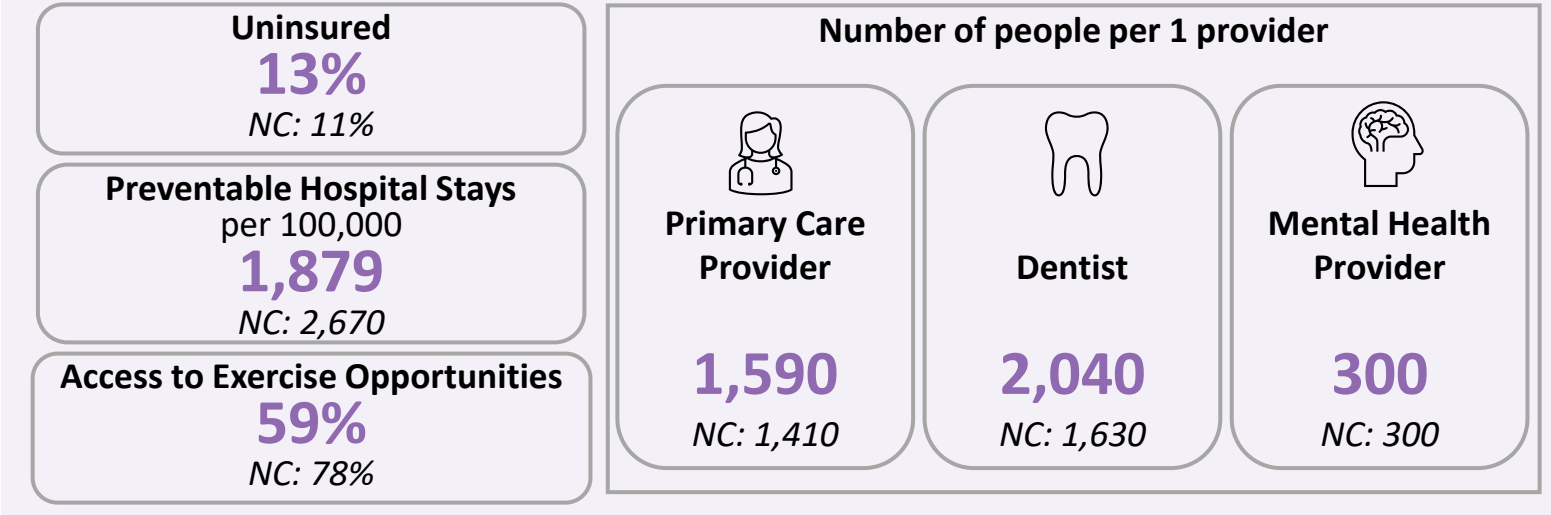


Burke County Community Health Characteristics

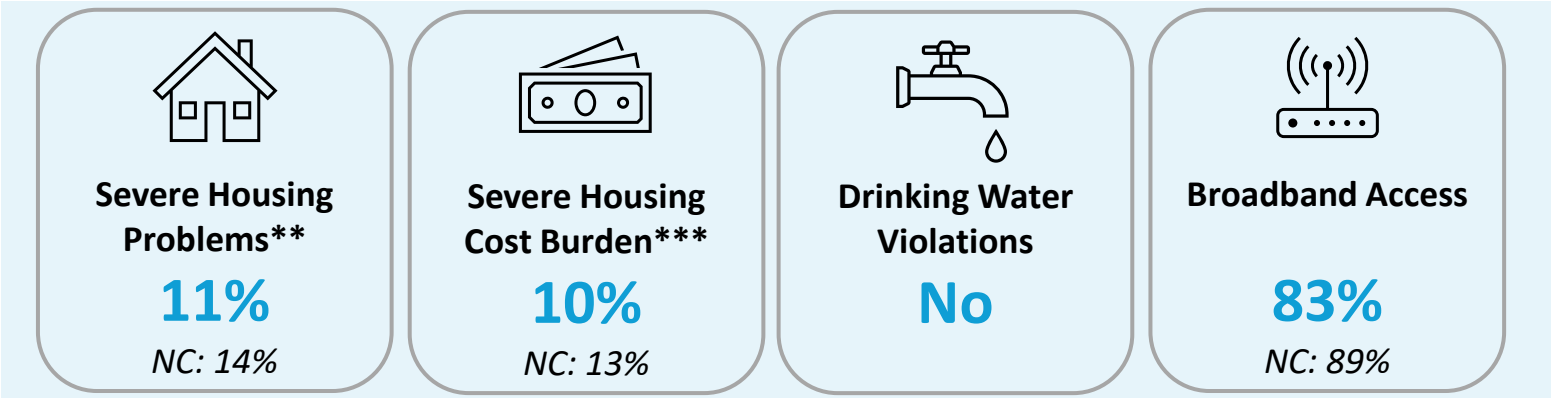
Socioeconomic Factors



Access to Health



Physical Environment



*The hourly wage needed to cover basic household expenses plus all relevant taxes for a household of one adult and two children.
**% of households with at least 1/4 of problems: overcrowding, high housing costs, lack of kitchen facilities, or lack of plumbing facilities
***% of households that spend 50% or more of their household income on housing

Impact Since Last CHNA

The IRS requires there to be an evaluation of the impact of any actions that were taken to address the significant health needs identified in the immediately preceding CHNA. The health priorities identified in the 2022 CHNA are listed below.



Written comments and insights were gained from community members through the Frye Regional Medical Center Survey regarding the 2022 identified health priorities and implementation plan. Details of the comments and actions Frye Regional Medical Center has taken to address the identified health priorities can be found on the next two pages.

Impact Since Last CHNA

Behavioral/Mental/Brain Health/Substance Use

1. Increase capacity of service through effective recruitment
2. Completion of construction project to increase capacity of inpatient behavioral health

Themes from Community Survey Comments (10 responses)*:

- South Campus- increased capacity (4)
 - Slight improvement in neuro and CT surgery services and coverage. Even with increased space and staffing seems to be an issue
- No knowledge or awareness (4)
 - Have seen an uptick in RESTART (local service provider)
 - Catawba County Public Health has been very innovative and involved in these areas

Healthy Eating

1. Comprehensive weight management program including medical and surgical options
2. Inpatient and outpatient dietitians to address healthy eating in the community
3. Financial support of food insecurity resources in the community

Themes from Community Survey Comments (7 responses)*:

- Weight loss clinic/NCBI (5)
 - Plenty of food options and clinics to help manage weight loss and nutrition.
- Support several local food banks & Annual canned food drive (2)

Access to Care

1. Recruitment efforts for primary care providers
2. Continue seeking providers from diverse backgrounds to better represent minorities in the community
3. Provide clinic space, improved scheduling access and locations convenient to the underserved communities
4. Complete work on helipad and collaborate with transfer center to increase access

Themes from Community Survey Comments (13 responses)*:

- Increased office space (including urgent cares) (4)
 - Frye does an excellent job at recruiting high level specialists for our area. A great place for health care close to home.
- Recruitment of new providers and staff (3)
 - Frye does an excellent job at providing clinic space
- Expansion of service offerings (including Lenoir location) (2)
- Helipad usage – increased frequency inbound and outbound (2)

Impact Since Last CHNA

Chronic Disease

1. Invest in resources to treat chronic disease of congestive heart failure

Themes from Community Survey Comments (8 responses)*:

- Expansion of service offerings (3)
 - Frye is expanding pulmonary services and pulmonary oncology
 - FryeCare Thoracic Oncology opened up as a multidisciplinary screening clinic to address lung cancer concerns and Frye Regional has a great oncology program.

Social Determinants of Health – housing, education, low income

1. Implement a screen for social determinants of health and deploy additional resources for assistance with controlling diabetes

Themes from Community Survey Comments (4 responses)*:

- None

Methods of Identifying Health Needs

Analysis of existing data

Utilization of secondary data sources to gain analytical insights of the community

Data source: County Health Rankings

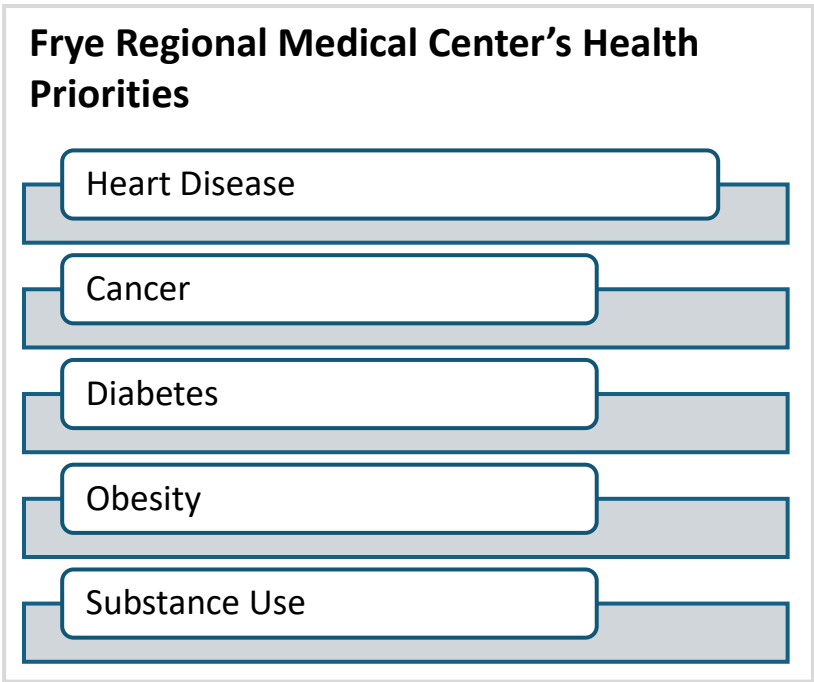
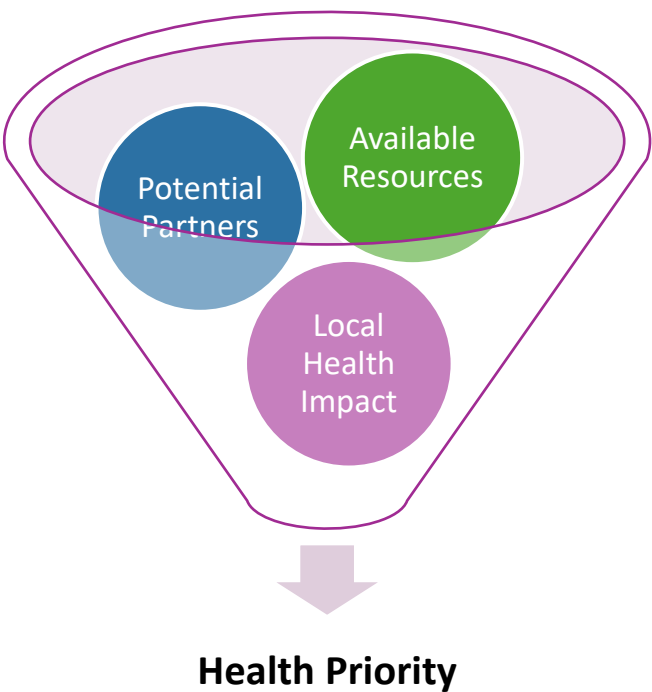
Collection of new data



Evaluate indicators and responses on below criteria



Select priority health needs for implementation plan



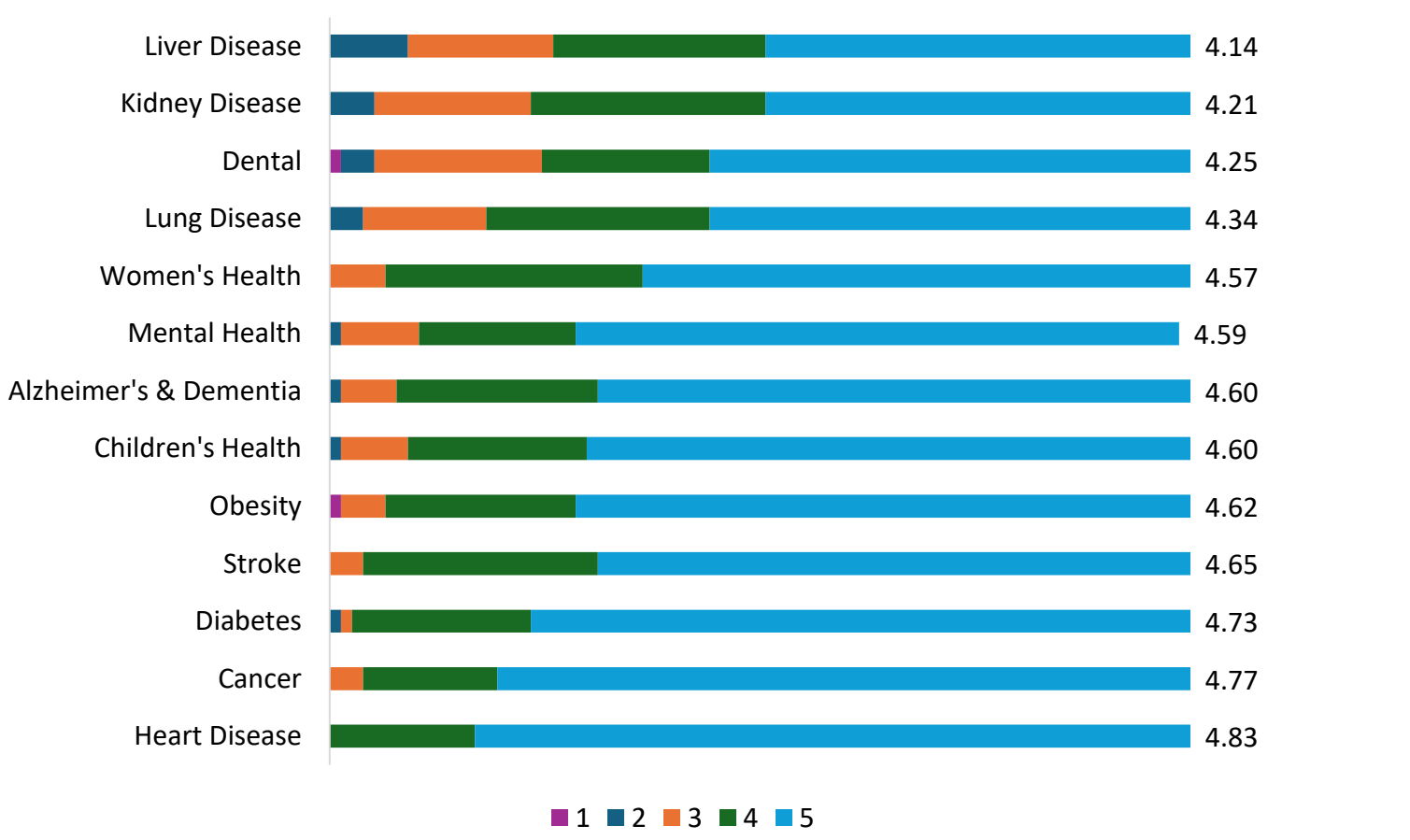
Community Survey Data

The health needs of the community include requisites for the improvement and maintenance of health status both in the community at large and in particular parts of the community, such as particular neighborhoods or populations experiencing health disparities. The community survey asked questions regarding health factors, lifestyle and personal factors, and community and healthcare services factors to better understand the local needs for the health status including groups with the highest health needs.

Health factors addressed areas such as chronic conditions, health conditions, and physical health. Lifestyle and personal factors addressed areas that affect the individual's health outcomes such as physical inactivity and substance abuse. Community and healthcare services factors addressed social determinants that influence community health, such as access to care, safety, and affordability.

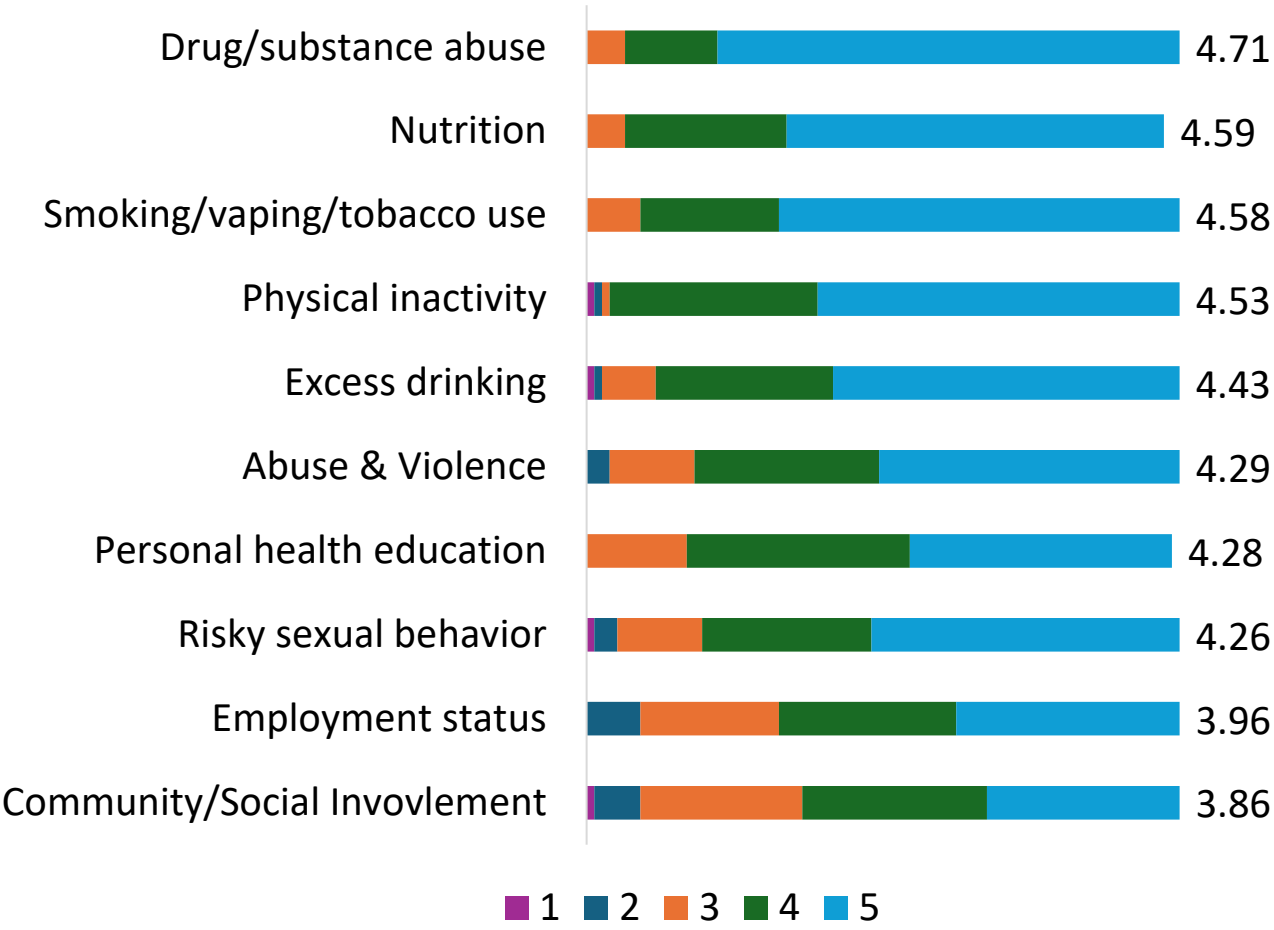
In our community survey, respondents had the opportunity to rate the importance of addressing different components of each factor. Results of the rankings are below.

Survey Question: Please rate the importance of addressing each Health Factor on a scale of 1 (not important) to 5 (very important).



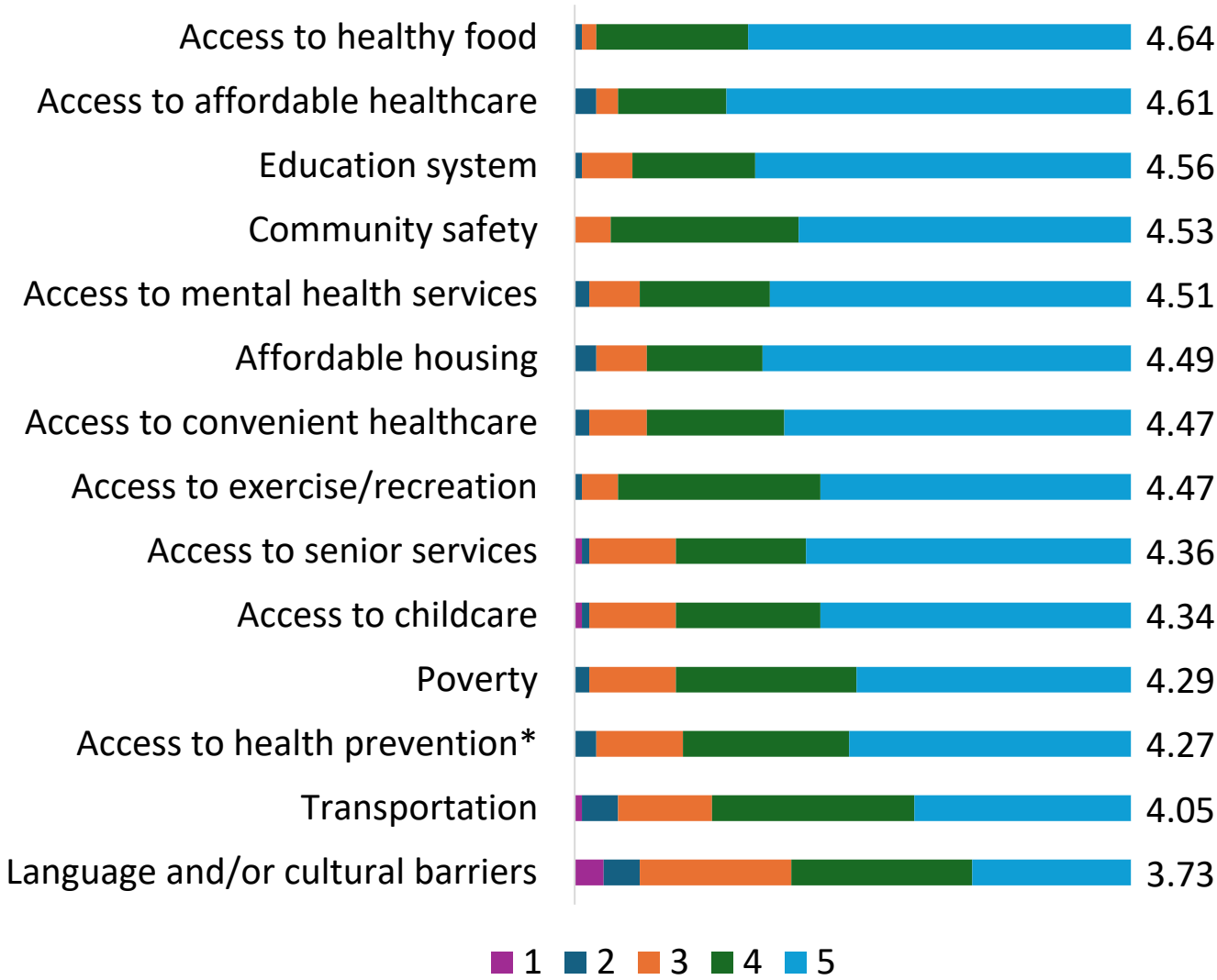
Community Survey Data

Survey Question: Please rate the importance of addressing each Lifestyle & Personal Factor on a scale of 1 (not important) to 5 (very important).



Community Survey Data

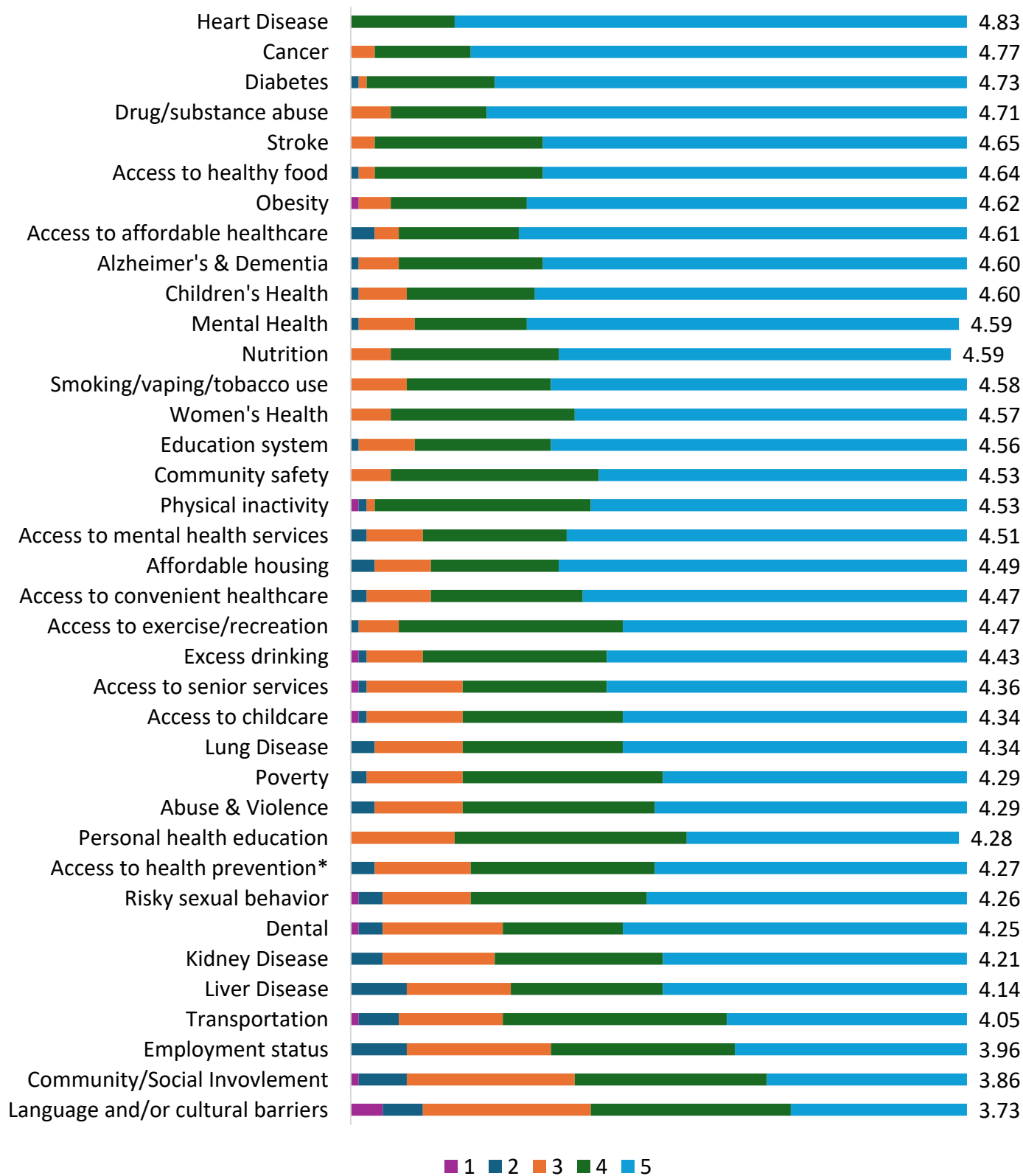
Survey Question: Please rate the importance of addressing each Community & Healthcare Services Factor on a scale of 1 (not important) to 5 (very important).



**Access to health prevention & education services*

Community Survey Data

Overall Health Priority Ranking (includes all three factor categories)



Community Summit

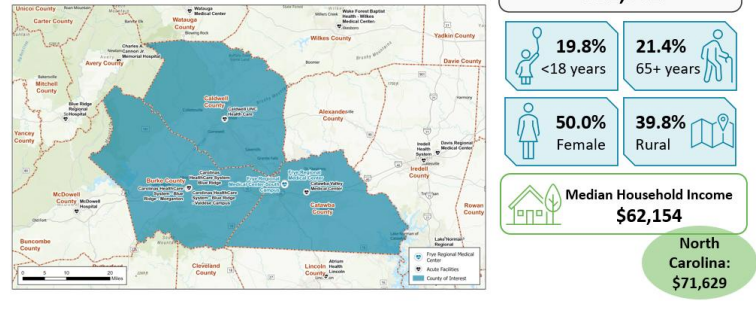
Frye Regional Medical Center held a Community Summit on July 22, 2025.

Below are topics of discussion and key takeaways.

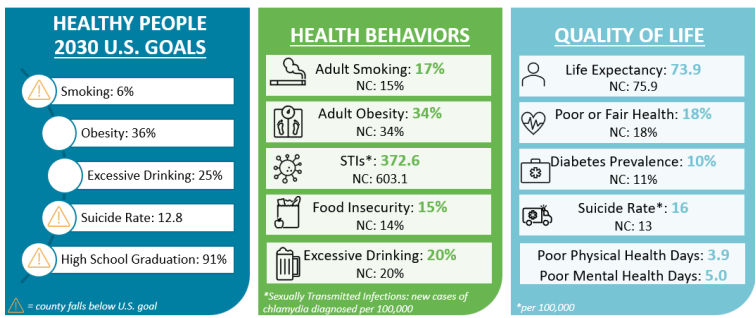
Demographics*

Slide examples

For the purpose of this CHNA, Frye RMC defines its service area as Catawba, Caldwell, and Burke Counties, NC.

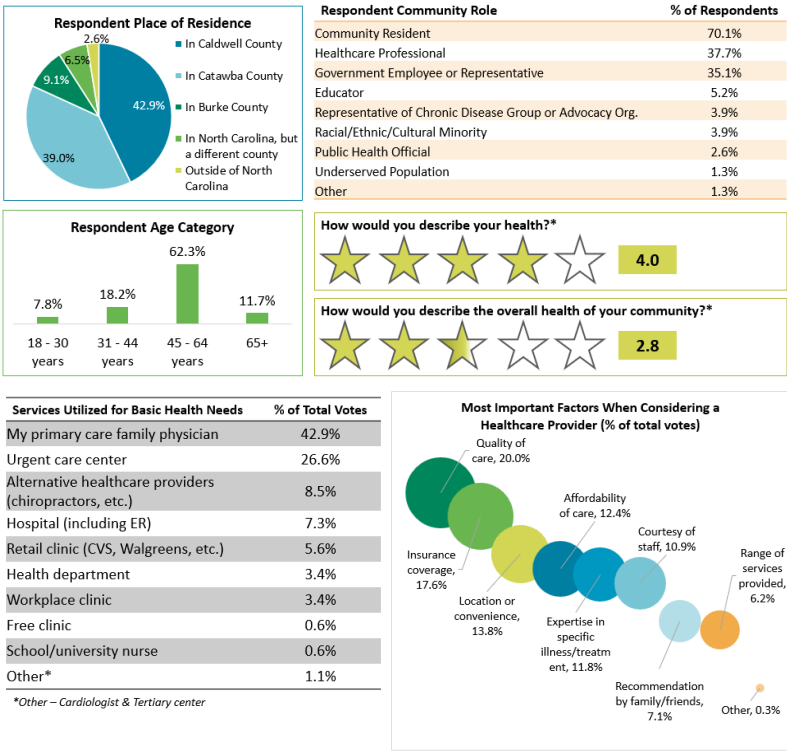


Community Analysis: Catawba County, North Carolina



Survey Analysis**

Slide examples



Prioritizing Health Needs

Focus areas for identified health needs

Health Need	% of Votes
Heart Disease	61.9%
Drug/Substance Abuse	57.1%
Obesity	47.6%
Access to Affordable Healthcare	33.3%
Cancer	28.6%
Diabetes	28.6%

Addressing Health Needs

Participant created goals

- ☐ **Heart Disease:** Decrease heart disease by raising awareness
- ☐ **Drug/Substance Abuse:** Reduce number of overdose deaths
- ☐ **Access to Affordable Healthcare:** Increase access and education to resources
- ☐ **Chronic Disease (diabetes, cancer, obesity):** Prevent chronic diseases in the community and help those with disease to thrive

Community Summit: Participants

During the community summit, prioritized health needs were assigned to breakout groups. Each group was tasked with developing action plans to address their assigned health issue. Participants were able to draw on their existing knowledge of the community as well as the information presented during the summit, including impacts from the prior CHNA, community demographics and social determinants of health data, and community survey results.

Participation in the community summit included:

Organization	Population(s) Represented
Catawba County Public Health	Public Health Official
Lenior-Rhyne University	Educator
Council of Adolescents	Healthcare Professional, Educator
Burke County Health Department	Educator
Caldwell Health Department	Public Health Official
Frye PFAC/City of Hickory	Community Resident, Government Employee or Representative
Catawba County Social Services	Community Resident, Government Employee or Representative
YMCA – Catawba Valley	Healthcare Professional, Representative of Chronic Disease Group or Advocacy Organization
Frye Regional Medical Center	Community Resident, Healthcare Professional
Chamber of Catawba County	Chamber
Appalachian State	Educator
Catawba County Public Health	Community Resident, Healthcare Professional, Government Employee or Representative, Public Health Official
Arts Culture Catawba	Community Resident, Healthcare Professional
Caldwell County EMS	Healthcare Professional
Greater Hickory Cooperative Christian Ministries	Healthcare Professional, Educator, Underserved Population, Representative of Chronic Disease Group or Advocacy Organization
Carolina Caring	Community Resident, Healthcare Professional

Input of medically underserved, low-income, and minority populations was received through both the community survey and summit.

Evaluation & Selection Process

<div>Severity or urgency of health need</div> <div>Health need has a higher severity, urgency, or burden and if addressed, could be positively impacted</div>	<div>Feasibility and effectiveness</div> <div>Pressing health needs where hospital interventions are feasible and impactful</div>	<div>Impact on health disparities</div> <div>Priority population health needs that have the ability to be positively impacted if addressed</div>	<div>Importance identified by community</div> <div>Health needs with online survey higher rankings or frequently mentioned by community members</div>
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Frye Regional Medical Center Health Need Evaluation

	Severity or urgency	Feasibility and effectiveness	Impact on health disparities	Importance identified by community
Heart Disease	✓	✓	✓	✓
Cancer	✓	✓	✓	✓
Diabetes		✓	✓	✓
Drug/Substance Abuse	✓		✓	✓
Stroke	✓	✓	✓	✓
Access to Healthy Food	✓		✓	✓
Obesity	✓	✓	✓	✓
Access to Affordable Healthcare	✓		✓	✓
Children's Health	✓		✓	✓
Alzheimer's & Dementia	✓	✓	✓	✓

Overview of Priorities

Heart Disease

Heart disease was the highest ranked health need in the community with a ranking of 4.83.

The following data point provides insight regarding heart disease in North Carolina.

- The 2022 mortality rate for heart disease in North Carolina was 165.8 deaths per 100,000 people (21,763 deaths), which was the 24th highest rate in the United States.

Cancer

Cancer was the second highest ranked health need in the community with a ranking of 4.77.

The following data points provide insight regarding cancer in North Carolina.

- In 2022, the North Carolina rate of new cancer diagnoses was 469.7 per 100,000 population compared to the United States at 442.3 per 100,000 population.
- In 2023, the North Carolina rate of cancer deaths was 150.8 per 100,000 population compared to the United States at 142 per 100,000 population.

Diabetes

Diabetes had the third highest ranking of 4.73 in the community survey.

The following data point provides insight regarding diabetes in the service area.

- In 2022, the diabetes prevalence rate was 10% in Catawba County, compared to 11% in North Carolina and 10% in the United States.
- In 2022, the diabetes prevalence rate was 9% in Caldwell County, compared to 11% in North Carolina and 11% in the United States.
- In 2022, the diabetes prevalence rate was 10% in Burke County, compared to 11% in North Carolina and 10% in the United States.

Overview of Priorities

Obesity

Obesity was the seventh highest ranked health need in the community with a ranking of 4.62.

The following data point provides insight regarding obesity (adults with a BMI of 30 or greater) in the service area.

- In 2022, the obesity rate was 34% in Catawba County, compared to 34% in North Carolina.
- In 2022, the obesity rate was 35% in Caldwell County, compared to 34% in North Carolina.
- In 2022, the diabetes prevalence rate was 32% in Burke County, compared to 34% in North Carolina.

Substance Use

Drug/substance abuse was the fourth highest ranked health need in the community with a ranking of 4.71.

The following data points provide insight regarding substance use in the service area.

- Between 2020-2022, there were 39 drug overdose deaths per 100,000 people in Catawba County, compared to North Carolina at 36 deaths per 100,000.
- Between 2020-2022, there were 46 drug overdose deaths per 100,000 people in Caldwell County, compared to North Carolina at 36 deaths per 100,000.
- Between 2020-2022, there were 51 drug overdose deaths per 100,000 people in Burke County, compared to North Carolina at 36 deaths per 100,000.

Overview of Priorities

Not Selected Health Priorities

Frye Regional Medical Center understands the need to address all health needs and is committed to making impacts across the community where possible. For the purpose of this CHNA, Frye Regional Medical Center has decided to focus efforts toward the previous four health priorities.

The health priorities not selected are:

- ☐ **Stroke** - While we recognize the importance of this need, this health need scored a relatively low priority compared to others.
- ☐ **Access to Healthy Food** - While we recognize the importance of this need, it is outside the scope of services the facility provides.
- ☐ **Access to Affordable Healthcare**- While we recognize the importance of this need, it is outside the scope of services the facility provides.
- ☐ **Children's Health** - While we recognize the importance of this need, Frye Regional Medical Center faces resource constraints to effectively address.
- ☐ **Alzheimer's and Dementia** - While we recognize the importance of this need, this health need scored a relatively low priority compared to others.

Implementation Plan Framework

Executive leadership at Frye Regional Medical Center gathered to discuss plans to address the identified health priorities. The leaders decided to breakout the health priorities into sub-categories to effectively create action plans to make positive community impacts. The next five pages outline the implementation plan for each identified health need seen below.

Frye Regional Medical Center Health Need Evaluation

	Severity or urgency	Feasibility and effectiveness	Impact on health disparities	Importance identified by community
Heart Disease	✓	✓	✓	✓
Cancer	✓	✓	✓	✓
Diabetes		✓	✓	✓
Obesity	✓	✓	✓	✓
Substance Use	✓		✓	✓

This implementation plan was approved by the Board on 09/29/2025

Implementation Plan: Heart Disease

Initiative: Education

Goal: Educate community residents and healthcare professionals on cardiovascular health

Strategies Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 1: Host Cardiovascular Symposium	Annually 2026 - 2028	➤ Frye Regional Medical Center Growth & Outreach Teams	➤ Community College and local university ➤ Duke Heart Network
Strategy 2: Continue community education including community events	Ongoing	➤ Frye Regional Medical Center Marketing & Heart Center Teams	
Strategy 3: Creation of partnership with Appalachian State University with Aging Well	Quarter 4, 2026	➤ Frye Regional Medical Center Marketing and Growth & Outreach Teams	➤ Appalachian State University
Strategy 4: Continue cardiovascular education with EMS	Quarterly 2026 - 2028	➤ Frye Regional Medical Center Growth & Outreach	➤ Local county EMS teams

Anticipated Impact:

- Increased awareness and knowledge of cardiovascular health for the community

Implementation Plan: Chronic Diseases

Initiative: Cancer

Goal: Increase awareness and education to local cancer services

Strategies Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 1: Increase awareness and education for screenings regarding lung cancer	Ongoing	➤ Frye Regional Medical Center Growth & Outreach, Marketing, The Lung Center Teams	➤ Local providers ➤ Local media
Strategy 2: Continuation of the Healthy Person Program	Ongoing	➤ Lifepoint HSC Team	
Strategy 3: Continued partnership with Duke for CME credits for Tumor Board providers	Ongoing	➤ Frye Regional Medical Center Cancer Navigators	➤ Duke ➤ Carolina Oncology team
Strategy 4: Explore opportunity to re-start cancer support group(s)	Ongoing	➤ Frye Regional Medical Center Cancer Navigators	

Anticipated Impact:

- Improved awareness and knowledge of local cancer care

Implementation Plan: Chronic Diseases

Initiative: Diabetes

Goal: Increase awareness and education of diabetes, including juvenile diabetes

Strategies Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 1: Increase awareness of onboarded diabetes educator	Ongoing	➤ Frye Regional Medical Center Marketing and Growth & Outreach Teams	➤ Local providers ➤ Local schools
Strategy 2: Education on juvenile diabetes including insulin pump trainings	Ongoing	➤ Frye Regional Medical Center Marketing, Growth & Outreach, and Diabetes Educator	➤ Local schools ➤ The Episcopal Church of the Ascension, Family & Children's Ministry
Strategy 3: Explore opportunity for partnership with YMCA	Ongoing	➤ Frye Regional Medical Center Marketing, Growth & Outreach, & Diabetes Educator	➤ YMCA
Strategy 4: Education on benefits of health and wellness during the City of Hickory 5k Series	Quintannually 2026 - 2028	➤ Frye Regional Medical Center Marketing & Diabetes Educator	➤ City of Hickory Parks & Recreation

Anticipated Impact:

- Increased awareness and knowledge of diabetes and health and wellness
- Increased knowledge of juvenile diabetes and caring for youth with diabetes

Implementation Plan: Chronic Diseases

Initiative: Obesity

Goal: Increase awareness and education of obesity and local services

Strategies Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 1: Continue increasing awareness for North Carolina Bariatric Institute (NCBI)	Ongoing	➤ Frye Regional Medical Center Marketing, Growth & Outreach, and NCBI Teams	➤ Cherokee Reservation ➤ Local providers ➤ Atrium Wake Forest Baptist Health
Strategy 2: Continue increasing awareness for FryeCare Medical Weight Loss	Ongoing	➤ Frye Regional Medical Center Marketing and Growth & Outreach Teams	➤ Local providers ➤ Atrium Wake Forest Baptist Health (Back on Track patients)
Strategy 3: Explore partnership with Hickory Farmers Market for monthly education awareness	April – October 2026-2028	➤ Frye Regional Medical Center Marketing and FryeCare Physicians Network Teams	➤ Local farmers market ➤ City of Hickory

Anticipated Impact:

- Increased awareness and knowledge of obesity and prevention methods
- Increased utilization of local obesity services

Implementation Plan: Substance Use

Initiative: Response and Treatment

Goal: Maintain partnerships for substance use response and treatment options

Strategies Actions facility plans to implement	Goal Completion Date	Accountable Organization/Team	Community Resources & Partnerships
Strategy 1: Continued partnership with Opioid Core Team for Catawba County	Monthly 2026 - 2028	➤ Frye Regional Medical Center Executive Leadership	➤ Catawba County
Strategy 2: Continued partnership with PORT (Post-Overdose Response Team) Teams	Ongoing	➤ Frye Regional Medical Center Emergency Department and Case Managers	➤ Community Paramedics
Strategy 3: Increase awareness of Frye Behavioral Health Hospital including education on substance use disorder treatment	Ongoing	➤ Frye Regional Medical Center Marketing and Behavioral Health Staff	➤ Catawba County

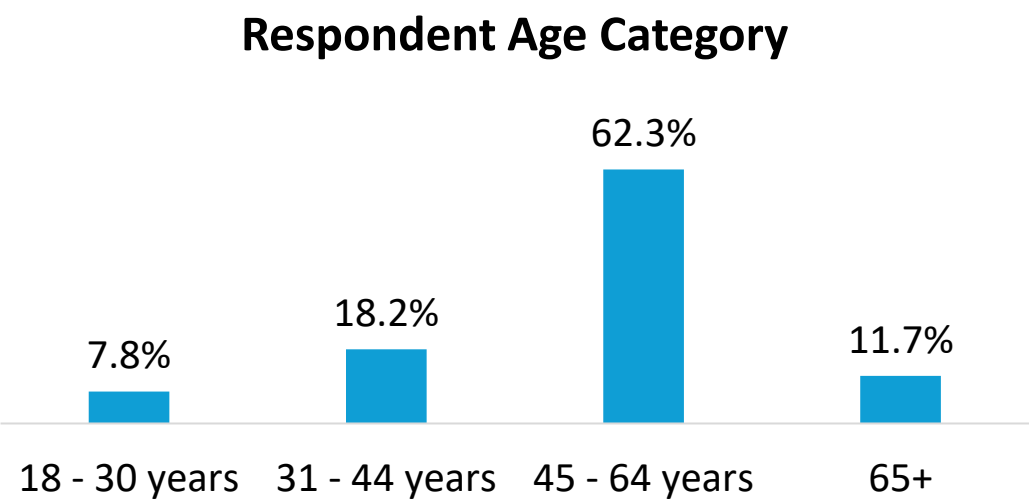
Anticipated Impact:

- Continued partnerships for substance use response
- Increased awareness of substance use treatment options at Frye Behavioral Health Hospital

Appendix: Survey Results

Survey Results

Survey Question 1: Please provide your age.

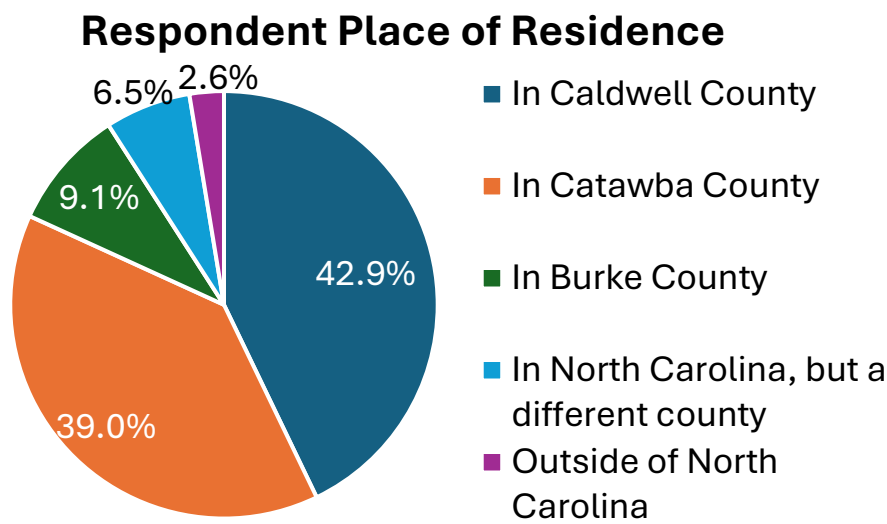


Survey Question 2: Please select which roles apply to you. [Check all that apply]

Respondent Community Role	% of Respondents
Community Resident	70.1%
Healthcare Professional	37.7%
Government Employee or Representative	35.1%
Educator	5.2%
Representative of Chronic Disease Group or Advocacy Org.	3.9%
Racial/Ethnic/Cultural Minority	3.9%
Public Health Official	2.6%
Underserved Population	1.3%
Other	1.3%

Survey Results

Survey Question 3: Where is your primary residence?



Survey Question 4: How would you describe your health? (1 star = Poor; 5 stars = Excellent)



Survey Question 5: How would you describe the overall health of your community? (1 star = Poor; 5 stars = Excellent)



Survey Results

Survey Question 6: Please rate the importance of addressing each Health Factor on a scale of 1 (not important) to 5 (very important).

Weighted average of votes	
Heart Disease	4.83
Cancer	4.77
Diabetes	4.73
Stroke	4.65
Obesity	4.62
Children's Health	4.60
Alzheimer's & Dementia	4.60
Mental Health	4.59
Women's Health	4.57
Lung Disease	4.34
Dental	4.25
Kidney Disease	4.21
Liver Disease	4.14

Factor is in the overall top 10

Survey Question 7: If there is another Health Factor that needs addressing, please specify

- Addiction/Drug abuse (3)
- Breastfeeding mothers
- Economics of health and associated costs
- Endometriosis
- Eye care
- Fibromyalgia and pain management
- Genetic issues that play a factor in overall health
- Homelessness
- Orthopedics
- Special needs

Survey Results

Survey Question 8: Please rate the importance of addressing each Lifestyle & Personal Factor on a scale of 1 (not important) to 5 (very important).

Weighted average of votes	
Drug/substance abuse	4.71
Nutrition	4.59
Smoking/vaping/tobacco use	4.58
Physical inactivity	4.53
Excess drinking	4.43
Abuse & Violence	4.29
Personal health education	4.28
Risky sexual behavior	4.26
Employment status	3.96
Community/Social Involvement	3.86

Factor is in the overall top 10

Survey Question 9: If there is another Lifestyle & Personal Factor that needs addressing, please specify

- Addiction to social media/devices
- Better infrastructure and quality of life (environmental concerns)
- Mental illness
- Social isolation

Survey Results

Survey Question 10: Please rate the importance of addressing each Community & Healthcare Services Factor on a scale of 1 (not important) to 5 (very important).

Weighted average of votes	
Access to healthy food	4.64
Access to affordable healthcare	4.61
Education system	4.56
Community safety	4.53
Access to mental health services	4.51
Affordable housing	4.49
Access to exercise/recreation	4.47
Access to convenient healthcare	4.47
Access to senior services	4.36
Access to childcare	4.34
Poverty	4.29
Access to health prevention & education services	4.27
Transportation	4.05
Language and/or cultural barriers	3.73

Factor is in the overall top 10

Survey Question 11: If there is another Community & Healthcare Services Factor that needs addressing, please specify

- Access to affordable healthcare and trade labor
- Additional mental health services covered by Medicaid

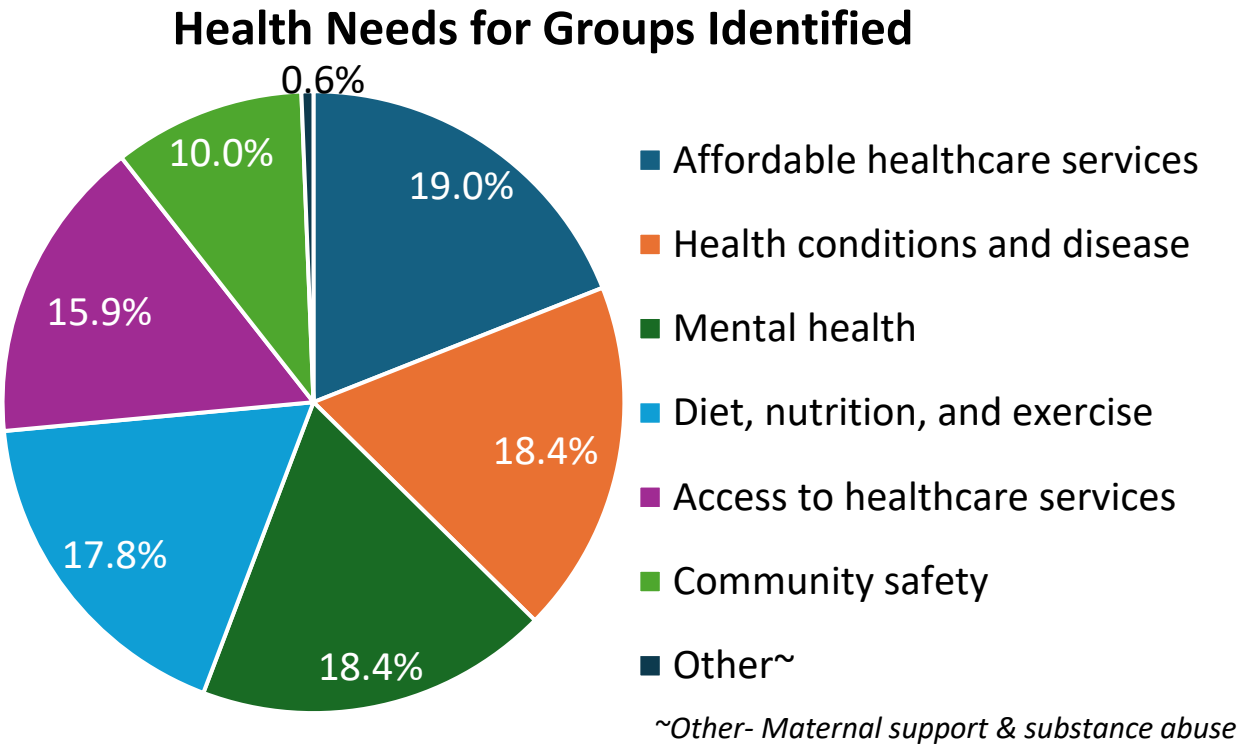
Survey Results

Survey Question 12: Which groups have the highest health needs in your community? (Select all that apply)

Groups with Highest Health Needs	% of Total Votes
Low-income groups	27.5%
Older adults	27.5%
Individuals requiring additional health support	13.8%
Children	12.8%
Women	9.6%
Racial and ethnic minority groups	6.0%
LGBTQIA+	2.3%
Other^	0.5%

^Other- People with disabilities (developmental disabilities, intellectual disabilities, psychiatric disabilities)

Survey Question 13: What are the health needs, if any, for the group(s) selected above? (Select all that apply)



Survey Results

Survey Question 14: How would you rate the quality of healthcare services in your community? (1 star = Poor; 5 stars = Excellent)



Survey Question 15: How would you rate the convenience of healthcare services in your community? (1 star = Poor; 5 stars = Excellent)

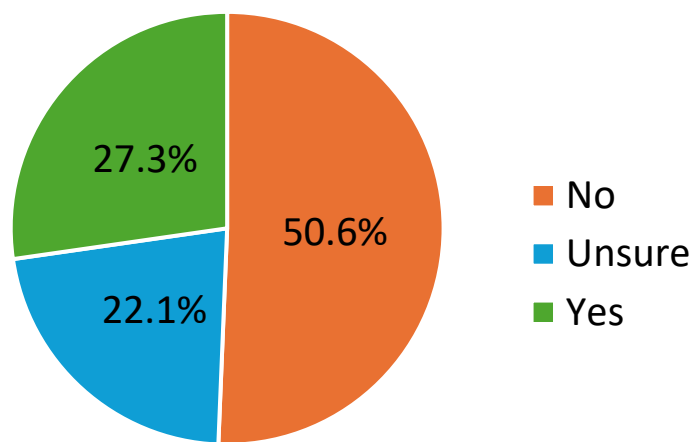


Survey Question 16: How would you rate the affordability of healthcare services in your community? (1 star = Poor; 5 stars = Excellent)



Survey Results

Survey Question 17: Are you aware of efforts to address Behavioral/Mental/ Brain Health/Substance Use in your community in the last 3 years?



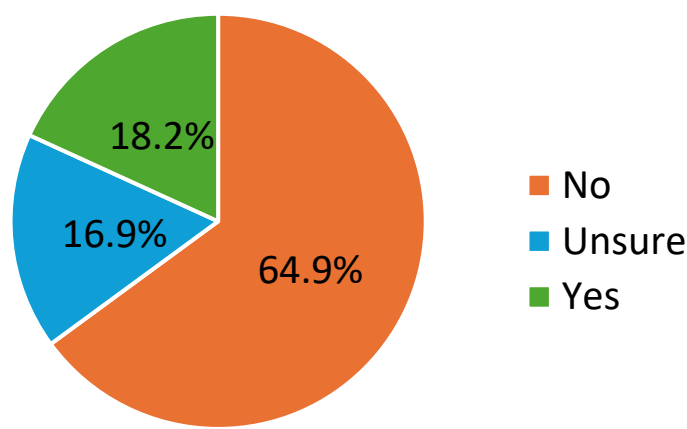
Survey Question 18: If yes, please share comments or observations about the positive changes you have seen in the community.

- Themes from Comments (10 responses):**
- 1. South Campus- increased capacity (4)
 - ☐ Slight improvement in neuro and CT surgery services and coverage. Even with increased space and staffing seems to be an issue
 - 2. No knowledge or awareness (4)
 - ☐ Have seen an uptick in RESTART (local service provider)
 - ☐ Catawba County Public Health has been very innovative and involved in these areas

- Additional Comments:**
- Trying to expand geriatric behavioral health
 - Increase in efforts to help people dealing with drug addictions

Survey Results

Survey Question 19: Are you aware of efforts to address Healthy Eating in your community in the last 3 years?



Survey Question 20: If yes, please share comments or observations about the positive changes you have seen in the community.

Themes from Comments (7 responses):

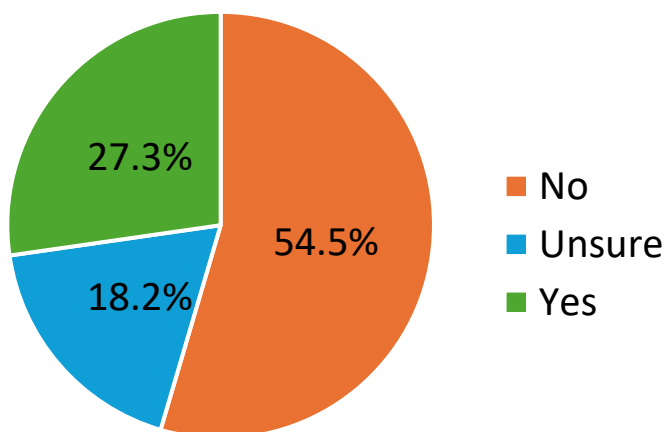
- 1. Weight loss clinic/NCBI (5)
 - ☐ Plenty of food options and clinics to help manage weight loss and nutrition.
- 2. Support several local food banks & Annual canned food drive (2)

Additional Comments:

- Bariatric programs
- Unaware, but Catawba County Public Health has been very innovative and involved in these areas

Survey Results

Survey Question 21: Are you aware of efforts to address Access to Care in your community in the last 3 years?



Survey Question 22: If yes, please share comments or observations about the positive changes you have seen in the community.

Themes from Comments (13 responses):

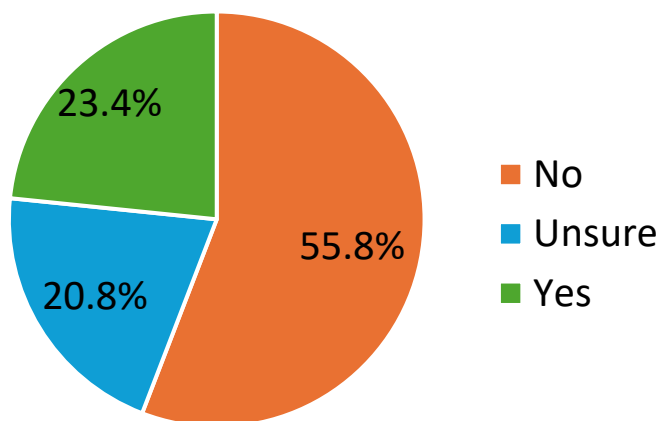
1. Increased office space (including urgent cares) (4)
 - ☐ Frye does an excellent job at recruiting high level specialists for our area. A great place for health care close to home.
2. Recruitment of new providers and staff (3)
 - ☐ Frye does an excellent job at providing clinic space
3. Expansion of service offerings (including Lenoir location) (2)
4. Helipad usage – increased frequency inbound and outbound (2)

Additional Comments:

- Efforts to make primary care schedules maximize availability
- Good to see Hop Scotch (senior service provider added) - not sure if it's Frye, but we need alternative to UNC Health
- Need more appointments, late night or after 5 specialty appointments
- Unaware of Frye's actions; however, Catawba County Public Health has been very innovative and involved in these areas

Survey Results

Survey Question 23: Are you aware of efforts to address Chronic Diseases in your community in the last 3 years?



Survey Question 24: If yes, please share comments or observations about the positive changes you have seen in the community.

Themes from Comments (8 responses):

1. Expansion of service offerings (3)

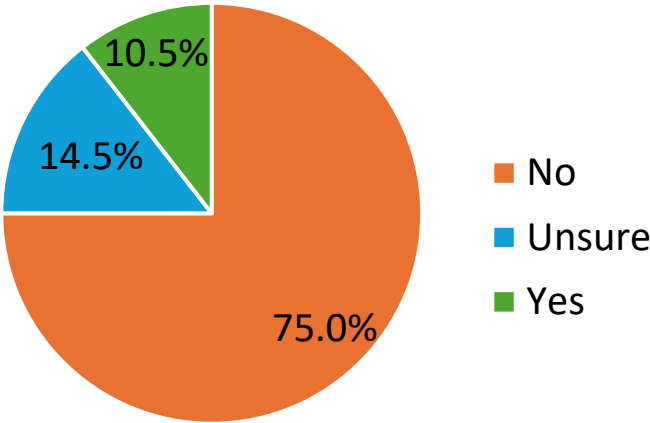
- ☐ Frye is expanding pulmonary services and pulmonary oncology
- ☐ FryeCare Thoracic Oncology opened up as a multidisciplinary screening clinic to address lung cancer concerns and Frye Regional has a great oncology program.

Additional Comments:

- Community paramedic
- Help with affordable medicine
- I am aware of Frye's heart initiative through the bridge walkway graphic
- Posters and educational materials in dr offices
- They screen for breast cancer and lung cancer and reach out when it's time for a follow up

Survey Results

Survey Question 25: Are you aware of efforts to address Social Determinants of Health – housing, education, low income in your community in the last 3 years?



Survey Question 26: If yes, please share comments or observations about the positive changes you have seen in the community.

Themes from Comments (4 responses):

- None

Additional Comments:

- New low-income housing coming to the area
- Need more cv screenings
- Only see expensive housing units that people cannot afford being built
- The screener shouldn't be completed by nursing as patients feel they may be judged

Survey Results

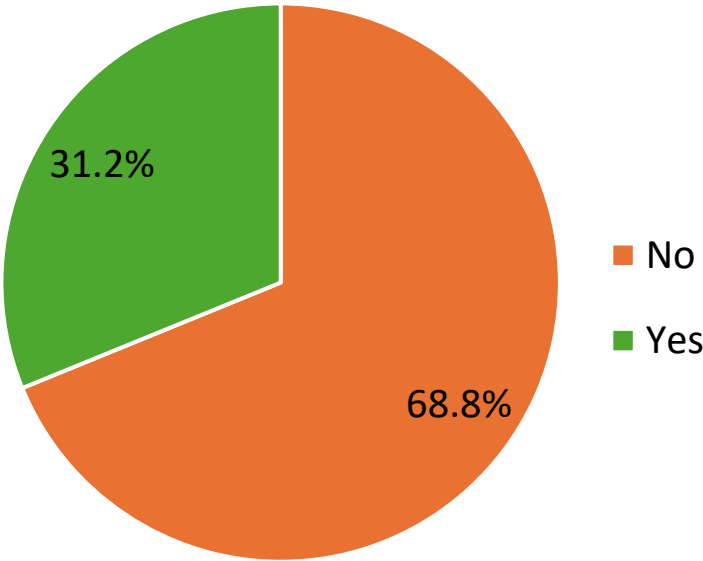
Survey Question 27: Which services do you use for basic health needs? (Select all that apply)

Services Utilized for Basic Health Needs	% of Total Votes
My primary care family physician	42.9%
Urgent care center	26.6%
Alternative healthcare providers (chiropractors, etc.)	8.5%
Hospital (including ER)	7.3%
Retail clinic (CVS, Walgreens, etc.)	5.6%
Health department	3.4%
Workplace clinic	3.4%
Free clinic	0.6%
School/university nurse	0.6%
Other*	1.1%

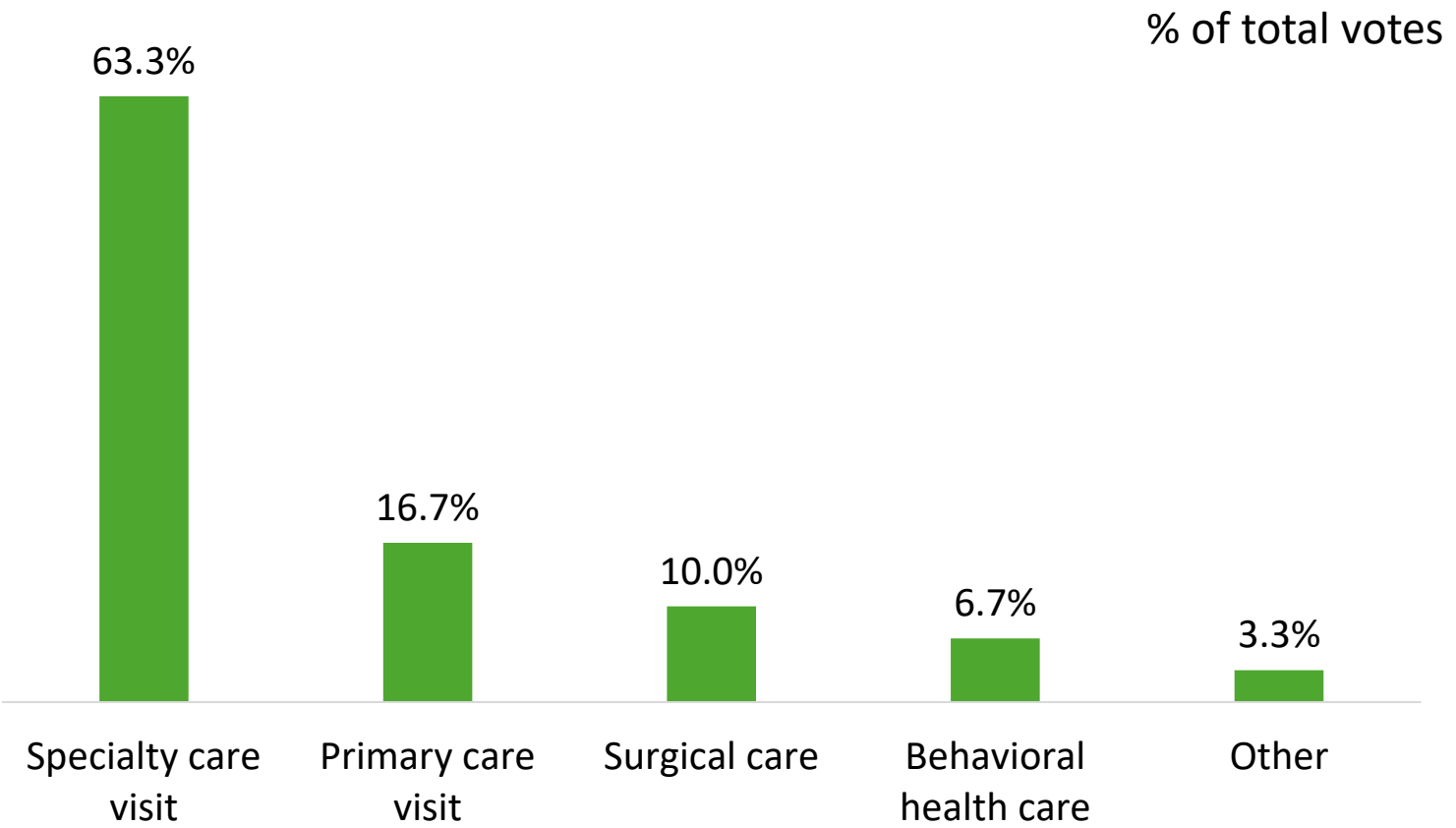
**Other – Cardiologist & Tertiary center*

Survey Results

Survey Question 28: In the last 12 months, have you received healthcare outside of your community?



Survey Question 29: Which of the following services did you receive outside the community? (Select all that apply)



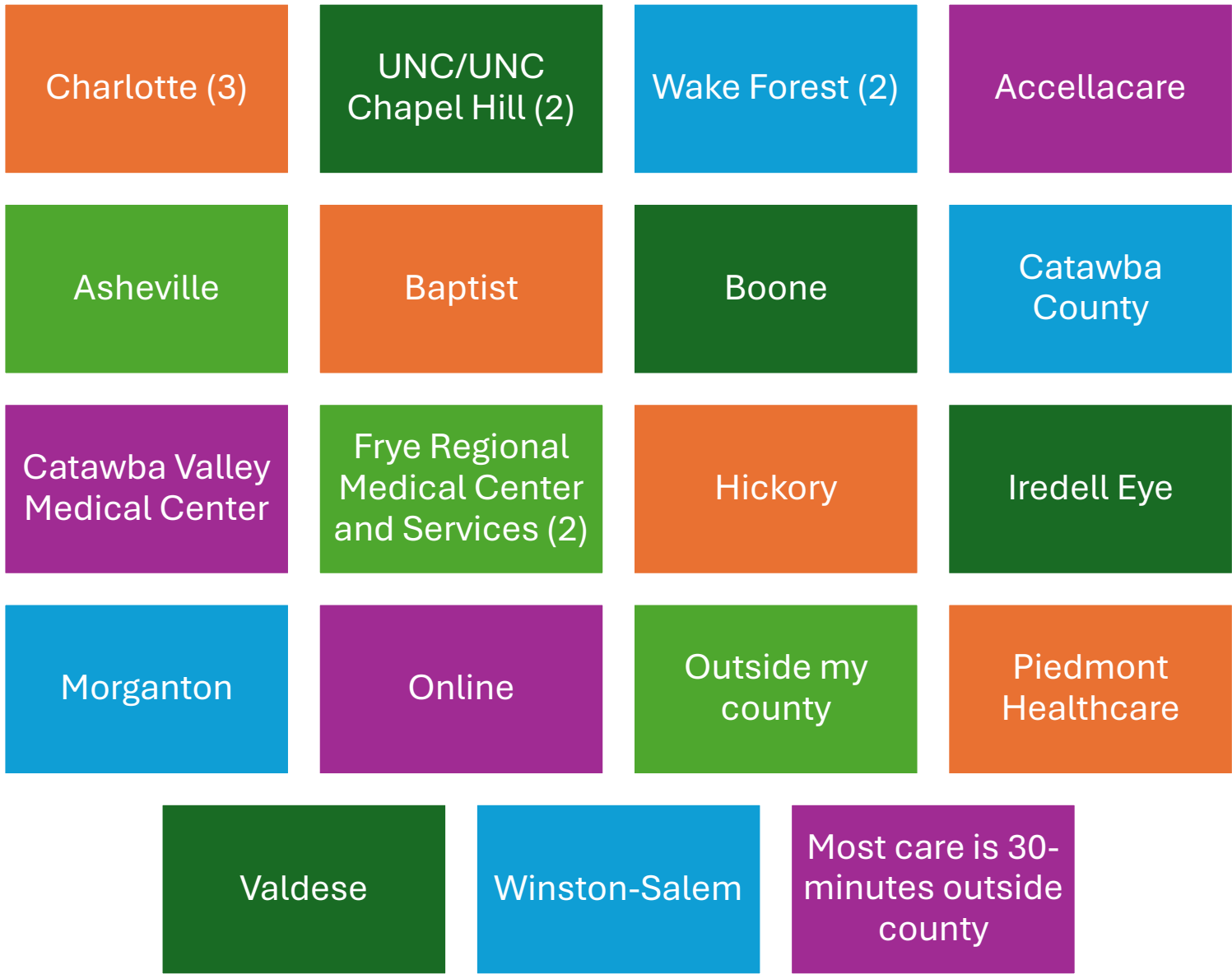
Survey Results

Survey Question 30: If you selected yes to seeking specialty care or surgical care outside the community, please specify what services you are seeking.



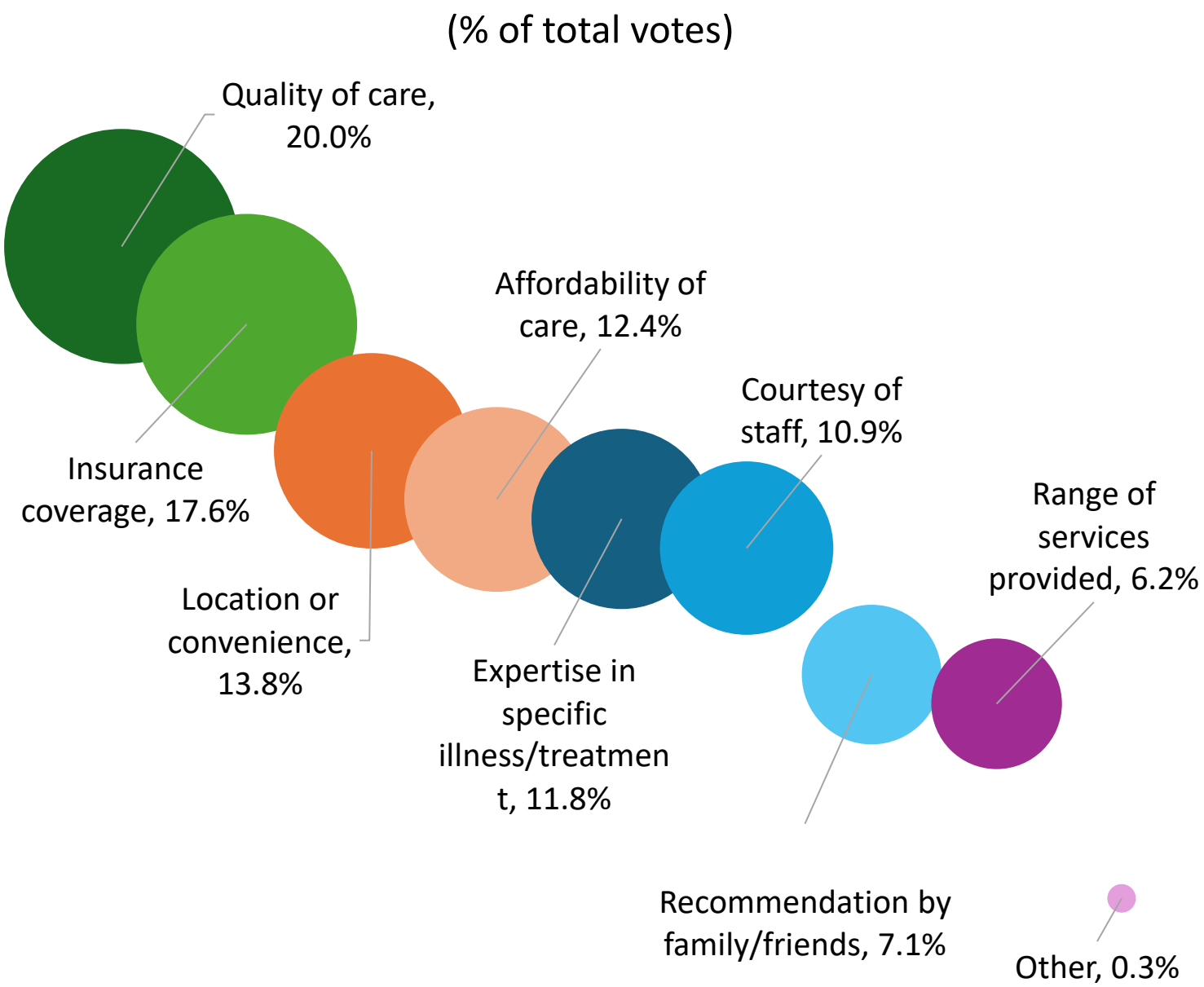
Survey Results

Survey Question 31: If you selected yes to seeking specialty care or surgical care outside the community, please specify where you are receiving services.



Survey Results

Survey Question 32: What do you consider to be the most important when considering a healthcare provider? (Select all that apply)



Other = Cultural competence

Survey Results

Survey Question 33: Which of the following public health services should Frye Regional Medical Center and its community partners focus on improving? (Select all that apply)

