

# Frye Regional Medical Center 2026 – 2028

## *Community Health Implementation Plan*

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

**FRYE REGIONAL**  
MEDICAL CENTER

A Duke LifePoint Hospital

Adopted by Board 09/29/2025



# Table of Contents

About Frye Regional Medical Center..... 3

Community Health Needs Assessment (CHNA) Overview..... 4

CHNA Process..... 5

Implementation Plan Framework..... 6

Implementation Plan Strategy..... 7

# 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 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

# 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
<b>Strategy 1:</b> Host Cardiovascular Symposium	Annually 2026 - 2028	➤ Frye Regional Medical Center Growth & Outreach Teams	➤ Community College and local university ➤ Duke Heart Network
<b>Strategy 2:</b> Continue community education including community events	Ongoing	➤ Frye Regional Medical Center Marketing & Heart Center Teams	
<b>Strategy 3:</b> 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
<b>Strategy 4:</b> 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
<b>Strategy 1:</b> 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
<b>Strategy 2:</b> Continuation of the Healthy Person Program	Ongoing	➤ Lifepoint HSC Team	
<b>Strategy 3:</b> Continued partnership with Duke for CME credits for Tumor Board providers	Ongoing	➤ Frye Regional Medical Center Cancer Navigators	➤ Duke ➤ Carolina Oncology team
<b>Strategy 4:</b> 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
<b>Strategy 1:</b> Increase awareness of onboarded diabetes educator	Ongoing	➤ Frye Regional Medical Center Marketing and Growth & Outreach Teams	➤ Local providers ➤ Local schools
<b>Strategy 2:</b> 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
<b>Strategy 3:</b> Explore opportunity for partnership with YMCA	Ongoing	➤ Frye Regional Medical Center Marketing, Growth & Outreach, & Diabetes Educator	➤ YMCA
<b>Strategy 4:</b> 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
<b>Strategy 1:</b> 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
<b>Strategy 2:</b> 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)
<b>Strategy 3:</b> 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
<b>Strategy 1:</b> Continued partnership with Opioid Core Team for Catawba County	Monthly 2026 - 2028	➤ Frye Regional Medical Center Executive Leadership	➤ Catawba County
<b>Strategy 2:</b> Continued partnership with PORT (Post-Overdose Response Team) Teams	Ongoing	➤ Frye Regional Medical Center Emergency Department and Case Managers	➤ Community Paramedics
<b>Strategy 3:</b> 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