1993

With additional hospitals on board, Coastal Carolinas Health Alliance is officially recognized as a 501(c)3 non-profit. Its Board of Trustees, comprised of hospital CEOs, hold a strategic planning session to launch new initiatives.

1990

Leo Petit, then CEO of Bladen County Hospital, meets with other regional hospital leaders, including Cape Fear Memorial, New Hanover Regional, and Pender Memorial, to begin planning a shared nonprofit organization.

2009

CCHA is awarded grant funds to begin its Mobile Simulation Program. Startup included purchasing a truck, outfitting its interior to resemble a hospital room, and ordering high-fidelity patient mannequins for emergency scenario training.

2010

Coastal Connect Health Information Exchange goes live, providing a secure, efficient method of sharing real-time patient information between connected hospitals and community providers throughout the region.

2015

CCHA partners with the Southern Atlantic Healthcare Alliance to form Illucient Purchasing Alliance, LLC, leveraging the purchasing volumes of both alliances to secure more competitive contract pricing for their members.
FROM OUR CEO  YVONNE HUGHES

On behalf of my team, I’d like to express my gratitude to our members, partners, and communities. All of us are still reeling from the ongoing impacts of COVID-19, which have been particularly challenging for healthcare. Everyone from hospital systems to community providers to organizations like ours have had to adjust, regroup, and innovate in order to meet those challenges head-on. In fact that has been CCHA's history for the past three decades.

2020 is the 30th anniversary of CCHA. What started off as a handful of hospital leaders coming together to launch a few collaborative programs has grown into a nationally-recognized healthcare nonprofit that brings together hospitals, practices, communities, and academic institutions (among many other stakeholders) for networking, education, and collaboration. We are proud to stand alongside so many dynamic providers, partners, and teams, and we remain committed to our mission of improving the quality and delivery of healthcare throughout this region.

FROM OUR BOARD CHAIR  GREG WOOD (CEO, SCOTLAND HEALTH CARE SYSTEM)

30 years ago, CCHA started when Leo Petit convened several regional CEOs and convinced us that working together in an organized manner would benefit all of us more than competing. I bet there are only a few people out there besides me who remember that. Thirty years later, Leo was right. Our initiatives and teams, be they the standard savings from group purchasing or innovative programs like our Mobile Simulation Program or the SANE Program, have greatly benefitted our organizations. But much more importantly, our communities and the citizens we serve are much better off. Let us not forget our sister organization, Coastal Connect Health Information Exchange, and the great improvements in treatment that easier data sharing creates. As Leo observed thirty years ago, when talented leaders with the right values come together much good happens. Thanks to each of you for helping CCHA help us, and in turn making our region and our communities better. Happy anniversary to CCHA!
RESPONDING TO THE COVID-19 PANDEMIC

During the pandemic, our staff worked remotely and teams met by phone or webinar. Community Health Team, Critical Access Hospitals, Foundation Directors, among others, all focusing on COVID prevention, testing, tracing, staffing, and funding. Our Coastal Connect Health Information Exchange developed customized COVID reports and heat maps based on patient zip codes. Our annual Residents Reception event went virtual, so we could still support connecting medical residents with hospital recruiters across the region.

One thing didn’t change during COVID: the dedication of our members. We continued to partner with them to make 2020 another successful year. We surpassed our savings goal of $2.5 million dollars, our Mobile Simulation Program rescheduled trainings to meet our target utilization, and we received two grants: the first to provide simulation training at skilled nursing facilities, and the second to take primary care services to farm workers across the region. CCHIE continued to provide access to health data, alerts, and reporting in support of nearly 5,000 users at over 280 points of care. We thank our members for their partnership during such an unprecedented time.

KEY FINANCIAL FIGURES (FY 2020)

<table>
<thead>
<tr>
<th>Total Quantifiable Savings</th>
<th>Total Value-Added Savings</th>
<th>Average Member ROI</th>
</tr>
</thead>
<tbody>
<tr>
<td>$4M</td>
<td>$548K</td>
<td>6:1</td>
</tr>
</tbody>
</table>
GRANT INITIATIVES & AWARDS

CCHA works with its members to source and write grant applications for a variety of projects and initiatives. Here’s a summary of the four grant applications submitted in 2020:

• The Cannon Foundation—regional primary care initiative for migrant farm workers.
• NC Culture Grant—provide Mobile Simulation Program training at regional CMS-certified Skilled Nursing Facilities.
• CARES federal funding initiative—supported members’ application for IT program funding.
• Carolinas Consortium—FCC funding application submitted on behalf of Dosher Memorial Hospital.

We received a two-year, $175,000 grant from The Cannon Foundation to purchase a vehicle which will serve as a mobile primary care clinic for migrant farm workers throughout the region. This initiative will be conducted in partnership with Black River Health’s Manos Unidas Program, and its pilot service area will include Bladen, Duplin, Pender, and Sampson counties.

Additionally, we received a three-year, $114,000 NC Culture Grant to bring Mobile Simulation Program (MSP) training to regional CMS-certified Skilled Nursing Facilities (SNFs). MSP scenarios utilize high-fidelity patient mannequins that can perform a wide array of life-like functions. Our team will work with SNFs to determine which CMS competencies this training should address.
MOBILE SIMULATION PROGRAM

The Mobile Simulation Program (MSP) launched in 2009 with funding from The Duke Endowment. The grant helped fund the costs of purchasing a truck, outfitting the truck’s interior to work like a hospital patient room, and ordering a diverse array of patient simulators. These simulators range in age and abilities, allowing for a wide range of high-fidelity emergency training scenarios.

MSP training is conducted at CCHA members’ facilities throughout the year, and our team works with their education departments and directors to pinpoint specific areas of improvement as well as to customize training to meet their specific needs. Our team worked diligently to reschedule training that had to be cancelled in light of the COVID-19 pandemic, ending the year with strong utilization.

FY 2020 BY THE NUMBERS

<table>
<thead>
<tr>
<th>Hours Used</th>
<th>Staff Trained</th>
<th>CEUs Awarded</th>
</tr>
</thead>
<tbody>
<tr>
<td>739</td>
<td>4,056</td>
<td>2,192</td>
</tr>
</tbody>
</table>
EDUCATION EVENTS

One of our goals as an alliance is to offer education that represents current trends in healthcare on both a regional and national level. We pride ourselves on the diverse array of educational opportunities made available to our members throughout the year, which include everything from amateur radio licensing courses to grant-funded training that supports victims of sexual assault.

2020 EDUCATION OFFERINGS

CCHIE Web Demonstrations & Trainings | Medicare Boot Camp + Revenue Cycle Update | SANE Training at Member Hospitals | Team Development & Continuing Education | Project Teams Sharing Best Practices | Amateur Radio Technician Licensing Course (C.A.R.E.S.)

CAROLINAS AMATEUR RADIO EMERGENCY SERVICE

The Carolinas Amateur Radio Emergency Service (CARES) is an emergency response mechanism for our members and region to communicate during disaster situations (e.g., hurricanes, floods) when other lines of communication are down. Monthly on-air CARES training nets provide training practice for HAM operators. Several of our “HAMS” supported their hospitals and communities during and after Hurricane Isaias by checking into the nets. In response to COVID-19, the CARES Executive Committee explored ways to provide licensing classes virtually to help engage additional HAM operators throughout the region.
COASTAL CONNECT HEALTH INFORMATION EXCHANGE

Coastal Connect Health Information Exchange (CCHIE) is our nonprofit electronic information network which allows healthcare providers to securely share patient information for the coordination and enhancement of medical care. CCHIE-connected providers represent a wide range of the care continuum: from large health systems to Critical Access Hospitals, multi-provider health networks to single-doctor community practices, as well as dental clinics, surgical centers, and retail pharmacies. When clinical records are available to providers at the point of care, patients receive more accurate and timely service, leading to a better overall patient experience.

To date, CCHIE has over two million patients indexed, meaning their information is available to their connected providers. Over the course of the past year, we have had nearly seven million patient searches, and nearly 300,000 unique patients accessed. Additionally, we have integrated 311 data contributors, representing acute, ambulatory, diagnostic, FQHCs (Federally Qualified Health Centers), public health, and post-acute facilities.

CCHIE’s messaging functionality ranges from care alerts (ADTs) to medical notes from providers. In 2020 alone, we had over 51 million messages sent, including 42.5 million ADTs, 4.2 million lab reports, 50.8k pathology reports, 698k radiology reports, and 4.3 million transcriptions.
SEXUAL ASSAULT NURSE EXAMINER (SANE) INITIATIVE

Thanks to grant funds from the NC Governor’s Crime Commission, we launched a regional Sexual Assault Nurse Examiner (SANE) training program to support hospital staff through the SANE certification process. SANEs are registered nurses who have completed specialized education and clinical preparation in the medical forensic care of patients who have experienced sexual assault or abuse. With the rise in domestic abuse cases during the COVID-19 lockdowns, the need for programs like SANE has become even more urgent.

In 2020, eleven SANEs and twelve pediatric SANEs underwent training. These nurses represented Bladen County Hospital, Columbus Regional Healthcare System, Dosher Memorial Hospital, New Hanover Regional Medical Center, Onslow Memorial Hospital, and Southeastern Health. Due to COVID-19 social-distancing guidelines, our SANE program identified virtual resources for participants to continue their education. Online modules included topics such as testifying in court and adult/adolescent SANE training.
In 2015, CCHA partnered with the Southern Atlantic Healthcare Alliance (SAHA), based in Cary, to form Illucient Purchasing Alliance, LLC. This joint venture aggregates the purchasing volumes of both alliances to secure more competitive contract pricing for their members. Both CCHA and SAHA continue to provide their respective members with networking opportunities, educational programs, and routine services in other areas such as clinical and service education. Illucient has strengthened the shared missions of both alliances and introduced new opportunities for innovation and savings.

For more information, please visit www.illucient.org.

20 HEALTHCARE SYSTEMS
40 HOSPITALS | 7,089 BEDS
CCHA MEMBERS & AFFILIATE HOSPITALS

BLADEN COUNTY HOSPITAL
COLUMBUS REGIONAL HEALTHCARE SYSTEM
CONWAY MEDICAL CENTER
DOSHER MEMORIAL HOSPITAL
NEW HANOVER REGIONAL MEDICAL CENTER
PENDER MEMORIAL HOSPITAL
SCOTLAND HEALTH CARE SYSTEM
SOUTHEASTERN HEALTH
VIDANT DUPLIN HOSPITAL
VIDANT MEDICAL CENTER
OUR MISSION
To provide value to members by facilitating improvement of quality and delivery of healthcare and achievement of operational efficiencies through collaborative efforts.

OUR VISION
To be a high performing healthcare alliance characterized by collaboration, sustained strength of members, and a focus on local and regional health.