

New Hanover County Health Summit

Roundtable 4 • Community Awares of Health Access • Amy Cook, Facilitator

Discussed the community awareness of health access needs

- On October 4th Cape Fear Health Net will have a strategic planning meeting to define the product, and discuss what the Health Net patients look like.
- Stressed that we need position buy-in.
- Need to get the word out. Let the public know that they can get care (not at the ER or health department) and introduce Health Net. “Don’t have a place? Here you go!”
- Need to let people know HOW to access this – where to go, who to ask, etc.
- Target agencies (schools, HR in businesses) to get the word out. Have to inform the people who see potential patients frequently.
- Need to have the service BEFORE advertising. If people come and there is no service they will NOT come back.
- Need to address barriers when marketing (ex. Barriers when mentioning it to people)
- Have to have a multiple strategy marketing plan.
- Use recruitment and grants – pull in hospital, pharmacy plan, specialists.
- Specialists need a place to send patients back to (primary care physicians)
- It’s all about ACCESS!
- Bus issues – can people even get there?
- Our physician to population ratio is one of the best in the state.
- Need a multi-prong approach – cannot be a charitable perspective
- Good will of agencies and funding by foundations is not a long term solution.
- This is not an answer it is a bridge. Need to work smarter not harder. Possibly get legislation involved to address the bigger issues present
- It’s not just homeless and poverty level people who are need. Some middle class people are in need and may make too much to receive Medicaid.
- Target families – mom → kids → dad
- 150 uninsured men came to a health fair recently. Only about 8 had no major problems. Most said they came because their wife got them to go.
- Some prevention programs are already in place (ex. Stop smoking, healthy eating) but it’s not enough and there isn’t enough funding.
- Our existing safety net organizations are at risk and need support. Need a community solution.
- The resources are not close to the NEED for primary care (ex. Health Department, Teen centers, Good Sheppard)
- Safety net through school systems may be overwhelming (young families with young children). When they were offered free physicals for sports the lines were out the door.

