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# Public Health Initiatives and Community Outreach Programs – FY 2021

A Certificate of Public Advantage Report by  
Prisma Health in the Midlands  
(October 2020–September 2021)

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Our purpose:

*Inspire health.*

*Serve with compassion.*

*Be the difference.*

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# Overview

## Our commitment

In 1998, what is now Prisma Health in the Midlands made a commitment, as part of its Certificate of Public Advantage (COPA), to return to the community 10% of its annual “excess revenues over expenses to fund public health initiatives and community outreach programs.” We have faithfully carried out this responsibility and privilege over 24 years since entering the COPA with South Carolina.

Together with like-minded community benefit organizations, we are striving to improve the overall health of the communities we serve. And together we are making a positive difference.

In 2021, even in the context of the COVID-19 pandemic, our organization remains steadfast in enhancing the physical, emotional and spiritual health of all individuals and communities we serve. To learn more about our 20+ years of community involvement, we invite you to visit [PrismaHealth.org/CommunityHealth](https://PrismaHealth.org/CommunityHealth).

## Our impact

Prisma Health has been a catalyst in efforts to improve the health and well-being of our community. Over the past two decades, our organization has provided more than a million health services to residents in our Midlands service area.

Some populations in our service area continue to experience barriers to healthcare access. These barriers may create disparities in life expectancy, access to services and treatments, overall level of medical care, and other health outcomes.

We strive to identify these populations by partnering with community-based organizations. We also focus on the underserved, uninsured and those using the emergency department (ED) for primary care services. Targeting these populations is made possible by reviewing ED data and by working with uninsured populations, neighborhood associations, faith communities, schools, and other community groups.

In recent years, our focus has expanded to include social determinants of health. Examples are access to affordable housing, healthy food and convenient transportation. The pandemic has further highlighted existing disparities and contributed to the isolation of those who are vulnerable and living with chronic illness. By advancing these social issues, our goal is to help South Carolinians become healthy and well – physically, emotionally and spiritually.

## Our performance

Despite nearly two years of being in a COVID-19 pandemic, Prisma Health has remained committed to providing excellent care for patients and support to all the communities we serve. Although some programs have shifted or changed, our mission to provide healthcare to our most vulnerable populations is unwavering.

Our commitment to enhance clinical outcomes, healthy behaviors, disease prevention, wellness initiatives and access to care remains unchanged, thanks to programs and services made possible through living our Prisma Health purpose: *Inspire health. Serve with compassion. Be the difference.*

This report details the many programs we offered, the diverse populations we served and the encouraging results that were realized as part of our long-term commitment to improving the health and well-being of our communities. At Prisma Health, we are privileged to serve, and we are dedicated to expanding our efforts and reach in transforming the health of all those who call South Carolina home.

## Summary of COPA-related activities



### Budget

Over the past 24 years, our organization has funded more than

**\$64 MILLION**

in public health initiatives and community outreach programs under the COPA.

**\$1.5 MILLION**

was spent on these programs.



### Impact

Prisma Health provided

**99,246**

community health services to

**44,259**

adults, families and children living in the Midlands.

*(Figures include Community Health Improvement, Chronic Disease Prevention, Midlands AccessHealth and Midlands Healthy Start.)*



### Partnerships

Prisma Health funded

**\$677,236**

to Richland, Lexington and Sumter counties through

**14**

community programs supporting local partnerships for

**82,389**

unique services.

*(Prisma Health's Office of Community Health in the Midlands also collaborates with more than 100 local community groups; details will follow in this report.)*

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## Chronic Disease Prevention

**9,912**  
services

**7,514**  
community members  
served

**52**  
community partners  
(faith-based, civic,  
worksites and schools)

The Chronic Disease Prevention (CDP) department provides education and screening in many communities across the Prisma Health service area. The main priorities of CDP are to increase awareness of chronic disease, increase screening and detection, and offer interventions to help patients improve their health. As part of Prisma Health's Accountable Communities department, CDP offers care coordination to help community members access healthcare and provide support in navigating their care.

### Community screenings

Since March 2020, chronic disease screenings shifted to address the increasing community need for COVID-19 testing and vaccination. To address the overwhelming needs of the community, CDP worked with various state agencies and the South Carolina Army National Guard to provide more than 14,000 COVID-19 tests between May–September 2020.

We have offered an additional 9,742 COVID-19 tests and vaccinations. Because of the tremendous community response and need, the Accountable Communities department purchased three new Mobile Health Units in March 2021 to increase the number of communities we can serve.

Below is a summary of the screenings and COVID-19 vaccinations provided to our Midlands communities over the past year:



#### COVID-19 tests

- Partnered with **4** community sites and organizations
- Provided testing to community members from **30** South Carolina counties
- Performed **3,978** COVID-19 tests, of which **349** were positive



#### COVID-19 vaccinations

- Partnered with **48** community sites and organizations
- Provided vaccines in **19** South Carolina counties
- Administered **5,764** vaccinations
  - **5,058** Pfizer
  - **645** Johnson & Johnson
  - **61** Moderna

While the main priority of the department in 2021 was COVID-19 testing and vaccination, the department was able to also offer these screenings:



#### **Cancer screenings**

- **8** breast
- **4** prostate



#### **Diabetes screenings**

- **11** HbA1c

## **Intervention programs and community education**

### **Hypertension Management Program (HMP)**

In partnership with Clemson University's Institute for Engaged Aging, Prisma Health offers a unique Hypertension Management Program for adults with hypertension (high blood pressure).

#### ***Program overview:***

- The program incorporates remote monitoring and self-tracking of blood pressure, which are key factors to improving hypertension.
- Patients are led through eight biweekly education sessions by a health coach. Topics include physical activity, healthy eating, stress management and medication compliance.

During FY21, team members assisted with COVID-19 testing and vaccination efforts. Beginning January 2022, two virtual HMP sessions will be offered with an additional six offered over the course of 2022.

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## **QuitWell**

Prisma Health's tobacco cessation program, QuitWell, is offered through our Business Health Solutions department. Based on the Freshstart program of the American Cancer Society, QuitWell consists of a series of small, in-person classes.

Topics include nicotine replacement therapy (NRT), planning a quit date, finding support, uncovering triggers and planning for future stressors. The combination of education, discussions and learning about NRT has proven to help smokers quit.

The program is provided to Prisma Health team members and business health partners. Limited group session sponsorships are offered for low-income community members in Richland, Fairfield, Lexington and Sumter counties. At present, the program is suspended because of COVID-19, but it is anticipated to resume in 2022.

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## Chronic Disease Prevention *(cont'd.)*



**147**

DPP classes taught

**209**

**121** active participants  
and **88** program  
graduates

- **64.7%** program retention rate:  
**88** of **136** participants completed the yearlong DPP
- **5.8%** average weight loss across **88** program participants completing the program
- **1,066** pounds lost

### Diabetes Prevention Program (DPP)

Despite challenges faced by the pandemic, Prisma Health was able to start eight virtual DPP sessions. The DPP team has worked to adapt the program to meet the needs of participants virtually, resulting in continued participant success and outcomes. When able to return to in-person programming, Prisma Health plans to continue offering both in-person and virtual options for the DPP.

In October 2020, Prisma Health implemented the Medicare Diabetes Prevention Program (MDPP). This program is for Medicare beneficiaries and includes a second year of support services. While the MDPP is typically offered in person, a COVID-19 public health emergency issued by the Centers for Medicare & Medicaid Services (CMS) allowed for this program to be offered virtually.

In partnership with the American Medical Association, Prisma Health initiated an internal awareness campaign focused on educating providers about prediabetes and diabetes prevention. The partnership is a quality improvement project centered on implementing three prediabetes quality measures and measuring provider performance. Various educational opportunities were offered to 138 providers across four pilot sites. After evaluating our efforts in early 2022, we hope to expand this education to other practices across Prisma Health.

In 2022, Prisma Health will partner with the American Medical Association and Health Services Advisory group to perform testing on the three prediabetes quality measures in the electronic medical record.







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# Community Health Improvement

Community Health Improvement works with partners, schools and health-related services to help improve the health of families, patients and area residents. A focus on strategic partnerships and initiatives provides support to achieve desirable public health outcomes.

## Overall snapshot

- **817** students enrolled in telehealth education programs
- **118** students enrolled in telehealth clinical services
- **\$39,000** saved in avoidable ED visits\* by school-based telehealth clinical visits
- **485** face-to-face and virtual contacts made with students over the school year through Community Connections program
- **\$4,064** in cost savings\* by redirecting clients to their primary care doctor instead of the ED through Community Connections program

*\*calculated through a \$1,300 estimated ED charge per visit*

**253**

views of  
Teen Talk  
video lessons

**↓ 73%**

decrease in teen birth  
rate from peak year 1991

## Teen Talk

Prisma Health's Teen Talk program provides access to educational videos found on Prisma Health's YouTube channel. Videos are targeted to young people in grades 6–12 and provide evidence-based information on topics that include self-image, peer pressure, sexually transmitted diseases (STDs), and drugs and alcohol.

Before moving completely to on-demand videos, Teen Talk created strong partnerships with six school districts, 41 schools and made more than 171,000 student contacts since its inception.

Teen Talk is also a strategy to prevent teen pregnancy. Fortunately, teen birth rates across the United States and South Carolina have continued to decline over the past decade. South Carolina's teen birth rates have decreased by 73% since 1991, with Richland County having one of the lowest rates.

## Freshman Focus

Freshmen Focus is a 50-minute session that provides information to first-year college students on healthy relationships, signs and symptoms of STDs, and appropriate use of contraception. The goal of the session is to improve knowledge, attitude and behavior about STDs and unintended pregnancy.

While there has been a steady decline over the years, older youth (18–19 years old) continue to experience higher unintended pregnancy rates. In addition, high STD rates remain an issue for youth of all ages. Freshman Focus is designed to impact those avoidable behaviors.

Because of COVID-19 and face-to-face limitations, Freshman Focus sessions were postponed in 2021.

## Community Connections

Prisma Health partners with the United Way of the Midlands and with Richland School District One to address social determinants of health in local communities. Families with students attending Hyatt Park Elementary School (HPES), a Title 1 school, are offered case management and care coordination by referral from school staff. Participants receive group and individual counseling, home visits, advocacy, and individual and family support.

The Community Connections team works closely with the HPES social worker, parent-family engagement specialist and guidance counselor to address the needs of students and their families. Services are designed to improve the overall well-being of families by helping to connect them with various community resources and programs. In addition to the partnership with HPES, Community Connections accepts referrals from other Prisma Health departments that are not able to provide care coordination services to those patients.

### Program highlights

- **78** social needs screenings were completed.
- **554** referrals to community-based health and social services (food, transportation, access to healthcare services) were made on behalf of patients.
- **62** kindergarten students were provided group and individual support to enhance their social, emotional and coping skills.
- **485** face-to-face and virtual contacts were made with students over the school year.
- **102** contacts were made with parents.
- Money Talks was developed, which is a five-week financial wellness workshop for parents and other community members.
- **\$4,064** in cost savings were realized by redirecting clients to their primary care doctor instead of the ED.
- **11** referrals were made to specialty health services.
- **\$4,500** in Food Lion gift cards were given to HPES families.
- **\$3,200** in Dollar General gift cards were distributed to families to help with school supplies for their children, in partnership with United Way's Resilient Richland Initiative.
- Triple P (Positive Parenting Program) parent education was requested and provided for free to HPES parents.
- **32** patients received free vision care services to include comprehensive eye exams, glasses and cataract surgery.
- In partnership with Senior Resources and other Prisma Health inpatient and ambulatory departments, four patients received eight weeks of free meal delivery with the goal of reducing readmission rates.
- Community Connections continued partnerships with other community programs and initiatives such as North Columbia Youth Empowerment Initiative, Senior Resources Inc., Resilient Richland and Child Well-being Coalition.







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## Midlands Healthy Start

Midlands Healthy Start (MHS) has been funded by the Maternal and Child Health Bureau of the Health Resources and Services Administration (HRSA) since 1997. MHS current fiscal year budget is \$1,142,121. The agency serves Richland and Sumter counties in South Carolina.

Accessing prenatal care is one factor that may improve a chance for the healthy pregnancy outcome for both mother and baby. Prisma Health MHS helps ensure that pregnant women have positive birth outcomes.

Services consist of education and support through home visiting, virtual groups and classes, connection to resources, supportive service providers (nurse practitioner, social worker, community health workers), and referrals to other agencies and providers. MHS provides education based on an evidence-based curriculum that addresses nutrition, parenting, safe sleep, stress and depression, preterm labor, kick counts, healthy eating, breastfeeding, spacing pregnancy, maternal warning signs, and other topics to guide parents in managing their pregnancy.

Health outcomes before, during and after pregnancy can impact pregnancy outcomes. Obesity, chronic health conditions, stress and depression, short pregnancy spacing, infections, and using alcohol, tobacco and drugs are risk factors that can cause adverse pregnancy outcomes. Social determinants of health such as poverty, intimate partner violence and racial disparities also affect pregnancy outcomes.

MHS addresses these factors by using a multidisciplinary approach with support from our community partners and our knowledgeable staff. In addition, we have incorporated a familial approach by enrolling fathers as participants in our program. This holistic method creates better pregnancy outcomes and reduces disparities. In sum, MHS adopts a "village approach" to support our families.

Maternal and infant outcomes are improved by prenatal care that begins early, is risk-appropriate, ongoing and comprehensive. MHS works to reach participants in early stages of pregnancy and to connect them with health and social services.

**182**

infants born to participants

**464**

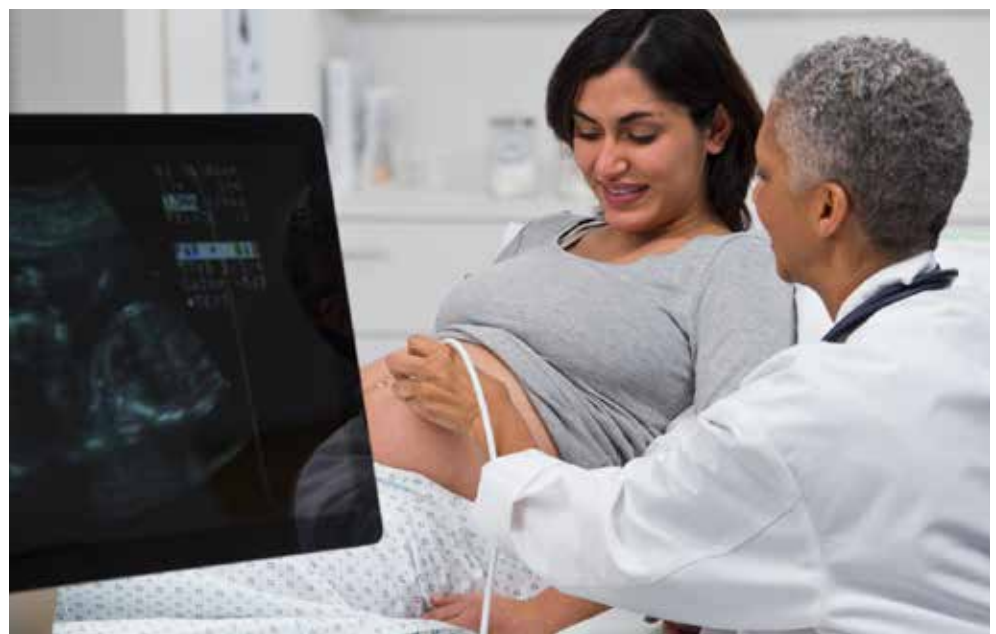
participants (434 women, 30 men)



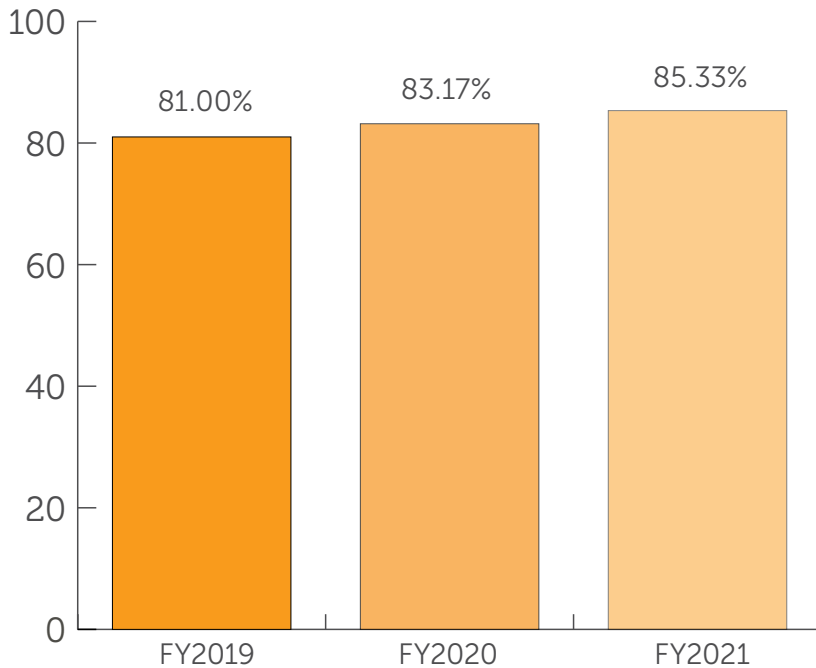


The goal is to provide a healthy start for pregnant women to prevent poor birth outcomes, including low birthweight (LBW) and infant death.

- **1,890** services were provided to pregnant women; **3,314** services to postpartum women and their infants; and **148** services to male participants.
- **2** infant deaths occurred: One was due to preterm birth/ low birth weight; the other occurred among triplets.
- **85.2%** of participants are non-Hispanic African American, **7.22%** are non-Hispanic white, **3.25%** are Hispanic and **4.33%** are non-Hispanic other races.
- **91.5%** of women received preventive medical care; **89.2%** of infants received well-baby services.
- **44** playard sets were provided.
- **50** breast pumps were provided.
- **34** car seats were provided.
- **90** women received childbirth education; 5 childbirth classes were held.
- **269** women received breastfeeding education; **6** breastfeeding basics classes and **8** breastfeeding support group events were held.
- **282** women received safe sleep education; **5** safe sleep classes and **9** other events related to safe sleep education were held.
- **273** women with risk factors that might impact pregnancy outcomes were served by a nurse practitioner.
- **100%** of participants received an oral health screening; **136** women received oral health education, with **2** being referred for periodontitis.
- **169** community or group education events with **2,349** attendees were held in person or virtually.
- To address infant mortality and other health disparities, MHS sponsored a virtual educational symposium, 2021 EMPOWER, on Sept. 24. **10** providers, **24** participants, **11** state or national partners and **27** community/local partners attended.

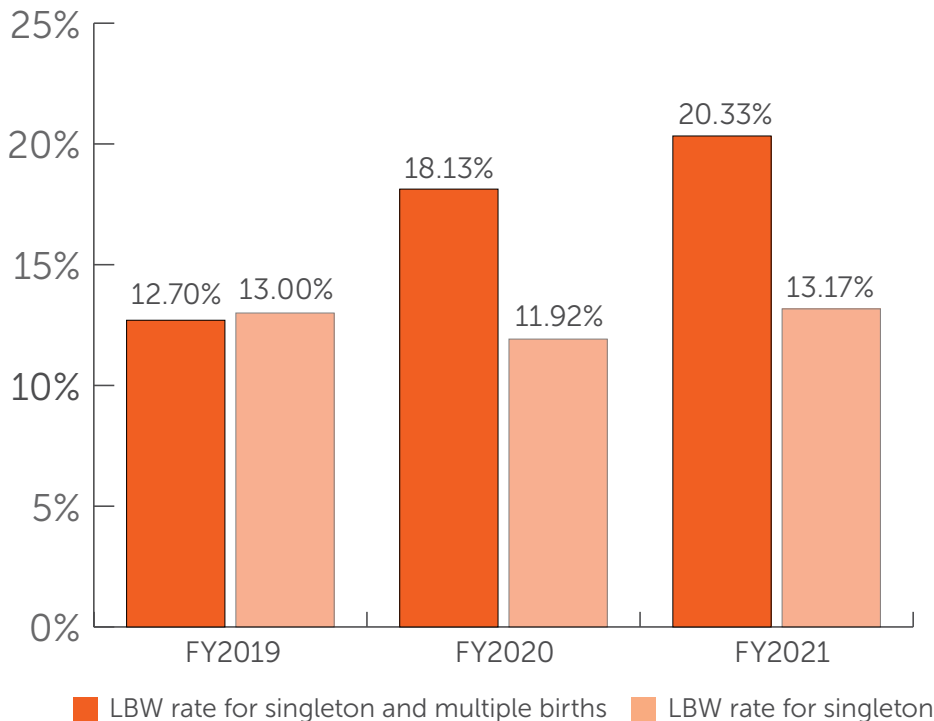


**MHS participants initiating prenatal care in the first trimester, 2019–2021**



In 2021, MHS served more women under the risk of adverse birth outcomes than in the previous year. These were women pregnant with multiples and with low socioeconomic status, chronic health conditions, preeclampsia, obesity, and other adverse maternal factors. Prenatal care is a key factor in preventing preterm births and low birthweight babies.

**Percent of low birthweight infants to MHS participants, 2019–2021**



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## Midlands AccessHealth

**\$2,005,306**

value of services

**1,255**

participants

**1,055**

first time enrollees\*

**24%**

reduction in overall ED visits for participants\*\*

\*Data provided through internal data sources (Ez-Cap)

\*\*Data provided through the Duke Endowment database (partnership with Midlands AccessHealth)

Midlands AccessHealth partners with 20 medical home providers in Fairfield, Lexington, Richland and Sumter counties. This initiative helps improve access to care and health outcomes for low income (below 200% of the federal poverty level), uninsured residents. Some services and enrollment were impacted because of COVID-19 and reduced clinical support.

Since its inception in 2001, Midlands AccessHealth has provided healthcare services to 40,950 residents of Richland County and expanded to cover Lexington and Fairfield counties in May 2015 and Sumter County in 2016.

**Midlands AccessHealth is advised by a coalition of community organizations including:**

- Columbia Area Mental Health Center
- Eau Claire Cooperative Health Centers, Inc.
- Manning Correctional Facility- SCDOJ
- Palmetto Public Health District
- Prisma Health
- Providence Health
- Richland County School Districts One and Two
- SC Department of Health and Human Services
- Tandem Health
- The Cooperative Ministry
- The Free Medical Clinic
- The Good Samaritan Clinic
- United Way of the Midlands
- University of South Carolina School of Medicine in Columbia
- Welvista





## Specialty services



**33** Endocrinology



**47** Pulmonology



**76** Orthopedics



**65** Podiatry



**74** Cardiology



**133** Ear, nose, throat



**150** Ophthalmology



**27** SC Eye Care Initiative



**251** Gastroenterology



**68** Nephrology



**61** Neurology



**14** Neurosurgery



**25** Mental health



**1** Infectious disease



**104** Rheumatology



**93** Surgery



**26** OB/GYN



**95** Urology

**2,812**

referrals for  
specialty services

**\$145,830**

paid for  
specialty services

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## School-based telehealth



Prisma Health's school-based telehealth clinical program allows students to receive primary care in their school. The program aims to help students feel better quicker, reduce time away from school, eliminate transportation barriers and reduce work time missed for parents.

Prisma Health partners with four Midlands school districts for telehealth programs. Clinical and education programs are available in schools across Richland County School District One, Lexington County School District 1, Lexington County School District 4 and Sumter County Schools.

- **Richland One**

Annie Burnside Elementary, Arden Elementary, Carver Lyon Elementary, E.E. Taylor Elementary, Gadsden Elementary, Hopkins Elementary, Horrell Hill Elementary, Southeast Middle School and Webber Elementary

- **Lexington 1**

Forts Pond Elementary, Pelion Elementary, Pelion Middle, Pelion High (in Pelion)

- **Lexington 4**

Freshman Academy (in Swansea)

- **Sumter County**

Manchester Elementary

Prisma Health provides school-based telehealth education through an evidenced-based educational program curriculum focused on childhood obesity prevention and reduction.



## Clinical

As the COVID-10 pandemic caused schools to transition to virtual programs and in-person teaching varied among districts, data for a complete year may be lower than pre-pandemic environments. In addition, Prisma Health began a process to transition from clinical nursing carts in school nurse offices to a more mobile-friendly process and equipment. This change took place January 2021 and was fully operational in all districts by March.

The clinical program is now provided through TytoCare Clinic with nursing support from Prisma Health providers in the Upstate. This model uses an iPad and clinical peripherals, along with a MiFi hotspot to connect to Prisma Health nurses. Three providers are available to assist school nurses with telehealth visits. Providers interact with school nurses to coordinate care; providers follow up with parents for prescription needs and primary care referrals.

### Clinical program highlights:

- **118** students were enrolled from four school districts.
- **30** clinical visits included acute conjunctivitis, sinusitis, ear infections, skin rash and seasonal allergies.
- **\$1,300** estimated savings per visit for families by avoiding an ED visit, which accounted for **\$39,000** estimated savings for all 2021 telehealth visits; source: Centers for Medicare & Medicaid Services (CMS).
- **104** hours of school would have been missed without telehealth services.
- **20.36** minutes was the average telehealth visit.



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## School-based telehealth *(cont'd.)*



**817**

participating students  
in 2020-21

**↑ 74%**

increase in student  
participation

“The students have really been enjoying the lessons! Our students really loved the video and the incentives they receive. So, a huge thank you for thinking about our students here at Webber.”

– Trey Goodwin,  
teacher, Webber  
Elementary School

### Health education

Prisma Health provides school-based telehealth education through an evidenced-based health education program curriculum focused on childhood obesity prevention and reduction. Because of COVID-19 and hybrid classroom environments, the Prisma Health team and education partner leaders worked to develop a new way to provide health education to students in an online and virtual environment for the 2020–21 school year. Online videos were created for physical education teachers to supplement their health curriculum. The following schools participated in the telehealth education program:

- **Richland One (grades 3–5)**  
Gadsden Elementary, Hopkins Elementary, Horrell Hill Elementary, Webber Elementary
- **Sumter County (grades 2–5)**  
Manchester Elementary

The program expanded to include all students in grades 3–5 at Gadsden, Hopkins, Horrell Hill and Webber Elementary schools (Richland One) and all students in grades 2–5 at Manchester Elementary School (Sumter).

Enrollment skyrocketed from 266 participating students in the 2019–20 school year afterschool program to 817 students in 2020–21 – a 74% increase in student participation.

Lessons were provided weekly between October 2020–April 2021. Prisma Health and the SC Department of Health and Environmental Control (DHEC) produced 13 lessons that focused on physical activity and health decision making. Lessons were divided by semesters.

First-semester lessons focused on physical activity and were created and produced by Prisma Health in a professional video studio. Second-semester lessons focused on nutritional health and were created and produced by SC DHEC through Microsoft Teams.

The program includes pre-recorded videos, optional quizzes and physical activity through GoNoodle (described on Page 24). A Prisma Health jump rope was provided to each student who completed the quizzes. Prisma Health activity journals and DHEC snack books were provided to all participating students.

Video lessons were produced and recorded through Prisma Health and DHEC and sent to teachers with all lesson materials. All videos can be found at: [PrismaHealth.org/services/virtual-care/virtual-health-education](https://PrismaHealth.org/services/virtual-care/virtual-health-education).

### Health education program highlights:

- **817** students were enrolled.
- **13** educational sessions were completed.
- Enrolled students increased physical activity by at least **10** minutes a week.
- Pre- and post-test evaluations indicated that students exhibited an average of **11.4%** knowledge increase during the first semester of physical activity sessions.
- **589** students participated in the quizzes (engagement) in semester 1 and **425** in semester 2.
- Pre- and post-test tests were conducted through SC DHEC and examined behavior-based evaluation: **76** students took the surveys, ranging from age 7–13. Overall, students' behavior changed in a positive way:
  - Students' choice of beverage changed by **50%**, with **59%** drinking more water.
  - Students increased their whole-grain food intake by **15%**.
  - More students changed their typical food routines by eating breakfast and more than one type of fruit and vegetable each.

### Connect to purpose

As a result of Prisma Health's online delivery of its new virtual health education program, SC Educational Television (ETV) produced a video about the initiative. ETV teams interviewed a teacher at Webber Elementary School and program leaders.

Health and physical education teachers were the main liaisons for the program, with support from school principals. The following feedback was given at the end of the first seven sessions.

*"My kids love the Prisma Health videos and now tell me when they go to Prisma Health for an appointment or drive-thru. Thank you for letting us be a part of this program."*

*– Casey Hamilton, teacher, Horrell Hill Elementary School*

An overall evaluation was sent to all five schools. Two schools responded and rated the new education programming a 4.5 of 5. Teachers noted that ease of use, supplemental health instruction and the production quality were highlights of the program.

*"I have started passing out the jump ropes and my kids are appreciative; I am thankful as well. This is such great material and I really want them to understand how it affects them personally."*

*– Demetria Alston, teacher, Gadsden Elementary School*

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## Community partnerships

Prisma Health partners with 14 select organizations in the Midlands to address the challenges surrounding social determinants of health. Prisma Health provides funding to these organizations and receives reports on patient outcomes. We also receive information on services provided, value of services, referrals and reduction of avoidable costs for healthcare services.

- **34,019** people served through funded community partners
- **82,389** services provided through community partners
- **202** connections made to Prisma Health primary care providers
- **121** connections made to Prisma Health specialty services

### Prisma Health Ambulatory Care and Columbia Housing Authority

- **717** services provided to **436** patients
- **23** patients reported improved blood pressure readings
- **344** hours of nursing and clinical support care
- **22** connections made to permanent medical home providers
- **29** connections made to community partners and Prisma Health specialty services

### Fact Forward

(teen pregnancy prevention and resource support)

- **2,287** people served
- **45** training events held
- **\$52,620** value of services provided

*Teen pregnancy rates, ages 15–19, in 2020 (the most recent data reported):*

- Since 1991, there has been a **73%** decline in the state's teen birth rate
- South Carolina: **3,069** births (19.3 per 1,000), an **11%** decrease from 2019 rate of 21.6
- Richland County: **227** births (14.2 per 1,000)
- Lexington County: **169** births (18.7 per 1,000)
- Sumter County: **108** births (32.9 per 1,000)

Source: SC DHEC (2020)

### Family Connections: Project Breathe Easy

- **424** asthma services provided to **183** participants
- **23** medical home or primary care referrals and **5** specialty clinic referrals
- **67%** average monthly reduction in ED asthma-related visits (self-reported)
- Asthma is one of the top reasons why children are admitted to the ED

### FoodShare

- **15,417** people served
- **26,364** healthy food boxes provided, estimated value **\$936,580**
- **34** referrals to a Prisma Health medical home provider
- **3** referrals to a Prisma Health specialty clinic
- **8,282** referrals to Prisma Health community partners

### Good Samaritan Clinic

(primary care services targeting the Hispanic population)

- **1,505** services provided to **1,074** patients
- **\$128,880** estimated value for cost of care
- **26** referrals to Prisma Health specialty clinics
- **179** screenings for social determinant needs

### Sickle cell support

- **643** services provided to **370** participants whose care is managed by James R. Clark Memorial Sickle Cell Foundation
- **11** patients connected to a permanent medical home
- **8** patients referred to a specialty clinic
- **20** referrals for social determinant of health needs
- **\$51,440** approximate value of case management services provided
- **\$789,700** avoidable ED charges, according to the Clark Sickle Cell Foundation (patients with sickle cell are high medical users; therefore, the goal is to reduce ED visits)



## MedNeed of SC

(durable medical equipment)

- **972** people served
- **1,322** medical items supplied
- **\$53,516** value of items provided to patients, with \$11,571 value of diabetes supplies
- **\$1.2 million** saved through estimated avoidable ED costs because of falls prevention safety items provided to patients (calculated by an average ED per patient estimated charge of \$1,300; source: CMS)

## Mental Illness Recovery Center, Inc. (MIRCI)

- **31,289** services provided to **3,600** participants
- **\$1.1** million approximate value of case management services
- **\$6.8** million avoidable mental health-related hospital charges for MIRCI clients

*Most recent data (from 2019 SC Revenue and Fiscal Affairs):*

- **55%** decrease in hospitalizations
- **69%** ED use reduction for MIRCI clients
- **58%** decline in ED visits where mental illness/substance abuse was the primary reason
- **63%** drop in specialty psychiatric hospitalizations

## PASOs Midlands

(primary care services for the Hispanic population)

- **1,134** services provided to **783** participants
- **9** referrals to Prisma Health medical homes
- **3** referrals to Prisma Health specialty clinics
- **329** screenings for social determinant of health needs
- **182** referrals to supporting local agencies
- **\$11,700** saved in estimated avoidable ED charges for PASOs participants (calculated by using number of patients referred to medical homes times per patient estimated ED charge of \$1,300; source: CMS)

## Sexual Trauma Services of the Midlands (STSM)

*As of Oct. 1, 2021, STSM will be known as Pathways to Healing*

- **11,982** services provided to **3,735** patients
- **9,422** mental health services provided
- **50** referrals for social determinant of health needs

- **371** Prisma Health ED patients received trauma support services valued at **\$360,000**
- **\$8,136,000** amount of avoidable hospital charges for STSM patients (such as mental health services and case management support)

## SC HIV/AIDS Council

- **465** HIV/AIDS screening services provided to **96** patients
- **28** STD-related tests provided
- **\$9,880** estimated value of services provided
- **187** referrals to Prisma Health community partners
- In 2019 (most recent data), there were **338** HIV/AIDS cases in Richland County (2,337 for South Carolina)

## United Way/WellPartners: adult and pediatric dental clinic (Richland, Lexington, Sumter counties)

- **3,756** patients served
- **8,643** services, including cleanings, fillings and extractions
- **\$3.7** million value of services to the uninsured
- WellPartners Dental Clinic serves adults and children in Richland, Lexington and Sumter counties living under 200% of the federal poverty level with no dental insurance
- Historically, the program has shown a decrease in ED visits

## United Way/WellPartners: comprehensive vision

- **978** adults served
- **\$31,785** value of glasses provided
- **\$155,673** value of services for patients without vision insurance
- **\$138,081** approximate cost of care by optometrists and technicians
- WellPartners Eye Care Clinic serves adults in Richland, Lexington and Sumter counties living under 200% of the federal poverty level with no vision insurance



# Impacting lives

“Awesome! All the information provided was both useful and up to date. Speakers were all awesome. Kudos to everyone. Last year, when I signed up, it was canceled due to COVID-19. I can’t wait until we can do this again in person!”

“This was a great way to learn or be retaught about the different topics presented. I learned new ideas to try to make my health better.”

## WellFest 2021: A virtual heart health event

WellFest is a free health and wellness event that features renowned physicians and motivational experts to inspire the community to take control of personal wellness. WellFest (formerly Women at Heart and Men’s Health Day) has been supported by Prisma Health for more than 12 years. It has traditionally been held at the Columbia Metropolitan Convention Center with an average of 1,000 in-person attendees from around the Midlands.

WellFest 2020 was canceled because of COVID-19; WellFest 2021 was held virtually on Saturday, May 22. The event also combined the Upstate in-person health fair, known as the Health Equity Summit.

There were 544 registered participants with more than half joining virtually the day of the event. Day-of page views reached 11,421. Participants also received an exclusive WellFest swag bag. Comments reflected the ease of registration and appreciation of the event, despite not being in person.

The event was an overall success and participants enjoyed the presentations throughout the day. The event is available online until May 22, 2022, and can be viewed at [PrismaHealth.org/WellFest](https://PrismaHealth.org/WellFest). South Carolina native Craig Melvin, an NBC Today Show morning anchor and MSNBC news anchor, provided a four-minute kickoff presentation pre-recorded from the MSNBC anchor desk. Plans are underway for future WellFest events, including virtual and in-person options for both the Midlands and Upstate.

### Statistics

*Due to the ongoing access to WellFest, some total numbers are provided for day-to-day and the to-date information.*

Total registered on day-of event	540
Total registered on June 10, 2021	544
Total logged in and watching on day-of event	238 (56%)
Total watched by June 10, 2021	264 (51%)
<i>This is industry average and what Pathable indicated was expected.</i>	
Page views on day-of event	11,421
Page views by June 10, 2021	16,018
<i>Page views are visits to a page or session within the event app.</i>	
<b>Highest attended sessions</b>	<b># virtual attendees</b>
Kickoff with Craig Melvin	112
Welcome to WellFest (Mark O’Halla and Vince Ford)	107
<b>Additional Prisma Health provider sessions</b>	<b># virtual attendees</b>
Dr. Saria Saccocio/COVID-19	94
Dr. Meghan Businaro/Heart health	88
Dr. Jaqui Jones/Stroke and diabetes	83
<i>Breaks and prep videos also had page views but speakers were the highest attended and recorded.</i>	
<b>National keynote presentation</b>	<b># virtual attendees</b>
Dr. Ebony Hilton/Health equity	72



## Community health and COVID-19

Healthcare providers play a critical role in building confidence in and improving COVID-19 vaccine rates because healthcare organizations are considered the most trusted source for health information. That's why Prisma Health deployed its Mobile Health Unit (see next page) to rural and underserved communities to provide testing and vaccines to local residents.

Each week, a team of nurses, pharmacists and support staff traveled to rural neighborhoods, offering Pfizer vaccines at no cost. Three weeks later, the team returned to the same location to provide the second dose of the vaccine.

In addition, COVID-19 testing was provided through partnerships with Richland County School District One. Weekly testing was provided throughout district campuses.

Between October 2020–September 2021:

- **4,092** people received COVID-19 tests
- **5,764** people received COVID-19 vaccines



**4,092**

people received  
COVID-19 tests

**5,764**

people received  
COVID-19 vaccines

## Free flu shots

To help stop the spread of flu, Prisma Health Office of Community Health provided 4,044 flu shots to children and adults in the Midlands during 2021 – an increase from 2,849 in 2020. Prisma Health launched the free flu shot initiative in October 2017, giving 579 vaccines. Since then, Prisma Health has dispensed 9,783 free flu vaccines in the Midlands. Prisma Health will continue free flu shots in 2022 and will provide updates at [PrismaHealth.org/FreeFluShots](https://PrismaHealth.org/FreeFluShots).



**4,044**

flu shots to children and  
adults in the Midlands



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## Impacting lives *(cont'd.)*



### Mobile Health Unit

The Office of Community Health unveiled its new Mobile Health Unit in January 2020 (FY20). The fully equipped mobile clinic offers free health-related services, including flu shots, COVID-19 testing and vaccines (see Page 23 for data); social support referrals; and health education. In addition, the unit visits targeted areas as a referral resource to help families in underserved neighborhoods connect with services they may need, such as food banks, nutrition assistance programs, Medicaid, mental health services and employment resources.

### GoNoodle

GoNoodle's mission is to become the premier partner for the healthcare industry to reach families and children to increase physical and mental activity. This mission is accomplished through virtual full-body interaction along with movement and mindfulness content – both in school and at home. Prisma Health has renewed an annual partnership with GoNoodle to allow free access in Richland, Lexington and Sumter counties (and Greenville County in the Upstate) to students, teachers and families.

Between Aug. 1–Oct. 19, 2021, the four counties logged these numbers:

- **3,709** teachers
- **79,540** classrooms
- Students spent more than **7** minutes per GoNoodle activity
- **5,930** family users, spending 149,025 minutes with GoNoodle
- **442** schools
- **123,147** video plays by teachers
- **89%** average of videos completed
- **7,072,804** student activity minutes



**GoNoodle®**

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## Special thanks

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***If you have questions about this document or the data presented, please contact:***

Angela Jenkins, Vice President for Accountable Communities, Prisma Health

AngelaJenkins2@PrismaHealth.org or

Vince Ford, Senior Vice President for Community Health, Prisma Health

VinceFord@PrismaHealth.org

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## Prisma Health Midlands Foundation

Many of the outreach programs provided to Midlands residents by the Office of Community Health are supported by the generosity of donors through Prisma Health Midlands Foundation, a 501(c)(3) nonprofit organization, in Columbia. To learn more or to support the Office of Community Health in the Midlands, visit [PrismaHealthMidlandsFoundation.org](https://PrismaHealthMidlandsFoundation.org).



*The 2021 COPA Report was prepared by:*

**Prisma Health Office of Community Health**

1301 Taylor St.  
Columbia, SC 29201  
Vince.Ford@PrismaHealth.org

PrismaHealth.org

