

## Background

**Hotspotting:** A strategy to focus efforts and direct resources to high utilizers of healthcare.

**Target population:** Frequent utilizers of the Chatham Hospital Emergency Department (ED). Providers identified patients who frequently present to the ED for non-emergent reasons and who have underlying socioeconomic issues.

### Social determinants of health (SDOH):

Factors outside the medical arena that affect one's health, such as socioeconomic status, access to healthcare, literacy, education, and home safety. According to the CDC, communities with poor SDOH have worse health outcomes than more prosperous communities.<sup>1</sup>



Adapted from Healthy People 2020

1. CDC. (2018). *Social determinants of health: Know what affects health*. Retrieved from <https://www.cdc.gov/socialdeterminants/index.htm>

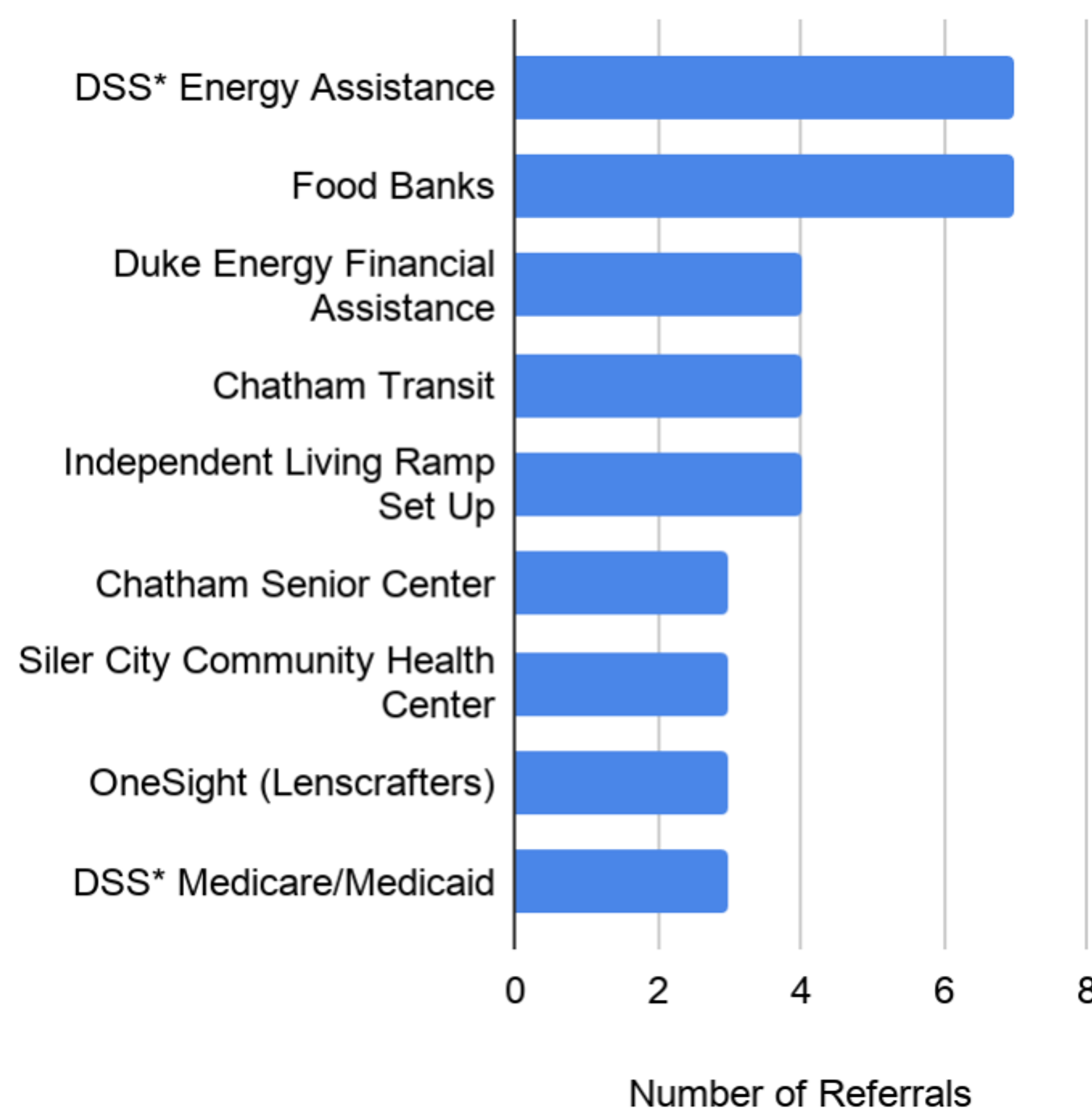
## Services Provided

- ❖ Initial Home Visits for SDOH assessments
- ❖ Follow up phone calls and home visits
- ❖ Referrals to community resources
- ❖ Communication with primary care provider
- ❖ Assistance completing phone calls
- ❖ Education on “when to use” the emergency department vs urgent care vs primary care
- ❖ Education on healthy habits

## Outcomes

- ❖ **16 total individual clients** and their families visited
- ❖ **14/16** clients **connected to PCP** or urgent care provider
- ❖ **11/16** clients received  $\geq 2$  referrals
- ❖ **45** total community referrals made
- ❖ **9+** different types of SDOH addressed

### Common Resource Referrals



\*DSS: Department of Social Services

**Other resources:** YMCA, Nar-anon family groups, Student Health Action Coalition (SHAC) dental clinic, Psychology Today, Nutritionist, Salvation Army Clothing Bank, UNC Beacon Program, Chatham Family Violence Prevention Program, UNC Charity Care, Club Insight, Chatham Cares Community Pharmacy, Online Phone Service, Animal Resource Center, Suboxone Provider Referral

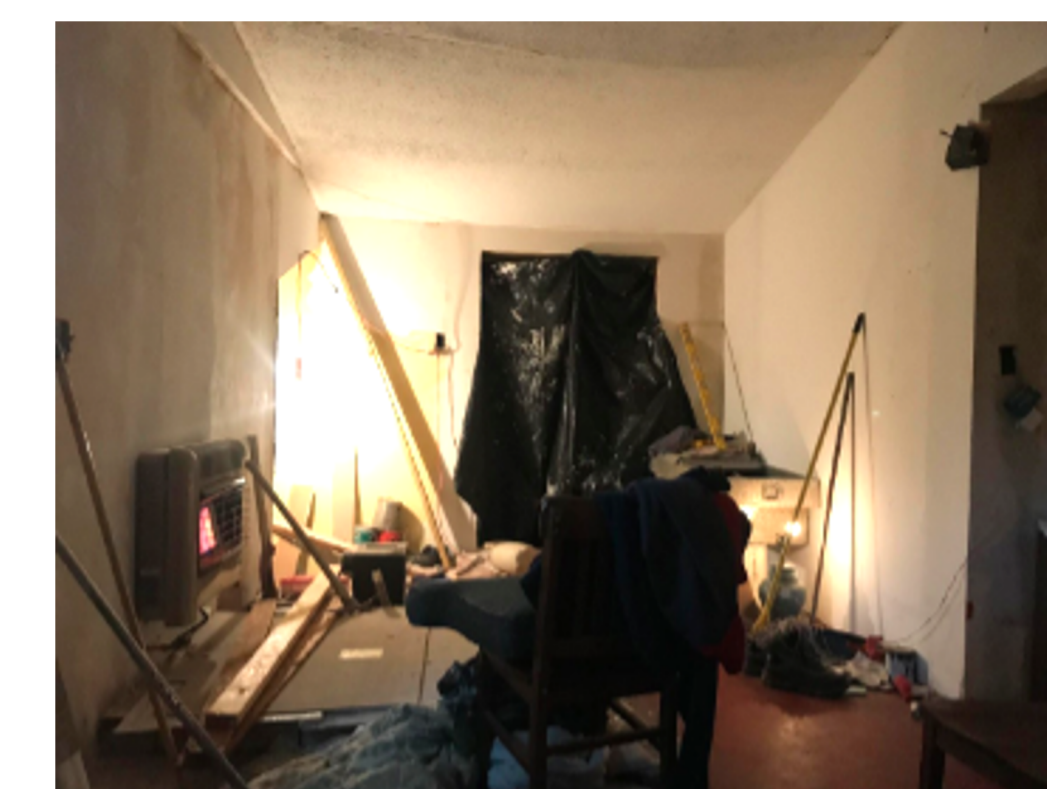
## Conclusions

Home visits improved the **client experience**:

- ❖ Clients felt more connected to health care
- ❖ Clients were connected to helpful resources
- ❖ Clients felt cared for: *“God has sent me a couple of angels”*

Home visits improved the **student experience**:

- ❖ Increased empathy for patient experience
- ❖ Direct visualization of effects of SDOH
- ❖ Increased ability to address SDOH



One client's home

## Sustainability

- ❖ Clients will be included on the patient panel for the Interprofessional Hotspotting class at UNC
- ❖ Chatham County is included in NCCare360, an online platform for community referrals

## Acknowledgements

- ❖ Thank you to the **NC Albert Schweitzer Fellowship** and **Blue Cross and Blue Shield of North Carolina Foundation**
- ❖ Thank you to **Barbara Heffner**, Director NC Albert Schweitzer Fellowship, **Dr. Amy Weil**, our academic mentor, and **Dr. Savannah Crites**, our site mentor, who all gave us invaluable guidance throughout this project.
- ❖ Finally, **thank you to our clients**, who opened their homes and lives to us, giving us the greatest learning and growing opportunities to be better future physicians.

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