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Organizational Overview

In 1956, a group of women envisioned a hospital in Culpeper where women could deliver their babies. By 1960, Culpeper Memorial Hospital opened its doors to community members in Culpeper, Madison and Orange. The hospital has continued to grow over the years to meet the growing needs of our neighbors.

In 1995, UVA Health System purchased Culpeper Medical Associates. On January 1, 2009, UVA Health System acquired 49 percent membership interest in Culpeper Regional Hospital, and then on October 1, 2014, UVA Health System acquired 100 percent of Culpeper Hospital, changing the name to UVA Culpeper Hospital.

At UVA Culpeper Hospital, our two top goals are to be the provider of choice and the employer of choice. We do that in a number of ways, from attending to our patients’ needs and working diligently toward the highest quality and safety, to creating a work environment that encourages and empowers our employees.

Quality Is Our Top Priority

Our focus on quality is relentless and we’re proud of our progress. To date, our hospital has been free from:

- Infections caused by the placement of intravenous tubes in blood vessels for two years
- Urinary tract infections caused by the placement of catheters for more than one year
- Pressure ulcers for more than four years

These are all measures of patient safety. In addition, the Leapfrog Group, an independent research organization that compares hospitals’ performances on national standards of safety, quality and efficiency, has given UVA Culpeper Hospital a “Grade A” for the last seven consecutive scoring periods (as of May 2015).

In addition to our dedication to safety, we are committed to being the provider of choice. In the spring of 2015, UVA Culpeper Hospital staff scored our hospital in the top quartile for employee engagement. We’re proud of our results and are dedicated to continual improvement. We know our staff is our greatest asset and when they are engaged, patient care and safety soar.

UVA Culpeper Hospital is a licensed hospital accredited by the Joint Commission, and our mission is to help people achieve and maintain optimal health by providing the best possible healthcare services. We will always make the needs of our patients our top priority.
Our Community

UVA Culpeper Hospital's primary service area is Culpeper County, with our secondary service area including Madison and Orange County residents. Culpeper's 2014 population is estimated at nearly 53,000. The combined population for all three counties is just over 93,118.

UVA Culpeper Hospital leadership and Board of Trustee members worked with UVA Medical Center and University of Virginia Physicians Group to develop a strategic plan, which utilizes a multi-disciplinary, cross-health system team to concretely address the following identified needs. We selected these health priorities due to the facility’s scope of service, expertise, availability of resources and our ability to help impact overall population health.

Prioritized Health Needs

The Community Health Needs Assessment (CHNA) identified 12 areas of opportunity, including:
- Access to healthcare services
- Arthritis, osteoporosis and chronic back conditions
- Cancer
- Chronic kidney disease
- Diabetes
- Heart disease and stroke
- Immunization and infectious diseases
- Injury and violence prevention
- Mental health and mental disorders
- Nutrition, physical activity and weight
- Oral health
- Respiratory diseases

UVA Culpeper Hospital has selected these four significant health priorities to address in the Implementation Plan:
- Access to healthcare services
- Cancer
- Heart disease and stroke
- Diabetes

In addition, we are working collaboratively with community partners to help address:
- Oral health
Mental health

Priority 1: Access to Healthcare Services

According to research conducted for the CHNA, more than 34 percent of our population experienced delays of some kind in receiving needed healthcare in the past year. The two top cited reasons for this are inconvenient office hours and difficulty in making an appointment.

UVA Culpeper Hospital is partnering with UVA Health System to bring orthopedics, cardiologists and OB/GYN practitioners to the community. In addition, the primary and specialty care clinics are actively recruiting more providers. The primary care network is adding nurse practitioners to help meet this immediate need and is beginning to offer evening and weekend hours.

UVA Culpeper Hospital provides a physician referral system through our website. Additionally, in June 2015, we redesigned our website to make it easier to search for information and educational resources.

Furthermore, UVA Culpeper Hospital is forming a speakers’ bureau to provide education about leading healthcare needs. The speakers will present information not only at these lectures, but also on radio and cable news talk shows. Our on-hold messaging also conveys information on a variety of health related topics.

UVA Culpeper Hospital publishes a bi-monthly employee newsletter. The newsletter often covers topics relating to public health and is accessible to the public through our website. The following are articles relating to primary and specialty care providers:

- 12.14 — Simply Health: Meet Our New Practitioners
- 01.15 — Engage: UVA Cancer Care Culpeper to Grow
- 02.15 — Engage: UVA Cancer Care Culpeper to Grow
- 03.15 — Engage: Greg’s Corner
- 04.15 — Engage: Greg’s Corner
- 04.15 — Engage: New Care Transition and Education Manager
- 04.15 — Engage: Outpatient Rehabilitation
- 06.15 — Engage: Cancer Services | Medical Oncology

UVA Culpeper Hospital presents information to the community to help provide improved education on the availability of providers through community events including:

- Five Over Fifty by Aging Together
- GE Health Fair
Priority 2: Cancer Services

The CHNA identified a lower than state and national average for women 50–74 years obtaining their mammogram in the past two years: 66.2 percent vs. 79.8 percent in Virginia and 83.6 percent nationally.

UVA Culpeper Hospital purchased UVA Hope Cancer Care Culpeper. With this acquisition, the hospital doubled its infusion space and added a dedicated pharmacy, pharmacist and lab in the clinic. This positions the hospital to continue to grow the existing cancer services with both medical oncology and radiation services.

In addition, UVA Culpeper Hospital sponsored and plans Pamper Me Pink, an annual breast cancer awareness and education event for more than 600 women, with speakers, exhibitors and patient testimonials. The money raised from this program funds mammograms and follow-up testing for women who don’t have the means to pay for a mammogram.

The hospital had its website redesigned in June 2015 to improve access to information and additional educational resources. Plus, the hospital created educational brochures on digital mammography, breast ultrasound for dense breasts, breast self exams, stereotactic breast biopsies, SRT Fact sheet, SRT physician resource sheet, lymphedema and general services guide. We have produced Pamper Me Pink brochures, flyers, posters, fact sheets, applications (in Spanish and English) and save-the-date cards.
To inform the public of our services, the hospital participates in the community resource guides for Culpeper, Madison and Orange and our on-hold messaging conveys information about a variety of health related topics.

The hospital hosts a cancer support group and has produced an informational rack card and flyer and posts the information prominently on the website.

The hospital also sponsors community events focused on cancer research and education, including the Relay For Life Survivor’s Dinner and the Relay For Life annual event.

UVA Culpeper Hospital publishes a bi-monthly employee newsletter, which is accessible to the public through our website. The newsletter often covers topics relating to public health. The following are articles relating to cancer:

- 12.14 — Simply Health: Fast, Painless and Proven
- 12.14 — Simply Health: Heart Disease in Women Deserves a Heart-to-Heart Discussion
- 12.14 — Simply Health: Ask the Doctor
- 01.15 — Engage: Greg's Corner
- 01.15 — Engage: Join the Team
- 01.15 — Engage: UVA Cancer Care Culpeper to Grow
- 02.15 — Engage: Greg's Corner
- 02.15 — Engage: UVA Cancer Care Culpeper to Grow
- 03.15 — Engage: Greg's Corner
- 04.15 — Engage: Culpeper Relay for Life 2015
- 05.15 — Engage: Greg's Corner
- 06.15 — Engage: Cancer Services | Medical Oncology
- 06.15 — Engage: Cancer Care Close to Home Makes a Difference
- 06.15 — Engage: Relay For Life Recap
- 07.15 — Engage: Greg's Corner

General community events provide an opportunity to educate the public about our radiation and oncology services at the following:

- Five Over Fifty by Aging Together
- GE Health Fair
- Madison Chamber Business Expo
- CulpeperFest by Culpeper Chamber of Commerce
- Culpeper Soap Box Derby
Meet the CEO for Young Professionals Group of Culpeper Chamber of Commerce
Ambulance Tours at Community Helpers Day
First Aid at July 4 Festivities in Culpeper
Business, Industry & Education Day by Culpeper Chamber of Commerce
Healthy Members 101 lecture (3 times) by Healthy Culpeper
Taste of the Mountains Main Street Festival
Culpeper Fiesta
Art of Aging by Healthy Culpeper
Children's Day in the Park by Healthy Culpeper
Culpeper Chamber Awards Banquet

Priority 3: Heart Disease and Stroke

The CHNA showed elevated high blood pressure and high blood cholesterol rates in our service area. Heart disease is the #2 leading cause of death in the area and stroke is the #3 accounting for 19.2 percent and 5.2 percent of deaths in 2010, respectively. In addition, a market analysis has identified the need for additional cardiologists in our service area.

UVA Culpeper Hospital is working with UVA Health System to bring two additional cardiologists to Culpeper Hospital in 2016.

To promote heart health, UVA Culpeper Hospital sponsors Heart Month activities, including a national “Wear Red Day” event for employees, heart healthy meals every Friday in February and the sponsorship of the American Heart Association Heart Ball. Our on-hold messaging, physician referral services and our redesigned website all provide additional educational information on a variety of health related topics.

UVA Culpeper Hospital publishes a bi-monthly employee newsletter, which is accessible to the public through our website. The newsletter often covers topics relating to public health. The following are articles relating to heart disease and stroke:

- 12.14 — Simply Health: Better-Equipped to Deal with Your Emergencies
- 12.14 — Simply Health: Introducing the Culpeper Wellness Foundation
- 12.14 — Simply Health: Heart Disease in Women Deserves a Heart-to-Heart Discussion
- 12.14 — Simply Health: Ask the Doctor
- 01.15 — Engage: Go Red and Live Well
- 02.15 — Engage: Go Red and Live Well
- 06.15 — Engage: Putting On Your Professional Hands
The community outreach events include education about living a heart healthy lifestyle. These events include:

- Five Over Fifty by Aging Together
- GE Health Fair
- Madison Chamber Business Expo
- CulpeperFest by Culpeper Chamber of Commerce
- Culpeper Soap Box Derby
- "Meet the CEO for Young Professionals Group of Culpeper Chamber of Commerce"
- Ambulance Tours at Community Helpers Day
- First Aid at July 4 Festivities in Culpeper
- Business, Industry & Education Day by Culpeper Chamber of Commerce
- Healthy Members 101 lecture (3 times) by Healthy Culpeper
- Taste of the Mountains Main Street Festival
- Culpeper Fiesta
- Art of Aging by Healthy Culpeper
- Children’s Day in the Park by Healthy Culpeper
- Culpeper Chamber Awards Banquet

**Priority 4: Diabetes Health**

The CHNA showed an increased prevalence of diabetes in our service area in 2014. In addition, there is a rate of more than 12 percent of diabetes in our service area, with 6.5 percent of adults reporting pre-diabetes.

UVA Culpeper Hospital has a diabetes educator, a self-management program and a partnership with Powell Wellness Center to provide diabetes management through education and exercise.

Information on diabetes is available on our website, through our on-hold messaging and through a brochure about the program.

UVA Culpeper Hospital publishes a bi-monthly employee newsletter, which patients can access through our website. The newsletter often covers topics relating to public health. The following are articles relating to diabetes:

- 12.14 — Simply Health: Introducing the Culpeper Wellness Foundation
- 12.14 — Simply Health: Fast, Painless and Proven
- 12.14 — Simply Health: Heart Disease in Women Deserves a Heart-to-Heart Discussion
- 12.14 — Simply Health: Ask the Doctor
Community Partner Priorities

Priority 1: Oral Health
UVA Culpeper Hospital and the Piedmont Regional Dental Clinic are discussing ways in which the hospital can help provide assistance with space or rent.

Priority 2: Mental Health
UVA Culpeper Hospital is partnering with the Crisis Intervention Team with the Rappahannock Rapidan Community Services Board. This board services Culpeper, Fauquier, Madison, Orange and Rappahannock counties and provides training on the recognition and proper handling of mental health related issues. The program is comprised of local stakeholders including law enforcement, emergency dispatchers, mental health treatment providers, hospitals, etc.

UVA Culpeper Hospital applied for a grant to form a CIT assessment site for our five county region. However, the state did not award us the grant in 2015. UVA Culpeper Hospital is partnering with CIT to develop a more robust program in order to reapply for the grant again in 2016.

Areas Not Addressed

- Arthritis, osteoporosis and chronic back conditions
- Chronic kidney disease
- Immunization and infectious diseases
- Injury and violence prevention
- Nutrition, physical activity and weight
- Respiratory diseases

Arthritis, Osteoporosis and Chronic Back Conditions
While the hospital has not made this a priority, we are working collaboratively with area providers and UVA Health System to provide education through lectures and access to providers through our physician referral system.

We are bringing more orthopedics to the region to help treat these issues, as well as our speaker’s bureau.

Chronic Kidney Disease
UVA Culpeper Hospital has partnered with UVA Medical Center Dialysis Services to provide inpatient dialysis services to the community.
Immunization and Infectious Diseases
UVA Culpeper Hospital partners with the County Health Departments in our area to analyze community health risks. A collaborative approach occurs with members of the UVA Culpeper Hospital team and the County Health Department, who participate in monthly Infection Prevention and Control meeting hosted by UVA Culpeper Hospital.

In addition, UVA Culpeper Hospital provides immunizations to our employees and volunteers. As well as, organizes annual 'mass casualty' drills focused on mass vaccination preparedness.

Injury and Violence Prevention
UVA Culpeper Hospital was represented at the Virginia Department of Emergency Management, Region 2, Regional Riposte Redux (Active Shooter) Table Top Exercise.

Culpeper Police Department presented an Active Shooter presentation to the UVACH Leadership team. This program has be expanded through our Emergency Management program and has provided training to the majority of our staff to include Medical Staff. All New Employees are introduced to the program during their Orientation.

Workplace Violence audits are performed continuously to ensure Staff understand what Workplace Violence is and UVACH’s Zero Tolerance approach to Workplace Violence.

Nutrition, Physical Activity and Weight
Culpeper Wellness Foundation and Powell Wellness Center have made this a priority and have a variety of programs, which address this issue.

Respiratory Diseases
UVA Health System specialty care providers in pulmonology and allergy hold clinic hours at UVA Culpeper Hospital regularly.

UVA Culpeper Hospital publishes a bi-monthly employee newsletter. The newsletter often covers topics relating to public health, which the public can access through our website. The following are articles relating to the above issues:

- 12.14 — Simply Health: Introducing the Culpeper Wellness Foundation
- 12.14 — Simply Health: Better-Equipped to Deal with Your Emergencies
- 12.14 — Simply Health: Gearing Up for Drop It! 2015
- 12.14 — Simply Health: Heart Disease in Women Deserves a Heart-to-Heart Discussion
- 12.14 — Simply Health: Ask the Doctor
- 01.15 — Engage: Go Red and Live Well
- 02.15 — Engage: Go Red and Live Well
- 03.15 — Engage: First Personnel Memorable Moments
- 04.15 — Engage: Outpatient Rehabilitation
- 04.15 — Engage: 55th Anniversary Reflections
- 05.15 — Engage: Greg's Corner
- 06.15 — Engage: Service Awards Winner Bev Garrison
- 07.15 — Engage: Service Awards Winner Pat Yates