

# MAKING OUR COMMUNITY HEALTHIER

COMMUNITY BENEFIT REPORT

# 2015

A SPECIAL EDITION OF  
*LiveWell*



**Genesis**  
HEALTHCARE SYSTEM

[genesishcs.org](http://genesishcs.org)



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genesishcs.org

# BEGINNING A NEW ERA OF HEALTH CARE



In 2015, we began a new era of health care in Southeastern Ohio. Your new Genesis Hospital officially opened June 27, with every design detail planned around the needs of our patients. We did this by determining the best way to care for patients and then designed the hospital to match. We carefully thought through the location of services. We created more efficient nursing units, which resulted in caregivers having more time to spend at patients' bedside.

We are already seeing positive reactions from patients and families. Our latest patient satisfaction scores, conducted by a national survey partner, have shown a very positive response. Our improvements are about so much more than a new hospital, though. They are the direct result of our physicians and staff working as a team to improve the patient experience. We will continue our efforts to improve because we are a health care team committed to exceeding your expectations.

This is **your** hospital, and you have told us what you need when it comes to your health care. We have heard you, and we are now transforming Genesis into a regional health care delivery system with advanced services specialized to your needs. Here is one example of our transformation: Expert, advanced and compassionate cancer care is what our community members need. So we created the Genesis Cancer Care Center to deliver that care with all of our cancer services in one location. When you enter the center, you immediately know you're in the right place, because our caregivers envelop you with our special brand of WrapAround™ Cancer Care.

Last year we built a new medical office building, and in it, we created the Genesis Heart & Vascular Center. This is another tangible way we are re-creating the way we deliver care. We brought all our skilled cardiology physicians and services into one comprehensive center dedicated exclusively to treating patients with heart and vascular disease. We are also working hard to make it easier for you to get appointments to see physicians faster. Because that's what you need. You can read more about our new Cancer Care Center and Heart & Vascular Center in this special edition of *LiveWell*.

We are also transforming how we deliver health care throughout Genesis, including in our other centers of excellence: Neurosciences and Orthopedic, Emergency and Trauma, and Women's Care. Our goal is to be a regional health care system that delivers the highest level of quality care, and we will never lose sight of our mission. We are committed to providing compassionate, high quality health care to all members of our region regardless of their economic status. An example of this commitment: We provided more than \$24 million in quantifiable community benefit in 2015.

As we begin this new era of health care, many things are changing for the better in our region. One thing remains the same – the health of you and your family remains our number-one priority.

A handwritten signature in blue ink that reads "Matthew J. Perry". The signature is written in a cursive style.

**Matthew J. Perry**, President & CEO  
Genesis HealthCare System

# OUR JOURNEY TO TRANSFORM HEALTH CARE

Genesis is here for you and your family, and we want to make sure you have access to the quality health care you need without having to travel to large cities far away from home. In 2015, our commitment to you and your family's health was a very visible one with the opening of the new Genesis Hospital. Quality health care is about more than a new hospital though – it's about our physicians and staff providing you with the best possible experience. Our vision is to be a health care team whose care exceeds your expectations, and we are working hard to realize this vision. The new hospital was only the beginning of our journey to transform health care in our region – and exceed your expectations.

Caring for the people of our communities extends beyond the physical walls of the hospital. We are reaching out to you in innovative ways to help you stay well and be there for you when you're not. You'll read about many of the ways Genesis benefits the residents of our communities in this Community Benefit Report, a special edition of *LiveWell*.

You are our partners in this endeavor to transform health care in our region. We rely on your input to know what is important to you and your family. In 2012, we teamed up with local organizations that also have an interest in the health of our communities. Together, we completed a health assessment that identified and prioritized the biggest health needs in our region. Area residents also participated in the assessment through surveys. Data was collected from many sources, looking at the health conditions people in our community are treated for the most, and what resources are available to help prevent and treat these issues.

The 2013-2015 Community Benefit Implementation Strategy was created to describe how Genesis could address the health needs that rose to the top in the assessment. 2015 was the final year of this implementation strategy. In this Community Benefit Report, you'll learn about some of our efforts to address five of the areas of need that were identified in 2012. These are:

- Improving access to health care
- A healthy start for mothers and infants
- Learning to prevent accidents and injuries
- Healthy weight management
- Reducing tobacco use

## New Three-year Plan

With our three-year plan ending last year, we once again surveyed residents of our six-county service area to assess the health needs they feel are most prevalent and important. We offered the survey on our website, and we also sent surveyors into our communities. You can view the full 2015 Community Health Needs Assessment on the Genesis website at [genesishcs.org](http://genesishcs.org).

We are developing a new 2016-2018 Community Benefit Implementation Strategy that will help guide us in meeting your health care needs for the next three years. The implementation strategy will also be available on the Genesis website when it is finalized.

## 2016 GENESIS HEALTHCARE SYSTEM BOARD OF TRUSTEES

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Sister Mary Ann Nugent

Erin Remster, DO

Shirley VanWye

Sister Laura Wolf

John Zimmerman, MD



# IMPROVING ACCESS TO CARE

## Area of Need

Improving access to quality health care continues to be a need in our region. Five of the six counties Genesis serves are considered shortage areas for primary care doctors based on the population and the number of physicians in the area.

One way we improve access to care is by recruiting and hiring new physicians, making it easier for patients to get the expert care they need without traveling far from home. We've made improving access to care a priority, and in 2015 we welcomed 10 new physicians to our medical staff. We also made it easier for new patients to get appointments quicker by refining our processes and hiring 19 advanced practice providers such as nurse practitioners and physician assistants who also see patients.

In addition to recruiting and hiring new physicians and advanced practice providers, we're creating innovative ways to help our community get the quality health care they need and deserve.



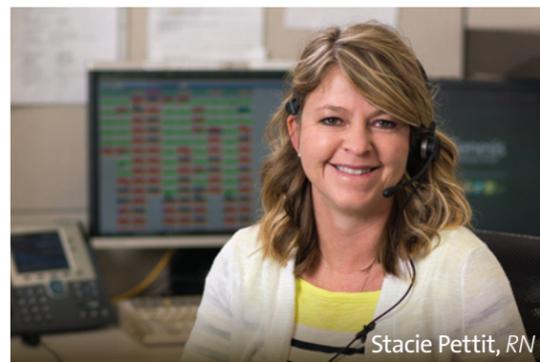
Erin Remster, DO, Palliative Care

## Palliative Care

Genesis offers palliative care, which is specialized medical care for patients dealing with serious illnesses. A team of professionals provides an extra layer of support for patients and their loved ones. The goal of palliative care is to give patients the best quality of life possible, even while facing a serious illness. Our physicians and caregivers provide expert symptom management, help patients and their families understand their diagnoses, and provide compassionate, quality care based on their diagnoses and goals.

The Genesis Palliative Care team includes two physicians who are board-certified in hospice and palliative medicine, and two nurse practitioners with advanced certification in palliative care. This specialized care is available to patients in the hospital and in outpatient offices in the Physician Pavilion and the Cancer Care Center.

Palliative care physicians see patients daily at the Cancer Care Center. Same-day appointments are often available, and the team coordinates medical appointments to save patients from making multiple trips. Palliative care is also available at home to patients who are unable to make an office visit due to medical reasons. The team also works closely with Genesis Hospice to provide the best possible care for patients at the end of life.



Stacie Pettit, RN

## NurseLine Available 24/7

The NurseLine is a free phone service available 24/7 to answer general health questions or help with inquiries such as finding a doctor. Registered nurses in our community staff the NurseLine. The nurses have experience with emergency medicine and are specially trained to assist callers in a variety of ways.

Nurses answering the phones often receive calls about seasonal illnesses such as colds and coughs. Other frequent questions include how to treat illnesses and when to see a doctor. The free service has been available to the community since 1993, with nursing staff answering questions and offering support for health concerns. The NurseLine number is (740) 455-4949 or (800) 948-4949.

In 2015, the NurseLine assisted those in our community seeking access to care or health information by responding to 26,805 calls.



Ben Jennings, Vet to Vet volunteer

## We Honor Veterans

Every year, 680,000 veterans die, equaling 25 percent of all deaths. Genesis Hospice Care reaches out to help veterans gain access to end-of-life care through the "We Honor Veterans" program. The national campaign offers education, outreach events and support for Genesis to offer veteran-centered care in our community. More than 160 members of our community were able to receive veteran-centered hospice care in 2015. Genesis Hospice also earned the highest partner ranking, Level 4, in the "We Honor Veteran" national program. We're the only health care system in our area to achieve Level 4 recognition for the Hospice care of those who have served our country.

To get this recognition, the Hospice staff participated in additional training and education to understand the unique needs of veterans to provide veteran-centered care to both veterans and their families.

Vet to Vet volunteers also received special training to listen, reach out, and help veterans and their families at the end of life. Ben Jennings, shown on the cover of this Community Benefit Report, was the first Vet to Vet volunteer at Genesis. Since then, Genesis Hospice added four more volunteers.

Genesis Hospice also reaches out to help the community learn about those who have served. In 2015 Hospice co-sponsored the first "Salute to Veterans" assembly at a local school and participated in the Veterans Day parade. For those veterans who weren't able to come to celebrations such as these, Hospice honored 105 veterans in nursing homes and assisted living facilities with personalized pinning ceremonies to recognize them for their service.

## New Physicians

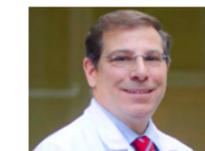
Genesis welcomed the following new physicians to the medical staff in 2015.



Megan Barnes, MD  
Hospital Medicine



Sean Barnes, MD  
Internal Medicine



Philip Bongiorno, MD  
Cardiovascular Thoracic Surgery



Trevar Chapmon, MD  
Physical Medicine and Rehabilitation



Grant Chow, MD  
Clinical Cardiac Electrophysiology



Rob Moore, MD  
Interventional Pain Management



Keoni Nguyen, DO  
Dermatology



John R. Raabe, MD  
Cardiology



Matthew Schmieder, MD  
Pediatric Medicine



Shannon Schwartz Hanley, MD  
Breast Surgeon



# HEALTHY WEIGHT MANAGEMENT

## Area of Need

A big need in our community is to help those in our community struggling with obesity, especially children. In our community, the number of children overweight or obese is 26 percent, and one in four children in our area is considered at risk for obesity.

Children who are overweight are more likely to be obese as adults and more likely to develop adult health problems such as diabetes. Diabetes is the seventh leading cause of death in our community. The disease increases the risk of cardiovascular disease, heart attacks and strokes.

The percentage of our community members with diabetes rose 12 percent from 2004 to 2012. An average of 10.9 percent of people in our community reported having diabetes from 2006 to 2012. About 31 percent of adults over age 20 in our area report no physical activity, leading to health problems.

We're collaborating with organizations and reaching out with no cost or low cost programs to help people of all ages manage their weight and weight-related health conditions.



Elle Folden stretching

## Shaping Futures

Shaping Futures is an interactive hands-on program for children. It's a free program and is designed to help children and families make healthy lifestyle choices. The program focuses on ways to implement a healthy diet and exercise into family's lives. During the sessions, kids enjoy social time, interactive learning activities and the opportunity to win prizes. They also have the opportunity to swim at a local fitness facility.

The program is for children ages 5 to 11 years old, accompanied by an adult. The sessions include safe, fun games and exercise taught by certified fitness professionals; nutrition education taught by registered dietitians; opportunities to learn games and exercises to do at home; and easy ways to improve healthy choices and behaviors. These group sessions cover lessons on health and nutrition, including realistic healthy nutrition for busy lifestyles, stress and emotional eating, food label education, portion control techniques, budget and kid-friendly healthy foods, and more. Evaluations after the programs show Shaping Futures is making a difference and helping kids make healthier choices.



## Muskingum Moves

Improving the health of our region requires organizations working together. Muskingum Moves is an initiative between Genesis, local health departments and community fitness centers. A local physician participates in the group to offer guidance and insight.

This taskforce has a goal of helping our community specifically with weight management, physical activity and nutrition. It's a new initiative that began in 2015. The goal of the group is to provide free resources to the community such as healthy recipes, ideas for physical activity, and other current information. A Facebook page was created to provide instant information at your fingertips.

It's one of the few local resources devoted to health information on events, healthy recipes and helpful tips to improve your health. The Muskingum Moves Facebook page started in January 2015 and had more than 6,000 visitors by the end of the year.



## Walk With a Doc

Walk With a Doc is a free event that offers everyone in the area the opportunity to get some exercise. Genesis has been providing Walk With a Doc for four years and was one of the first in the region to offer the event.

The event is held monthly and features a local doctor leading a walk and then providing the chance to ask the doctor general health questions. It's open to all ages and doesn't require special equipment – other than a good pair of walking shoes.

The free exercise program provides a way for anyone in the community to get some exercise – regardless of the weather. During the winter, the walks are held inside at the Genesis HealthPlex, and during the warm weather months, the walks are held outside at the Gorsuch Fitness Trail at Genesis Hospital. In 2015 nearly 400 community members participated in Walk With a Doc.



Belinda Mahon, Heart & Vascular Rehab

## Diabetes Programs

Genesis has certified diabetic educators to help community members manage their diabetes. We also offer special programs such as a diabetes exercise program just for people dealing with the disease.

The diabetes exercise program helps people with diabetes learn how to be active, feel better with exercise, and control their blood sugar. Our exercise program is open to people living with diabetes including those who have been diagnosed with pre-diabetes and a support person. Participants receive a one-on-one fitness assessment, exercise prescription and guidance by exercise specialists.

Along with the diabetes exercise class, we're the only hospital in the area with self-management education classes recognized by the American Diabetes Association. The classes help community members with diabetes learn to manage the disease. Community members are also able to be evaluated soon through group assessments. Making this education available in our community saves residents time and money by not having to travel far to learn to live with diabetes.



## Free Screenings

Free screenings for diabetes are offered at Genesis Spirit of Women events and other health fairs in our region. Blood glucose tests help determine if someone might be pre-diabetic or have undiagnosed diabetes. For those with high blood glucose levels who are prediabetic, it might be possible to prevent or delay diabetes with weight loss, increasing activity and/or medication. Offering these free tests throughout the community helps identify at-risk individuals.

A special Spirit of Women event each year focuses on diabetes prevention and management. Nearly 150 people attended the diabetes event in 2015. About 50 participants had a free blood glucose test to detect abnormal levels, and 34 were considered at-risk. Those tested received a copy of their results at the event and were encouraged to share the results with their doctor. Spirit of Women staff called the at-risk participants to remind them to follow up with their primary physician, offered resources for finding a family physician – if they didn't have one – and provided educational materials.

Without these free screenings, community members might go undiagnosed and have increased health problems.

# LEARNING TO PREVENT ACCIDENTS & INJURIES

## Area of Need

Falls are the leading cause of death for Ohioans age 65 and older and the No. 1 reason people in our community need to come to the Emergency Department (ED). People can learn to reduce their risk of falling, and we offer free programs and education on preventing falls. The programs include identifying hazards in the home and taking steps to prevent unforeseen injuries.

The No. 2 reason people come to the ED is car accidents. The third most common reason is four-wheelers, dirt bikes and other types of vehicle accidents. We help the community learn to reduce injuries like these by offering prevention programs at no cost to all ages ranging from preschoolers to senior citizens.



Corisa Vejsicky demonstrates how to stand safely to David Brenner, left, and Jay Wiseman.

## Senior Lifestyle and Injury Prevention

A fall risk assessment is available at no cost throughout the six counties we serve to determine how likely people are to fall. More than 650 residents in our communities attended the presentations and events and nearly 60 learned how likely they are to fall by taking a fall risk screening in 2015. Certified physical therapists from Genesis Rehabilitation Services provide the evaluations. The screenings evaluate a person's functional reach- or ability to maintain their balance while reaching for objects, or evaluate a person's mobility by measuring the time and ability to sit, stand and walk a short distance.

Along with assessing the risk of falling, the programs teach how to prevent falls. Participants learn practical tips to reduce their risk of falling that are easily able to be implemented in their homes and lifestyles. The program is available at no cost to groups throughout the community.



## Matter of Balance

Matter of Balance is a series of classes to help older adults manage concerns about falling and reduce the fear of falling. The classes are designed to increase activity and include exercises to improve balance. Matter of Balance is a nationally recognized program developed at the Roybal Center for Active Lifestyle Interventions at Boston University.

Rebecca Geyer, injury prevention and outreach coordinator, Genesis Emergency & Trauma Services, has trained 20 coaches throughout the area in Muskingum, Guernsey and Coshocton counties. The classes are making a difference. Participants learn practical ideas, participate in exercises designed specifically to reduce their fall risk, and have the opportunity to network and discuss fall risk topics with peers. Health care professionals also come to visit each class to give additional insights into reducing falls and take questions from class participants. The classes are available at no cost and are offered throughout the year. About 75 community members learned how to reduce their risk of falling by taking the Matter of Balance classes last year.



## Ohio Safe Communities

Ohio Safe Communities is an initiative to save lives and is collaboration between Genesis and state, county and community partners. In 2015, Genesis participated with Safe Community coalitions in Muskingum, Perry, Coshocton and Guernsey counties. Each program included the goals of increasing seat belt usage, increasing seat belt and impaired driving awareness, and increasing motorcycle safety awareness.

There were 20 events reaching 6,160 participants held throughout the year. The programs included events such as seat belt checks at Mid-East Career and Technology Centers with Guernsey County Safe Communities; "Buckle Up in Your Truck," campaign with the Perry County Safe Community Coalition; "Click It or Ticket" kickoff with the Coshocton County Safe Community Coalition; and the "Back to School" safety event at Zanesville City Schools with Muskingum County Safe Communities. The Safe Communities initiative is supported by the Ohio Traffic Safety Office.



Students at West Muskingum High School react to driving simulator.

## ThinkFirst

Genesis provides ThinkFirst injury prevention programs at no cost throughout our area. ThinkFirst helps high risk-individuals such as children, teens and young adults learn to reduce their risk for injury.

A new addition to the program is the driving simulator. The hands-on activity shows the consequences of distracted or impaired driving. During the presentations, Genesis Emergency & Trauma Services staff talks to the students about the importance of focusing on driving when they are behind the wheel. The simulator was used in more than 55 events including a science fair experiment, pre-prom programs, and during presentations with sheriffs' departments and state highway patrols. More than 10,560 people were reached as part of the presentations.

The Genesis ThinkFirst programs also include helmet safety. In 2015 more than 340 bicycle helmets were fitted correctly and given away to youngsters in our area. About 45 Genesis ThinkFirst programs reaching more than 9,100 people were presented last year. The programs are developed by the American Association of Neurological Surgeons and the Congress of Neurological Surgeons, and are specifically designed to help reduce the incidence of brain, spinal cord and other traumatic injuries.



Steve Shroyer, athletic trainer, Genesis Rehabilitation Services

## Baseline Concussion Tests

It can be difficult to know when it's safe for children to return to play after suffering a concussion. Symptoms of a concussion – such as a headache – aren't always visible, and a student might not report the symptoms because they want to stay in the game. Genesis Rehabilitation Services offers a way to help determine when it's safe to return to the game. Students in our area can receive a baseline concussion test, the Immediate Post-Concussion and Cognitive Testing (ImPACT). The 20-minute computer test is offered at no charge to schools in our area. Students take the ImPACT test on a computer at their local schools.

If a student suffers a concussion, the test is given again to re-evaluate their memory, reaction time and problem-solving. The test helps determine when the brain is healed and it's safe to return to play. In 2015, nearly 450 students in our six-county service area received the ImPACT test. If Genesis didn't provide the test free of charge, parents would have to pay for the testing and often travel farther from home.

# REDUCING TOBACCO USE

## Area of Need

About 23 percent of the residents in our community smoke cigarettes. Tobacco use is one of the most preventable risk factors to reduce disease and death, and it impacts everyone. Smoking and secondhand smoke are risk factors for chronic breathing problems – the No. 3 cause of death in our community.

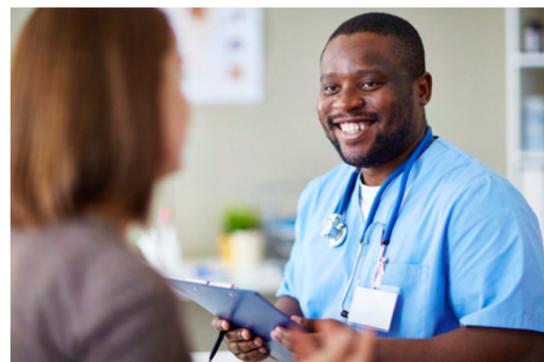
The good news is progress has been made, and cigarette use has decreased 8 percent in the past five years in our region. There is still work to be done because our community ranks above the state average for cigarette use. We're reaching out to find effective ways to reduce tobacco use. We offer programs to help anyone in our community quit tobacco use to improve their health and the health of the whole community.



## Tobacco Treatment Available

Our unique tobacco treatment program is available for anyone wanting to quit tobacco use for good. It's one of few programs in the area offering one-on-one counseling. Studies show individualized counseling increases the success rate. Our certified tobacco treatment specialists are trained on the latest nicotine replacements and correct use to increase the chance of success. During the counseling sessions, participants design a plan that works for them, including the best treatment, ways to curb cravings, and nicotine replacement strategies.

We have nearly a dozen certified tobacco treatment specialists throughout Genesis HealthCare System to help patients in the hospital and community members on an outpatient basis. Our goal is to help anyone who wants to quit the tobacco habit.



## Helping Patients With Cancer Quit

Genesis Cancer Services partners with Northside Pharmacy to assist cancer patients with nicotine reduction therapies. Studies show that quitting tobacco while undergoing cancer treatments increases the chance of survival, lessens pain, and results in fewer side effects.

Full-time tobacco treatment specialists at the Genesis Cancer Care Center help patients quit tobacco. These specialists coordinate the tobacco cessation treatment including prescriptions, insurance coverage, delivery and follow-up.

The tobacco treatment specialists also extend a helping hand to family members to see if they're interested in smoking cessation to limit the impact of secondhand smoke on their loved one. The program enables patients with cancer to receive nicotine replacement therapy at a reduced cost, along with support and education on how to follow the program and improve the rate of success. The program is making a difference and helping those undergoing cancer treatments to quit tobacco use.



Burrell Pettet, Coal Miner

## Black Lung Program

The black lung program at Genesis provides health care and respiratory management to coal miners and others facing respiratory problems. There's a black lung clinic available daily to provide tobacco treatment information, education and assistance with cessation medications.

The black lung program is the only one in our area and one of only two in Ohio. It's available free of charge for those who qualify. The program is offered through Genesis Lung Services and reached 930 people in our community last year, including those who enrolled in the smoking cessation programs as part of the black lung program.

For those in our community struggling with breathing problems, there's also a free support group – the Better Breathing Club. It's open to anyone, and it offers an opportunity to learn new information and share ideas with others in the community facing similar health issues.



## A Smoke-free Campus

The health and wellness of the community is a priority for us. That's why every Genesis location is completely tobacco-free – inside and out. We're dedicated to keeping you healthy, which is why the hospital campus, partner companies and all locations have been tobacco-free since 2010.

Staff members are trained to help tobacco users not use tobacco while on campus by offering incentives such as gum, candy and coupons to our cafes and gift shop. Nicotine gum is available to the community at information desks and the Emergency Department in the hospital.

Change starts at home, and in November more than 150 Genesis employees participated in the Great American Smoke Out to begin their personal change. Employees received information on smoking cessation and signed up for a drawing as part of the promotion. The Genesis Health and Wellness team displayed information at entrances, and employees and community members in the hospital received free information on smoking cessation including recipe cards for cinnamon-flavored toothpicks to help curb cravings.



Jackie Criss and Christina Cooper, Lung Services

## Community Health Fairs

Tobacco treatment specialists reach out to groups and organizations to provide programs, education and resources at no cost for the community. Genesis staff provided free resources and education at 57 health fairs last year.

Information about the Ohio Tobacco Quit Line, 800-QUIT-NOW, was distributed throughout the year. The quit line offers free counseling to pregnant women who smoke and others who qualify. The health fairs help everyone learn about the health benefits and cost savings of quitting tobacco.

We offer screenings such as respiratory and blood pressure/stroke awareness, and other tests for other health issues that could result from tobacco use at many of the health fairs. Offering these free health screenings provides the opportunity to possibly detect health problems that might otherwise go unnoticed.

# HEALTHY START FOR MOTHERS AND INFANTS

## Area of Need

Helping moms and babies get off to a good start improves the health of the whole community. One of the biggest needs in our area is eliminating substance abuse for pregnant women. The top three priorities identified as health needs are reducing tobacco, alcohol and drug use in pregnant women.

Ohio averages 16 percent of women smoking while pregnant. Our service area averages 26 percent of women smoking while pregnant, and one county in our area reported 29 percent of pregnant women smoking. Tobacco use while pregnant often increases fetal heart rate, incidence of premature birth, low birth weight, stillbirth and the likelihood of the baby developing lung problems.

Reducing alcohol use in pregnant women is another priority. Prenatal exposure to alcohol is the most common cause of birth defects. The number babies born addicted to drugs is increasing at alarming rate across the United States. Ohio had a 75 percent increase in the number of babies born addicted to drugs from 2008 to 2013. At the same time, our area had an 84 percent increase in the addiction called neonatal abstinence syndrome.

Genesis provides a variety of innovative outreach programs and community education to address these needs and help moms and babies have a healthy beginning.



## Helping Infants Thrive

Genesis is a Level II Special Care Nursery enabling care for babies as early as 32 weeks gestation. We have a team of compassionate nurses who have advanced training and a passion for caring for these newborns, including full-term babies with special needs.

Some of these infants with special needs include babies born addicted to drugs. In 2013 Genesis began a program to identify at-risk infants early. This program helps babies get treatment to relieve painful withdrawal symptoms; improves the health of infants; and provides parents support and education to help care for their infants.

Babies born addicted to drugs often have low birth weight, difficulty eating, inconsolable crying, respiratory problems, and seizures or convulsions. Genesis is a member of the Ohio Perinatal Quality Collaborative to evaluate and provide the best way to care for the drug-addicted babies – ranging from swaddling to music therapy – to enable them to get home sooner. The collaborative has specific goals to get babies home to family and friends sooner.



## Breastfeeding Support 24/7

Breastfeeding has been proven to be the most complete form of nutrition for babies' health, growth, immunity and development – along with being cost-effective. We offer one of the most supportive breastfeeding programs in the region.

Genesis has a team of caring, certified lactation consultants available seven days a week to answer questions and offer support while moms are in the hospital or after they arrive home. A full-time lactation consultant is available at the hospital – day or night.

A weekly support group is also offered at no cost. Infants receive a weight check during meetings, and professional lactation consultants answer mothers' questions. The group is open to all mothers in the community – whether they choose to breastfeed or bottle-feed. It gives moms the opportunity to ask questions one-on-one with the lactation consultants and network with other mothers in the group.



## Education for Expectant Parents

Genesis collaborates with other organizations in the community to offer free events and resources to help pregnant mothers learn about pregnancy, health and nutrition, growth and development of their babies, and other topics.

Free educational materials are available for expectant moms on the importance of healthy eating while pregnant, getting care early in the pregnancy – in the first trimester – and the effects of smoking, alcohol and drugs on pregnancy.

Genesis networks with various community groups and health centers to reach out to mothers to explain the importance of early prenatal care for both mom and baby, and help mothers get early care and support. The nurses emphasize the importance of carrying the baby to term. As a result, more babies in the community are delivered at 39 weeks or more, increasing the likelihood of having a healthy infant.



## Healing After Infant Loss (H.A.I.L.)

Genesis developed a special program to help families who have lost a baby early in the pregnancy. Healing After Infant Loss (H.A.I.L.) provides support to families by sponsoring several events every year.

A Walk to Remember is held in October for families who experienced a loss. In December, a bulb-decorating holiday event gives parents the opportunity to decorate ornaments in memory of their babies. In the spring there's an annual memorial service to give families a place to honor their loved one. The group of supportive staff and parents also plants flowers. Since starting in 2008, the group has grown from a few to more than 100 family members.

## Teen Pregnancy

Teen mothers tend to have high-risk pregnancies. Full-time social workers at Genesis help teen mothers gain access to care and get the support they need. The social workers are available to answer questions in a one-on-one setting. Teens have different needs than adult mothers. Genesis social workers and nurses are specially trained to help the young mothers.

# BENEFIT TO THE COMMUNITY: \$24 MILLION

*Genesis HealthCare System gives to the community in many ways. Genesis is not-for-profit with a mission to provide compassionate, quality health care. We're dedicated to meeting the health-related needs of our community members, regardless of ability to pay.*

*We partner with agencies throughout the community to identify health-related needs of the poor, the underserved and the community-at-large, and we strive to fulfill those needs. We pledge every dollar (after expenses) to develop services, provide financial and professional support, and offer education and wellness programs that respond to the community's health needs.*

## What Is Community Benefit?

Community benefit is the programs, events or services used to promote health and healing to meet community needs. Community benefit programs create better access to health care, enhance the health of the community, advance medical or health care knowledge, and demonstrate charitable purpose. Genesis' quantifiable community benefit in 2015 was **\$24,094,000**, which was 7.3 percent of our total expenses.

Our community benefit is defined in three categories:

- **Charity Care** – Free or discounted health services provided to people who can't afford to pay.
- **Unpaid Cost of Medicaid & Medicare** – The shortfall created when payments received from Medicaid & Medicare are less than the cost of caring for patients.
- **Community Benefit Services** – Community health improvement services, including community health education; clinical screenings for uninsured and underinsured; support groups and self-help programs; health professionals' education; subsidized health services that are provided despite a financial loss because this meets an identified community need and if no longer offered, it would either be unavailable in the area or fall to the responsibility of government or another not-for-profit organization to provide; research; cash and in-kind contributions; community building activities that address the root causes of health problems such as poverty; homelessness and environmental problems; and costs associated with community benefit operations.

CHARITY CARE	Free care provided to more than 8,620 patients who did not have insurance or whose insurance left them with an out-of-pocket balance after payment was made. Amount based on costs. Bad debt is not included.	\$3,416,000
UNPAID COST OF MEDICARE & MEDICAID	Genesis received payments for services provided to patients covered by Medicare and Medicaid, but the payments did not always cover the cost of the services. Costs are defined as difference between program net patient revenues and cost of providing the services.	\$19,129,000
COMMUNITY BENEFIT SERVICES	More than 59,211 people benefitted from activities such as free health screenings, educational programs and in-kind donations from Genesis.	\$1,549,000
<b>TOTAL COMMUNITY BENEFIT</b>		<b>\$24,094,000</b>

## Other Forms of Economic Support

Genesis is a major driver of the local economy with more than 3,450 people employed and a payroll of \$204 million. In addition to the ripple effect these payroll dollars make as employees make their homes in our community and support local merchants, our employees' payroll taxes also make a sizeable contribution to the area's economic health:

State of Ohio payroll taxes: \$6.7 million  
 Local payroll taxes: \$3.7 million  
 School taxes: \$132,331

## Support From Employees

Genesis employees supported our community in a variety of ways in 2015, including:

- Red Cross Blood Drives: 45 units collected from 3 drives
- Donating to the United Way: \$77,804.75
- Raising funds for the American Cancer Society, Leukemia and Lymphoma Society, American Heart Association and the Crohn's & Colitis Foundation of America
- Raising funds through fruit sales in the Genesis cafeterias for local social agencies including the American Red Cross, Transitions, Big Brothers Big Sisters, Roseville Community Pantry, Trinity Full Gospel Food Pantry, Somerset Food Pantry, Morgan County United Ministries, College Drive Presbyterian Food Pantry, Heartbeats, Forever Dads, First Putnam House (homeless shelter), and Christ's Table



# ACCOMPLISHING MORE FOR YOU

*You and your family deserve the best possible care. The new Genesis Hospital was just one of many ways we began a new era in health care in 2015.*

*We'd like to share other accomplishments as we worked hard to provide you with excellent care.*

## Clinical Program Accomplishments

- Received the “Get With The Guidelines®-Stroke Gold-Plus” Quality Achievement Award. This award signifies we implemented specific quality improvement measures outlined by the American Heart Association/American Stroke Association for treatment of stroke patients.
- Received a 3-year mastectomy accreditation renewal for the Women’s Boutique in the Cancer Care Center from the American Board for Certification in Orthotics, Prosthetics and Pedorthics.
- Achieved the top 10 percent nationally in nephrology, complication prevention, for minimizing complications, 30-day re-admission rates, hospital acquired conditions and length of stay.
- Developed a cardiac nurse program specifically for patients undergoing open heart surgery to enhance their care.
- Met 100 percent of quality measures in venous thromboembolism for decreasing blood clots.
- Began the process to apply for Magnet designation, one of the highest credentials a health care organization can achieve. The designation is awarded by the American Nursing Credentialing Center for quality patient care, nursing excellence and innovations in patient care. The process is rigorous and comprehensive; it can take four or more years for organizations to receive Magnet designation.
- Received re-certification as a Chest Pain Center with Percutaneous Coronary Intervention (PCI) and Atrial Fibrillation Center through the Society of Cardiovascular Patient Care (SCPC). Also received echo cardiogram re-certification through the Intersocietal Accreditation Commission.
- Started “See You in 14,” an exercise and education rehabilitation program in partnership with heart surgeons to help heart patients improve their health and reduce re-admissions to the hospital.
- Received Gold Recognition from the U.S. Department of Health and Human Services as part of the National Hospital Organ Donation Campaign, for educating and encouraging employees and the community to enroll as organ, tissue and eye donors.



## Enhancing Services

- Opened the Cancer Care Center to provide patient- and family-centered, expert care closer to home. The center is connected to Genesis Hospital so patients and families can easily access services in the hospital.
- Opened the Genesis Heart & Vascular Center to bring cardiology physicians and heart services into one convenient location for patients. The center is located in the Physician Pavilion, which is connected to Genesis Hospital.
- Opened Rheumatology Care Center to diagnose and manage disorders of the musculoskeletal system and connective tissues.
- Implemented video monitoring system in the hospital to enable specially trained technicians to see and talk with patients via video and audio in real time to increase patient safety.
- Developed a Patient and Family Advisor program to provide input from patients and their families into enhancing care.
- Started Genesis Daily Awareness and Safety Huddle (D.A.S.H.) to keep up to date with safety and quality activities.



Pictured left to right are Mary Kitzig and Heather Shuster, Genesis Population Health & Wellness; Jennifer Szatkowski, Verizon; and Paul McClelland, Genesis HealthCare Foundation.

## Other Accomplishments

- Awarded TeleHealth Verizon grant to provide diabetes education classes via teleconference capabilities to help those in rural areas manage their disease.
- Achieved Level 4 Status for “We Honor Veterans,” a national campaign that provides care and support to veterans. Level 4 is the highest level possible and required advanced training for Genesis Hospice staff and volunteers, educating the community about veterans’ needs, and meeting patients’ and families’ goals for care.
- Awarded a grant from the Columbus affiliate of Susan G. Komen for the Cure that enabled us to help uninsured or underinsured women get free digital mammograms. Last year we helped 87 women with these grant funds.
- Earned Wellness Silver Award for demonstrating a commitment to employee health and wellness in the large business category from Ohio Department of Health and Healthy Ohio Business Council.
- Received second place for a presentation by COPD (chronic obstructive pulmonary disease) navigators on decreasing re-admissions to Genesis Hospital at the Ohio Association for Healthcare Quality Annual Conference competition.
- Genesis Community Ambulance employee, Kelly Mallet, mobile intensive care unit RN, was recognized for receiving the Distinguished Service Award at the Ohio Division of Fire Awards Banquet for pulling victims out of a burning vehicle to safety.



## Working With Others

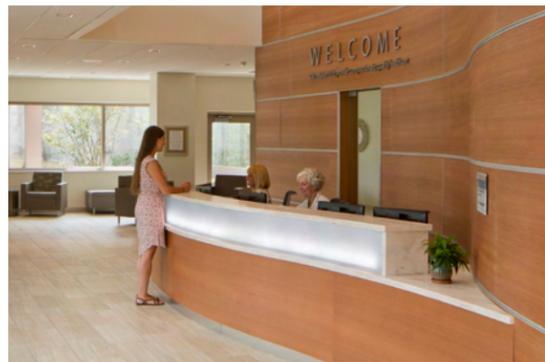
- Partnered with local schools and colleges to provide clinical training for students.
- Co-sponsored a “Take Back Drugs Day” with other community and law enforcement agencies. The event enables community members to rid their homes of potentially dangerous, expired, unused and unwanted prescription drugs by dropping them off for disposal.
- Partnered with Zane State College to provide American Heart Association-certified CPR, first aid and bloodborne pathogens training to members of our community.
- Received grant for Emergency & Trauma Services to offer home inspections to assess fall risks by local fire departments.

## Information Technology

- Expanded the Epic electronic medical record with 200 physicians and other providers.
- Exceeded 26,500 active users of MyChart®, the Epic feature that enables patients of physicians who are Epic users to access their own medical records online. The number of MyChart users increased by more than 7,500 patients in 2015.
- Ranked as one of the 100 Top Best Places to Work in Information Technology (IT) by IDC’s Computerworld for the third consecutive year. The ranking is awarded to IT departments that offer workers great benefits and compensation, along with a stimulating work environment.
- Named one of Ohio’s 21 “Healthcare’s Most Wired” health care systems by the College of Healthcare Information Management Systems and the American Hospital Association. This acknowledges the potential of information technology to improve quality care and patient safety as well as lower health care costs.

# NEW GENESIS HOSPITAL BECOMES A REALITY IN 2015

*After years of planning and construction, your new Genesis Hospital officially opened its doors to patients on June 27, 2015. There were several milestones through the year – just take a look at what happened in 2015 on the Genesis Hospital campus.*



## Cancer Care Center Opens

The Genesis Cancer Care Center opened on Jan. 12. This Center of Excellence brought all Genesis cancer services under one roof in a warm, healing environment. It was designed with input from our patients, physicians and staff to make sure patients and their families receive the best experience possible. The center is a tangible way we are transforming health care for our communities.

Chemotherapy is given to patients in unique pods that are designed like private, first-class airline seating to help ease the stress of treatment. The large room features large floor-to-ceiling windows overlooking a fitness trail. We also have a dedicated oncology pharmacist and on-site pharmacy for the most up-to-date cancer protocols and faster access to medications.

Patients and visitors alike feel the difference in the new Cancer Care Center as soon as they enter the doors. It's not just the environment that's different – it's the way our caregivers wrap their arms around patients and give them the compassion and support they need.



The Most Reverend Frederick F. Campbell

## Dedication Ceremony & Chapel Blessing

On Monday, May 25, more than 150 invited guests attended a dedication ceremony for the new Genesis Hospital. The dedication ceremony marked the near completion of construction and was the first of several events to showcase the new hospital. The ceremony included remarks from representatives of the Genesis Board of Directors, Franciscan Sisters of Christian Charity, Bethesda Care System Board, Genesis Medical Staff, Genesis staff, a Genesis patient and Genesis Administration. It concluded with remarks and a blessing from The Most Reverend Frederick F. Campbell, Bishop, Roman Catholic Diocese of Columbus. Following the ceremony, attendees toured the new hospital, and Bishop Campbell led a formal blessing of the new Saint Francis Chapel.



Seth Brock, patient, (center) cuts the ribbon with Genesis representatives.

## Ribbon-cutting & Open House

On Saturday, June 20, a ribbon-cutting ceremony marked the official opening of the new Genesis Hospital. After the ceremony, members of the community made their way into the hospital where many of the new features were available for viewing. Visitors were able to see the all-private patient rooms, the Emergency Department, Surgery, Critical Care, Garden Café, Heart & Vascular Center, Neuroscience & Orthopedic Center, Cancer Care Center, St. Francis Chapel and much more.

## Move Day – June 27

Saturday, June 27, 2015 was historic in our region as 91 patients were moved from Good Samaritan to the new hospital – all in one day. While the move process lasted only one day, the preparations for the move had been in the works for months. Careful planning and coordination was essential to ensure the patients in Good Samaritan could be safely moved to Genesis Hospital with as little inconvenience as possible. Services at Good Samaritan were no longer available, as everything – inpatient and outpatient – moved to the new hospital on June 27. This included the Emergency Department, which saw its first patients at Genesis Hospital at 6 a.m. even as inpatients were being transported.

Physicians and staff completed this monumental job with great success – beginning a new era of health care in Southeastern Ohio.



## Neuroscience & Orthopedic Center Is Completed

### Physician Pavilion Offers Enhanced Services

The new medical office addition to the Physician Pavilion was completed in 2015. The Neuroscience & Orthopedic Center, a Center of Excellence, is on the garden level in the pavilion. It brings together our expert neurosurgeons, neurologists, physical medicine and rehabilitation physicians, and orthopedic surgeons along with specialized therapies and imaging services. There is also an ortho/neuro rehab gym located in the center.

Among other changes in the expanded Physician Pavilion is a convenient lab draw center for blood and other laboratory testing; a larger Northside Pharmacy for your prescription and over-the-counter medication needs; and a Jazzman's Café offering fresh-brewed coffee and other beverages, soups, salads, sandwiches and bakery treats.

### Heart & Vascular Center Opens

Another of Genesis' Centers of Excellence, the Heart & Vascular Center opened on the first level of the Physician Pavilion last year. All of our heart and vascular physicians are located in this comprehensive center, which is dedicated exclusively to treating patients with heart and vascular disease.

Patients can receive outpatient diagnostic testing in the Heart & Vascular Center. There is also a clinic focused on device management. The center is connected to Genesis Hospital by a walkway, making it convenient for patients to access services in the hospital without leaving the building.



# Genesis

HEALTHCARE SYSTEM

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CHANGE SERVICE REQUESTED



## MAKING OUR COMMUNITY HEALTHIER

The Genesis Community Benefit Report is an annual publication of Genesis HealthCare System and a special edition of LiveWell.

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