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.
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.

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.
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.

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.

Weimeng Jennings, MD

New Physicians

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

Megan Barnes, MD

Hospital Medicine

Bob Moore, MD

Interventional/Non-Invasive Cardiology

Stacie Pettit, MSN, FNP

New Physicians

Erik Fersztik, DO, Palliative Care

Korey Nguyen, DO

Dermatology

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.

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.

Ben Jennings, MD

Dr. Jennings, left, with Vet volunteer

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 injuries 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.

Hospice Care

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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 Veterans” national program. We’re the only health care system in our area to achieve Level 4 recognition for hospice care of those who have served in our armed forces and their families.

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.

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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 and other health problems such as diabetes. Diabetes is the one in four children in our area is considered at risk for obesity.

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.

The program is free for children ages 5 to 11 years old and is led by a local certified fitness professional. 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 learn tips. They also have the opportunity to swim at a local fitness facility.

The program is for children ages 5 to 11 years old and is led by a local certified fitness professional. The program covers topics 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. Evaluation after the program shows Shaping Futures is making a difference and helping kids make healthier choices.

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 group for those in the one-on-one exercise 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 over time through group assessments. Making this education available in our community helps identify at-risk individuals.

A special Spirit of Women event each year focuses on diabetes education and 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.
Area of Need

Falls are the leading cause of death for Ohioans age 65 and older and the No. 2 reason people come to the Emergency Department (ED). People can learn to reduce their risk of falling and use 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 injuries and 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 falling, and we offer free programs and education on preventing falls. The programs teach how to prevent falls.

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 Royal Center for Active Lifestyle Interventions at Boston University.

Senior Lifestyle and Industry Prevention

Along with assessing the risk of falling, the programs teach how to prevent falls. 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 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 collaborative on behalf of two groups and state partners. We help the community 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 talk to the students about the importance of focusing on driving when they are on the road. The students are behind the wheel, and have the opportunity to network with one another, while they are going through accidents, and have the opportunity to network with one another. More than 55 events including a science fair experiment, pre-prom programs, and during presentations with sheriffs' departments and state highway patrol. More than 50,000 students were reached as part of the presentations.

The Genesis ThinkFirst programs also include: Matter of Balance, in 2015 more than 340 bicycle helmets were fitted correctly and given away to youngsters in our area. About 45 people, 110 kids, 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.

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.

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 2021, nearly 450 students in our seven-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 far from home.
 помогают пациентов с курением.

Насколько поможет это решение?
 HEALTHY START FOR MOTHERS AND INFANTS

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 offers education to parents on the effects of smoking, alcohol and drugs eaten while pregnant, getting care early in the pregnancy – in the first trimester – and the likelihood of the baby developing lung problems. Reducing alcohol use in pregnant women is another priority. Prenatal exposure to alcohol is the common cause of fetal alcohol syndrome. Babies born addicted to drugs often have low birth weight, difficulty eating, uncontrollable 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 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.

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.

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Teens are different than adult mothers. Genesis social workers and nurses are specially trained to help the young mothers.
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 Medicare & Medicaid** – The shortfall created when payments received from Medicare & Medicaid 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 underserved, support groups and self-help programs; health professional 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; reslessly 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.

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 sizable contribution to the area’s economic health:

- State of Ohio payroll taxes: $6.7 million
- Local payroll taxes: $1.7 million
- School taxes: $132,331

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 cafeteria for local social agencies including the American Red Cross, Transitions, Big Brothers Big Sisters, Roswell Community Pantry, Trinity Full Gospel Food Pantry, Somerset Food Pantry, Morgan County United Ministries, College Drive Presbyterian Food Pantry, Heartbeats, Forever Dads, First Parish House (Homeless shelter), and Christ’s Table

**BENEFIT TO THE COMMUNITY: $24 MILLION**

**What Is Community Benefit?**

**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 a 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 health education, educational programs and in-kind donations from Genesis.

$1,549,000

**TOTAL COMMUNITY BENEFIT**

$24,094,000

**Other Forms of Economic Support**

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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

- Opened the Cancer Care Center to provide patient- and family-centered, expert care close 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.
- 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 length of stay.
- Developed a Patient and Family Advisor program to provide patients via video and audio in real time to increase patient safety.
- Developed a cardiac nurse program specifically for patients undergoing open heart surgery to enhance their care.
- Implemented video monitoring system in the hospital to connective tissues.
- Opened Rheumatology Care Center to diagnose and manage disorders of the musculoskeletal system and connective tissues.

Other Accomplishments

- Awarded TeleHealth Verizon grant to provide diabetes education classes via teleconference capabilities to help those in rural areas manage their disease.
- Awarded Level 4 Status for “We Honor Veterans,” a national campaign that provides care and support to veterans. Level is the highest level possible and required advanced training for Genesis Hospe 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 to enable us to help uninsured or underinsured women get free digital mammograms. Last year we helped 87 women with these grants.
- 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 Association for Healthcare Quality Annual Conference competition.
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Enhancing Services

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Information Technology

- Expanded the Epic electronic medical record with 200 physicians and other providers.
- Exceeded 26,500 dose users of MyChart®, the Epic feature that enables patients of physicians who are Epic users to access their medical records online. The number of MyChart users increased by more than 7000 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.
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 chemotherapy. Chemotherapy is given to patients in unique pods that are designed like private, first-class airline seating to help ease the stress of chemotherapy. The large room features large floor-to-ceiling windows overlooking a fitness trail. 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.

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 to Genesis Hospital by a walkway, making it convenient for patients to access services in the hospital without leaving the building.

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.

Neuroscience & Orthopedic Center Is Completed

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. As the heart and vascular services are located in this comprehensive center, which is dedicated exclusively to treating patients with heart and vascular disease.

Cancer Care Center Opens

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The Most Reverend Frederick F. Campbell led a formal blessing of 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 patient and Genesis patient and Genesis staff, a Genesis patient and Genesis staff, a Genesis patient and Genesis staff, a Genesis patient and Genesis staff, a Genesis patient and Genesis staff, a.

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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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