COMMUNITY BENEFIT REPORT

HELPING OUR COMMUNITY GROW

A SPECIAL EDITION OF LiveWell
A Year of Growth

Genesis is growing. Many seeds that were planted in previous years firmly took root and began to bloom into what we’ve envisioned—a much stronger, locally owned health care system that is here for you and your family, providing you with compassionate, quality health care.

Improving access to care has been one of our goals, and Genesis coordinated a project last year that is already paying off by helping those in our community who need mental health services. We planted a community garden—one that will continue to grow in the coming years—to connect the link between a healthy diet and preventing cancer. We’re also building on our verification as a Level III Trauma Center by not only treating those who are injured, but educating community members on ways to prevent injuries. You’ll read about all these efforts in this community benefit report.

I hope you’ll take a few minutes to read about our accomplishments in 2011. We were so excited to receive several prestigious awards like Thomson Reuters 100 Top Hospital® and Community Value Top 100 Hospital®. We also earned a number of accreditations for our heart and cancer programs. But our most exciting news was the announcement of plans to build an expanded medical center to provide the highest quality care at the lowest cost.

While the seeds have been sown, and our vision has taken root, we must remain focused on our mission. We pledge to work hard and cultivate what we’ve begun, so you, your family and the community can benefit from exceptional local health care for generations to come.

Matthew J. Perry
President & CEO
Improving Access to Behavioral Health Care

Six behavioral health organizations including Genesis came together for the first time in the history of the agencies to coordinate care in a project called the Behavioral Health Consortium.

“This consortium has done more to move the behavioral health system in a productive, positive direction than any other in my 30 plus years in the field,” said Steve Carrel, executive director of Muskingum Behavioral Health. The consortium collaborated on ways to serve people seeking help. Patients who couldn’t get an appointment with a psychiatrist for several months – sometimes up to a year due to a shortage of the specialists in our area – or who didn’t have a family doctor – were frequently using the emergency department at Genesis.

“Previously, these patients received fragmented care from multiple organizations,” said Sue Kozlowski, project manager at TechSolve. Genesis brought in TechSolve to lead a Lean Six Sigma project, a process used to evaluate and improve processes and procedures.

As part of the project, caregivers from each organization met for eight months and began planting the ideas of new and better ways to serve patients early in their discussions, a growth process that typically takes about a year. “They deserve the advanced team of the decade award,” Kozlowski said, “because they all had their eye on the prize – the patient.”

Carrel said the team was open to new ideas and thought creatively. “This was the most passionate group of people wanting to help human beings that I’ve ever seen in my life. I would leave the meetings with goose bumps. They came up with better ideas on how to help people than any of us could have on our own.”

The ideas that sprouted during the project include:

• A brochure for patients with all the organizations’ addresses, phone numbers and space to record appointment dates and times.
• An admittance form for Genesis inpatient psychiatric care that replaced 14 individual forms requiring 14 signatures. Also in the works is a consent form that can be used by all the agencies.
• A Bridge Builders program to coordinate care for patients who frequently visit the emergency department and/or are admitted to the inpatient psychiatric unit. Psychiatric patients who also have drug problems return to the hospital more often. Plans are being developed for Muskingum Behavioral Health to meet with patients while they are in the hospital and encourage them to follow up on addiction treatment after they are released.

“We’re building bridges to make the community mentally healthy,” said Karen Green, director of Genesis Behavioral Health Services. Genesis provides inpatient psychiatric care for adolescents from 33 counties and adults from 10 counties.

Kelle Weekley, R.N., emergency department at Genesis-Bethesda, finds the ideas are taking root. People seeking help are getting into outpatient treatment within a day or so compared to a 4 to 6 week average before. “This is an experience I will never forget. Learning about the services the other entities offer enables us to help each other provide the best care for patients. It also helps me do a better job by letting patients know where they can go for help.”

Andrea Minnich, L.S.W., a social worker at Genesis, agrees that sharing with the other organizations has made a difference in patient care. “We’ve been able to provide quicker follow-up and easier access,” Minnich said.

The group is also coordinating care with other community organizations such as churches, public transportation and the Salvation Army, and hopes to extend the plan to the six counties Genesis serves.

John Creek, president and CEO at Six County, Inc., calls the project a community treatment plan to coordinate care. “We’re providing more cost-efficient, appropriate care close to home to improve community life,” he said.

“We were all operating in our own individual silos and not coordinating care,” said Green. “Now we’re working together to deliver quality care, cooperatively and cost effectively.”

Now that the ground has been broken, many people will have better access to the care they need. And our community will benefit from the seeds the Behavioral Health Consortium has sown.

For more information about the Behavioral Health Consortium, go to geneshcs.org.
Community Garden Has Many Benefits

Scott Wegner, M.D., medical director of the Genesis Hematology & Cancer Care Center, was in the grocery store buying healthy food for his college-aged son when he noticed the price of fresh produce compared to processed foods. A package of Ramen noodles with 1,660 milligrams of salt cost 30 cents and a head of lettuce cost $2. “Good food is expensive, and not being able to purchase healthy food affects the health of families who can’t afford it,” Dr. Wegner said.

While he was thinking of ways for the less fortunate to purchase healthy foods, the idea of a community garden was seeded. Dr. Wegner brought his idea to others at Genesis, and his vision for a community garden took root. In spring 2011, the Genesis Community Garden was planted with a variety of vegetables ranging from corn to Kohlrabi.

“We made the community aware of healthier eating habits by offering the produce for sale at the hospital cafeterias, giving free recipes at community events, and providing education on how cancer risk can be lowered with healthier eating habits,” said Sharon Parker, director of Genesis Cancer Services. The garden project was led by Greg Matonak, director of Environmental and Food Services. Employees and volunteers of several departments pitched in to make the garden prosper. Environmental Services employees picked the produce along with volunteers, and Food Services employees used radishes, peppers and rosemary in healthy dishes. Volunteers also sold celery, carrots, cabbage and other produce at the hospitals’ cafeterias.

The produce sales helped subsidize a colonoscopy screening for a community member who was uninsured. “The direct link between diet and colon cancer seemed like a natural connection. If the garden can be a catalyst to encourage people to get screenings, then we’ve achieved our purpose,” Dr. Wegner said.

Future goals are to involve more volunteers from the community in the garden, fund additional colonoscopies, hold a farmers’ market, provide vouchers for young families to obtain fresh vegetables at a reduced cost, and donate produce to local food pantries.

Gardening Is Good Therapy

A surprise benefit also grew from the garden. When Libby Hanvik, a recreational therapist at Genesis, saw the garden sprouting, she wondered if patients inside the hospital would come outside to the garden for rehabilitation. “I was surprised at the response I received,” she said. About 24 patients made the 500-foot trip to the garden in the summer heat. It was the perfect oasis to help patients increase eye-hand coordination by picking off dead blooms, increase endurance and strength by planting vegetables, improve balance by walking on uneven surfaces, and practice other tasks. The rehabilitation continued inside when patients used tomatoes, peppers and onions from the garden to make salsa.

Stroke survivor Jody Weyand looked forward to rehab in the garden. When she first entered rehab in the hospital, she couldn’t get out of bed without help; by the end of her stay, she was on her hands and knees planting potatoes. “It was such a nice change from being in a hospital room and being in bed,” said Jody, who spent 19 days in the hospital.

L. Lynn Hottle, a chaplain at Genesis, understands the garden’s attraction. “It’s much more entertaining to go outside to the garden for rehab than walk six times around the hallway,” said Hottle, who has more than 30 years of experience as a horticulturalist. During the summer, Hottle seeded and weeded the garden alongside patients in wheelchairs, on crutches and using walkers. One patient said she started gardening to help her through a mental health issue.

“Patients are excited about going to the garden because it helps them forget why they’re here,” Hottle said. “The garden literally grounds us and gets us in touch with our roots. It encompasses the whole person — body, mind and spirit.”

The seedling that began as Dr. Wegner’s vision to provide healthy food blossomed into a garden that provided many benefits to people in our community.

The garden was a team effort among employees and volunteers, and it produced a variety of vegetables from corn to Kohlrabi.
The high school student was late to school and didn’t take time to scrape his ice-covered windshield. He was peering through a tiny spot at the bottom of the windshield when he hit an oncoming car head on. He was suffering a concussion and had to use crutches as a result of his injuries.

Fortunately, the scenario that Carter Brown, a Tri-Valley High School senior, acted out for his peers wasn’t real, but the statistics are. Nearly 15 people die each day in the United States in crashes that involve distracted driving, and another 1,200 people are injured, according to the Centers for Disease Control (CDC).

A program that took root at Genesis in 2011 – ThinkFirst – hopes to lower those statistics.

Carter was part of the Genesis ThinkFirst injury prevention program that encourages teens to think first before driving with an unclear windshield, reading a text or talking on the phone. “Eating, drinking and anything that takes your concentration away from the road is distracted driving,” said Lori Cody, B.S.N., R.N., Genesis ThinkFirst chapter director. The Genesis ThinkFirst program is provided free to area schools and organizations and is just one of the many benefits Genesis provides to help make our community a safer place to live and work.

During the presentation at area schools, Cody has students like Carter share what it felt like to be a victim of distracted driving for just one day. Students are in wheelchairs, wear an eye patch or pretend to have memory loss. The program helps teen drivers realize the consequences of distracted driving could be a lifelong disability.

As one of the victims in this scenario, Carter gained an understanding of how it felt like to be disabled for a day. A student carried his books, opened doors and got lunch for him. “It would be terrible to have to rely on other people this much,” said the 18-year-old who had never had an injury and thought being on crutches for a day wouldn’t be a big deal.

It was a big deal. Carter had heard the same message from other programs with speakers standing in front of the students saying not to text and drive. “This program had a bigger effect because I saw and felt the consequences.”

Cody’s goal is to spread the message at every local high school. “We want the response to be so automatic that students don’t even consider texting and driving. Sending or receiving a text while driving is like traveling 55 mph the length of a football field with your eyes closed,” Cody said.

Cody presented the program at several schools in 2011. Tri-Valley High School principal, James Pottmeyer, appreciates Genesis bringing the ThinkFirst presentation to the school along with local emergency medical services. “It’s a very good program and an eye-opener for students. Kids don’t always think about the consequences of distracted driving,” said Pottmeyer.

The program helped Carter think first. “I used to text and drive,” he admits, “but I don’t anymore – at all,” he said emphatically. “One day I was driving home from school and I was thinking about picking up my phone. I thought, ‘Why am I doing this? It’s not worth it to have a disability for the rest of my life. And my windshield gets scraped off, too!’”

The Genesis ThinkFirst program gives the youth of our community the roots of a good foundation to be safe and to live a healthy, happy life.
1. Genesis is a major driver of the local economy with more than 3,000 people employed and a payroll of $153.3 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 pay taxes also make a sizeable contribution to the area’s economic health:

- State of Ohio payroll taxes: $4.9 million
- Local payroll taxes: $2.7 million
- School taxes: $60,870

2. In 2011, Genesis employees supported our community in a variety of ways, including:
   - Red Cross Blood Drives: 171 units collected from 5 drives
   - Donating to the United Way: $59,089
   - Donating to Operation Feed
   - Raising funds for the American Cancer Society through Relay for Life, Fools on the Roof and other activities
   - Raising funds for the Light the Night Walk for Leukemia and Lymphoma Society

3. Genesis’ Benefit to the Community: $27 Million

   - Charity Care: $7,878,000
   - Unpaid Cost of Medicare & Medicaid: $18,500,000
   - Community Benefit Services: $656,000

   Total Community Benefit: $27,034,000
2011 was a great year at Genesis. We earned many awards and accreditations, and continued to expand and improve our services.

The New Genesis Medical Center

One of our biggest accomplishments in 2011 was completing plans to build a new single, expanded Genesis medical center. The $125 million facility will be located on the current Genesis-Bethesda Hospital site and will feature a new patient tower attached to an upgraded Bethesda building. The project is the next step in Genesis’ plan to ensure the availability of a broad scope of quality services and the ability to remain an independent, locally run health care system. Groundbreaking is planned for early in 2013 with an opening date in 2015. The community will also benefit from an estimated $250 to $310 million of local economic impact during construction.

Accreditations, Awards & Certifications

• Named a 2011 nation’s 100 Top Hospitals by Thomson Reuters.
• Earned national recognition as a Community Value 100 Hospital.
• Earned Cycle 3 Chest Pain Center Accreditation.
• Became the first hospital in Ohio to earn Heart Failure Accreditation.
• Became the region’s only verified Level III Trauma Center.
• Was one of only 90 programs nationwide to achieve the 2010 Commission on Cancer (CoC) Outstanding Achievement Award.

Focused on Wellness

• As the region’s health care leader and largest employer, the overall health of Genesis employees has a rippling effect throughout the community. To help employees take a more active role in their health and wellness, a new employee wellness program was launched – Wellness Wins!
• Genesis was a gold level recipient of the American Heart Association’s Start! Fit-Friendly Companies recognition program.
• Genesis launched a national program on a local level – Walk with a Doc – to encourage community members to be involved in physical activities while also getting the chance to talk with area doctors.

Service and Technology Advancements

• Began using the Olympus EndoCapsule that enables physicians to see the entire small bowel to evaluate inflammatory bowel diseases and digestive disorders.
• Started work to expand our community electronic medical record (EMR) by adding several existing hospital systems (billing, coding, etc.) to the clinical portion of the EMR and adding more than 40 new physician practices to the system this year.
• Became the first hospital in Ohio to use a new cardiac pacing device, a cardiac resynchronization therapy defibrillator (CRT-D), for heart failure patients.
• Completed our 100th surgery using the state-of-the-art da Vinci® surgical system.
• Recruited 15 new physicians in our quest to expand services and access to health care.

GROWING STRONGER

In 2011, Genesis grew stronger as we worked to provide the highest quality health care.
Improving access to quality health care is one of Genesis’ strategic goals, and one way we accomplish this is by bringing new physicians to our area. Tremendous progress has been made during the last few years, and in 2011, 15 new physicians joined the Genesis medical staff.

- Nihad Al-Assaad, M.D., Interventional Cardiology
- Amanda Aerniwegger, M.D., Emergency Medicine
- Shyamal Bastola, M.D., Hematology & Oncology
- Dinesh Bhaskaran, M.D., Cardiothoracic Surgery
- Bradley Dull, M.D., Emergency Medicine
- James Gasparine, M.D., Sports Medicine
- Ben Gibson, M.D., Urology
- Aparna Jha, M.D., Pediatrics
- Scott Korn, D.O., Emergency Medicine
- Kristina (Weaver) Loomis, M.D., Obstetrics and Gynecology
- Rasik Parmar, M.D., Hospital Medicine
- Matthew Pinsky, D.D.S., M.D., Oral & Maxillofacial Surgery
- Kristy (Williamson) Ritchie, M.D., Obstetrics and Gynecology
- Scott Watamura, M.D., M.S., Anesthesiology
- Jinhong Xing, M.D., Hospital Medicine

The Genesis Community Benefit Report is an annual publication of Genesis HealthCare System.

Send inquiries to:
Genesis HealthCare System
Corporate Communications
2503 Maple Avenue, Suite A
Zanesville, OH 43701
(740) 454-5913

2012
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FOR YOUR LIFE...
FOR YOUR HEALTH
Community Education Programs and Classes

May 2012
Spirit of Women Programs

To register for Spirit of Women programs, call the Genesis NurseLine at (740) 455-4949 or 800-948-4949, or sign up on our website at genesishcs.org.

Solving Shoulder, Hip and Knee Pain
Wednesday, April 25 • 5:30 to 8 p.m.
Genesis HealthPlex Conference Center
Living with aches and pains or limited range of motion? Attend this program and learn about shoulder, hip and knee rehabilitation.

Avoid a Brain Wreck
Wednesday, May 9 • 5:30 to 8 p.m.
Genesis HealthPlex Conference Center
Join us to learn the signs of stroke and how to prevent it.

Weekend Warrior Wisdom
Wednesday, June 13 • 5:30 to 8 p.m.
Genesis HealthPlex Conference Center
Because some home improvement tasks are riskier than others, we want to help you keep your weekend warrior safe. You’ll learn how to be a little wiser and take a few extra steps of caution.

Celebrate Life
National Cancer Survivors Day
Sunday, June 3 • 4 to 6 p.m. • Free
Bethesda Shelterhouse
Cancer survivors are invited to bring their families and friends to celebrate the joy of life and the spirit of hope. Enjoy the Blues Brothers and the St. Paul AME Choir, refreshments, pictures with family or friends, door prizes and more. Registration is not necessary. Seating is limited, so you’re encouraged to bring lawn chairs. For more information, call (740) 454-5865.

Coal Miner’s Health Fair
Tuesday, June 12 • 9 a.m. to noon
Coshocton County Senior Center
201 Brown Lane, Coshocton
This event is geared toward active or retired coal miners and anyone who’s ever been exposed to coal dust through employment, but it is open to any adult. Free screenings will be available, and a nurse practitioner will review results with you. The Department of Labor will help fill out applications and answer questions about black lung benefits. You don’t need to register for this free event. For more information, call the Genesis Black Lung & Respiratory Health Clinic at (740) 454-4328.

Walk With a Doc
Local doctors give fitness tips and health advice, as well as answer questions, then lead a 30- to 40-minute walk. Call Tara Poorman at (740) 454-4336 or Cathy Blair at (740) 586-6880, for more information.
Saturdays • 8:30 a.m. • Free
Gorsuch Fitness Trail at Bethesda
May 12
Mukesh Rangwani, M.D., psychiatry
June 9
Derald Madson, M.D., vascular surgery

Diabetes Programs

Educational Classes
To register, call the Genesis NurseLine at (740) 455-4949 or 800-948-4949, or sign up on our website at genesishcs.org.

Thursday, May 17 • 5:30 p.m.
Bethesda Meeting Rooms 1 & 2
This program is designed to help you become more aware of diabetes, live healthier and be able to say, “I am empowered to take control!”

Thursday, July 12 • 5:30 p.m.
Genesis HealthPlex Conference Rooms
Tara Poorman, exercise physiologist, will teach a Zumba class so you can learn how to be active and have fun.

Diabetes Exercise Program
Mondays & Wednesdays
Call (740) 454-4568 or 866-351-6688 for dates and times.
Bethesda Physicians Pavilion
Cardiac Rehab Gym
Cost: $100 for 8-week session, financial aid available

Kay Eicher, R.N., combines her expertise as a certified group exercise instructor with her diabetes knowledge to lead this exercise program.

Northside Pharmacy Wellness

May – Osteoporosis Screenings
Easy, non-invasive bone density screenings will be offered in May at all Northside locations. Call 455-2417 for more information.

June – Home Safety
Stop by any Northside location in June, pick up tips, and check out equipment that can make your home safer for everyone. Call 455-2417 for more information.
Cancer Support Groups

Call Shannon White at (740) 454-5014 for more information unless otherwise noted.

Support Buddies – Breast Cancer
Wednesday, May 2 • 6 to 8 p.m.
Bethesda Meeting Room 3
Genesis Breast Center Updates
Speakers: Wendy Long, breast nurse navigator, and Stacy Hannahs, breast care center support specialist
Wednesday, June 6 • 6 to 8 p.m.
Bethesda Shelterhouse
Survivorship Celebration & Picnic Potluck

I Can Cope
Thursdays • 6 to 7 p.m.
Genesis Hematology & Cancer Care Center
MAB 1, 1246 Ashland Ave., Suite 205
• May 31 Nutrition During Treatment
• June 28 Communicating Concerns and Feelings
  Speaker: Shannon White, RTT
• July 26 Mobilizing Resources and Support
  Speaker: Bonnie Burns, American Cancer Society

Look Good ... Feel Better
Female cancer patients learn beauty techniques to help restore appearance and self-image during chemotherapy and radiation treatments. Registration is required by calling the American Cancer Society at 888-227-6446, press “0”.
Tuesdays • May 15, June 19 & July 17 6 to 8 p.m.
Genesis Hematology & Cancer Care Center
MAB 1, 1246 Ashland Ave., Suite 205

Grief Support Groups

Genesis Hospice & Palliative Care offers a variety of support groups to help you deal with feelings and emotions of grief. Individual counseling sessions are also available. For more information, call Genesis Hospice & Palliative Care at (740) 454-5353 or (800) 953-7673.

Young Women Living with Cancer Network
Women age 49 or younger with cancer can learn more about the disease and issues that are unique to them.
Tuesday, May 22 • 6 p.m.
Genesis HealthPlex Conference Room F

Taking Care of Your Bones
Tuesday, June 26 • 6 p.m.
Bethesda Shelterhouse Survivorship Celebration & Picnic Potluck

Man to Man – Prostate Cancer
Call Mark Schube at (740) 454-5014 for more information.
Monday, May 7 • 6 to 7 p.m.
Bethesda Meeting Room 4

Taking Care of Your Bones
Monday, June 4 • 6 to 7 p.m.
Bethesda Shelterhouse Survivorship Celebration & Picnic Potluck
Community AHA Classes

Through a partnership between Genesis and Zane State College, American Heart Association CPR, first aid and bloodborne pathogen classes are held on the campus of Zane State College.

Costs are:
- Heartsaver CPR – $45
- Healthcare Provider CPR – $60
- First Aid – $35
- Bloodborne Pathogens – $20

To sign up for CPR, first aid or bloodborne pathogen classes, call Zane State College at (740) 588-1288.

Childbirth & Parenting Classes

Genesis offers childbirth and parenting classes to help you navigate the joys and challenges of being a parent. Whether you’re a first-time parent or one with a little more experience, we have a class to fit your needs.

For more information, call Lauren Wood at (740) 450-6262, or the Genesis NurseLine at (740) 455-4949, 800-948-4949. You can also register or see what classes are coming soon on our website at genesishcs.org; select “Education & Events.”

Respiratory Support Group

Better Breathing Club
Call the Genesis Black Lung & Respiratory Health Clinic at (740) 454-4328 for more information.
Tuesday, May 1 • 1:30 to 3 p.m.
Genesis HealthPlex
Conference Rooms A & B
Arthritis Exercises for Stiff Fingers & Hands
Speaker: Cassandra Jarrett, OTA, Genesis Rehabilitation Services
Tuesday, June 5 • noon to 2:30 p.m.
Genesis HealthPlex Conference Center
RSVP by May 26
Speakers: Dawn Huth and Kristi Warner, Northside Oxygen & Medical Equipment
Bring your favorite covered dish.
Tuesday, July 3 • 1:30 to 3 p.m.
Genesis HealthPlex
Conference Rooms A & B
How and Who to Contact for Medical Help
Speaker: Connie Hardcastle, RN, MSN, Genesis NurseLine

Delay the Disease: Exercise to Fight Parkinson’s Symptoms
Tuesdays • 10 to 11 a.m.
North Terrace Church of Christ, Zanesville
Cost: $50 for 10 weeks
Call Genesis Rehabilitation Services at (740) 455-5151 for more information.

Support Groups
Genesis Rehabilitation Services also offers a variety of support groups, including stroke, brain injuries, and pain and fibromyalgia. Call (740) 454-4324 or 800-225-7957, ext. 4324, for more information.

Rehabilitation

Arthritis Exercises for Stiff Fingers & Hands
Speaker: Cassandra Jarrett, OTA, Genesis Rehabilitation Services
Tuesday, June 5 • noon to 2:30 p.m.
Genesis HealthPlex Conference Center
RSVP by May 26
Speakers: Dawn Huth and Kristi Warner, Northside Oxygen & Medical Equipment
Bring your favorite covered dish.
Tuesday, July 3 • 1:30 to 3 p.m.
Genesis HealthPlex
Conference Rooms A & B
How and Who to Contact for Medical Help
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