



**Genesis**  
HEALTHCARE SYSTEM

**Evaluation of Community Benefit Outcomes  
2013-2015 Community Benefit Implementation Strategy  
Genesis HealthCare System  
April 22, 2016**

## Table of Contents

<b>Introduction</b>	<b>page 3</b>
<b>Health Need: Heart And Vascular Disease</b>	<b>page 5</b>
<b>Health Need: Mental Health And Substance Abuse</b>	<b>page 7</b>
<b>Health Need: Tobacco Use Reduction</b>	<b>page 9</b>
<b>Health Need: Obesity Rate Reduction</b>	<b>page 11</b>
<b>Health Need: Cancer</b>	<b>page 13</b>
<b>Health Need: Access To Care</b>	<b>page 15</b>
<b>Health Need: Diabetes And Kidney Disease</b>	<b>page 17</b>
<b>Health Need: Maternal And Child Health Needs</b>	<b>page 19</b>
<b>Health Need: Cerebrovascular Disease</b>	<b>page 21</b>
<b>Health Need: Septicemia</b>	<b>page 23</b>
<b>Health Need: Influenza And Pneumonia Mortality</b>	<b>page 24</b>
<b>Health Need: Alzheimer’s Disease</b>	<b>page 25</b>
<b>Health Need: Accidents/Unintentional Injury Prevention</b>	<b>page 26</b>
<b>Outcomes From Other Service Line Initiatives</b>	<b>page 29</b>
<b>Conclusion</b>	<b>page 30</b>

## Introduction:

The Genesis mission and the IRS require that Genesis HealthCare System (Genesis) has Community Benefit initiatives for its hospitals. In 2013-2015, Genesis had two hospitals: Genesis-Bethesda and Genesis-Good Samaritan. Genesis completed its first Community Health Needs Assessment (CHNA) for the service area in 2012. Based on the first CHNA results, Genesis prioritized the top health issues for the community. An Implementation Strategy was written to outline how Genesis would address those top health issues to meet community needs. The 2013-2015 Community Benefit Implementation Strategy contained the actions and anticipated outcomes from those actions for the community.

This document contains evidence of outcomes from the actions listed for the eleven goal areas for the 2013-2015 Community Benefit Implementation Strategy. The outcomes documented were achieved by the lead service lines and through community collaborations. The hospital(s) responsible for the service line and outcomes is indicated at the top of each table. During this time period, not all the actions of the service lines were in alignment with the standards for counting toward Community Benefit. If there were outcomes captured for Community Benefit in the Community Benefit Inventory of Social Accountability (CBISA), they are documented in green below in this report. The outcomes listed in black were not captured in CBISA system. The number of persons served and the dollar amount of Community Benefit are listed in the Documented Outcomes column in the tables below. The service area may have completed actions that were not part of the Implementation Strategy originally. These Other Outcomes are listed at the end of each section along with any information from CBISA for Community Benefit. At the end of the eleven goal areas, there is a section of other actions completed by Genesis service lines to meet community needs and that counted for Community Benefit. The table on the next page shows the total persons served and the total dollars of Community Benefit for each health need.

<b>Health Need</b>	<b>Total Persons Served</b>	<b>Total Community Benefit Dollars</b>
Heart and Vascular Disease	141	\$8,270
Mental Health and Substance Abuse	927	\$9,202
Obesity Rate Reduction	7,491	\$44,127
Access to Care	78,307	\$2,774,952
Diabetes and Kidney Disease	1,012	\$41,196
Maternal and Child Health Needs	1,494	\$17,744
Cerebrovascular Disease	2,524	\$15,703
Accidents/Unintentional Injury	17,036	\$20,083
Other Service Line Community Benefit Initiatives	6,020	\$153,629
<b>Total Community Benefit 2013-3015</b>	<b>114,952</b>	<b>\$3,084,906</b>

Each of the health needs sections contain the trend data, collaborations related to the health need, the facility for the initiatives, the original actions and anticipated outcomes, and the documented outcomes for 2013-2015.

## Health Need: Heart And Vascular Disease

### Trend data for heart disease:

From 2007-2010, the average heart disease mortality rates for the service area decreased from 200.2/100,000 to 184.4/100,000 with an overall decrease of 8.83%; Ohio decreased from 204.6/100,000 to 192/100,000 with an overall decrease of 6.2%.

### Collaborations:

Northside Pharmacy, Perry County, Muskingum University, Shelly Company

### Facility: Genesis- Good Samaritan

#	Actions	Anticipated Impact	Documented Outcomes
1	Offer free PAD screenings at Spirit of Women events as well as other community events	Early identification of peripheral arterial disease, narrowing of the arteries (carotid) leading to stroke, aortic aneurysms and atrial fibrillation	877 PAD screenings were provided.  CBISA: 139 persons served and \$8,067 in Community Benefit
2	Develop higher level screening (carotid, aorta and afib)	Educate community on the importance of understanding cardiovascular disease	632 higher level screenings were provided, however, the fees collected negated counting these toward community benefit except for two persons screened.  CBISA: 2 persons served and \$203 in Community Benefit
3	Provide community education regarding the importance of PAD screenings	Extend PAD screening and higher level screening within the community	877 persons were provided education at screenings.
4	Purchase of mobile unit to provide services in the community	Ability to extend outreach opportunities to multiple sites across Muskingum County as well as neighboring counties	Genesis HealthCare Foundation funds were used to purchase the mobile unit \$60,000.
5	Identify school district needs for AEDs in buildings	Improve survival rates for sudden cardiac arrest by increasing the % of educators trained and are able to use an AED	18 AEDs were provided to area schools through the Genesis HealthCare Foundation grant.

6	Provide SCA and AED information to area superintendents	Increase awareness of SCA in young people and the need for AEDs to be within 3 minutes of all sites at schools	As part of CPR training, AED education was provided to area schools.
7	Improve emergency medical plans established and tested by schools just like fire and weather drills	Provide educational in-service trainings to school sport trainers, teachers, and school nurses	Staff provided assistance and a presentation to schools on development of an emergency medical plan, and assistance was provided to West Muskingum specifically.
8	CPR instructors identified and connected with schools	Provide instructors to teach CPR to all area schools who request CPR/AED training	CPR training was provided to area schools by Genesis staff.
9	CPR booklets, DVD and other materials donated to area schools	Supply all area schools with CPR/AED resources to be available in the school libraries	Schools were provided supplies for CPR through a grant from the Genesis HealthCare Foundation grant.
10	Provide SCA and AED education to school nurses	Increase the awareness of SCA in the community and the need for staff CPR and AED training in schools	3 Regional trainings were provided and an additional training was held at Genesis on sudden cardiac death.
11	Donate supplies as needed to support the AED/CPR initiative	Supply all area schools with necessities to maintain AEDs that have been purchased	2 AEDs were provided to area law enforcement through a grant from the Genesis HealthCare Foundation grant.

**Total: 141 Persons served and \$8,270 in Community Benefits**

## Health Need Category: Mental Health and Substance Abuse

### Trend data for mental health and substance abuse:

- From 2006-2012, the average % reporting excessive drinking for the service area increased from 12.8% to 15.25% with an overall increase of 16.07%; Ohio increased from 17% to 18% with an overall increase of 5.6%.
- From 2009-2013, the average client admissions for opiate abuse and dependence has increased for the service area from 6.55% to 25.48% with an overall increase by 75%; Ohio increased from 15.4% to 30.4% with an overall increase of 49.3%.
- From 2009-2014, the average service area opioid doses per capita decreased from 80.65 to 75.01 with an overall decrease of 6.9%; from 2011-2014, Ohio decreased from 66.5 to 61.2 with an overall decrease of 7.97%.
- The decrease in opioid doses per capita will be off set in future data by an increase in heroin use in the service area.
- The trend data for the suicide mortality rate is unavailable.

### Collaborations:

Coalition for Healthy and Drug Free Muskingum, Pain management taskforce, “Bridge Builders” of Muskingum County, Six Entity (Lean Six) Group, Six Entity Steering Group, Council on Community Resources, Creative Options, Ohio Psychiatric Nurses Administrators Association, Ohio Hospital Association for Behavioral Health Group, Trauma Informed Care South East Ohio Regional Group, Domestic Violence Coalition, Suicide Coalition, Recovery-Oriented Service of Care

### Facility: Genesis-Bethesda

#	Actions	Anticipated Impact	Documented Outcomes
1	2 Behavioral Health (BH) staff will attend monthly meetings for the Coalition for Healthy and Drug Free Muskingum	Report trends seen in the hospital setting and use for assisting in identify the target groups	This coalition has met sporadically and is now in the process of reforming.
2	1 staff person to attend pain management taskforce planning	Support in the planning of alternative drug therapy/dependence	No resources were available to address this action.
3	2 staff to attend Southeast Ohio coalition for mental health/substance abuse	Meet to discuss trends, bed counts and needs for Southeast Ohio mental health/substance abuse patients	This group disbanded in 2013.

4	4 staff “Bridge Builders” of Muskingum County, Lean Six project of all mental health/substance abuse providers	Administer/distribute funds for needy patients. Look at trends in patient population. Work with all agencies to use resources effectively	<b>CBISA:</b> <ul style="list-style-type: none"> <li>• 1 person attended monthly Bridge Builders meetings and \$524 in Community Benefit</li> <li>• 54 persons served through Southeastern Ohio Shared Services Collaborative (Lean Six) project and \$3,726 in Community Benefit</li> <li>• \$ 129 in Community Benefit Behavioral Health SEO Public-Private Inpatient Planning</li> </ul>
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**Other Outcomes**

Additional actions documented in CBISA:

- Divorce classes focused on children succeeding: 672 persons served and \$3,834 in Community Benefit
- Divorce classes focused on parents: 89 persons served and \$461 in Community Benefit
- Presentations and awareness activities: 16 persons served and \$93 in Community Benefit
- Aggression Management: 51 persons served and \$217 in Community Benefit
- Professional training: 44 persons served and \$218 in Community Benefit
- BH collaborates with Muskingum Behavioral Health, which provided education to responders to equip them to administer the reversal agent for overdose patients and received a grant to build a men’s substance abuse recovery house.

**Total: 927 Persons Served and \$9,202 in Community Benefit**



## Health Need Category: Tobacco Use Reduction

### Trend data for tobacco use reduction:

- From 2006-2012, the % of adults who are current smokers of cigarettes decreased from an average for the service area of 26.3% to 24.2% with an overall 8.1% decrease; Ohio decreased from 22% to 21% with an overall 5% decrease.
- Data for the current users of smokeless tobacco data is unavailable.
- From 2007-2010, the average chronic lower respiratory disease mortality rates (2007-2010) for the service area decreased from 65.9/100,000 to 57.3/100,000 with an overall decrease of 13.1%; Ohio stayed the same at 50.4/100,000.
- From 2013-2015, the % reporting maternal smoking decreased from an average for the service area of 27.45% to 26.03% with an overall decrease of 5.2%; Ohio decreased from 17.8% to 16.9% with an overall decrease of 5.1%.

### Collaborations:

Genesis Tobacco Treatment Program, Black Lung Clinic, Zanesville-Muskingum County Health Department (ZMCHD) Tobacco Use Prevention Program, Cancer Services

### Facility: Genesis-Bethesda and Genesis-Good Samaritan

#	Actions	Anticipated Impact	Documented Outcomes
1	Train and certify 3 additional Genesis employees as Tobacco Treatment Specialists	Expansion of Genesis Tobacco Treatment Program to serve the community	8 Genesis staff became Tobacco Treatment Specialists.
2	Re-activate the ZMCHD Tobacco Use Prevention Program	Develop initiatives to impact tobacco use in the community	This group has been in-active since 2012.
3	Black Lung Clinic – Every Thursday from 7-12 PM	Provide tobacco information and education. Provide assistance with cessation medications	The Black Lung Clinic expanded to two physicians in 2014.
4	Community Health Fairs	Provide tobacco resources, education and programming to the community	Staff provided education at health fairs.

5	Cancer Services	Provide medication assistance through partnership; physician education with patients and community	Cancer Services worked with the Genesis HealthCare Foundation and are covering 90% of the patients co-pay for Rx Chantix for those patients that have stated they want to quit as part of their smoking cessation plans.
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**Other Outcomes:**

- Genesis opened the Tobacco Treatment Program to the public in 2014. The program charged a fee of \$25 per session. One-on-one counseling was provided.
- Care Kits have been developed to be available to visitors to help them comply with the non-smoking policy while visiting Genesis. They will available at the front desk in 2016.
- Genesis formed a Tobacco Task Force in 2013. The Task Force then formed two sub-groups; the Inpatient Treatment Counseling group and the Tobacco-Free Campus Sub-Group. An Epic protocol for smoking cessation orders have been created so that physicians can across the board use the orders and are consistent. The Tobacco-Free Campus Sub-Group developed signage and it was posted on campus to promote the Tobacco-Free Campus policy. A script card is being developed for employees to speak to visitors about the non-smoking policy for the Genesis campus. The employee and patient Tobacco-Free policies are under revision. The employee policy will include no clothing to be worn to work smelling of tobacco and the patient policy will include specifications of physicians orders related to tobacco using patients compliance with the Tobacco-Free Campus.
- The COPD and TTS Navigators provided 30 days post discharge follow-up and documented 6,086 encounters with community members.

## Health Need Category: Obesity Rate Reduction

### Trend data for obesity rate reduction:

- From 2013-2015, the average % of children 2-5 years of age obese stayed the same for the service area at 10.83%; Ohio stayed the same at 12.4%.
- From 2013-2015, the average % of children 2-5 years of age overweight stayed the same for the service area at 15.25%, Ohio decreased from 28.2% to 15.7% with an overall decrease by 54.3%.
- From 2009-2011, the % of adults self-reporting a BMI greater than 30 increased from an average of 33.2% to 33.5% with an overall increase of less than 1%; Ohio remained the same at 30%.

### Collaborations:

Muskingum Moves, Shaping Futures, Shaping Futures in the Schools, ZMCHD, Healthier Muskingum County Network (HMCN)

### Facility: Genesis-Bethesda and Genesis-Good Samaritan

#	Actions	Anticipated Impact	Documented Outcomes
1	Continue to hold 3-4 six week sessions of Shaping Futures annually	Impact childhood obesity and diabetes rates by utilizing the Shaping Futures sessions	Shaping Futures is offered bi-monthly with an average of eight participants. The physical component activities for Shaping Futures are held at the Muskingum Recreation Center.  CBISA: 80 persons served and \$4,384 in Community Benefit
2	Expand Shaping Futures to surrounding elementary schools for implementation	Impact additional children through school programming and support	Falls Elementary and New Lexington Schools added Shaping Futures materials and content to their after school program in 2014. Both schools were provided Tool Kits which included physical activity ideas and nutrition lessons.

3	Follow-up on success of the Ounce of Prevention program (surveys, phone calls) administered last fall	Continuing to support the Ounce of Prevention program	Genesis provided resources (games, DVD, curriculum) to two preschools/daycare centers. There was a follow-up survey completed 6 months after distribution but the results showed many were not using the resources.
4	Continue to attend The Healthier Muskingum County Network (HMCN)'s Obesity, Nutrition, Physical Activity Work Group monthly meetings. Work to implement activities and projects as decided by group	Provide education to the community about physical activity, nutrition and obesity reduction activities and resources	The original HMCN's Obesity, Nutrition and Physical Activity Sub-group moved to the community partnership called "Muskingum Moves" in 2013. The group has established a Facebook page and Twitter account giving physical activity tips and recipes for healthy eating and information was posted on both. <b>CBISA: 6,828 persons served through liking the Facebook page for Muskingum Moves and \$5,000 in Community Benefit</b>
5	Community Garden	Care and maintain community garden to provide healthier options to the community, patients and employees	From 2012-2013, Genesis had a community garden that was tended by Genesis employees. The produce was sold and used in cafeteria recipes. With the new construction at Bethesda, the garden was lost.
6	Genesis partnership with community to build a Zanesville Community Garden	Provide support for the Zanesville Community Garden.	This is not an active partnership at this time.

**Other Outcomes**

**Additional actions documented in CBISA:**

- GRIP (Get a Grip on your Lifestyle) exercise class: 136 persons served and \$32,223 in Community Benefit
- Community wellness events: 80 persons served and \$298 in Community Benefit
- Ohio Association of Cardiovascular and Pulmonary Rehab Meetings: 367 persons served and \$2,222 in Community Benefit

**Total: 7,491 Persons Served and \$44,127 in Community Benefit**

## Health Need Category: Cancer

### Trend data for cancer:

- From 2007-2010, the average cancer mortality rates decreased from 212.42/100,000 to 199.07/100,000 for the service area with an overall decrease of 6.3%; Ohio decreased from 196.9/100,000 to 187/100,000 with an overall decrease of 5.1%.
- From 2009-2012, the average % of female Medicare enrollees ages 67-69 that receive mammography screening decreased from 62.83% to 60.2% for the service area with an overall decrease of 4.2%; Ohio decreased from 63.3% to 60.3% with an overall decrease of 4.7%.

### Collaborations:

Komen Foundation, Cancer Concern Coalition, Cancer Committee, Healthier Muskingum County Network

### Facility: Genesis-Bethesda and Genesis-Good Samaritan

#	Actions	Anticipated Impact	Documented Outcomes
1	Promote annual breast screening for uninsured and under-insured clients for six county service area	Increase the number of screenings provided to the community	In 2014, Susan G. Komen Foundation grant dollars were not utilized as much as in previous years due to the changes in Medicaid and an increase in Medicaid eligible clients in the Genesis area. Cancer Services received funds for 225 routine screenings, but only had 151 requests. They sent reminder letters to 172 individuals. Cancer Services budgeted 225 routine screenings.
2	Promote colorectal screening through physician offices. Patient education through PCP offices	Increase the number of screenings provided to the community	No resources were available to address this action.
3	Develop plan for fund raising to assist high risk uninsured and underinsured clients	Increase the funding allotted for screenings	The increase in Medicaid eligible clients in the Genesis service area has decreased the need to raise funds to assist high risk uninsured and underinsured clients.
4	Low Dose Lung CT Screening program	Develop a program for self-referral/self-pay screenings for a six county service areas	Low dose CT screening is provided every 3 <sup>rd</sup> Tuesday of the month. The cost is \$99 for self-pay. Insurance and Medicare do cover this cost. These are specifically for 55 year olds - 80 year olds that smoke 30+ packs a year. 181 screenings have been provided.

5	Genesis-Spirit of Women Program to promote cancer screening and awareness within the community	Provide education to the community on the importance of screenings and awareness	Genesis-Spirit of Women had 270 attendees promoting breast screening, education, and services.
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**Other Outcomes:**

A head and neck screening was provided for 21 community members.

## Health Need Category: Access to Care

### Trend data for access to care:

- From 2010-2012, the average ratio of primary care physician to population increased from 4932.33:1 to 4992.33:1 for the service area with an overall increase of 1.2%; Ohio decreased from 1348:1 to 1336:1 with an overall decrease of less than 1%.
- From 2010-2012, the average % uninsured adults decreased from 15.67% to 15% for the service area with an overall decrease of 4.3%; Ohio stayed the same at 14%.

### Collaborations:

Muskingum Valley Health Centers (MVHC), HMCN, United Way Community Impact, 211 Line, Families and Children First Council

### Facility: Genesis-Bethesda and Genesis-Good Samaritan

#	Actions	Anticipated Impact	Documented Outcomes
1	Physician Recruiting Plan	Securing additional physicians to practice medicine in the community	60 new physicians joined Genesis from 2012-2014. One primary care physician was added and one pediatrician.
2	Community Impact Team	United Way of MPM has adopted outcomes around income, education, health and safety net services, as well as providing the 211 referral line for community services	CBISA: cash donation \$31,250 in Community Benefit for Community Impact Team
3	Genesis NurseLine	Linking community members with educational program and classes as well as providing information on physicians who are accepting new patients	CBISA: 78,307 persons served and \$2,743,702 in Community Benefit
5	Prescription Drug Assistance Program	Assist over 4,000 people with support in obtaining prescription drugs	Genesis offers prescription drug assistance at a couple of levels through Case Management medical outreach for 488 patients by encouraging folks to use drug assistance programs offered by various pharmaceutical companies, paying for meds out of the Case Management cost center fund, and using general funds.

6	Community Collaboration	<p>Participate as a Board member or liaison for the Healthier Muskingum County Network Executive Team, United Way, and Families and Children First</p> <p>Collaborate with Genesis Administration, departments, and community agencies to develop the Community Benefit Plan, evaluation of programs, and oversight of the CHNA and Implementation Groups</p>	<p>A Community Benefit representative actively participated in the Healthier Muskingum County Network Executive Team, United Way, and Families and Children First. Genesis also participated in the Perry County Partnership for Health and the Access to Care Team, two Perry County health collaboratives.</p>
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**Total: 78,307 Persons Served and \$2,774,952 in Community Benefit**



## Health Need: Diabetes and Kidney Disease

### Trend data for diabetes and kidney disease:

- From 2006-2012, an average of 10.92% self- reported to having been diagnosed with diabetes for the service area; Ohio reported 8.9%.
- For 2012, the average % of Medicare beneficiaries with chronic kidney disease for the service area was 14.83%; Ohio was 16.73%.

### Collaborations:

Shaping Futures, Diabetes Exercise Program, Ohio Association of CVD & Pulmonary Rehabilitation, Muskingum Moves, ZMCHD

### Facility: Genesis-Bethesda and Genesis-Good Samaritan

#	Actions	Anticipated Impact	Documented Outcomes
1	Continue to hold 3-4 six week sessions of Shaping Futures annually	Impact childhood obesity and diabetes rates by utilizing the Shaping Futures sessions	The outcomes are the same as those reported in the Obesity Rate Reduction section above.
2	Expand Shaping Futures to surrounding elementary schools for implementation	Impact additional children through school programming and support	The outcomes are the same as those reported in the Obesity Rate Reduction section above.
3	Continue to grow and offer our Diabetes Exercise Program to the community while expanding scholarship opportunities	Impact the pre-diabetes and diabetes population through exercise and education program	CBISA: 56 persons served and \$36,303 in Community Benefit
4	Continue to hold quarterly community support groups, some in conjunction with Genesis-Spirit of Women	Provide support and education to our diabetic community	The support group was only held in 2013.
5	Continue to hold monthly Genesis-Spirit of Women free community events, two which focus directly on diabetes (Dog Days of Diabetes, Holiday Program)	Provide community support and education through events held in the community	Staff provided glucose screening at community events. CBISA: 279 persons served and \$532 in Community Benefit

### Other Outcomes

#### Additional actions documented in CBISA:

- Diabetes Speakers Bureau presentations: 364 persons served and \$1,095 in Community Benefit
- Diabetes community education: 42 school personnel served and \$1,128 in Community Benefit

- Healthcare professional training: 71 persons served and \$847 in Community Benefit
- Walk with a Doc program: 200 persons served and \$1,291 in Community Benefit

**Total: 1,012 Persons Served and \$41,196 in Community Benefit**

## Health Need Category: Maternal and Child Health Needs

### Trend data for maternal and child health needs:

- The trend data for the measure, “mothers with medical risk factors during pregnancy”, is no longer available.
- From 2004-2012, the average % of live births with low birthweight (< 2500 grams) for the service area increased from 8.23% to 8.43% with an overall increase of 2.37%; Ohio stayed the same at 2.37%.
- From 2013-2015, the average % of mothers receiving prenatal care in the 1<sup>st</sup> trimester decreased from 77.48% to 70.12% with an overall decrease of 9.5%; Ohio decreased from 73% to 57.9% with an overall decrease of 20.68%.
- The trend data for the measure, “births by Cesarean Section”, is no longer available.
- From 2004-2012 the average teenage birth rate between the ages of 15-17 decreased from 44.67/1000 to 40.17/1,000 with an overall decrease of 10.07%; Ohio decreased from 38/1,000 to 36/1,000 with an overall decrease of 5.26%.

### Collaborations:

Healthier Muskingum County Network’s Maternal and Child Health Work Group, Help Me Grow, MVHC, March of Dimes, WIC, and Ohio Perinatal Quality Collaborative

### Facility: Genesis-Bethesda

#	Actions	Anticipated Impact	Documented Outcomes
1	Involvement with HMCN’s Maternal Child Workgroup	Networking with community agencies	This group was restructured into four subgroups focusing on specific needs: Community Collaborations & Referral processes; Lactation Services, Social, Emotional Health and Addiction, and Infant Mortality.
2	Involvement in Coalition for Drug-Free Muskingum-outside agencies share detailed Drug issues in community with the providers	Increase awareness and provide referrals to community programs during pregnancy	This group has been inactive and reforming since 2013.
3	Data reporting to Ohio Perinatal Quality Collaborative, results shared at Section Meetings quarterly	Report the data to reflect on need for change in the practice	Joined the OPQC Neonatal Abstinence Group.

4	Involvement in local March of Dimes chapter, fundraising and awareness in community of high risk pregnancy to term	Provide education to staff on community awareness	In 2014, participated in the March of Dimes Walk May 1 <sup>st</sup> .
5	Partner with MVHC to enhance information regarding availability of prenatal care	Provide brochures regarding our prenatal care support program	Breastfeeding experts provided education at MVHC and worked together with the WIC team to make sure everyone gets the same message.
6	Partner with WIC to enhance and provide Breastfeeding support	Provide brochures regarding our breastfeeding support program	No progress information was collected.

**Other Outcomes:**

- A Sexual Assault Response Team (SART) that includes multiple organizations throughout the community was developed.
- The “39 week induction” was added to the Genesis scorecard; Dr. Swan was the physician champion.
- A gynecological exam table was donated to Heartbeats.

**Additional actions documented in CBISA:**

- S.A.N.E.: 75 persons served and \$1,297 in Community Benefit
- Baby Basics I class: 130 persons served and \$1,317 in Community Benefit
- Babysitting Training: 31 persons served and \$1,512 in Community Benefit
- Bellies, Bottoms & Backs –Preparing Your Body for Childbirth class: 4 persons served and \$105 in Community Benefit
- Breastfeeding for the Working Mother classes: 9 persons served and \$204 in Community Benefit
- Breastfeeding Prenatal classes: 63 persons served and \$480 in Community Benefit
- Breastfeeding: Support for Success classes: 525 persons served and \$4,477 in Community Benefit
- Childbirth 1 classes: 60 persons served and \$674 in Community Benefit
- Healing After Infant Loss “Walk to Remember”: 70 persons served and \$236 in Community Benefit
- Lamaze classes: 500 persons served and \$7,189 in Community Benefit
- Sibling classes: 27 persons served and \$253 in Community Benefit

**Total: 1,494 Persons Served and \$17,744 in Community Benefit**

## Health Need: Cerebrovascular Disease

### Trend data for strokes:

From 2007-2010, the average cerebrovascular disease mortality for the service area decreased from 38.38/100,000 to 35.5/100,000 with an overall decrease of 7.6%; Ohio decreased from 42.9/100,000 to 42.2/100,000 with an overall decrease of 1.2%.

### Collaborations:

The Carr Center, Pain Partnership

### Facility: Genesis-Bethesda and Genesis-Good Samaritan

#	Actions	Anticipated Impact	Documented Outcomes
1	Community Education – Genesis must provide 2 Community Education programs annually to educate the community about prevention and recognition of stroke and availability of acute stroke therapies.	Increased community knowledge regarding Stroke signs and symptoms as well as prevention of Strokes  Prevent time delays with patients presenting for treatment	Dr. Bryan Bjornstad provided an overview of stroke signs and symptoms and other neurological diseases at Genesis-Spirit of Women event in May of 2014. Stroke Navigator presented Stroke Signs and Symptoms at Genesis-Spirit of Women Event November 2015. Community Education regarding Stroke signs and Symptoms was provided at Day of Dance in Feb. 2014 and Feb. 2015.
2	Community Education enhanced by expanding Stroke Signs and Symptoms on the Genesis website  Links to National Stroke Association as well as various Stroke Education Materials added to the website	Improved community awareness of signs and symptoms of stroke and importance of seeking treatment immediately when symptoms occur	Stroke billboards were in circulation to educate about stroke care in the community.  579 stroke risk factor cards were distributed at community events and placed at registration areas of Genesis Hospital September 2015 to increase awareness of stroke signs and symptoms. Social media post shared August 2015 to increase awareness. Monthly Stroke Support Group meetings were provided.

3	Genesis will perform an assessment of stroke capabilities available in other local and regional facilities	Needs of the target population is enhanced	The Stroke Steering Committee that meets monthly. It is a multidisciplinary team that involves: Neuroscience, Neurology, ED, Intensivists, Hospitalists, Administration, Nursing, Lab, Radiology, EMS, Pharmacy, Education, Rehab, Therapy, Quality Management, Stroke Navigator, and Communications.
4	Risk factors for a secondary stroke are identified and strategies for reducing risks are initiated	Strategies to prevent stroke related complications are implemented	Stroke navigators followed up with each stroke patient to educate them about preventable risk factors.

**Other Outcomes**

Additional actions documented in CBISA:

- Exercise classes for Parkinson’s disease: 2,191 persons served and \$13,917 in Community Benefit
- Brain Injury Support Group: 197 persons served and \$1,125 in Community Benefit
- Stroke Support Group: 16 persons served and \$179 in Community Benefit
- Pain Management/Fibromyalgia Support Group: \$157 in Community Benefit
- Pain Management Meeting: 18 persons served and \$79 in Community Benefit
- The Carr Center Board: 102 persons served and \$246 in Community Benefit

**Total: 2,524 Persons Served and \$15,703 in Community Benefit**

## Health Need: Septicemia

### Trend data for septicemia:

Septicemia mortality rates are unavailable.

### Facility: Genesis-Bethesda and Genesis-Good Samaritan

#	Actions	Anticipated Impact	Documented Outcomes
1	Alert Protocol, Activation and Response	Improved response within facilities	No direct Genesis resources were available to address this issue outside of patient care.
2	Hospitalist and ED Physicians lead Code Sepsis team that is working on protocols and policies. Updates are shared in Critical Care/Special Care Committee, and ED Committees	Improved management of sepsis patients	No direct Genesis resources were available to address this issue outside of patient care.
3	Infection Prevention maintains surveillance for potential Healthcare-Associated Sepsis	Improved management of sepsis patients	No direct Genesis resources were available to address this issue outside of patient care.
4	Infection Prevention reports infectious diseases per Ohio Administrative Code 3701-3	Improved management of sepsis patients	No direct Genesis resources were available to address this issue outside of patient care.

## Health Need: Influenza and Pneumonia Mortality

### Trend data for influenza and pneumonia:

Influenza and pneumonia mortality trend rates are unavailable.

### Facility: Genesis-Bethesda and Genesis-Good Samaritan

#	Actions	Anticipated Impact	Documented Outcomes
1	Attends Influenza and Pneumonia event planning meetings	Annual community administration event	No direct Genesis resources were available to address this issue outside of patient care.
2	Participates in the Influenza and Pneumonia Clinic and assists with set-up.	Broaden the administration of flu vaccine in the community	No direct Genesis resources were available to address this issue outside of patient care.
3	Provide logistical support for event	Safe event	No direct Genesis resources were available to address this issue outside of patient care.
4	Coordinate internal influenza multidisciplinary vaccine program and committee	Maintain employee health and prevent spread of influenza	No direct Genesis resources were available to address this issue outside of patient care.
5	Complete ODRS report on positive influenza screens and hospital admission	Keep ODH updated on number of cases and hospitalizations	No direct Genesis resources were available to address this issue outside of patient care.
6	Influenza vaccine is condition of employment	Prevention of spread of influenza from staff to patient population	No direct Genesis resources were available to address this issue outside of patient care.



## Health Need: Alzheimer's Disease

### Trend data related to Alzheimer's disease:

From 2008-2010, the average Alzheimer's disease mortality rate for the service area increased from 33.13/100,000 to 39.98/100,000 with an overall increase of 17.13%; Ohio decreased from 31.5/100,000 to 29.7/100,000 with an overall decrease of 5.71%.

### Collaborations:

The Carr Center

### Facility: Genesis-Bethesda and Genesis-Good Samaritan

#	Actions	Anticipated Impact	Documented Outcomes
1	Provide Community Education to enhance knowledge of Alzheimer's Disease and resources in the community	Increased education within the community on the awareness of Alzheimer's Disease and resources available	Staff participated in the Genesis-Spirit of Women events.  Staff participated in the Freedom Years events.
2	Identify Community Needs in Coshocton and opportunities to improve access to education and resources	Improved community awareness and identify needed resources	No resources were available to address this action.
3	Expand Genesis website to include information and resources available for Alzheimer's disease	Improved community education and access to resources available	No resources were available to address this action.
4	Work with local services to expand programs offered for Alzheimer's patients and families	Enhanced services offered to include focus on Alzheimer's population. Promote support Group offered and identify needs of the community for further programs needed	<ul style="list-style-type: none"> <li>• The Carr Center offers a support group.</li> <li>• Staff participated in the Alzheimer's Association of Greater East Ohio Chapter's 2014 walk.</li> <li>• Keela Barker is on the Board of Directors at the Carr Center.</li> </ul>

## Health Need: Accidents/Unintentional Injury Prevention

### Trend data related to accidents/unintentional injuries:

From 2007-2010, the average accidents/unintentional injuries mortality rate for the service area increased from 40.51/100,000 to 53.40/100,000 with an overall increase of 24.17%; Ohio increased from 40/100,000 to 41.6/100,000 with an overall increase of 3.85%.

### Collaborations:

ThinkFirst, SLIP, ImPACT

### Facility: Genesis-Bethesda and Genesis-Good Samaritan

#	Actions	Anticipated Impact	Documented Outcomes
1	Develop flyers and pamphlets for local EMS crews to provide to patients when called to the home setting after a falls	Increased education for patients regarding reducing home risk for reduced falls and increased awareness of local resources	Brochures were developed and printed and over 4,000 brochures distributed in 2014.
2	Provide community education regarding fall prevention (Balance Your Life presentation), home safety (My Home, Safe Home presentation)	Increased community education regarding fall prevention and home safety preventing falls in the home setting	<ul style="list-style-type: none"> <li>• Fall prevention presentations were given to the community. <b>CBISA: 1,280 persons served and \$294 in Community Benefit</b></li> <li>• Senior Lifestyle and Injury Prevention programs were offered. <b>CBISA: 654 persons served and \$1,138 in Community Benefits</b></li> <li>• A grant for \$1,500 from the Ohio Injury Prevention Partnership in 2014 was used to train a master trainer for the Matter of Balance Program. Additional Matter of Balance coaches trained to be able to provide 8 classes in 2016.</li> <li>• Matter of Balance classes were offered. <b>CBISA: 130 persons served and \$5,758 in Community Benefit</b></li> </ul>

3	<p>Develop discharge education for patients that have fallen regarding home safety measures and local resources</p> <p>Discharge education to be uploaded into Epic for availability for all floors</p>	<p>Education for patients that have been hospitalized due to a fall or fallen during their hospital stay</p>	<ul style="list-style-type: none"> <li>• Fall risk discharge instructions auto-populate to all ED patient's AVS if they score positive on the Morse Fall Risk Assessment while in the ED.</li> <li>• Fall risk brochures to be stocked in inpatient folders by Volunteer Services (all units except OB, Peds).</li> <li>• Staff attempted to have discharge instructions auto-populate on all patients discharged from the hospital that had a positive fall risk assessment done while inpatient, but this is not currently an option.</li> <li>• Discharge instructions were created with a smart text- used to Trauma Services for inpatients discharged with concerns for fall risk.</li> </ul>
4	<p>Increase number of students reached through ThinkFirst presentations at area schools</p> <p>Broaden scope of ThinkFirst to be presented at area middle schools</p>	<p>Increased education regarding risk behaviors involved with distracted driving such as texting, talking with passengers, cell phones, food, applying makeup, and seatbelt usage</p>	<ul style="list-style-type: none"> <li>• Reached the following schools: Tri-Valley High School (HS), Nashport Elementary, Philo HS, Meadowbrook HS, Morgan County Car Teens, Maysville HS, Riverview HS, Ridgewood HS, Cambridge HS, Coshocton HS, Zanesville HS, Sheridan Middle School, New Lexington, Miller HS, Muskingum University, and Ohio University of Zanesville. The Impact Program has been presented to school boards to raise awareness of programs and awareness of incidence.</li> <li>• An ATV educational program was developed and offered to 7<sup>th</sup> grades in the area. The trial program was run at Crooksville Middle School (math, science, English, and social studies lesson plans included ATV safety). There was positive feedback from teachers and students.</li> <li>• Over 80 Trauma events were offered across the service area. <b>CBISA: 14,939 persons were served and \$12,615 in Community Benefit</b></li> <li>• A distracted driver simulator was purchased with Genesis HealthCare Foundation funds and is taken to area schools to help spread the message of the risks of distracted/impaired driving.</li> <li>• Vehicle inspections were offered in the community, targeting teens and older adults, and reached 259 people.</li> </ul>

			<ul style="list-style-type: none"> <li>Partnered with Perry County Safe Communities to distribute 500 ball caps with the messaging “Buckle Up in Your Truck” to distribute to the target audience (young male truck drivers throughout Perry County).</li> <li>Partnered with Muskingum County Safe Communities to distribute 250 ball caps with the messaging “Buckle Up in Your Truck” to distribute throughout the county to address the decline in seatbelt usage rates observed throughout Muskingum County.</li> </ul>
5	Impact Testing Program: Improve post-concussion management	Provide education to ED staff regarding the concussion clinic, post-concussion recommendations and discharge education	Education was provided to ED RNs and MDs at staff meetings. Education also developed into CBLs and mandatory for all ED RNs. Impact testing was provided for students. <b>CBISA: 33 persons served and \$278 in Community Benefit</b>
6	Impact Testing Program: Increase community awareness of concussion management and return to play standards	Increase awareness in local schools regarding concussion management and return to play standards by presenting education to local coaches, principals and athletic directors	As noted in the Cerebrovascular section, Impact Testing was completed for 33 people.

**Other Outcomes:**

A multi-disciplinary meeting was held in 2014 to discuss current processes, identify gaps and start brainstorming solutions.

**Total 17,036 Persons Served and \$20,083 in Community Benefit**

## **Outcomes from Other Service Lines Initiatives- Focused on Additional Community Health Needs Not Identified in the Implementation Strategy**

### **Patient Experience**

Actions documented in CBISA:

- Advance Directives education: 30 persons served and \$1,410 in Community Benefit
- Deaf interpreters: 240 persons served and \$592 in Community Benefit
- Community events: 150 persons served and \$99 in Community Benefit

### **Genesis Hospice and Palliative Care**

Actions documented in CBISA:

- Community awareness activities: 595 persons served and \$1,627 in Community Benefit
- Community education: 295 persons served and \$1,589 in Community Benefit
- Community events: 455 persons served and \$520 in Community Benefit
- Community group membership: 41 persons served and \$2,247 in Community Benefit
- Ethics Symposium: 150 persons served and \$4,493 in Community Benefit
- Healthcare professional training: 98 persons served and \$727 in Community Benefit
- Veteran's Recognition Events: 742 persons served and \$3,496 in Community Benefit

### **Education Services**

Actions documented in CBISA:

- Student Observations/Shadowing: 345 persons served and \$25,244 in Community Benefit
- Non-clinical internships: 3 persons served and \$46,788 in Community Benefits

### **Marketing/Outreach**

Actions documented in CBISA:

- Community events: 2,864 persons served and \$5,754 in Community Benefits

### **Community Benefit Assigned Staff**

\$54,079 in Community Benefit

### **Community Benefit Software Expenses**

\$2,135 in Community Benefit

### **Community Benefit Committee**

12 Persons served and \$2,829 in Community Benefit

### **Total Other Activities 6,020 Persons Served and \$153,629**

## **Conclusion**

The assessment of the Community Benefit outcomes for the 2013-2015 Community Benefit Implementation Strategy demonstrated the strengths and opportunities of Genesis Community Benefit initiatives. The assessment impacted the development and implementation of the 2015 CHNA and the 2016-2018 Community Benefit Implementation Strategy as well as the personnel and process for understanding and capturing the Community Benefit initiatives at Genesis Hospital.

The development of the 2015 CHNA began with a review of the health needs identified in the 2012 CHNA and of the initiatives in the 2013-2015 Community Benefit Implementation Strategy.

In 2015, the Genesis administration recognized the need for a full-time Community Benefit position in the Mission Department. The Community Benefit Consultant, hired in May of 2015, is responsible for chairing the Community Benefit Steering Committee and developing a working relationship with the leaders of the Genesis service lines and of community health related agencies. Collaborating with these leaders, the Community Benefit Consultant completed the 2015 CHNA and the 2016-2018 Community Benefit Implementation Strategy. In addition, the dedicated leaders of the Genesis service lines and the Community Benefit Consultant developed a process for capturing Community Benefit on a regular basis.