

2023 ISSUE

COMMUNITY BENEFIT REPORT

BASED ON 2022 RESULTS

Imagine a community where numerous health problems are prevented through knowledge.

When illnesses and injuries are unavoidable, they are treated quickly by professionals and specialists using innovative medical equipment to minimize recovery time and get you back to your life faster.

Imagine a community where everyone receives the healthcare they need, regardless of their background or ability to pay.

Imagine a community thriving because local healthcare is there to support community members, schools and businesses.

This is the community Genesis is striving to provide.

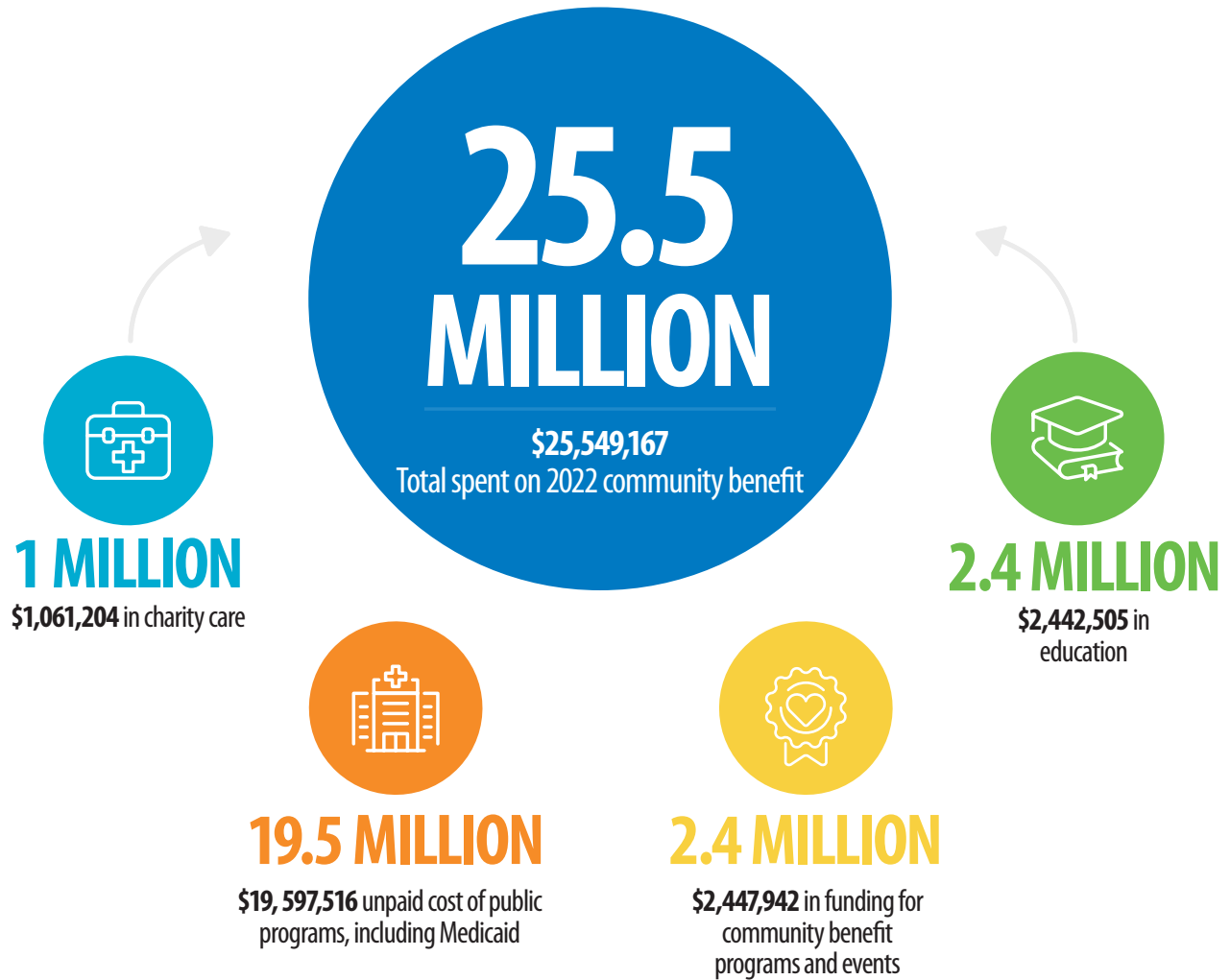
The following pages share how your nonprofit Genesis HealthCare System gave back to our community in 2022.

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MAKING A DIFFERENCE IN OUR COMMUNITY: 2022 RECAP



Genesis is devoted to caring for you and your loved ones, even if you cannot cover the cost of treatment. We pledge a portion of our earnings to cover the cost of care if you qualify for free or discounted care and if your insurance does not cover the total cost of your medical bill.



405,777

Lives impacted by our community benefit programs

MEETING OUR COMMUNITY'S HEALTH NEEDS

STAYING ACTIVE AND WELL

3,815

OPPORTUNITIES CREATED TO
BE MORE ACTIVE

1,792

GRIP* EXERCISE
CLASS ATTENDEES

507

GRIP DIABETES EXERCISE
CLASS ATTENDEES

107

GRIP CANCER EXERCISE
CLASS ATTENDEES

528

FREE SPORTS PHYSICALS FOR
LOCAL STUDENT ATHLETES

1,002

PARKINSON'S EXERCISE
CLASS ATTENDEES

**GRIP stands for Genesis Risk Intervention Program, a medically supervised program for individuals who want or need to improve their lifestyle. Patients are evaluated by a team of dietitians, pharmacists, exercise physiologists and behavioral counselors. Patients receive educational counseling on cardiac disorders, exercise, anxiety, stress, depression and nutrition.*

HONORING LIFE AND LEGACY

2,102

PEOPLE IMPACTED BY
OUR HOSPICE TEAM

1,977

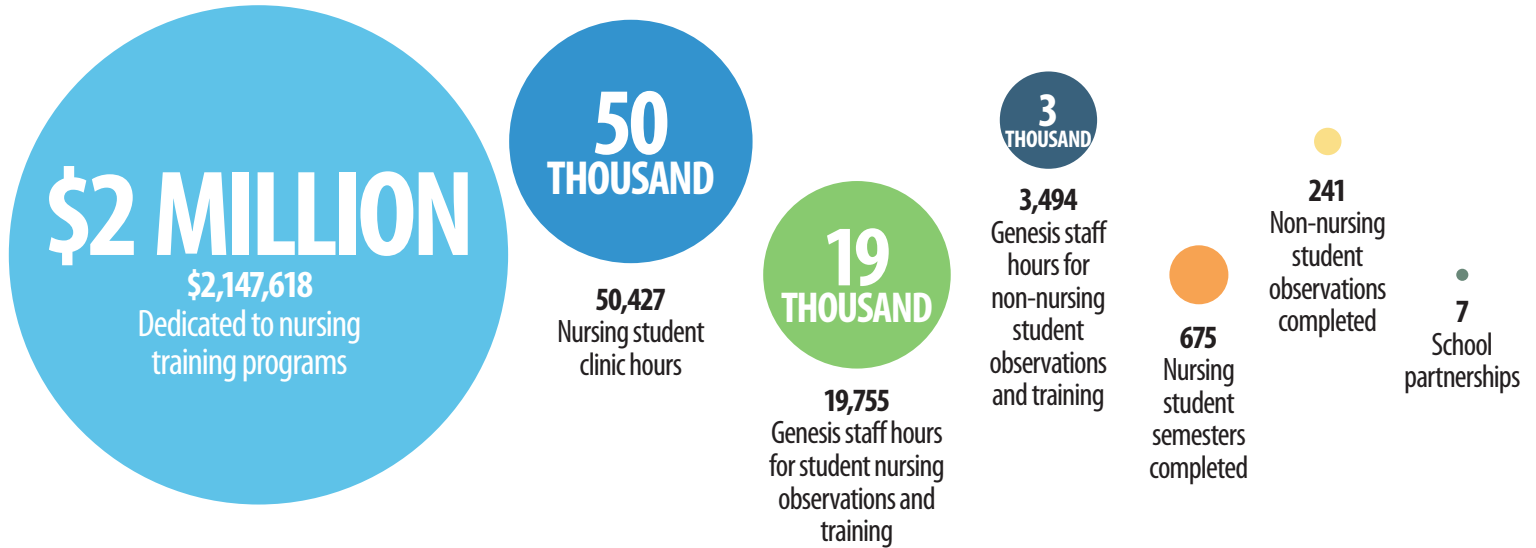
PEOPLE RECEIVED HOSPICE
INFORMATION AT EVENTS

125

VETERANS HONORED WITH A
SPECIAL HOSPICE CEREMONY

YOUR FUTURE CAREGIVERS

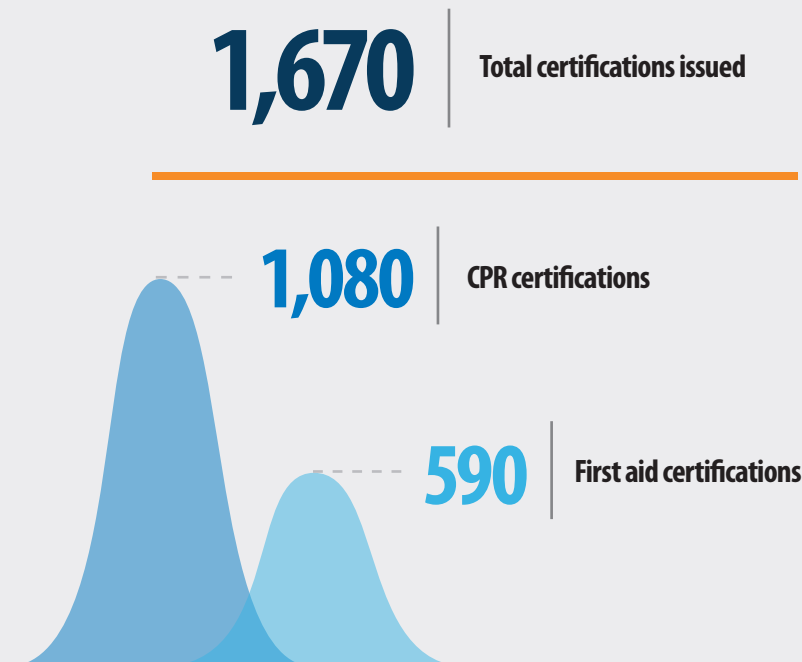
In addition to taking care of you today, we know how important it is to prepare the next generation of caregivers to take care of your children and grandchildren. Therefore, we work with Ashland University, Central Ohio Technical College, Eastland-Fairfield Career and Technical Schools, Mid-East Career and Technology Centers, Mount Vernon Nazarene University, Muskingum University, Ohio University Zanesville and the United States military to provide clinical education. Genesis nursing staff also provide one-on-one time to students.



Healthcare education specialties beyond nursing included Behavioral Health, Case Management, Emergency Department, Emergency Medical Technician, Outpatient Rehab, Pharmacy, Phlebotomy, Physical Therapy, Physicians, Radiology, Respiratory Therapy, Sonography, Speech Pathology and more.

LIFESAVING CERTIFICATIONS

Genesis Educational Services monitor community CPR and first aid classes and provide certification cards through a partnership with Zane State College.



GENESIS 24-HOUR NURSELINE

Registered nurses with emergency medical experience respond to any community member with immediate health questions or concerns. Most callers use the NurseLine to help make informed decisions about the health of a family member after regular office hours.



\$1,673,116

Financial dedication to the NurseLine program



30,200

Staff hours dedicated to the service



21,000

Community calls answered

SUPPORT FOR WOMEN, CHILDREN AND INFANTS

1,061

Educational encounters for new families, including the following:

- Baby Basics Class
- Childbirth Prep Class
- Breastfeeding Support Class
- Prenatal Breastfeeding Support Class
- Lactation Counseling
- Safe Sitter, Babysitting Class
- Sibling Class
- Yomingo App for new parents, online birth preparation courses

40

Families who lost infants to miscarriage, ectopic pregnancy, stillborn and newborn deaths took part in our Walk to Remember event.

82

Hours spent contacting community members eligible for free mammograms.

92

New mothers supported through community baby shower events.

64

Mammograms provided for free in coordination with the Coconis Mammogram program.

PHYSICIANS WELCOMED TO GENESIS HEALTHCARE SYSTEM IN 2022



Puneetpal Bains, M.D.
Endocrinology



Kethelyne Beauvais, M.D.
Family Medicine



Nina Couette, D.O.
Rheumatology



Trevor Ellison, M.D.
Cardiothoracic Surgery



Kinan Kassar, M.D.
Interventional Cardiology



Clifford Maximo, M.D.
Urology



Joshua Moore, D.O.
General Surgery



Sameera Rahman, M.D.
Family Medicine



Elise Sadoun, M.D.
Family Medicine



Shaina Schochat, M.D.
Internal Medicine



Getachew Zeleke, M.D.
Cardiology

SHARING INFORMATION

We're always here when you need medical care. We are also your partner in keeping you healthy, so we share health information in blogs, articles, podcasts, infographics, videos and our quarterly magazine, *LiveWell*. Find tips on genesishcs.org and our Facebook page.



250,110

COPIES OF *LIVEWELL* PRINTED AND
DISTRIBUTED THROUGHOUT THE
COMMUNITY



22,214

TOTAL DIGITAL VIEWS/LISTENS FOR
OUR HEALTH INFORMATION



11,443

BLOG VIEWS

7,892

LIVEWELL DIGITAL VIEWS

1,622

PODCAST STREAMS

800

HEALTH LIBRARY PAGE VIEWS

457

WEBSITE ARTICLE VIEWS

WELLNESS IN ALL AREAS OF LIFE

Genesis took the following actions to address a wide range of factors that impact our community's health.

71,409

Surveys completed

To help identify social health needs in our community. Results revealed needs around healthy food, access to transportation, safe housing, financial and utility needs, exercise regimen, stress levels, social support, mental health and substance use.

\$75,308

Environmental wellness

Contributed to our cardboard recycling program. Our Environmental Services team used \$67,628 to operate this program, which produces \$7,680 in donations to our local Emergency Management Agency and keeps the cardboard we use out of landfills.

\$27,722

Transportation support

Provided by our Patient Experience team to help community members who need transportation to and from medical appointments.

3,800+

Resource counseling

Hours spent connecting community members to local and national resources.

4,900

Community members

Received resource counseling and were connected to additional community resources.

200+

Staff hours

Dedicated to community collaboratives addressing social needs in the community. Key projects include shelter, nutrition and transportation.

74

School staff members

At John Glenn High School, Larry Miller Intermediate School and Tri-Valley School District trained in diabetes and nutrition education.

49

Tobacco-cessation

Counseling calls conducted.

SUPPORT SERVICES

Addressing mental health needs and supporting sexual assault survivors.

1,300

program encounters

Improving and supporting mental health through

- Library presentations
- Health fairs
- Community events
- Resource fairs
- Presentations to higher education
- Podcasts

570

people helped through

- Counseling calls for sexual assault and abuse survivors
- Training for healthcare providers and child advocates
- Education and advocacy addressing human trafficking and domestic violence



PERRY COUNTY EVENTS, EDUCATION AND OUTREACH

Team members at our Genesis Perry County Medical Center participate in local collaboratives with the Perry County Health Alliance, Chamber of Commerce and Perry County Housing Coalition.

An example is a project with Perry County Transit and local leaders to build a new bus stop shelter near our medical facility. The result filled a critical need for increased ease of transportation to medical care. Grant funds helped cover this project's costs.

Our team further supported community health by:

- Sponsoring the Perry County Senior Expo and Health Fair
- Providing coverage at the Perry County Fair's first aid booth
- Volunteering at the Southeast Ohio Food Bank
- Training local EMS teams through our Medical Intensive Care Unit nurses
- Leading disaster planning exercises with local EMS and fire department teams

EMERGENCY CARE AND PREPAREDNESS

Community Ambulance and Trauma Services support

600

First responders and medical personnel received 360 hours of emergency care training from our Trauma Services team. Their training topics included:

- Emergency care during heart attacks and strokes
- Agricultural trauma
- Neurological trauma
- Environmental emergencies
- Stop the Bleed preparedness
- Spinal trauma

3,997

Patient heart-rate transmissions sent from ambulances to emergency facilities, alerting care teams to a patient's status prior to their arrival. Genesis invested in this technology to support an identified community need for more advanced heart care.

480

Students and community members trained in safety and prevention programs by our Trauma Services team. Including:

- Stop the Bleed Training
- Safety Town for individuals with disabilities
- Distracted driving prevention

Trauma Services also worked with community organizations to improve well-being for:

- Aging populations, through a county-wide Elder Advocacy Team.
- Those with Autism, by providing education on Autism Spectrum Disorder.
- Those suffering addictions, by creating a NARCAN distribution plan for at-risk Perry County residents.

829

Free rides home provided for patients by the new Community Ambulance Shuttle program. This program was developed to support community members who otherwise would not have transportation home after receiving medical care.

130

Staff hours of medical coverage provided at the Zane Trace Commemoration community events.

500

Collective hours spent providing medical coverage at the Muskingum County Fair.

500

Community members learned about working ambulances at the "Touch a Truck" event.



\$37,300

Dedicated to the Community Ambulance Shuttle program.