

2024 ISSUE

COMMUNITY BENEFIT REPORT

BASED ON 2023 RESULTS

CONTENTS

PAGE 2 » Making a difference in our community

PAGE 3 » Women's and children's services

PAGE 4 » Meeting our community's top health needs

PAGE 5 » Your future caregivers

PAGE 5 » Lifesaving certifications

PAGE 6 » Genesis 24-hour NurseLine

PAGE 6 » Heart health programs

PAGE 7 » Physicians welcomed to Genesis HealthCare System in 2023

PAGE 8 » Sharing health information

PAGE 9 » Wellness in all areas of life

PAGE 10 » Mental health programs

PAGE 10 » Coshocton County events, education and outreach

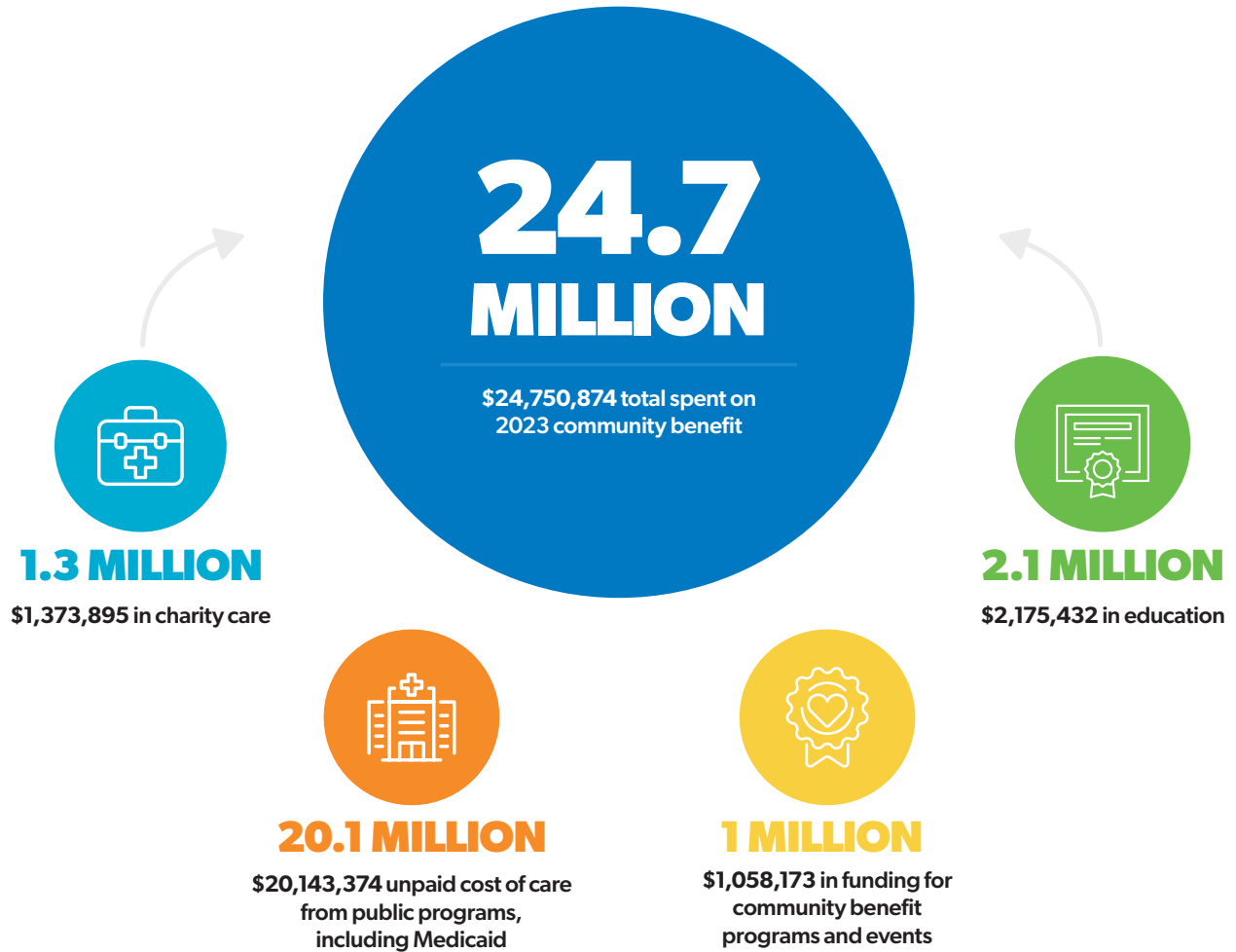


Genesis
HEALTHCARE SYSTEM

Better Begins Here



MAKING A DIFFERENCE IN OUR COMMUNITY: 2023 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.



308,196

Community interactions from our community benefit programs



WOMEN'S AND CHILDREN'S SERVICES

900+

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

300+

Downloads of the free Yomingo new parents education app with birth education courses.

283

Lactation consultation calls to give information to and support new mothers.

38

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

MEETING OUR COMMUNITY'S TOP HEALTH NEEDS

Every three years, Genesis HealthCare System, local health departments and community partners conduct a community-wide health survey to determine the top health needs in our region. In 2023, our six priority health needs were: heart health, mental health, cancer prevention, diabetes and nutrition, stroke support and social drivers of health.

Once our community's top health needs are identified, Genesis creates programs and sets goals to help keep our community healthy in these areas.

Stroke support and prevention programs



Our stroke support group returned with quarterly meetings to offer support to stroke survivors and their caregivers.



Life After Stroke podcast
Bryan Bjornstad, M.D., discusses how to identify, prevent and treat strokes in this *Sounds of Good Health* podcast.

Cancer prevention programs



71

SMOKING CESSATION
COUNSELING ATTENDEES



100+

SELF-BREAST EXAMINATION
PARTICIPANTS AT FIRST FRIDAY
ART WALK

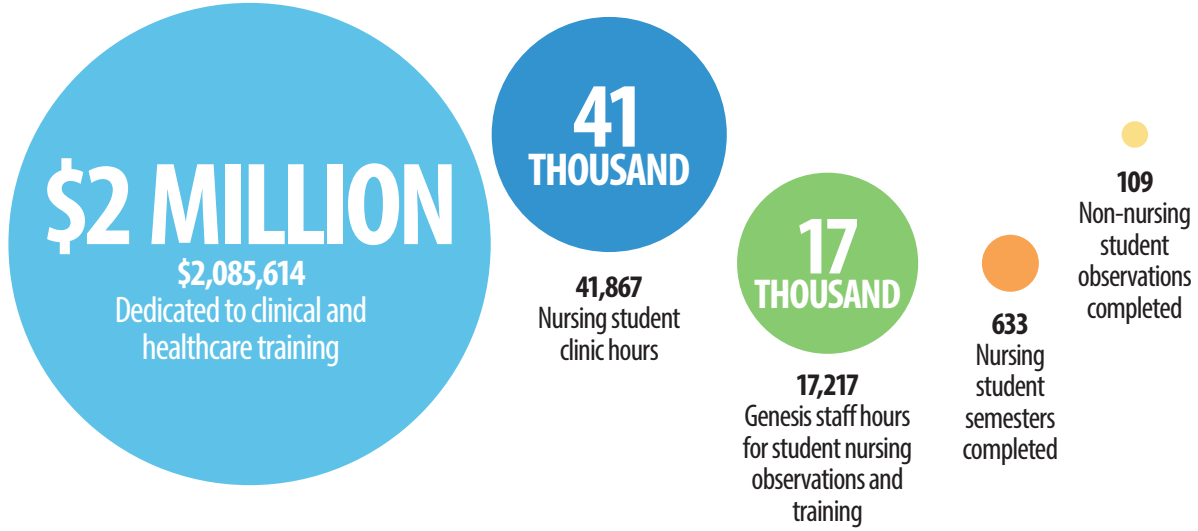


47

FREE MAMMOGRAMS
PROVIDED TO ELIGIBLE
COMMUNITY MEMBERS

YOUR FUTURE CAREGIVERS

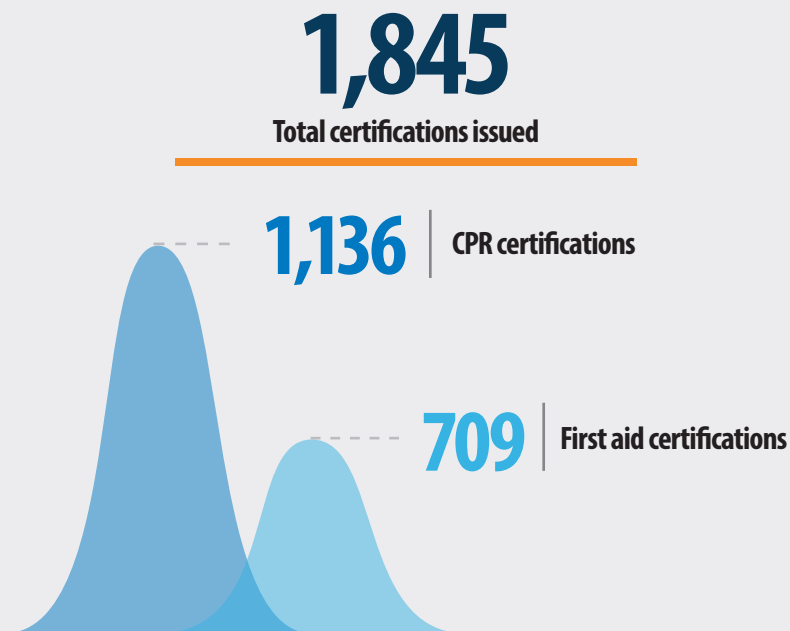
In addition to taking care of you today, we know how important it is to prepare the next generation of caregivers to take care of your children and grandchildren. Therefore, we work with several local schools and programs to provide clinical education. Genesis nursing staff also provide one-on-one time to students.



Healthcare education specialties beyond Nursing include Care Management, Chaplaincy, Information Technology, Paramedicine, Pharmacy, Phlebotomy, Physical Therapy, Public Health, Occupational Therapy, Radiology, Sonography, Speech Therapy and Surgery.

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.

21,768

Calls received

HEART HEALTH PROGRAMS



2,169

Genesis Risk Intervention Program (GRIP) total class attendees



Life After a Heart Attack podcast

Duane Pool, M.D., discusses diet and lifestyle changes one should make when recovering from a heart attack.



Buddy System blog

Exercising with a friend can keep you safe and motivated. Learn more by reading this blog.

**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.*

PHYSICIANS WELCOMED TO GENESIS HEALTHCARE SYSTEM IN 2023



Eric Antonucci, M.D.
Ear, Nose and Throat



Josiah Bote, M.D.
General Cardiology



Emily Flagler, M.D.
Obstetrics & Gynecology



Steven Fulop, M.D.
Neurosurgery



Kelli Gevas, M.D.
Gynecology, Women's Health
and Obesity Medicine



Edmund Kassis, M.D.
Thoracic Surgery



Anh-Dao Lee, M.D.
Family Medicine



Audrey Onuzo, M.D.
Internal Medicine



Jennifer Pennock, M.D.
Endocrinology



Matthew Phillips, M.D., FACS
General Surgery



Walter Randolph, M.D., MS
Gynecology & Women's Health



Paul Rutkowski, M.D.
Orthopedic Hand Surgery



Adam Thomas, M.D.
Pre-Admission Testing –
Internal Medicine



David Wu, D.O.
Palliative Medicine



SHARING HEALTH INFORMATION

In addition to caring for you when you are hurt or sick, we want to do everything we can to keep you healthy. Therefore, we share health information in blogs, articles, podcasts, infographics, videos and our quarterly magazine, *LiveWell*. Find tips on genesishcs.org and our Facebook page.



111,761

TOTAL DIGITAL VIEWS FOR OUR
HEALTH INFORMATION

97,555

BLOG VIEWS

11,984

LIVEWELL DIGITAL VIEWS

800

HEALTH LIBRARY
PAGE VIEWS

1,422

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.

76,960

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.

\$32,850

Free rides home support

Provided by the Genesis Community Ambulance Service shuttle program for patients. The program supports community members who otherwise would not have transportation home after recovering from medical care.

\$19,757

Transportation support

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

2,891

Resource counseling

Hours spent connecting community members to local and national resources.

3,989

Community members

Received resource counseling and were connected to additional community resources.

250+

Staff hours

Dedicated to community collaboratives addressing social needs. Key projects include housing, nutrition, smoking cessation and transportation.

MENTAL HEALTH PROGRAMS

Genesis is addressing mental health needs and supporting sexual assault survivors.



1,265

Program encounters at:

- Health fairs
- Community events
- Resource fairs
- Presentations to higher education
- Podcasts
- Crisis intervention training
- Bereavement education



1,825

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



COSHOCTON COUNTY EVENTS, EDUCATION AND OUTREACH

The Genesis Coshocton Medical Center (GCMC) opened in April 2023. The new GCMC brought high-quality healthcare to Coshocton County.

The GCMC team organized and supported several community events, including:

- Organized a blood drive that included over 20 hours of work.
- Staffed a booth at the Coshocton County Fair and provided free Black Lung Services and blood pressure checks.
- Offered services at Coshocton County Employee Health Day.
- Hosted two American Red Cross Blood Drives in collaboration with Coshocton Christian School.
- Attended the Coshocton 50+ EXPO where Genesis Black Lung Services provided free screenings and Genesis Hospice Care shared services.

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Zanesville, OH 43701



Stay connected, stay healthy

Keep current on Genesis and health information by following us on Facebook, subscribing to our quarterly email and receiving *LiveWell*. We also post additional information at [genesishcs.org](https://www.geneshcs.org).

To be added to or removed from our lists, contact:
Genesis HealthCare System
Marketing & Public Relations
740-454-5913
Email: livewell@genesishcs.org