

# COMMUNITY BENEFIT ANNUAL EVALUATION

BASED ON THE 2022-2024 IMPLEMENTATION STRATEGY



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## 2022-2024 Community Health Program Overview

Goal Areas	2022 Proposed Encounters	2023 Proposed Encounters	2024 Proposed Encounters	2022-2024 Overall
Mental Health Issues	808	933	983	2,724
Heart Disease	5,120	5,120	5,120	15,360
Cancer	469	469	469	2,724
Stroke	188	188	188	564
Diabetes	983	983	983	2,949
Social Determinants of Health	58,664	61,164	63,664	183,494
Additional Community Benefit Initiatives	304,088	306,493	308,613	919,194
Annual Projected <b>Total Persons Served:</b>	<b>370,320</b>	<b>375,350</b>	<b>380,020</b>	<b>1,125,690</b>

## 2024 Community Benefit Summary

Community Benefit Program	Community Investment	Encounters
Community Health Improvement Services	\$4,562,835	823,286
Health Professionals Education	\$7,650,996	5,363
Cash and In-Kind Contributions	\$1,341,543	8,234
Community Benefit Operations	\$135,091	-
Total 2024 Investment	\$13,690,465	836,883

# TOP SIX COMMUNITY HEALTH PRIORITIES:

## 2022-2024

### Mental Health Issues

Goal: Reduce the prevalence of substance use and the burden of mental health issues through intervention and prevention initiatives in the GSA

Strategic Focus: GENESIS Behavioral Health (GBH), Women's and Children's Services (GW&CS), SANE, and Emergency Services (GEmergS) will provide or participate in health education, health promotion, professional education, healthcare support services, and participation in collaborations and groups focused on mental health issues in the community.

**Planning Groups:** 1) **GBH:** Janel Hancock, Sophia Marcum, Christina Parr, Denise Williams, and Theresa Hittle; 2) **GW&CS:** Janel Hancock, Sophia Marcum, Carolyn Blenis, and Jana Bell; 3) **GEmergS and SANE:** Sophia Marcum, Heath Williams, and Kathryn Zgonc

- Risk reduction health education classes
- Sexual Assault and Human Trafficking Awareness Courses
- Domestic Violence classes
- Drug Free Safety Program
- Presentations and/or provide or participate in community events
- Social media blogs and broadcasts such as podcasts provided for the community
- Provide Crisis Intervention Team training
- Sexual Assault and Human Trafficking Awareness training
- OPQC implementation of quality initiatives for maternal opiate medical support
- Labor & Delivery provide "Warm Hand-off" services for mothers & babies to mental health providers for recovery services for mothers & babies through social worker
- Opiate Response Team home visits
- Overdose Hand- Off (navigation) for outpatient recovery services
- Care Calls by SANE Nurse to follow up with victims of Sexual Assault or Human Trafficking
- Overdose victims presenting in the ER given short
- Term MAT
- Suicide Coalition
- Collective Impact

- Creative Options
- International Association of Forensic Nurses
- Ohio Psychiatric Nurse Administrators Association
- Ohio Hospital Association Behavioral Health
- Trauma-Informed Care Southeast Ohio Regional Group
- National Alliance on Mental Illness
- Criminal Justice Collaboration
- Opiate Response Team Planning Meetings
- Overdose Fatality Review Committee
- Human Trafficking Coalition
- Child Advocacy Center

## **Heart Disease**

Goal: Reduce prevalence of heart disease through intervention and prevention initiatives in the GSA

Strategic Focus: GENESIS Heart and Vascular Services, Cardiac Rehab, and Educational Services will provide and/or participate in: health education, health promotion, professional education, and in kind or cash contributions focused on heart disease.

**Planning Groups:** 1) **GH&VS** Janel Hancock, Sophia Marcum, Tabitha McKenzie, and Cathy Sorenson; and 2) **GES** Janel Hancock, Sophia Marcum, and Gregory Heclo 3) **GCR** Logan Clark

- Provide Genesis Risk Intervention Program (GRIP)
- LifeNet
- Process and monitor CPR classes and cards
- Social media broadcasts such as podcasts provided for the community
- Presentations and/or provide or participate in community events
- Provide training and mentoring to healthcare providers related to heart disease
- GH&VS funds Physio Control to provide EKG transmissions for ambulances throughout the community

## **Cancer**

**Goal:** Reduce prevalence of cancer through intervention and prevention initiatives in the GSA

**Strategic Focus:** GENESIS Cancer Care Center will provide or participate in health education, health promotion, healthcare support services, and collaborations and groups focused on cancer.

**Planning Group:** Janel Hancock, Sophia Marcum, Pebbles Thornton, and Community Outreach Staff

- Provide “Genesis Risk Intervention Program (GRIP)” Cancer
- Tobacco cessation phone counseling
- Presentations and/or provide or participate in community events
- Social media broadcasts such as podcasts provided for the community
- Cancer Concern Coalition

## **Stroke**

**Goal:** Reduce prevalence of strokes through intervention and prevention initiatives in the GSA .

**Strategic Focus:** GENESIS Rehabilitation & Ambulatory Services will provide and/or participate in: health education, health promotion, support groups, and participate in collaborations and groups focused on strokes.

**Planning Group:** Janel Hancock, Sophia Marcum, Keela Barker, and Lisa Lynn

- Provide youth classes
- Presentations and/or provide or participate in community events
- Social media broadcasts such as podcasts provided for the community
- Provide Stroke Support Group
- Coverdell Stroke meeting

## **Diabetes**

**Goal:** Reduce prevalence of diabetes through intervention and prevention initiatives in the GSA

**Strategic Focus:** GENESIS Diabetes and Nutrition Services will provide and/or participate in health education, health promotion, professional education, and collaborations and groups focused on diabetes.

**Planning Groups:** 1) **GD&NS** Janel Hancock, Sophia Marcum, Amy Duffy, Keela Barker

- Provide Diabetes Empowerment Education Program (Telehealth or Zoom)

- Provide GRIP Diabetes Exercise Class
- Social media broadcasts such as blogs and podcasts provided for the community
- Participating in community events
- Train other professionals (teachers, educators, nurses, and administration) about diabetes
- Obesity Project

## **Social Determinants of Health**

**Goal:** Address the social determinants of health through intervention and prevention initiatives in the GSA

**Strategic Focus:** GENESIS Service Lines will provide healthcare support services focused on persons with the highest social needs and will participate in community collaborations which seek to improve the social determinants of health in our communities.

**Planning Group:** Sophia Marcum and Service Lines

- Provide Diabetes Empowerment Education Program (Telehealth or Zoom)
- Provide GRIP Diabetes Exercise Class
- Social media broadcasts such as podcasts provided for the community
- Participating in community events
- Train other professionals (teachers, educators, nurses, and administration) about diabetes
- Obesity Project
- Collect EPIC social needs registry information for clients entering the healthcare system
- Provide transportation gas cards or cab vouchers
- Genesis Front Desk makes referrals to community members for social needs when they present
- Resource counseling for identified social needs, connecting to other community organizations for assistance
- Care Managers counsel for social needs and record the resources
- Connect patients to community resources
- Nursing Assessment upon registration for labor and delivery triggers referral to social worker if there is a social need
- Provide social support services through Pulmonary Services nurse navigators and staff
- Food Donations to Christ's Table
- Population Health Registry Software Costs
- Food for Charity Donations
- Social Determinants of Health Collaborative

## **ADDITIONAL COMMUNITY BENEFIT INITIATIVES**

### **Focused on Additional Identified Health Needs**

**Goal:** To provide community initiatives focused on additional health needs identified by GENESIS for the GSA

### **Education Services**

**Strategic Focus:** GENESIS Educational Services will participate in health education and professional education focused on emergency aid courses and healthcare administration and healthcare students.

- Process and monitor First Aid programs
- Provide nursing (BSN, ADRN, LPN, MSN, DNP, RN Diploma) clinical rotations
- Provide non-clinical internships, healthcare administration
- Provide other clinical rotations such as: occupational, physical, respiratory, speech therapy; imaging; state tested nurses aid, surgical & scrub technician; phlebotomy; wound & ostomy; social work; psychology; audiology; exercise physiology; EMT; chaplain; pharmacy; health information technology

### **Hospice and Palliative Care**

**Strategic Focus:** GENESIS Hospice and Palliative Care Services will participate in: health promotion, professional education and collaborations and groups focused on Veterans and end-of-life needs.

- Provide or participate in community Veteran recognition events
- Provide or participate in community events such as Kids Grief Camp and the Ethics Symposium
- Provide community newsletter
- Suicide Support Group
- Muskingum County Senior Task Force
- Perry County Senior Task Force (monthly)
- Ethics Symposium Planning Meeting (several)
- We Honor Veterans Meeting
- Area Agency on Aging

### **Marketing and Public Relations**



**Strategic Focus:** GENESIS will provide health promotion focused on health topics of interest to the GSA

- Provide information on GENESIS upcoming classes and events
- Council on Community Resources (CCR)
- Community Donations
- Provide the Health Library on GENESIS website for the public to access health and wellness information such as:
  - Podcasts
  - Wellness Blogs
  - LiveWell quarterly mailing and digital articles with health information
  - Facebook Live events and posts with timely health information
  - Infographics online

## **Mission**

**Strategic Focus:** GENESIS Mission (GM) will provide: documentation on staffing, resources, and cash donations related to Community Benefit.

- Document Community Benefit Staff expenses
- Document Community Benefit Resources

## **NurseLine**

**Strategic Focus:** GENESIS Nurseline (GN) will provide: healthcare support services for Community Benefit.

- Provide call-in services for healthcare questions to increase access to care and health education

## **Genesis Orthopedic Center**

**Strategic Focus:** GENESIS Orthopedic Center (GOC) will participate in: health education, health promotion, and health screenings focused on orthopedic problems and sports injuries.

- Provide health education classes
- Participate in or provide community events
- Social media broadcasts such as podcasts provided for the community
- Provide sports physicals
- Provide concussion impact testing
- Athletic trainers placed in school districts in Muskingum and Perry Counties

## **Patient Experience**

**Strategic Focus:** GENESIS Patient Experience (GPE) will provide: healthcare support services for Community Benefit.

- Provide advance directive materials and education

## **Perry County Emergency Department**

**Strategic Focus:** GENESIS Perry County Emergency Department (GPCED) will provide: health education, health promotion, healthcare support services and participate in collaborations and groups for Community Benefit.

- Provide community education classes
- Provide community presentations and events
- Community preventive services
- Community intervention services

## **Pulmonary Services**

**Strategic Focus:** GENESIS Pulmonary Services (GPS) will provide: health education, health promotion, community health screenings, professional education, and participate in collaborations and groups related to chronic lung conditions.

- Health education and counseling
- Presentations and/or provide or participate in community events
- Social media broadcasts such as podcasts provided for the community
- Healthier Muskingum County Network
- Muskingum County Senior Task Force
- Perry County Senior Task Force
- Licking County Senior Task Force
- COMPAC Meeting
- National Coalition of Black Lung & Respiratory Disease Clinics, Inc.

## **Rehabilitation & Ambulatory Services**

**Strategic Focus:** GENESIS Rehabilitation & Ambulatory Services (R&AS) and Genesis Outpatient Rehabilitation (GOR) will participate in: health education, health promotion, health screenings, support group, and professional education focused on injury prevention and recovery.

- Matter of Balance classes
- Parkinson's Exercise classes
- Presentations and/or provide or participate in community events
- Social media broadcasts such as podcasts provided for the community
- Parkinson's Support Group

### **Spiritual Care**

**Strategic Focus:** GENESIS Spiritual Care (SC) will participate in: health education focused on advance directives.

- Provide advance directive materials and education to community members

### **Trauma Services**

**Strategic Focus:** GENESIS Trauma Services (TS) will participate in: health education, health promotion, professional education and collaborations and groups focused on injury prevention and recovery

- Provide health education to the community on responding to emergencies
- Provide Matter of Balance (Supplies
- Presentations and/or provide or participate in community events
- Provide professional education
- Disaster Management & Emergency Preparedness
- Multi-Agency Fire and EMS meetings
- Muskingum County Safe Communities
- State Rural EMS Committee
- Six County Conference Planning Committee
- Muskingum County Interdisciplinary Team
- Perry County EMS Association

### **Volunteer Services**

**Strategic Focus: GENESIS Volunteer Services (VS) will participate in: professional education focused on observations of GENESIS Service Lines health professionals.**

- Provide healthcare student observations in the hospital

### **Women and Children's Services**

**Strategic Focus: GENESIS Women's & Children's Services (W&CS) will participate in: health education, health promotion, and collaborations and groups focused on health issues for mothers, children, and infants.**

- Provide Childbirth Prep and Baby Basics classes
- Provide Breast Feeding Support for Success and Prenatal Breast-Feeding classes
- Provide sibling classes
- Provide Safe Sitter classes
- Counseling sessions on lactation issues
- Presentations and/or provide or participate in community events
- Contract for Yomingo Online education resources
- Information sent to community members
- Fatality Review Committee
- Peri Natal Liaison
- Placenta Donation
- Ohio Perinatal Quality Collaborative