

COMMUNITY BENEFIT 2022-2024 IMPLEMENTATION STRATEGY

BASED ON THE 2021 COMMUNITY HEALTH NEEDS ASSESSMENT



Genesis
HEALTHCARE SYSTEM

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INTRODUCTION

Genesis Hospital

Genesis HealthCare System (GENESIS) is an integrated healthcare delivery system based in Zanesville, Ohio. The system includes a not-for-profit hospital, Genesis Hospital, in Zanesville, an extensive network of more than 300 physicians and multiple outpatient care centers throughout the region. The Genesis Mission states "We serve our community by helping each person achieve optimal health and well-being by providing compassionate, exceptional, and affordable healthcare services". This Community Benefit Implementation Strategy is integral to achieving the Genesis mission.

The Genesis Vision details " Genesis is committed to being a health care team whose care exceeds the expectations of our patients and community". As the largest healthcare provider in a six-county area, referred to as the GENESIS Service Area (GSA), healthcare services are utilized by residents of Muskingum, Morgan, Perry, Coshocton, Noble and Guernsey counties. GENESIS provides a higher level of service than what is typically found in a community of its size including open-heart surgery, trauma care, a Level II special care nursery, neurosurgery, and comprehensive cancer services. This high level of care has established Genesis as a primary referral center for much of the region.

In addition to traditional hospital services, GENESIS offers a broader range of services through its affiliated organizations, which serve as GENESIS' partners to extend care far out into the community. GENESIS' steadfast commitment to delivering compassionate, exceptional, and affordable patient care has been recognized throughout the country with numerous awards and accreditations.

Community Health Needs Assessment: 2021

Genesis Hospital abides by all IRS regulations required to maintain its non-profit status. Genesis Hospital is required to conduct a Community Health Needs Assessment (CHNA) in the GSA every three years. The 2021 CHNA is the third CHNA completed by GENESIS. GENESIS, the GSA County Health Departments, and Ohio University collaborated to complete the 2021 CHNA. This partnership became the Southeastern Ohio Health Improvement Collaborative (SOHIC) and is made up of:

Coshocton City and County Health Departments, GENESIS, Morgan County Health Department, Noble County Health Department, Perry County Health Department, Zanesville-Muskingum County Health Department, Ohio Alliance for Population Health, Ohio University's (OU) College of Health Sciences and Professions, and OU's Voinovich School of Leadership and Public Service.

The full CHNA was done collaboratively to strengthen community involvement when identifying and prioritizing local health needs. Collaboration also allowed data to be gathered and used for both GENESIS and local health departments. SOHIC contracted with the Northwest Hospital Council of Ohio to design the assessment tools, add relevant secondary and mortality data, and develop the reports. The 2021 CHNA Report was adopted by the GENESIS Board of Directors in December of 2021. **This CHNA is now available to the public at www.genesishcs.org at the bottom of the front page.**

The GENESIS Community Benefit Steering Team identified six top health priorities which guide this document and are detailed in the 2021 CHNA. Additional Community Health Needs were identified by GENESIS Service Line Leaders from the CHNA, which are also included in this strategy.

Implementation Strategy: 2022-2024

This Implementation Strategy (IS) outlines the GENESIS Service Line's plans to address the community health needs identified in the 2021 CHNA. Service Lines considered specific programs, resources, and priorities for the community when developing this strategy. Service Lines involved in the design include:

- Behavioral Health
- Cancer Services
- Diabetes & Nutrition Services
- Educational Services
- Emergency Services
- Heart & Vascular Services
- Hospice & Palliative Care
- Marketing & Public Relations
- Mission
- NurseLine
- Orthopedic Center
- Patient Experience
- Perry County Emergency Department
- Population Health
- Pulmonary Services
- Rehabilitation & Ambulatory Services
- Spiritual Care
- Trauma Services,
- Volunteer Services
- Women's & Children's Services.

Given the ever-changing landscape of healthcare, the initiatives in the 2022-2024 Implementation Strategy may change, new ones may be added, or others eliminated based on evolving needs throughout 2022, 2023, and 2024. These changes will be noted each year in the annual Evaluation Report.

Community Feedback

Please contact Sophia Marcum, Mission Consultant, at smarcum@genesishcs.org or **740-454-5994** with any feedback regarding this Implementation Strategy.

SIX TOP COMMUNITY HEALTH PRIORITIES: 2022-2024

These six top community health priorities were identified by the Community Benefit Steering Team from data in the 2021 CHNA Report. The following Priority Focus Areas are addressed in this Implementation Strategy by their related Service Lines.

1. **Mental Health Issues** *(2021 CHNA: Tobacco Use pages 22-25, Alcohol Consumption pages 25-26, Drug Use pages 26-30, Mental Health pages 32-34, Appendix I, and Appendix III)*
2. **Heart Disease** *(2021 CHNA pages 36-38)*
3. **Cancer** *(2021 CHNA pages 38-42 and Appendix IV)*
4. **Stroke** *(2021 CHNA pages 36-38)*
5. **Diabetes** *(2021 CHNA pages 44-45)*
6. **Social Determinants of Health** *(2021 CHNA: pages 56-64, Appendix VII, VIII, and Appendix IX)*

ADDITIONAL COMMUNITY BENEFIT INITIATIVES

FOCUSED ON ADDITIONAL IDENTIFIED HEALTH NEEDS: 2022-2024

Genesis Service Lines will provide Additional Community Benefit Initiatives in the community to address additional identified health needs. These Service Lines include:

Rehabilitation & Ambulatory Services	Educational Services	Emergency Services
Hospice & Palliative Care	Marketing & Public Relations	Women's & Children's Services
Mission	NurseLine	Orthopedic Center
Patient Experience	Pulmonary Services	Volunteer Services
Spiritual Care	Trauma Services	Perry County Emergency Department

Evaluation Plan

Outcomes of this Community Benefit 2022-2024 Implementation Strategy will be tracked quarterly through a data system known as the Community Benefit Inventory of Social Accountability (CBISA). Proposed outcomes include capturing encounters for initiatives and assessing changes such as:

- Knowledge increase
- Physical activity increase
- Increased connections to resources for social needs
- Awareness increase
- Support increase

All the proposed outcomes are found in the tables throughout this report, which will be used as benchmarks to guide the evaluation process and future initiative development. Leaders of GENESIS Service Lines will report their initiative outcomes to the Mission Department, where data is recorded in the CBISA software. Summary reports will be created by the Mission Department and assessed quarterly by the GENESIS Community Benefit Steering Team. An annual written evaluation will be presented to and approved by the GENESIS Senior Leadership Team, GENESIS Quality Assurance Committee, and the GENESIS Board of Directors.

At the end of 2024, a final evaluation of all three years will be completed and posted to the GENESIS website. Past evaluations can be found here: [Community Health Needs Assessment | Genesis Healthcare System \(genesishcs.org\)](https://www.genesishcs.org/community-health-needs-assessment)

This chart is a summary of projected encounters by the number of persons served.

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 Total Persons Served:	370,320	375,350	380,020	1,125,690

The first six sections of the Implementation Strategy include a Priority Focus Area Goal, a Brief Description of the Need based on data from the 2021 CHNA Report, a Strategic Focus, a chart of the Total Proposed Outcomes for the three years, and a table including the Objectives, Initiatives, Target Populations, Partners, Accountable Entity, and 2022, 2023, and 2024 Proposed Outcomes.

The following list of acronyms is included for reference when reading each section.

Acronym	Community Partner
ABHS	AllWell Behavioral Health Services
MBH	Muskingum Behavioral Health
MH&RSB	Mental Health & Recovery Services Board
MRC	Muskingum Recreation Center
MVHC	Muskingum Valley Health Centers
ZMCHD	Zanesville-Muskingum County Health Department
Acronym	GENESIS Service Lines
GBH	Behavioral Health
GCCC	Cancer Care Center
GCR	Cardiac Rehab
GD&NS	Diabetes & Nutrition Services
GES	Educational Services
GEmergS	Emergency Services
GF&NS)	Food & Nutrition Services
GOR	Outpatient Rehabilitation
GH&VS	Heart & Vascular Services
GH&PC	Hospice & Palliative Care
GBLC	Black Lung Clinic
GM&PR	Marketing & Public Relations
GMSS/C	Medical Staff Services/Credentialing
GM	Mission
GOC	Orthopedic Center
GN	NurseLine
GPE	Patient Experience
PCED	Perry County Emergency Department
GPH	Population Health
GPS	Pulmonary Services
GR&AS	Rehab & Ambulatory Services

SANE	Sexual Assault Nurse Examiner
GSC	Spiritual Care
GTS	Trauma Services
GVS	Volunteer Services
GW&CS	Women's and Children's Services
Acronym	Other Terms
ACBI	Additional Community Benefit Initiative
CB 2019-2021 IS	Community Benefit 2019-2021 Implementation Strategy
CBISA	Community Benefit Inventory of Social Accountability
CDC	Centers for Disease Control and Prevention
CHNA	Community Health Needs Assessment
CHR	County Health Rankings
CPR	Cardiopulmonary Resuscitation
Gen. Com.	General Community
GRIP	GENESIS Risk Intervention Program
GSA	GENESIS Service Area
IRS	Internal Revenue Service
MAT	Medication-Assisted Treatment
OPQC	Ohio Perinatal Quality Collaborative
Pov. Pop.	Poverty Population
TBD	To Be Determined

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

Brief Description of Need:

- 24% of adults reported their mental health had not been good in the past month for 8 or more days. 37% reported it was not good for 4 or more days. (2021 CHNA pg. 21)
- 17% of adults in the GSA reported feeling sad or hopeless almost every day for two weeks or more in the past year. (2021 CHNA pg. 32)
- 194 suicide deaths occurred in the GSA between 2015 – 2019 with numbers on the rise still. 160 of these deaths were men, 34 were women. (2021 CHNA pg. 33)
- 18% of adults reported they’ve experienced four or more ACES (adverse childhood experiences). (2021 CHNA pg. 48)
- 20% of the GSA self-reported as binge drinkers, and 7% reported driving after having too much to drink within the last 30 days. (2021 CHNA pg. 25)
- Genesis’ Emergency Department saw 561 overdoses and 601 instances of substance use disorder in 2020. (2021 CHNA pg. 28)
- 251 unintentional overdose deaths in the GSA. (2021 CHNA pg. 27)

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

2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
Encounters: 808	Encounters: 933	Encounters: 983

Health Education Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 990 persons will participate in health education for mental health issues.	Risk reduction health education classes	GSA		GBH	Encounters: 30 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 70% knowledge increase	Encounters: 30 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 80% knowledge increase	Encounters: 30 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 80% knowledge increase

	Sexual Assault and Human Trafficking Awareness Courses	Junior & High School, & College students in GSA		GEmergS (SANE program)	Encounters: 250 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 50% knowledge increase	Encounters: 300 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 50% knowledge increase	Encounters: 350 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 50% knowledge increase
Health Promotion Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 300 persons will participate in health promotion for mental health issues.	Presentations and/or provide or participate in community events	GSA, Pov. Pop.		GBH	Due to COVID restrictions, Unable to host in 2022.	Encounters: 75 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 95% awareness increase	Encounters: 75 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 95% awareness increase
	Social media broadcasts such as podcasts provided for the community	GSA	GM&PR	GBH	Encounters: 50	Encounters: 50	Encounters: 50
Professional Education Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 975 persons will participate in professional education for mental health issues.	Provide Crisis Intervention Team training	GSA, public safety officers		GBH	Encounters: 25 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 75% knowledge increase	Encounters: 25 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 80% knowledge increase	Encounters: 25 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 80% knowledge increase
	Sexual Assault and Human Trafficking Awareness training	Law Enforcement, Health Providers, Attorneys, & others		GEmergS (SANE)	Encounters: 300 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 75% knowledge increase	Encounters: 300 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 80% knowledge increase	Encounters: 300 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 80% knowledge increase

Healthcare Support Services Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 222 persons will participate in healthcare support services focused on mental health issues.	Ohio Perinatal Quality Collaborative (OPQC) implementation of quality initiatives for maternal opiate medical support	Mothers with Opioid Addictions		GW&CS	In Development for 2022	Community Benefit \$ TBD	Community Benefit \$ TBD
	Labor & Delivery provide "Warm Hand-off" services for mothers & babies to mental health providers for recovery services for mothers & babies through social worker	Mothers and Babies	MBH, MVHC, ABHS, MH& RSB	GW&CS	Encounters: Will begin to track in 2022	Encounters: TBD	Encounters: TBD
	Opiate Response Team home visits	Those who overdose in the GSA		GSC	Encounters: 4	Encounters: 4	Encounters: 4
	Overdose Hand-Off (navigation) for outpatient recovery services	Those presenting in ER with overdose		GEmergS	Encounters: 10	Encounters: 10	Encounters: 10

	Care Calls by SANE Nurse to follow up with victims of Sexual Assault or Human Trafficking	Victims of sexual assault or trafficking		GEmergS	Encounters: 50 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 90% of those eligible receive a call	Encounters: 50 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 90% of those eligible receive a call	Encounters: 50 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 90% of those eligible receive a call
	Overdose patients in the ER given short term Medication-Assisted Treatment (MAT)	Those presenting in ER with overdose		GEmergS	Encounters: 10 Assessment: 50% of eligible persons given a short-term MAT	Encounters: 10 Assessment: 50% of eligible persons given a short-term MAT	Encounters: 10 Assessment: 50% of eligible persons given a short-term MAT
Collaborations & Groups Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, staff will participate in collaborations and groups focused on mental health issues 237 times.	Suicide Coalition			GBH GSC	Encounters: 12	Encounters: 12	Encounters: 12
	Collective Impact		ZMCHD	GBH	Encounters: 4	Encounters: 4	Encounters: 4
	Creative Options			GBH	Encounters: 12	Encounters: 12	Encounters: 12
	Ohio Psychiatric Nurse Administrators Association			GBH	Encounters: 4	Encounters: 4	Encounters: 4
	Ohio Hospital Association Behavioral Health Group			GBH	Encounters: 4	Encounters: 4	Encounters: 4
	Trauma-Informed Care			GBH	Encounters: 4	Encounters: 4	Encounters: 4

	Southeast Ohio Regional Group						
	National Alliance on Mental Illness			GBH	Encounters: 12	Encounters: 12	Encounters: 12
	Criminal Justice Collaboration			GBH	Encounters: 3	Encounters: 3	Encounters: 3
	Opiate Response Team Planning Meetings			GBH GSC	Encounters: 4	Encounters: 4	Encounters: 4
	Overdose Fatality Review Committee			GBH	Encounters: 4	Encounters: 4	Encounters: 4
	Human Trafficking Coalition			GEmergS	Encounters: 12	Encounters:12	Encounters:12
	Child Advocacy Center	Multi-disciplinary Group		GEmergS	Encounters: 4	Encounters: 4	Encounters: 4

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

HEART DISEASE

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

Brief Description of Need:

- Heart disease remains the leading cause of death in the GSA (23%) and the leading cause of death in Ohio (23%). (2021 CHNA pg. 34)
- On average, 80% of the GSA has had their blood cholesterol checked within the past 5 years, this is 5% below the Ohio average (2021 CHNA pg. 36)
- 44% of the GSA has high blood cholesterol, 11% higher than both Ohio and the USA as a whole. 36% have high blood pressure. (2021 CHNA pg. 36)
- 42% of the GSA is obese (BMI of 30 or above) which is 10% higher than the USA. 32% are overweight. (2021 CHNA pg. 22)
 - o Meaning only 26% are at a healthy weight or underweight.
- 62% of the GSA engaged in physical activity or exercise for 30 minutes on 3 or more days per week. (2021 CHNA pg. 22)

Strategic Focus: GENESIS Heart and Vascular Services (GH&VS), Cardiac Rehab (GCR), and Educational Services (GES) will provide and/or participate in health education, health promotion, professional education, and healthcare support services.

2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
Encounters: 5,120	Encounters: 5,120	Encounters: 5,120

Health Education Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 8,400 persons will participate in health education for heart disease.	Provide Genesis Risk Intervention Program (GRIP)	GSA		GCR	Encounters: 1,900 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 75% increase exercise	Encounters: 1,900 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 75% increase exercise	Encounters: 1,900 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 75% increase exercise
	Process and monitor CPR classes and cards	College students	Zane State College	GES	Encounters: 900 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 95% certified	Encounters: 900 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 95% certified	Encounters: 900 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 95% certified

Health Promotion Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 648 persons will participate in health promotion focused heart disease.	Social media broadcasts such as podcasts provided for the community	GSA	GM&PR	GH&VS	Encounters: 186	Encounters: 186	Encounters: 186
	Presentations and/or provide or participate in community events	GSA		GCR	Encounters: 30 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 75% awareness increase	Encounters: 30 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 80% awareness increase	Encounters: 30 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 80% awareness increase
Professional Education Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 312 persons will participate in professional education for heart disease.	Provide training and mentoring to healthcare providers related to heart disease	Healthcare providers		GH&VS	Encounters: 104 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 90% knowledge increase	Encounters: 104 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 90% knowledge increase	Encounters: 104 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 90% knowledge increase
Healthcare Support Services	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 6,000 EKG transmissions will occur utilizing Physio Control ambulance equipment	GH&VS funds Physio Control to provide EKG transmissions for ambulances throughout the community	GSA	Muskingum and surrounding county ambulances	GH&VS	Encounters: 2,000 Assessment: % EKG transmission completed \$5,670 for Physio Control licensing and equipment	Encounters: 2,000 Assessment: % EKG transmission completed \$5,670 for Physio Control licensing and equipment	Encounters: 2,000 Assessment: % EKG transmission completed \$5,670 for Physio Control licensing and equipment

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

CANCER

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

Brief Description of Need:

- Cancer is the second leading cause of death at 22% with Ohio at 20%. (2021 CHNA pg. 34)
- 16% of the GSA were diagnosed with cancer in their lifetime. (2021 CHNA pg. 38)
- 18/100,000 is the female mortality rate for breast cancer in the GSA with Ohio at 21. (2021 CHNA pg. 40)
- 21/100,000 is the male mortality rate for prostate cancer in the GSA with Ohio at 19. (2021 CHNA pg. 40)
- 18% of the GSA are current smokers, a major risk factor for cancer. (2021 CHNA pg. 23)
- The highest incidences of cancer in our service area, in order, are: Prostate, Lung and Bronchus, Breast, Colon and Rectum, Uterus, Other Sites/Types, Bladder, Melanoma of Skin, Non-Hodgkin’s Lymphoma, Kidney & Renal Pelvis, Thyroid, and Leukemia. (2021 CHNA pg. 42)

Strategic Focus: GENESIS Cancer Care Center (GCCC) and Cardiac Rehab (GCR) will provide or participate in health education, health promotion, and participation in collaborations and groups focused on cancer.

2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
Encounters: 469	Encounters: 469	Encounters: 469

Health Education Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 345 persons will participate in health education focused cancer will occur.	Provide “Genesis Risk Intervention Program (GRIP)” Cancer	GSA		GCR	Encounters: 100 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 95% exercise increase	Encounters: 100 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 95% exercise increase	Encounters: 100 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 95% exercise increase

	Tobacco cessation phone counseling	Smoking Population		GCCC	Encounters: 15 <i>Gen. Com.: Pov. Pop.:</i>	Encounters: 15 <i>Gen. Com.: Pov. Pop.:</i>	Encounters: 15 <i>Gen. Com.: Pov. Pop.:</i>
Health Promotion Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 1,050 persons will participate in health promotion focused on cancer.	Presentations and/or provide or participate in community events	Youth, GSA		GCCC	Encounters: 50 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 95% awareness increase	Encounters: 50 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 95% awareness increase	Encounters: 50 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 95% awareness increase
	Social media broadcasts such as podcasts provided for the community	GSA	GM&PR	GCCC	Encounters: 300	Encounters: 300	Encounters: 300
Collaborations & Groups Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, staff will participate in collaborations and groups focused on cancer 12 times.	Cancer Concern Coalition	GSA		GCCC	Encounters: 4	Encounters: 4	Encounters: 4

Planning Group: Jody Stones, Sophia Marcum, Pebbles Thornton, and Community Outreach Staff

STROKE

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

Brief Description of Need:

- Strokes are the 5th leading cause of death for the GSA and Ohio at 5%. (2021 CHNA pg. 34)
- Noble and Morgan counties percentages of stroke as a leading cause of death were higher than the GSA. (2021 CHNA pg. 35)
- The GSA stroke mortality rate is 39/100,000 compared to Ohio at 43/100,000. (2021 CHNA pg.36)
- High blood pressure is a major risk factor for strokes. Adults told they had high blood pressure was 36% for the GSA and 35% for Ohio. (2021 CHNA pg. 36)

Strategic Focus: GENESIS Rehabilitation & Ambulatory Services (GR&AS) and Genesis Outpatient Rehabilitation (GOR) will provide and/or participate in health education, health promotion, support groups, and participate in collaborations and groups focused on strokes.

2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
Encounters: 188	Encounters: 188	Encounters: 188

Health Education Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 225 persons will participate in health education focused on strokes.	Provide youth classes	3 rd , 4 th , and 5 th graders	Schools	GR&AS	Encounters: 75 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 80% knowledge increase	Encounters: 75 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 80% knowledge increase	Encounters: 75 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 80% knowledge increase
Health Promotion Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 240 persons will participate in health promotion focused on strokes.	Presentations and/or provide or participate in community events	GSA		GR&AS	Encounters: 60 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 75% awareness increase	Encounters: 60 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 80% awareness increase	Encounters: 60 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 80% awareness increase

	Social media broadcasts such as podcasts provided for the community	GSA	GM&PR		Encounters: 20	Encounters: 20	Encounters: 20
Support Groups Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 90 persons will participate in the support groups focused on strokes.	Provide Stroke Support Group	GSA		GOR	Encounters: 30 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 95% increase support	Encounters: 30 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 95% increase support	Encounters: 30 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 95% increase support
Collaborations & Groups Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, staff will participate in collaborations & groups focused on strokes 9 times.	Coverdell Stroke meeting	GSA		GR&AS	Encounters: 3	Encounters: 3	Encounters: 3

Planning Group: Jody Stones, Sophia Marcum, Keela Barker, and Lisa Lynn

DIABETES

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

Brief Description of Need:

- Diabetes mortality rates are higher for the GSA of 29 per 100,000 compared to Ohio (25). Coshocton, Guernsey and Morgan counties have higher rates than the GSA and Ohio. (2021 CHNA pg. 44)
- 14% of adults have ever been told by a doctor they have diabetes, not related to pregnancy, compared to Ohio at 12%. (2021 CHNA pg. 44)

Strategic Focus: GENESIS Diabetes and Nutrition Services (GD&NS) and Cardiac Rehab (GCR) will provide and/or participate in health education, health promotion, professional education, and collaborations and groups focused on diabetes.

2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
Encounters: 983	Encounters: 983	Encounters: 983

Health Education Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 2,250 persons will participate in health education focused on diabetes.	Provide Diabetes Empowerment Education Program (Telehealth or Zoom)	Perry, Muskingum, Guernsey		GD&NS	Encounters: 50 Gen. Com.: Pov. Pop.: Assessment: 80% knowledge increase	Encounters: 50 Gen. Com.: Pov. Pop.: Assessment: 80% knowledge increase	Encounters: 50 Gen. Com.: Pov. Pop.: Assessment: 80% knowledge increase
	Provide GRIP Diabetes Exercise Class	GSA		GCR	Encounters: 700 Gen. Com.: Pov. Pop.: Assessment: 70% exercise increase	Encounters: 700 Gen. Com.: Pov. Pop.: Assessment: 70% exercise increase	Encounters: 700 Gen. Com.: Pov. Pop.: Assessment: 70% exercise increase

Health Promotion Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 600 persons will participate in diabetes health promotion.	Social media broadcasts such as podcasts provided for the community	GSA	GM&PR	GD&NS	Encounters: 100	Encounters: 100	Encounters: 100
	Participating in community events	GSA		GD&NS	Encounters: 100 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 85% awareness increase	Encounters: 100 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 85% awareness increase	Encounters: 100 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 85% awareness increase
Professional Education Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 90 persons will participate in professional education focused on diabetes.	Train other professionals (teachers, educator, nurses, and administration) about diabetes	GSA	Schools	GD&NS	Encounters: 30 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 90% knowledge increase	Encounters: 30 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 90% knowledge increase	Encounters: 30 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 90% knowledge increase
Collaborations & Groups Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, staff will participate in collaborations & groups focused on diabetes 9 times.	Obesity Project	Overweight and obese community members			Encounters: 3	Encounters: 3	Encounters: 3

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

SOCIAL DETERMINANTS OF HEALTH

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

Brief Description of Need:

All six counties in the GSA are designated by the federal government as Appalachian. In Appalachia, the distressing factors listed below influence community members' health. All counties are Federally Designated Mental Health and Dental Health Professional Shortage Areas. All counties but Muskingum are Federally Designated Primary Care Health Professional Shortage Areas.

Economic Stability

- From 2014 - 2018, the estimated poverty rate 17.8% of populations living in poverty in the GSA compared to 14.5% for Ohio (2021 CHNA pg. 48)
- 8% of adults reported needing help meeting their general daily needs (such as food, shelter, or paying utility bills). (2021 CHNA pg. 47)
- 6% of adults experienced more than one food insecurity issue in the past year. (2021 CHNA pg. 46)
- 9% of adults are uninsured with no health care coverage in the GSA and in Ohio (2021 CHNA pg. 11)
- 11% of adults needed to see a doctor in the past 12 months but could not because of cost. (2021 CHNA pg. 12)
- Adults reported what type of assistance they or their loved ones received in the past year:
 - o 14% food, 14% health care, 14% Medicare; 11% prescription assistance; 8% acquiring disability benefits, 8% dental care, 8% electric/gas/water bills, 8% mental illness issues including depression; 7% utilities; 6% free tax preparation; 4% employment; 3% drug or alcohol addiction, 3% home repair, 3% rent/mortgage, 3% transportation; 1% clothing, 1% credit counseling, 1% diapers, 1% gambling addiction, and 1% septic/well repairs (2021 CHNA pg. 47)

Covid-19

- Adults reported the COVID-19 pandemic negatively impacted them or their family's health or well-being in the following ways:
 - o 20% change in mental health; 15% not seeking healthcare; 14% financial instability, 14% loss of household income; 13% change in physical health; 12% changes to employment status, 12% not seeking dental care; 11% educational challenges; 8% death or serious illness of loved one (s); 7% increased alcohol use; 6% lack of internet access; 4% lack of childcare, 4% unable to afford basic needs such as personal, household, or baby care; 3% unable to afford food; 2% housing instability; 1% increased drug use, and 1% unable to afford medicine. (2021 CHNA pg. 48)

Neighborhood & Built Environment

- 14% of adults described their neighborhood as not safe. (2021 CHNA pg. 49)
- Adults reported the following environmental issues threatened their or their family members' health in the past year:
 - o 9% insects, 9% mold, 7% rodents; 5% moisture issues, 5% temperature regulation (heating and air conditioning); 3% agriculture chemicals, 3% air quality, 3% Lyme disease, 3% plumbing problems; 2% bed bugs, 2% chemicals found in household products, 2% sewage/wastewater problems, 2% unsafe water supply/wells; 1% asbestos, 1% cockroaches, 1% fracking, 1% lead paint, 1% radon, 1% safety hazards (structural problems), and 1% sanitation issues. (2021 CHNA pg. 51)

Strategic Focus: GENESIS Population Health (GPH), Patient Experience (GPE), Cancer Care Center (GCCC), Heart and Vascular Services (GH&VS), Trauma Services (GTS), Emergency Services (GEmergS), Diabetes & Nutrition Services (GD&NS), Women's and Children's Services (GW&CS), Pulmonary Services (GPS), Food and Nutrition Services (GF&NS), and Mission (GM) will provide healthcare support services and in-kind and cash support 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.

2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
Encounters: 58,664	Encounters: 61,164	Encounters: 63,664

Healthcare Support Services Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December 2024, 183,420 persons will participate in support services.	Collect EPIC social needs registry information for clients entering the healthcare system	Community members using providers in the GSA	MVHC; Medical practices	GPH	Encounters: 55,000 <i>Pov. Pop:</i>	Encounters: 57,500 <i>Pov. Pop:</i>	Encounters: 60,000 <i>Pov. Pop:</i>
	Provide transportation gas cards or cab vouchers	Population in need of transportation		GPE	Encounters: 400 100% Pov. Pop.:	Encounters: 400 100% Pov. Pop.:	Encounters: 400 100% Pov. Pop.:

	Genesis Front Desk makes referrals to community members for social needs when they present	General Community		GPE	Encounters: 400 <i>80% Pov. Pop.</i>	Encounters: 400 <i>80% Pov. Pop.</i>	Encounters: 400 <i>80% Pov. Pop.</i>
	Resource counseling for identified social needs, connecting to other community organizations for assistance	Population with poor Social Determinants of Health		GCCC	Encounters: 1,440 <i>100% Pov. Pop.:</i>	Encounters: 1,440 <i>100% Pov. Pop.:</i>	Encounters: 1,440 <i>100% Pov. Pop.:</i>
	Care Managers counsel for social needs and record the resources			GH&VS, GTS, GEmergS, GD&NS	Encounters: 1,200 <i>Gen. Com.: Pov. Pop.:</i>	Encounters: 1,200 <i>Gen. Com.: Pov. Pop.:</i>	Encounters: 1,200 <i>Gen. Com.: Pov. Pop.:</i>
	Nursing Assessment upon registration for labor and delivery triggers referral to social worker if there is a social need			GW&CS	Encounters: Will begin to track in 2022 <i>Gen. Com.: Pov. Pop.:</i>	Encounters: TBD <i>Gen. Com.: Pov. Pop.:</i>	Encounters: TBD <i>Gen. Com.: Pov. Pop.:</i>
	Provide social support services through Pulmonary Services nurse navigators and staff	Pov. Pop		GPS	Encounters: 200 <i>Gen. Com.: Pov. Pop.:</i>	Encounters: 200 <i>Gen. Com.: Pov. Pop.:</i>	Encounters: 200 <i>Gen. Com.: Pov. Pop.:</i>
In-Kind and Cash Support	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, Service Lines will provide in-kind and cash support for the highest social needs.	Food Donations to Christ's Table	Homeless and Population in Poverty		Food & Nutrition Svcs	<i>In-Kind Donations</i>	<i>In-Kind Donations</i>	<i>In-Kind Donations</i>
	Population Health Registry Software Costs	Community Members with Social Needs		GPH	<i>In-Kind Donations</i>	<i>In-Kind Donations</i>	<i>In-Kind Donations</i>

	Food for Charity Donations	Local Non-Profits		GAdmin	<i>Cash Donations</i>	<i>Cash Donations</i>	<i>Cash Donations</i>
Collaborations and Groups Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, staff will participate in collaborations and groups focused on persons with the highest social needs 72 times.	Social Determinants of Health Collaborative	Population with poor Social Determinants of Health		GPH, GM	Encounters: 24	Encounters: 24	Encounters: 24

Planning Group: Sophia Marcum and Service Lines

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

Brief Description of Need:

GENESIS Service Lines have recognized other health needs in the community, some noted within the 2021 CHNA and others through experience with the community. These health needs are addressed by Community Benefit initiatives through the Service Lines listed below, focusing on relevant target populations.

2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
Encounters: 304,088	Encounters: 306,493	Encounters: 308,613

Education Services

Strategic Focus: GENESIS Educational Services (GES) will participate in health education and professional education focused on emergency aid courses and healthcare administration and healthcare students for Community Benefit.

Health Education Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 1,200 persons will participate in health education.	Process and monitor First Aid programs	College Students	Zane State University	GES	Encounters: 400 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 95% certified	Encounters: 400 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 95% certified	Encounters: 400 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 95% certified

Professional Education Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 3,723 persons will participate in professional education.	Provide nursing (BSN, AD RN, LPN, MSN, DNP, RN Diploma) clinical rotations	Nursing Students		GES	Encounters: 1,160	Encounters: 1,160	Encounters: 1,160
	Provide non-clinical internships healthcare administration	Healthcare Admin. Students		GES	Encounters: 1	Encounters: 1	Encounters: 1
	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 info. Technology	Healthcare Students		GES and other Service Lines	Encounters: 80	Encounters: 80	Encounters: 80

Planning Groups: 1) **GES** Sophia Marcum, Kim Smith, Andrew Luallen, Dan Vincent, and Greg Hecló

Hospice and Palliative Care

Strategic Focus: GENESIS Hospice and Palliative Care Services (GH&P) will participate in health promotion, support groups, and participate in collaborations and groups for Community Benefit.

Health Promotion Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 6,840 persons will participate in health promotion.	Provide or participate in community Veteran recognition events	GSA, Poverty Population		GH&PC	Encounters: 280 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 95% awareness increase	Encounters: 280 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 95% awareness increase	Encounters: 280 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 95% awareness increase

	Provide or participate in community events such as Kids Grief Camp and the Ethics Symposium	GSA		GH&PC	Encounters: 1,000	Encounters: 1,000	Encounters: 1,000
	Provide community newsletter	GSA		GH&PC	Encounters: 1,000	Encounters: 1,000	Encounters: 1,000
Support Group Objective	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December 2024, 120 persons will participate in support groups.	Suicide Support Group	GSA		GH&PC	Encounters: 30 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 95% support increase	Encounters: 40 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 95% support increase	Encounters: 50 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 95% support increase
Collaborations & Groups Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December 2024, staff will participate in collaborations and groups 81 times.	Muskingum County Senior Task Force	Senior needs		GH&PC	Encounters: 3	Encounters: 3	Encounters: 3
	Perry County Senior Task Force (monthly)	Senior needs		GH&PC	Encounters: 3	Encounters: 3	Encounters: 3
	Ethics Symposium Planning Meeting (several)	GSA		GH&PC	Encounters: 15	Encounters: 15	Encounters: 15
	We Honor Veterans Meeting	Veteran needs		GH&PC	Encounters: 3	Encounters: 3	Encounters: 3
	Area Agency on Aging	Senior needs		GH&PC	Encounters: 3	Encounters: 3	Encounters: 3

Planning Groups: GR&AS Sophia Marcum, Pebbles Thornton, Lori Junk, and Sherrie Grubb

Marketing and Public Relations

Strategic Focus: GENESIS Marketing and Public Relations (GM&PR) will provide health promotion, participation in collaborations and groups, and in-kind and cash support focused on health and wellness topics of interest to the GSA for Community Benefit.

Health Promotion Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 819,600 persons will participate in health promotion.	Provide information on GENESIS upcoming classes & events	GSA		GM&PR	Encounters: 8,000	Encounters: 8,000	Encounters: 8,000
	Provide the Health Library on GENESIS website for public to access health information	GSA		GM&PR	Encounters: 1,200	Encounters: 1,200	Encounters: 1,200
	Wellness information such as: 1. Podcasts 2. Wellness Blogs 3. LiveWell quarterly mailing and digital articles with health information 4. Facebook Live events and posts with timely health information 5. Infographics online	GSA	GNCT; GID	GM&PR	Encounters: 262,000	Encounters: 264,000	Encounters: 266,000
Collaborations & Groups Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, staff will participate in collaborations and groups 36 times.	Council on Community Resources (CCR)			GM&PR	Encounters: 12	Encounters: 12	Encounters: 12

In-Kind and Cash Support	Initiatives			Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December 2024, document all donations to community efforts for Community Benefit health issues.	Community Donations			GM&PR	Community Benefit \$	Community Benefit \$	Community Benefit \$

Planning Groups: 1) **GM&PR** Jody Stones, Sophia Marcum, Kelley Daspit, Nancy Ring, Nick Welch, Linda Bowers, Kyle Norton, and Favor Udoyen

Mission

Strategic Focus: GENESIS Mission (GM) will provide documentation of staffing and community resources for Community Benefit.

Community Benefit Staff and Resources Objectives	Initiatives	Target Population	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
The Mission Department will continue to provide staffing for Community Benefit.	Document Community Benefit Staff expenses	GSA	GM	Community Benefit \$	Community Benefit \$	Community Benefit \$
	Document Community Benefit Resources	GSA	GM	Community Benefit \$	Community Benefit \$	Community Benefit \$

Planning Group: Jody Stones, Sophia Marcum

NurseLine

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

Healthcare Support Services Objectives	Initiatives	Target Population	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December 2024, 67,800 persons will participate in healthcare support services.	Provide call in services for healthcare questions to increase access to care and health education	GSA	GNL	Encounters: 22,600	Encounters: 22,600	Encounters: 22,600

Planning Group: Jody Stones and Angie Flood

Genesis Orthopedic Center

Strategic Focus: GENESIS Orthopedic Center (GOC) will participate in health education, health promotion, and community health screenings, and healthcare support services for Community Benefit.

Health Education Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 550 persons will participate in health education.	Provide health education classes	GSA		GOC	Plan new health education opportunities for the community	Encounters: 275 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 75% knowledge increase	Encounters: 275 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 80% knowledge increase
Health Promotion Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 525 persons will participate in health promotion.	Participate in or provide community events	GSA		GOC	Encounters: 50 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 95% awareness increase	Encounters: 50 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 95% awareness increase	Encounters: 50 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 95% awareness increase
	Social media broadcasts such as podcasts provided for the community	GSA		GOC	Encounters: 125	Encounters: 125	Encounters: 125
Community Health Screenings Objective	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024 975 persons will participate in community health screenings.	Provide sports physicals	High School Youth	Schools	GOC	Encounters: 225 <i>Gen. Com.:</i> ____ <i># Pov. Pop.:</i> ____ Assessment: 75% pass their sports physical	Encounters: 225 <i>Gen. Com.:</i> ____ <i># Pov. Pop.:</i> ____ Assessment: 75% pass their sports physical	Encounters: 225 <i>Gen. Com.:</i> ____ <i># Pov. Pop.:</i> ____ Assessment: 75% pass their sports physical

	Provide concussion impact testing	High School Youth	Schools	GOC	Encounters: 100 Gen. Com.: ____ # Pov. Pop.: ____	Encounters: 100 Gen. Com.: ____ # Pov. Pop.: ____	Encounters: 100 Gen. Com.: ____ # Pov. Pop.: ____
Healthcare Support Services	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December 2024, 4,800 persons will participate in healthcare support services.	Athletic trainers placed in school districts in Muskingum and Perry Counties	High School Youth	Schools	GOC	Encounters: 1,600 <i>Gen. Com.:</i> <i>Pov. Pop.:</i>	Encounters: 1,600 <i>Gen. Com.:</i> <i>Pov. Pop.:</i>	Encounters: 1,600 <i>Gen. Com.:</i> <i>Pov. Pop.:</i>

Planning Groups: 1) **GOC** Jody Stones, Sophia Marcum, and Carly German

Patient Experience

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

Health Education Objectives	Initiatives	Target Population	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 24 persons will participate in health education.	Provide advance directive materials and education	GSA	GPE	Encounters: 8 <i>Gen. Com.:</i> <i>Pov. Pop.:</i>	Encounters: 8 <i>Gen. Com.:</i> <i>Pov. Pop.:</i>	Encounters: 8 <i>Gen. Com.:</i> <i>Pov. Pop.:</i>

Planning Group: Jody Stones, Sophia Marcum, Allison Schwartz, Erica Dunkle, and Janice Cornell

Perry County Emergency Department

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

Health Education Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, many community members will participate in health education.	Provide community education classes	GSA, Perry County residents		GPCED	Encounters: TBD	Encounters: TBD	Encounters: TBD
Health Promotion Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, many community members will participate in health promotion.	Provide community presentations and events	GSA, Perry County residents		GPCED	Encounters: TBD	Encounters: TBD	Encounters: TBD
Healthcare Support Services	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December 2024, multiple persons will participate in healthcare support services	Community preventive services	GSA, Perry County residents		GPCED	Encounters: TBD	Encounters: TBD	Encounters: TBD
	Community intervention services	GSA, Perry County residents		GPCED	Encounters: TBD	Encounters: TBD	Encounters: TBD

Collaborations & Groups Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, GPCED staff will participate in collaborations and groups locally.	Community Meetings and Collaboratives	GSA, Perry County residents		GPCED	Encounters: TBD	Encounters: TBD	Encounters: TBD

Planning Group: Jody Stones, Sophia Marcum, and Jason Adams

Pulmonary Services

Strategic Focus: GENESIS Pulmonary Services (GPS) and Black Lung Clinic (GBLC) will provide health education, health promotion, community health screenings, and participate in collaborations and groups for Community Benefit.

Health Education Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 600 persons will participate in health education.	Health education and counseling	GSA		GBLC	Encounters: 200 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 75% knowledge increase	Encounters: 200 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 80% knowledge increase	Encounters: 200 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 80% knowledge increase
Health Promotion Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 3,000 persons will participate in health promotion.	Presentations and/or provide or participate in community events	Pov. Pop., GSA		GBLC	Encounters: 1,000 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 85% awareness increase	Encounters: 1,000 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 85% awareness increase	Encounters: 1,000 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 85% awareness increase

	Social media broadcasts such as podcasts provided for the community				TBD	TBD	TBD
Community Health Screenings Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 450 persons will participate in community health screenings	Provide Pulse Ox	GSA		GBLC	Encounters: 150 Gen. Com.: ____ # Pov. Pop.: ____	Encounters: 150 Gen. Com.: ____ # Pov. Pop.: ____	Encounters: 150 Gen. Com.: ____ # Pov. Pop.: ____
Collaborations & Groups Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, staff will participate in collaborations and groups 84 times.	Healthier Muskingum County Network	GSA		GBLC	Encounters: 12	Encounters: 12	Encounters: 12
	Muskingum County Senior Task Force	Seniors		GBLC	Encounters: 4	Encounters: 4	Encounters: 4
	Perry County Senior Task Force	Seniors		GBLC	Encounters: 4	Encounters: 4	Encounters: 4
	Licking County Senior Task Force	Seniors		GBLC	Encounters: 4	Encounters: 4	Encounters: 4
	COMPAC Meeting	Poverty Population		GBLC	Encounters: 2	Encounters: 2	Encounters: 2
	National Coalition of Black Lung & Respiratory Disease Clinics, Inc.	GSA		GBLC	Encounters: 2	Encounters: 2	Encounters: 2

Planning Group: Jody Stones, Sophia Marcum, Michele Newlon, and Stacey Stewart

Rehabilitation & Ambulatory Services

Strategic Focus: GENESIS Rehabilitation & Ambulatory Services (R&AS) and Genesis Outpatient Rehabilitation (GOR) will participate in health education, health promotion, and support groups for Community Benefit.

Health Education Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 1,680 persons will participate in health education.	Matter of Balance classes	Seniors		GOR	Encounters: 60 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 80% balance increase	Encounters: 60 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 80% balance increase	Encounters: 60 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 80% balance increase
	Parkinson's Exercise classes	Community Members with Parkinson's Disease		GOR	Encounters: 500 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 75% exercise increase	Encounters: 500 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 75% exercise increase	Encounters: 500 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 75% exercise increase
Health Promotion Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 525 persons will participate in health promotion.	Presentations and/or provide or participate in community events	GSA, Poverty Population		GR&AS	Encounters: 125 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 85% awareness increase	Encounters: 125 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 85% awareness increase	Encounters: 125 <i>Gen. Com.:</i> <i>Pov. Pop.:</i> Assessment: 85% awareness increase
	Social media broadcasts such as podcasts provided for the community	GSA	GM&PR	GR&AS	Encounters: 50	Encounters: 50	Encounters: 50
Support Group Objective	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December 2024, provide support groups to 60 persons.	Parkinson's Support Group	GSA		GR&AS	Encounters: 20 <i>Gen. Com.:</i> ___ <i># Pov. Pop.:</i> ___ Assessment: 95% support increase	Encounters: 20 <i>Gen. Com.:</i> ___ <i># Pov. Pop.:</i> ___ Assessment: 95% support increase	Encounters: 20 <i>Gen. Com.:</i> ___ <i># Pov. Pop.:</i> ___ Assessment: 95% support increase

Planning Groups: GR&AS Jody Stones, Sophia Marcum, Keela Barker, Lisa Lynn, and Kristin Mattox

Spiritual Care

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

Health Education Objectives	Initiatives	Target Population	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 60 persons will participate in health education.	Provide advance directive materials and education to community members	GSA	GSC	Encounters: 20 <i>Gen. Com.:</i> <i>Pov. Pop.:</i>	Encounters: 20 <i>Gen. Com.:</i> <i>Pov. Pop.:</i>	Encounters: 20 <i>Gen. Com.:</i> <i>Pov. Pop.:</i>

Planning Groups: **GSC:** Jody Stones, Sophia Marcum, Randall Gearhart, and Anne Vannoy

Trauma Services

Strategic Focus: GENESIS Trauma Services (TS) will participate in health education, health promotion, professional education and participate in collaborations and groups for Community Benefit.

Health Education Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 450 persons will participate in health education.	Provide health education to the community on responding to emergencies	Emergency personnel, students		GTS	Encounters: 150 <i>Gen. Com.:</i> ____ <i># Pov. Pop.:</i> ____ Assessment: 90% knowledge increase	Encounters: 150 <i>Gen. Com.:</i> ____ <i># Pov. Pop.:</i> ____ Assessment: 90% knowledge increase	Encounters: 150 <i>Gen. Com.:</i> ____ <i># Pov. Pop.:</i> ____ Assessment: 90% knowledge increase
	Provide Matter of Balance (Supplies)	Seniors	GOR	GTS	Encounters: TBD Community Benefit \$:	Encounters: TBD Community Benefit \$:	Encounters: TBD Community Benefit \$:

Health Promotion Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 1,500 persons will participate in health promotion.	Presentations and/or provide or participate in community events	GSA	GM&PR	GTS	Encounters: 500 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 90% awareness increase	Encounters: 500 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 90% awareness increase	Encounters: 500 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 90% awareness increase
Professional Education Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 900 persons will participate in professional education.	Provide professional education	Emergency workers & other health professionals	Schools	GTS	Encounters: 300 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 95% knowledge increase	Encounters: 300 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 95% knowledge increase	Encounters: 300 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 95% knowledge increase
Community Collaborations & Groups Objectives	Initiatives	Target Population	Partners	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, staff will participate in collaborations & groups 78 times.	Disaster Management & Emergency Preparedness			GTS	Encounters: 3	Encounters: 3	Encounters: 3
	Multi-Agency Fire and EMS meetings			GTS	Encounters: 6	Encounters: 6	Encounters: 6
	Muskingum County Safe Communities			GTS	Encounters: 2	Encounters: 2	Encounters: 2
	State Rural EMS Committee			GTS	Encounters: 3	Encounters: 3	Encounters: 3
	Six County Conference Planning Committee			GTS	Encounters: 1	Encounters: 1	Encounters: 1

	Muskingum County Interdisciplinary Team			GTS	Encounters: 10	Encounters: 10	Encounters: 10
	Perry County EMS Association			GTS	Encounters: 1	Encounters: 1	Encounters: 1

Planning Group: Jody Stones, Sophia Marcum, Joel Dickinson, Ashleigh Roshon, Stuart Chow, Brandice Alexander

Volunteer Services

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

Professional Education Objective	Initiatives	Target Population	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December 2024, 450 persons will participate in professional education.	Provide healthcare student observations in the hospital	GSA	GVS	Encounters: 150 <i>Gen. Com.: Pov. Pop.:</i> Assessment: 95% complete hours	Encounters: 150 <i>Gen. Com.: Pov. Pop.:</i> Assessment: 95% complete hours	Encounters: 150 <i>Gen. Com.: Pov. Pop.:</i> Assessment: 95% complete hours

Planning Group: Jody Stones, Sophia Marcum, and Lee McGee

Women and Children’s Services

Strategic Focus: GENESIS Women’s & Children’s Services (W&CS) will participate in health education, health promotion, and participate in collaborations and groups for Community Benefit.

Health Education Objectives	Initiatives	Target Population	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 855 persons will participate in health education.	Provide Childbirth Prep and Baby Basics classes	GSA	GW&CS	Encounters: 10 <i>Gen. Com.: ____ # Pov. Pop.: ____</i> Assessment: 90% knowledge increase	Encounters: 20 <i>Gen. Com.: ____ # Pov. Pop.: ____</i> Assessment: 90% knowledge increase	Encounters: 30 <i>Gen. Com.: ____ # Pov. Pop.: ____</i> Assessment: 90% knowledge increase

	Provide Breast Feeding Support for Success and Prenatal Breast Feeding classes	Mothers in the GSA	GW&CS	Encounters: 100 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 95% knowledge increase	Encounters: 200 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 95% knowledge increase	Encounters: 300 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 95% knowledge increase
	Provide sibling classes	Families with Siblings in the GSA	GW&CS	Encounters: 15 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 80% knowledge increase	Encounters: 15 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 80% knowledge increase	Encounters: 15 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 80% knowledge increase
	Provide Safe Sitter classes	Babysitters in the GSA	GW&CS	Encounters: 10 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 90% knowledge increase	Encounters: 10 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 90% knowledge increase	Encounters: 10 Gen. Com.: ____ # Pov. Pop.: ____ Assessment: 90% knowledge increase
	Counseling sessions on lactation issues	Mothers in the GSA	GW&CS	Encounters: 50 Assessment: 90% knowledge increase	Encounters: 50 Assessment: 90% knowledge increase	Encounters: 50 Assessment: 90% knowledge increase
Health Promotion Objectives	Initiatives	Target Population	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, 2,150 persons will participate in health promotion.	Presentations and/or provide or participate in community events	GSA		Encounters: 30 Assessment: 95% awareness increase	Encounters: 40 Assessment: 95% awareness increase	Encounters: 40 Assessment: 95% awareness increase
	Contract for Yomingo Online education resources	Expectant Mothers in the GSA	GR&AS	Encounters: 200	Encounters: 200	Encounters: 200
	Information sent to community members	GSA	GW&CS	Encounters: 480	Encounters: 480	Encounters: 480
Collaborations & Group Objectives	Initiatives	Target Population	Accountable Entity	2022 Proposed Outcomes	2023 Proposed Outcomes	2024 Proposed Outcomes
By December of 2024, staff will participate in collaborations and groups 48 times.	Fatality Review Committee	-	GW&CS	Encounters: 4	Encounters: 4	Encounters: 4
	Peri Natal Liaison	-	GW&CS	Encounters: 4	Encounters: 4	Encounters: 4
	Placenta Donation	-	GW&CS	Encounters: 4	Encounters: 4	Encounters: 4
	Ohio Perinatal Quality Collaborative	-	GW&CS	Encounters: 4	Encounters: 4	Encounters: 4

Planning Group: Jody Stones, Sophia Marcum, Carolyn Blenis, and Jana Bell