

# MAKING OUR COMMUNITY HEALTHIER

COMMUNITY BENEFIT REPORT

# 2012

A SPECIAL EDITION OF  
*LiveWell*



HEALTHCARE SYSTEM  
**GENESIS**  
Where you're treated well

[genesishcs.org](http://genesishcs.org)



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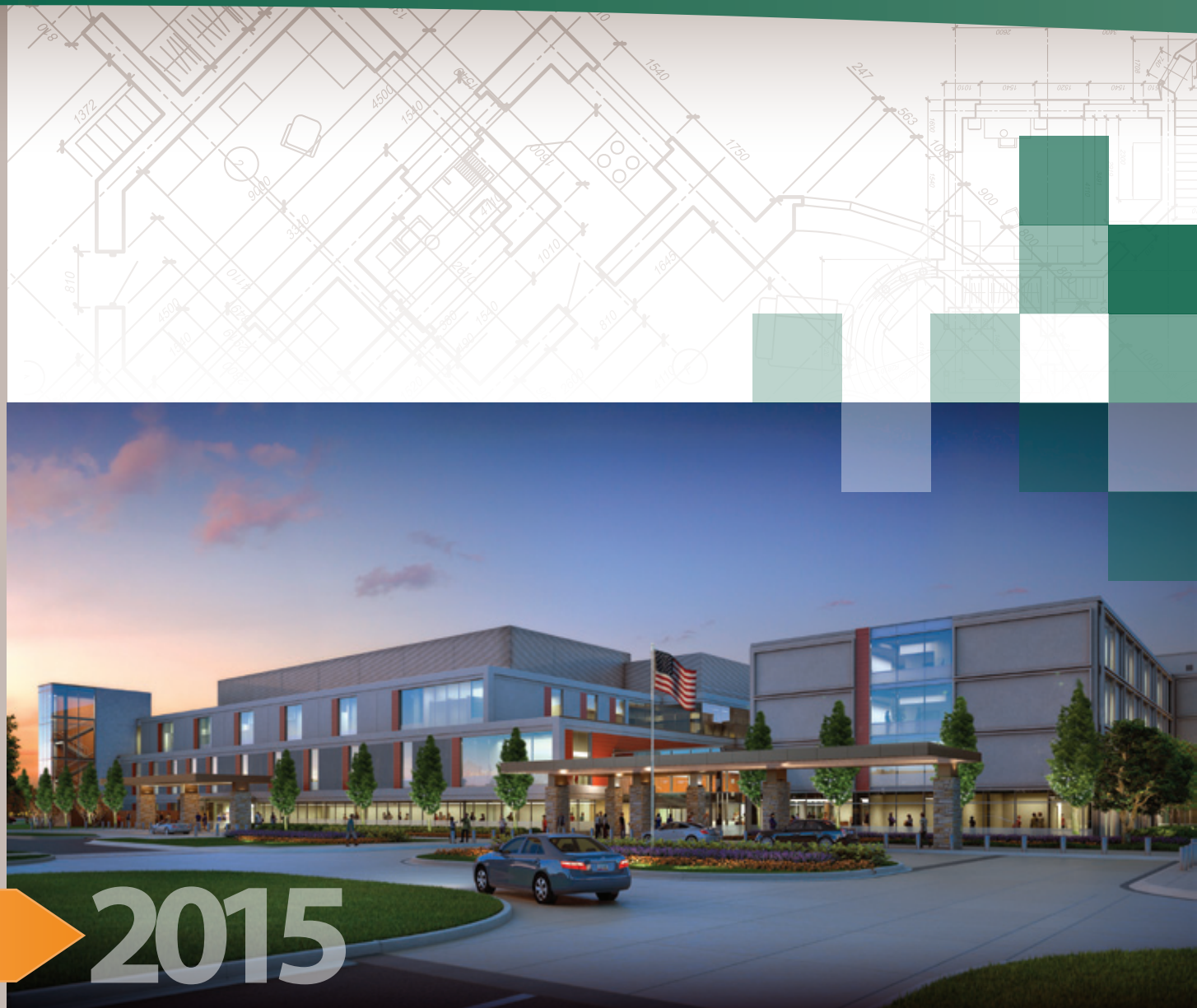
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# ADDRESSING OUR COMMUNITY'S NEEDS



When you think of Genesis, it's likely that the care we provide when you're sick is the first thing that comes to mind. But we are also focused on helping you live a healthy, fulfilling life.

Last year, we started a new approach to understanding the broad scope of health

issues in our community and how we can help address them. It takes a united community to meet the health care needs of our family, friends and neighbors, so we partnered with local organizations to complete a health assessment that identifies the biggest health needs in our region.

We also reached out to the community-at-large to get feedback. Group discussions were held, and public surveys were done. Data was collected from many sources, looking at what health conditions people in our community are treated for the most, and what resources are available to help prevent and treat these conditions.

The health issues that rose to the top of the needs list included cardiac disease, cancer, the ability to access doctors, prescription opiate abuse and obesity. Throughout this publication, you'll get a glimpse of some of the efforts we've taken to help address these needs. And as 2013 gets under way, we are working closely with other local organizations planning ways to continue our focus on meeting these needs together.

In this issue, we're also excited to share the progress we've made on plans for your new medical center and other key accomplishments. You can also read how Genesis benefits the community in other ways, such as community benefit services, charity care and other forms of economic support.

You can find our Community Health Needs Assessment on our website at [genesishcs.org](http://genesishcs.org). More important than the numbers is that we are committed to addressing those needs and helping you and your family live a healthy life.

Matthew J. Perry

A handwritten signature in blue ink that reads "Matthew J. Perry".

President & CEO



# HEALTHIER WEIGHT MANAGEMENT

## Area of Need

*Ohio: 63.4% of the population is overweight or obese.*

*Our Region: 64.8% of the population is overweight or obese.*

*Body Mass Index (BMI) is based on your height and weight and is an accurate way of determining if you're overweight or obese. A number higher than 25 indicates you're overweight. A high BMI can increase the risk of hypertension, high cholesterol, coronary heart disease, stroke, gallbladder disease, joint problems, sleep apnea, respiratory problems, some types of cancer and Type 2 diabetes.*

*Lowering BMI was identified as a need in our community needs assessment. Genesis addresses this need in several ways.*



### Walk With a Doc

To encourage everyone in the community to exercise, Genesis offers a free Walk With a Doc program. It's the only regularly scheduled Walk With a Doc program in southeastern Ohio. Along with encouraging exercise, the program provides an opportunity to talk with a local doctor.

Each month a physician offers fitness tips and health advice and then leads a 30- to 40-minute walk. Since its startup, the walk has drawn more than 500 participants. The program has been so popular it was expanded to Perry County where a Walk With a Doc program was started in September 2012.



### Shaping Futures

Childhood obesity has doubled in the past 30 years, according to the Centers for Disease Control and Prevention. About 15% of adolescents (ages 12 to 19) and children (ages 6 to 11) are obese in the United States. Children who are obese are more likely to be obese as adults and more likely to develop health problems like heart disease and stroke.

To help children learn good nutrition and become more active, Genesis started Shaping Futures. The six-week program helps children ages 5 to 11 and their parents improve their eating habits and exercise. Evaluations before and after the class in 2012 showed the children:

- Significantly improved heart rate and cholesterol levels, particularly triglycerides (reduced an average of 45 points).
- Increased physical activity by 25%.
- Decreased sugary beverages by 30%.



### Shaping Futures Goes to School

Doug Gates, a physical education teacher at Duncan Falls Elementary School, wanted to spend more time helping students learn about good nutrition. Genesis staff provided nutrition lessons and equipment from Shaping Futures for an after-school program.

In spring 2012, Doug incorporated the nutrition and exercise lesson into the fitness education program he developed. The program was held twice a week for children in grades kindergarten through fifth. During the one-hour program, students rotated through stations learning about exercise and healthy eating habits. About 75 children completed the program, and Doug found the program helped kids learn about exercise and nutrition.

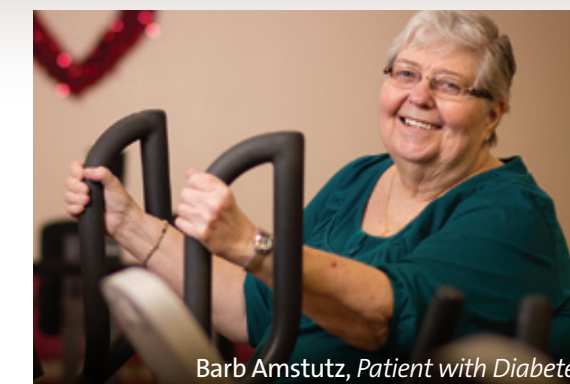


### Healthy Habits Start Early

In parts of our region, 35% of the children enrolled in the Women, Infants and Children (WIC) program are overweight. A child who is overweight at age 3 or older is nearly eight times as likely to be overweight as a young adult.

Healthy habits start early. That's why Genesis and the local health department provided free training to 16 preschool teachers in the community. The teachers received a free nutrition and physical activity kit valued at \$300, provided with grant funding.

Evaluations from the program showed the teachers appreciated the hands-on activities and looked forward to trying the new ideas to improve motor development and encourage healthy habits in the young children.



Barb Amstutz, Patient with Diabetes

### A New Outlook

Barb Amstutz knew she had a weight problem, and when she learned she had Type 2 diabetes, she was devastated. "I had visions of this horrible thing I couldn't conquer." Barb contacted the registered dietitians at Genesis for help. "I knew I had to do something if I wanted to survive," Barb said.

Sarah Brauning, a registered dietitian at Genesis, helped Barb count carbohydrates to control her blood sugar. "It hasn't been that hard," Barb admitted. "Sarah made it simple and was extremely helpful."

As a result, Barb lost 30 pounds, lowered her cholesterol by 50 points and lessened her blood glucose level to 98. She also started exercising more by doing warm-water aerobics three times a week. "Consulting with a dietitian is one of the best decisions I've made in a long time. It changed my whole outlook," Barb said.



# IMPROVING HEART HEALTH

## Area of Need

*Ohio: 4.7 % of population has had a heart attack*

*Our Region: 6.8% of population has had a heart attack*

*Heart disease is the leading cause of death in the nation. Ohio averages 100 deaths for every 100,000 people. In the six counties Genesis serves, the county with the highest rate has 227 deaths for every 100,000 people.*

*In our community needs assessment, community members identified the need for better heart health. Genesis addresses this need in a variety of ways.*



## Free Health Screenings in the Community

Heart problems can develop in childhood or teenage years due to tobacco use, lack of exercise, an unhealthy diet, harmful use of alcohol, hypertension, diabetes, raised blood lipids, obesity, poverty, low educational status, male gender, genetic disposition (makeup) and psychological factors.

The problem is – you might not have symptoms – until a stroke, heart attack or aneurysm strikes. Health screenings can help detect heart problems that might go unnoticed. In 2012, Genesis provided more than 1,000 free screenings throughout the community.



## Day of Dance

Free health screenings and heart health information are available at community events like Day of Dance, held in February, National Heart Month. The annual Genesis Spirit of Women event brings together women and men of all ages for a day of education, physical activity, community, celebration and fun.

In 2012, 166 participants had blood pressure, P.A.D. (Peripheral Arterial Disease), Body Mass Index or lipid/glucose screenings; and 97% of the participants had at least one health factor out of the normal range. After the event, participants were contacted to see if they followed up with a family physician. They might not have been alerted to a health concern if they hadn't received the health screenings.



## The Screen Team

Genesis took lifesaving heart and vascular screenings on the road in 2012. A screen team traveled throughout the community, providing screenings to detect problems like heart rhythm dysfunctions and blocked arteries in the legs. Highly trained technologists provide simple, noninvasive ultrasounds and EKG screenings. Then the results are interpreted by a physician.

The mobile screen team is a convenient way for businesses to provide screenings onsite – saving employees and organizations time and money.



Joe Johnson, Maysville Athletic Trainer

## Supplying AEDs to Schools

Genesis donated 18 lifesaving AEDs to 15 school districts in 2012. An AED is an automated external defibrillator that checks a person's heart rhythm and advises the rescuer when a shock is needed. Up to 7,000 young people suffer sudden cardiac arrest annually, according to the Pediatric Clinics of North American Journal.

One of the schools receiving an AED was Maysville Elementary. Joe Johnson, head athletic trainer and health teacher, appreciates Genesis providing the AED. "It would have cost us about \$2,000 to purchase an AED. The money we would have spent on an AED can be used for other items," Johnson said.

"It's like an insurance policy. We hope we never have to use it – but we have it in case we do," Johnson said. "We're grateful to Genesis for supplying the AED."



Cathy Huggins, Chest Pain/  
Heart Failure Coordinator

## Teaching How to Use AEDS

Along with supplying AEDs, Genesis provided free CPR and AED training to more than 65 teachers and staff from area schools and businesses.

Teachers, parents and anyone in the community can help save lives. "Surviving cardiac arrest is directly linked to the preparedness of the community," said Cathy Huggins, M.S.N., R.N.-C, chest pain/heart failure coordinator at Genesis. "A person experiencing cardiac arrest is more likely to have a positive outcome if bystanders call 911 and immediately start CPR. When community members receive training in CPR and AED, they can help save a life – no matter where they are."

**Improve Your Heart Health »** You can take steps to help prevent heart disease by quitting smoking, lowering cholesterol, controlling high blood pressure, maintaining a healthy weight and exercising. For more information on how to improve your heart health, call Genesis Community Outreach at (740) 586-6562 or 800-322-4762, ext. 6562.

# HALTING OPIATE ABUSE

## Area of Need

*Opiates are highly addictive prescription painkillers that are beneficial when used as prescribed but can lead to many problems if abused. Chronic use of opiates can easily lead to dependence and addiction, and users risk serious health issues – even death. Opiates include medications like oxycodone and Percocet.*

*In Ohio, the average consumption of opiates is 50.13 pills per year for every man, woman and child in the state. One county in our area has an average consumption of 105.91 opiates per person.*

*For the last several years, southeastern Ohio has been consistently above the state average in prescribed opiate use. In our community needs assessment, community members identified the need to combat prescription opiate abuse and dependence. Genesis addresses this need in a variety of ways.*



## Prescription Drug Take Back Day

More than 70% of people abusing prescription pain relievers get them through friends or relatives, including the family's medicine cabinet, according to the 2011 Substance Abuse and Mental Health Services Administration's National Survey on Drug Use and Health (NSDUH).

To help get prescription painkillers out of circulation, Genesis helps to sponsor a national Drug Take Back Day.

During the free event in September 2012, prescription and over-the-counter pills were dropped off at the Muskingum County Health Department. More than 100 people turned in drugs for safe disposal – often turning in bags full of drugs.

The program enables anyone in the community to drop off unused or expired pills or liquids anonymously. Personal information is removed from prescription medication and destroyed.

"It takes away the availability of some opiates and decreases property break-ins," said Steve Carrel, executive director of Muskingum Behavioral Health, another sponsor of the event.



## Warm Handoff Helps Heal

In response to needs in the community, Genesis started a Warm Handoff program in 2012. The program enables community-based counselors to meet with patients in the hospital to help them follow through with drug and alcohol treatment. Before the program was started, patients needing help would sometimes leave the hospital and not be able to get treatment quickly or not follow up on the treatment they needed.

Counselors meet face to face with patients to help them make appointments for drug and alcohol treatment. After patients leave the hospital, the counselor calls to remind them about appointments, and arranges for transportation if needed.

"They have had huge success in engaging people in the community needing help," said Karen Green, director of Genesis Behavioral Health Services. "The program shows we care enough to help you get your life turned around."



## Behavioral Health Consortium

The Warm Handoff was an idea that originated from six behavioral health organizations in the area collaborating to meet the needs in the community. The group, called the Behavioral Health Consortium, was led by Genesis. Nurses, social workers, therapists and other caregivers from the organizations met for eight months to address problems and design solutions.

The collaboration has resulted in patients receiving quicker care for mental health and addiction issues, less paperwork and a brochure with resources close to home. A task force is also coordinating care for patients needing help with opiate addiction.

The consortium also created a Bridge Builders program to coordinate services with other community organizations such as churches, public transportation and the Salvation Army to help meet community needs.



# CANCER PREVENTION & DETECTION

## Area of Need

*In the counties Genesis serves, cancer-related deaths are equal to or greater than the Ohio rate. Statistics show 195 deaths per 100,000 people in Ohio versus as high as 240 deaths per 100,000 people in parts of our area.*

*In our community needs assessment, helping people in our area prevent and detect cancer earlier and helping those who have cancer was determined to be a need. Genesis addresses this need in several ways.*



## Smoking Cessation for Cancer Patients

Our area also tends to have a higher rate of tobacco use, and smoking while receiving cancer treatments lessens the effectiveness. To help cancer patients kick the habit, Genesis Cancer Services offers smoking cessation. Patients with cancer can receive Chantix® medicine at a reduced cost along with support and education on how to follow the program.

“We’ve had lots of people who have been able to get assistance and had great success with quitting,” said Scott Wegner, M.D., medical director of the Genesis Hematology & Cancer Care Center. “There’s strong data that shows if patients quit smoking, it increases the chance of survival, lessens pain and results in fewer side effects.”



Scott Wegner, M.D.

## Patient Assistance Fund

Genesis Cancer Services started a Patient Assistance Fund for patients with advanced stages of cancer who couldn’t afford pain medication.

The problem was that patients frequently couldn’t obtain the needed pain medication quickly because there was a time lapse in insurance coverage. “They might have gone to the emergency room for care or not gotten the relief they needed,” Dr. Wegner said. The funds help provide physical and financial relief for patients dealing with cancer.



## Grants Help Provide Mammograms

Susan G. Komen for the Cure grants provide free mammograms for uninsured and underinsured women in our area. Annual mammograms are important in finding breast cancer, which can be treated best if caught early.

The grants cover breast health education and breast screenings for women who don’t have the funds to obtain mammograms. But it’s up to Genesis to identify women who can benefit from the grants. In the past year, more than 200 free mammograms were given. “We’ve done a good job of making sure women in the community needing a mammogram can get one,” said Dr. Wegner.

Avon Inc. also granted \$50,000 to Genesis Cancer Services to help women receive mobile mammography screenings in the future. The Zanesville Avon Distribution Center won second place in the nation in the Avon’s Mammography Challenge, and in recognition, the Avon Foundation presented Genesis with the grant.



## Free Colonoscopies

A community garden was seeded behind Genesis-Bethesda Hospital to offer economical local produce. “We wanted to raise community awareness of how cancer risk can be lowered with healthier eating habits,” said Sharon Parker, director of Genesis Cancer Services.

The garden produced another benefit. Selling celery, carrots, potatoes and other vegetables in the hospital cafeterias helps fund colonoscopies for the uninsured or underinsured in the community. The idea of funding colonoscopies from produce sales sprouted due to the direct correlation between diet and colon cancer.



# IMPROVING ACCESS TO CARE

## Area of Need

Improving access to quality health care is a Genesis strategic goal and an identified need from our community needs assessment. One way we improve access to care is by bringing new physicians to our area.

During the last few years, we've made a lot of progress with this goal. Since 2010, 65 new physicians began caring for patients in our area; 22 of them joined the Genesis medical staff in 2012.

### Hospitalists

Hospitalists are specially trained doctors who care for patients when they are in the hospital. They work with primary care physicians and specialists to coordinate patients' care. Hospitalists are at Genesis 24 hours a day, 7 days a week.



Maneesh Lall, M.D.



Liana Nikoghosyan, M.D.



Taj Rashid, M.D.



Nataliya Shevchuk, M.D.



Dawit Wubishet, M.D.

### Pediatrics

Pediatricians specialize in the medical care of infants, children and adolescents.



Ann Singer-Clark, M.D.

### Diagnostic Radiology

Diagnostic radiologists use imaging studies such as X-rays, ultrasounds, CT scans and MRIs to diagnose diseases and injuries.



Daniel Baker, M.D.



Michael Huang, M.D.

### Interventional Radiology

Interventional radiology involves medical procedures with the guidance of imaging technologies. Medical images are usually captured by a radiographer or radiologic technologist. The radiologist then interprets the images and produces a report of the findings or diagnosis.



James Martin, M.D.

### Neurosurgery

Neurosurgeons specialize in prevention, diagnosis, treatment and rehabilitation of disorders that affect any portion of the nervous system including the brain, neck, spinal cord and peripheral nerves.



Jeffrey Lobel, M.D.

### Cardiac Anesthesiology

A cardiac anesthesiologist is a physician who is specially trained to provide anesthesia care for patients having heart, lung or vascular surgery.



Howard Larky, D.O.

### Infectious Diseases

Physicians who specialize in infectious diseases have advanced training to diagnose and treat patients with infectious, or communicable, diseases, like those caused by bacteria, viruses, fungi and parasites.



Douglas Haas, M.D.

### Internal Medicine & Oncology

Internal medicine physicians specialize in prevention, diagnosis and treatment of adult illnesses and diseases. Oncologists are those who are specially trained to diagnose and treat cancer.



Kaye Linke, M.D.

### Physiatry & Pain Management

Physiatrists are specialists who diagnose, treat and manage patients' physical impairments and disabilities. Pain medicine physicians focus on easing chronic pain without medication. These doctors use of a variety of nerve blocks, among other treatments, that give relief from pain.



Yahya Bakdalieh, M.D.

### Emergency Medicine

These physicians specialize in the care of patients in the emergency departments.



Sarah Sisbarro, M.D.

### Pathology

A pathologist is a physician who specializes in the diagnosis and management of human disease by laboratory methods.



Jonathan Tongson, M.D.

### Palliative Medicine

Palliative medicine is specialized medical care for patients with serious illness dealing with complex medical issues. The primary goal of palliative medicine is to improve your quality of life. Physicians who practice palliative medicine help people at any age and any stage in a serious illness, along with the treatment they may be getting.



Erin Remster, D.O.

### Nephrology

A nephrologist is a doctor who specializes in kidney function. They diagnose, treat and manage patients with conditions such as chronic kidney disease, kidney stones and acute renal failure.



Marc Roman, M.D.





# BENEFIT TO THE COMMUNITY: \$24.9 MILLION

*Genesis HealthCare System gives to the community in many ways. In addition to being the largest health care provider in southeastern Ohio, Genesis is not-for-profit with a mission to provide compassionate, quality health care. And we're dedicated to meeting the health-related needs of our community members, regardless of ability to pay.*

*We partner with agencies throughout the community to identify health-related needs of the poor, the underserved and the community at large, and we strive to fulfill those needs. We pledge every dollar (after expenses) to develop services, provide financial and professional support, and offer education and wellness programs that respond to the community's health needs.*

## What Is Community Benefit?

Community benefit is the money, time and resources used to promote health and healing to meet community needs. Community benefit programs create better access to health care, enhance the health of the community, advance medical or health care knowledge, and demonstrate charitable purpose. Genesis’ quantifiable community benefit in 2012 was \$24,966,752, which was approximately 7.6% of our total expenses.

Our community benefit is defined in three categories:

- Charity Care – Free or discounted health services provided to persons who cannot afford to pay.
- Unpaid Cost of Medicaid & Medicare – The shortfall created when payments received from Medicaid & Medicare are less than the cost of caring for patients.
- Community Benefit Services – Community health improvement services, including community health education; clinical screenings for uninsured and underinsured; support groups and self-help programs; health professionals’ education; subsidized health services that are provided despite a financial loss because it meets an identified community need and if no longer offered, it would either be unavailable in the area or fall to the responsibility of government or another not-for-profit organization to provide; research; cash and in-kind contributions; community building activities that address the root causes of health problems such as poverty; homelessness and environmental problems; and costs associated with community benefit operations.

CHARITY CARE	Free care provided to more than 5,700 patients who did not have insurance or whose insurance left them with an out-of-pocket balance after payment was made. Amount based on costs. Bad debt is not included.	\$8,366,000
UNPAID COST OF MEDICARE & MEDICAID	Genesis received payments for services provided to patients covered by Medicare and Medicaid, but the payments did not always cover the cost of the services. Costs are defined as difference between program net patient revenues and cost of providing the services.	\$16,300,000
COMMUNITY BENEFIT SERVICES	More than 17,000 people benefitted from activities such as free health screenings, educational programs and in-kind donations from Genesis.	\$300,752
TOTAL COMMUNITY BENEFIT		<b>\$24,966,752</b>

## Other Forms of Economic Support

Genesis is a major driver of the local economy with more than 3,000 people employed and a payroll of \$175.3 million. In addition to the ripple effect of these payroll dollars as employees make their homes in our community and support local merchants, our employees’ payroll taxes also make a sizeable contribution to the area’s economic health:

State of Ohio payroll taxes: \$5.9 million  
Local payroll taxes: \$2.9 million  
School taxes: \$71,750

(2012 data)

## Support From Employees

Genesis employees supported our community in a variety of ways in 2012, including:

- Red Cross Blood Drives: 160 units collected from 5 drives
- Donating to the United Way: \$67,666
- Donating to Operation Feed: \$520
- Raising funds for the American Cancer Society through Relay for Life, Fools on the Roof and other activities
- Raising funds for the Light the Night Walk for Leukemia and Lymphoma Society
- Raising funds for the American Heart Association





# MANY ACCOMPLISHMENTS IN 2012

*It was an exciting year at Genesis as the plans for the new Genesis medical center began taking shape. By year's end, most of the planning was complete, detailed designs were being developed, and a successful capital campaign was underway. Read more about your medical center on page 18.*

*Designing and planning for the new center was a major focus, but we also continued to expand and improve our care.*

## Clinical Program Accomplishments

- Verified as a Level III Trauma Center by the Verification Review Committee (VRC), an ad hoc committee of the Committee on Trauma (COT) of the American College of Surgeons (ACS).
- Received the Silver Performance Achievement Award from the American College of Cardiology Foundation. Genesis was one of only 73 hospitals nationwide to be recognized for the higher standard of care for heart attack patients.
- Earned several awards for clinical quality and patient safety by The Delta Group, a leading health care information services and consulting company. The awards included the National Medical Excellence Award for Overall Hospital Care, Overall Medical Care and Overall Surgical Care; we rated in the top 10% of hospitals in the national database.
- Genesis Hematology & Cancer Care Center received the Quality Oncology Practice Initiative (QOPI) certification from the American Society of Clinical Oncology (ASCO). Genesis was one of seven systems in Ohio to be recognized with a 3-year certification.
- Selected by Mission Lifeline to participate in the Duke Clinical Research Institute Initiative for STEMI care.
- Featured in EP Lab Digest, a national publication that serves as an educational tool as well as a voice for the electrophysiology profession. The issue highlighted Genesis' accomplishment of being first in the nation to be granted atrial fibrillation certification.
- Genesis's Information Technology (IT) department was named one of the best hospital IT places to work in the nation in Healthcare IT News, ranking second for large hospitals.
- One of only three hospitals chosen nationally to be featured in Cardiovascular Roundtable meetings for atrial fibrillation certification, patient navigator program and the Heart & Vascular Clinic.

## Other Accomplishments

- Established EKG transmission for more than 75% of area emergency squads.
- Received a gold level Web Health Award for iGenesis, the employee intranet, from the Health Information Resource Center.
- Received the Advisory Board Employee Engagement Initiative's 2012 Excellence in Engagement Award. The award recognized Genesis employees for being highly motivated, productive, loyal and committed to our organization's success.



Erin Remster, D.O.

## Enhancing Services

- Recruited 22 new physicians to Genesis medical staff to increase access to care.
- Brought specialized palliative care medicine to the community with the recruitment of Erin Remster, D.O.
- Opened the Breast Care Center in the Genesis HealthPlex to provide convenient, high-quality, specialized care.
- Established a Heart & Vascular Clinic at Genesis-Good Samaritan to provide comprehensive care for patients with congestive heart failure.
- Implemented Purposeful Patient Rounding (PPR) to enhance patient safety and the quality of care by routine rounding and communication with patients.



## Working With Others

- Signed a 5-year management services contract with Coshocton County Memorial Hospital to help it remain an independent hospital providing local, quality health care.
- Partnered with MediGold to provide affordable, high-quality Medicare coverage for older adults.
- Partnered with Ohio University-Zanesville, Muskingum County Community Foundation and the Muskingum Family Y to plan and begin building the Muskingum Recreational Center.
- Partnered with Zane State College to provide American Heart Association-certified CPR, first aid and bloodborne pathogens training to members of our community.
- Supported local physicians to begin development of Ohio Integrated Care Providers (OICP), a physician-led, physician-managed clinical integration program. The goal of OICP will be to improve quality and outcomes, control health care costs, and strengthen the position of private practice physicians to contract collectively with commercial fee-for-service.



Danielle Harmon, Epic IT

## Information Technology Advancements

- Launched the Epic electronic medical record with 64 physicians and other providers across 17 practices.
- Exceeded 5,400 active users of MyChart®, the Epic feature that enables patients of physicians who are Epic users to access their own medical records online.
- Launched a transformed Revenue Cycle with Epic as the backbone to enhance the patient experience with streamlined registration, scheduling and billing.



# PLANNING FOR YOUR NEW MEDICAL CENTER

OPENING IN  
**2015**

*Planning and designing your new medical center took center stage in 2012 as part of Genesis' commitment to provide the highest quality care at the lowest cost. The project will transform the existing Bethesda Hospital site into a modern medical center. A new addition will be constructed and the existing Bethesda building will undergo major renovations. A freestanding but attached cancer center will also be built.*

*Here's a look at what we accomplished in our planning in 2012, along with artist's renderings of what the new Genesis medical center will look like. Construction begins in spring 2013, and the new medical center will open in 2015.*



## Learning From Others

Before we started the actual design, we needed to make sure we understood what space we need for different functions. In order to do this, we:

- Heard from more than 100 past patients in a series of focus groups during the year.
- Our physicians and staff spent thousands of hours redesigning how care will be provided in our new facility, so space could be designed to support optimal care delivery.
- Visited several hospitals known for their high level of care.

## Selecting Our Team

We selected experts to assist us in building your new medical center, and we also ensured local vendors had an opportunity to be involved.

- SmithGroup JJR/Trinity was selected as the architect with Brian Addis, a Zanesville-based architect, assisting.
- Turner Construction Company was selected as the construction management firm.
- A selection process was developed to give local vendors a chance to be involved in construction.
- A Vendor Opportunity Fair was held to give local subcontractors and vendors information about the project.

## Capital Campaign Kicked Off

A capital campaign was kicked off to raise funds for the medical center and equipment. The initial focus was on Genesis' internal family – board members, employees, physicians and volunteers. The campaign raised \$11 million of a \$15 million goal by year's end, thanks to the amazing generosity of the Genesis family. In addition to the \$15 million from the capital campaign, the rest of the funds will be financed through bonds.

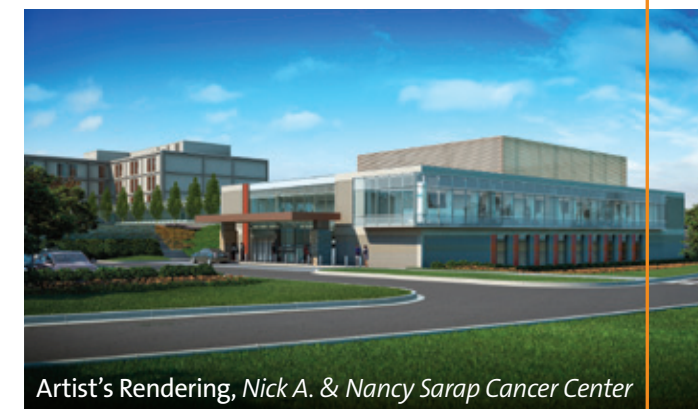
## Finalizing Design Plans

By year's end, the design was nearing completion after much work including:

- Walls and ceilings in a vacant Bethesda nursing unit were deconstructed to understand the building's infrastructure and how much renovation is needed.
- Patient servers were built and tested; these will enable nurses to spend more time with patients and less time collecting supplies.
- Blueprints were done, and we began detailed designs to determine specific spaces.
- Mock patient rooms were created so physicians and staff could test the work spaces. This standard best practice helps prevent mistakes that could be very costly to correct after construction. It will also help us design the most effective and functional rooms possible for patient care.



Artist's Rendering, New Patient Room



Artist's Rendering, Nick A. & Nancy Sarap Cancer Center



Artist's Rendering, New Lobby



# FOR YOUR LIFE... FOR YOUR HEALTH

EDUCATIONAL PROGRAMS, SUPPORT GROUPS & EVENTS

SPRING ISSUE  
**2013**



For updates on programs or events, go to [genesishcs.org](http://genesishcs.org).

HEALTHCARE SYSTEM  
**GENESIS**  
Where you're treated well



## Spirit of Women Programs

To register for Spirit of Women programs, go to [genesishcs.org](http://genesishcs.org); select "Education & Events," or call the Genesis Event Registration Line at (740) 454-4002 or 800-322-4762, ext. 4002.

### **Recipes for a Healthy Lifestyle: Wholehearted Health**

Wednesday, April 24 • 5:30 to 8 p.m.  
Genesis HealthPlex Conference Center  
Abdulhay Albirini, M.D.,  
Interventional Cardiology

Diabetes, cardiovascular disease, stroke and atrial fibrillation don't have to take the flavor out of your life. Our heart experts will present current information on identification, treatment options and other ingredients for Wholehearted Health – as well as some real recipes – so you can cook up your own healthy lifestyle.

### **Half of All Women – Pelvic Health**

Wednesday, May 22 • 5:30 to 8 p.m.  
Genesis HealthPlex Conference Center  
Linda Swan, M.D.; Kristy Ritchie, M.D.;  
Kristina Loomis, M.D; Bijan Goodarzi, M.D.;  
Obstetrics & Gynecology

Learn about management and treatment of pelvic health conditions from our team of specialists.

### **Weekend Warrior Wisdom – Men's Health Program**

Wednesday, June 5 • 5:30 to 8 p.m.  
Genesis HealthPlex Conference Center

It's Friday and the weekend warrior is ready – there are projects to build and repairs to be made. Keep accidents to a minimum by remembering the basics and taking an extra step of caution. You'll also learn how to stay healthy for those weekend projects.

*Spirit of*  
**Women**

## Other Events

### **Celebrate Life – National Cancer Survivors Day**

Sunday, June 2 • 4 to 6 p.m.  
*New Location – Genesis HealthPlex*  
Free

Cancer survivors and their friends and family are invited to celebrate the joy of life and the spirit of hope at our new location this year – the Genesis HealthPlex. Enjoy entertainment, refreshments, pictures with family or friends, door prizes and more. Registration is not necessary. Seating is limited, so you're encouraged to bring lawn chairs. For more information, call (740) 454-5865.

### **Walk With a Doc**

The walks start at 8:30 a.m. and last about an hour. After a 10-minute presentation from the doctor, you're invited to walk about a mile with the doctor at your own pace, and you can walk farther if you want. You can also ask the doctor general health questions before and during the walk. For more information about the Zanesville walks, call Tara Poorman or Sharon Francis at (740) 454-4336, or Cathy Blair at (740) 586-6880. For more information about the Somerset walks, call Sandy Hooper, Jenny Taylor or Jerrica Reichley at (740) 743-3800.

Saturday, April 13 • 8:30 a.m.  
Gorsuch Fitness Trail

Saturday, April 20 • 8:30 a.m.  
Somerset City Park

Saturday, May 11 • 8:30 a.m.  
Gorsuch Fitness Trail

Saturday, May 18 • 8:30 a.m.  
Somerset City Park

Saturday, June 8 • 8:30 a.m.  
Gorsuch Fitness Trail

Saturday, June 15 • 8:30 a.m.  
Somerset City Park

### **Coal Miner's Health Fair**

Tuesday, June 18 • 9 a.m. to noon  
Coshocton County Senior Center  
201 Brown Lane, Coshocton

This event is geared toward active or retired coal miners and anyone who's ever been exposed to coal dust through employment, but it's open to any adult. There'll be free screenings and a nurse practitioner to review results. The Department of Labor will help fill out applications and answer questions about Black Lung Benefits. Registration is not necessary. For more information, call the Genesis Black Lung & Respiratory Health Clinic at (740) 454-4328.

## Childbirth & Parenting

Genesis offers a variety of childbirth and parenting classes to help you navigate the joys and challenges of being a parent. Whether you're a first-time parent or one with a little more experience, we have a class to fit your needs. You can register for classes on our website at [genesishcs.org](http://genesishcs.org); select "Education & Events" or call the Genesis Event Registration Line at (740) 454-4002 or 800-322-4762, ext. 4002.

## Infant Loss Support Group

H.A.I.L. stands for Healing After Infant Loss, and our childbirth and education staff hosts this group to help parents who've lost babies. For more information, call Lauren Wood at (740) 450-6262.

H.A.I.L. Support Group Meeting  
Tuesday, June 4 • 7 p.m.





## Cancer Support Groups

Call Shannon White at (740) 454-5014 for more information unless otherwise indicated.

### Support Buddies – Breast Cancer

Wednesday, May 1 • 6 p.m.  
Understanding Clinical Trials  
Genesis Breast Care Center,  
Genesis HealthPlex

Wednesday, June 5 • 6 p.m.  
Survivorship Picnic  
Social Time and Potluck

### I Can Cope Classes

Classes are for anyone with cancer and their families to learn more about cancer care. Topics include managing fatigue, relieving pain, nutrition, physical activity, exploring self-esteem and more.

### Look Good ... Feel Better

Female cancer patients learn beauty techniques to help restore appearance and self-image during chemotherapy and radiation treatments. Registration is required by calling the American Cancer Society at 800-395-5665 (LOOK).

Tuesdays, April 16, May 21 or June 18  
6 to 8 p.m.  
Genesis Hematology & Cancer Care  
Center, 1246 Ashland Ave., Suite 205,  
Zanesville

### Man to Man – Prostate Cancer

All meetings are at Genesis Radiation Care Center. For more information, call Shannon White 740-454-5014.

Monday, May 6 • 6 p.m.  
Topic: Prostate Cancer Survivorship

Monday, June 3 • 6 p.m.  
Topic: Survivorship Celebration  
Social Time and Potluck

### Young Women Survivors Network

Women age 49 or younger with cancer learn more about the disease and issues unique to them.

## Respiratory Support Group

### Better Breathing Club

Call the Genesis Black Lung & Respiratory Health Clinic at (740) 454-4328 for more information.

Tuesday, April 9 • 1:30 to 3 p.m.  
Genesis HealthPlex

Conference Rooms A & B  
Simple Lifestyle Choices Make a Difference  
Tracey Vlahos

Tuesday, May 14 • 1:30 to 3 p.m.  
Genesis HealthPlex

Conference Rooms A & B  
Protect Yourself From Credit Fraud  
Patty Boyd, Genesis Employees'  
Credit Union

Friday, June 14 • noon to 2:30 p.m.  
Genesis HealthPlex Conference Center  
Kristi Warner, Northside Oxygen &  
Medical Equipment

Remember to bring your favorite  
covered dish.  
R.S.V.P. by June 7 to (740) 454-4328.

## Grief Support Groups

Genesis Hospice & Palliative Care offers a variety of support groups to help you share, heal and grow during this time in your life. Individual counseling sessions are also available. For more information, call Genesis Hospice & Palliative Care at (740) 454-5353 or 800-953-7673 or go to [genesishcs.org](http://genesishcs.org), select "Education & Events."

## Diabetes

### Diabetes Exercise

Kay Eicher, R.N., combines her expertise as a certified group exercise instructor with her diabetes knowledge to lead this exercise program.

Mondays & Wednesdays  
Call (740) 454-4568 or 866-351-6688 for  
dates and times.  
Genesis Physicians Pavilion  
Cost: \$100 for 8-week session; financial  
aid available

## Rehabilitation Support Groups

Genesis Rehabilitation Services offers a variety of support groups, including stroke, brain injuries, and pain and fibromyalgia. Call (740) 454-4324 or 800-225-7957, ext. 4324 for more information.

## Community AHA Classes

Through a partnership between Genesis and Zane State College, American Heart Association CPR, first aid and bloodborne pathogen classes are held on the campus of Zane State College.

Costs are:

Heartsaver CPR – \$45  
Healthcare Provider CPR – \$60  
First Aid – \$35  
Bloodborne Pathogens – \$20

To sign up for CPR, first aid or bloodborne pathogen classes, call Zane State College at (740) 588-1288.

## Babysitting

### Babysitter's Training Class

Friday, June 28 • 8 a.m. to 4:30 p.m.  
Genesis HealthPlex Conference Center  
Cost: \$50 – includes two snacks and a  
pizza lunch, first-aid kit, CPR and  
Babysitter's Certification from the  
American Red Cross

To register, go to [genesishcs.org](http://genesishcs.org); click on "Education & Events," or call the Genesis Event Registration Line at (740) 454-4002 or 800-322-4762, ext. 4002.





## Northside Pharmacy Wellness

For more information or to find the locations, dates and times of these screenings, call (740) 455-2417 or visit the website at [northsiderx.com](http://northsiderx.com).

### **April • DermaView Screenings**

It takes 5 minutes, it's free, and it can provide information about your health. This screening uses a safe ultraviolet light to determine the sensitivity, dryness and condition of your skin – it will also pick up skin irregularities that may need reported to your doctor.

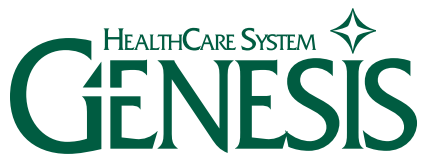
### **May • Bone Density Screenings**

Are you at risk for osteoporosis? Find out during May, with a bone density screening in our pharmacies and Northside Oxygen & Medical Equipment stores. The \$5 fee will be donated to the National Osteoporosis Foundation.

### **June • A1C Screenings**

During June, each Northside Pharmacy and Northside Oxygen & Medical Equipment store is offering fast, accurate HbA1C tests with results in just 5 minutes. An A1C is a finger stick blood sample that shows your average blood sugar (glucose) level during the previous three months. Fasting is not required, no appointment is necessary. There is a \$5 charge for the screening, and all proceeds benefit the American Diabetes Association.

# FOR YOUR LIFE... FOR YOUR HEALTH



2503 Maple Ave., Suite A  
Zanesville, OH 43701

CHANGE SERVICE REQUESTED



# MAKING OUR COMMUNITY HEALTHIER

The Genesis Community Benefit Report is an annual publication of Genesis HealthCare System.

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