

MAKING OUR COMMUNITY HEALTHIER

COMMUNITY BENEFIT REPORT

2016

A SPECIAL EDITION OF

LiveWell



Genesis

HEALTHCARE SYSTEM

genesishcs.org



CONTENTS

PAGE 3

What Is Community Benefit?

PAGE 4

Improving Access to Care

PAGE 6

Maintaining a Healthy Weight

PAGE 8

Improving Lung Health

PAGE 10

Improving Mental Health and
Reducing Drug Abuse

PAGE 12

Benefit to the Community

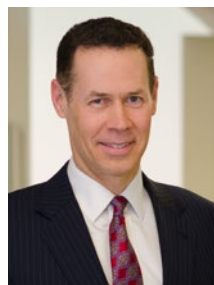
PAGE 14

Accomplishing More for You

On the Cover:

Genesis helps students gain valuable experience in the hospital. Pictured left to right are Ohio University Zanesville nursing students Darci Morehead, Callie Hansgen and Cydney Paxson.

OUR JOURNEY BEGINS WITH YOU



Before you set out on a trip, you have a plan with directions on how to reach your destination. We have created a plan that will guide us on our journey into 2020. The Genesis Strategic Plan, “Our Journey to Inspired Care,” is a roadmap that details how we’ll serve our community in the next five years.

In 2015 we opened the new Genesis Hospital, and in 2016 we developed the strategic plan that will act as a foundation to providing better health care for our community. We asked community members for their input in developing this strategic plan. More than 80 representatives made up of Genesis staff, physicians and board of directors, as well as local businesses and non-profit organizations, helped lay the groundwork for our future.

Our strategic plan provides directions and destinations that will enable us to continue to weather the changes that the health care industry will face into the year 2020. We mapped out our future so that we can stay focused on what steps we will need to take to successfully get there. The plan is specific, including eight goals and strategies to accomplish these goals. Reaching these strategic goals is critical to fulfilling our mission of providing patient- and family-centered care and ensuring that we remain an independent and locally managed health care system. The strategic plan includes population health; care coordination and communication; physician recruitment; first choice employer; regionalization; primary care growth; patient access; and community partnerships.

In this *Community Benefit Report*, a special edition of *LiveWell*, you’ll read about our collaboration with organizations throughout the community. You’ll also find articles on innovative ways we’re reaching out to meet the needs in our community, such as offering shared medical appointments to gain access to care and utilizing telehealth to help patients learn about diabetes and weight management.

I’m looking forward to updating you on our progress. Thank you for choosing Genesis and being a part of our journey to inspired care.

Matthew J. Perry, President & CEO
Genesis HealthCare System

WHAT IS COMMUNITY BENEFIT?

When you see the name of this magazine, you might be wondering: Just what is the Community Benefit Program at Genesis and what does it mean to me? The Community Benefit Program includes the classes, events or services provided by Genesis to promote good health and healing to meet community needs.

Genesis benefits our communities in a multitude of ways. We provide community health improvement services, including community health education and health promotion; clinical screenings for the uninsured and underinsured; support groups and self-help programs; health professionals education; and much more. Genesis also provides free or discounted health services to people who can't afford to pay and absorbs the financial shortfall created when payments received from Medicaid and Medicare are less than the cost of care. You'll read about many of our Community Benefit Program efforts in this *Community Benefit Report*, a special edition of *LiveWell*.

In 2015, we teamed up with local organizations that also have an interest in the health of our communities. Together, we completed a Community Health Needs Assessment that identified and prioritized the biggest health needs in our service area. Area residents participated in the assessment through surveys. Data was collected from many sources. We looked at the health conditions people in our community suffer from the most, and then at the resources available to help prevent and treat these issues.

The Community Benefit 2016-2018 Implementation Strategy was created to describe how Genesis would address the health needs that rose to the top in the assessment. You can find both the 2015 Community Health Needs Assessment and the Community Benefit 2016-2018 Implementation Strategy on our website at genesishcs.org under "About Us" at the bottom of the page. Once you click on that tab, select "Caring for the Community."

In this *Community Benefit Report*, you'll learn about some of our efforts to address four of the areas of need outlined in the Community Benefit 2016-2018 Implementation Strategy. These are:

- Improving access to health care
- Maintaining a healthy weight
- Improving lung health
- Improving mental health and reducing drug abuse

Although we are highlighting these areas of need in this report, we are working collaboratively with local organizations to address all the needs identified in the Community Health Needs Assessment. Genesis remains committed to you, your family, and your health and well-being.

2017 GENESIS HEALTHCARE SYSTEM BOARD OF TRUSTEES

Chair: Randy Cochrane

Vice Chair: Pat Nash

Treasurer: Tod Klotzbach

Secretary: William Shade, M.D.

Jody Ballas

JoAnn Butcher

John (Jack) Dittoe

Colby Graham

Susan Holdren

James McDonald

Dan McGinty

Mark Moyer

Sister Mary Ann Nugent

Erin Remster, D.O.

Kristy Ritchie, M.D.

Shirley VanWye

Sister Laura Wolf

John Zimmerman, M.D.



IMPROVING ACCESS TO CARE

Area of Need

Like many areas of the country, our six-county area has a shortage of primary care doctors. That's why recruiting and hiring new physicians and advanced practice providers, like nurse practitioners and physician assistants, was a priority for Genesis in 2016.

Our efforts to improve access to care were successful. We hired 19 new doctors and 11 advanced practice providers last year, making it easier for people to get the care where and when they needed it. We also made nurses available to the community 24/7 at no charge to answer health concerns and questions through the Genesis NurseLine 800-948-4949.

Plus, we're leading the way in health care with innovative methods of delivering services that allow us to serve the most patients with the highest quality health care. We're reaching out in creative ways to help our community gain access to care.



M. Tufail Ijaz, M.D., endocrinologist

Shared Medical Appointments Help Gain Access

An innovative service called Shared Medical Appointments (SMAs) allows doctors to spend more time with patients while positively impacting patients' health and their satisfaction with their doctor's visit. It's being used here at Genesis to improve access to care.

A Genesis endocrinologist, who treats patients with diseases that relate to hormones, is using SMAs for patients with diabetes. M. Tufail Ijaz, M.D., endocrinologist, offers SMAs by meeting with up to eight patients at the same time. Though treated and billed like a regular appointment, his patients spend an hour and a half consulting with Dr. Ijaz, asking questions and receiving information. They also have access to a certified diabetes educator and medical nutrition therapist to assist with managing their diabetes.

Dr. Ijaz and his staff group patients according to diabetes type, the medications they take and other factors. Because of these groupings, SMAs also serve as a way for patients to share information and support with one another.

Dr. Ijaz's innovative use of SMAs allows him to give higher quality care in less time so that he can see more patients – just one more example of Genesis' commitment to improving access to care.



Callie Hansgen, Ohio University Zanesville, nursing student

Training Tomorrow's Health Care Leaders

Genesis trains the best and brightest local students to become tomorrow's health care leaders for our community. Our internship program gives local students the experience and knowledge they need to complete their degree or start a career.

In 2016, nursing students from Muskingum University, Ohio University Zanesville, Mount Vernon Nazarene University and Central Ohio Technical College completed their clinicals at Genesis. This accounted for more than 1,700 encounters with students completing clinicals over several semesters and the summer. These students, like the students on the cover of this *Community Benefit Report*, received invaluable supervised experience. The hands-on learning allowed them to put what they learned in the classroom into practice in real life.

In addition to nursing clinicals, Genesis provided internships in other business or health care-related fields. In 2016, Genesis provided over 3,500 internship hours to students. This real-world experience makes these students more prepared for employment opportunities after graduation.



Helping the Community 24/7

The Genesis NurseLine is a free phone service to answer health questions and help people in our area find a doctor. In 2016, over 28,500 community members called the NurseLine.

The NurseLine is staffed by registered nurses with special training to help callers assess their situation, decide the next steps and match the callers with resources. Our six-county area has been benefiting from the NurseLine since 1993. The NurseLine number is (740) 455-4949 or 800-948-4949.

Our Genesis website provides the Healthwise library with up-to-date, science-based information for the community. In 2016, over 9,000 website page views were from people looking for health information, and over 11,000 page views were of our physician videos on YouTube.

Increasing the health information that is available 24/7 is another way Genesis is helping provide access to care.

Welcome to New Physicians

Genesis welcomed the following new physicians to the medical staff in 2016.



Ejaz Ahmad, M.D.
Pathology



Eugene Hong, M.D.
Radiation Oncology



Antony Roberts, D.O.
Diagnostic Radiology



Edmund Brinkis, M.D.
Orthopedic Surgery



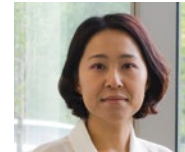
Asegid Kebede, M.D.
Pulmonary & Critical Care



Shaun Roof, D.O.
Otolaryngology
(Ear, Nose and Throat)



Jennifer Bullock, M.D.
Allergy & Immunology



Claudia Kim, M.D.
General Surgery



Elaine Todd, M.D.
Emergency Medicine



Gary Dequina, M.D.
Anesthesiology



Philip Kray, M.D.
Emergency Medicine



Seth Vensil, M.D.
Family Medicine



Xinh Donahue, D.O.
Hospice & Palliative Care



Ariane Neyou, M.D., M.S.
Invasive Cardiology



Gretchen Weber, M.D.
General Surgery



Brett Ebeling, M.D.
Emergency Medicine



John Ogden, M.D.
Neurosurgery



Neelima Gorantla, M.D.
Interventional Radiology



Arthur Papadopol, M.D.
Family Medicine

MAINTAINING A HEALTHY WEIGHT

Area of Need

A major need in our area is to help community members maintain a healthy weight. An unhealthy weight can increase the risk of developing diabetes and increase the chance of developing other chronic diseases. Our area has a higher percentage of adults diagnosed with diabetes compared to the Ohio average.

The people in our region also have higher Body Mass Indexes (BMI). BMI determines a person's ideal weight based on a calculation of height and weight. One way to stay healthy and work towards a healthy BMI is to eat the recommended fruits and vegetables each day. Currently, residents in our six-county area eat less than the recommended five per day. Our region also has a lower rate of physical activity than the Ohio average.

We're reaching out to help all ages maintain healthy weights, increase exercise and promote healthy eating habits with special programs at Genesis in cooperation with other organizations in the community.



Roger Burnett, patient

Genesis Risk Intervention Program

The Genesis Risk Intervention Program (GRIP) is a comprehensive program created to meet the needs of our community members. GRIP concentrates on healthy lifestyle changes through diet and exercise. It's held in the Heart & Vascular Rehab gym at Genesis Hospital.

Our GRIP program is the only medically based exercise gym in the community. The gym provides a safe and comfortable place to exercise. The exercise program is open to anyone in the community at a reasonable cost and also has scholarships available.

The diabetes exercise program, as part of GRIP, helps people with the condition learn how to be active, feel better with exercise, and control their blood sugar. Our exercise program is open to people living with diabetes, including those who have been diagnosed with pre-diabetes, and a support person. Participants receive a one-on-one fitness assessment, exercise prescription and guidance by exercise specialists. Weekly mini-education classes are held and include dietitians, pharmacists, nurses, an exercise physiologist and behavioral health counselors.

GRIP is making a difference in the community's health. In 2016, more than 700 people participated in GRIP, losing a total of 294.4 pounds.



Walk With a Doc Anniversary

Walk With a Doc

Genesis was one of the first in the region to offer the Walk With a Doc program. In 2016, a special five-year anniversary celebration with free giveaways and drawings was held with the largest attendance to date. Walk With a Doc is a free event that offers everyone in the area the opportunity to get some exercise and also ask a local physician general health questions.

Each month a physician offers fitness tips and health advice and then leads the 30- to 40-minute walk. Walking 30 minutes a day can reduce the risk of heart disease, improve blood pressure and blood sugar levels, maintain body weight and lower the risk of obesity.

The exercise program provides a way for anyone in the community to get some exercise year-round. During the winter, the walks are held inside at the Genesis HealthPlex, and during the warm weather months, the walks are held outside at the Gorsuch Fitness Trail at Genesis Hospital. In 2016, more than 190 people took advantage of the opportunity to walk with a doc.



Telehealth

Telehealth or distance learning programs using technology are available for diabetes and weight management classes at Muskingum Valley Health Center in Malta. Although there's a cost, the telehealth programs save participants the time and expense of traveling long distances for education. The class members view the class live via teleconference, ask questions and participate in discussions with the instructor and other students.

The programs are taught by Genesis certified diabetic educators. We're the only hospital in the area offering the diabetes self-management classes recognized by the American Diabetes Association. The programs help community members with diabetes learn to manage the condition.

Another class available via telehealth is the Weight Management program. The program is taught by a registered dietitian and includes the opportunity to learn from others in small groups. It offers support; progress measurements; and education on lifestyle, exercise, attitudes, relationships and nutrition for effective weight management. Offering these programs using telehealth gives community members the opportunity to participate in education they might not have been able to attend otherwise.



Free Screenings and Programs

Free screenings for diabetes were available at Genesis Spirit of Women events and health fairs throughout the community in 2016. Glucose screenings help identify individuals who are pre-diabetic or at risk of developing diabetes. Offering these free tests throughout the community helps identify at-risk individuals. If these free screenings weren't available, community members might go undiagnosed or have an increased risk of health problems.

Our diabetes educators also provided health care professionals and school personnel training on diabetes at no cost. An infographic was created to educate the community through social media. A special handout of the diabetes infographic was also made available at community events. The diabetes infographic has easy ways to learn about choosing healthy foods and making smart choices.

Genesis formed an Obesity Reduction Planning Group to help address the risk factors of obesity, unhealthy eating and physical inactivity. We participate in community health promotions and outreach events to provide practical ways to lessen these risk factors.



Shaping Futures

Studies show that children who are overweight are more likely to be obese as adults. As a result, they are more likely to develop adult health problems such as diabetes. Genesis Nutrition Education created the Shaping Futures Program to help children and families make healthy lifestyle choices. The program is free and is designed for children ages 5 to 11. It includes fun activities and ideas for kids and parents to mix healthier eating and exercise into their daily routines.

In 2016 the program was held at a local fitness facility and offered the opportunity for children to swim, participate in fun activities and win prizes. The program includes safe, fun games and exercises taught by certified fitness professionals. Registered dietitians teach kids and parents about food labels, portion control and kid-friendly healthy foods. The program covers healthy nutrition for busy lifestyles, stress and emotional eating, making healthy choices and more.

Shaping Futures has been available for several years, and evaluations show the program is helping kids make healthier choices such as limiting sugary beverages.

IMPROVING LUNG HEALTH

Area of Need

Chronic breathing problems are an identified health issue in our community. We have higher rates of Chronic Obstructive Pulmonary Disease (COPD), such as emphysema and chronic bronchitis, in our area compared to the Ohio average. COPD is the No. 3 leading cause of death in our region.

One way breathing problems can be improved is by reducing tobacco use. Smoking cessation is a major need in our area because we have a higher prevalence of tobacco use than the Ohio average. Cutting tobacco use can help improve lung health and limit the impact of chronic breathing problems.

We're reaching out to offer a wide variety of unique programs to improve the lung health of people in our community and the health of everyone in the area.



Free Screenings and Health Fairs

Free health fairs and other community events are held throughout the year to provide programs, education and resources on improving lung health.

A Spirit of Women program, the Reinvention Factor, featured a Genesis physician specializing in respiratory health in 2016. Participants learned about the respiratory system and ways to improve respiratory health.

Free screenings are offered at health fairs and other community events throughout the year. In 2016, Genesis Lung Services provided 254 pulse oximeter screenings, a noninvasive test that monitors oxygen saturation, and 125 spirometry screenings to measure the volume of air taken in and out of the lungs. These screenings can help participants understand their lung capacity and detect health problems that might otherwise go unnoticed.

We offered a free community event during the Great American Smokeout in November. The event was held at the Gorsuch Fitness Trail at Genesis Hospital in 2016. It included activities to help anyone quit using tobacco and the opportunity to exercise on the fitness trail in support of a tobacco-free community.

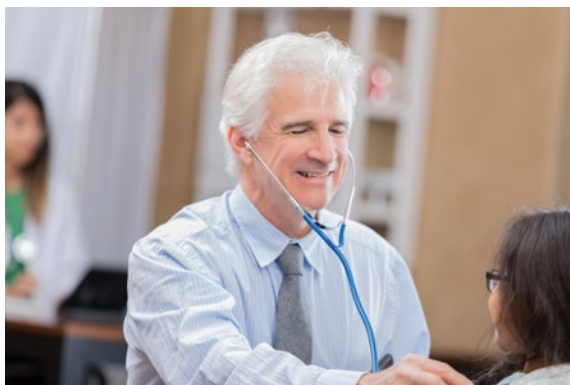


Tobacco Treatment Available For Anyone

Genesis offers a tobacco treatment program for anyone in the community who wants to quit tobacco for good. We have the only program for tobacco treatment in the area that provides one-on-one counseling. We are committed to this individual attention because studies show that personal sessions help increase the success rate of participants.

Our certified tobacco treatment specialists receive training on the most up-to-date nicotine replacement therapies and the correct use, which increases success. Counselors help participants develop a treatment plan that works for them, including ways to curb cravings and nicotine replacement therapies.

Genesis certified tobacco treatment specialists are available to help patients in the hospital and in the community, and are ready to help anyone who wants to quit tobacco use for good.



Genesis Lung Clinic

We have a Lung Clinic with a black lung program. The black lung program is for coal miners and any adult with breathing problems. This program provides screenings, diagnosis, education, rehabilitation, treatment and exercise. It also offers free benefits counseling to coal miners who need assistance with black lung claims. We have specially trained physicians who are approved providers by the U.S. Department of Labor. The black lung program at Genesis is the only one in our area and one of only two in Ohio. It's available free of charge for those who qualify.

The Lung Clinic has a board-certified pulmonologist and a nurse practitioner available to help people in our community suffering from conditions such as black lung and Chronic Obstructive Pulmonary Disease (COPD). We offer lung nurse navigators to help those with breathing problems in our community. The nurse navigators provide education and communicate with health care providers to develop a plan that fits the needs of the patients.



Lung Cancer Screenings and Support

Genesis offers a lung cancer screening which utilizes low-dose computerized tomography, also known as a CT scan. The lung cancer screening with a low-dose CT scan results in minimal radiation. Unlike a chest X-ray, a CT scan can produce a 3-D image of the lungs that's clearer and more detailed. If a member of our community is 55 to 77 years old, has a history of smoking and no signs or symptoms of lung cancer, it's possible to qualify for the screening.

The CT scan can also detect small nodules in the lung to diagnose lung cancer at its earliest, most curable stage. It results in 25 percent less radiation compared to a regular CT scan. We offer financial assistance for those in our community who don't have the ability to pay for the screening.

Genesis Cancer Services assists cancer patients with nicotine reduction therapies. Quitting tobacco while receiving cancer treatments can lessen pain and side effects. Tobacco treatment specialists at the Genesis Cancer Care Center coordinate the tobacco cessation treatment, including prescriptions, insurance coverage, delivery and follow-up.

Cancer patients are able to receive nicotine replacement therapy at a reduced cost, along with support and education to improve the success rate.



David Hooper, Coal Miner

Coal Miners Health Fairs and Education

Genesis Lung Services offered free Coal Miners Health Fairs in Coshocton and New Lexington in 2016 with free screenings and education. The health fairs are for coal miners and anyone with breathing problems. Along with the Coal Miners Health Fairs, a Coal Miners Appreciation Day is held yearly. More than 640 attended the Coal Miners Health Fairs and the Coal Miners Appreciation Day in 2016.

Our Lung Services staff receives special training to reach out and offer free health fairs, support groups and community education focused on chronic breathing problems. The Genesis Lung Services staff participates in state and national organizations to receive professional training and education on how to meet the health needs in our community.

Better Breathing Club Support Group

A support group is available for anyone in our community struggling with breathing problems. The Better Breathing Club meets monthly, has informative speakers and offers the opportunity to learn from others and share ideas on improving lung health.

IMPROVING MENTAL HEALTH AND REDUCING DRUG ABUSE

Area of Need

A major need in our area is reducing tobacco, alcohol and drug use, particularly in pregnant women. In our area, the maternal smoking rate is significantly higher compared to the Ohio average. Another area of need is preventing drug use in pregnant women. The number of babies born addicted to drugs in our region is higher than the Ohio average and continues to escalate each year. We're creating innovative programs to help women facing these issues.

Mental illness, divorce, depression and suicide are also problems in our region that we're addressing. New collaborations with other organizations in the community were developed in 2016 to reach out and help those who are struggling with these problems.



Helping Pregnant Women

The Genesis Addiction Reduction Group was established in 2016 and includes Genesis Behavioral Health, Women's Services, Mission, Cancer Services, Population Health and Lung Services. Through the Addiction Reduction Group we have new initiatives to reach out with other organizations in the community. Genesis Behavioral Health and Women's Services collaborates with other health care organizations in the community to help pregnant women addicted to drugs get treatment earlier in the pregnancy. Earlier treatment can reduce the impact of substance abuse on the infant and improve the mother's health and ability to care for the infant after she's home. The initiative involves many groups working with Genesis to meet the needs including obstetricians and pediatricians, mental health organizations, drug and alcohol programs, health departments, health care centers and others.

Genesis Women's Services staff teach prenatal classes and incorporate "Baby and Me Tobacco Free" education and materials from the Zanesville-Muskingum County Health Department. Women's Services also offers Childbirth Preparation and Baby Basics classes for anyone in the community, with a curriculum that includes having a healthy pregnancy and raising healthy babies. More than 800 parents in our community received education on childbirth and parenting in 2016.



Bridge Builders

An innovative program enables caregivers from other mental health organizations and agencies to meet with patients in Genesis Hospital before they go home. The program is called Bridge Builders, and the connection helps patients find resources and care after leaving the hospital. This support helps patients with mental health or drug or alcohol addiction to experience less set-backs that lead to re-hospitalization.

The Bridge Builders program is also being utilized by Women's Services before the new moms with addictions leave the hospital. Addiction mentors establish relationships with mothers with substance abuse problems before leaving the hospital to help the new moms find continued support and treatment for the newborns who are addicted to drugs.



Free Programs Help All Ages

Genesis Behavioral Health reaches out to fill a need by offering free programs and education for all ages. Trained specialists provide free programs on drugs, alcohol, suicide and date violence and prevention to local schools and colleges. We offer counseling services to area schools to help with crises or tragedies. The Genesis Behavioral Health staff also serves on the Coalition for a Healthy Drug Free Muskingum, the Suicide Coalition, the Council on Community Resources and other groups to find innovative ways to serve those in our community.

The Muskingum County Court of Common Pleas requires parents going through a divorce attend a class to help children succeed after divorce. Kids attend a separate class, Helping Children Succeed After Divorce. The Genesis Behavioral Health staff teaches the classes at no cost to the court. In 2016, more than 672 adults, teens and children participated in the classes.



Working With Law Enforcement

Genesis Behavioral Health and Genesis Emergency & Trauma Services provided crisis intervention team training for 22 public safety officers in 2016. The crisis intervention training and education for law enforcement personnel is offered yearly to help officers handle incidents involving people with mental illness and/or substance abuse problems. Officers also learn about behavioral health, medications, symptoms and ways to help people with substance abuse problems get treatment.

We also participate in national Drug Take Back Day in the spring and the fall. Prescription and over-the-counter pills and medications can be dropped off to be properly disposed. Disposing of these drugs helps get prescription painkillers out of circulation.



Reducing Substance Abuse

The Genesis Addiction Reduction Group works together with other organizations in our area including the local health department, health centers and mental health agencies.

The community collaboration includes educating the community on the drug epidemic. Genesis was a sponsor of Sam Quinones, nationally known speaker and author of "Dreamland: The True Tale of America's Opiate Epidemic."

A lunch and learn program was held at Genesis with 68 caregivers learning about drug addiction in 2016. In the evening, more than 600 community members attended a special presentation to find out how to reduce substance abuse in our area.

Genesis Behavioral Health staff gains insight in helping others through professional organizations such as the Ohio Psychiatric Nurse Administrators Association, the Ohio Hospital Association Behavioral Health Group and others.

BENEFIT TO THE COMMUNITY: \$32.7 MILLION

Genesis HealthCare System gives to the community in many ways. Genesis is not-for-profit with a mission to provide compassionate, quality health care. 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 programs, events and services 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 2016 was **\$32,682,000**, which was **9.5 percent** of our total expenses.

Our community benefit is defined in three categories:

- **Charity Care** – Free or discounted health services provided to people who can't 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 this 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 2,700 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.	\$1,368,000
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.	\$28,859,000
COMMUNITY BENEFIT SERVICES	More than 78,000 people benefited from activities such as free health screenings, educational programs and in-kind donations from Genesis.	\$2,455,000
TOTAL COMMUNITY BENEFIT		\$32,682,000

Other Forms of Economic Support

Genesis is a major driver of the local economy with more than 3,400 people employed and a payroll of \$205 million. In addition to the ripple effect these payroll dollars make 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: \$6.3 million

Local payroll taxes: \$3.7 million

School taxes: \$144,000

Working With Others

Genesis employees supported our community in a variety of ways in 2016, including:

- Red Cross Blood Drives: 143 units collected from 5 drives
- Donating to the United Way: \$58,555
- Fruit for Charity raised over \$1,000 through fruit sales in the Genesis cafeteria for local social agencies including Miracle League, Transitions, Big Brothers Big Sisters, Roseville Food Pantry, Trinity Full Gospel We Care Food Pantry, Somerset Food Pantry, Morgan County United Ministries Food Pantry, College Drive Presbyterian Church Food Pantry, Heartbeats, Forever Dads, First Putnam House Shelter and Christ's Table.



ACCOMPLISHING MORE FOR YOU

You want exceptional care for your family and friends, and we're working hard to provide the best care possible. In 2016 there were lots of exciting achievements that enabled us to provide quality care for our families and friends in Southeastern Ohio.

Clinical Program Accomplishments

- First hospital in Central and Southeastern Ohio and the second in Ohio to implant the world's first FDA-approved dissolving heart stent in July 2016.
- Rated high-performing hospital by *U.S. News & World Report* in both Heart Failure and Chronic Obstructive Pulmonary Disease. High-performing means Genesis is significantly better than the national average for both of these conditions.
- Received "A" Grade for being among the safest hospitals in the U.S. from one of the leading hospital safety rating organizations in the nation, The LeapFrog Group. See www.hospitalsafetyscore.org for more details about the Hospital Safety Score.
- Received Silver Award from the American Heart Association for care of patients in cardiac arrest.
- Received the "Get With The Guidelines®-Stroke Gold-Plus" Quality Achievement Award for the second year in a row. This award signifies we implemented specific quality improvement measures outlined by the American Heart Association/American Stroke Association for treatment of stroke patients.
- Received national recognition from the U.S. Department of Health and Human Services as part of the National Hospital Organ Donation Campaign for educating and encouraging employees and the community to enroll as organ, eye and tissue donors.
- Received Quality Respiratory Care recognition for a national program that helps patients and families with decisions on necessary respiratory services in the hospital. Recognized as one of 700 of 5,000 hospitals nationwide for quality respiratory care.
- Critical Care Unit team recognized nationally in the first Genesis DAISY team award for showing compassion to a critically ill patient and his wife.
- Improved nursing quality indicators as we work to earn Magnet designation, one of the highest credentials a health care organization can achieve. We're on target to receive the designation that is awarded by the American Nursing Credentialing Center for quality patient care, nursing excellence and innovations in patient care.
- Emergency Services employees received the Hospital Emergency Response Training Certification (H.E.R.T.) from the Department of Homeland Security to respond operationally to a multi-casualty incident (MCI) involving contamination resulting from natural, accidental or intentional causes.
- Genesis Hospital was the first in region to implement a germ-zapping robot that uses UV light technology to destroy bacteria, viruses, molds and other pathogens.
- Held first Jobs Fair for community members to learn about employment opportunities at Genesis with more than 300 in attendance.
- Genesis Breast Health Initiative awarded \$31,780 from the Susan G. Komen® Columbus organization to provide screening mammograms, diagnostic mammograms, ultrasounds, surgical consults and breast biopsies to an estimated 196 women in Muskingum, Morgan, Perry and contiguous counties. Genesis Breast Health Initiative was one of 22 breast health programs to receive more than \$1.46 million in funding from Komen Columbus®.
- Moved from a 3-Star to 4-Star rating from the Centers for Medicare & Medicaid Services (CMS) for Overall Hospital Quality on the Hospital Compare website. We're the only hospital in our area to be rated 4 Stars.



Displaying our "A" grade left to right are Elaina Wahl, patient safety manager, and Abby Nguyen, chief nursing officer. In the back left to right are Al Burns, chief operating officer; Daniel Scheerer, MD, chief medical affairs officer; and John Zimmerman, MD, medical staff president.



Other Accomplishments

- Implemented Great Catch Safety program for employees to spot events or circumstances that could potentially result in injury.
- Earned Wellness Silver Award for the third year in a row demonstrating a commitment to employee health and wellness in the large business category from Ohio Department of Health and Healthy Ohio Business Council.
- Offered telehealth programs for diabetes education and weight management classes at Muskingum Valley Health Center in Malta to help those in rural areas manage their conditions.
- Genesis Hospital voted the best in Muskingum County for medical care, home care and best place to work. The recognition is a result of a survey by the *Zanesville Times Recorder*. Pictured left to right in the photo above representing Genesis are Grant Chow, MD, cardiac electrophysiologist; Mike Dille, field administrator, Genesis HomeCare; and Dianna LeVeck, Chief Administrative Officer.
- Held celebration of Good Samaritan Medical Center and the continuing legacy of the Franciscan Sisters of Christian Charity ministry.
- Offered free event for cancer survivors, Celebrate Life, on National Cancer Survivors Day with more than 400 in attendance.
- New Genesis website was launched to make it easier for our community to find physicians, services and up-to-date health information.
- Second annual Parkinson's Awareness Walk was held to raise awareness about Parkinson's disease.
- Spiritual Care started program for patients and families in Genesis Hospital. No One Dies Alone involves specially trained volunteers to be with patients in case family members are not available.



Adam Burkhart, Recipient

Working With Others

- Partnered with Zane State College to provide American Heart Association-certified CPR, first aid and bloodborne pathogens training to members of our community.
- Recognized as top contributor to 2015 United Way campaign for Morgan, Perry and Muskingum counties at 2016 recognition program.
- Genesis Hospital chosen as a torch stop for the Torch Run for Life to raise awareness for organ, eye and tissue donation.
- Received ACES Muskingum Growth Partnership award for the new hospital investment. The award from the Zanesville-Muskingum County Chamber of Commerce recognizes contributions to the economic growth and development of the community.
- Provided Healing After Infant Loss (H.A.I.L.) service in cooperation with a local funeral home for parents who have lost a child early in the pregnancy.
- Spiritual Care provided free clergy breakfast and Emergency Medical Service personnel symposium.
- Held HeartChase for first time at Genesis Hospital as platform sponsor in conjunction with the American Heart Association.

Information Technology

- Expanded the Epic electronic medical record with 208 physicians and other providers.
- Exceeded 26,000 active users of MyChart®, the Epic feature that enables patients of physicians who are Epic users to access their own medical records online. The number of MyChart users increased by 5,300 patients in 2016.

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 and a special edition of *LiveWell*.

If you would like to receive *LiveWell*, please contact:

Genesis HealthCare System
Marketing & Public Relations
2503 Maple Ave., Suite A • Zanesville, OH 43701
(740) 454-5913
Email: slacy@genesishcs.org

LiveWell is available online at genesishcs.org.

Matt Perry
President & CEO

Kelley Daspit
Director
Marketing & Public Relations

Editor/Writer
Susan Davis

Writers
Nancy Ring
Shelly Kiser

Designer/Photography
Dustin Lyons
Kasey MacLaine
Todd Yarrington, Yarrington Studios