

A SPECIAL EDITION OF

LiveWell
2019

GENESIS GIVES BACK



COMMUNITY BENEFIT REPORT

BASED ON 2018 RESULTS

genesishcs.org



Genesis
HEALTHCARE SYSTEM

Better Begins Here

PAGE 3

What Is Community Benefit?

PAGE 4

Giving Back to Benefit Our Community

PAGE 6

Giving Back to Improve Mental Health and Reduce Addictions

PAGE 8

Giving Back With Better Access to Care

PAGE 10

Giving Back to Train Tomorrow's Healthcare Providers

PAGE 12

Giving Back for Mothers and Infants

PAGE 13

Giving Back to Help Reduce Cancer

PAGE 14

Giving Back to Accomplish More for You

Our Mission

To provide compassionate, quality healthcare

Our Vision

Genesis is committed to being a healthcare team whose care exceeds the expectations of our patients and community.

Our Values

- Compassion • Excellence
- Innovation • Trust

2019 Genesis HealthCare System Board of Trustees

Chair: Pat Nash

Vice Chair: James McDonald

Treasurer: Tod Klotzbach

Secretary: Jody Ballas

JoAnn Butcher

Randy Cochrane

John (Jack) Dittoe

Susan Holdren

Colby Graham

Scott McConnaha

Jim Nicholson

Sr. Mary Ann Nugent

Erin Remster, D.O.

Kristy Ritchie, M.D.

William Shade, M.D.

Shirley VanWye

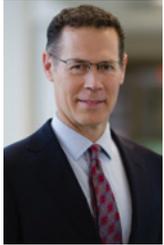
Sr. Laura Wolf

John Zimmerman, M.D.

On the Cover: Peggy Ware rides South East Area Transit (SEAT) to get transportation to medical appointments. Genesis' collaboration with SEAT and other organizations in the area helps community members obtain better access to care.



GIVING BACK TO OUR COMMUNITY



The theme of this year's *Community Benefit Report* is **giving back to our community**. At Genesis, we give back to our community in many ways every day. Here are some examples: We provided care for thousands of uninsured and underinsured patients (uncompensated care); provided free health screenings, and provided programs and education to help you improve your health. As a not-for-profit health system, it is our mission to give back and support our community in these ways. In 2018, Genesis spent \$33.9 million to provide these services.

Inside this special edition of *LiveWell/The Community Benefit Report*, you'll read about the innovative ways we are reaching out to serve you. You'll see how we provided ways to make the community healthier by helping gain access to care, improving mental health, reducing addiction, helping reduce cancer rates, providing care for mothers and infants, and training tomorrow's healthcare providers. Providing clinical instruction for students is also an important service we provide to our community. Last year we gave more than 72,000 hours of education to help future doctors, nurses and clinical staff gain firsthand clinical experience.

There were many groundbreaking developments we brought to our community during 2018. The new Genesis Perry County Medical Center opened; we created OneCall to help you find a family physician; and made transportation available for those who needed it to get to a medical appointment. These are just a few examples of the many benefits we provided to you in 2018.

A new feature in this *Community Benefit Report* is our family and friends sharing their personal stories about how our outreach helped them. You'll want to make sure and see how a local woman went to our Dessert With the Docs program, met a physician, made an appointment and had a life-changing experience. Go to genesishcs.org to see our community members' stories come to life through additional video.

I hope you enjoy reading our *Community Benefit Report*. We look forward to sharing more with you throughout this year about additional ways we're giving back to our community.

Matthew J. Perry | Matthew J. Perry, President & CEO

WHAT IS COMMUNITY BENEFIT?

Community benefit can take many forms, ranging from charity care, which is providing free or discounted health services to those who can't afford to pay, to the financial contributions we make to our community.

Community benefit is also the services, classes and events that Genesis provides to educate and to promote wellness and healing. It's the screenings provided by clinicians for the uninsured and underinsured. It's the support groups and self-help programs; free education for health professionals; and clinical experience for healthcare students including nursing students. Community benefit also includes uncompensated care created because Medicaid and Medicare reimbursements are less than the cost of care.

Prioritizing Needs

How does Genesis HealthCare System decide which community health needs to address? We work with local organizations who are also dedicated to improving the health of our communities. Data is collected from many sources, looking at the health conditions citizens in our community are treated for the most, and the resources that are available to prevent and treat these issues. We also ask you, our community, via a survey, for your feedback on the greatest health needs in our community.

Using the survey results and health data gathered, we complete the Community Health Needs Assessment that identifies and prioritizes the health needs. An implementation strategy is created to describe how Genesis will address the needs that were identified in the assessment. You can find the current Community Health Needs Assessment and Community Benefit Implementation Strategy on our website at genesishcs.org > About Us > Caring for the Community.

Top Five Areas

Genesis HealthCare System intentionally addresses the needs of our friends and family members that were identified in the Community Health Needs Assessment. In this *Community Benefit Report*, you'll learn about some of our efforts to address five areas outlined in the current implementation strategy on ways we give back to:

- Improve Mental Health and Reduce Addictions
- Obtain Better Access to Care
- Train Tomorrow's Healthcare Providers
- Provide Care for Mothers and Infants
- Help Reduce Cancer

Genesis is committed to our mission of providing compassionate, quality healthcare, and we remain committed to serving you, your family and your health and well-being.



GIVING BACK TO BENEFIT OUR COMMUNITY: **\$33.9 MILLION**

Genesis HealthCare System gives back to the community in multiple ways. Genesis is a not-for-profit organization with a mission to provide compassionate, quality healthcare. We're dedicated to meeting the health-related needs of all our community members, regardless of their 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. Genesis' quantifiable benefit to the community in 2018 was \$33.9 million, which was 9 percent of our total operating expenses.

Charity Care

Free or discounted care was provided to more than 2,885 patients who did not have insurance or whose insurance left them with an out-of-pocket balance after payment was made. This amount is based on costs. Bad debt is not included.

Unpaid Cost of Medicare & Medicaid

This is the shortfall created when payments received from Medicare & Medicaid are less than the cost of caring for patients.

Community Benefit Services

More than 107,775 people benefited from activities such as free health education, health promotion screenings, educational programs and in-kind donations from Genesis.



\$2,064,000
Charity Care

+



\$29,054,000
Unpaid Cost of
Medicare & Medicaid

+



\$2,767,000
Community Benefit
Services

Total Community Benefit = \$33,885,000



Additional Economic Support to the Community:

Genesis is a major driver of the local economy with more than 3,500 people employed and a payroll of \$217 million. In addition to the ripple effect these payroll dollars make as employees live in our community and support local merchants, our employees' payroll taxes also make a sizeable contribution to the area's economic health:

2018 Annual Taxes:

Ohio Payroll Taxes	\$ 6.9 million
Local Payroll Taxes	\$ 3.9 million
School Taxes	\$174,123



\$6.9 million

Ohio Payroll Taxes



\$3.9 million

Local Area Payroll Taxes



\$174,123

School Taxes



\$1.33 million

Training Healthcare
Students



Employees Giving Back to the Community

Genesis employees increased their support in 2018 and gave in a variety of ways, including:

- Donating to the United Way: \$58,251
- Red Cross Blood Drives: 151 units collected from 5 drives
- Donating to Operation Feed: \$3,789 which provided over 30,000 pounds of groceries distributed in our community
- Food Charities

Food Charities

Each month, a portion of the food sales from the Genesis Garden Café was donated to a designated food pantry in our community. The \$1,453.90 proceeds donated to local social agencies included the Miracle League, Transitions, Big Brothers Big Sisters, Roseville Community Food Pantry, Trinity Full Gospel 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.



151 units from 5 drives

Red Cross Blood Drive



\$58,251

Donated to the United Way



\$3,789

Operation Feed



\$1,454

Food Charities

GIVING BACK TO IMPROVE MENTAL HEALTH AND REDUCE ADDICTIONS

Priority

One in four Americans experiences a mental illness or substance abuse disorder each year. More than 4,850 people died of a drug overdose in Ohio in 2017, and Southeastern Ohio has some of the highest numbers of overdoses in the state. One of our priorities is helping those with mental health and substance abuse issues. Our region also has a higher incidence of mental illness that includes depression, suicide and other psychiatric conditions.

We have collaborated with other organizations throughout the region to reach out to help those struggling with these challenges. The new and creative programs are making a difference in our community.

Jeremy's Story

Showcasing Recovery

Jeremy Ridgley attended Genesis' Day of Recovery, an event to showcase current resources available in our community to help those struggling with mental health and addiction. "The event brings the community together with a common purpose that impacts everyone in our community whether it's a son, daughter, next-door neighbor or cousin," Jeremy said.

Bringing Community Together

Jeremy, who has attended recovery events and celebrations across the country, believes Day of Recovery is a conduit to improving the health of our community. He is recovering from addiction and wants to help others learn about resources in our community.

The free event, sponsored by Genesis Behavioral Health, was the first in our area to bring resources and organizations together in one place. "Having a Day of Recovery helps the community recognize the need for resources. Five years ago, there weren't events like Day of Recovery held in our region, and there was a larger stigma attached to addiction. If there's less stigma attached to addiction, then more people are likely to get help," explained Jeremy, a Genesis employee.



Jeremy Ridgley attends Day of Recovery to help others learn about resources in our community.

To hear more of Jeremy's story click the video above.



Day of Recovery

Free Event for Community

The second annual Day of Recovery, sponsored by Genesis Behavioral Health, was held at Zane's Landing in downtown Zanesville in 2018. The fun event was the first in the area to bring resources and organizations together for recovery. More than 27 organizations collaborated last year to update the community on options available for recovery from alcohol or drugs.

The free event, with a band and guest speakers, was designed to educate participants as well as celebrate recovery. The event drew about 200 attendees in 2018. To learn more, call Genesis Behavioral Health at (740) 454-4201.

Treatment in the Genesis Emergency Department

The Genesis Emergency Department (ED) has a higher than average number of patients experiencing overdoses compared to the state average. There were more than 60 overdoses per month in the ED through September 2018. In one month, there were over 90 overdoses.

Our board-certified emergency medicine physicians designed a plan to help those in our community coming to the ED with an opioid withdrawal or an overdose. The Genesis ED is one of a few hospitals in the nation providing medication-assisted treatment in the hospital. The patients dealing with addiction receive medication-assisted treatment and contacts with other organizations in the community to get help at a recovery center.

Volunteers Help in the Emergency Department

Volunteers in our Emergency Department are available to meet with patients during their time of crisis related to drug or alcohol addiction. In the Warm Hand Off program, the volunteers provide treatment information or peer support for the patient and/or family member in the ED. The volunteers are specially trained and listen and answer questions because they or their loved-ones have been in similar situations and found their way out of addiction. For more information, call Genesis Volunteer Services at (740) 454-4700.



Understanding Addiction: How You Can Help

Genesis Spiritual Care developed a seminar to train clergy, pastors and other pastoral care ministers to help those in our community struggling with addictions. "There are so many needs in our community with drug and alcohol addictions. We wanted a way to bring in organizations throughout the area to help our spiritual leaders learn about additional tools and resources to help others," said Rev. Dr. Vickie Kumorowski, director, Genesis Spiritual Care.

The one-day, free program included sessions on understanding addiction, the effects of addictions on family members, utilizing community resources and other topics. More than 80 spiritual care leaders from throughout the region participated in the workshop. To learn more, call Genesis Spiritual Care (740) 454-5859.

Annual Ethics Symposium

Healing Emotional Wounds

Genesis Hospice has hosted a free ethics symposium for community members for 16 years. Open to everyone in the community, the seminar focuses on a community need and also provides continuing education credits.

The topic for the symposium in 2018 was Soul Injury: Liberating Unmourned Loss and Unforgiven Guilt, to help understand addiction. Facilitator Deborah Grassman, MSN, ARNP, explained the approach to the process of healing emotional wounds left after profound loss or inner trauma to self. She also explained how to identify and define an overlooked, unassessed wound – a soul injury. The seminar helped community members learn about soul injury in at-risk populations and the impact of soul injuries on family, personal caregivers and professional caregivers.

Squirrel Logic: Understanding Addiction

Genesis co-sponsored Brad Lander, PhD, LICDC, The Ohio State University, to present Squirrel Logic for two sessions in 2018. More than 500 community members attended the presentation at Secrest Auditorium in Zanesville and about 68 came to a Lunch and Learn at Genesis Hospital that was open to anyone in the community.

GIVING BACK WITH BETTER ACCESS TO CARE

Priority

Improving access to quality healthcare is a priority in our Community Needs Assessment. Five of the six counties in our area have a shortage of primary care physicians, according to the Health Resources and Services Administration. Muskingum is the only county that does not have a shortage. The state average is one physician for every 1,310 people. Our region averages one physician for every 4,990 people.

During the last few years, we've improved access to care and hired nearly 40 new physicians to care for patients in our area. We've also focused on providing more timely appointments in our physician offices and for outpatient services. Coordinating with other organizations in the community, we've designed innovative ways to help our community get care. Some of the unique programs have received national recognition.

Betty's Story

Cancer Caught Early

Betty Quinn's sister invited her to attend Dessert With the Docs in September 2018, and she's very glad she went. The informative event enabled her to talk one-on-one with several physicians over pastries. Little did Betty realize that these encounters would soon result in a life-changing diagnosis.

"I didn't have an OB/GYN, and I was looking for a woman doctor," Betty recalled. "I enjoyed talking with Dr. Hothem at the event and was impressed with her expertise." Betty called the office of Ashley Hothem, M.D., and was able to get an appointment the same week.

Dr. Hothem did a pelvic ultrasound that resulted in the next step of a uterine biopsy. The pathology results showed Betty had stage I uterine cancer, so she met with Annette Barr, a cancer navigator at the Genesis Cancer Care Center, to get answers to the questions she had about her diagnosis. Betty underwent surgery within weeks. "I didn't have any pain or symptoms," she said. The 69-year-old Zanesville woman did not require additional treatments but will have follow-up appointments.

The Genesis Spirit of Women programs, like Dessert With the Docs, are part of Betty's healthcare regimen. "I like going to Genesis' educational events and learning from the physicians who are tops in their profession. I count on these events for trustworthy and up-to-date health information," Betty said. "If I hadn't met Dr. Hothem and the cancer hadn't been found until later, it could have been a real problem. I feel very fortunate," Betty said. Most of the Spirit of Women events are free to the public. For more information, call (740) 454-4002.



Betty Quinn went to a free program at Genesis that led to a life-changing diagnosis.

To hear more of Betty's story click the video above.



Need a Ride?

Help Getting to a Medical Appointment

Getting to a doctor's appointment can sometimes be a challenge if your car breaks down or you don't have a ride. Genesis, in conjunction with other community organizations, developed a way to help you get to your non-emergency medical appointment. Using the latest software, Genesis schedules rides for patients through South East Area Transit (SEAT) with transportation available in Muskingum, Guernsey and Noble counties. The coordination has been highlighted at national conferences.

"The collaboration has made a big difference in the number of patients being able to make it to medical appointments," said Mary Kitzig, director, Genesis Population Health & Wellness.



Completing Referrals

Obtaining an appointment to see a specialist can be important to your health. The Genesis Patient Access Center (PAC) connects the referral from your primary care physician to specialists, or other services. The PAC staff is specially trained to make sure you receive an appointment. In 2018, there were 29,923 referrals.

Referrals also come from patients seen in the Emergency Departments in Zanesville and Perry County. Last year, to help community members get the care they needed, the PAC staff placed 580,577 calls.



Genesis Perry County Medical Center

24/7 Emergency Department

The Genesis Perry County Medical Center (GPCMC) Emergency Department (ED) has been helping patients gain access to care since it opened Aug. 20, 2018. Since opening, about 5,962 patients have received care for medical conditions including cardiac arrest and stroke.

The 24/7 ED at GPCMC has 40 experienced care providers including certified technicians, MSTs, LPNs and RNs. A board-certified emergency medicine physician is on location 24/7, supported by a highly qualified team of advanced practice providers, to provide emergency care to the Perry County community.

The ED alone is supported by 40 registration specialists, environmental services workers, public safety officers, laboratory, pharmacy and radiology technicians and respiratory therapists. In addition to our state-of-the-art, fully equipped Emergency Department, we offer specialized medical and outpatient services for ultrasound, physical and occupational therapy, cardiology, women's health, ENT, outpatient MRI, radiology and laboratory.

Since the ED at the GPCMC opened, we have reduced mortality and improved outcomes for heart attack (STEMI) and stroke patients, traumas and sudden cardiac death. For more information, call (740) 836-0034.

Find a Family Physician

OneCall

OneCall was established so our friends and families can call one number and establish a family doctor. The OneCall scheduling specialists in our Patient Access Center (PAC) helped 3,148 community members find a family doctor near home or work in 2018. We have doctors' offices located throughout the region. Together they offer extended hours, vaccines, same-day appointments and more, for all ages. The OneCall number is (740) 455-7500, and is available Monday through Friday from 7 a.m. to 6 p.m.

GIVING BACK TO TRAIN TOMORROW'S HEALTHCARE PROVIDERS

Priority

There are presently 77 million baby boomers in the United States, and 10,000 of them turn 65 years old every day. Our area has a higher percentage of older adults compared to the rest of Ohio.

More healthcare providers will be needed to help care for our aging population. We have developed unique programs to help provide training and experience for future healthcare providers.

Kayla's Story

Kayla Toth is glad she could receive training and education from the expert doctors and nurses at Genesis. "While I was in nursing school, I was able to go through clinicals at my local hospital and that helped me to understand the health concerns our community faces."

The experience was extremely valuable to her career. "While I was finishing my nursing degree, I worked at Genesis Hospital as a patient care technician. Since I had already been through clinicals at Genesis, the experience helped me provide the best care possible," Kayla said.

The hands-on training also helped in her present career as a registered nurse at Genesis. As a first year RN, Kayla enrolled in the Genesis Nurse Residency program and found it valuable in learning how to care for members of our community.

Nurse Residency Program

Helps New Graduates

The Genesis Nurse Residency Program provides support to help new graduates develop in the role during the first year of practice. The program provides additional skills and knowledge to help recent graduates transition from being a student to becoming a registered nurse at Genesis.

The program helps nurses integrate into the profession and become comfortable in the role. The year-long program includes hospital orientation, department orientation, two weeks of interactive department rotations, weekly reflective journaling during the orientation process, and a certificate after completing 12 instructive classes. For more information, call (740) 454-4234.



Completing clinical training at Genesis helps Kayla Toth in her career as an RN at Genesis Hospital.

To hear more of Kayla's story click the video above.



Providing Clinical Training

In 2018, Genesis provided clinical instruction to area colleges for 565 nursing students with the help of 71 nursing instructors. Having this expert training close by can help students save time and transportation costs.

Training Provided at Genesis in 2018

Higher learning schools, colleges and universities served for nursing	RN, LPN or BSN clinical hours of education provided	One to one nursing student to instructor hours	Non-clinical interns at Genesis	Students in healthcare observation
5	72,744	10,365	23	238

Nursing students from Muskingum University, Ohio University Zanesville, Mid-East Career and Technology Centers, Central Ohio Technical College and Mount Vernon Nazarene University completed their clinicals at Genesis in 2018. These students received invaluable supervised experience. The hands-on learning allowed students to put classwork instruction into practice.

In addition to nursing clinicals, Genesis provided internships in other business or healthcare-related fields for 23 interns. This real-world experience makes these students more prepared for employment opportunities after graduation.

Opportunities in Healthcare

In addition to working with RN and LPN nursing students, Genesis serves students for masters and doctorate degrees of nursing, nurse practitioner, pharmacy, respiratory therapy, physical therapy, occupational therapy, imaging, sonography, surgical technician, dietitian, multi-skilled technician, phlebotomy, paramedic, EMT, sports and fitness, social work, medical office specialist, health administration, public health science, business management, communications, health information management, information technology, and wound and ostomy care.



VolunTeen Program

Helps Students Learn About Healthcare

The VolunTeen program at Genesis helps students age 16 and older learn about the healthcare field. The program is available in the summer with students serving at least eight hours per week. Ten students volunteered in areas ranging from the Genesis Emergency Department information desk to the Surgery lounge in 2018.

The VolunTeen program enables young people to get firsthand experience in caring for our community. One student wrote in the program survey, "The VolunTeen program definitely fit with my possible career path as a doctor. I was able to gain experience in a hospital setting working alongside the staff and helping both patients and their families."

The deadline is April 30 each year. For more information, call Genesis Volunteer Services at (740) 454-4700.



GIVING BACK FOR MOTHERS AND INFANTS

Priority

Helping mothers and infants get a good start is important to the health of the entire community. Areas of need that have been identified locally include mothers with medical risks during pregnancy.

The percentage of women smoking during pregnancy for our service area is vastly higher than the rest of the state. We're part of a statewide collaborative to reduce smoking during pregnancy to improve the health of the babies. The numbers of babies born addicted to drugs also continues to rise every year.



Alisha's Story

Breastfeeding Support

Like a lot of first-time moms, Alisha Pass wanted to breast-feed her newborn. She was instructed on the process in the Breastfeeding Preparation class at Genesis before her daughter was born, and a lactation specialist came to her room soon after delivery. The advice from the lactation specialists while she was at Genesis was helpful, but when Alisha and the baby got home, the new mom was less confident.

Alisha wanted to make sure her daughter was getting enough milk, so she called the lactation specialist several times with various questions. She and her daughter met the specialist at Genesis Hospital where her daughter was able to be weighed each time, reassuring Alisha the breastfeeding was going well. It was a comfort to Alisha to know help was available.

Breastfeeding Help

Genesis has one of the most supportive breastfeeding programs in our region. We have a team of certified lactation consultants available seven days a week to answer questions and offer support while in the hospital or after arriving home. After mothers return home, they can call a toll-free number for questions or concerns.

Breastfeeding Support for Success is a weekly support group, also offered at no cost. There were 821 women who received assistance through this program last year.

Help for Babies and Moms With Addictions

There were 1,523 babies delivered at Genesis Hospital in 2018. From 2017 to 2018, the number of babies born to mothers addicted to drugs increased 27 percent. Staff from Genesis Women's Services work with several community agencies to identify and treat mothers early in the pregnancy suffering from opiate addiction and substance abuse.

Genesis participates in a statewide collaborative to improve maternal and neonatal outcomes for both the mother and baby. Genesis also provides a variety of outreach programs and community education to help moms and babies have a healthy beginning.

Childbirth Preparation and Baby Basics

We provide baby basics and childbirth preparation classes with information and techniques to enhance the labor experience, as well as basic baby care. In 2018, over 239 community members took part in these classes.

The childbirth preparation classes give an overview of what to expect during the labor process, breathing techniques and relaxation exercises as well as ways to promote the labor progress. Types of deliveries are also discussed from natural to medicated or cesarean.

The baby basics class covers feeding, bathing, car seat safety and diaper changing. It also covers the physical and emotional changes new mothers might experience after birth.

Safe Sitter® Babysitting Course

Women's Services offered the Safe Sitter® babysitting course in the summer of 2018 to help 29 local teens and preteens be safe whether baby-sitting, caring for younger siblings or home alone. Through hands-on activities, videos, demonstration, role-play and lively discussion, a team of Genesis registered nurses taught participants about first aid, safety, injury prevention, CPR, safe and appropriate toys and games, and finding and interviewing for baby-sitting jobs. Participants learned about child care for newborns to school age.

GIVING BACK TO HELP REDUCE CANCER

Priority

Our area has a higher percentage of all cancers compared to the Ohio average. A priority in the community health needs assessment is helping our community members prevent and detect cancer earlier.

We offer community education programs, outreach events and self-help programs focused on reducing cancer. The outreach programs were available throughout the year at various locations in our area.

Improving the Health of Our Community

Genesis Is Tobacco-free

Genesis is committed to improving our community's health. The needs of our community come first, and we focus on what creates the best healing environment.

One in four adults in our community smokes, and the link between cancer and tobacco use has been proven. To protect the health of our patients and community, we are tobacco-free at all Genesis HealthCare System locations.

We provide tobacco-cessation resources to help those visiting the hospital. Nicotine gum is available at the information desks at Genesis Hospital and the Genesis Emergency Department. When you visit Genesis Hospital, you might also hear a community service announcement sharing the benefits of having a tobacco-free environment.



Learning About Cancer Prevention

Genesis provided information to the community about cancer screenings that save lives. Over 919 members of the community received screening guideline pamphlets at health fairs and events. Colorectal cancer home screening kits were also given out.

Donations to the American Cancer Society

The American Cancer Society offers education to help cope and recognize the disease. We gave more than \$6,000 to help our community members learn about cancer. One of the outreach initiatives included helping women in need learn more about self-breast exams.



Celebrate Life

National Cancer Survivors' Day®

Celebrate Life is a festive event held on National Cancer Survivors' Day, the first Sunday in June. The celebration at the Genesis Cancer Care Center is for cancer survivors, their families and friends.

The free event includes live music, picnic foods and a gift for cancer survivors. For more information, call Genesis Cancer Services at (740) 454-5271.

Spirit of Women Event

Cancer Symptoms You Can't Ignore

At the fun and informative Awareness to Action program, participants learned cancer symptoms you can't ignore from our cancer specialists. Important health screenings were also available, including ENT surgeons providing head and neck cancer screenings. More than 200 attended the event held in October.

Help to Quit

Certified Treatment Counselors Available

Certified treatment counselors are also located throughout Genesis' departments to help tobacco users quit. Our counselors receive extensive training to help those in our community succeed at quitting tobacco use. The tobacco cessation program includes one-on-one counseling, which has proven to increase the success rate of quitting. The tobacco treatment counselors also reached out into the community in 2018 to provide classes on tobacco cessation for other organizations in our area.

For more information about our tobacco cessation programs, call (740) 454-5550.

GIVING BACK TO ACCOMPLISH MORE FOR YOU

Clinical Program Accomplishments



Genesis Perry County Medical Center

The new Genesis Perry County Medical Center (GPCMC), located in Somerset, opened in August. The Emergency Department has board-certified emergency medicine physicians 24/7 to provide care for life-threatening conditions such as trauma, heart attack or stroke.



4-Star Award

Genesis received a 4-Star rating from the Centers for Medicare & Medicaid Services (CMS) for Overall Hospital Quality listed on the Hospital Compare website.

Cancer Care Center Receives Recertification

The Genesis Cancer Care Center received recertification by the QOPI® Certification Program (QCP™), an affiliate of the American Society of Clinical Oncology (ASCO®). The QCP provides a three-year certification for outpatient hematology-oncology practices that meet nationally recognized standards for quality cancer care.

Genesis Recognized for Organ Donation

Genesis Hospital received Platinum Recognition from the U.S. Department of Health and Human Services and Health Resources and Services Administration for our activities to increase enrollment in the state registry for organ, eye and tissue donation.

National Recognition for Stroke Care

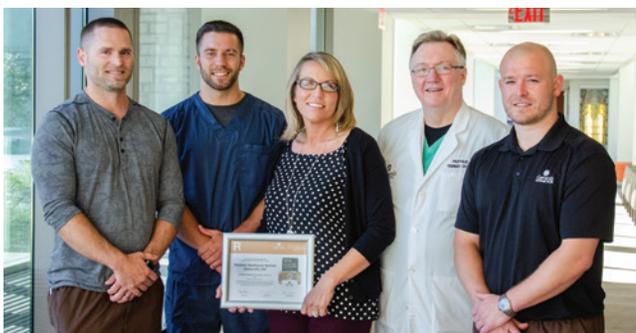
Genesis received the American Heart Association/American Stroke Association's (AHA/ASA) Get With The Guidelines®-Stroke Gold Plus Quality Achievement award and the Target: Stroke™ Elite award. These awards recognize our commitment to providing the most appropriate stroke treatment according to nationally recognized research guidelines based on the latest scientific evidence.

American Heart Association

Babies born at Genesis in February received crocheted hats through the Little Hats, Big Hearts™ program from Genesis and the American Heart Association, in connection with The Children's Heart Foundation.

HeartChase

HeartChase was held on the Genesis campus in June. The event was presented by Genesis and the American Heart Association (AHA). Genesis has partnered with the AHA to bring HeartChase to the community. The event included teams of two to five people to compete with other teams for a fun event to raise funds while bringing awareness of heart and stroke disease to our community.



Nationally Recognized Resuscitation Care

Genesis received the Get With The Guidelines®-Resuscitation Gold Plus Quality Achievement Award for implementing specific quality improvement measures. The measures are outlined by the American Heart Association for treating adults who suffer cardiac arrests in the hospital.



Nationally Recognized for Heart Failure Care

We received the Get With The Guidelines®-Heart Failure Silver Plus Quality Achievement Award for commitment to ensuring heart failure patients receive the most appropriate treatment according to nationally recognized, research-based guidelines founded in the latest scientific evidence.

Other Accomplishments

Genesis Hospital was voted the best in Muskingum and Coshocton counties for:

- Medical care, home healthcare – Genesis Hospice
- Best place to work in Muskingum County
- Medical Care
- Home Healthcare

The recognition is a result of a survey by the *Zanesville Times Recorder*.

Information Technology

- Genesis IT was named 100 Best Places to Work by *IDG's Computerworld*.
- Genesis HealthCare System was named one of Most Wired® healthcare systems by the College of Healthcare Information Management Executives. A survey of hospitals nationwide was conducted to see how hospitals are using Information Technology by the American Hospital Association's Health Forum.

- Genesis exceeded 41,000 active users of MyChart®, the Epic feature in the electronic medical records that enables patients of physicians who are Epic users to access their own medical records online.

The number of MyChart users increased by 7,400 patients in 2018. To sign up for MyChart, go to genesishcs.org.

New Providers in 2018



Mohamed Ahmed, M.D.
Interventional Cardiology



Abdullah S. AlGhamdi, M.D.
Pulmonary Critical Care Medicine



Nathan Amor, D.O., FACOS
Neurosurgery



Kevin Frank, M.D.
Family Medicine



Christopher M. Genco, M.D.
Cardiothoracic &
Vascular Surgery



Ashley Hothem, M.D.
Obstetrics/Gynecology



Corey A. Jackson, D.O.
Orthopedic Surgery



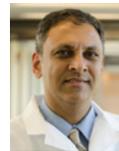
Stephen Knox, M.D.
Family Medicine



Michael Kunstmann, D.O.
Vascular Surgery



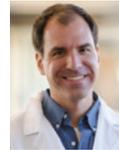
Lane Lee, D.O., FACS, FACOS
Vascular Surgery



Jignesh Modi, M.D.
Infectious Diseases



Jay R. Patel, M.D.
Endocrinology



Max Pusz, M.D.
ENT/Otolaryngology



Jeremy Rich, M.D.
ENT/Otolaryngology



Abimbola Shofu, M.D.
Cardiology



Salman Siddiqui, M.D.
Cardiology



Thai Trinh, M.D.
Orthopedic and Sports Medicine Surgery

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

You can also find *LiveWell* online at genesishcs.org.

Stay up to date on what's happening at Genesis between editions of *LiveWell*. Sign up for our quarterly email highlighting events, physicians, new programs or technology at genesishcs.org/email.

Matthew J. Perry
President & CEO

Kelley Daspit, APR
Director
Marketing & Public Relations

Susan Davis
Editor/Writer

Suzanne Kridelbaugh
Writer

Dustin Lyons
Design Editor

Photographers
Dustin Lyons
Kasey MacLaine
Todd Yarrington, Yarrington Studios
Ryan Pavlov

Better Begins Here