

invest engage transform



COMMUNITY BENEFIT REPORT 2012



Community. The word brings to mind different images to different people. Whatever community means to you, Summa Health System is committed to continuing our efforts to provide a healthier place for you to live. The health and well-being of our region's residents is Summa's primary focus. We are dedicated to providing services that invest, engage and transform our community into a better place to call home.

At Summa, there is a true sense of cooperative spirit to contribute to a healthier community. We believe we have a corporate social responsibility to advance community interests and are proud to have been recognized for our efforts. In 2012, Summa received two awards for corporate social responsibility: the inaugural United Way of Summit County Pinnacle Award as well as the NorthCoast 99 Special Category Award.

Because we are a locally-owned, not-for-profit organization, the decisions we make that affect you and your family are made by people who reside here, who understand our local area and the healthcare needs of its residents.

Our cooperative spirit can be seen through our multitude of partnerships with organizations that look to Summa for support and guidance. Summa Health System's 2012 Community Benefit Report highlights some of the ways in which our commitment makes a difference in the community. Addressing the findings of the community health needs assessment, honoring requests from the residents and leaders of our community and a focus on our mission continues to shape and contribute to Summa's plan. We are dedicated to establishing key focus areas of support, addressing area needs, improving access to health services, enhancing population health and advancing knowledge.

In 2012, Summa contributed more than \$116 million in community benefit, nearly a nine percent increase over our contributions in 2011. The outcomes, successes and accomplishments we see are the result of many individuals—leaders, employees, volunteers, partners—working together to make a difference.

By forging relationships with a number of organizations, we build trust, provide vital services to address the unmet needs of the community and ultimately, make the largest impact we can for the populations we serve.

As healthcare continues to evolve, we face challenges on many fronts, from shrinking resources, to shifts in payment models to caring for an ever-growing aging population that requires more attention and services. As we work to meet these challenges, Summa's commitment to continue to invest, engage and transform our surrounding communities to further our mission of providing the highest quality, compassionate care to our patients and members will not waver.

Yours in good health,

Jon Pavloff
Chair
Summa Health System
Community Benefit Committee

Roxia Boykin, MPA, RN
Summa Health System
Vice President
Community Benefit and Diversity

Tom Strauss
Summa Health System
President
Chief Executive Officer



prepare

Preparing Future Generations

Summa Health System has a responsibility to help prepare future generations to be contributing members of society. Summa continuously searches for ways to facilitate the growth and education of future leaders.

A captive audience of young people that Summa supports is Summa's LEAD (Leadership, Education And Development) Teen Volunteer Program members.

"Our program is not just a volunteer program where teens come in, serve and leave,"

explained Angela Hayes, Summa's director of community reinvestment. "They must agree to meet the requirements of the program including character education classes, career exploration, leadership development and a service component."

Summa's Youth LEAD or Y-LEAD Board is the capstone of the Summa LEAD Teen Volunteer Program and is comprised of nine volunteers. It is the responsibility of the board members to plan, implement and participate in a service project supporting Summa or the community.

"Our program is not just a volunteer program where teens come in, serve and leave. They must agree to meet the requirements of the program including character education classes, career exploration, leadership development and a service component," said Angela Hayes, director of community reinvestment.



In 2012, teen volunteers conducted a multi-month book drive benefiting First Book- Greater Akron, a not-for-profit organization that provides new books to children through preschools, daycares, tutoring and mentoring programs. Through all of their efforts, the Y-LEAD board collected nearly 2,500 books.

After receiving the books from the teens, Chuck Bell, chair of First Book – Greater Akron, stated, "Our future will be in good hands as these young folks grow and take even more responsibility in our society."

Summa is invested in this generation, not just for their time here at the organization, but also in their future. Summa conducted a college fair, targeted to Akron area teens interested in pursuing higher education. Together, the Summa Volunteer Services and Workforce Development departments hosted an event that included traditional information booths, break-out sessions for parents and teens to learn more about the college admissions process, how to apply, what to look for in an institution, studying basics, what to expect during the first semester as well as the financial aid process.

To further support future leaders, Summa collaborated with the Girl Scouts of North East Ohio (GSNEO) to provide an opportunity focused on career possibilities and STEM principles (science, technology, engineering and mathematics) in Summa's simulation lab. The simulation lab at Summa Akron City Hospital serves as an in-hospital training and education space that includes a mock operating room, emergency room, birthing suite and more.

"The girls really enjoyed that they each had a role to play in the simulation—patient, ER nurse, ER doctor, sonogram technician, surgeon, etc.," explained Emily Fletcher-Fein, director of programs for GSNEO. "They moved the 'patient' through the 'hospital' and learned about various careers along the way. The simulation lab experience is a great partnership with Summa because it allows our girls to experience something unique with real world application."

Summa is committed to the community's future and will continue to invest in innovative programs to help promote leadership, critical thinking and volunteer service for young people. Our investment will ultimately yield well-prepared young adults who can take advantage of rewarding healthcare careers and leadership opportunities, benefiting the community for generations to come.



Promote

Promoting Health and Wellness through Education

On a number of fronts, Summa Health System promotes the importance of health education and wellness to support our mission of contributing to a healthier community.

In 2012, community members learned life-saving techniques through Cardio Pulmonary Resuscitation (CPR) classes, sponsored by Summa. Deb Washington, BSN, RN-BC, CCPC, coordinator, Chest Pain Center and one of Summa’s instructors, reached more than 350 individuals teaching risk factors, healthy living tips, early heart attack care, signs and symptoms to watch for as well as the differences in

symptoms between men and women, and those with chronic diseases such as diabetes.

One Barberton attendee put her skills into action within just a few weeks. She recognized her husband had heart attack symptoms, insisted on calling 911 and went to the hospital. She was correct; he was having a heart attack.

“Really paying attention and getting that quick access to care makes a difference,” said Washington. “Delaying care and intervention kills your heart muscle, and even if you survive, your quality of life will be changed forever.”

Our educational efforts appear to be making an impact throughout the community. Washington has data showing an increase in patients arriving by rescue squad at Summa, versus private vehicle. “That is important, because that is one of the things we teach: call 911, don’t drive yourself or have someone else drive you. Also, median time from when the patient has symptom onset to first medical contact has steadily decreased from 58 minutes to 31 minutes. This data shows what we do in the community makes a difference, improves care and saves lives.”

Summa Screens, a cancer screening program that provides free mammograms and breast ultrasounds to low-income, uninsured or underinsured women, is focused on a healthier community, too. Summa Screens is intended to assist women between the ages of 40 and 64 who need screening mammograms. Women 40 years and younger may be eligible for a mammogram if they are experiencing symptoms or if they have risk factors such as having close relatives who have had breast cancer.

“Through the use of screening mammography and other efforts, breast cancer mortality has declined throughout the past several years,” said Marlo Schmidt, MS, MBA, coordinator for cancer outreach and education for the Jean and Milton Cooper Cancer Center on the campus of Summa Akron City Hospital. “It’s important every woman who is 40 and older receives her annual mammogram. But for those women who have financial barriers to obtaining mammograms, Summa Screens can be a life-saving option.”

One patient shared, “My routine mammogram through Summa Screens indicated I needed to have a diagnostic mammogram and ultrasound of my left breast. I have no insurance coverage. I am a 15-year cancer survivor. The diagnostic mammogram, also provided by Summa Screens, ruled out breast cancer. I can’t tell you what peace of mind this gave me!”

The American Consortium of Breast Centers reports that out of 1,000 screens, seven cancers will be diagnosed on average, yet Summa Screens diagnosed 11 cancers in 2012 alone, with just 525 breast health services. Research is now underway to investigate why the cancer rate seen by Summa Screens is higher than expected. Through continued focus on community outreach and education, enhanced promotion of the Summa Screens program and more timely access to care, Summa hopes to reach women earlier and help save lives.



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transform

Transforming a Community to Eliminate Health Disparities

In early 2012, the Center for Health Equity at Summa Center at New Seasons opened its doors to offer a new model of care to the community. In collaboration with three board-certified primary care physicians who deliver comprehensive care for the entire family, the Center enables people to take an active role in their health. Through partnerships with community resources to address social, behavioral and cultural barriers to health, the Center plays a key role in Summa's transformation of care.

When you walk into the Center for Health Equity, you are greeted by a warm reception area and can't help but notice the large letters on

the wall: PCMH (representing patient-centered medical home), and underneath, what appears to be a family tree.

"When we say, 'patient centered medical home,' we mean a true home," explained Billi Copeland King, JD, MPA, director for the Center for Health Equity. "When patients come here, they become part of the family."

The family tree includes physicians, staff and service providers on the branches. In the middle of the tree trunk is a mirror; that is where the patient fits in.

At the Center for Health Equity, all voices are heard, information is continuously shared between patients and physicians; and patients' needs are addressed, including those of the refugee population in the area.



"The patient is the center of the interdisciplinary team; they have to lead their healthcare so they can achieve better outcomes," said King. "We want total patient activation. When the patient is engaged in their outcomes we can do our jobs more effectively."

To support the goal of eliminating health disparities in our communities, the Center developed events and programming to improve access, quality and outcomes for its patients. At the Center for Health Equity, all voices are heard, information is continuously shared between patients and physicians; and patients' needs are addressed, including those of refugee populations in the area.

Primary care physicians at the Center include E. Demond Scott, M.D., MPH, Teresa Myers, M.D., MHSA and Elina Shakya, M.D., who is bilingual, speaking Nepali as well.

Programming includes diabetes and nutrition classes, CPR training, breast and prostate cancer screening and even line dancing exercise. Programming is growing in part due to grant funding from organizations such as the Ohio Commission on Minority Health and the Sisler-McFawn Foundation. Through it all, community members have access to education and health and wellness tools to improve their lives.

"Trust is a key component," said King. "We've worked to build relationships and become part of the community. The community has to see you as working in the community and becoming part of it before we can really transform. The transformation can't just be the community participants. We need to transform with them. The transformation is the merging of the two: we must synergistically transform each other."

King recognizes that the Center is a work in progress and has to prove the model's effectiveness; it is critical to measuring the outcomes.

"We are providing programming to positively impact health outcomes. Therefore, we must measure our results. And if what we are doing is not moving the needle then we change our program design and implementation and study the problem to make sure that we are providing the right programming to help people actually live better lives," said King.

The majority of the transformation is still to be realized. In 2013, the Center will incorporate evidence based practices into its work which will transform the way care is delivered for years to come.

Impact

Impacting Lives through Community Partnerships

Summa Health System relies on partnerships and collaborations with local agencies, schools, neighborhood groups and its employees to support the Akron community. A number of Summa's management and executive staff serve as board members with partner agencies, providing knowledge, expertise, the gift of time and other resources to not only strengthen the bond between organizations, but to contribute to their success.

Jay Williamson, M.D., chief medical officer of Summa Physicians Inc., and current chair of AxessPointe Community Health Center, formerly Akron Community Health Resources Inc., continues to see a large number of community members in need of healthcare.

"We still see a huge gap and an unbelievable need for medical care," said Williamson. "Current sites for AxessPointe include Akron, Kent and Barberton, serving both Medicaid and underserved patients. Our board members are devoted to community service and our vision is to expand to other areas of need."

Tom DeBord, president of Summa Barberton Hospital and Summa Wadsworth-Rittman Hospital, also knows what it means to serve. More than ten years ago, he joined the board of the American Heart Association (AHA). He currently serves as chair of the local AHA board as well as on the executive steering committee for the Heart Walk.

"I have had many family members impacted by heart disease," shared DeBord. "My involvement has been very rewarding because I have seen the impact local dollars have made on improving the quality of life of heart disease survivors and their families."

Unhee Kim, MBA, RN, senior vice president, service lines and ancillary services, volunteers often. She serves as a board member on Business Volunteers Unlimited (BVU)/Center for Nonprofit Excellence, the Akron Area Agency on Aging, Akron Urban League (AUL) and formerly at Weathervane Playhouse.

"I believe strongly that leadership has a responsibility to serve the community. I choose nonprofit boards as they have similar missions as Summa with a shared passion for service and commitment to the community. These organizations assist other non-profit organizations, support workforce development, population health and well-being and the development of young citizens. Overall, our collective service to boards contributes to the vitality of our community," said Kim.

Bob Harrigan, president of Summa Hospitals, has been involved with the AUL for more than 12 years, serving as chair of the board for the past five years.

"I believe in the vision and philosophy of the AUL," explained Harrigan. "I have spoken with people who have been involved with AUL and now are in leadership positions in the community. These leaders have told me they are in their current positions because of AUL. This organization gave them the foundation, skills and confidence to grow and be successful."

Greg Kall, chief information officer at Summa, currently serves as a board member for the Conservancy for Cuyahoga Valley National Park and the Great Trail Council – Boy Scouts of America. He has seen firsthand how organizations can influence someone's life.

"By being involved, I can see directly what the needs in the community are," said Kall. "This helps provide a perspective when considering investments our organization makes in the community. It really connects me to the people we are here to serve. As an example, Summa is a corporate sponsor for the Conservancy for Cuyahoga Valley National Park's fall fundraiser. This event raises vital funds for environmental education initiatives as well as scholarship funding for underserved children to attend the Conservancy's week long residential education program."



Tom DeBord



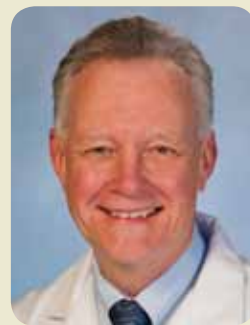
Bob Harrigan



Greg Kall

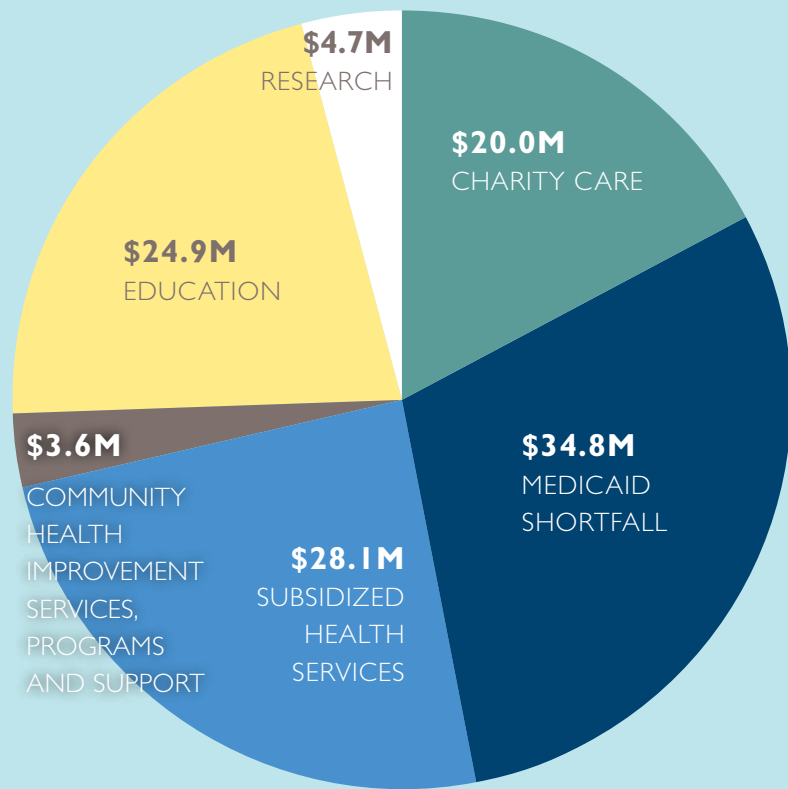


Unhee Kim, MBA, RN



Jay Williamson, M.D.

Community Benefit Summary 2012



2012 COMMUNITY BENEFIT COSTS AND INVESTMENTS \$116.1M

THIS CHART TOTALS \$116.1M AND IS NET OF HOSPITAL CARE ASSURANCE PROGRAM (HCAP) BENEFIT OF \$18.1M

SUMMA HEALTH SYSTEM AND AFFILIATE*

\$20.0M	CHARITY CARE
\$34.8M	MEDICAID SHORTFALL
\$28.1M	SUBSIDIZED HEALTH SERVICES
\$3.6M	COMMUNITY HEALTH IMPROVEMENT SERVICES, PROGRAMS AND SUPPORT
\$24.9M	EDUCATION
\$4.7M	RESEARCH

*To measure and report community benefit, Summa Health System, which includes Summa Akron City and St. Thomas Hospitals, Summa Barberton Hospital, Summa Wadsworth-Rittman Hospital, Crystal Clinic Orthopaedic Center, Summa Western Reserve Hospital, Robinson Memorial Hospital, a Summa Health System affiliate, Summa Physicians Inc. and Summa Rehab Hospital, a joint venture between Summa and Vibra Healthcare, follows Catholic Health Association guidelines.

Charity Care (at cost)

As one of the area's top safety net providers, in 2012 Summa Health System provided more than \$20 million in charity care. This amount represents the net costs, not charges, associated with providing care and does not include bad debt.

Patients with incomes up to 200 percent of the federal poverty income guidelines, or who have a hospital bill that exceeds 25 percent of their gross annual income are eligible to apply for charity care assistance. In addition, there is a sliding scale discount program for those who have income between 200 percent and 400 percent of the federal poverty income guidelines. In 2012, the charity care program (including HCAP) benefited 81,000 patient encounters.

Un-reimbursed Cost of Medicaid

In 2012, Summa Health System's unpaid costs for Medicaid totaled more than \$34.8 million. Ohio Medicaid reimbursements historically have not covered the cost of providing the care to the Medicaid beneficiaries.

Community Health Improvement Services

An important part of Summa's mission is offering preventive and wellness programs to build a healthier community. Throughout 2012, Summa provided more than \$1.4 million to help fund vital health improvement activities such as free and low-cost health screenings, health education services and wellness programming.

Health Professions Education

Summa Health System offers a strong medical education program and fosters a sought-after learning environment for the next generation of healthcare professionals. At three of Summa's hospitals, more than 245 graduates from U.S. and international medical schools train in 17 accredited residency and fellowship programs and 40 percent of residents remain in the community to practice at Summa hospitals. Summa has also

invested more than \$24.9 million of its resources to provide clinical learning experiences in medicine, nursing and allied health.

Subsidized Health Services

Summa Health System is committed to providing subsidized health services – clinical services that meet an identified community need and are provided despite a financial loss. Vital services such as our Center for Senior Health, Care Center for HIV/AIDS patients, the Summa Center for Dental Health and our diabetes education efforts are offered even though they are not profitable. In 2012, the cost of our subsidized health services exceeded \$28.1 million.

Research

Over the past decade Summa's integrated approach to scientific inquiry and research has earned high rankings and demonstrated our dedication to the advancement of medical knowledge. Innovation is at the very core of our programs, providing the ability to redefine medical treatments and keep us on the frontier of medical discovery. As a founding member of the Austen BioInnovation Institute in Akron (ABIA), Summa collaborates with other area institutions to pioneer the next generation of life-enhancing and life-saving innovation that will transform Akron and the surrounding region into a model for biomedical discovery and enterprise. In 2012, Summa contributed a net cost of \$4.7 million to the advancement of medical care and treatments through research. Our mission to continually transform and improve patient care is facilitated by the commitment of our physicians and researchers in all departments to support and expand research initiatives.

Financial and In-kind donations

Every year, Summa participates in numerous community programs and contributes financial assistance and in-kind services to support community organizations and events that provide care and promote health and wellness. Examples include neighborhood health facilities such as OPEN M and AxessPointe Community Health Center (formerly Akron Community Health Resources). AxessPointe,

the region's only federally qualified health center (FQHC), serves residents in Akron, Kent and Barberton, with significant direct financial and in kind contributions provided by Summa. Summa also provides support to the Austen BioInnovation Institute in Akron's (ABIA) Center for Clinical and Community Health Improvement to help develop care delivery models. In total, Summa contributed more than \$2.1 million to community organizations in 2012.

Community Building Activities

Throughout 2012, Summa Health System provided strong leadership and support in various regional alliances and initiatives designed to revitalize our community. Financial contributions were made to Rebuilding Together and Neighborhood Conservation Services of Barberton to improve housing for low-income, senior citizens and disabled persons. To reuse materials and help clear landfills, Summa hosted an electronics recycling event, and in an effort to preserve the ecosystem, employees volunteered at Cuyahoga Valley National Park to remove invasive plants from the forest. At the Haven of Rest, homeless individuals received medical care from our physicians, and physicians along with healthcare providers shared their career experiences with students in the LEAD (Leadership, Education And Development) Teen Volunteer program to help educate future generations. Summa's total financial contributions to community building activities in 2012 totaled more than \$106,000.

Bad Debt Expenses

An important part of Summa Health System's responsibility to provide quality and accessible healthcare includes covering the expenses of payments that were expected but not received. While Summa Health System recognizes that the cost of bad debt is part of the cost of doing business, Summa agrees with the Ohio Hospital Association that it is important to report these costs to show the total picture of how much care Summa Health System provides to the community without full reimbursement. In 2012, the cost for bad debt exceeded \$31.5 million.

Listed below is a partial list of the organizations Summa Health System supported in 2012 (either financially or in kind) through which lives have been improved:



Akron Art Museum	Battered Women's Shelter	The Love Akron Network	Project GRAD
Akron Canton Regional Foodbank	Cornerstone LEAP	Mature Services, Inc.	Project Homeless Connect
AkronReads	Diversity Center of Northeast Ohio	Medina Health Ministry	Project Learn of Summit County
Akron Urban League	East Akron Community House	Minority Health Roundtable	Salvation Army
Alzheimer's Association – Greater East Ohio Area Chapter	Elves and More of Northeast Ohio	National Alliance on Mental Illness	Shaw Jewish Community Center
American Cancer Society	Girl Scouts of North East Ohio	National Association for the Advancement of Colored People	Stewart's Caring Place
American Diabetes Association	Habitat for Humanity	National Multiple Sclerosis Society	Susan G. Komen Northeast Ohio
American Heart Association	Hattie Larlham	Northeast Ohio Medical University (NEOMED)	United Way
American Red Cross	Haven of Rest	Oak Clinic	University Park Alliance
Arthritis Foundation	Heart to Heart Communications	OPEN M	Victim Assistance
Austen BioInnovation Institute in Akron	Leukemia and Lymphoma Society		Women's Endowment Fund of Akron Community Foundation

