

COMMUNITY BENEFIT REPORT 2014



Community is at the Heart of Population Health



At Summa Health, the term “population health” is more than a trendy buzz phrase in the healthcare industry. It is an expectation for the high standard of proactive and personalized care our patients deserve.

To Summa, population health is a significant shift in the approach to healthcare that involves a coordinated group of caregivers who:

- Proactively encourage you to embrace healthy habits and preventive screenings
- Work together to manage your care when you are ill, and
- Join you on the road back to wellness

This all results in a healthier you and a healthier community, while keeping healthcare affordable for all.

Community is at the center of Summa’s vision of population health. To us, a community is not just a geographic boundary. It could be a neighborhood, a racial or ethnic group, a workplace, or anything that bonds a group of individuals. The important thing is we must recognize that every community is unique and they often have different healthcare needs.

As the locally controlled, population health management organization in the Akron area, we strive to be attuned to the distinct needs of the various communities we serve. And, as Summit County’s largest employer, our 9,000 employees live in and actively participate in our communities.

True population health requires us to do more than simply be there with high-quality care when someone is ill; we must invest and engage with the community. We must reach out into the community to educate people about healthy lifestyles, conduct screenings to detect potential health problems at early stages, and break down the barriers that sometimes cause communities to distrust or fear the healthcare system.

In the following pages, you will read about some of Summa’s efforts over the past year to do just that. There are many more examples of how Summa is working to improve the care and the overall well-being of our communities. In fact, in 2014, Summa contributed more than \$67.1 million in community benefit.

But it’s not about the dollars; it’s about the lives being made better. Consistent with our population health strategy, we are taking steps to increase community-based health screenings and education programs in upcoming years. We look forward to sharing those stories with you in future community benefit reports.

Yours in health.

Thomas Malone, M.D.
President and CEO

Rob Whitehouse
Senior Vice President,
Marketing and Community Relations



Going Beyond Expectations to Get Healthy

It's called the silent killer for a reason. If you have hypertension (high blood pressure), you may not know it—especially early on when there are often no symptoms.

And that's the danger.

If you don't know you have it, you may not treat it. And left untreated, the condition could lead to diabetes, kidney disease, stroke or heart attack.

African Americans have even more reason to be concerned. They're four to five times more likely to develop hypertension than other groups in the population, and they usually develop it at earlier ages.

One of the best preventive measures is to begin talking about the risks of hypertension so people can get into the habit of monitoring their blood pressure and adopting healthy habits that can significantly lower their risk.

But how do you start the conversation? Through its community benefit and relations initiative, Summa Health has assembled a group of partners—including the Akron Black Nurses Association and the American Heart Association—who work together in a unique way.

Every other Saturday, nurse Cynthia Bell, President of the Akron Black Nurses Association, pays a visit to Beyond Expectations Barber College on Romig Road to talk to the students—and anyone who happens to be there getting a haircut or hanging out—about the importance of monitoring their blood pressure, eating right and exercising.

Ms. Bell walks up and down the aisles and preaches to the barbers-in-training and their customers as they're getting haircuts. Know your blood pressure number. Eat right. Exercise. And get proper sleep.

Sometimes she'll bring in props to make her point.

Once, she brought in foods from a typical pantry to teach people what they should pay attention to on labels to make sure they're not putting too much salt into their diets. She brought in balloons to illustrate how long-term high blood pressure can weaken artery walls. She'll give free blood pressure screenings, take people on walks and show them exercises they can do at home. Whatever it takes.

And she's not alone.

She's often accompanied by other nurses from the Akron Black Nurses Association and by Summa physician facilitator, Russell Platt, M.D., who's a regular.

The benefit of having Dr. Platt is twofold, says Beyond Expectations Barber College President, Eric Garrett Sr. "Besides educating the students, he and Cindy and everyone from Summa show these young men and women what's possible—they're role models."

And they're effective.

In 2014, 400 people graduated from the program, and all of them have lowered their blood pressures.

"It's gratifying," says Bell. "The guys appreciate that someone cares and takes an interest in them and their health."

Garrett—a former military man whose philosophy is that everyone is accountable to each other—says he's noticed a difference in his students. "They talk about their numbers and they're eating healthier now."

Hypertension may be the silent killer, but it has a vocal and formidable opponent in Akron, one that has improved the health and lives of everyone enrolled in the program and all of the people they touch in their daily lives.



Future Nurses Get Hands-On Training

There's a saying that goes you can't really understand a person until you've walked a mile in their shoes. Well, some local high school students are getting a chance to walk more than a mile in the shoes of the nurses and other healthcare professionals they aspire to become thanks to a program sponsored by Summa Health.

Each year for the past 11 years, the Barberton High School Advancement to Nursing Program has accepted 20 junior and 20 senior high school nursing students into a program that has had incredible success preparing its graduates to earn their college degrees in nursing or acquire the certification necessary to land jobs in other healthcare professions.

The school is housed at Barberton High School but accepts students who meet the proper academic requirements from Barberton, Norton, Copley and Wadsworth.

Three days a week, the seniors are bussed over in the afternoon, after they've finished their coursework at their respective schools. Classes focus on nursing fundamentals, medical terminology, and getting the kids prepared for college coursework. But what makes the program special is the time these students spend at the hospital—observing, shadowing and working alongside nurses and other healthcare professionals as they care for patients.

One other huge benefit, says Barberton High School nursing instructor, Debbie Ritz, RN, BSN, is the arrangement the school has with the University of Akron and its nursing school. “Our students can earn up to six college credits while they're here, and each year, the university holds five seats in its nursing program for our graduates.”

Those are coveted spots, but the university has learned that graduates of the Barberton High School Advancement to Nursing Program come well prepared.

The school has won SkillsUSA national awards turning their high school into a disaster relief center and helping residents in the nearby Pleasantville Healthcare Center and Pleasantville Assisted Living go wireless and use technology to communicate with family and friends.

Also, over the past seven years, 100 percent of the school's enrollees have passed the State Tested Nurse Aide Certification, and more than seven of the graduates are now working at Summa Barberton Hospital as RNs. One, Amanda Reed, just received her masters and is the nursing director on the hospital's 6th floor.

It's an arrangement that benefits everyone. The students gain a lot of knowledge and first-hand experience they could never replicate in a classroom. Workers at the hospital and extended care facilities get some help from the students with patient care. The university is assured a pipeline of qualified nursing students. And the quality of healthcare in the community becomes stronger, too.

“The program is mutually beneficial for the hospital, the students and the community,” says Kathleen Jobe, RN, MSN, NEABC, vice president of patient care services and chief nursing officer, Summa Barberton Hospital and Summa Health Center at Wadsworth-Rittman. “The students are all from the area and spend two full years working in the hospital, so there's a huge shared commitment that results in better trained students who go on to provide care for the community in which they live.”

The goal, says Cynthia Boswell, RN, BSN, the school's advancement to nursing instructor, is to give students as much experience as they can. “They get so much life experience and see what the job is really like. There are also scholarships available that help kids get to college who wouldn't have had a chance otherwise.”



Sometimes
a walk in someone else's
shoes can lead to the
journey of a lifetime.



Called to Preach a New Kind of Message

Pastor David Parker is used to helping people with their spiritual health. Now he's helping them with their physical health, too.

The transformation was personal.

Not long ago, Pastor Parker had an awakening of sorts. He was suffering from some health issues and decided it was time to get healthy. He also decided many of his parishioners at the Zion Apostolic Church and others in the community could benefit from a healthier lifestyle. So he reached out to a group of churches and Summa Health and spearheaded the North Hill Health Challenge.

The goal of the challenge was simple: help people improve their lives by helping them to lose weight.

The first challenge began in September 2014. Every Thursday night, for 13 weeks, a group of about 50 people came to Pastor Parker's church to learn about setting weight loss goals, exercise, nutrition and diet. They participated in healthy cooking classes, learned about different foods and how they're metabolized in the body, went on walks and did aerobic exercises and yoga. This information all came with the help of specially trained healthcare professionals.

They also made a game of it.

Taking a cue from the television show *The Biggest Loser*, the group split into teams and competed against one another to see which teams and which people could lose the most weight.

In this competition, everyone was a winner.

At the final weigh-in, the entire group had lost a total of 202 pounds—an average of nearly 2 ½ percent of their cumulative body weight.

Some did even better.

The winning team members lost an average of 5 ½ to 10 ½ percent of their body weight. The second and third place team members lost an average of 2 ½ to 5 percent of their body weight. To no one's surprise, the individuals and teams that attended the most meetings lost the most weight.

Pastor Parker says he's thrilled with the results, and there was plenty to celebrate. "We celebrated the weight loss, but we also celebrated attendance, because we knew attendance was important. At the end of each meeting, we clapped it out for everyone in a community cheer."

Weight gain and obesity are reaching epidemic proportions in America. One-third of U.S. adults about 17 percent of U.S. children are considered obese and are at risk of developing everything from diabetes and liver damage to cancer and coronary heart disease.

Pastor Parker and Summa are doing what they can to fight back—one person and one pound at a time.

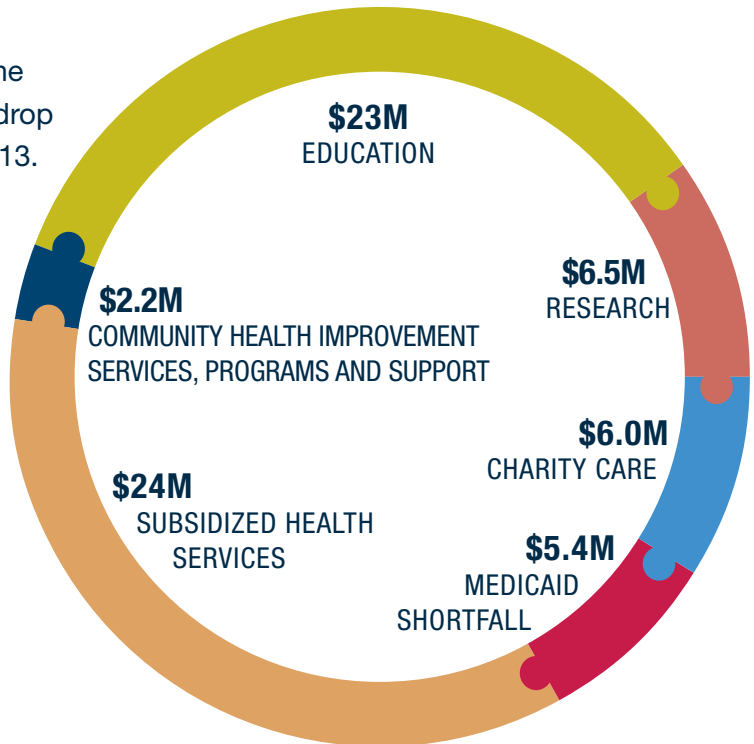
Community Benefit Summary 2014

2014 Community Benefit Costs and Investments **\$67.1M**

This chart totals **\$67.1M** and is net of Hospital Care Assurance Program (HCAP) Benefit of **\$9.0M**. Due to the improved economy, Summa experienced a significant drop in charity care and bad debt write-offs compared to 2013. This resulted in a reduction of uncompensated care.

Summa Health and Affiliate*

\$6.0M	Charity Care
\$5.4M	Medicaid Shortfall
\$24M	Subsidized Health Services
\$2.2M	Community Health Improvement Services, Programs and Support
\$23M	Education
\$6.5M	Research



*To measure and report community benefit, Summa Health, which includes Summa Akron City and Summa St. Thomas Hospitals, Summa Barberton Hospital, Summa Western Reserve Hospital, Summa Physicians Inc. and Summa Rehab Hospital, a joint venture between Summa and Vibra Healthcare, follows Internal Revenue Service and Catholic Health Association guidelines.

Charity Care (at cost)

As one of the area's top safety net provider, in 2014 Summa Health provided more than \$6 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% of the federal poverty income guidelines, or who have a hospital bill that exceeds 25% 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% and 400% of the federal poverty income guidelines. In 2014, the charity care program (including HCAP) benefited more than 67,000 patient encounters.

Un-reimbursed Cost of Medicaid

In 2014, Summa Health's unpaid costs for Medicaid totaled more than \$5.4 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 2014, Summa provided more than \$1.2 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 offers a strong medical education program and fosters a sought-after learning environment for the next generation of healthcare professionals. At Summa's hospitals, more than 240 graduates from U.S. and international medical schools train in 20 accredited residency and fellowship programs and more than 26 percent of program graduates remain in the community to practice at Summa hospitals. Summa has also invested more than \$23 million of its resources to provide clinical learning experiences in medicine, nursing and allied health.

Subsidized Health Services

Summa Health 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, Center for the Treatment and Study of Traumatic Stress, the Summa Center for Dental Health and our diabetes education efforts are offered even though they are not profitable. In 2014, the cost of our subsidized health services exceeded \$24 million.

Research and Innovation

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. Research and

Innovation within Summa Health is focused on providing the best care for our patients, helping to improve the health of our community, and doing so in the most effective and efficient way possible. In 2014, Summa contributed a net cost of \$6.5 million to the advancement of medical care and treatments through research.

Ongoing research is a cornerstone of our mission to constantly transform and improve patient care. Innovation through the testing of new devices and surgical procedures offers Summa patients state of the art care. For example, Summa is studying a new test to predict preterm delivery in pregnant women, evaluating the ability of an antibiotic envelope to prevent infections associated with implanted cardiac devices, and offering a new procedure that combines effective treatments for the elimination or reduction of persistent irregular heart rhythms.

Improving the health of our community is a central focus for Summa Research and Innovation. Researchers at Summa recognize that the health of our population is dependent on preventing disease, not just treating disease.

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 Faithful Servants Care Center. 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 \$925,000 to community organizations in 2014.

Community Building Activities

Summa Health provided strong leadership and support in various regional alliances and initiatives designed to revitalize our community. Summa is working to address workforce shortages through numerous partnerships, including Northeast Ohio Health Science and Innovation Coalition (NOHSIC). Summa also has a strong alliance with Akron Public Schools to help students explore healthcare careers. Summa's financial contributions to community building activities in 2014 totaled more than \$108,000.

Bad Debt Expenses

An important part of Summa's commitment to providing quality and accessible healthcare includes covering the expenses of payments that were expected but not received. While Summa Health recognizes that the cost of bad debt is part of the cost of doing business, Summa believes that it is important to report these costs to show the total picture of how much care Summa Health provides to the community without full reimbursement. In 2014, the cost for bad debt exceeded \$24.2 million.

Listed below is a partial list of the organizations Summa Health System supported in 2014 (either financially or in kind) through which lives have been improved. All organizations relate to community benefit activities. In addition, there are several organizations relating to our community health needs assessment (CHNA) findings. Those organizations are noted with a blue CHNA after the organization's name.

Akron Area YMCA	Boy Scouts – Great Trails Council	Heart to Heart Communications	Salvation Army, CHNA
Akron Children's Hospital, CHNA	Boys & Girls Club of the Western Reserve	Junior Achievement	Stephen Communale, Jr. Family Cancer Foundation, CHNA
Akron Community Foundation	City of Barberton	Kent State University	Stewarts Caring Place, CHNA
Akron Community Foundation – Women's Endowment Fund	City of Green	Kym Sellers Foundation	Summit County Medical Alliance
Akron Summit County Public Library	Clearview Legacy Foundation	Lake Anna YMCA	Susan G. Komen Foundation, CHNA
Akron Urban League, CHNA	Coleman Foundation, CHNA	Leadership Akron	Tutoring Nurtures Talent
Akron Zoo	Community Health Center, CHNA	Love Akron Network	United Way of Summit County, CHNA
American Cancer Society, CHNA	Conservancy for Cuyahoga Valley National Park	Marian's Closet	University of Akron
American Diabetes Association, CHNA	Diversity Center of Northeast Ohio	Mature Services, CHNA	Victim Assistance Program
American Heart Association, CHNA	Emmanuel Christian Academy	Medina County Office of Older Adults	Wayne County Community Foundation
American Red Cross	Faithful Servants Care Center, CHNA	NAACP	
American Red Cross of Medina County	Feeding Medina County, CHNA	National Alliance on Mental Illness, Summit County, CHNA	
Area Health Education Center	Gay Games 9	Neighborhood Conservation Services of Barberton	
Barberton Community Foundation	Greater Akron Chamber	Northeast Ohio Medical University	
Battered Women's Shelter	Greenleaf Family Center, CHNA	Ohio & Erie Canalway	
Blast Glioblastoma	Habitat for Humanity of Summit County	OPEN M, CHNA	
Blick Clinic, CHNA	Haven of Rest Ministries, CHNA	Project GRAD	
Bluecoats, Inc		Project Learn	
		Project Ujima	
		Rape Crisis Center of Medina & Summit Counties	

