

Invest. Engage. Transform.





Building a
Healthier
Community

Summa Health is in the midst of a transformation. Like any transformation, it has required significant change— to our facilities, our processes and the way we engage our patients and the community. Each has been a step on our journey toward population health.

And with the launch of our new Summa Health brand, we made one of our most noticeable changes yet. Summa Health looks like it never has before.

The new Summa Health logo – the visual representation of the brand— is powerful and dynamic. The individual pieces and the vibrant color palette represent the diversity of our employees and our community. It's designed to illustrate our forward momentum and the unique continuum of care we provide. And perhaps most importantly, our bold new look and feel is a way to show the community that great things are happening at Summa.

Of course, the new brand is much more than just a logo. At a higher level, our brand is expressed by what our patients and the community experience when they interact with Summa Health. As an organization, we have a collective passion for making our region a healthier place tomorrow, one life at a time. It's a philosophy we bring to life each and every day.

There are many examples of how we are working to improve the care and overall well-being of the people who call this community their home. Some are included on the following pages and feature organizations, events and individuals who share our vision and commitment to population health management. In all, Summa Health contributed \$95.9 million in community benefit in 2015.

We have the vision and desire to work throughout the community to improve the overall health of the population. Meeting the challenges of this endeavor will require strong collaboration between Summa Health and a multitude of community partners. Together, we can make real progress and improve the health of the community as a whole.

Thomas A. Malone, M.D.
President and CEO

Rob Whitehouse
Senior Vice President,
Marketing and Community Relations

Kicking the Habit

Cigarette smoking harms nearly every organ of the body, causes many diseases, and reduces the health of smokers in general. In fact, the risk of coronary artery disease for smokers is 70 percent higher than for nonsmokers. In addition, it causes about 90 percent of all lung cancer deaths in men and women. So why not just quit?



Quitting smoking is one of the hardest things to do in life. Just ask Betty Breth of Barberton. She's been a smoker for more than 50 years. She tried to quit several times in the past, once succeeding for three years, but has always resumed the habit and was smoking more than a pack a day.

Summa Health wanted to help.

In collaboration with the Akron Metropolitan Housing Authority, smoking cessation classes were made available in the Barberton community in 2015. At both the James Alpeter Senior Apartments and the Allen Dickson Apartments in Barberton, Summa Health System respiratory therapists conducted classes on site to educate residents on the risk factors of smoking and provided them tools to help them quit.

Melissa Linder, Respiratory Care Supervisor, traveled to James Alpeter Apartments.

"As respiratory therapists, a huge part of what we will be doing in the future is getting out into the community and educating community members," explained Linder. "We want to provide that one-on-one educational piece community members may need. This program is a great example of our commitment to population health and improving the overall health of the community."

At the sessions, Linder would discuss with the residents:

- Why do you want to quit smoking?
- What are things that make you feel like you need a cigarette?
- Basic education about smoking and how harmful it is to lungs
- Ways to quit
- What is COPD? How does it affect your lungs?
- What is asthma and how does smoking make it worse?
- Risks and education of oxygen in the home
- Coping mechanisms for stress
- How it feels after you quit smoking

"These sessions with Melissa have made me more aware of my smoking," shared Breth. "I've made changes to my routine and don't mindlessly reach for a cigarette. The tools provided are wonderful, from the pamphlets and fact sheets, to the spirometer; it's been eye-opening.

"And Melissa is the perfect person to conduct these sessions. She's respectful, patient, tactful and knowledgeable." ◊



Coping with the Financial Effects of Cancer

Cancer is one of the most common and devastating diseases in the United States: more than 1.6 million new cases of cancer will be diagnosed and cancer will kill an estimated 600,000 Americans in 2016. According to the National Institutes of Health, based on growth and aging of the U.S. population, medical expenditures for cancer in the year 2020 are projected to reach at least \$158 billion (in 2010 dollars) – an increase of 27 percent over 2010.

One of the major costs of cancer is cancer treatment. Cancer treatments are improving and people are living longer with cancer. Few could argue the benefits of this situation, but a better prognosis does come at a cost. Lack of health insurance and other barriers to healthcare prevent many Americans from getting optimal health care. U.S. cancer survivors face significant economic burden due to growing medical costs, missed work and inability to work.

Summa Health Cancer Institute recognizes the financial burden cancer patients face. At Summa Health, once diagnosed, regardless of cancer type, patients are connected to a dedicated oncology patient financial advocate. This individual sees or speaks to all diagnosed patients receiving IV infused chemotherapy, oral chemotherapy and hormonal treatment. She determines what they might need in the form of assistance, items such as food, gas, rent payment, utilities, prescription copays, drug coverage or transportation. At times, the list may seem endless. She then works with community partnership organizations such as Stephen A. Comunale, Jr. Family Cancer Foundation, American Red Cross and various drug companies to provide assistance to patients.

“I try to take as much of the financial burden as possible off of them,” explained Leslie Morgan-Pfaff- oncology patient financial advocate. “I love being able to provide these resources that the patients wouldn’t know about otherwise. I have seen many tears of joy and gratitude. I think that having the supportive care team in place here at Summa makes the biggest impact for the patients knowing how much support they really do have.”

Summa is one of the only cancer programs in the area that provides this type of assistance.



Here's a snapshot of the financial assistance provided in 2015:

- 445 patients helped
- 85 foundation grants secured
- \$515,840 obtained or awarded to patients through foundations and grants
- \$154,621 reimbursed to patients, mainly from drug companies
- \$1,799,734 in savings for patients through HCAP or uninsured program

These efforts helped relieve barriers to care for oncology patients, providing a small reprieve so they could focus on getting better. ◯

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Preparing Local Students for Career Success

Summa Health historically has had a strong partnership with Akron Public Schools. In 2015, Summa Health developed an eight-week paid summer internship program for Akron high school students and selected 10 students for the initial class. The goal was to provide these students real world career experience.

“This is a great opportunity for our students to have a paid internship,” said Kim Sabetta, assistant principal at North High School.

“These business partnerships give students the opportunity to explore careers they may be interested in. They also gain employability skills and insight into the future, all with the support they need.”

Students performed mostly clerical duties for 32 hours a week. Clinical positions in hospitals were unavailable because regulations prohibit high school students from working alongside patients and health practitioners. However, students were able to gain valuable healthcare knowledge as well as develop workforce skills. Students were expected to be creative in their ideas and forward-thinkers. And they developed leadership skills that will benefit them for life.

Stacie Davidian, managed care contracting specialist at Summa Health, was part of the committee to develop the internship program and served as a mentor to one of the participants.

“The students were so excited for everything,” shared Davidian. “Being able to look at a career experience through the eyes of a person that has never had it before, and seeing how excited and grateful they are, made me take a step back in my own life and be thankful for what I have.”

North High School student Fatima Serour worked with Davidian and helped with contracting and physician engagement. She was part of a large claims project, looking at data trends. Her inquisitiveness during the project led the department to look at the data in a new way.

After participating in the internship program, Serour was able to get a job at Summa Health System— Akron Campus in the gift shop. Feedback after the internship program was that Serour became more social, had more confidence, and was more eager to help.

“I think this program benefits students more than we realize. When they leave Summa, you hope you have made an impact on them and have helped with their life planning,” added Davidian.

The program culminated in a capstone project they presented to Summa Health senior leadership, the superintendent of Akron Public Schools and friends and family.

Due to the success of this pilot program, it continued in 2016 and was expanded into the Barberton community as well.

“It’s an amazing opportunity for our students and great for the community,” said Sabetta. “We couldn’t be happier to be part of this program; it’s been fabulous for our students.” ◉



Photo courtesy of Akron Beacon Journal

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– Kim Sabetta
Assistant Principal at North High School



Saving Time to Save Hearts

Studies have shown that empowering Emergency Medical Services (EMS) to recognize heart attacks in the community leads to better outcomes for patients.

During a heart attack, every minute costs more heart muscle. As one of the region's fastest cardiac emergency treatment teams, Summa Health knows that minutes matter when having a heart attack. That's why Summa Health made a concerted effort to dramatically cut the time it takes to stabilize a patient in our ERs, safely transport them to one of our labs and unblock his or her coronary artery.

The term "door-to-balloon time" (D2B) is used to describe these steps, representing the time when a patient arrives in the emergency room to when a blocked artery is cleared and blood flow is restored to the heart.

For the past several years, Summa Health System — Akron and Barberton Campuses refined this process and showed improvement in D2B times, clocking in times well below the national average.

However, more improvement was possible. Studies have shown that empowering Emergency Medical Services (EMS) to recognize heart attacks in the community, particularly STEMI (ST segment elevation myocardial infarction), the deadliest type of heart attack, and directly notify the dedicated team via the hotline, leads to better outcomes for patients.

"The EMS services and fire departments that are under Summa's direction had been educated and empowered to directly activate the STEMI team," explained Bassej Ijoma, BSN, RN, CCRN, chest pain coordinator at Summa Health. "However, we noticed that Akron Fire Department (AFD), the largest EMS provider in the area, as well as a few other fire departments were not engaging the STEMI team from the field."

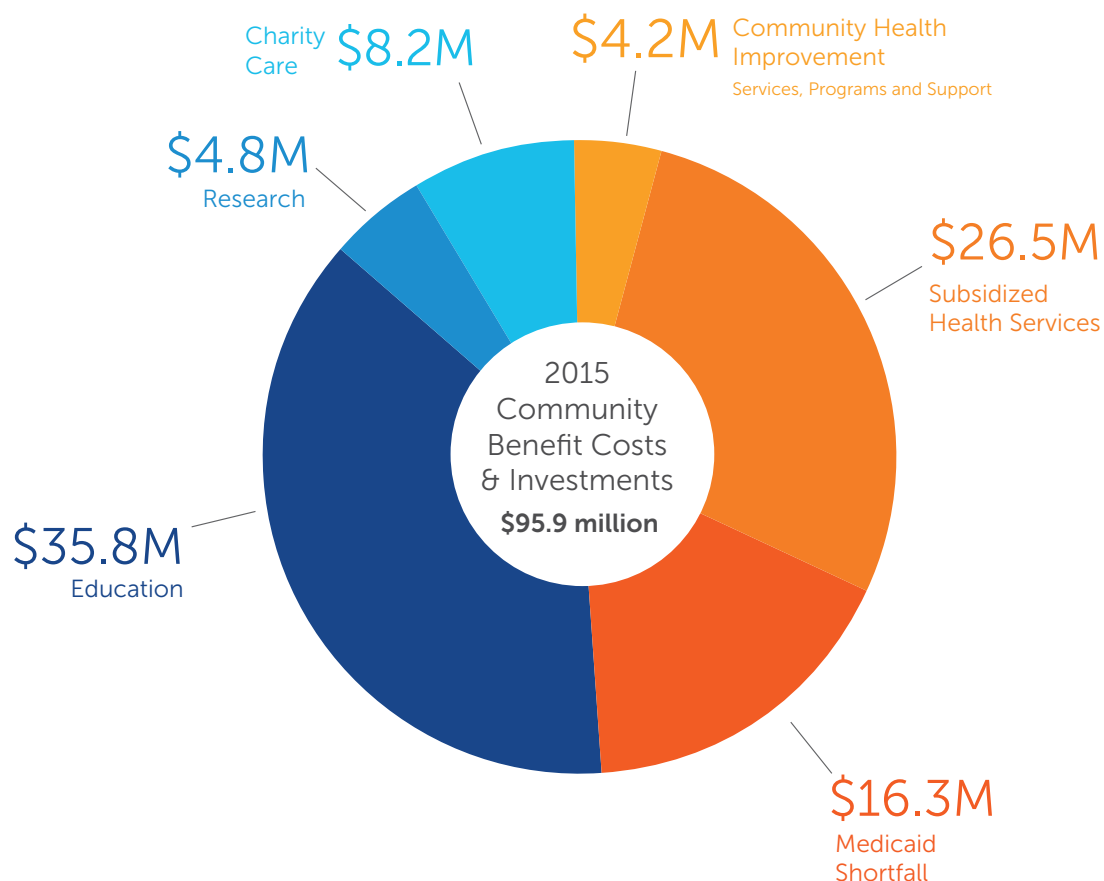
AFD is under the direction of Cleveland Clinic Akron General, so Summa determined that partnering with them would be necessary to get AFD to recognize and begin the process of activating the STEMI team in a more timely fashion.

"With the support of the President of Summa Health Heart and Vascular Institute, Dr. Michael Hughes, several other physicians from both Summa and Akron General, Kathy Serafin, BSN, RN, Summa Health's STEMI coordinator, as well as the chest pain coordinators and AFD, a protocol was agreed upon that empowered AFD to obtain tests faster, more quickly recognize STEMI, and begin the process of activating the STEMI team," said Ijoma.

Akron General subsequently used this protocol to educate all the other EMS services and fire departments under their direction. The entire process is occurring much faster and has had a positive impact on D2B in the region, improving the care and outcomes of community members.

The American Heart Association (AHA) reports that more than 250,000 Americans experience STEMI each year, but less than 30 percent of patients receive treatment within the recommended D2B timeframe of 90 minutes. Currently, the Akron Campus has a D2B time of less than 44 minutes. ◉

Community Benefit Summary 2015



Summa Health and Affiliate*

- \$8.2M** Charity Care
- \$16.3M** Medicaid Shortfall
- \$35.8M** Education
- \$26.5M** Subsidized Health Services
- \$4.8M** Research
- \$4.2M** Community Health Improvement Services, Programs and Support

This chart totals \$95.9M and is net of Hospital Care Assurance Program (HCAP) Benefit of \$6.5M.

*To measure and report community benefit, Summa Health, which includes Summa Health System—Akron, Barberton and St. Thomas Campuses, Summa Health Medical Group 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 2015 Summa Health provided more than \$8 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 2015, the charity care program (including HCAP) benefited more than 58,000 patient encounters.

Un-reimbursed Cost of Medicaid

In 2015, Summa Health's unpaid costs for Medicaid totaled more than \$16.3 million. Ohio Medicaid reimbursements historically have not covered the cost of providing the care to the Medicaid beneficiaries.

Community Health Improvement Services

A large part of Summa's work is offering preventive and wellness programs to build a healthier community. Throughout 2015, Summa provided more than \$3 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 86 graduates from U.S. and international medical schools train in 19 accredited residency and fellowship programs and more than 38 percent of program graduates remain in the community to practice at Summa hospitals. Summa Health has also invested more than \$35 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 the Summa Health Senior Health Center, Summa Health Traumatic Stress Center, the Summa Health Dental Clinic and our diabetes education efforts are offered even though they are not profitable. In 2015, the cost of our subsidized health services exceeded \$26 million.

Research and Innovation

Summa Health is committed to population health management, where our goal is to improve the health of our patients, lower the cost of care we provide, and ensure the care we deliver is efficient and satisfying. Research is a cornerstone of achieving this mission— we must constantly transform and test ourselves and our practices in order to innovate the care we deliver.

Research and Innovation not only helps us improve the care we provide, but offers our patients access to cutting-edge therapies and technologies to improve the overall health of our patients and our community. Over the past decade, Summa has demonstrated its dedication to the advancement of medical knowledge through significant investments in staffing and infrastructure. In 2015, Summa contributed a net cost of \$4.8 million to explore potential new therapies, care coordination improvements and treatment options.

Summa currently has more than 100 open clinical trials across specialties such as cancer, cardiology, neurology, emergency medicine and infectious disease. For example, Summa Health is currently enrolling volunteers in a study using adult stem cells, which are injected into the heart muscle of patients who have experienced an acute heart attack, in order to evaluate the therapies ability to improve healing and heart function. Researchers at Summa are also evaluating a new, non-invasive device to help patients manage their heart failure to reduce hospital admissions and improve outpatient care and outcomes.



Summa recognizes that the health of our patients and the population of our community is dependent on not just treating them with the most innovative, proven therapies, but by researching and discovering the treatments and best practices we will use in the future.

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 \$1.2 million to community organizations in 2015.

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 2015 totaled more than \$145,000.

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 2015, the cost for bad debt exceeded \$15 million.

Listed below is a partial list of the organizations Summa Health supported in 2015 (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 an **orange** CHNA after the organization's name.

Akron Area YMCA, CHNA	March of Dimes, CHNA
Akron Children's Hospital	Marion's Closet
Akron Children's Hospital Women's Board	NAACP
Akron Community Foundation	National Alliance on Mental Illness, Summit County, CHNA
Akron Summit County Public Library	Oak Clinic for Multiple Sclerosis
Alzheimer's Association	Ohio & Erie Canalway Coalition, CHNA
American Heart Association, CHNA	OPEN M, CHNA
American Red Cross	Prescription Assistance Network, CHNA
Area Health Education Center	Project GRAD, CHNA
Barberton Rotary Foundation	Project Ujima, CHNA
Blast Glioblastoma	Rape Crisis Center of Medina & Summit Counties
Bluecoats, Inc.	Salvation Army
Coleman Foundation, CHNA	Stephen Communale, Jr. Family Cancer Foundation, CHNA
Community Health Center, CHNA	Stewarts Caring Place, CHNA
Emmanuel Christian Academy	Summit County Medical Alliance, CHNA
Faithful Servants Care Center, CHNA	The Lippman School
Feeding Medina County, CHNA	Tutoring Nurtures Talent, CHNA
Habitat for Humanity of Summit County, CHNA	United Disabilities Services, CHNA
HANDS Across Medina County Foundation	United Way of Summit County, CHNA
Health in All Policies	University of Akron, CHNA
Heart to Heart Communications	Women's Auxiliary Board of Summit County Children's Home
Kent State University, CHNA	
Leukemia and Lymphoma Society, CHNA	
Love Akron Network	

