



Delaware Hospitals Community Benefits Annual Report 2010



Delaware
Healthcare
Association



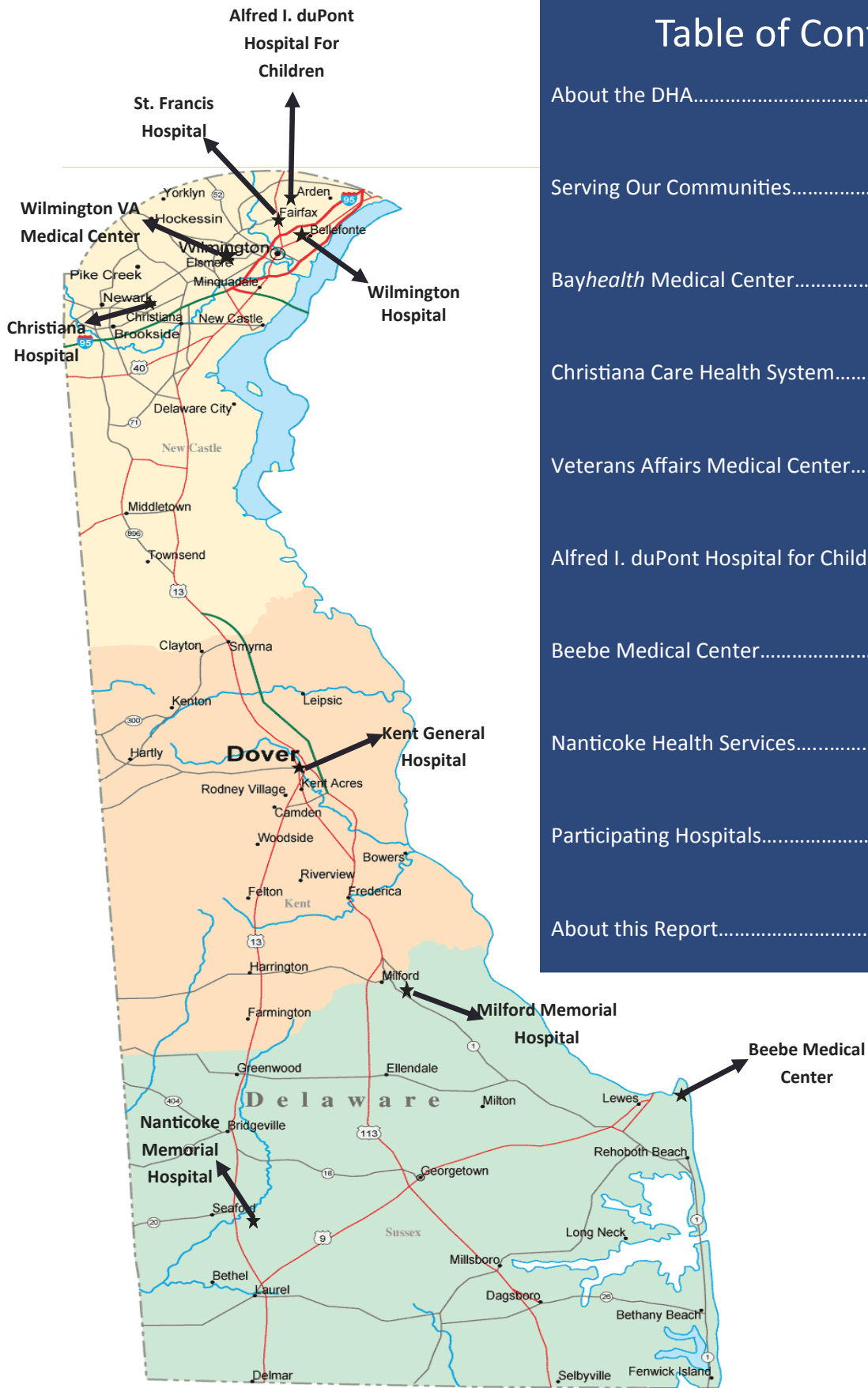


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Delaware Healthcare Association

Purpose

Established in March 1967, the **Delaware Healthcare Association (DHA)** is a statewide trade and membership services organization that exists to represent and serve hospitals, health systems, and related healthcare organizations in their role of providing a continuum of appropriate, cost-effective, quality care to improve the health of the people of Delaware.

Mission

- Provide members with the resources needed to stay current about healthcare issues and their impact.
- Recognize the provision of healthcare services is constantly evolving and changing to better serve patients and their communities.
- Promote effective change in the provision of healthcare services through collaboration and consensus building on healthcare issues at the State and Federal levels.
- Provide effective advocacy, representation, timely communication, and information to our members.

Who We Are

Wayne A. Smith, President & CEO

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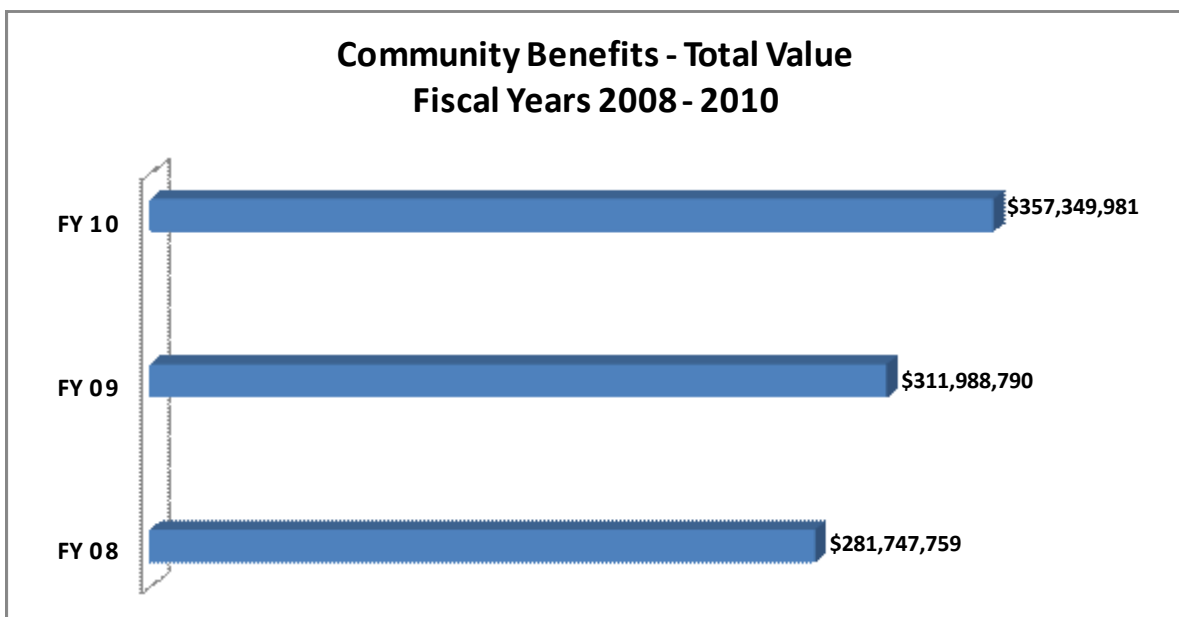
Serving Our Communities

The past several years have not been easy for Delaware or its residents. Delaware has struggled through statewide economic challenges created by looming budget deficits, high unemployment, home foreclosures, and higher demands on the State Medicaid program. While Delaware remains in a state of economic uncertainty, there are signs of recovery and Delaware hospitals are helping to lead the way.

Delaware hospitals are the heart of our communities. They serve as lifesavers, job creators, prevention and wellness centers, research institutions, and national leaders in high-quality, cost-effective care. The dedication and commitment of our healthcare professionals, team members, and volunteers are the reasons why Delaware hospitals are bedrock institutions to well-functioning communities.

As one of the largest private employers in Delaware, our hospitals employed more than 18,000 full-time employees and contributed more than \$190 million dollars in payroll taxes during Fiscal Year 2010. Recent hospital renovations and expansions, designed to address Delaware’s burgeoning healthcare needs, created jobs in the City of Wilmington and in Dover. Additional jobs will be created in calendar years 2012 and 2013 as new construction projects serving Brandywine Hundred and the Middletown and Smyrna areas begin.

Another important way Delaware hospitals are leading the way is through the provision of community benefit programs. In Fiscal Year 2010 Delaware hospitals contributed **\$357 million in community benefits** through charity care, prevention and wellness programs, subsidized healthcare, and more . **This is an increase of 14.5% or just over \$45 million since Fiscal Year 2009, and an increase of 26.8% or \$75 million since Fiscal Year 2008.**





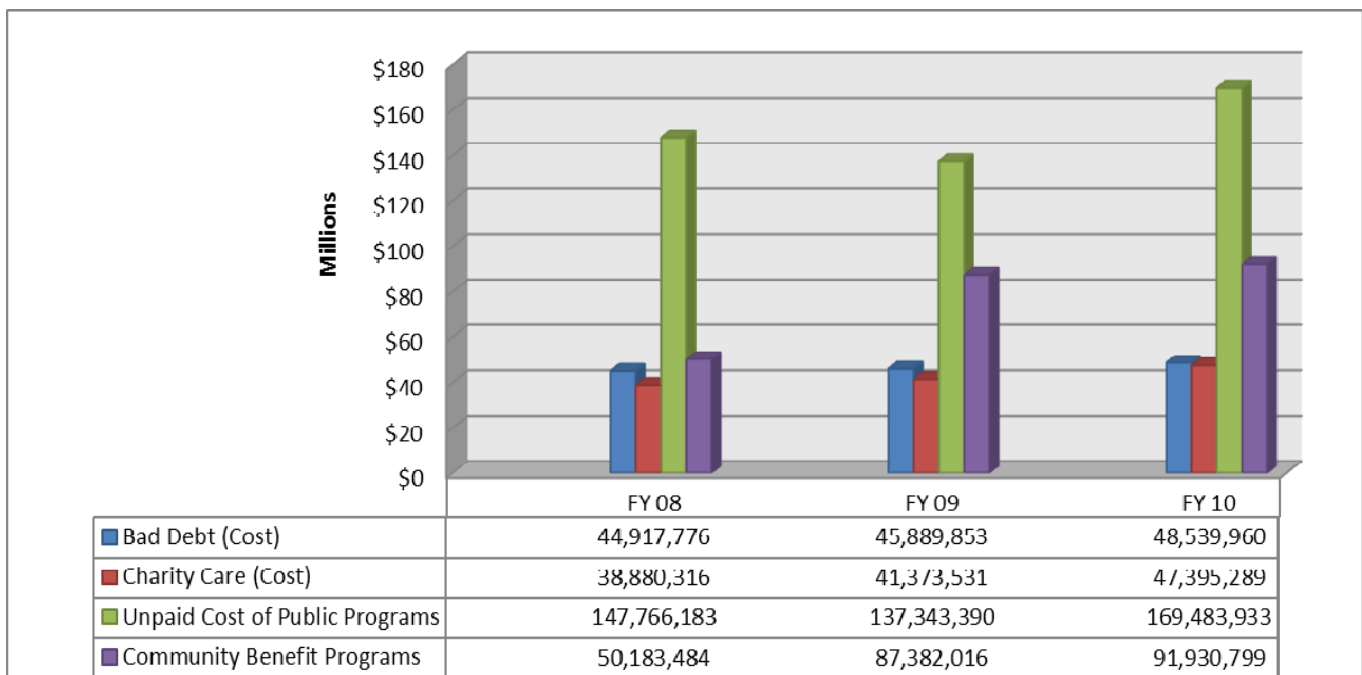
Commitments from Delaware hospitals to their communities have been crucial during Delaware’s recent recession as residents have fallen on hard times and many have lost their health insurance.

The provision of charity care alone has increased from \$39.0 million in Fiscal Year 2008 to \$47.4 million in Fiscal Year 2010. Bad debt write-offs - i.e. uncollected money from individuals where payment was expected but not received — have also increased from \$45.0 million in Fiscal Year 2008 to \$48.5 million in Fiscal Year 2010.

By far the largest contribution hospitals provide as a portion of their total community benefits is serving Medicaid, Medicare, and Tricare patients. Payment for serving these vulnerable groups is woefully inadequate to meet the costs of services provided, meaning that hospitals incur a net loss on all services provided under the umbrella of government sponsored programs. This net loss has ballooned by more than \$30 million since Fiscal Year 2009.

Probably the most significant year-to-year increase comes from the provision of community benefit programs. In Fiscal Year 2010, community benefit programs totaled \$92 million — a \$42 million increase since Fiscal Year 2008. This is a true testament of commitment to improving the health and well being of Delaware communities.

Community Benefits By Category Fiscal Years 2008 - 2010



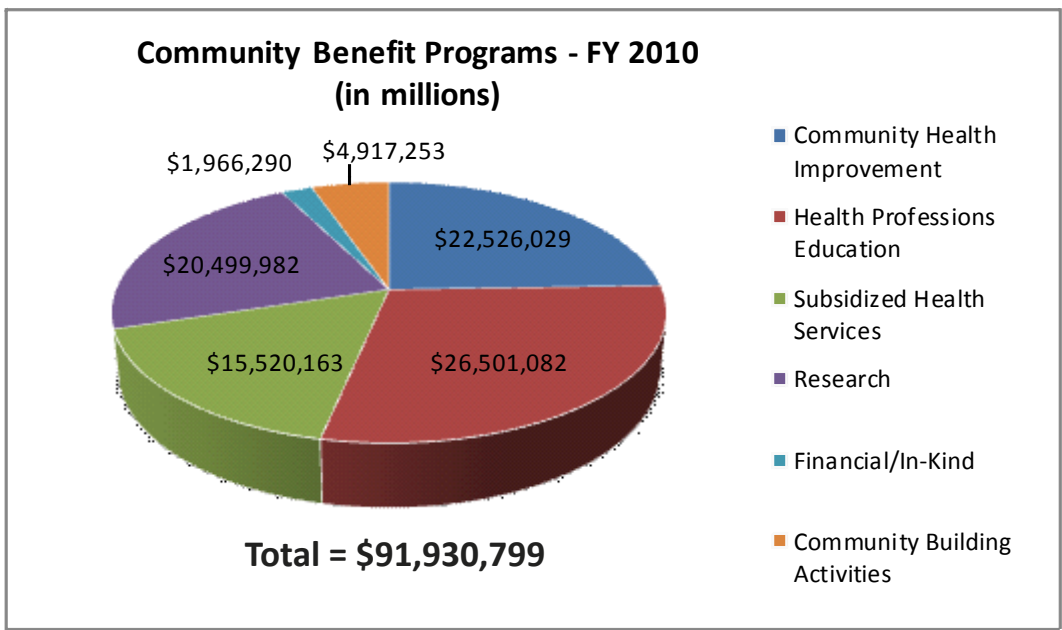


Community benefit programs differ from charity care, bad debt, and net losses incurred from serving people covered by government insurance. Community benefit programs are programs and services provided by hospitals to address community health needs and for which hospitals do not receive payment to cover costs. The federal government has broadly categorized community benefit programs as falling into one or more of the categories noted in the pie chart below.

In Fiscal Year 2010, programs designed for healthcare professionals and community health improvement accounted for almost half of the total community benefit programs spending. Community health improvement programs included various health screenings, community outreach, and school based wellness centers, among other programs.

One common theme found throughout many of the community health improvement activities is reducing obesity in Delaware. For example, several of the wellness centers in Sussex County introduced the Triple 10 Challenge program to help our students battle obesity. This competitive health education program is growing in popularity and showing signs that students are using their new skills to change their lifestyles and those of their families. A similar program began in New Castle County to help schools develop plans for how to reach 150 minutes of moderate to vigorous physical activity per week.

Hospitals have many other community benefit programs. A handful of them are highlighted in this report to represent the crucial mission of all Delaware hospitals to serve those in need.



Bayhealth Medical Center



FOREVER YOUNG

Bayhealth Wellness Centers Promote Healthy Lifestyles

The Bayhealth Wellness Centers work to meet the physical needs of young people, as well as their nutritional, mental, and emotional needs.

The Wellness Centers also emphasize prevention, focusing on healthy lifestyles that a young person will adopt for life. Wellness Center services include:

- Physical Health – Routine physical exams, sports or employment physicals, treatment of minor illnesses or injuries, prescriptions for routine medications, family physician follow-up, and referral for treatment of high-risk conditions.
- Nutrition – Information on healthy eating, special diets, weight management, and sports nutrition.
- Mental health – drug and alcohol counseling, self-esteem enhancement, stress and anxiety intervention, suicide prevention, individual and family counseling, and referral.
- Laboratory tests – simple blood tests, throat cultures, and pregnancy testing.

Bayhealth Medical Center



- Education – programs to promote a healthy and safe lifestyle, including smoking prevention and cessation, individual and group health education, HIV and AIDS education, responsible decision making, healthy lifestyle habits, and health promotion.

Several of the Bayhealth Wellness Centers also sponsor the “Kick Butts Generation” program which not only promotes an anti-tobacco message with students, but also gives those students an opportunity to spread the message to younger students in junior high school and elementary school.

The Bayhealth Wellness Centers initiated the “Ride the Wave to Health” which provides health screenings and health education to help students make healthy lifestyle decisions.

The Bayhealth Wellness Centers sponsor the Delaware Primary Care Initiative on Childhood Obesity, the Not On Tobacco (NOT) smoking cessation program for students, the “Healthier Weight a Healthier Way” support group, and the “Manage Anger Differently” discussion group for students.

Bayhealth Wellness Centers are available at seven Delaware high schools including Dover High School, Polytech High School, Lake Forest High School, Smyrna High School, Woodbridge High School, Caesar Rodney High School, and Milford High School.

WELLNESS CENTERS

Provide Scholarships To Students

For the first time, the Bayhealth Wellness Centers have awarded scholarships of \$500 each to four Delaware high school students who dream of serving in healthcare.

“With the growing needs of the Baby Boomer generation and an expected shortage of providers, it is absolutely essential that we help cultivate the next generation of health care professionals,” said Bayhealth Wellness Center Manager Sandi Voss, FMP, RN.

In 2011, The Bayhealth Wellness Centers awarded the scholarships to four outstanding seniors who demonstrate academic excellence, are active in their community, and who aspire to careers in the health care profession.

The Bayhealth Health Career Scholarship is funded through donations to the Bayhealth Foundation. To find out how you can help make dreams come true, please call (302) 744-7015 or visit www.bayhealth.org.

Bayhealth Medical Center



Chris Dukes from Bayhealth Medical Center offers guidance to lab student Nicole Starke in the Bayhealth Laboratory.

PAY IT FORWARD **Bayhealth Employees Give Back Through Mentoring**

Many Bayhealth employees "Pay It Forward" by volunteering their time to mentor students or younger peers in their profession.

Case in point: Chris Dukes, MT (ASCP), who has served for more than 13 years in the Bayhealth Laboratory and has been Hematology Lab Supervisor for more than six years. Dukes embraces the opportunity to mentor laboratory students and help prepare them for their profession. Each spring, a University of Delaware medical technology student receives real-world training in Dukes' lab. Each fall, Dukes mentors a medical lab technician student from Delaware Technical & Community College.

The four week internships give the students an opportunity to utilize cutting edge lab technology, apply classroom theory, and learn first-hand from a seasoned laboratory professional.

"They learn theory in the classroom, but we introduce them to the real workplace. The students do everything from gathering white blood counts, to analyzing blood samples. It gives them exposure to the real world," said Dukes.

He says schools may offer theory, but limited practical application. However, a hospital allows the student to apply fully what he or she has learned. He also says a hospital setting places higher demands on students, ultimately making them better professionals.

"In a hospital, you actually see the patients who benefit from your work. You also need to provide lab results more quickly, under deadline, without sacrificing accuracy. These demands ultimately make you better," said Dukes.

In addition, the mentoring gives students an opportunity to cultivate their professional network, and expose them to a potential future employer.

Dukes notes that several former students returned to become valuable employees in the Hematology Lab. The internship provided the students an

Bayhealth Medical Center

opportunity to learn about their future work environment, while giving Bayhealth an opportunity to become acquainted with the skills and work habits of their future employees.

“We enjoy working with these students. We enjoy helping them and giving them this exposure. We try to expose them to as much as possible so they’ll be better prepared to enter the workforce,” said Dukes.

That’s a common theme among the many mentors at Bayhealth. From the Hematology Lab, to the Pharmacy, Bayhealth leaders want to teach, guide, and nurture anyone with an inquisitive mind and the determination to learn their craft.

THE HOUSE OF PRIDE Bayhealth Plant Operations Give Back To The Community

In addition to providing outstanding health services, Bayhealth employees also volunteer to give back to the community.

This year, Bayhealth’s Plant Operations team helped save The House of Pride, located at 105 South New Street in Dover. The House of Pride has played a valuable role in providing treatment and housing for people recovering from devastating drug addictions. But, in recent years, the facility had fallen into disrepair and faced possible closure due to various building code violations.

In 2011, employees from Bayhealth Plant Operations and Whiting Turner (the construction management company overseeing the expansion of Kent General Hospital) volunteered to put their trade skills to work, to help rehabilitate the House of Pride. Plumbers from Bayhealth Plant Operations installed new pipes to replace leaky rusting pipes that had eroded. Bayhealth painters put up a fresh coat of paint in the building exteriors to brighten the building and Bayhealth carpenters installed doors, fixed walls, and repaired ceilings. In just two weeks, Bayhealth and Whiting Turner volunteers transformed the crumbling building into a new home, in full compliance with city building and fire codes.

Photo Below: David Simms, Stephen Orick, Bill Hutchins, Tom Price, Bill Reece, Andy Strouse, Keith White (on the step in the back), Howard Parker, Ralph Gregson, Tom Vella, & Crystal Connors. Not pictured above are: Dan Nicar, Chuck Faubel, Walt Becker, and Darryl Dixon.



Christiana Care Health System

ASTHMA CAMP

Camp Provides Safe Summer Fun!

A canoe trip on the Brandywine was one of the highlights of this year's Asthma Camp. Louis Savino enjoyed the time of his young life this summer, petting horses, bowling, and swimming. These may seem like everyday activities for a 9-year-old, but having everyday fun has its challenges for children with asthma.

Louis, a Middletown resident, attended Asthma Camp, where volunteers from Christiana Care made certain Louis and 10 other campers stayed healthy while they played games and learned how to manage their asthma.



“Volunteers are integral to the success of the camp,” says Will Braunlein, Program Specialist for the American Lung Association. “People from Christiana Care step up each and every year.”

Mary Gant, a Christiana Care nurse and registered respiratory therapist, has volunteered for 12 years. This year, she helped guide a canoe trip on the Brandywine River.

“Kids whose triggers are heat or humidity or physical exercise learn that they can still have an excellent time canoeing and swimming if they pre-medicate,” she says. “Parents tell us their kids don’t like to take their

medications in front of other children, but they don’t worry about it here.”

Based at Christiana Care’s Eugene duPont Preventive Medicine & Rehabilitation Institute, the week-long Asthma Camp is designed to educate children ages 7 to 11 on ways to deal with such asthma triggers as pollen, smoke, and animals.

For example, kids who react to animals learned that it’s OK to pet a horse, as long as you wash your face and hands afterward.

“It’s a fun environment that stimulates learning,” Braunlein says.

Christiana Care Health System

Christiana Care allows employees to devote work hours to volunteering at the camp. It's important to reach out to the community, says Fran Gott, Christiana Care's Clinical Manager of Respiratory Care and a former Asthma Camp volunteer himself.

"We try to accommodate schedules so the camp has the support of respiratory therapists, day in and day out," he says. "We are committed to helping these children who are severe asthmatics attend camp like any other kids."

Louis and the other campers learned about asthma through such hands-on activities as filling toilet paper tubes with cotton candy and then dissolving the cotton candy with spray from a water gun.

"The water gun is like our inhalers," he says. "It clears out the tubes so we can breathe better."

One of the best parts of camp is getting to know other kids who have asthma.

"Summer is supposed to be fun," Louis says. "I learned a lot at Asthma Camp—and had fun at the same time."

SAFE AND GREEN

Medicine Cabinet Clean Out Day

More than 250 people from throughout the tri-state area came to Christiana Care's Stanton campus for the second Medicine Cabinet Clean-Out Day held on January 22. The event supports Christiana Care's focus on both patient safety and environmental friendliness.

Christiana Care partnered with the State of Delaware and the Delaware Nurses Association to collect more than 508 pounds of unwanted and expired medications. Eight pounds of aerosol inhalers were collected, too. One of the most unusual items turned in was veterinary medicine for lions.

"This was the second time that Christiana Care hosted this event and we are thrilled with the participation," says Bob Mulrooney, Chair of Christiana Care's Environmental Stewardship Committee. "The quantity of medications collected increased significantly from last year."

All medications collected during this event were disposed of in an environmentally responsible manner. Flushing medications down the drain is no longer an acceptable form of disposal. Unwanted or expired medications – often detected in municipal water supplies – can cause thousands of accidental poisonings each year.

More than 30 staff volunteered at the event from the Departments of Nursing, Pharmacy, Facilities Engineering, Occupational Safety, Human Resources, Public Safety, and the Environmental Stewardship Committee, along with local law enforcement, the Drug Enforcement Administration (DEA), and the Delaware Board of Pharmacy.

Christiana Care Health System

COMMUNITY LINK HEALTH DAY Opportunities to Eliminate Health Disparities

Residents and neighbors of the 1900 block of Market Street were LINKed to health services during a Community Health Day that offered the Wilmington community free and easy access to health screenings and information.

On Oct. 3, 2009, Christiana Care's Helen F. Graham Cancer Center and other community partners presented the second LINK (Linking the community, Immediate health information, Navigating the road, and Knocking out disparities) in a chain of opportunities to eliminate health disparities.

More than 100 residents stopped by Community Health Day. A large number took advantage of the free on-site screenings such as HIV and chronic disease screenings that included cholesterol, sugar, and blood pressure. In addition, there was cancer awareness



education and information available to attendees. For the kids, there was music, healthy snacks, giveaways, and a moon bounce.

"Part of the Helen F. Graham Cancer Center's mission as National Cancer

Institute-selected community Cancer Center is breaking barriers and "knocking out disparities," says

Nora Katurakes, RN, MSN, OCN, Christiana Care's Manager of Community Health Outreach and Education. "What better way to do this than to partner with people in the community who know their neighbors."



This Community Health Day LINKs Christiana Care with the Wilmington Senior Center, Greater Brandywine Village Revitalization, Market Street Pharmacy, McConnell Johnson RealEstate, LLC., City of



Wilmington Parks & Recreation, and other local community partners. The goal is to connect people with little or no health insurance to healthcare and disease prevention services.

Christiana Care Health System

WILMINGTON HEALTH FAIR Neighbors Help Neighbors

Located a few blocks from the Wilmington Hospital campus of Christiana Care Health System, Hanover Presbyterian Church and Christiana Care have long been good neighbors.

Hanover and Christiana Care recently joined forces to advance their common, goal—caring for our neighbors in the city through a health fair held at the church.

More than 50 people attended the event, which was staffed by healthcare professionals from Christiana Care, including social workers, community outreach and education workers, and staff from the Emergency Department and Center for Heart & Vascular Health.

“We feel as though the right group was targeted, and the people we screened really needed and appreciated our services,” said Rhonda Coleman, Chronic Disease Screening Coordinator, Community Health Outreach and Education Department.



In all, 34 people had their blood pressure checked, and 19 took advantage of the cholesterol screening—testing that is designed to catch problems sooner, when they are easier to treat. Ten participants took an online heart risk assessment and were referred to the hospital for a free in-person screening for heart disease.

“I could feel the warmth of all the people who worked or volunteered at Hanover,” said Diane Kiernan, Emergency Department representative. “Who knows if and when these people would have had an opportunity to have this medical testing?” In addition, Christiana Care provided helpful information on depression, alcohol and drug addiction, and cancer screening to people in the community.

At the Clothing Closet, clothes, shoes, and accessories were displayed on tables. It looked like a store—except the merchandise was free. Of the people who attended the health fair, 46 signed up to shop in the Clothes Closet.

Hanover’s Pastor, Rev. Andy Jacob, said the church looks forward to continuing its partnership with Christiana Care to reach out to people in need in the city.

“Thanks to you all for working together to provide not only a meaningful service, but to do so with grace and compassion,” he said. “Amen from here!”

Veterans Affairs Medical Center

COMPENSATED WORK THERAPY One Veteran Supporting Other Veterans

"I am very appreciative of Compensated Work Therapy (CWT) and the follow-through it provides. I have been here almost a year and I see Mike as a fantastic advocate. He is a believer – he pushes issues that are meaningful to Veterans and markets his program well."

At a time when criticism of the government and government programs seems to be in vogue, the review of Mike Merrill's efforts on behalf of fellow Veterans in CWT is refreshing and serves as a reminder that results can and should be measured using more than one parameter.

"Medication only goes so far," said Dr. Cordula Holzer, Chief of Behavioral Health and Merrill's supervisor at Wilmington Veterans Affairs Medical Center (VAMC). "When they [Veterans] enter the world of work, they need structure. Without structure, there is no progress. Whatever can be done, we'll go 150 percent to support the employer and foster the Veteran's success. Mike is a big part of that."

Unfortunately, whatever accolades Merrill garners for his dedication and persistence, he doesn't have the power to create jobs.

"Growth in the CWT program has mirrored the decline of the economy and the increasing number of discharged jobless Veterans," said Merrill, who manages the CWT program. What began in 2007 with a budget of \$20,000 and serving a pair of worksites – where Veterans clocked about 3,000 hours – has grown to serve nine VAMC sites and paid 21,000 clock hours last year on a \$160,000 budget.

The goal of CWT is eventual community placement and independent living. Merrill has guided many people toward those goals over a career spanning more than 30 years. He was a state social worker for 15 years before joining the VAMC team in 1991. He initially reported for temporary duty in Japan to help Veterans transition back to civilian life, but matching former warriors with jobs here at home is what gives Merrill the most satisfaction.

"Supported employment," Merrill said, "is just like it sounds. It provides lifelong follow-up to Veterans with a serious mental illness. In 2006, we had 16 people receiving rehab and employment services. Today, in this economy, demand is always greater than the number of positions we have. And people have to remember that these are patients, not employees. Work is just a part of a continuous education and rehabilitation process that includes a purpose and measurable goals."

Veterans Affairs Medical Center



In short, the CWT concept evolved as a community/work reintegration program for chronically unemployed veterans. Under Merrill's supervision, Veterans have several options to improve their work habits and job skills. Some are eventually placed in permanent positions within the hospital, some are matched up with cooperating employers, and others continue their training in a job program or vocational school. CWT workers are responsible for the campus recycling program and have repeatedly demonstrated they are a force in readiness. They responded during record snow and rain last year and can be counted on to report for duty on short notice, such as operating elevators when automatic systems are shut down for upgrades.

There is one thing Merrill is quick to point out to anyone looking for an easy ride. "This is not a permanent job program," he repeatedly tells his

fellow Veterans. "It is designed to move the Vet to meaningful employment."

Still, some in the program don't get the message and run out of time.

As an increasing number of Veterans return from the Middle East with severe head trauma related to IED blasts, they have an experienced comrade in Merrill, who worked more than four years in the Delaware Division of

Vocational Rehabilitation helping patients recover from traumatic brain injuries. He earned a Master's degree in Human Services from Lincoln University and holds a certification in vocational assessment from George Washington University.

Time is a precious resource for Merrill, who performs all of the related logistics and correspondence tasks himself. And despite a schedule that includes campus visits, workshops, and coordinating job training opportunities for patients, Merrill can be counted on to stop and offer a handshake and a smile to a Veteran and ask about their latest vocational success.

"Where else could I change so many people's lives," Merrill says with obvious pride. "I have the best job in the hospital. Say a social worker tells me about a homeless Vet in the hospital, malnourished and nowhere to go – I can fix that."

Veterans Affairs Medical Center



"Where else could I change so many people's lives," Merrill says with obvious pride. "I have the best job in the hospital."

Merrill considers himself to be an Air Force brat and said he is fortunate to be a witness to historic events such as flight records set by the X-15. He was at MacDill Air Force Base in Florida during the "Bay of Pigs" invasion. Later, his father earned the Distinguished Flying Cross while trying to evacuate troops under siege in Vietnam, where only six of 13 planes were able to land under heavy enemy fire. After seeing those events unfold, Merrill admits he "got the fever" and enlisted in the Marine Corps, where he served as a rifleman from 1975 to 1977.

His passion and sense of duty have not gone unnoticed. "I hope to get Mike some outreach people this year," Holzer said. "I see it [CWT] as a growing program that is fiscally sound and worth the investment. Mike has an intrinsic drive to do the right thing – he is very passionate. It's his calling, and he impresses upon people that this program needs to be on everyone's radar. It is great to see patients' progress and see them back on their feet because we are doing our jobs."

Holzer is Merrill's biggest supporter and an outspoken advocate for Veterans trying to find their way in our society. Testing and counseling reveal the patients' needs and abilities and the CWT staff use that information to locate a suitable job match either within the hospital or in the community.

"I have seen great success beyond the pills, but whatever we do, the patient's condition should not become the center of attention," Holzer cautioned.

"We concentrate on ability, not disability. I believe in a holistic care model that meets patient needs using a team approach. This department and the VAMC share that goal."

Alfea Amos coordinates the Supported Employment Program in Wilmington. A 29-year VA employee, she worked at the Perry Point, MD facility, where she helped Veterans deal with a variety of mental illnesses from schizophrenia to bi-polar disorder. But she looked north of the Mason-Dixon Line to satisfy her own need to foster enduring change for a growing number of mentally disabled and brain-injured Vets. Now, she helps Veterans find competitive employment and is available to coach them through difficult work-related situations.

"We were very fortunate to hire Ms. Amos," Merrill said. "She brings a wealth of knowledge to the CWT program." Amos has worked aboard the Wilmington campus for a year. She will make job site visits if asked by the Veteran, but will not disclose the nature of her work to employers. Her mantra is simple: "We are all disabled in one way or another – we have to overlook our limitations and find success where we can."

The mediator, trainer and job coach insists that everyone has something to offer – you just have to find the right match. "It's challenging," she said, "but when that person calls and says 'I got the job,' or 'I got the interview,' it's all worthwhile.

"The look of success is priceless."

Veterans Affairs Medical Center

SUICIDE PREVENTION WEEK

Senator Tom Carper recognized Suicide Prevention Week at the Dover Community Based Outpatient Clinic (CBOC) Friday, September 10, 2010. VAMC staff presented a Suicide Prevention and Post Traumatic



Stress Disorder (PTSD) program. Charles Dorman, Wilmington VA Medical Center Director, and the Delaware National Guard were also on hand.

The Dover CBOC works with the Delaware Department of Labor, the Division of Substance Abuse and Mental Health, and the Mental Health Mobile Crisis Team. Other partners include Bayhealth, Beebe, and Nanticoke Hospitals, local emergency shelters, Dover Behavioral Health, and the Delaware Commission on Veterans Affairs.

Dave Parsons, Suicide Prevention Case Manager, presented the Suicide Prevention Program's goal: "To improve our ability to identify Veterans before, during, and after an emotional crisis... to prevent suicides." The VAMC's "Flag List" tool and Computerized Patient Record System help identify and assess Veterans at high risk for suicide.

The VAMC's mobile Suicide Prevention Program provides outreach activities. Mr. Parsons noted, "Our mobility has been an asset in assisting Veterans needing hospital admissions... in an emotional or physical crisis." PTSD symptoms can include insomnia, anxiety, headaches, nightmares, depression, and alcohol or drug abuse.

More information about PTSD is available from the National Institute of Mental Health, the National Center for PTSD and the American Psychological Association. The VA Mental Health webpage is www.mentalhealth.va.gov. The Veterans Crisis Line is (800) 273-8255; press 1 for Veterans.



 **Veterans
Crisis Line**
1-800-273-8255 **PRESS 1**

IT'S YOUR CALL

Confidential help for
Veterans and their families

• • • • • Confidential chat at VeteransCrisisLine.net • • • • •

Nemours/Alfred I. duPont Hospital for Children

MAKE SCHOOL A MOVING EXPERIENCE

In 2009, Nemours Health and Prevention Services was awarded a three-year grant from the U.S. Department of Education Carol M. White Physical Education Program, a significant achievement, given that these grants are typically awarded to schools or school districts.

The grant project is termed “Make School a Moving Experience” and aims to:

- help schools develop plans for how to reach 150 minutes of moderate to vigorous physical activity (MVPA) per week;
- provide school staff with tools and professional development to enable MVPA;
- develop a statewide network to offer support for staff providing MVPA; and
- give after-school providers tools and training to enable MVPA.

Currently, as a result of Nemours Health Prevention and Services’ continued focus on the issue, and the resources provided by the federal grant, 71 percent of Delaware elementary schools (74 schools) are actively working on providing students with 150 minutes of moderate to vigorous physical activity weekly.



Nemours/Alfred I. duPont Hospital for Children

LET'S MOVE! CHILD CARE

"This is a passion. This is my mission. I am determined to work with folks across this country to change the way a generation of kids thinks about food and nutrition."

— First Lady Michelle Obama



First Lady Michelle Obama's *Let's Move!* campaign enlisted the help of Nemours to launch a healthy eating/active living initiative and interactive website focused on early childhood.

Let's Move! Child Care is geared to the thousands of dedicated professionals who care for and educate young children in child care centers and family child care homes. These providers are in a position to influence the eating and physical activity habits of the 12 million children under the age of 6 who attend child care in this country.

The [Let's Move! Child Care](http://www.healthykidshealthyfuture.org) website (<http://www.healthykidshealthyfuture.org>) offers an abundance of free educational materials for providers. There are dozens of creative ideas for teaching young children about nutrition, preparing and serving food in child-friendly ways, and working physical activity into story time.

Among the site's features are the trusted resources of Nemours Health & Prevention Services; [KidsHealth.org](http://www.kidshealth.org), the world's most-visited website for children's health information; *Healthy Habits for Life*,

Nemours/Alfred I. duPont Hospital for Children

a downloadable toolkit for child care providers developed by Sesame Street and Nemours; as well as resources provided by USDA and the National Association of Child Care Resource & Referral Agencies (NACCRRA).

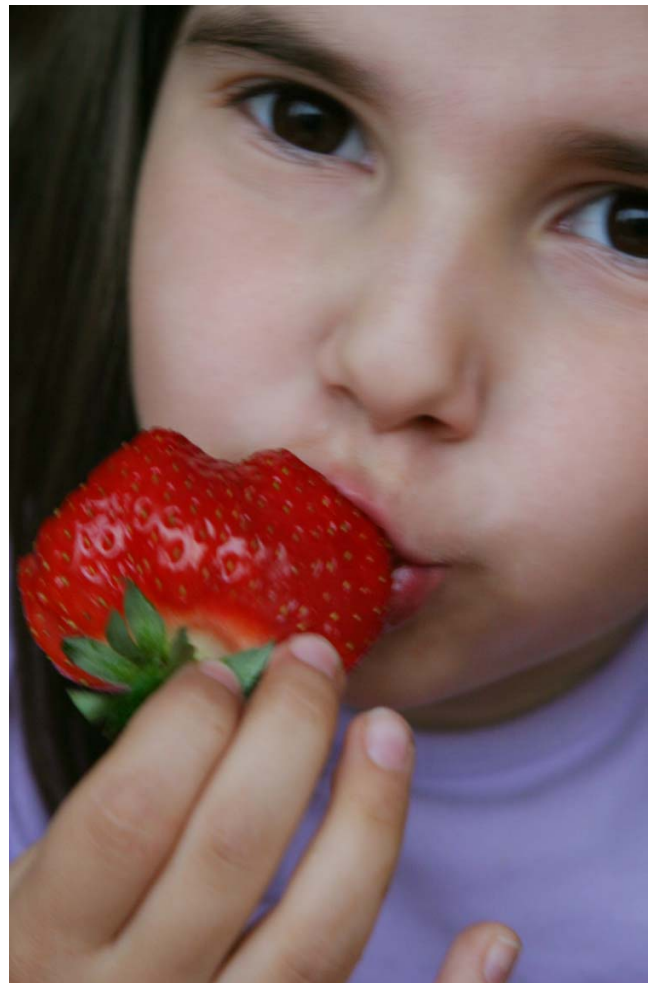
COOKFRESH

Community research projects enable Nemours to benefit a broader audience and enhance community partnerships.

One example is *Cookfresh*, a research collaboration with Christiana Care Health System made possible through Nemours' participation in the Delaware Health Sciences Alliance and a community grant from the Ammon Foundation.

Based on our expertise in pediatric obesity, Nemours was asked to develop an aspect of the community research that would engage children and families to promote nutritional skills.

Cookfresh targets patients who are vulnerable to diabetes with a goal of slowing the progress of the disease. A dietitian and Nemours childhood obesity expert Sandra Hassink, MD, launched the two-year program of 10-week sessions to teach families practical means of managing food choices, including selection and preparation.



Beebe Medical Center

ADVANCING HEALTHCARE KNOWLEDGE

Chelsea Reed is on her way to becoming a nurse. At the moment she is a first-year student at Beebe School of Nursing and a Certified Nursing Assistant at Beebe Medical Center.

She jump-started her nursing career as a student at Cape Henlopen High School, where she took part in a unique program, the Health Professional Pathway program, designed to prepare young people for a career in the healthcare field. The program is a partnership between Delaware Technical & Community College, Cape Henlopen School District, Beebe Medical Center, and Beebe School of Nursing.

The students not only learn about the different opportunities in the healthcare field, but also learn medical terminology, basic nursing skills, safety and emergency procedures, and ethical and confidentiality guidelines that are critical in the medical field. They

learn about how to care for patients with dementia, as well as patients who need rehabilitation. As part of the curriculum, the students have clinical training that is coordinated by the Education Department at Beebe Medical Center.

Upon successful completion of their senior year, students are eligible to sit for the state Certified Nursing Assistant (CNA) exam. After passing the state exam, graduates are eligible to work as Certified Nursing Assistants. They also will have met an important prerequisite for acceptance into the Beebe School of Nursing program. Before Chelsea was accepted at Beebe School of Nursing, she attended Delaware Technical & Community College in Georgetown

“The Pathways program at Cape Henlopen High School allowed me to get exposure to the hospital environment while I was a high school student,” Chelsea recalls. “The path I took of graduating high school as a Certified Nursing Assistant and then going into nursing school at Beebe has really benefited me. I highly recommend it.”

Chelsea Reed was able to jump-start her nursing career when she participated in the Health Professional Pathway Program sponsored by Beebe Medical Center.



Beebe Medical Center

RECRUITING HEALTHCARE PROVIDERS TO MEET COMMUNITY NEEDS

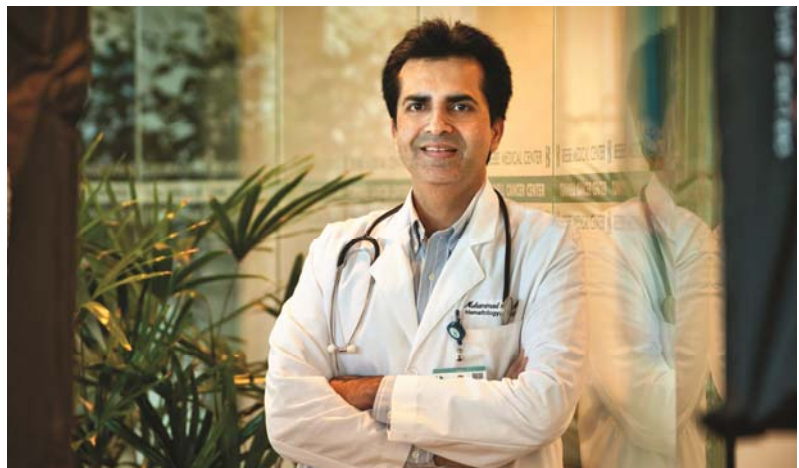
The U.S. Department of Health and Human Services has defined Sussex County as a Medically Underserved Area. It is hardly a surprise to residents who already know that there are not enough doctors or medical professionals to provide care. Waits are long for appointments and some specialists are difficult to find.

Beebe Medical Center carried out a community needs assessment and, based on its findings, in recent years has been actively recruiting primary care physicians, several different specialists including dermatologists and cardiologists, physician assistants, and nurse practitioners to meet this critical need. Other specialties deemed necessary include otolaryngology for illness and diseases of the ears, nose, and throat and pulmonology for diseases of the lungs and respiratory system.

Marilyn Hill, Director of Physician Services, is in contact with physician organizations around the country. She attends conferences and is one of the Delaware hospital representatives from underserved communities working through state channels to recruit physicians.

During 2010, Beebe Medical Center successfully recruited several physicians, including a family practice physician, two medical oncologists, and two gastroenterologists. These physicians are working with Beebe Medical Center to continually improve the community's access to quality medical care.

Photo Below: Muhammad Arif, MD, is one of the two medical oncologist/hematologists recruited to Beebe Medical Center in 2010. Dr. Arif is Board Certified in Medical Oncology, Hematology, and Internal Medicine. He has more than 10 years of experience and has developed an interest in treating patients with multiple myeloma, lymphoma, and colon cancers.



Beebe Medical Center

COMMUNITY OUTREACH

Free Screenings and Prevention Education

There is no bigger advocate of colonoscopies—colon cancer screenings—than Sussex County native Jerry Wingate.

Mr. Wingate, just like many of us, postponed a colonoscopy for years. He was 67 years old when he finally went to Beebe Medical Center gastroenterologist Robert C. Deckmann, MD, for the screening—advised when a person turns 50 years of age. A colonoscopy, performed as an outpatient procedure, can identify and remove polyps in the colon, which can be an early stage of colon cancer.

“He said I had cancer,” Mr. Wingate recalls. “It had eaten right through my colon into the urethra.”

Beebe surgical oncologist James E. Spellman, Jr., MD, performed surgery to remove the cancer. Because the cancer had spread to the urethra, Beebe Urologist Richard C. Paul, MD, also took part in the surgery. Mr. Wingate has returned to Beebe Medical Center’s Tunnell Cancer Center for tests and checkups, and has met with medical oncologist/hematologist Aasim Sehbai, MD. The surgery was a success, and Mr. Wingate has not needed radiation or chemotherapy.

“I’m clear,” he says. The experience motivated Mr. Wingate to support Beebe Medical Center’s efforts to educate people about the importance of colonoscopies.

He also invited a Beebe outreach representative to speak to members of the Delmarva Harley Owners Group, of which he is assistant director.

Beebe Medical Center has disease prevention and early diagnosis outreach programs for cancer, diabetes, and heart disease. Specialized nurses encourage people to have regular screenings under the guidelines established by the American Cancer Society, the American Heart Association, and the American Diabetes Association.



Photo Above: Jerry Wingate of Millsboro is back to riding his motorcycle following his colon cancer surgery.

Beebe Medical Center

Beebe Medical Center’s Cancer Screening Nurse Navigator Kathy Cook, MSN, RN, encourages people to have screenings for colon, breast, prostate, and cervical cancers. She helps people access financial, transportation, translation, and other related resources. She also has initiated an “Early Detection Connection” campaign, which reaches out to physicians and offers case management services to their patients who are in need of screenings they cannot afford.

A team of nurses in the Community Health Department educate people about the importance of early detection of heart disease, diabetes, and osteoporosis. They offer free screening and education programs at local churches, schools, and community centers. They target minorities, high-risk groups, and underserved populations. They began a series of free classes on disease prevention and healthy lifestyles. These classes were designed to help adults improve



Photo: Pastor Israel Figueroa of the Iglesia de Dios Maranatha Church is among those being screened for high blood glucose and cholesterol at a Beebe Medical Center sponsored free screening event.

their eating habits, to introduce more exercise into their daily lives, and to support their efforts to stop smoking. Preventive care is important in a community that has been designated as a physician underserved area since 1976. Beebe Medical Center, responding to the local physician shortage, invested more than \$2.9 million last year to attract and encourage physicians to practice in Sussex County.

CANCER EDUCATION AND EARLY DIAGNOSIS

While treating cancer patients is of paramount importance at Beebe Medical Center, the emphasis on prevention and early diagnosis stands out.

“We know that the patient’s prognosis is better if the cancer is diagnosed in the early stages,” says Kathy Cook, MSN, RN, Cancer Screening Nurse Navigator at Tunnell Cancer Center. Her role is to encourage people to be screened for breast, cervical, prostate, and colon cancers.

The Cancer Screening Nurse Navigator role has existed several years, thanks to the State of Delaware Cancer Treatment Program. In 2010, a new cancer prevention, education, and early diagnosis program has allowed the role to expand.

The Philadelphia Affiliate of Susan G. Komen for the Cure funded the new program, Sharing our Stories, Saving our Sisters (SOS²) with a \$99,986 grant to Tunnell Cancer Center.

Beebe Medical Center

SOS² focuses on providing free breast cancer screening and education to women in minority and underserved populations in Sussex County who might otherwise not receive the healthcare that they need.

Judith Ramirez, Ed.D., Manager of Psychosocial Services and Outreach at Tunnell Cancer Center, who is spearheading SOS², enlisted a team of cancer survivors to spread the message. These women, called “lay navigators,” are trained in how to educate other women and in the resources that are available.

“It has become my passion,” says lay navigator Joyce Rickards. “With early breast cancer detection, you get a second chance to live life to the fullest.”

Ms. Rickards knows the fears and hope that one goes through after being diagnosed with cancer. In 2006, she was diagnosed and treated for gastric

cancer. In 2008, she was diagnosed and treated for breast cancer.

“God has brought me through cancer twice, and this is why I need to help others. Spiritually, it is the path I need to be on,” Ms. Rickards says, adding that women listen to her because of what she has gone through.

Ms. Rickards explains that she became a lay navigator in memory of her mother, who died of breast cancer. Her mother was diagnosed and treated, and then lived for 25 years until the cancer returned.

Photo Below: Lay navigators volunteer their time to encourage women in the community to learn about breast cancer and to follow American Cancer Society guidelines for getting mammograms. Navigators are, left to right: Carolyn Spence, Antionette Wright-Johnson, Joyce Rickards, and Daisey Mae Wright.



Nanticoke Health Services

MAKING WOMEN’S HEALTH OUR BUSINESS

Nanticoke Health Services has expanded efforts to “*Make Women’s Health Our Business*”. Through increased support, partnerships, and the growing passion of its staff, Nanticoke expanded outreach and education activities including the initiation of its first annual “Girls Night Out” event. The goal for this event was to reach women through breast health education including information on breast self-exams and the importance of annual mammography screenings.

To reach more women, Nanticoke combined educational information with a night of fun and games. More than 200 women attended this inaugural event. Representatives from the Nanticoke Cancer Care Center, The Delaware Breast Cancer Coalition, and the American Cancer Society came together to share information.

In the words of Linda Johnston, community member, breast cancer survivor, and attendee, “I was inspired by the event; inspired to share my story and tell



Nanticoke Health Services



others that we can fight this disease, and we can win. I can't wait for next year!"

This event motivated staff and community members alike to come together to partner at many events throughout the community. These events ranged from educational opportunities, to partnerships for expanded women's health education, to at-risk populations, to fundraising events for items such as wigs and accessories for women undergoing chemotherapy.

In addition to increased activities around breast health education, Nanticoke is committed to women's health by expanding access to physicians who specialize in women's health needs. During this past year, this included the recruitment of a female urologist, a female general surgeon, and an endocrinologist experienced in women's health issues such as thyroid disorders.

HISPANIC OUTREACH

Through Nanticoke's Community Benefit Committee, a team of Nanticoke staff and volunteers initiated a coordinated approach to reach the Hispanic population in central and western Sussex County. The Hispanic population represents 11% of the population in Nanticoke's service area and in some areas as high as 30%. While Nanticoke has provided some outreach at Hispanic events, there is a need to do more to pull together the existing resources and

develop collaborations.

Opportunities to increase preventive health education and screening programs in the Hispanic community have been identified. One example is prenatal care. Hispanic women deliver 400 – 500 babies a year at Nanticoke.

The team identified the opportunity to improve Hispanic mothers' education on prenatal care, "kick counts", birth spacing, and prenatal and postnatal depression screening. Other needs identified include outreach aimed at educating the Hispanic population about the importance of preventative screenings for breast cancer, prostate cancer, skin cancer, and diabetes. Nearly two-fifths of Hispanic adults say they never get health screening tests for common illnesses like heart disease and cancer.

As a part of this initiative, Nanticoke is working with partners like La Esperanza, Inc., La Red, and the Iglesia De Dios De Maranatha church to develop solutions to concerns such as a lack of transportation to health services and assisting this group through the process of preventative care and screenings through diagnosis and treatment to follow-up care.

Nanticoke Health Services



EDUCATING FUTURE LEADERS

Nanticoke knows that its future rests firmly on the shoulders of future generations. In order to prepare the next generation, Nanticoke participates in several activities focused around the youth of the community. These activities include initiatives from participating in the *Prescription for Health Program* through the Sussex Child Health Promotion Coalition, to providing kid-friendly healthy eating information at places like the Western Sussex Farmers' Market.

Nanticoke hosts educational tours for elementary students where classes come to the hospital to help alleviate fears about what to expect if they need to come to the hospital, but also to learn what it is like to have a job in the healthcare field. Nanticoke hosts a Health Career Intern program each year with area high school students as part of their curriculum and provides several scholarships each year to graduating seniors pursuing a healthcare career. Our kids are our future. Providing for a healthier community means doing what we can to help our children live healthy and productive lives.

Nanticoke Health Services

STROKE EDUCATION MINUTES MATTER!



Nanticoke Memorial Hospital, a Silver Performance Achievement Award winner according to the American Stroke Association's Get with the Guidelines, continues to provide stroke education to residents of Sussex County through a multi-front approach from community education to support groups for patients and care givers.

The signs and symptoms of stroke are posted throughout Nanticoke facilities, and every employee wears a card with the signs and symptoms on their

employee name badge to help them identify possible stroke patients immediately.

Patients who come to the emergency room with signs of stroke will be seen by a doctor within 10 minutes, have a CAT scan to check for damage to the brain within 25 minutes and have the CAT interpreted within 20 minutes. But to be able to give patients the best chance for recovery, everyone needs to recognize the signs.

The signs and symptoms of a stroke everyone should know are:

- **Sudden weakness/numbness on one side of the body**
- **Sudden trouble speaking**
- **Sudden severe headache**
- **Sudden loss of balance**

If you have signs of a stroke, call 911 immediately!

Nanticoke Health Services

NANTICOKE CANCER CARE CENTER— SUPPORT AND COMPASSION

A continuing commitment to community education, outreach, and screening will never fade for the staff at the Nanticoke Cancer Care Center. Again this year, staff provided education and outreach at many, many community events throughout Sussex County.

Nanticoke provides screenings and cancer education for anyone who needs it and actively recruits minorities (who are often at greater risk) and the uninsured (who often don't get the primary care they need) for screenings. The goal, early detection, diagnosis, and treatment!

Nanticoke works in conjunction with the Delaware Cancer Consortium and the Delaware Department of Health and Social Services to increase the number of Delawareans successfully screened through the Nurse Navigator program. Through this program, more than 450 colonoscopies, more than 430 PSA and /or DRE tests for prostate cancer, nearly 500 mammograms for breast cancer, and 260 Pap tests for cervical cancer were completed last year. The Nurse Navigator program is a free service offered to area physicians to assist them in regularly screening their patients for colon, prostate, breast, and cervical cancers.

Nanticoke Cancer Care Center provides support for patients and their families through the Care

Coordinator who works with patients helping with financial and transportation needs and with support for patients and families. Nanticoke continues to partner with many other organizations to provide several support groups, resources for patients and families, and awareness and peer support events.

CONTINUING TO EXPAND ACCESS TO CARE IN WESTERN SUSSEX COUNTY

Having enough physicians in different specialties, available to provide access to healthcare continues to be a challenge for rural communities such as Western Sussex County. Nanticoke Health Services continued its strong commitment to ensuring access to healthcare a high priority. In 2010 and 2011 Nanticoke again invested in the community by recruiting additional physicians in various specialties to the community, providing residents access to health information and preventative medicine to keep them healthy longer and allowing Sussex County patients to stay closer to home, and to their families when they are ill.

Nanticoke physicians work hard every day seeing patients in their offices or at the hospital. They also work throughout the communities promoting healthy eating and active lifestyles, attending health fairs, speaking to community groups, and partnering with local organizations such as LaRed and the Sussex Child Health Promotion Coalition to address important health needs in our communities.

Thank you to the following hospitals for providing stories and photographs for the 2010 DHA Community Benefits Report



Alfred I. duPont Hospital for Children
The Nemours/Alfred I. duPont Hospital for Children offers a treatment philosophy and level of care and comfort that sets the standard for children’s healthcare. The 200-bed teaching hospital is integrated with the Nemours Children’s Clinic staff, which provides more than 30 specialties of pediatric medicine, surgery, and dentistry in a patient-and family-centered environment.



Bayhealth Medical Center
Central and Southern Delaware’s largest healthcare system, Bayhealth is comprised of Kent General and Milford Memorial Hospitals, Middletown Medical Center, and numerous satellite facilities. Bayhealth is a technologically advanced not-for-profit healthcare system employing over 2,900 with a medical staff of 458 physicians.



Beebe Medical Center
Beebe Medical Center offers an array of inpatient, outpatient, emergency, and diagnostic services. Beebe Medical Center is a 210-licensed-bed, not-for-profit seaside community hospital. Beebe’s specialized service lines include cardiovascular, oncology, women’s health, and orthopedics.



Christiana Care Health System
Christiana Care Health System is one of the country’s largest healthcare providers, ranking 16th in the nation for hospital admissions. Christiana Care includes two hospitals with more than 1,100 patient beds, a home healthcare service, preventive medicine, rehabilitation services, and a network of primary care physicians and an extensive range of outpatient services.



Nanticoke Memorial Hospital
Nanticoke Memorial Hospital is located in Seaford, Delaware. What started as a 32-bed hospital in 1952 has grown to include extended care services, business services, outpatient services, medical centers located across Sussex County Delaware, and a host of preventive medicine and health education programs.



Wilmington VAMC
The Wilmington VAMC offers comprehensive services ranging from preventive screenings to long-term care. The Wilmington VAMC proudly serves Veterans in multiple locations for convenient access to the services it provides. In addition to the Medical Center, Community Based Outpatient Clinics are located in Georgetown and Dover, DE.

About This Report

Data Collection

The data included in this report represents voluntary responses from seven of Delaware's nine acute care hospitals. The survey behind the report was designed to gather information about hospital community benefits in the following categories:

- Charity Care
- Net Expense of Community Benefit Programs
- Bad Debt
- Shortfall from Government Sponsored Healthcare Programs.

These categories are identical to those recommended by the American Hospital Association's (AHA) Community Benefit Reporting Framework. The AHA framework for reporting Community Benefits ensures report reliability and validity. The Delaware Healthcare Association's survey is also meant to be aligned with the IRS Form 990 and accompanying Schedule H requirements.

The data represents the aggregate results of the community benefits inventory for each reporting hospital's Fiscal Year 2010 activities.

Glossary of Terms Used in the Report

Charity Care. Free or discounted care provided to patients who cannot pay, who are not eligible for public programs, and who meet certain financial criteria in accordance with hospital policy. Charity care includes services for which hospitals neither received nor expected to receive payment because they had pre-determined the patient's inability to pay. Charity care is reported as the cost of the care to the hospital.

Community Benefit Programs. These are defined as programs and services provided by hospitals that address community health needs and for which hospitals do not receive payment to cover the costs. Community benefit programs include medical research, health professions education, community health services and education, clinical services, community building activities, financial and in-kind contributions, and subsidized health services.

Bad Debt. Healthcare services for which a hospital expected payment, but did not receive it due to a patient's unwillingness to pay. Distinguishing bad debt from charity care is often difficult and dependent on a patient's disclosure of their financial situation, and willingness to apply for charity care.

Unpaid Cost of Public Programs. This is expressed as a shortfall. Shortfalls are the difference between what a hospital receives in payment from the government and the actual cost of providing the care, not including contractual allowances. Medicare and Medicaid are two government sponsored healthcare programs incurring the highest financial shortfalls for hospitals.



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