

# Community Benefit Report 2010



**"We are committed to improving the health of our community in all we do."**

- NGHS mission statement

## Organization Overview

Northeast Georgia Health System (NGHS) is a not-for-profit community health system dedicated to improving the health and quality of life of the people of Northeast Georgia. Through the services of a medical staff of more than 500 physicians, the residents of Northeast Georgia have access to comprehensive medical services. The Health System offers a full range of healthcare services through its fully accredited hospital in Gainesville, Northeast Georgia Medical Center (NGMC), which was named one of the country's 100 Top Hospitals for 2009 by Thomson Reuters. Northeast Georgia Medical Center's expert level of care has been recognized on a national and statewide level including:

- Number one in Georgia and top 5% in the nation for Cardiac Care
- Accredited with Commendation by the American College of Surgeons Commission on Cancer for Cancer Care
- CARF-accreditation for inpatient rehabilitation including stroke specialty care certification, one of the first in the nation
- American Society of Bariatric Surgery Center of Excellence certification and the first hospital in Georgia to offer gastric bypass surgery using the da Vinci robotic surgical system.

Additional facilities in Hall County include: three urgent care centers; a mental health and substance abuse treatment center; two outpatient imaging centers; two long-term care centers; and outpatient physical, occupational and speech therapy clinics. NGHS also plans to build a new hospital in the Greater Braselton area. This 119-acre health-care village, called River Place, already includes a medical office building that houses numerous physician specialties, an urgent care center and outpatient services including imaging, lab and physical and occupational therapy.

Led by volunteer boards made up of community leaders, the 557-inpatient, 261-skilled nursing bed health system serves almost 700,000 people in more than 13 counties across Northeast Georgia. As a not-for-profit health system, all revenue generated above operating expenses is returned to the community through improved services and innovative programs. NGMC's Charity Care Policy supports the provision of care for indigent patients, regardless of their ability to pay.

Facilities throughout northeast Georgia serve to extend NGHS' reach into the community, including: additional outpatient rehabilitation centers offering physical, occupational and speech therapy; a satellite cancer treatment center; and

in-home services such as hospice and Lifeline, a personal emergency response system.

## NGMC Recognition/News

### Thomson Reuters 100

### Top Hospitals & 2009 THOMSON REUTERS TOP HOSPITALS NATIONAL

### Everest Award

NGMC was named one of the **Top 100 hospitals in the nation** according to a study released by Thomson Reuters, an independent news and business organization. NGMC also received the **100 Top Hospitals Everest Award**, which was awarded to 23 of the Top 100 hospitals demonstrating top performance and accelerated improvement according to the study.

### United Way Chairman's Award

In 2010, NGMC received the United Way of Hall County's Chairman's Award. This award is given each year to one company that demonstrates high campaign excellence and whose support extends far beyond annual campaign giving. NGMC was recognized for its support of United Way and United Way agencies.

### Northeast Georgia Medical Center Receives American Stroke Association's Get With The Guidelines Bronze Performance Achievement Award

NGMC received the American Stroke Association's Get With The

Guidelines<sup>SM</sup> Stroke Bronze Performance Achievement Award. The award recognizes NGMC's commitment and success in implementing a higher standard of stroke care by ensuring that stroke patients receive treatment according to nationally accepted standards and recommendations.

#### **Bronze Medal for Organ Donation**

NGMC received the bronze **Medal of Honor** from the **U.S. Department of Health and Human Services, Health Resources and Services Administration, for saving lives through organ donation.** The Medal of Honor was awarded for outstanding achievement and sustaining national goals for donation, including a donation rate of 75% or more of eligible donors during a 22-month award period.

#### **NGMC Closes in on \$1 Billion Contribution to Local Economy**

NGMC generated almost \$1 billion in revenue for the local economy in 2009 according to a report by the Georgia Hospital Association, the state's largest hospital trade association.

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#### **Charity Care**

NGMC's charity care policy removes barriers for low-income populations beginning with free care for patients up to 150% of the poverty level. Further, self-pay patients up to 300% of the poverty level qualify for an adjustment equivalent to the hospital's Medicare reimbursement rate.

#### **Total Charity Care Cost for FY10:**

\$16 million for Hall County; \$9 million

for regional residents

#### **Community Outreach**

NGMC values cooperative efforts with community services and other health-care providers to improve the health status of area citizens. NGMC demonstrates its value for collaborative efforts within the community through many partnerships ranging from serving as lead agency of the Safe Kids Coalition of Gainesville-Hall County, to partnering with community health organizations, to helping reach at-risk populations in need of health care.

#### **In FY10, over \$4.3 million was provided in community benefit programs/outreach.**

Community education was provided through free community lectures, various support groups, and the semi-annual health magazine, *Communicare*. Over 20 presentations were made through the Speaker's Bureau, and NGMC also offered smoking cessation classes, as well as Living Lighter, a weight loss program. NGMC offered 20 free community education seminars in Gainesville and Flowery Branch in 2010 on topics including heart disease, cancer, sleep disorders, and parenting. These seminars generated more than 1,650 participants and 22 different physicians from practices throughout the community participated in the seminars.

#### **Highlights of Community Benefit Programs and Activities**

##### **NGMC Volunteers**

In FY10, more than **500 NGMC volunteers** contributed more than **61,000 volunteer hours**, equivalent to **36 full time employees** and a **value of over \$1.2 million**. This is a record in the history of The Medical Center Auxiliary. While these figures are not included in the quantitative portion of the community benefit report, they show the depth of support the community gives NGMC. The Teen Volunteer

Program had a record number of teens, 109, to participate in 2010. The teens came from five counties and represented 20 different schools within the area.



#### **Partnering to Reach the Uninsured: Health Access Initiative, Good News Clinics, and Hall County Health Department**

NGMC continues partnering with others in the community on the issue of reaching the uninsured or underserved with the health care they need. NGMC is an active member and partner with initiatives aimed at this important issue such as Health Access Initiative (HAI). In 2010, HAI benefited from major funding through The Medical Center Foundation's (MCF) *Healthy Journey II* Campaign. The Medical Center also provided office space as an in-kind donation. By agreement, HAI clients utilize both inpatient and diagnostic services at the Medical Center.

HAI enrolls adult (18 - 64-year-old) residents of Hall County who are uninsured and not eligible for other public programs and are at or below 150% of federal poverty level (\$30,000 for a family of 4). Close to one-fourth of the Hall County population (22%) has income below 150% of the federal poverty level guidelines (US Census, 2000). Approximately 11% of the population in Hall County is uninsured.

Other collaborative partners working with HAI besides NGMC and MCF include Good News Clinics (non profit organization - free clinic), the Hall County Health Department, MedLink (federally qualified community health clinic), Department of Family and Children's Services, North Georgia Community Foundation, Healthcare Georgia Foundation, and Hall County Medical Society

Funding from NGMC also helps

provide medications, medical supplies and other support for Good News



Clinics – the largest free clinic in Georgia.

Founded in 1992, the Good News Clinics is a Christian ministry that provides medical care to the indigent and uninsured population at no charge. In FY10, nearly \$350,000 was donated to help Good News Clinics provide care to indigent patients who were at or below 150% of the federal poverty guidelines and did not qualify for other programs.

NGMC plays a major role in funding a primary care clinic at the Hall County Health Department to improve access to primary healthcare services for low-income people in our community. **In FY10, NGMC contributed over \$1.2 million.**

### The Medical Center Foundation Raises Funds to Benefit the Community

The MCF is the fundraising arm of NGMC and NGHS and raises funds to improve the health of the community. The Foundation's operating expenses are supported by NGMC so that donated funds can be used to support NGMC projects and community health improvement initiatives. Following are items of interest to note:

- The 2009 Medical Center Open Golf Tournament, held in FY10, raised over \$200,000 to benefit the Outdoor Recreation Complex at Boys and Girls Clubs of Hall County.
- **Since 1997, over \$2 million has been raised for community health improvement projects through The Medical Center Open.**



### Safe Kids Coalition Works to Keep Kids Safe

The Gainesville-Hall County Safe Kids Coalition, led by NGMC, is part of the National Safe Kids Campaign, the first and only national organization dedicat-

ed solely to the prevention of unintentional childhood injury, which is the nation's number one killer of children ages 14 and under. This program provides affordable safety equipment such as car seats and bike helmets to area children in need. Working with a coalition made up of law enforcement, area schools, community volunteers and others, Safe Kids provides educational materials and programs that teach children and their parents how to avoid accidents and injuries.

Safe Kids continued the work of injury prevention for families in the



Hall County community in 2010 thanks to the support of MCF and the *Healthy Journey II* Campaign.

In FY10, members of the Gainesville-Hall County Safe Kids Coalition provided over 400 programs and events that reached an estimated 52,000 children and their family members, teachers and caregivers. Through these programs, over 5,900 safety devices were distributed to families who were in need of them.

### Getting Older and Better Workshop

Approximately 150 people participated in the Getting Older and Better Workshop in May at First United Methodist Church. This event was sponsored by The Medical Center Auxiliary, provided by NGMC, and featured speakers on heart disease treatment and prevention.

### Sponsorships and Donations

In FY10, NGMC sponsored or made a donation to over 20 community agencies serving health and human service needs, ranging from supporting the Alliance for Literacy Spelling Bee to the North Georgia AIDS Alliance. Sponsorships/donations totaled over \$48,000 in FY10.

### Employees Lead the Way: United Way Pacesetter & More



NGMC served as a pacesetter company for the United Way Campaign.

**Donations from NGMC employees totaled over \$120,000. This is 12% more than last year and \$30,000 more than NGMC has ever contributed as an organization. NGMC Chief Operating Officer and Interim CEO Carol Burrell served as Board Chair for United Way of Hall County in FY10.**

NGMC employees are very active in the community, volunteering at the Good News Clinics, in their churches on mission trips and for community agencies such as the Humane Society and Habitat for Humanity. **When it comes to supporting MCF's employee giving club, W.A.T.C.H. (We Are Targeting Community Healthcare), over 2,200 employees**



**donated over \$360,000 in FY10.**

### Blood Drives

**NGMC employees donated over 190 units of blood in FY10,** benefitting over 500 individuals.

### Support of Community Events

NGMC employees also turned out in full force for community events such as the American Heart Walk, March of Dimes' WalkAmerica and American Cancer Society's Relay for Life, averaging participation of 200 – 300 per event.

### NGMC Granted Provisional Candidacy Accreditation for Clinical Pastoral Education

NGMC was granted provisional candidacy accreditation for clinical pastoral education in September 2010. NGMC has offered clinical pastoral education since 2000 and has served as a clinical placement site for students under the accreditation of another institution prior to its recent accreditation.

### Training and Education for Healthcare

### Professionals and Other Students

NGMC supports the training and education of nurses and other healthcare professionals.

- NGMC is a training site for handicapped high school students who work in the areas of materials management, nutritional services, pharmacy and linens. 21 students and 2 instructors participated in FY10;
- 64 students from area high schools participated in the Youth Apprenticeship Program in FY10;
- NGMC partners with Lanier Tech to house a Radiology Tech Program and helps fund faculty; also provides 2 PC labs and classroom space for Lanier Tech's LPN program;
- 145 job shadows were placed atn NGMC during FY10, allowing high school and postsecondary students

from area schools to shadow professional healthcare staff.

### Special Notes

#### Community Benefit Definition and Objectives:

Programs or activities that provide treatment or promote health as a response to community needs and meet at least one community benefit objective:

- Improve access to health services
- Enhance public health
- Advance knowledge
- Relieve government burden

#### Not a community benefit:

- Provided primarily for marketing purposes
- Required for licensure or accreditation
- Restricted to individuals affiliated

with organization

- Not related to community benefit mission
- Counted as community benefit by another organization or person
- Questionable in the eyes of the community

We also use the precepts outlined in "A Guide for Planning and Reporting Community Benefit," provided by the Catholic Health Association of The United States and VHA, Inc. The guide's purpose is to help not-for-profit mission-driven healthcare organizations develop, enhance and report on their community benefit programs.

**For more information, contact Christy Moore, Manager, Community Health Improvement, at 770-219-8097 or go to [www.nghs.com](http://www.nghs.com).**



# TRUST

Georgia's #1 Heart Hospital

Northeast Georgia Medical Center (NGMC) is ranked **#1 in Georgia** for Overall Cardiac Care for the **sixth year in a row** (2006-2011), according to HealthGrades®. In fact, NGMC is one of only five hospitals in the nation to rank number one in all four cardiac categories. **Why travel anywhere else when Georgia's #1 heart hospital is so close to home?**



Northeast Georgia Medical Center, Inc.  
Gainesville, GA | 770-219-3840 | [www.nghs.com](http://www.nghs.com)

To learn more about heart care at NGMC, call **770.219.3840** or visit [www.nghs.com/heart](http://www.nghs.com/heart)