

# 2017 Community Benefit Report





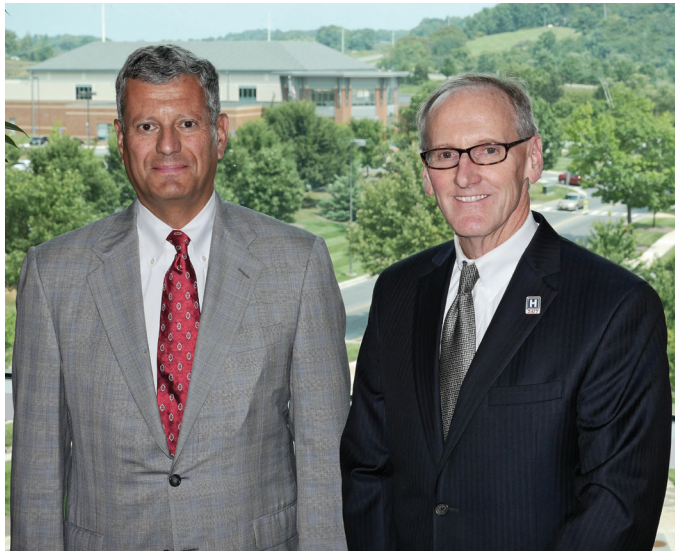


# Creating Healthier Tomorrows

November 2017

Dear Neighbor,

Across Valley Health System, the care we provide and the services and programs we offer reflect our commitment to promoting the health and wellness of our families, friends and community—both now and in the future. All six Valley Health hospitals and other Valley Health facilities provide “traditional” healthcare services to the sick and injured, as well as offer a wealth of forward-thinking programs that contribute to the lifelong well-being of our neighbors and the long-term health of our community. In fact, at Valley Health, we embrace and welcome our role in creating “Healthier Tomorrows.”



Creating healthier tomorrows for those who call the Northern Shenandoah Valley and surrounding areas home influences our work both inside and outside the walls of our hospitals, wellness and rehabilitation centers, physician practices and other facilities. Our annual *Community Benefit Report* gives us the opportunity to highlight a few of the many programs we offer that illustrate our commitment to our community and why our region is a wonderful place to live, work and raise a family. Valley Health’s leadership in health care, employment, civic engagement, economic vitality, volunteerism, education and workforce development is why our organization was honored with the Top of Virginia Regional Chamber of Commerce’s “2016 Large Business of the Year Greater Good Award.”

Additionally, the wellness programs, support groups and free screenings; grants, sponsorships and other in-kind support to local civic, educational and nonprofit organizations; and job training, camps, residency and internship programs reflect our commitment to meet the health and wellness needs of area residents. Also, Valley Health serves as a safety net and critical resource to the area’s neediest through the provision of charity care, discounted services and financial counseling that contribute to a tomorrow that is better, healthier, and ultimately more fulfilling for so many.

We are humbled by and proud of our dedicated team of caring professionals who serve you and our community with expertise, compassion and dedication 24 hours a day, 365 days a year! We also thank you, our patients, our friends, our neighbors, our donors and our community partners, for supporting our efforts to create healthier tomorrows for people in our region—because it is through collaboration and mutual support that we are building a future where we are “Healthier, together.”

Sincerely,

A handwritten signature in blue ink that reads "Joseph F. Silek, Jr." The signature is written in a cursive style.

**Joseph F. Silek, Jr.**  
*Chair, Board of Trustees*

A handwritten signature in blue ink that reads "Mark H. Merrill". The signature is written in a cursive style.

**Mark H. Merrill**  
*President and CEO*



## Healthier Tomorrows Through Training and Education



“I couldn’t possibly perform CPR on someone! What if I injured them?” Nurse Erica Mellott, MSN, War Memorial Hospital clinical educator, says she frequently hears this comment when she teaches CPR training classes in the community. In fact, one of the most important parts of her job as a trainer is to help people overcome their fear of performing CPR, because, she says, “If someone’s heart has stopped, doing nothing is worse than doing CPR incorrectly.”

Valley Health uses American Heart Association tools to prepare area residents to cope with life-threatening situations. CPR classes and demonstrations in schools, at civic organizations and at other public events are offered by staff from all six Valley Health hospitals. If you’ve attended one of the region’s health and wellness fairs, you might have learned Hands Only CPR at a Valley Health kiosk. When learning Hands Only CPR, you train on a ‘feedback manikin’ that lets you know

when you are compressing the chest properly. In CPR Anytime classes, attendees practice on an inflatable manikin and train on the use of AEDs (automated external defibrillators), skills that can save a life in an emergency.

Of course, arming community members with valuable life-saving information is about more than training. Valley Health offers numerous educational resources, such as free information sessions on healthy eating and weight loss, advance directive planning, and chronic disease management. Our employees participate in health and wellness fairs and events, sharing knowledge about heart and vascular disease, diabetes, prenatal and child care, and other important topics. Brochures on a wide variety of health and wellness concerns, including kid-friendly resources, are available, and *HealthLINK* magazine, offered in print and online, reaches hundreds of thousands of homes across our region each year. Encouraging healthy choices—and providing life-saving tools and training—are priorities for Valley Health because positive actions help create healthier tomorrows for our community.



## Healthier Tomorrows for Yesterday's Leaders



They are our parents, grandparents and great-grandparents. In the past, they were the teachers, nurses, police and fire professionals who served our communities. They

farmed the region's fields and ran local businesses. Today they are retired, and many face the health and wellness challenges of aging, and perhaps also, the isolation of living alone. Valley Health is committed to working with area partners, such as the Shenandoah Area Agency on Aging (SAAA), to ensure these folks also have healthier tomorrows.

Valley Health and the SAAA have teamed up to help area seniors live more nourished lives through Meals on Wheels programs. The nutrition services departments at Shenandoah Memorial Hospital and Page Memorial Hospital collaborate with SAAA to provide well-balanced meals to community centers and homebound seniors in their regions. According to Kristen King, MS, corporate director, Valley Health Nutrition Services, this will amount to approximately 140,000 ready-to-eat meals provided over the course of the year. "All meals are cooked from scratch and served hot each day," explains King. "We're able to draw on the expertise of our clinical dietitians and cooks to ensure that meals are not only tasty but also meet or exceed all state and national guidelines for proper nutrition."

But more than nutritional needs are met through this partnership. Research indicates that isolation and loneliness contribute to a range of health issues, including depression and dementia. Meals on Wheels offers companionship and social interaction in addition to a hot meal. "By meeting participants' physical and social needs, we help our clients maintain their independence and vitality, better manage chronic

illnesses and handle many of the other inevitable impacts of aging," notes Catherine Galvin, former executive director of SAAA.

Valley Health believes everyone deserves a healthier tomorrow. Providing good nutrition and companionship through Meals on Wheels is one way we care for seniors beyond the walls of our hospitals.





## Healthier Tomorrows by Inspiring Next Generation Leaders



Specialists and family physicians. Nurse practitioners, RNs, and CNAs. Physical and respiratory therapists, radiation technologists, and lab and pharmacy technicians. These occupations—and others—appear to young people drawn to healthcare professions. Today's youth are smart, curious and tech-savvy. At Valley Health, we strive to inspire and steer them toward the many exciting health career options at youth-focused events, camps and other educational programs. "Hands-on learning programs spark a young person's interest in the health professions," states Valley Health academic liaison and director of youth career programs Lisa M. Zerull, PhD, RN-BC.

For years, Valley Health has held Come Explore the Health Professions, Health Sciences Academy, and other career exploration programs, where staff share their expertise and passion. Hundreds of students and scouts attend. They participate in activities such as taking blood pressure, diapering and swaddling infants, and intubating and caring for trauma patient manikins. Youth from across the region learn at summer camps from Romney, West Virginia to Luray, Virginia. Teen volunteers get hands-on experience at Camp Follow the Leader, held for children with physical, social, emotional and developmental challenges. Warren Memorial Hospital's CAMP M\*E\*D (Mentoring Everyone's Dream) is a four-day program where students learn about the variety of healthcare careers and participate in healthy team-building activities. Mentorship and training for local teens are also provided at the annual Healthcare Hospitality Career Advancement Program, an internship initiative offering paid positions in food service and housekeeping at all six Valley Health hospitals.

Careers in health care are exciting and rewarding, and healthcare professionals will continue to be in great demand. As one of the region's largest employers, Valley Health contributes to the robust local economy and the vibrancy of our community now and in the future. We are committed to—and passionate about—creating healthier tomorrows by training, mentoring and inspiring the region's next generation leaders.



## Healthier Tomorrows for Those With Chronic Disease

Living with a chronic disease, such as diabetes or COPD (chronic obstructive pulmonary disease), requires grit and determination since fatigue, discomfort and adhering to needed lifestyle changes can be daily challenges. For many, medications can help alleviate symptoms and pain and improve quality of life. However, those with limited financial resources may be hard-pressed to pay for these treatments. Valley Health's support of the Shenandoah Valley Compassionate Pharmacy, in concert with funding from the Winchester Medical Center Foundation, provides a lifeline for those who rely on expensive prescription medication for disease management.

Working with Valley Health case managers, patients who meet means-tested income requirements can qualify to receive free or deeply discounted prescription drugs. In 2016, 435 patients were served and over 1,500 prescriptions were filled for Compassionate Pharmacy patients. Winchester Medical Center also provides a supply of free medication for indigent patients upon discharge from the hospital. Both of these programs play a vital role in successful outcomes, helping to ensure that patients get the medications they need.

Joanne Martin, MSW, social worker at Hampshire Memorial Hospital, supports newly-discharged patients at the hospital's COPD Transition Center in Romney, West Virginia. Following an assessment by a respiratory therapist, COPD patients are encouraged to attend a six-month course to help them manage their condition. "Participating in the sessions reduces anxiety associated with COPD and enables patients to reach out for support and intervention before an emergency develops," Martin notes. "And these patients qualify to receive a free rescue pack with medication that provides relief, and can prevent readmission to the hospital."

"Patients who follow their physicians' instructions about how to self-manage their condition, including taking medication as prescribed, improve their quality of life and increase their longevity," states Lori DeHaven, PharmD, director, Valley Pharmacy. "But compliance is critical, and research shows that compliance improves when barriers, whether they are financial, physical or logistical, are removed." Valley Health's partnership with the Compassionate Pharmacy and programs like the one offered at the COPD Transition Center are ways to make sure that eligible patients have fewer hurdles to clear in order to receive potentially life-saving medications and follow-up care...ensuring healthier tomorrows for many.





## Healthier Tomorrows Through Screenings and Prevention



Although Valley Health plays a major role in the treatment of illness and injury, we also do our part to increase awareness about disease prevention in our community. Health screenings are conducted year-round at Valley Health hospitals, wellness and fitness centers, in the Health Coach, and at other public events, making screenings a keystone of Valley Health's prevention-focused programs.

The Heart Attack Risk Program (HARP) helps area residents find out where they stand on each of the key risk factors of heart attack and other cardiovascular conditions. Many screenings are free, and in 2016, Valley Health conducted over 900 HARP assessments. "The cardiovascular team at Valley Health provides exceptional care for patients who have had a heart attack; however, preventing heart attacks is far preferable to treating heart attacks," notes Philip O'Donnell, MD, medical director, Heart Attack Risk Program. "The testing and education offered through HARP can provide valuable, life-saving information so that patients can take action to modify their future risk."

In addition to HARP screenings, free glucose and cholesterol screenings, carotid intima-media thickness (CIMT) tests, low dose lung CT screenings (for smokers meeting certain criteria), diabetic retinopathy testing, kidney disease screenings, and hearing loss screenings are available at health fairs, county fairs and other events. These screenings and tests save lives. For those who are diagnosed through one of Valley Health's screening programs, a healthier tomorrow starts with preventive care, healthy lifestyle changes, and care from experts on our team.





## Healthier Tomorrows Through Collaboration With Community Partners

The expression “it takes a village” refers to how children grow into healthy adults when an entire community contributes to their upbringing. At Valley Health, we adhere to a similar philosophy: when it comes to growing healthy communities, better outcomes result through the collaborative efforts of many. For this reason, Valley Health partners with many local nonprofit organizations, both large and small, to improve the health and well-being of our citizens.

In addition to providing in-kind donations of supplies and equipment, and the services and expertise of employees, Valley Health makes sizable cash contributions to and/or has memorandums of understanding with many local organizations, including:

- Those that provide health care to residents with limited financial resources—The Free Medical Clinic of the Northern Shenandoah Valley, Good Samaritan Free Clinic, Page Free Medical Clinic, Shenandoah Community Health Clinic, St. Luke Community Clinic, and Healthy Families (Northern Shenandoah Valley and Warren);
- Those that address the needs of individuals with mental, psychological and addiction challenges—Northern Shenandoah Valley Substance Abuse Coalition, Concern Hotline, Council on Alcoholism, CLEAN, Inc. (Community and Law Enforcement Against Narcotics, Inc.), and the National Alliance on Mental Illness;
- Those that address specific health conditions and challenges—American Cancer Society, Blue Ridge Hospice, ARE (AIDS Response Effort), Inc., and March of Dimes; and
- Those that support the educational, training and welfare needs of children, youth and adults—Boys & Girls Club, Rural Children’s Fund/Walk to End Child Abuse, Shenandoah University, and RappU, Valley Health’s newest workforce development partnership.

Although this list is far from exhaustive, it shows the range and types of partnerships that have successfully increased access to care; helped address medical and welfare issues such as chronic disease, mental health, and substance abuse; increased awareness about health and wellness; and advanced initiatives in disease prevention. Valley Health’s commitment—and actions— as a force for good in the Northern Shenandoah Valley and surrounding regions create healthier today’s...and healthier tomorrows.



## By the Numbers

### Valley Health 2016 Community Support by Category (in millions)

#### A. Charity & Unreimbursed Care

Charity Care at Cost	\$17.0
Unreimbursed Cost of Medicaid	\$22.0
<b>SUBTOTAL A: Charity &amp; Unreimbursed Care</b>	<b>\$39.0</b>

#### B. Programmatic & Community Benefit

Community Health Improvement & Benefit	\$3.7
Health Professions Education	\$11.4
Subsidized Health Services/Research/Cash & In-Kind	\$2.9
<b>SUBTOTAL B: Programmatic &amp; Community Benefit</b>	<b>\$18.0</b>
<b>TOTAL COMMUNITY BENEFIT (Subtotals A &amp; B)</b>	<b>\$57.0</b>

#### C. Other Financial Measures

Medicare Shortfall	\$33.2
Bad Debt Expense	\$63.0
<b>SUBTOTAL C: Other Financial Measures</b>	<b>\$96.2</b>
<b>COMPREHENSIVE COMMUNITY CONTRIBUTION (Subtotals A, B &amp; C)</b>	<b>\$153.2</b>

**\$759.6  
Million**

**Comprehensive  
Community Contribution**  
Dollars Over the Last  
**Five Years**  
(2012-2016)

**\$153.2  
Million**

**Comprehensive  
Community Contribution**  
Dollars in 2016



## Community Benefit/Tax Liability

As a not-for-profit health system, Valley Health does not pay federal income taxes. In lieu of tax dollars, the organization makes significant financial contributions in the form of Community Benefit. Valley Health's probable income tax liability, if it were a taxable entity, compared to what Valley Health actually contributed to the community it serves, is illustrated below. Had Valley Health been a taxable organization in 2016, the potential income tax liability would have been \$43.1 million. The Community Benefit supplied by Valley Health was \$57.0 million, 32 percent higher than its potential tax liability.



Total Community Benefit



Potential Tax Liability

Navigating the complexities of securing health insurance through the Affordable Care Act Insurance Marketplace and the application processes for government assistance programs like Medicaid and Children's Health Insurance Program (CHIP) can be daunting. In 2016, Valley Health committed over \$954,000 to provide financial counseling to help patients access needed healthcare resources.



Winchester Medical Center • Hampshire Memorial Hospital • Page Memorial Hospital  
Shenandoah Memorial Hospital • War Memorial Hospital • Warren Memorial Hospital  
Hampshire Wellness & Fitness • Quick Care • Urgent Care • Valley Health Surgery Center  
Valley Health Wellness & Fitness Center • Valley Medical Transport • Valley Pharmacy • Valley Physician Enterprise

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