

2010–2011 Community Benefits Report

Sharing Our Spirit: Excellence Through Community Partnerships



 **NorthShore**
University Health System

Evanston Hospital Glenbrook Hospital Highland Park Hospital Skokie Hospital

Sharing Our Spirit: Excellence Through Community Partnerships



A deeply rooted philosophy guides us at NorthShore University HealthSystem (NorthShore). It is our overall mission “to preserve and improve human life.”

To better advance this mission, we must have a clear understanding of community health needs and issues. Through community needs assessments we strive to identify, prioritize and deliver resources to serve a wide range of unmet health needs. We further meet these needs by sharing our spirit, reaching out across the region through impactful

partnerships and through a variety of employee volunteer efforts.

NorthShore delivered on our area’s health needs with more than \$200 million in community benefits last year. This includes more than \$40 million in charity care and subsidized health services.

NorthShore amplified its community benefits efforts during the past year to include a wider scope of wellness and health education programs. We now manage nearly 100 different community initiatives, reaching 200,000 individuals. Our “Be Well-Lake County” multimillion-dollar initiative has had a positive impact helping patients manage their diabetes.

Finally, our Medication Assistance Program filled more than 26,000 prescriptions for patients who otherwise couldn’t afford their medications.

On behalf of all of us at NorthShore, thank you for allowing us to share our spirit of community service with you. We appreciate your supportive trust as we focus on improving the practice of medicine. We also pledge to continue to lead the way toward better outcomes and better value for all of our patients and the communities we serve.

Through community needs assessments we strive to identify, prioritize and deliver resources to serve a wide range of unmet health needs.

A handwritten signature in black ink that reads "Mark R. Neaman". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Mark R. Neaman
President and Chief Executive Officer
NorthShore University HealthSystem

NorthShore's Be Well-Lake County Program Delivers Wellness Through Education and Exercise

Rhonda Moore was living and working in Las Vegas when her seven-year-old grandson suffered a stroke. Then, her mother died unexpectedly, leaving her elderly father without a caregiver.

So Moore packed up her life and moved back to North Chicago to take care of her grandson and father. Moore's decision to help her family left her without a job *continued >>*



Be Well-Lake County patient Rhonda Moore gets her heart pumping with guidance from personal trainer Rogelio Gomez.

continued >>

or insurance benefits. When a dental emergency last year brought her to one of the county's health centers, Moore learned her blood pressure was dangerously high and she also had diabetes.

"I didn't know I was a diabetic," said Moore, who admits that she spent so much energy on her family members and their health that she did not take as good care of her own health.

Then, a referral to Be Well-Lake County, an innovative partnership between NorthShore and the Lake County Health Department/Community Health Center (LCHD/CHC), helped Moore learn how to best self-manage her diabetes and adopt a healthy lifestyle.

A model community engagement program, Be Well provides medical care through a community health center, nutrition and exercise education, and healthy produce from a community garden to underserved patients with diabetes in Lake County.

The program, funded by NorthShore, The Auxiliary at Highland Park Hospital and other community partners, has enrolled more than 525 patients. It has provided some 1,500 clinic visits and 200 specialty care appointments at NorthShore Highland Park Hospital and NorthShore physician offices.

"They've given me the opportunity to help myself and benefit from care that I otherwise could not have afforded."

Be Well also recently launched a retinal camera screening program, funded by the Healthcare Foundation of Northern Lake County, to detect early stages of diabetic eye disease to help prevent blindness.

"Thanks to Be Well, I've learned a lot," said Moore. "They've given me the opportunity to help myself and benefit from care that I otherwise could not have afforded."

Moore now exercises regularly, thanks to free personal trainer services through Be Well. "He works every little muscle we have. He's a task master, but he's great," she said.

Working with a Be Well dietitian, Moore radically changed her diet. "I learned about portion sizes and foods like whole grains, fruits and vegetables," Moore said. "I used to eat all the wrong things and eat at the wrong time," she added. "Now, I'm doing everything they tell me." Her healthier habits are having a ripple effect as she plans meals and cooks for the rest of her family.

Moore, who is grateful to her Be Well physician Elizabeth Nodine, MD, has made so much progress she is now considered "pre-diabetic."

"Be Well can mean the difference between life and death for some of our patients," said Cheryl Bell, Be Well Program Coordinator. "Some have told us that it is an answer to prayers." ■

Be Well-Lake County: Celebrating Two Years of Healthy Nutrition and Fitness

Two years ago, NorthShore set out to address one of the nation's fastest growing health threats: diabetes among the medically underserved. Partnering with the Lake County Health Department and Community Health Center, Be Well-Lake County was born. This comprehensive program provides low-income communities increased access to effective diabetes management, education and lifestyle support resources in Lake County, where more than 8 percent of the adult population have diabetes.

"In the current economic climate, it became clear that now more than ever we need to take aggressive action to help assist diabetic patients and their families in our area with access to quality healthcare," said Mark R. Neaman, NorthShore President and Chief Executive Officer. "We are very pleased with the success of this unique program in the region."

Besides distributing weekly fresh produce to nearly 150 families over the summer months, Be Well-Lake County also provides a Community Garden in North Chicago. Be Well patients, together with master gardener volunteers from the University of Illinois Extension program, plant and ultimately harvest a variety of fresh vegetables—from tomatoes to banana peppers—yielding several pounds of produce for each patient to take home each week. ■

Be Well-Lake County patients help plant vegetables during the second annual Dig Day last June at their Community Garden in North Chicago.



Charity Care Provides Northbrook Woman With Vital Treatment and Medication

Joanne Kennedy has always worked two or more jobs; and with her current combination of part-time employment, she has no benefits. In the last few years, she has struggled to keep her home. Born with a rare blood disease called thalassemia, Kennedy also faces serious and chronic health challenges.

“I never let my condition stop me,” said Kennedy. “I put it in the back of my mind and just keep going.”

Thalassemia is a disorder in which the body makes an abnormal form of hemoglobin. Consequently, Kennedy has significantly higher than normal levels of iron in her blood and a host of associated complications, some of which are life threatening.

For instance, a severe case of pulmonary hypertension sent her to the NorthShore Highland Park Hospital Emergency Department last September where she ultimately, and thankfully, ended up under the care of pulmonary critical care specialist Neil Freedman, MD, and medical oncologist Matthew Adess, MD. Their collaborative efforts helped get Kennedy back to better health. In addition, Dr. Adess prescribed a new medication called Exjade[®],

which helps her body remove the excess iron her blood produces and eliminates a number of potential complications.

“There’s a significant difference in the way I feel now. Words like ‘thank you’ don’t seem to be enough.”

Before this experience, Kennedy worried that she might

be left to die because she had no insurance or funds to pay for expensive care and medications. She lives with her two sons, ages 20 and 22, and also was concerned about the impact her worsening condition would have on them.

Fortunately, Kennedy found help through NorthShore financial counselor Dolores O’Neill and patient financial advocate Rae Rhoads. Together, they secured not only free care through NorthShore’s charitable care program, but also free medication from the manufacturer.

“It’s extremely rewarding to know that we’ve done everything we can to help somebody get the kind of care they need,” Rhoads said.

“There’s a significant difference in the way I feel now,” Kennedy said with a smile. “Words like ‘thank you’ don’t seem to be enough. I’m humbled and very grateful.” It is clear she has reason for hope and a brighter future.

“In a short period of time, she’s made a significant amount of progress, and I think she’s better physically and emotionally,” said Dr. Adess, who is pleased to be associated with a healthcare system that supports charitable care to provide much-needed treatment for patients who otherwise might not receive it. ■

NorthShore patient Joanne Kennedy (facing page)



Sharing Our Spirit: Investing in Our Communities' Health

NorthShore University HealthSystem takes a leadership role in the community by offering resources and support to achieve our mission "to preserve and improve human life." Investing in community health is at the core of our efforts. NorthShore provided nearly **\$201 million** in community benefits reportable under the Illinois Community Benefits Act, a **\$5 million increase** from the previous year. Charity Care totaling **\$20,198,539** was also up from the previous year due to increased patient volumes.



Youngsters learn the right way to brush their teeth at one of NorthShore's health education programs.

Dr. Romy Block-Posner checks patient Maria Elena Reyes at the Outpatient Clinic at NorthShore Evanston Hospital. (facing page)

Total Value of Community Benefits

2010	\$200,569,119
2009	\$195,733,273
2008	\$171,842,985
2007	\$150,555,020
2006	\$145,638,577
2005	\$141,311,754

Value of Other Reported Benefits

Subsidized Health Services	\$22,247,694
Government-Sponsored Indigent Healthcare	\$103,027,295
Education	\$35,333,461
Research	\$3,758,823
Language Assistance Services	\$1,362,563
Bad Debts	\$8,911,766
Government-Sponsored Program Services	\$1,453,135
Donations	\$1,562,146
Volunteer Services	\$2,236,441
Other Community Benefits	\$477,256

The outpatient clinic at NorthShore Evanston Hospital provides medical care for adults and children who lack private medical insurance. In fiscal year 2010, the clinic treated **11,370** patients, with **20,884** visits.



Community Benefits Spotlight

NorthShore provided **172** health screenings to **4,011** individuals.

NorthShore hosted **369** health education classes for **10,123** participants.

NorthShore gave **\$1,562,146** in direct contributions to **87** community organizations.



NorthShore community health screenings promote early detection and treatment of diseases, including colon cancer and diabetes.

NorthShore's Medical Assistance Program (MAP) offers aid to patients who need help paying for prescription drugs. MAP assisted **1,723** patients, filling **26,143** prescriptions valued at **\$722,922**.

Interpretive Services staff at NorthShore provided **22,000** hours of verbal interpretive services to patients and family members, valued at **\$1,362,563**.

The Perinatal Depression Program offers free screenings and a 24/7 crisis hotline. NorthShore physicians conducted **5,238** evaluations and free psychological support and referrals were provided to **438 women** identified as "at-risk." The crisis hotline received **731** calls.

The Dental Center at NorthShore Evanston Hospital provided free and discounted care to **2,613 patients**.

NorthShore Evanston Hospital Community Programs and Partnerships Include:

- **City of Evanston Women Out Walking**
- **Evanston Hospital Dental Center**
- **Evanston Hospital Outpatient Clinic**
- **Evanston Township High School Health Center**
- **Family Awareness Network of New Trier Township Schools**
- **Friends of the Evanston Farmers Market**
- **Medication Assistance Program**
- **McGaw YMCA**
- **NorthShore Center for Simulation and Innovation (NCSI)**
- **YWCA Evanston/North Shore Ricky Byrdsong Race Against Hate**

Sharing Our Spirit



Each year NorthShore recognizes select employees with a Sharing Spirit Award for their outstanding volunteer efforts in the community. To further help in these endeavors, NorthShore rewards each honoree with a \$500 donation to the organization for which he or she volunteers. Meet some of our recipients on the pages that follow.

Award winner Jane Balaban, Inpatient Pharmacy, NorthShore Evanston Hospital, shares her spirit volunteering with the North Branch Restoration Project. Balaban leads 50 volunteers to protect and restore the natural environment of the Chicago River, while emphasizing individual safety. Her colleagues share that Balaban is a true champion of the environment, her community and the future.

NorthShore Evanston Hospital Provides Vital Services to High School Students

“The school-based health center at Evanston Township High School (ETHS) is an example of everything that is wonderful about this community,” said Evanston Mayor Elizabeth Tisdahl. “It not only has saved lives, but also has made a significant difference in more subtle ways.”

The center—which is a collaborative partnership between ETHS, the Evanston Health Department and Evanston Hospital and is staffed and funded by NorthShore—provides free care to all students whose parents register them. Close to 2,000 students visit the center annually for physical exams, immunizations, treatment of acute and chronic illnesses, individual counseling, health education, gynecologic care and support groups.

Mayor Tisdahl remembered a student who received treatment for a particularly tough case of acne. “He walked with his head down, was withdrawn and didn’t have a lot of friends,” she recalled. The health center provided treatment that cleared up his acne and in a real way changed his life, giving him the confidence to walk with his head held high, expand his social circle and begin doing better in school.

“The health center has been a tremendous asset to this community,” added Mayor Tisdahl. ■

Center for Simulation and Innovation Provides Life-Saving Training



Using specially-designed mannequins, local paramedics, firefighters and community groups can learn CPR and other life-saving skills during classes and seminars at the NorthShore Center for Simulation and Innovation (NCSI).

NorthShore Glenbrook Hospital Community Programs and Partnerships Include:

- **Community Mental Health Partnership for Youth**
- **District 214 Medical Academy**
- **Glenbrook Family Care Center Access to Care**
- **Glenview District 34 Science Olympiad**
- **Medical Technologies Scholarship Awards**
- **North Shore Senior Center Lunch Circle**
- **Rebuilding Together**

Counseling Program Targets Underserved Teens

NorthShore Glenbrook Hospital is funding a pilot program to provide dramatically needed mental health services for underserved teens. This new Community Mental Health Partnership for Youth is a collaborative effort with The Josselyn Center, Glenbrook High School District 225, Northfield Township and NorthShore’s Family Care Center Family Residency Program. The partnership is designed to provide:

- psychiatric coordination of care for low-income students following a hospitalization
- psychiatric evaluation of medications for students already being treated by other community programs
- risk assessments for students whose safety is a concern
- nonemergency evaluation for psychiatric services

“This is a great way to provide critical services and keep these kids in school,” said Barb Marzillo, RN, at Glenbrook South High School. Even in seemingly affluent communities, she added, “the need is huge.”

“I love the access of this program,” said the mother of one of the first students treated by the program. “It’s awesome, and it’s good to know there’s somebody out there who cares.”

“It’s so exciting to start helping these families, one by one, and see the ripple effect,” Marzillo said. “We’re thrilled and grateful to NorthShore for the funding. I truly feel this could be a model for other hospitals and communities.” ■

Sharing Our Spirit



Award winner Wilma Anderson, Preoperative Services, NorthShore Glenbrook Hospital, shares

her spirit as a volunteer organizing community health fairs at St. Andrew’s Pentecost Episcopal Church. Her colleague, Molly Mullen, said, “Wilma’s volunteer activities aim to improve the lives of others by providing information on health issues and preventive care to a population that otherwise might not receive it.”

Science Olympiad Inspires Young Minds



Attea Middle School students Brian Henegan (left) and Marc Feldman participated in the Science Olympiad regional tournament last February, sponsored in part by NorthShore Glenbrook Hospital and the Glenview Education Foundation.

NorthShore Highland Park Hospital Community Programs and Partnerships Include:

- **Be Well-Lake County**
- **Center for Simulation Technology and Academic Research (CSTAR)**
- **Firecracker 4**
- **Lake County Access Project**
- **Lake County Health Department Kids 1st Fair**
- **LIFE: Living in the Future Cancer Survivorship Program**
- **Region X Pod Hospital for Northeastern Illinois**

NorthShore Employees Lend Helping Hands



NorthShore Highland Park Hospital volunteers Susie Kinnucan (left), Ron Adair and Paul Banks (in the background), helped sort and package food for distribution to needy families in partnership with the Northern Illinois Food Bank.

NorthShore Highland Park Hospital Teams Up With Northern Illinois Food Bank

NorthShore Highland Park Hospital employees and family members volunteered at the Northern Illinois Food Bank for three days in 2010, sorting and packaging food for distribution to needy residents.

Last year, Northern Illinois Food Bank's Lake County branch collaborated with more than 130 agency partners and program sites. During each NorthShore volunteer initiative in April, July and August, a team of 30 Highland Park Hospital volunteers provided critical assistance to the program during three-hour work shifts at the Food Bank's warehouse in Park City, Illinois.

"In 2010, the Lake County branch of the Northern Illinois Food Bank distributed nearly five million pounds of food to local residents," said Jesse Peterson Hall, President, Highland Park Hospital. "We're proud to partner with an organization that shares a common goal of helping people in our community."

The Northern Illinois Food Bank was also the recipient of Highland Park Hospital's 2010 holiday contribution. "It's gratifying that Highland Park Hospital employees chose to make a statement against hunger on the North Shore with this donation," said Pete Schaefer, President and CEO of the Northern Illinois Food Bank. ■

Sharing Our Spirit



Award winner Brigham Temple, MD, NorthShore Emergency Department Physician, shares his spirit with Medical Eye and Dental International Care Organization (MEDICO), which provides comprehensive healthcare to impoverished regions in Central America. Dr. Temple has participated in nine mission trips and recently began an initiative to provide sedation dentistry for children with disabilities.

NorthShore Skokie Hospital Community Programs and Partnerships Include:

- **Back-to-School Physicals**
- **Backlot Bash**
- **CJE Senior Life**
- **District 219 Job Shadow and Health Careers Program**
- **District 219 Sizzling Summer Science Camps**
- **English Language Learning (ELL) Parent Center**
- **Maine-Niles Association for Special Recreation**
- **Skin Cancer Screening**
- **Skokie Festival of Cultures**
- **Skokie Park District FUNdamentals of FITness**
- **Skokie Trail to Fitness**
- **Teddy Bear Clinics**

Sharing Our Spirit 

Award winner Jason Chiang, Senior Programmer/Analyst, NorthShore Information Systems, shares his spirit volunteering at the Chicago Northwest Suburban Chinese School in Palatine. His responsibilities include assisting the school principal with administrative tasks, ordering textbooks and materials, working with faculty, supervising teachers, and maintaining relations between the school and the larger community.

NorthShore Skokie Hospital Gives Boost to Community Reading Club

During January and February 2011, Skokie elementary school students were offered an alternative to the winter blahs—participating in the Family Winter Reading Club at the Skokie Public Library. But there is far more to this program than just keeping young noses inside books. The club challenges students to stretch not only their minds, but also their bodies.

With support from NorthShore Skokie Hospital and other community organizations and businesses, the Family Winter Reading Club encourages kids from kindergarten to eighth grade to read five books, including one related to health and nutrition, during the two-month period. All of the student participants are required to log time for physical exercise as well. Registration exceeded expectations, with more than 250 children involved in the program.

As a result, fitness DVDs saw increased circulation, according to Cathy Maassen, Youth Services Librarian. Students logged 96,840 minutes of reading and 47,967 minutes of exercise. All children in the reading club received a sports backpack for their participation. This healthy approach to reading was a big hit with both kids and parents, said Maassen, and will be continued next winter.

“At NorthShore, we take our role as a community partner seriously,” said Skokie Hospital President Kristen Murto. “We welcome this opportunity to invest in the health and development of youngsters in our community.” ■

Free Community Health Screenings Offer Peace of Mind



Dr. Harry Goldin volunteered his time on May 1, coordinating free cancer screenings at NorthShore Skokie Hospital. More than 70 community residents took advantage of this year's screening program.

Community Advisory Committees

The more NorthShore and the community connect, the stronger and healthier both will become.

To ensure accountability to the communities we serve, NorthShore University HealthSystem established Community Advisory Committees (CACs) at each of our Hospitals. These committees advise administration on various services and initiatives from a community perspective. The CACs also identify community resources that work to strengthen NorthShore and improve the overall health of families across the region.

NorthShore University HealthSystem Community Liaisons

Mark Schroeder
Hania Fuschetto
Seema Terry

NorthShore Evanston Hospital

Martha Arntson
Executive Director
Childcare Network of Evanston

Christopher Canning
President
Village of Wilmette

Carol Chaya Siegal
Community Nurse
CJE Senior Life

Katie Dold White
Kenilworth Resident

Willis Francis
Chairman
Evanston Latino Resource Coalition

Bill Gieger
President and CEO
McGaw YMCA

Jane Grover
Alderman, 7th Ward
City of Evanston

Sandi Johnson
Past Executive Director
North Shore Senior Center

Gerri Kahnweiler
Trustee
New Trier Township

Kelley Kalinich
Superintendent
Kenilworth School District 38

Greg Klaiber
Chief, Evanston
Fire and Life Safety Services

Mary Larson
Coordinator of Health Services
Evanston/Skokie School District 65

Colleen Sheridan
Health Services Coordinator
New Trier High School

Karen Singer
Executive Director
YWCA Evanston/North Shore

William Stafford
Chief Financial Officer
Evanston Township High School

Evonda Thomas
Director, Department of
Health and Human Services
City of Evanston

NorthShore Glenbrook Hospital

Lorelei Beaucaire
Chief Professional Officer
North Suburban United Way

Jill Brickman
Township Supervisor
Northfield Township

Eric Dawson
Pastor
St. Philip Lutheran Church

Eric Etherton
Assistant Principal
Glenbrook North High School

Julie Fleckenstein
Social Worker
Glenview Police Department

Kim Hand
Senior Services
Village of Glenview

Sidney Helbraun
Rabbi
Temple Beth-El

Jason Hickman
Director of Recreation
Glenview Park District

William Lustig
Police Chief
Village of Northfield

Barbara Marzillo
School Nurse
Glenbrook South High School

Robert Noone, PhD
Executive Director
Family Service Center

Megann Panek
Director
Glenview Senior Center

Gary Smith
Executive Director
The Josselyn Center

Dana Turban
Northfield Resident

Nancy Vaccaro
Social Worker
Northbrook Police Department

NorthShore Highland Park Hospital

Jim Adams
Business Owner

Jeanne Ang
Director, Primary Care Services
Lake County Health Department

Mari Barnes
Township Supervisor
Moraine Township

Anne Bassi
Board Member
Lake County Board

Patrick Brennan
Deputy City Manager
City of Highland Park

Alicia De La Cruz
Highland Park Resident

Susan Garrett
State Senator
Illinois District 29

Renee Goier, PhD
Superintendent
School District 109

Will Jones, Jr.
Assistant Village Manager
Village of Glencoe

Linda Kimball
Director
OASIS

Karen May
State Representative
Illinois District 58

Liza McElroy
Executive Director
Park District of Highland Park

Julie Morrison
Supervisor
West Deerfield Township

Jamie Rosenbaw
Student
Deerfield High School

Kent Street
Village Manager
Village of Deerfield

NorthShore Skokie Hospital

Nada Becker
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Wilmette Chamber of Commerce

Mark Collins
Trustee
Niles Township

Ralph Czerwinski
Fire Chief
Village of Skokie

Maureen DiFrancesca
Human Services Director
Village of Skokie

Frances Givertz
Hadassah Chicago Chapter

Jackie Grossmann
Home Sharing Coordinator
Interfaith Housing

Loryn Kogan
Community Relations Director
North Shore Senior Center

Margaret Lee
President
Oakton Community College

Marcia McMahon
Chief Professional Officer
Northwest Suburban United Way

Brian Petrow
Assistant General Manager
Old Orchard Shopping Center

Mathai Samkutty
Reverend
Village of Lincolnwood

Jim Szczepaniak
Community Relations Director
Niles Township High School District 219

Michelle Tuft
Superintendent of Recreation
Skokie Park District

Jackie Walker-O'Keefe
Social Services Director
Village of Morton Grove

Gayle Weinhouse
Director, Membership and Sponsorship
Skokie Chamber of Commerce

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NorthShore is committed to providing quality healthcare to all and dedicated to meeting the needs of the medically underserved, especially in these challenging economic times. In fact, NorthShore is one of only two health systems in the United States and the only one in Illinois to receive the 2011 VHA Leadership Award for Community Benefit Excellence. We are humbled by this national recognition of our efforts to extend our caring mission. You can learn more about NorthShore's community benefits initiatives and also support our ongoing efforts to improve the health of our communities at northshore.org/foundation/community.



NorthShore's Medication Assistance Program (MAP) delivers critical financial aid to patients like Liz Kennedy, enabling them to purchase life-saving medications. Kennedy is now back in school, studying to become a certified nursing assistant.