

# HealthSystem Advantage: Making the Difference in Your Community

2008–2009 COMMUNITY BENEFITS REPORT



## COMMUNITY RELATIONS: Investments in Community Healthcare

As an integrated healthcare delivery system, NorthShore University HealthSystem provides exceptional healthcare to the communities we serve. This reflects the nonprofit HealthSystem's mission "to preserve and improve human life." As the HealthSystem's primary philanthropic entity, the Foundation is also engaged in community outreach by contributing the gift of health to underserved patients.

Now embodied by its Foundation, philanthropy has been essential to NorthShore University HealthSystem (NorthShore) since it opened Evanston Hospital in 1891, caring for its first patients and equipping its first operating room. Philanthropy is part of NorthShore's enduring legacy—past, present and future. And philanthropy remains critical to ensuring exceptional healthcare delivery for the entire community.

Beyond private philanthropy, NorthShore's overall contributions to the community, defined as community benefits, increased by 14 percent for a total of \$172 million. NorthShore Foundation is building a network of community connections that enable it to give back to the community through NorthShore's four Hospitals, more than 2,000 physicians and over 3,000 clinical caregivers. It also funds critical clinical research that provides for breakthroughs in patient care and education to improve the health of the medically underserved.

These connections extend beyond the Hospitals' walls by mobilizing partnerships with grassroots organizations that enable NorthShore to deliver access to healthcare, wellness and education to underserved patients.

### **Realizing the Potential to Make a Difference**

For example, NorthShore is collaborating with the Lake County Health Department and Community Health Center (LCHD/CHC) to fund a signature initiative for comprehensive diabetes management called *Be Well-Lake County*.

"The goal of this signature initiative is to make a sustainable difference for diabetes patients and families in our community," said Colleen D. Mitchell, President at NorthShore Foundation. "*Be Well-Lake County* focuses on access to a healthy lifestyle, fitness and, most important, specialty care that is essential to changing the widespread prevalence of diabetes in Lake County." For more details, see page 7.

### **Engaging in the Delivery of Healthcare**

Initiatives like *Be Well-Lake County* demonstrate NorthShore's commitment to being a trusted healthcare provider for all members of the community. It also shows NorthShore's strategic decision to invest in education about healthy lifestyles for people of all ages with the goal of improving the quality of their lives.

For example, NorthShore University HealthSystem was one of the first health systems in the country to begin a universal methicillin-resistant Staphylococcus aureus (MRSA) surveillance program for all patients during the admissions process. Through a quick, painless nasal swabbing to assess MRSA infection, NorthShore Hospital staff can promptly identify and isolate infected patients to prevent the spread of this deadly infection.

At its core, healthcare is a basic human need. Serving as a pillar of support for the underserved patients in the community, NorthShore Foundation has and will continue to raise additional private support, more than the millions NorthShore already provides in community benefits support, to ensure the members of its community will always have the care they require.

### The Value of Reported Benefits

NorthShore is committed to taking a leadership role in improving the health of the communities it serves.

### Total financial value of reportable community benefits under the Illinois Community Benefits Act:

### \$171,842,985

up 14 percent from the previous year

### Charity Care: \$13,748,493

Defined as care for which the provider does not expect to receive payment.

#### Subsidized Health Services: \$14,032,282

Services that meet community needs and that NorthShore must subsidize from other revenue sources.

### Government-Sponsored Indigent Health Care: \$88,079,539

This covers the unreimbursed cost of Medicare and Medicaid for patients based on their financial need.

#### Education: \$22,186,284

Costs incurred for NorthShore Hospitals-based educational programs.

#### **Government-Sponsored Program Services: \$753,015**

These account for other reimbursed costs, which are not included as part of Government-Sponsored Indigent Health Care.

#### Research: \$6,500,000

Includes the cost of research activities conducted primarily to advance medical or healthcare services.

## COMMUNITY BENEFITS: Facts and Figures

To meet the needs of the medically underserved in our community, NorthShore University HealthSystem's (NorthShore) Evanston Hospital operates an Outpatient Department that provides primary care services. In 2008, **4,686** adults, adolescents and children who either lack insurance or are underinsured received care through the Outpatient Department.

The Dental Center at NorthShore's Evanston Hospital provided free and discounted care for **2,788** patients at a cost of **\$28,635**.

NorthShore's interpretive services staff provided approximately **10,500** hours of written and verbal interpretive services at NorthShore Hospitals. NorthShore provided **\$830,872** for interpretive services.

The Medication Assistance Program filled **16,654** prescriptions for **5,525** patients, costing NorthShore **\$588,542**.

Mobile Meals and Meals at Home with the support of NorthShore Hospitals provided **26,056** meals to community residents.

NorthShore staff participated in **26** community health fairs, providing resource information and health screenings.

The Perinatal Family Support Center provided services to **1,156** patients and families.



Photo above: Adrienne Kolanko received a stuffed penguin from Jasper Davidoff's "Animals from the Heart" program.

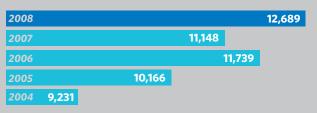
At nine-years-old, Jasper believes that every child in the hospital should have the unconditional love of a fuzzy, stuffed companion. He has created "Animals from the Heart," an organization that collects donated new stuffed animals to give to babies and children who are patients at NorthShore's Evanston Hospital. Before Jasper brings toys to the Hospital, he adorns each pet with a handmade tag around its neck and a name chosen by Jasper and his family. The NorthShore Foundation helped to facilitate the first-ever delivery of stuffed from "Animals from the Heart" at Evanston Hospital and believes this initiative makes a difference to the babies and children being treated there.

**Cover photo,** from left: Jasper Davidoff, Eva Mirek, staff nurse in pediatrics at NorthShore, and David lang. Photo is by Jonathan Hillenbrand/NorthShore University HealthSystem.

### **Total Value of Community Benefits**

2008		\$171,842,985
2007	\$150,555,020	
2006	\$145,638,577	
2005	\$141,311,754	
2004	\$142,233,192	

### **Outpatient Clinic Visits**



### Language Assistance Services: \$830,872

These costs pertain to translation services.

### Bad Debts: \$23,249,000

These are doubtful accounts that result from the extension of credit.

**Donations: \$514,592** Defined as cash and in-kind donations.

#### Volunteer Services: \$1,403,657

These describe the value of volunteer time provided by Hospital employees and volunteers.

### **Other Community Benefits: \$545,251**

### CHARITY CARE: HealthSystem Supports Your Friends and Neighbors

The face of those who need healthcare is changing. People from all walks of life in our community are losing their jobs and their health insurance.

Laura Walsh had a job she loved in pharmaceutical research and an excellent relationship with her employer. Then the clinical research division at the company was closed. Suddenly, she was unemployed.

Over eight months, Walsh found only occasional temporary office work providing some income but not enough to cover her prime concern—health insurance. A diabetic since age 28, Walsh postponed dealing with health concerns she hoped would not become acute, as she did not have the money to take care of them.

Finally, a wound on the bottom of her foot led to such swelling that she had difficulty wearing a shoe. Walsh realized that she had to seek medical attention. An MRI revealed that an infection had invaded a metatarsal bone. Walsh underwent surgery at NorthShore University HealthSystem's (NorthShore) Glenbrook Hospital, where Bruce Noxon, DPM, removed the bone. Walsh ran a fever seven of the nine days she was hospitalized as she battled the infection. Her uninsured hospital stay resulted in a bill of \$45,000, a sum that surely would have sent her into bankruptcy if NorthShore had not underwritten the entire cost as charity care.

"There was nothing I could have done with that kind of debt. It would have pushed me over the edge," Walsh said. She is grateful not only to the medical team who took care of her, but also to NorthShore financial counselor Toni Morzi who helped Walsh throughout the process.

Her persistence and faith that things would get better finally came true. Walsh secured a new position in her field.



After Laura Walsh lost her job and health insurance, she had a medical emergency that involved surgery and a nine-day hospital stay at Glenbrook Hospital. NorthShore paid for the cost of her care and literally helped her get back on her feet.

### SUBSIDIZED HEALTHCARE: HealthSystem Supports the Health of High School Students

NorthShore University HealthSystem has established a collaborative partnership with Evanston Township High School to run a school-based health center.

When Pam Strunk's oldest child was heading into Evanston Township High School (ETHS), she was aware of the school's Health Center. She was more comfortable with her family's pediatrician and did not feel the need to access the healthcare services at the Health Center. But when her husband lost his job and the family's health insurance benefits, she had a reason to consider the ETHS Health Center.

Despite her initial skepticism, Strunk now cites the skilled, compassionate care at the ETHS Health Center, where all three of her children have had positive experiences. Established in 1996 as a collaborative partnership with ETHS, the Evanston Health Department and NorthShore University HealthSystem (NorthShore), the Health Center is staffed by a NorthShore physician, two part-time nurse practitioners and a social worker. NorthShore contributes nearly \$400,000 annually for the Health Center.

During the past year, 33 percent of the nearly 3,000 ETHS students have used the Health Center for primary care, behavioral and reproductive health services. Their visits have totaled more than 2,500, demonstrating how highly the students regard its health services.

"I discovered the care is great," said Strunk, a former nurse. "The doctors and nurses are extremely knowledgeable, helpful, professional and thorough. It has been a real godsend for us."

Strunk has been impressed with the breadth of information offered by the Health Center, and the comprehensive questionnaire students fill out before a visit. The questionnaire covers everything from nutrition to potential tobacco and drug use, which students can discuss in confidence with the Center's caregivers.

Under the family's private insurance, an annual physical for one of her children would be \$150 compared



to \$33 at the ETHS Health Center. Currently two of Strunk's children use the ETHS Health Center.

"The Center is really convenient," said Claire Strunk, a high school senior who swims and plays water polo. "Everybody is friendly. They want to make you as comfortable as possible."

During the past year, 33 percent of the nearly 3,000 ETHS students have used the Health Center for primary care, behavioral and reproductive health services.

## EVANSTON HOSPITAL: HealthSystem Supports Fitness for Kids

NorthShore University HealthSystem gave financial support in 2008 to Club FYT, a YMCA program that teaches children the building blocks of a healthy lifestyle during their formative years.

Marcy Berry's 14-year-old son Casey has learned so much from the Club FYT program at Evanston's McGaw YMCA that he brings the lessons home to his mother. "He'll tell me, 'Mom, you don't have energy because you don't exercise,' " Berry said. "If I'm not eating properly, he'll tell me about that, too."

Berry said her son enjoys the sports activities in the program, including group games like basketball, but also embraces time on the treadmill and lifting weights. Berry admits that her "once-somewhat chubby" son is now committed to his healthier weight and lifestyle. She believes that Casey will continue healthy habits, and that his changed lifestyle is influencing her.

Evanston's McGaw YMCA 's Club FYT program receives financial support from NorthShore University HealthSystem (NorthShore) and is designed to address the issue of childhood obesity in Evanston. YMCA staff members report that at least 20 percent of the children they serve are significantly overweight—a trend that is particularly evident among African-Americans, Hispanics and children from low-income families.

Club FYT's goals are to motivate children to be more active and to educate them on the importance of physical fitness and nutrition, and the program is designed to create sustainable changes in behavior.

According to Club FYT instructor Neil Hamil, the youth in the program generally enjoy the games, which also help teach them about teamwork and the value of working together to accomplish goals. "Club FYT keeps them active, which is far better than sitting at home and playing video games," Hamil said.



NorthShore contributes financial support to Club FYT, a YMCA program that involves children in sports activities after school and teaches them about good health and nutrition for the rest of their lives.

"The importance of Evanston Hospital's service in the community, both to patients and the broader community at large, is particularly evident in these challenging economic times. As an important anchor in the community, we take our role and our responsibility to serve the community very seriously. We are proud of our many outreach activities and the overall impact we have on the stability of the community. The vital services we provide and our support of patients, employees and the larger community reflect our true character."

J. P. Gallagher, President at NorthShore's Evanston Hospital

## **GLENBROOK HOSPITAL:** HealthSystem Supports Community Infrastructure

NorthShore University HealthSystem has formed a partnership with Rebuilding Together, a nonprofit dedicated to preserving affordable housing and revitalizing neighborhoods.

For four consecutive years NorthShore University HealthSystem's (NorthShore) Glenbrook Hospital has joined forces with Rebuilding Together North Suburban Chicago (Rebuilding Together). It supports the organization's mission to preserve affordable homeownership and revitalize neighborhoods by providing home repair at no cost to those in need, including the low-income, elderly and disabled.

This year NorthShore's Glenbrook Hospital volunteers, joined by members of The Associate Board of NorthShore and the Student Healthcare Board at New Trier High School, worked to renovate an Orchard Village group home. Orchard Village, a nonprofit, provides support and housing for adults with disabilities. Through its Community Relations outreach, Glenbrook Hospital also gave financial support to the Rebuilding Together initiative, as it has during each year of the partnership.

With projects ranging from upgrading electric and replacing basement ceiling tiles to interior painting, renovation of the backyard gazebo and landscaping enhancements, Glenbrook's volunteers dramatically improved the Skokie house that serves as home to six women in their 40s to 60s.

Rebuilding Together regularly receives feedback from homeowners and organizations like Orchard Village who explain how the rebuilding work and generosity have changed their lives, according to Sharon Riley, Executive Director at Rebuilding Together. "We are extremely grateful to Glenbrook for its very significant ongoing contributions," Riley said.

Orchard Village House Manager Penny Wood reported residents watched excitedly as Glenbrook volunteers worked in their home and yard. While the residents may not all have the ability to specifically express their gratitude, they are definitely enjoying the improvements. "The volunteers did a great job, and it certainly improved the home for the ladies," Wood said.

"Glenbrook Hospital has been a joy to work with, bringing a very talented group of volunteers and strong leadership to our organization," Riley said.



Volunteers from NorthShore's Glenbrook Hospital, as well as volunteers from The Associate Board and Student Health Board, joined forces with Rebuilding Together to dramatically improve a home at the Orchard Village for adults with disabilities.

Hospital is about to embark upon a major expansion of our facilities is a reflection of the goodwill and confidence of the community in our ability to meet their healthcare needs. Our many efforts in community outreach help demonstrate our commitment to and our interest in the communities we are privileged to serve. Rebuilding Together is a wonderful example of this commitment. We care about giving back and serving the community through our excellent healthcare facilities, physicians and staff."

Doug Silverstein, President at NorthShore's Glenbrook Hospital

## HIGHLAND PARK HOSPITAL: HealthSystem Supports Cancer Survivors

A NorthShore University HealthSystem patient discovers how to cope after breast cancer through the LIFE program.

Karen Sussman's cancer journey began when a routine mammogram revealed something suspicious enough to warrant a breast ultrasound. That was followed by a needle biopsy and a dreaded diagnosis. A bilateral breast MRI revealed that the cancer had spread to her lymph nodes.

Sussman moved quickly to find "the best surgeon and the best protocol" to beat the disease, and she was thrilled with the treatment from her care team, including NorthShore University HealthSystem (NorthShore) surgeon David J. Winchester, M.D., NorthShore oncologist Leon Dragon, M.D., and everyone inbetween who got her through surgery, aggressive chemotherapy and radiation. Also, Sussman is grateful to the many members of her care team who helped her triumph over a diagnosis she initially believed could take her life "in a matter of weeks."

A self-described optimist before her diagnosis, Sussman went through treatment following all recommended protocols determined to beat the cancer. To the outside world, Sussman appeared to regain her positive attitude and her "bubbly, happy" self in spite of ongoing anxiety over her prognosis. But, when treatment ended, she had a difficult time finding her "new normal."

"I wanted to really live my life, rather than just to be alive," Sussman said. The Living in the Future (LIFE) Survivorship Program at NorthShore's Highland Park Hospital became her bridge to reaching that new life. "It's a magnificent program," she said.

For her, the program started with an individualized risk adaptive visit with Carole Martz, RN, AOCN, APN, who answered many of Sussman's questions. It also included seminars such as "Celebrate LIFE, Eat to Beat Malignancy and Walk Away from Cancer" and "Self Esteem and Sexual Intimacy After Cancer" with experts like LIFE Founder, Carol Rosenberg, M.D., as well as support groups.

"The LIFE Program offers so many opportunities to help make you whole again," she said. Meeting other cancer survivors was particularly powerful for Sussman, who said the support group formed an immediate bond by sharing concerns about treatment, strategies to move forward and innermost secrets. "We gave the best of the best to each other," she said.

Since its inception in 2006, the LIFE program has completed almost 700 risk adapted visits and had more than 3,000 participants through free LIFE programs and seminars.

"As part of our mission to serve the entire community, we believe we have to do our part in serving those who are traditionally underserved. Our partnerships with other important groups serving the health needs of the greater community are vital in this effort. A reflection of our commitment to these partnerships is our work with the Lake County Department of Health at the North Shore Health Center and now the North Chicago Health Center."

Jesse Peterson Hall, President at NorthShore's Highland Park Hospital



The Living in the Future (LIFE) program helped breast cancer survivor Karen Sussman bridge the changes in her life before and after her diagnosis and treatment, restoring her sense of well-being.

## SKOKIE HOSPITAL: HealthSystem Supports Community Interaction

NorthShore University HealthSystem's Skokie Hospital has a wealth of cultures in its community. Caregivers from Skokie Hospital share health-related information at community events.

People expect to meet healthcare professionals in the hospital and to have nurses and physicians care for them in a time of need. But NorthShore University HealthSystem's (NorthShore) Skokie Hospital's team of caregivers go beyond expectations to take a message of healthy lifestyle and preventive care outside the Hospital walls and into the community by participating in events like the Skokie Festival of Cultures.

"This is an important way for us to make connections with people while they are well, and out and about in the community," said Cally McKinney, RN, Clinical Practitioner in Education at Skokie Hospital. "We can provide them with information based on our expertise, and things they can use to support a healthier lifestyle."

Skokie Hospital employees volunteered for the two-day event and used a fun and interactive wheel (styled after the Wheel of Fortune) to engage adults and children in an educational nutrition and fitness quiz.

"The children were generally attracted to the wheel first," said Ruth Jordan, Senior Clinician at Skokie Hospital. "It was fun to watch their reaction when they knew the answer to a nutrition question, and that would draw the parent in."

While employee volunteers agreed that the community is generally becoming more focused on prevention strategies, they confirmed events like this are a positive way to educate without preaching to people. Participation in the Festival of Cultures is an important way of involving the Hospital's variety of staff in the diverse community it serves, according to Rita Walter, Clinical Nurse Manager at Skokie Hospital.

Skokie Hospital's annual free skin cancer screening program is another vital initiative to serve the community with preventive care and education. Dermatologist Harry Goldin, M.D., who has led the screening for many years with the help of other dermatologists, found it is a way to give back to the community and raise awareness of the importance of not only preventing skin cancer, but ensuring early detection as well.



Dr. Julie Goldberg, a NorthShore-affiliated dermatologist, screened patients in the community for skin cancer through a program initiated at Skokie Hospital. This is one of NorthShore's many efforts to care for the health of members in its communities.

"Skokie Hospital is a community-driven organization with a long-standing history of commitment to the local community. As a new member of the broader NorthShore organization, we have a heartfelt dedication to build on that tradition and continue to enhance our connection and engagement with the community, while taking advantage of new resources available through NorthShore. Over the next several years, we will invest more than \$100 million to further develop Skokie Hospital and enhance the service we provide to our community."

Kristen Murtos, President at NorthShore's Skokie Hospital

## BE WELL-LAKE COUNTY: HealthSystem Supports Community Partnership

NorthShore University HealthSystem has formed a partnership with the Lake County Health Department to develop a signature initiative for improving the health of underserved diabetic patients and their families. Seven of the NorthShore Medical Group doctors are involved in caring for these patients and dedicated to improving their outcomes.

The goal of *Be Well-Lake County* is to create a system of chronic disease management that improves care, increases communication and allows easier access for patients and families, and does so at a lower cost, according to Joseph Golbus, M.D., President of the NorthShore University HealthSystem (NorthShore) Medical Group. NorthShore is harnessing the power of its electronic medical record (EMR) system to implement innovative approaches to the care of diabetic patients.

Through NorthShore's EMR system, physicians and other critical caregivers can develop innovative approaches to the care of diabetic patients. For example, through NorthShore's secure Web portal, these patients can receive reminders to get their needed monitoring tests, such as hemoglobin A1C. Caregivers can develop interactive flow charts that allow them to enter their blood sugar levels from home and provide guidance online from experts at NorthShore.

This advanced technology combined with personalized healthcare and education from physicians and health providers is designed to make a sustainable difference



in the lives of underserved diabetic patients and their families in Lake County. For example, all seven NorthShore Medical Group physicians involved in caring for the diabetic patients and their families are specialists. Three doctors are endocrinologists, three are cardiologists, and one is an ophthalmologist.

A unique aspect of *Be Well-Lake County* is using highly trained health promoters, drawn from North Chicago. They will serve as influential and trusted extensions to the families who participate in the program. The health promoters will forge strong bonds by providing effective diabetes health education and helping underserved patients and their families manage the disease each day.

In order to create a program of superior quality, NorthShore is investing \$1 million in *Be Well-Lake County* to build this network of preventive healthcare for Lake County's underserved population. During 12 months, NorthShore will supply \$500,000 directly to the program with an additional \$500,000 to support specialty care for diabetes patients, including ophthalmology, podiatry, endocrinology, nephrology and cardiology, and administrative support.

To ensure that NorthShore is offering the best care possible, NorthShore Medical Group physician-researcher Madeleine Shalowitz, M.D., MBA, will be tracking *Be Well-Lake County's* progress every step of the way. She will measure patient outcomes based on national standards developed by the Health Resources and Services Administration and create regular reports on the status of the signature initiative.

Once the 12-month pilot phase is complete for *Be Well-Lake County*, the program will be replicated at the other six clinics run by the Lake County Health Department. If this signature initiative succeeds, NorthShore will use the same blueprint for managing many other chronic ailments, such as asthma and congestive heart failure.

NorthShore's signature initiative, Be Well-Lake County, focuses on educating the whole family of a diabetic patient about the habits of a healthy lifestyle, including good nutrition and regular exercise.



McGaw YM0

than Hillenbrand/NorthShore University HealthSystem Jonathan Hillenbrand/NorthShore University HealthSyste

### Additional NorthShore University HealthSystem Community Programs

#### Evanston Hospital's Community Programs and Partnerships Include:

**Outpatient Clinic** 

Dental Center

Medication Assistance Program

Evanston/Skokie School District 65 Nurse Practitioner

Mayor's Summer Youth Job Program

Ricky Byrdsong/YWCA Evanston/ North Shore Race Against Hate

NorthShore University HealthSystem Grand Prix of Cycling

NorthShore University HealthSystem/ District 65 Health Challenge Bowl

Perinatal Depression Program

Evanston Township High School Sciences Rotation Program

McGaw YMCA Club FYT

### Glenbrook Hospital's Community Programs and Partnerships Include:

Glenbrook Family Care Center Access to Care Program

**Rebuilding Together** 

District 214 Medical Academy

Glenbrook South High School Medical Technology Hospital-based Curriculum

Kohl's Dental Health Education Day

State Representative Elizabeth Coulson's Senior Exposition

#### Highland Park Hospital's Community Programs and Partnerships Include:

Region X Pod Hospital for Northeastern Illinois

Simulator Center

LIFE: Living in the Future Cancer Survivorship Program

Lake County Health Department Kids First Fair

Relay for Life

Firecracker 4

### Skokie Hospital's Community Programs and Partnerships Include:

United Way Trail of Fitness

Skokie Backlot Bash

Skokie Chamber of Commerce Women's Health Fair Lecture

Skokie Festival of Cultures

Village of Skokie Immigrant Information Health Lecture Series



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A publication of the NorthShore University HealthSystem Foundation

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\*Skokie Hospital will have Community Advisory Committee members in place by 2010.